

august 2026

travel nickable charts



online travel audiences rise with summer holiday planning in august

17.95 million
Australians aged 18+
visited a travel
website or app in
August 2026



61.5 min

average time spent per person



online travel

11.43m

▲ +2% MoM

e.g. booking.com · trip.com · Expedia



automotive transportation

9.76m

▲ +1% MoM

e.g. Uber · Didi · Budget



airline

9.53m

▲ +5% MoM

e.g. Qantas Airways · Virgin Australia · Jetstar



resort & home sharing

7.79m

▲ +1% MoM

e.g. Airbnb · hotels.com



tourist information

5.09m

▲ +6% MoM

e.g. Secret Sydney · Visit Victoria



cruise

2.36m

▲ +6% MoM

e.g. Carnival · Royal Caribbean

younger audiences spend more time on online travel, automotive transportation and tourist information website and apps

41%

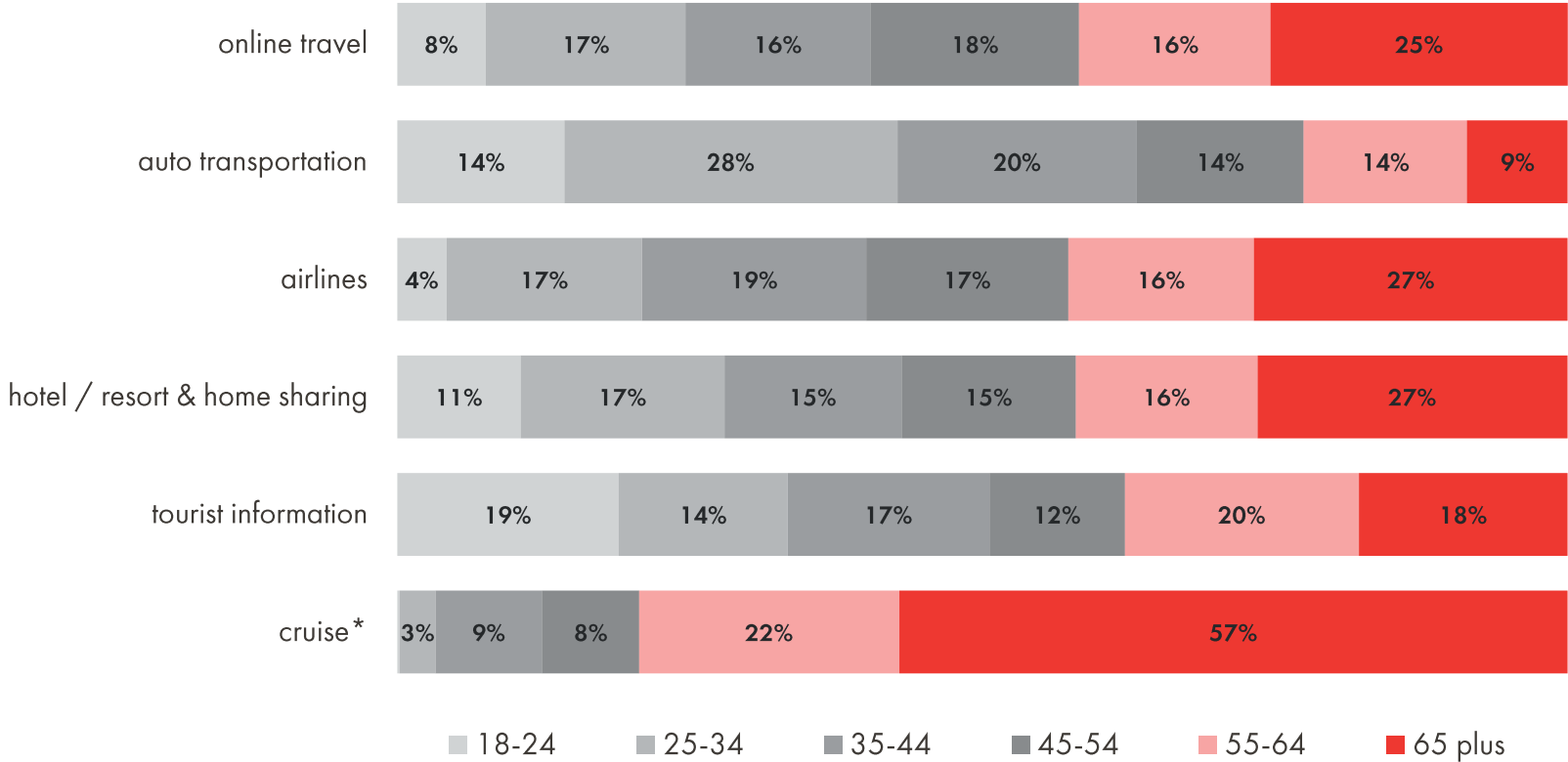
of all time spent on travel websites and apps comes from Australians aged 55 and over



