

Discover your *edge*

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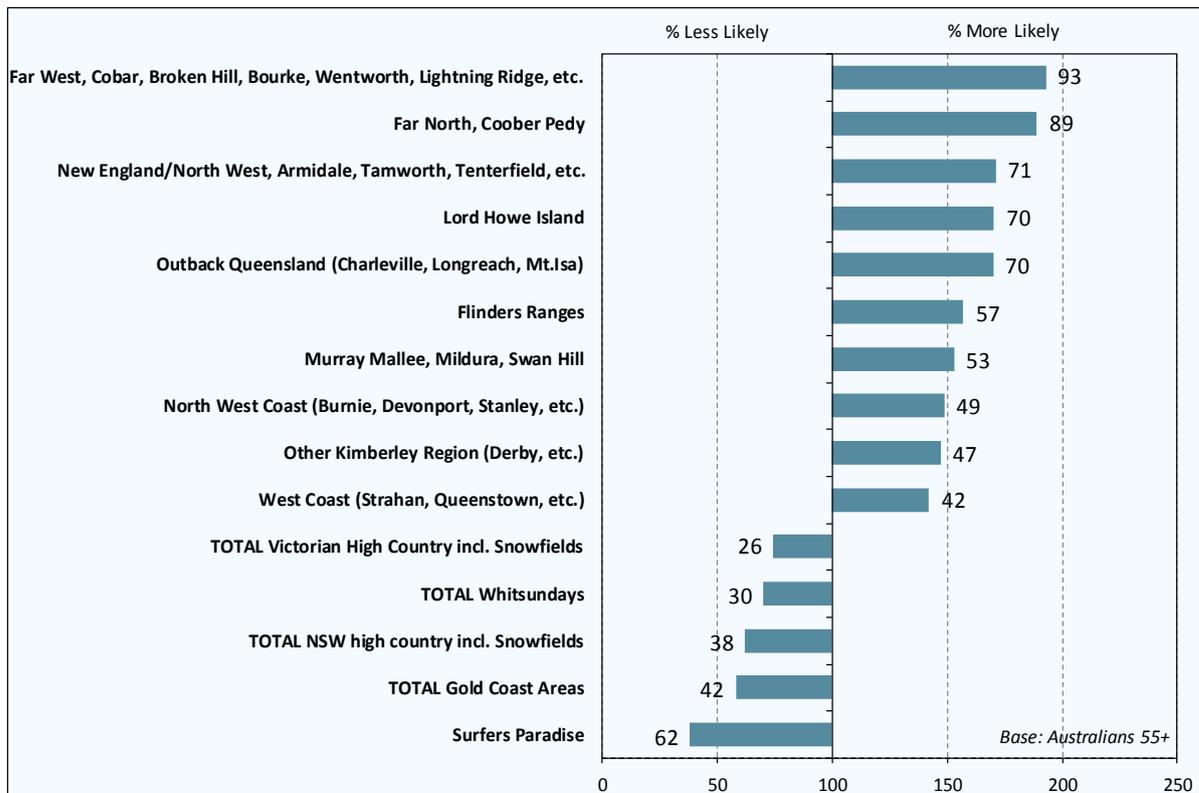
## Golden oldies blaze their own tourist trails

With specialist tour operators, holiday accommodation and travel websites dedicated to them, Australia's over-55s are an important demographic for the tourism industry. From grey nomads hitting the road in their motorhome or caravan, to [empty-nesters exploring the world free of parental responsibility](#), these travellers often have unique holiday preferences and habits — including the types of destination they'd like to visit.

When asked which places in Australia they'd like to spend a holiday of three or more nights in the next two years, people aged 55+ are more likely than younger age groups to name inland and outback destinations and less likely to show interest in family-friendly coastal hot spots.

Compared to the average Australian, over-55s are 93% more likely to nominate Far West NSW (Cobar, Broken Hill, Bourke, Lightning Hill etc) as a potential holiday destination and 89% more likely to nominate Far North SA/Coober Pedy, and 70% more likely to name Outback Queensland (Charleville, Longreach, Mt Isa).

**Where Australia's over-55s would like to holiday for 3 or more nights (compared to the national average)**



**Source:** Roy Morgan Single Source (Australia), October 2013 – September 2014 (n=8,336). This chart shows how likely over-55s are to want to take a holiday of 3 nights or more in each destination, compared to the average Australian, with 100 being the average

On the other hand, when it comes to coastal destinations they are 62% less likely than the average Aussie to choose Surfers Paradise and more likely to tend towards less 'well-trodden' places like Kangaroo Island and Hervey Bay.

Snowy and/or cold destinations don't appeal to the 55+ brigade much either: they are 38% less likely than the average Australian to name NSW's High Country and Snowfields as somewhere they'd like to holiday and 26% less likely to name Victoria's High Country and Snowfields.

**Angela Smith, Group Account Director, Roy Morgan Research, says:**

*"Although the holiday destinations that top the wish-lists of Aussies aged 55 or older are very similar to the rest of the population (Melbourne, Hobart, Perth and Sydney), some striking differences emerge once we look beyond the capital cities.*

*"While Surfer's Paradise rates highly among the total population as a place they'd like to holiday, over-55s would rather go to Broome, Cairns or Margaret River.*

*"Unconstrained by the demands of jobs or children, Grey Nomads have the time and freedom to explore this huge country of ours and visit places that others simply don't get to. Tourism agencies and operators keen to tap into this potentially lucrative market need to understand its particular needs, preferences and behaviours, and tailor their communications accordingly."*

**For comments or more information about Roy Morgan Research's travel and tourism data please contact:**

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#### **Related research findings**

View our extensive range of [Travel and Tourism profiles and reports](#), including [Destination preference](#) and [Destination Intention](#) profiles. You might also be interested in our [Holiday Activities profiles](#).

Roy Morgan's travel and tourism research also quantifies the dollar-value of the tourism industry's diverse markets; and includes detailed information and insights into what activities people look for when travelling, who they travel with, where they get their information, whose advice they seek when planning a holiday and much more.

#### **About Roy Morgan Research**

Roy Morgan Research is the largest independent Australian research company, with offices in each state of Australia, as well as in New Zealand, the United States and the United Kingdom. A full service research organisation specialising in omnibus and syndicated data, Roy Morgan Research has over 70 years' experience in collecting objective, independent information on consumers.

#### **Margin of Error**

The margin of error to be allowed for in any estimate depends mainly on the number of interviews on which it is based. Margin of error gives indications of the likely range within which estimates would be 95% likely to fall, expressed as the number of percentage points above or below the actual estimate. Allowance for design effects (such as stratification and weighting) should be made as appropriate.

Sample Size	Percentage Estimate			
	40%-60%	25% or 75%	10% or 90%	5% or 95%
5,000	±1.4	±1.2	±0.8	±0.6
7,500	±1.1	±1.0	±0.7	±0.5
10,000	±1.0	±0.9	±0.6	±0.4
20,000	±0.7	±0.6	±0.4	±0.3
50,000	±0.4	±0.4	±0.3	±0.2

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