



Charting a New Course: Tourism Outlook for 2025 & Beyond

**Tourism & Transport Forum CEO
Margy Osmond**

TTF 
AUSTRALIA
Tourism & Transport Forum



About TTF

Tourism & Transport Forum Australia



TTF's Autumn Holiday Travel Survey 2025

71%
OF AUSTRALIANS
WENT ON HOLIDAY
THIS AUTUMN

NSW
MOST POPULAR
STATE



SYD
MOST POPULAR
CITY

**GOLD
COAST**
MOST POPULAR
REGIONAL AREA

57%
OF AUSTRALIANS
WILL HOLIDAY IN
AUSTRALIAN THIS
AUTUMN



Australians' Travel Plans for 2025

14%

OF AUSTRALIAS
PLANNED TO TRAVEL
OVERSEAS IN
AUTUMN

**#1
NZ**

**#2
EURO**

**#3
JAPAN**

77%

OF AUSTRALIANS
WILL SPEND LESS
THAN \$5000





Cost-of-living pressures continue to impact the industry

58%

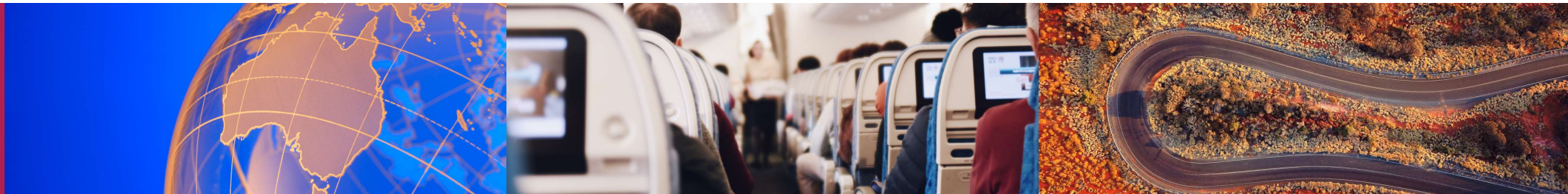
**SAY COST-OF-LIVING
PRESSURES IMPACTED THEIR
WINTER TRAVEL PLANS**



39%

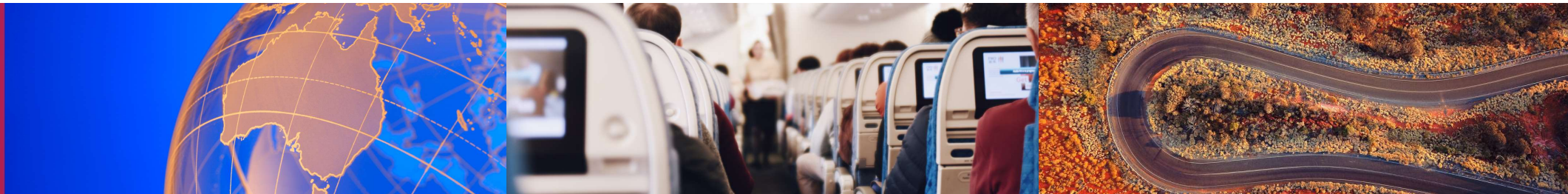
**ARE SPENDING LESS MONEY
ON ACTIVITIES DURING THEIR
HOLIDAY**





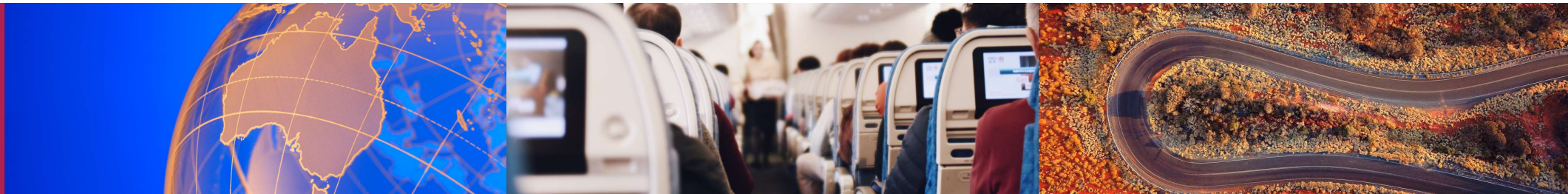
Key Priorities for the Industry

Return of International Visitors



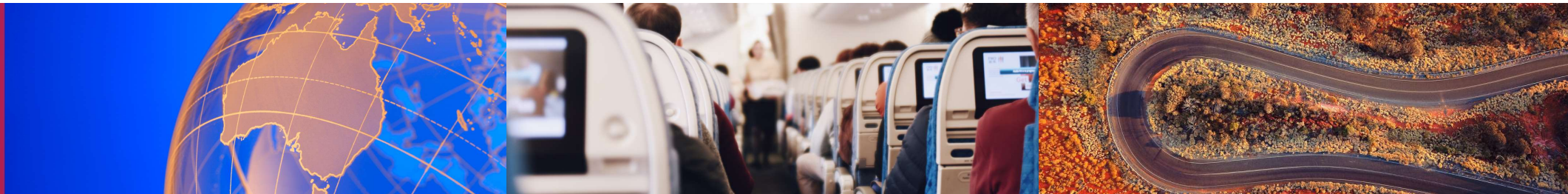
Key Priorities for the Industry

Sustainable Aviation Fuel



Key Priorities for the Industry

Australian Border Force Funding



Key Priorities for the Industry

Brisbane 2032 Ready



Key Priorities for the Industry

First Nations Tourism



Thank you