



# ILLAWARRA'S SUMMER HOLIDAY PLANS

21 DECEMBER 2015

## THE LONG, LAZY SUMMER HOLIDAY IS OVER.

Earlier this month, IRIS Research reported that the region's tourism industry had passed \$900M in the 12 months to June 2015, up 27.3% on the previous year. With the summer holidays just before us, we were curious to know how much locals contribute to this good news story. So, we set about finding this out in the latest IRIS Research VoxPop, but we found out so much more...

First, in case you didn't already know it from personal experience, the days of the long, lazy summer holiday over January are over. In fact, according to the latest IRIS Research Vox Pop on Summer Holiday Plans, only 7.7% of respondents plan a four-week summer holiday this year. Almost half (47.4%) of respondents are having two weeks or less vacation this year.

And 14.1% are not having any time off at all, indicating real social and economic structural and cultural shifts. The festive season aside, holidays provide people much needed rest and recovery and personal time. Unless this is made-up elsewhere in the year, people are at increased risk of fatigue which is not good for the economy from a safety or productivity perspective. It is also interesting sociologically - who's looking after the kids during their summer holiday for instance?

For those of us summer holidaying this year, most (68.2%) are planning some time away from home. 43.6% of us plan to holiday somewhere in NSW, with 3.4% preferring to holiday in the Illawarra, 15% heading further south down the NSW South Coast. 11.1% are headed to Sydney and 14.1% elsewhere in NSW. "We don't know the average value of our

holidays, but we can reasonably assume this represents a significant and valuable spend in the NSW economy given it is peak season," said Peter Watts, IRIS Research.

The largest single group of Illawarra's holiday makers is headed interstate. The research suggests around one third of this travel would be to visit friends and family. 5.6% are venturing overseas. We conclude that overseas traveling has been curtailed somewhat this year by less favourable exchange rates (2.6% cited this as a reason for changing their holiday plans this year from previous years) and increased personal safety concerns (1.2% cited as reason for change).

Interestingly, our holiday plans have changed from last year's for most respondents (67.9%) which is very significant. The leading reason is change to family/personal situation (including economic situation) at 15%. These changes may be positive or negative, but what is clear is that changes to personal situations impact significantly on our holiday plans. 14.1% simply wanted to try something new, which could reflect a simple desire for a change, or changing circumstances at home (i.e. kids grown up and no longer interested in a traditional family holiday), or the availability of more diverse holiday experiences than in the past.

When we asked people to describe their holiday accommodation, 29.9% indicated they are staying with family. The festive season is a traditional time for families to reunite with houses a little more crowded than usual. One on five of us (20.1%) are staying in holiday home/apartment rentals and 13.9% at resorts. Camping is still attractive with 19% of us either

camping in tents or staying at caravan parks and the like. And 2.9% will be sailing the open oceans on cruise liners. Other at 11.7% included hotel stays.

