

- We analysed the data to identify the **best predictors** of how consumers behaved when it came to holiday travel, specifically:
  - **Destination choice** – ie the destinations they have visited in the past 12 months and the destinations they are actively considering visiting in the next 12 months
  - **Queensland** – likelihood to both visit and consider Queensland
  - **Drivers of choice** – what is most important to them in a travel experience
  - **Spend** – how much they spend per night/trip on average
  - **Frequency** – how often they travel
- The 3 most powerful predictors of travel behaviour were, in order:



***The nature of the travel occasion***



- ***Weekend getaways***
- ***Short breaks***
- ***Real holidays***
- ***Travel experiences***



***The life-stage I'm in***



- ***SINKS/DINKS***
- ***Younger families***
- ***Older families***
- ***Empty nesters***



***Where I live (in terms of distance to QLD)***



- ***Intrastate (Qld)***
- ***Interstate (NSW, Vic, Rest of Australia)***
- ***New Zealand***