



September 2025

The NRMA Index – how Australians are travelling.

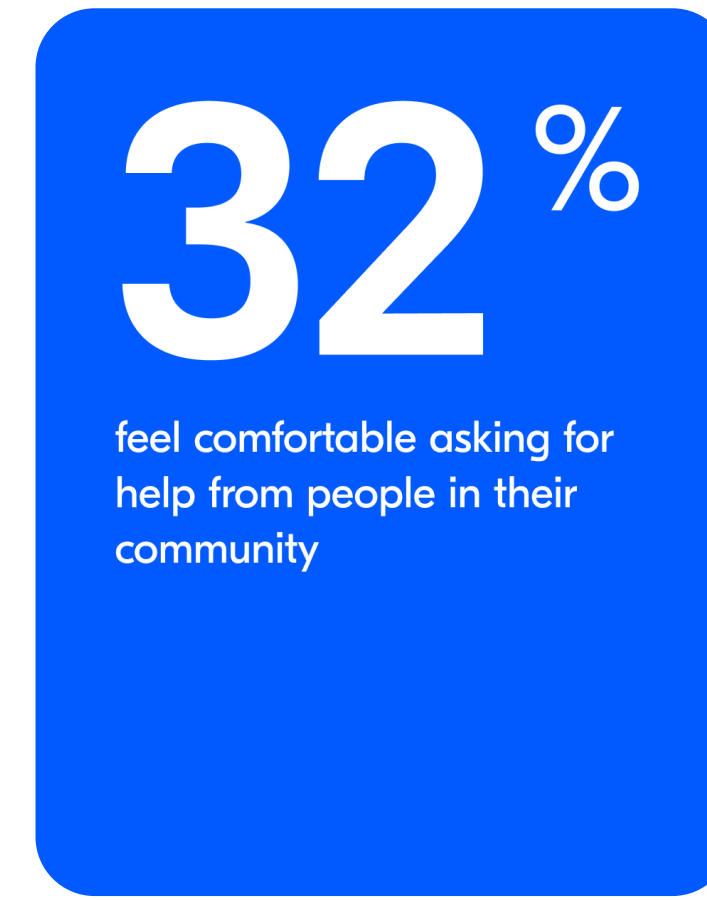




As a brand committed to Australians' wellbeing, we're seeing that while community connection remains low at 31%, Australians are looking to the Christmas and summer period with optimism, but many have tighter budgets.

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/nrmaindex



Gift giving and Christmas cheer

59%

people are actively re-using, re-gifting, or DIYing to save money

1/10

people would like to do something with others this Christmas but don't yet have somewhere to go

55%

are actively saving loyalty/rewards points to use towards gifts

21%

of people who celebrate Christmas are concerned about affordability this year

58%

have helped others in the past 2 year with a Goodwill gesture at Christmas

50%

have avoided a Christmas or birthday event because they couldn't afford a gift