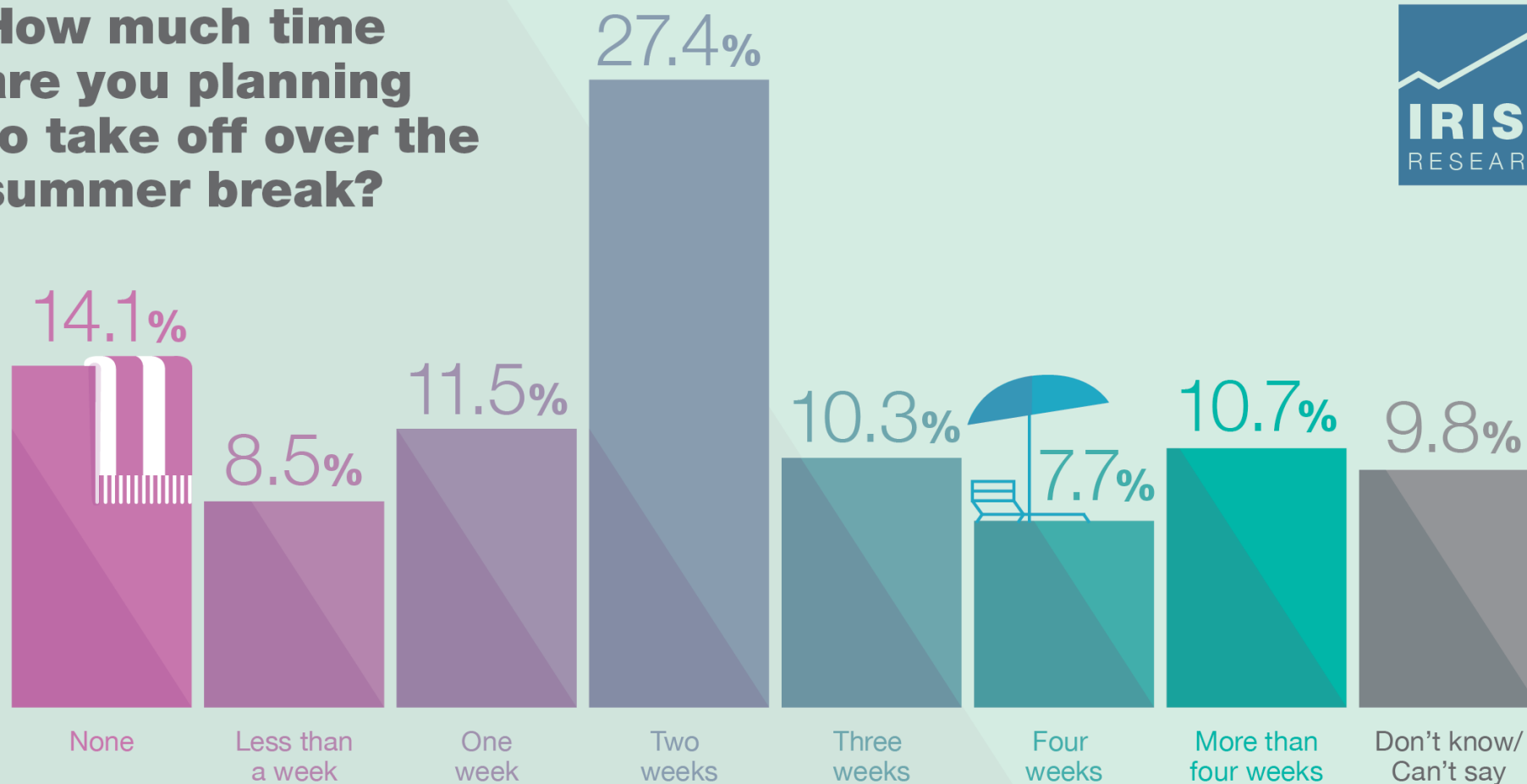
And what's our preferred mode of transport to get us to our destination? Car of course. A whopping 70.8% will travel by car to their holiday destination these summer holidays. 19% will travel by aeroplane which we can assume includes both interstate and overseas travel.

Finally, we asked all respondents regardless of their summer holiday intentions to name their top three Illawarra tourist attractions. This question revealed a wide and varied set of interests and opportunities which will be of special interest to the tourism industry, suggesting niche investment and marketing opportunities. In terms of our favourite top of mind tourism attractions these are: beaches; Illawarra Fly Tree Top Walk; Wollongong Harbour; Seacliff Bridge; Escarpment (lookouts walks and bike riding); Jamberoo Action Park; Northern Beaches of Illawarra; Kiama Blowhole; Kiama; and Minnamurra Falls.

