

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%
intend spending on
eating out



50%
intend spending on
shopping



43%
intend spending on local
experiences



51%
intend spending on
alcohol



47%
intend spending on
accommodation



83%
will be travelling
by car

