## AUSSIE'S CHOOSE A BOOMTOWN SUMMER

## In addition to the 9.8 million Aussies already living in Boomtown:

- 2.6m Metro Aussies will be holidaying in Boomtown this Summer
- 1.3m Regional Aussies will be holidaying in Boomtown this Summer
- Of those travelling this Summer, 67% are traveling to Boomtown



71%

43% intend spending on local experiences 50% intend spending on shopping

51% intend spending on alcohol

**47%** intend spending on **accommodation** 



SCA iQ Summer Study | September 2024 | Total P18+ n=871. Calculated by taking the no. of people 18+ in Metro and Regional areas then using results of SCA audiences traveling to regional Aus over Summer, SCA iQ has divided the % of this audience into the 'total population'