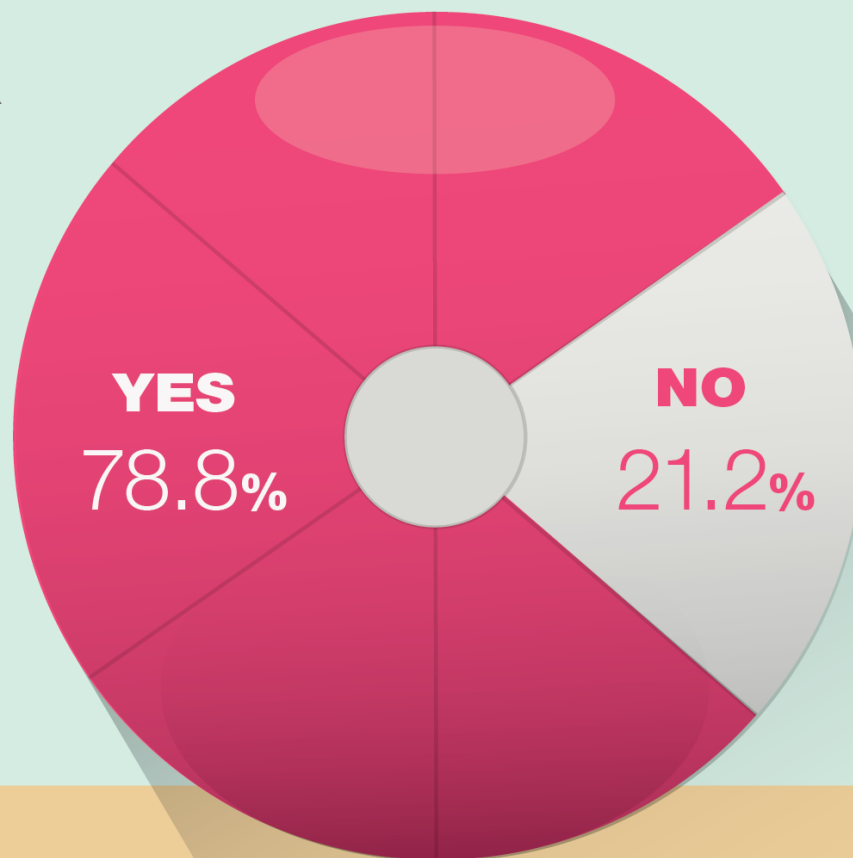
# Survey Respondents was 252

# #IRISVOXPOP

## How much time are you planning to take off over the summer break?



**For those not planning a break this year, have you changed your holiday summer holiday plans from previous years?**



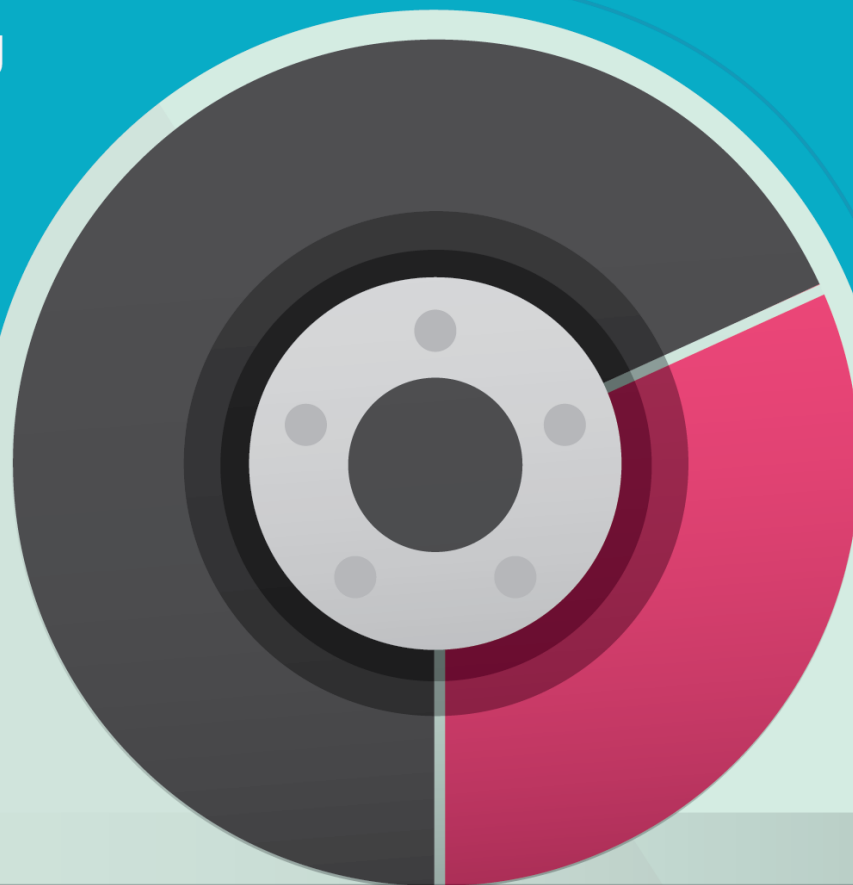
## If you are not planning a break this summer, unlike previous years, what is the main reason?