74.6 min

average time spent per person aged 55 to 64, vs 61.5 min for all aged 18+

share of time spent (total minutes) by age group



the online travel audience visited an **average of 6 travel brands** in August

top 10 travel brand groups — audience 000s, August 2026

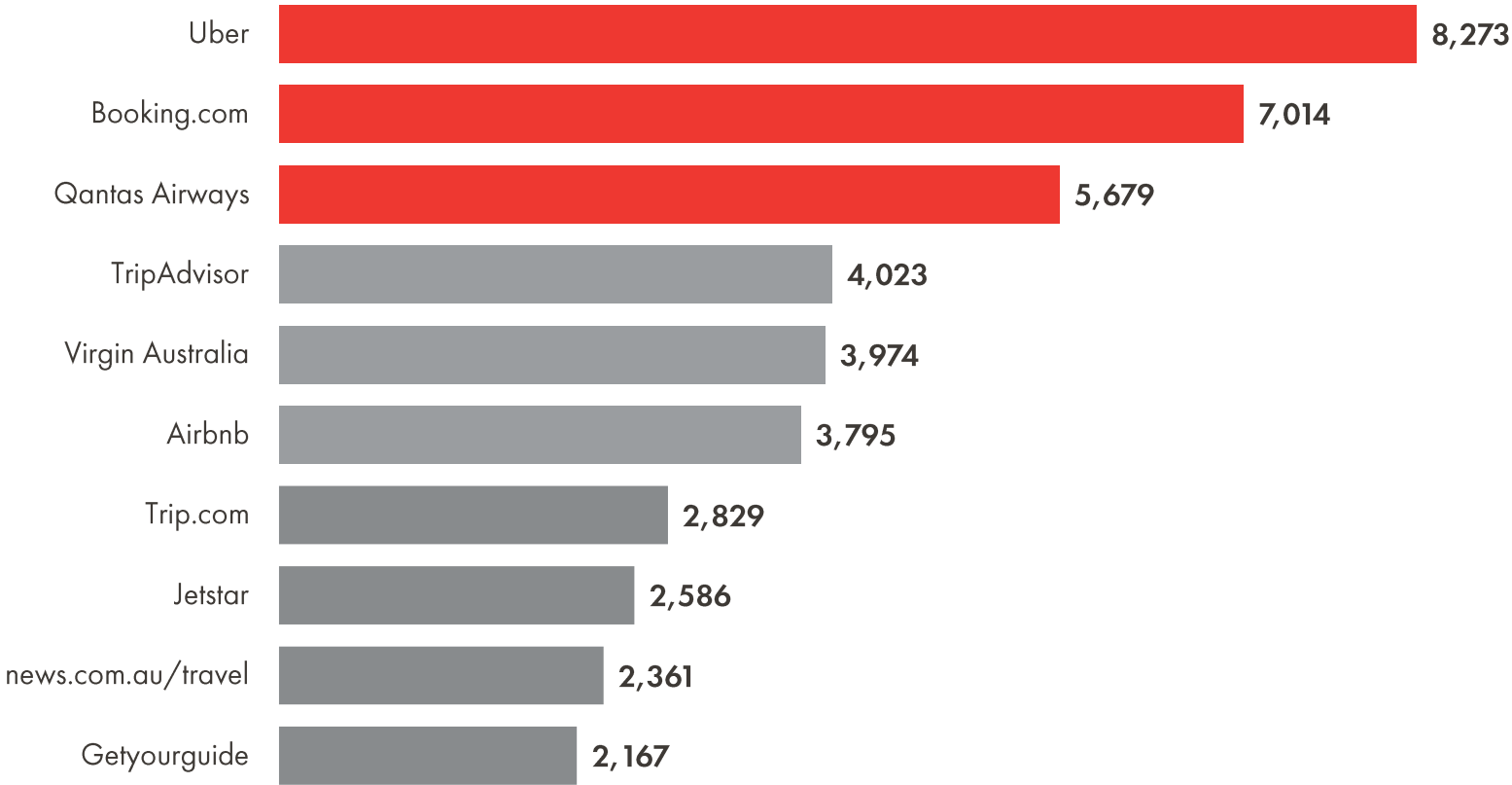
17.95m

Australians aged 18+ visited a travel website or app in August 2026

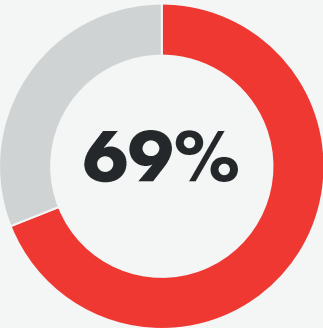


