

Passport to 2024

News Travel Network | October 2023 Trend Forecast




The forces
shaping how
Australians
choose

...including what, where,
and how we travel.

When trying to understand Aussies, we can't just focus on what differentiates us.

We are driven by collective experiences, ideals and emotions.



To start, let's take a minute to focus on the **connective tissue that binds us together** and drives more of our decision making than we think.

What we deem essential is nuanced, but is shaped by four shared cultural themes that underpin how Australians are choosing what they can and can't live without.

Escapism

77% of domestic travel intenders agree they're trying to find the joy in the everyday.

Shared Experience

72% of Aussies planning a domestic holiday, and have seeing family and friends as a priority.

Micro-moments

88% of Aussies will continue to spend on treats and snacks in the next 12 months.

Being Well

82% of Zoomers and Millennials in single households will be investing the most in being well.

We're all seeking to reconnect with our most youthful self... Through identity, success, connection or enjoyment.



Travel is the #1 pursuit for Australians who feel youthful

Youthful Aussies are _____

7.3x more likely to look for new experiences they wouldn't usually

7x more likely to expose themselves to different perspectives and people of different backgrounds

5.4x more likely to do something that fuels and assists them in pursuing their passions and interests

The Growth D_Stillery x Ogilvy, The Fountain of Youthfulness, 2023.



However, some of this youthful optimism has been challenged by the events of the last few years.



Travel habits are increasingly being influenced by a scarier world outlook.

Travellers are more conscious

The state of our world

1 in 3 feel stressed by social tensions such as political events.¹

The state of our health

7 in 10 Australians are active in managing their health and wellbeing.²

The state of technology

8 in 10 Australians are worried about cybersecurity, privacy, and the impact of new technologies.³

¹ Kantar Global Monitor 2023, ² The Growth D_stillery x Verve: Health D_stilled 2023, ³ The Growth D_stillery Consumer Tech 2023.



We're now hyper-aware of our place in the world, and how we're perceived... Impacting not just *what*, but *where* and *why* we choose.



Travel providers are now in the business of making travellers feel safe.

Psychological safety now governs our choices

60:40

Relative to traditionally marketing focuses on investment in a category.





**We have a
profound role to
play in the lives
of Australians.**

**Travel sits right at the
intersection of these
cultural forces, and
emerging consumer
needs.**

A woman with long blonde hair, wearing a dark hat and a backpack, stands with her back to the camera, looking out over a vast, hazy landscape under a cloudy sky. A large white arrow graphic points from the left text towards the right text.

Travel has
fundamentally
evolved.

From one of our most
valued pastimes, to an
essential vehicle for
our self-betterment.

Part B

The traveller's
mindset, and
trade offs to get
there.



And this is what it
means for you...





Travel is non-negotiable.

No matter how tough the economic climate, we are always going to go on a holiday. But the how, when and where we holiday is changing.

Holidays were once simple breaks from the challenges of everyday life, now we look for transformational experiences that last beyond the time away.

They gives us purpose...

80% of Aussies 'live' to travel.

They help us learn about ourselves...

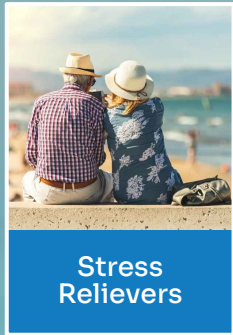
"I travel to learn. Immersing myself in different cultures, traditions and experiences helps me grow."

We will make sacrifices to guarantee holiday time

60% are willing to give up their trips to the pub for an actual trip.

Tapping into our leisure travel mindsets

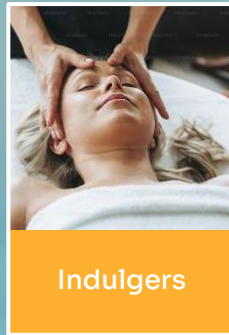
There are seven key leisure travel mindsets: each with distinct emotional drivers, aspirations and preferences. These mindsets dictate the trade offs and compromises they are willing to make in order to keep their travel dreams alive.



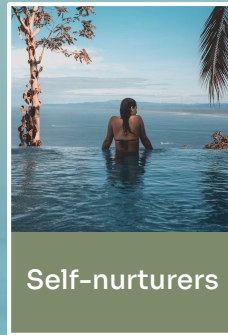
I want travel to be simple, relaxing and reliable



Always ready to discover something new



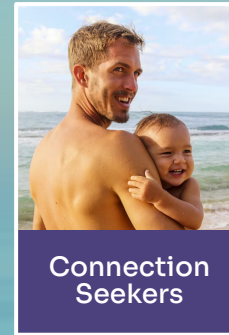
Seeking all the pleasures of the world



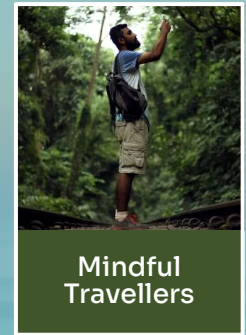
Travel is a way to re-connect and treat myself



Travel is a learning opportunity



It's all about the shared experiences



Take nothing but pictures, leave nothing but footprints

The Growth D_stillery x Verve, Travel D_stilled 2023.