**Are you planning  
an overnight  
trip away  
from home?**

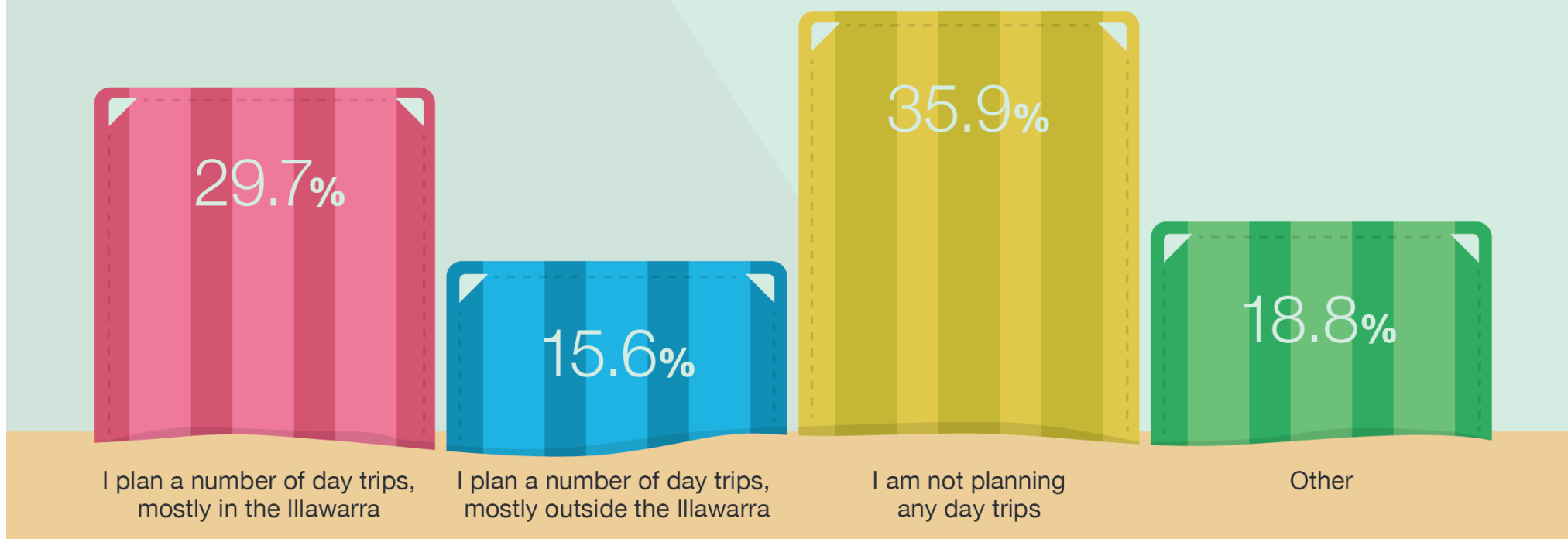


**YES**  
68.2%

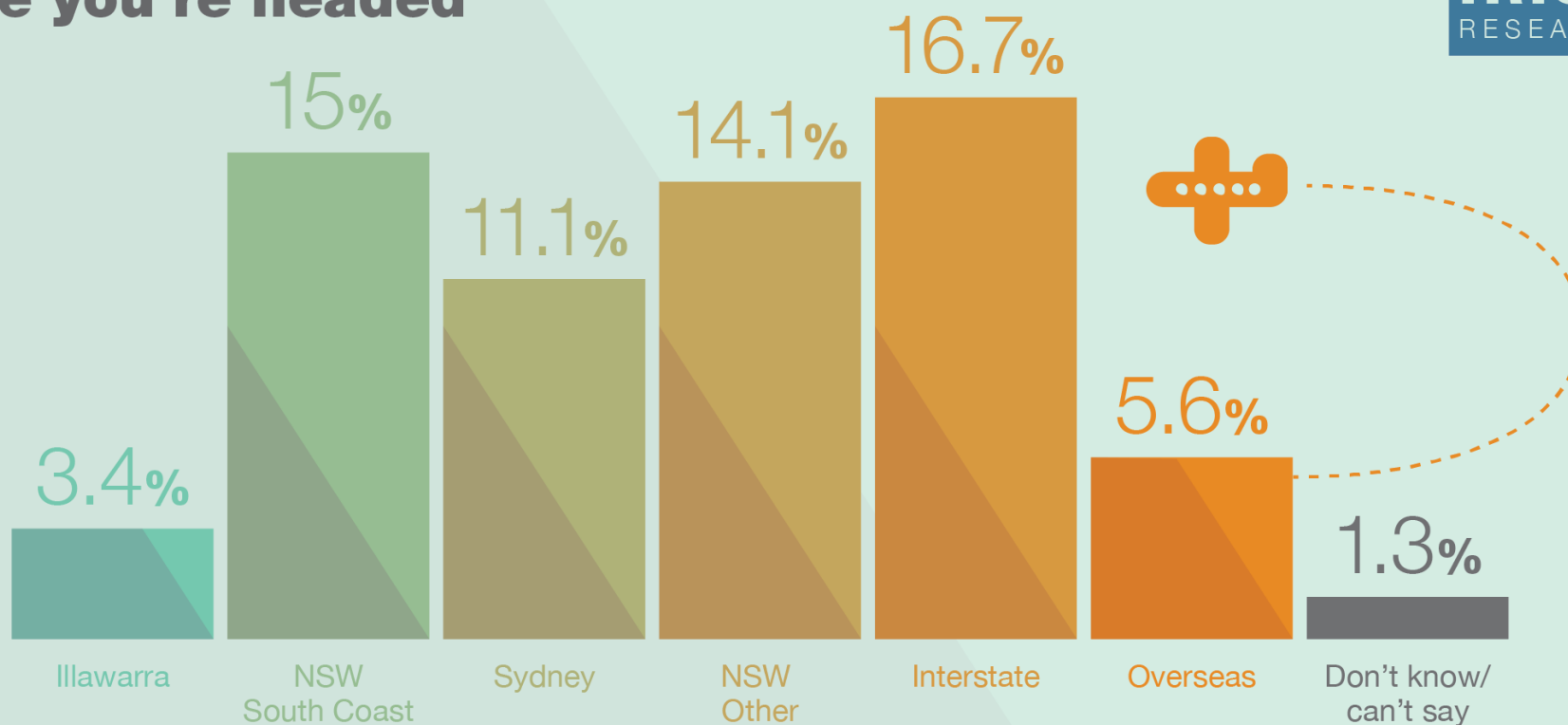


