

September 2025

# The NRMA Index – how Australians are travelling.

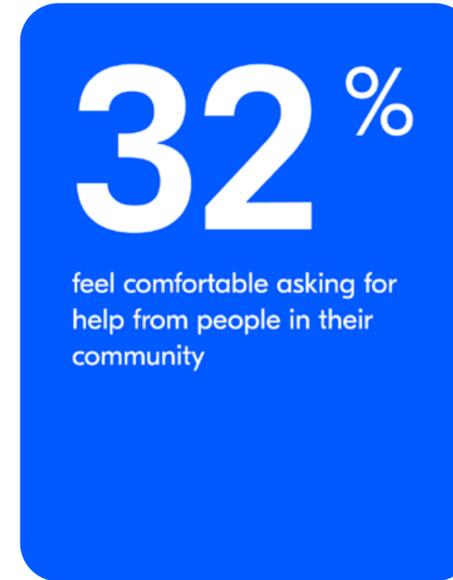




As a brand committed to Australians' wellbeing, we're seeing that while community connection remains low at 31%, Australians are looking to the Christmas and summer period with optimism, but many have tighter budgets.

Cutting back across the year to afford a domestic holiday and adjusting spending habits accordingly. Camping continues to offer an affordable, meaningful way to connect with nature and loved ones, though barriers like lack of gear and appeal persist. Cost of living pressures are also shaping Christmas behaviour, with people re using, re gifting and saving loyalty points, and one in ten still seeking somewhere to belong on Christmas Day. Across all of this, Australians are signalling a need for simplicity, value and connection an important call out, people want to support through the moments that matter.

### Community connections and belonging



### Thoughts on travel



## Caravan and camping

48%

of people who camp do it because it is a more cost-effective way to take a holiday and see Australia

1/3

go camping/  
caravanning  
at least once  
every 2 years



40%

say they don't camp because they don't have the gear or proper set up



As a mutual, everything we do is guided by what matters to our members. That's why your voice is so important. By sharing what you think and feel – how you're travelling and how we can help – you're shaping where we focus our time and energy. Your responses show us what's working and what isn't, so we can take action where it counts.

Learn more about the NRMA Index at [mynrma.com.au/index](https://mynrma.com.au/index)



## Gift giving and Christmas cheer

