

# Travel

Guardian Australia readers are frequent travellers who love to explore new places and activities. They seek out adventurous city and weekend breaks, luxury holidays and exciting long haul destinations.

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**3 in 4** are interested in travel and exploring new places



**88%** are interested in other cultures and countries



**64%** state they like to pursue a life of challenge, novelty and change



**57%** say other people view them as adventurous



**86%** mention they research on the internet before planning a trip



**54%** are frequent flyer members

## Progressive Travellers



**1 in 3** Prefer premium accommodation such as 4 or 5 star hotels/resorts, bed and breakfasts, holiday houses and boats



**2 - 3** leisure holidays taken each year  
(Index 114)

## Long haul travel



**1 in 3** intend to travel overseas in the next 12 months



**2 - 3** business or work trips taken each year  
(Index 150)



**2 out of 5** prefer to holiday out of Australia