**NO**  
31.8%

**If you are not planning an overnight trip away from home this summer holidays, what are your plans?**

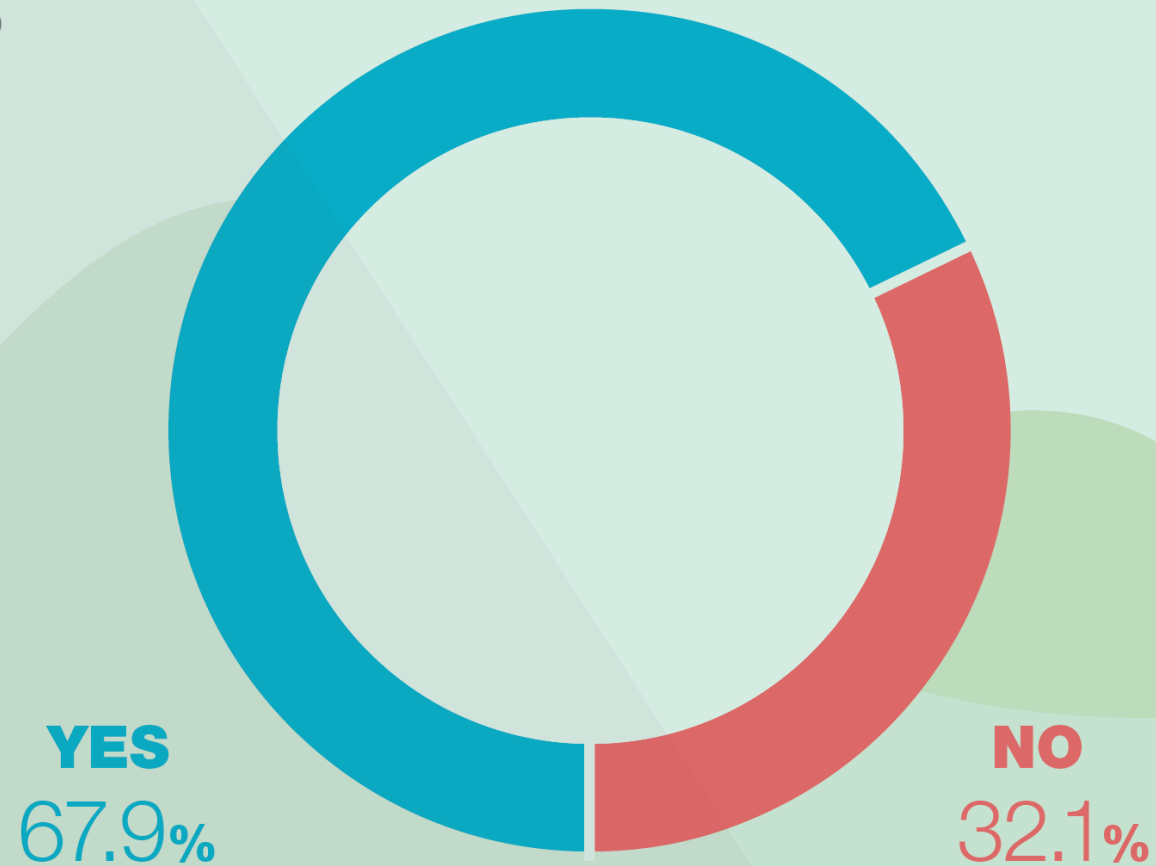