To keep their dreams alive, Australians are adjusting and adapting their travel habits and plans



(Secret) Travel Agents and Travel (Secret) Agents



The Swift Era



On the road again and again



Travel Maths



From market to Michelin



(Secret) Travel Agents and Travel (secret) Agents

Almost
1 in 2

travellers booked everything themselves in the last 12 months

50%

of Aussies are willing to compromise using a travel agent

48%

are willing to compromise on booking everything themselves future

Editorial Insight

The focus for all of us is not how to stop this AI, but capitalise on our unique ability - our humanity - when it comes to communicating with future travellers.

Fast Facts



More likely to be female



More likely to travel in next year



Worse off financially



Seeking safety, value, recharge and sustainability



Cutting back on agents, travel partners & modes



Interested in self-organised, family and short trips



The Swift Era

Over
1 in 3 of travellers took shorter trips in the last 12 months

Almost
4 in 10 say they'd be very/extremely interested in taking shorter but more frequent trips in the future

3 in 10 chose destinations closer to home

6 in 10 are planning to cut back on the length of their trip in the next 12 months

Editorial Insight

On escape.com.au stories which get consistently high traffic year-round are lists about mini-breaks near to the capital cities and the best travel experiences for a long weekend.

Fast Facts



Slightly more female



More likely to travel domestically



Worse off financially



Looking for value, reliability, recharge and comfortability



Cutting down the length of their trip, the location and the mode



More likely to be looking for a sightseeing, city or beach holiday



On the road again (and again and again)

1 in 3

have opted for more affordable/free local attractions in the last year

Almost 3 in 10

chose destinations closer to home

3 in 10

plan to drive themselves to their destination

Editorial Insight

At Escape we're seeing this trend reflected in a high interest in stories about road rules, the quirks and charms of country towns, and all things Australiana.

Fast Facts



Even split



More likely to travel domestically and drive



Slightly in a worse off financial position



Looking for value, safety, recharge, bonding and flexibility



More likely to cut back on travel agents, where they go and mode of transport



More likely to be planning a self organized break, 4WD and outdoor getaway



Travel Maths

3 in 10 are planning to rely on loyalty points for flights and accom for future travel

1 in 4 claim they plan to stay at accommodation that has meals included

4 in 10 say they buy airfares on special in the future

4 in 10 plan to use websites or apps to find the best deals

Editorial Insight

Our readers are looking for the best ways to splurge and save. Information on new low cost carriers, tips on using loyalty points and best travel money cards are all rising in popularity on our network.

Fast Facts



More likely to be female



More likely to be planning an overseas trip



Slightly in a worse off financially



Looking for value, safety, recharge and bonding



Cutting back on trip length, accommodation, & experiences



More likely to be looking for a resort or beach holiday



From market to Michelin

1 in 2 reduced or avoided eating out while on holiday

1 in 3 plan on reducing or avoiding fine dining at destination

Over 1 in 3 plan on cutting back by prepared their own meals

Almost 4 in 10 are very interested in planning a trip around food and dining experiences

Editorial Insight

This market to Michelin trend has been going on for years, but the cost-of-living pressures combined with our adventurous spirits has put the spotlight on it now.

Fast Facts



More likely to be female



More likely to travel domestically



Worse off financially




Seeking value, safety, recharging and flexibility



Cutting back on experiences, food and activities



More likely to want have a sightseeing and outdoor trip

An aerial photograph of a white SUV driving on a dirt road through a scrubby landscape. The road is marked with deep tire tracks and leads into the distance. The surrounding vegetation consists of low-lying green and brown shrubs. The lighting is warm, suggesting a sunrise or sunset, with a soft glow over the scene.

And as they chase their
break, what a particular
traveller may 'look like'
is changing...



New motivations mean new shifts...

Wellness Retreats

Empty nesters and Baby Boomers

Full package tour

Gen Z

Adventure

Families

Cruising

Baby Boomers, but Gen Z and Millennials are catching up

Takeaway for Marketers

Bring the travel
mindset to the fore



Takeaway for Marketers

Bring the travel
mindset to the fore

Rethink
influence



Takeaway for Marketers

Bring the travel
mindset to the fore

Rethink
influence

Community
building



Takeaway for Marketers

Bring the travel
mindset to the fore

Rethink
influence

Community
building

Simplicity competitive
advantage



Takeaway for Marketers

**Bring the travel
mindset to the fore**

**Rethink
influence**

**Community
building**

**Simplicity competitive
advantage**

**Build agency
and trust**



So, where are we heading in 2024?



Our brands and products have grown and evolved to connect with travellers at all stage of their journey.

13.5M

Total Travel Intenders

5.7M

News Travel Network
total audience

1.9M

monthly visitors to
escape.com.au

1.4M

News Travel Network
print weekly audience

Source: Roy Morgan Single Source 12 months to June 2023, Ipsos iris Online Audience Measurement Service June 2023, Age 14+, PC/laptop/smartphone/tablet, Text only, Audience (000s)

We are focused on delivering outcomes for our travel clients

Streamlined Audiences

We have streamlined our data capabilities with the user experience in mind.

We created Mass and Premium Traveller segments to help understand traveller behaviour and content consumption across the News Corp network. These segments can be easily overlaid with traits specific to your audience for insights and targeting across our network.

New Capabilities

We are building out our suite of full funnel solutions for travel marketers.

We know video is critical for marketers, so we've launched a vertical video player within editorial content and new interactive formats for our clients. We have also launched affiliate content surfacing travel deals, with a brand new booking platform to come.

Thank You