

BOOMTOWN'S BIGGEST SUMMER ON RECORD

4.7M Metro Aussies holidaying in regional Australia, up 12% YOY
2.1M Regional Aussies holidaying in regional Australia, up 14% YOY



88%
intend spending on
eating out



57%
intend spending on
shopping



21%
intend spending on
entertainment



69%
intend spending on
alcohol



66%
intend spending on
accommodation



85%
will be travelling
by car



SCA IQ Summer Study | September 2021 | SCA Communities | National | People 18+ | n=1,057. Calculated by taking the no. of people 18+ in Metro and Regional areas then using results of SCA audiences travelling to regional Aus over Summer, SCA IQ has divided the % of this audience into the 'total population'