## For those planning an overnight trip these holidays, this is where you're headed

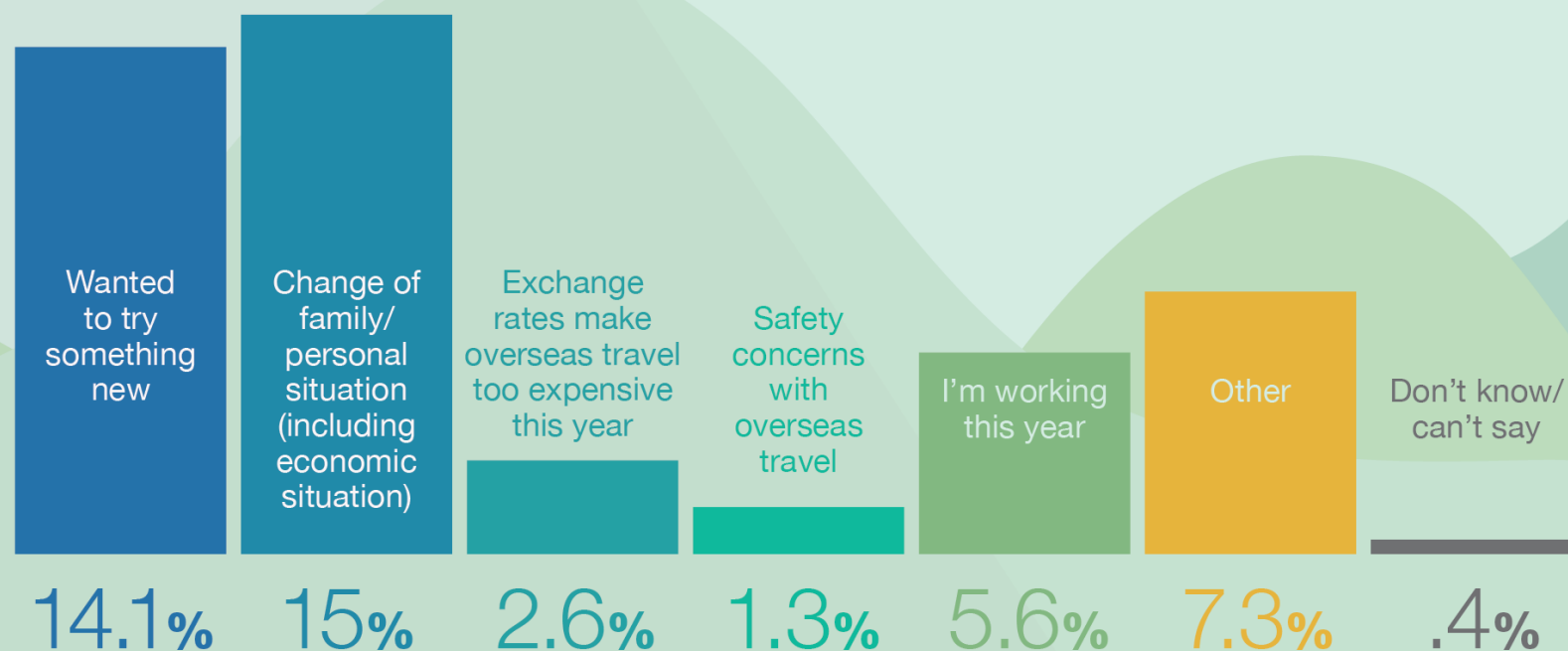




