

Summer travel is coming in hot! 70% of Australians are planning trips in November and December Tripadvisor's 2021 Summer Travel Index reveals travel trends and top trending destinations Australians are searching for

AUSTRALIA, November 3, 2021 - Summer is right around the corner and it's not just the weather that's coming in hot. With major cities out of lockdown and discussions around international travel happening in time for the holidays this year, Australians are psyched to get back out there. A new study from Tripadvisor reveals that Australians feel hopeful, cautious and excited about returning to travel.

Tripadvisor, the world's largest travel platform, today released findings from its Seasonal Travel Index for Summer, revealing travel trends and providing Australians with insight into what's popular, trendy and bookable in the months ahead. This season's index reveals that - with every passing day - travel is making a comeback. More than half of Australians (58%) in a recent Tripadvisor survey have already begun researching their Summer holiday trips.

With Aussies no longer settling for local trips, it appears true vacation getaways are coming back en vogue. More than two-thirds (70%) of Australians are planning to take a domestic trip, looking to travel more than two hours away from home.

The revenge travel mindset combined with the summer heat will likely see most Aussies spending more time outdoors. When surveyed, the most popular trip types chosen by Australians were the beach (65%) and the great outdoors (44%). The least popular choices were golf resorts (7%) and spa retreats (15%).

What's hot this Summer?

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Of those planning to travel, **70% of Australians will take a domestic trip** and 11% will travel internationally.

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Most popular travel dates are 30 November, 16 December and 27 December, timed around the school summer break and New Year celebrations.

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Aussies are looking to spend more time in the great outdoors. One of the most searched accommodation types are campgrounds.

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In terms of amenities, **pool and family-friendly** are popping

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Aussies are spending **AUD 1054 on average** on their Summer trip

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Aloha! Island trips are a hot topic. The most popular international trips that Aussies are planning to book once borders open include **Honolulu, Denarau Island and Sigatoka.**

Most popular destinations and experiences for Australians this summer

Top 10 Domestic Destinations	Top 10 International Destinations	Top 10 Most Booked Experiences
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1. Surfers Paradise	1. Singapore	1. Great Barrier Reef Snorkeling and Diving Cruise - Cairns, Queensland
2. Sydney	2. Denarau Island - Fiji	2. Whitehaven Beach and Hill Inlet Lookout Full-Day Snorkeling Cruise by High-Speed Catamaran - Airlie Beach, Queensland
3. Melbourne	3. Honolulu - United States	3. Gordon River Cruise departing from Strahan - Strahan, Tasmania
4. Cairns	4. Sigatoka - Fiji	4. Whitsunday Bullet Day Trip - Whitehaven Beach and Snorkelling - Airlie Beach, Queensland
5. Perth	5. New York City - United States	5. Litchfield National Park and Jumping Crocodile Cruise - Darwin, NT
6. Hobart	6. London - United Kingdom	6. Kayaking with Dolphins in Byron Bay Guided Tour - Byron Bay, NSW
7. Brisbane	7. Savusavu - Fiji	7. Morning Half Day Tour - Port Douglas, Queensland
8. Port Douglas	8. Korolevu - Fiji	8. Ocean Rafting Tour to Whitehaven Beach - Airlie Beach, Queensland
9. Airlie Beach	9. Momi - Fiji	9. All Inclusive Dolphin and Tangalooma Wrecks Cruise - Brisbane, Queensland
10. Darwin	10. Dubai - United Arab Emirates	10. Sunset Sailing Cruise - Port Douglas, Queensland

METHODOLOGY

The data cited in this release was gathered and analysed from two key sources:

- A Tripadvisor Consumer Sentiment Survey, based on data drawn from an online survey of over 2,400 consumers, in partnership with Qualtrics, conducted between 5th October, 2021 through 14th October, 2021 across 8 countries (United States United Kingdom Australia Japan Italy Singapore Germany India)

- Site behavioral data sourced from first party traffic data on the Tripadvisor platform, gathered during the week commencing 18 Oct, 2021, for searches made by AU travellers from 1 Sept, 2021 through 15 Oct, 2021 for travel between 1 Nov, 2021 through 31 Jan, 2022.

For further information, contact apacpr@tripadvisor.com

About Tripadvisor

Tripadvisor, the world's largest travel guidance platform*, helps hundreds of millions of people each month** become better travelers, from planning to booking to taking a trip. Travelers across the globe use the Tripadvisor site and app to discover where to stay, what to do and where to eat based on guidance from those who have been there before. With more than 934 million reviews and opinions of nearly 8 million businesses, travelers turn to Tripadvisor to find deals on accommodations, book experiences, reserve tables at delicious restaurants and discover great places nearby. As a travel guidance company available in 43 markets and 22 languages, Tripadvisor makes planning easy no matter the trip type.

The subsidiaries of Tripadvisor, Inc. (NASDAQ:TRIP), own and operate a portfolio of travel media brands and businesses, operating under various websites and apps, including the following websites:

www.bokun.io, www.cruisecritic.com, www.flipkey.com, www.thefork.com, www.helloreco.com, www.holidaylettings.co.uk, www.housetrip.com, www.jetsetter.com, www.niumba.com, www.seatguru.com, www.singleplatform.com, www.vacationhomerentals.com, and www.viator.com.

* Source: SimilarWeb, unique users de-duplicated monthly, June 2021

** Source: Tripadvisor internal log files