61.5 min

average time spent per person



travel apps account for 69% of total time spent on online travel



of travel time is spent in apps

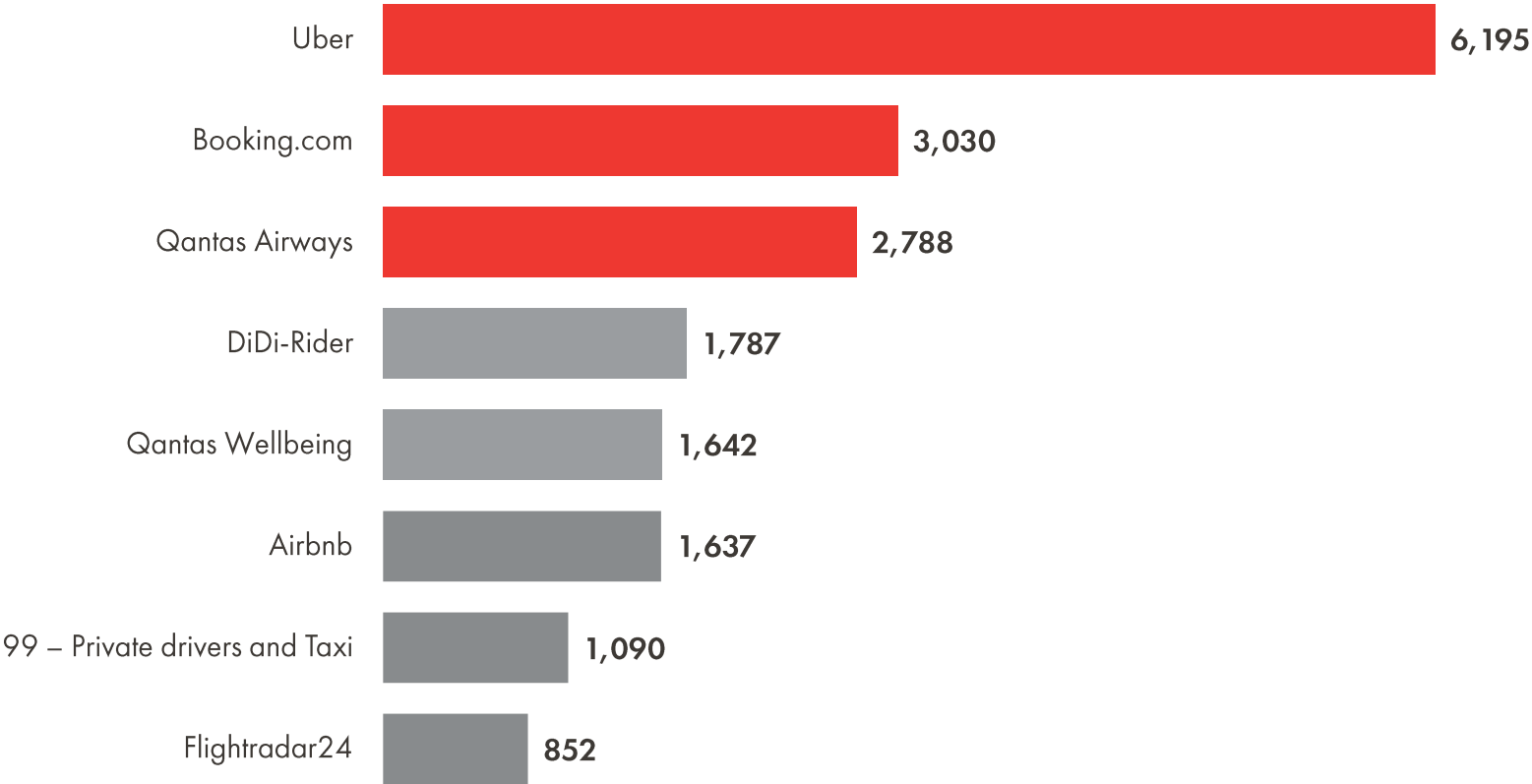
11.77m

Australians aged 18+ used a travel app in August 2026



65.0 min average per person

top travel apps — audience 000s, August 2026



digital audiences of airline brands have distinct attitudes across a range of motivators