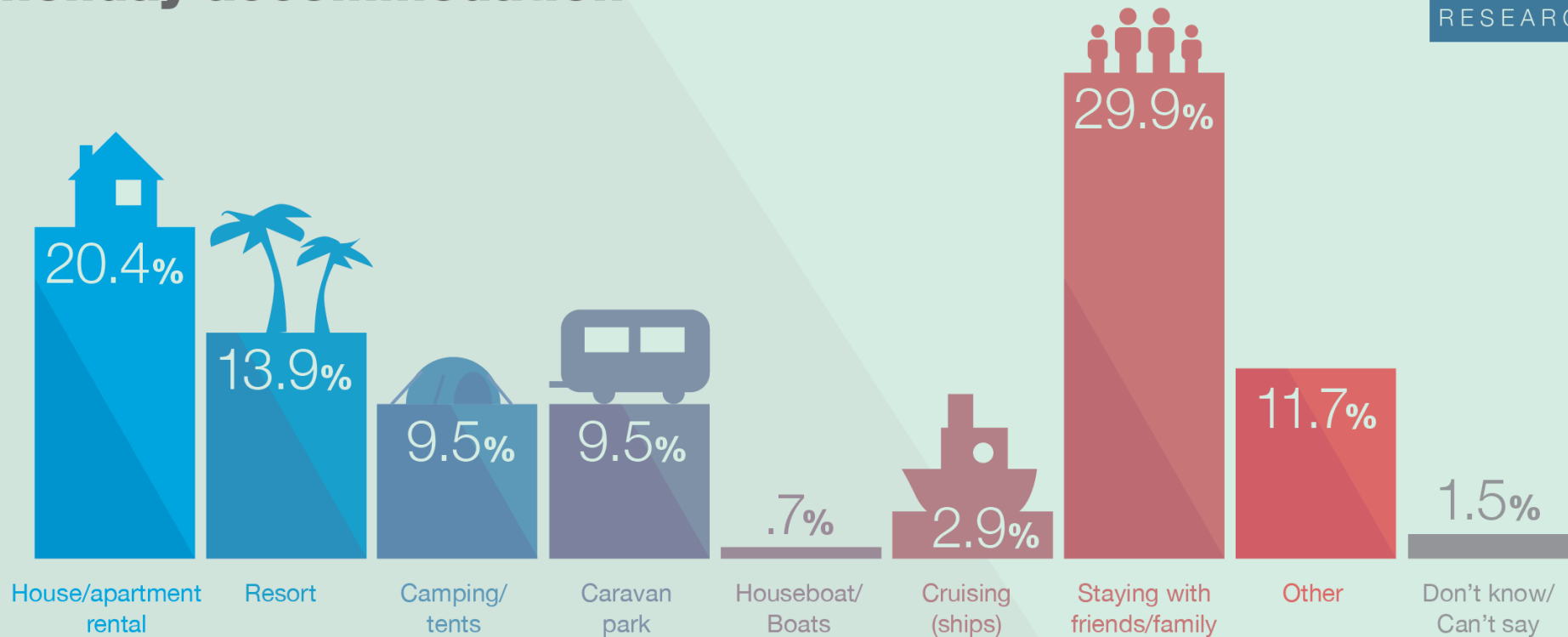
**For those who are holidaying away from home this year, have you changed your summer holiday plans this year from previous years?**



