

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.

From brand partnerships to targeted advertising campaigns, Guardian Australia can help you reach a responsive and quality audience.

For further information, please email: advertising.aus@theguardian.com



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