9.53m

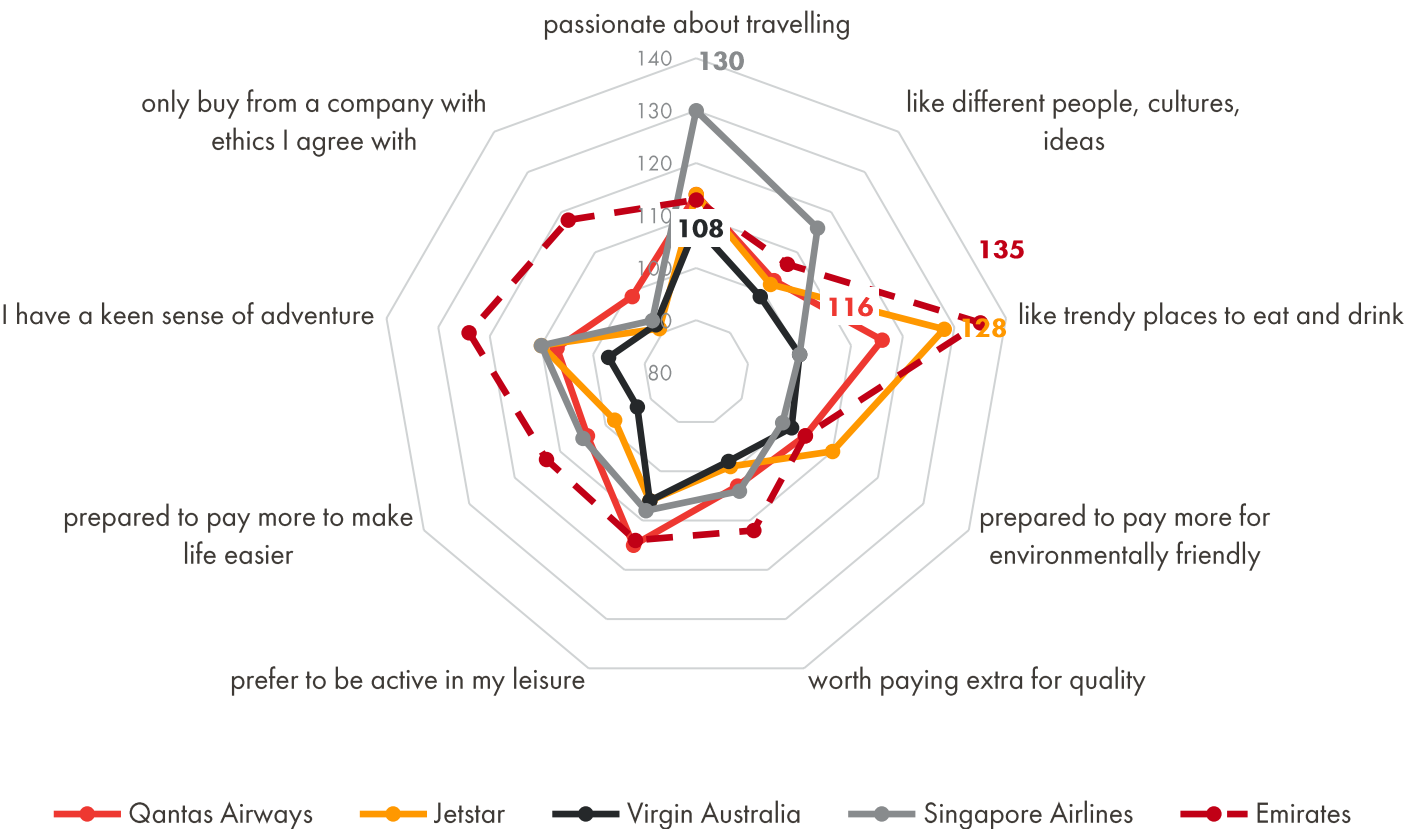
Australians aged 18+ visited an airline website or app in August 2026



how to read

Net agree index: 100 = the average for all online Australians aged 18+. Above 100 means the brand's audience over-indexes on that attitude.

airline brand groups — audience affinities (net agree index)



source.

Ipsos iris — the IAB Australia endorsed digital audience measurement currency

18+

Australians measured across smartphone, PC/laptop, tablet and CTV

12,000

establishment survey interviews a year, sizing the digital universe

hybrid

passive single-source panel combined with site-centric census data

about Ipsos iris

Ipsos iris is the IAB Australia endorsed digital content measurement system for the planning, buying and reporting of digital audiences in Australia.

It is an inclusive, standardised currency providing a level playing field for comparison of digital audience reach and characteristics, along with other insights about Australians aged 18+ who access digital content and services on smartphone, PC/laptop, tablet and CTV devices.

From July 2026, Ipsos iris reports audiences aged 18+ only, excluding 14–17-year-olds. Due to this change, audience figures from July 2026 onwards cannot be compared with pre-July 2026 (14+) data, and growth or decline comparisons across this period are not valid.

Ipsos iris brings a hybrid methodology combining metered data from a high quality, nationally representative, single-source passive panel with site-centric census measurement. Ipsos conducts an establishment survey of 12,000 Australians per annum to capture digital device ownership and usage at both household and personal level. The survey creates the digital universe on which online audiences are projected and provides panel recruitment targets covering demographics and device ownership.

Data from the Ipsos iris digital currency and from the establishment survey is included in these nickable charts.

Further information is available at [IAB Australia](#) and [Ipsos iris Australia](#).