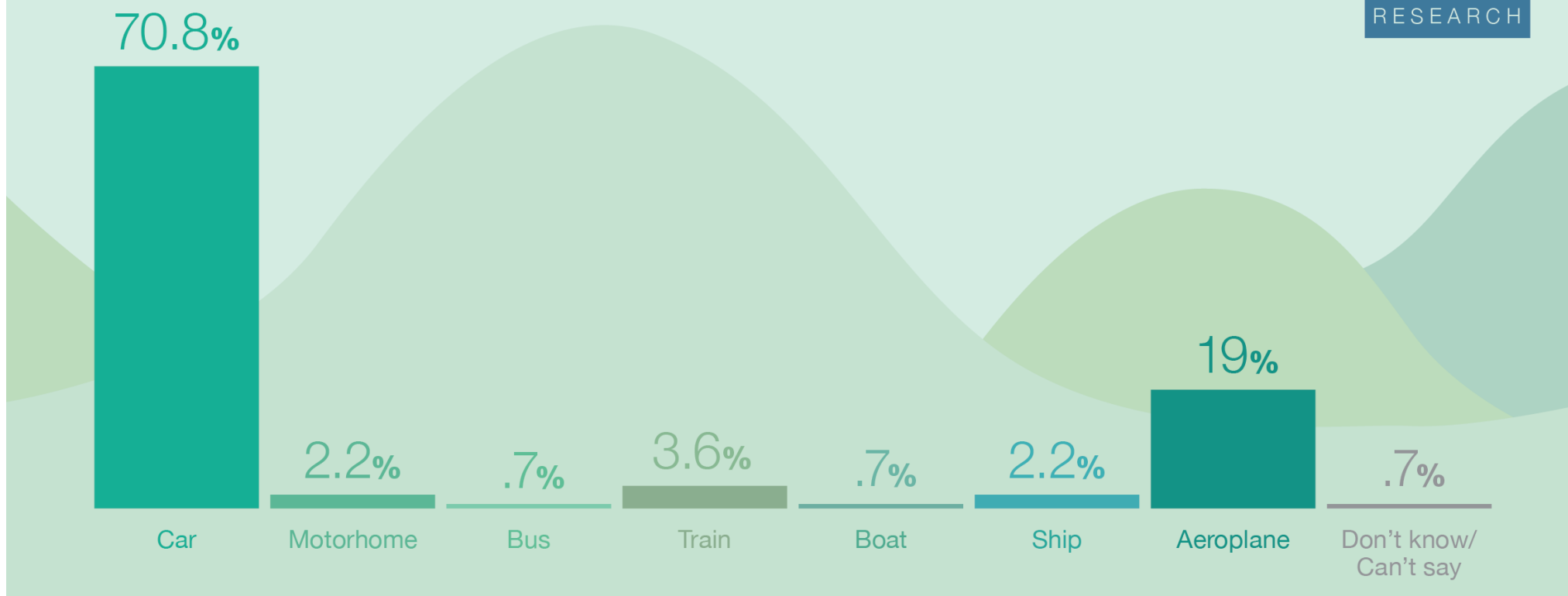
# For those holidaying away from home this year and have changed their summer holiday plans this year from previous years, this is why



## Which of the following best describes your holiday accommodation



## What will be your main mode of travel to your summer holiday destination



## Top of Mind Illawarra Tourist Attractions



Beaches	1	6	Jamberoo Action Park
Illawarra Fly Tree Top Walk	2	7	Northern Beaches of Illawarra
Wollongong Harbour	3	8	Kiama Blowhole
Seacliff Bridge	4	9	Kiama
Escarpment lookouts	5	10	Minnamurra Falls