

Friday, 27 February 2015

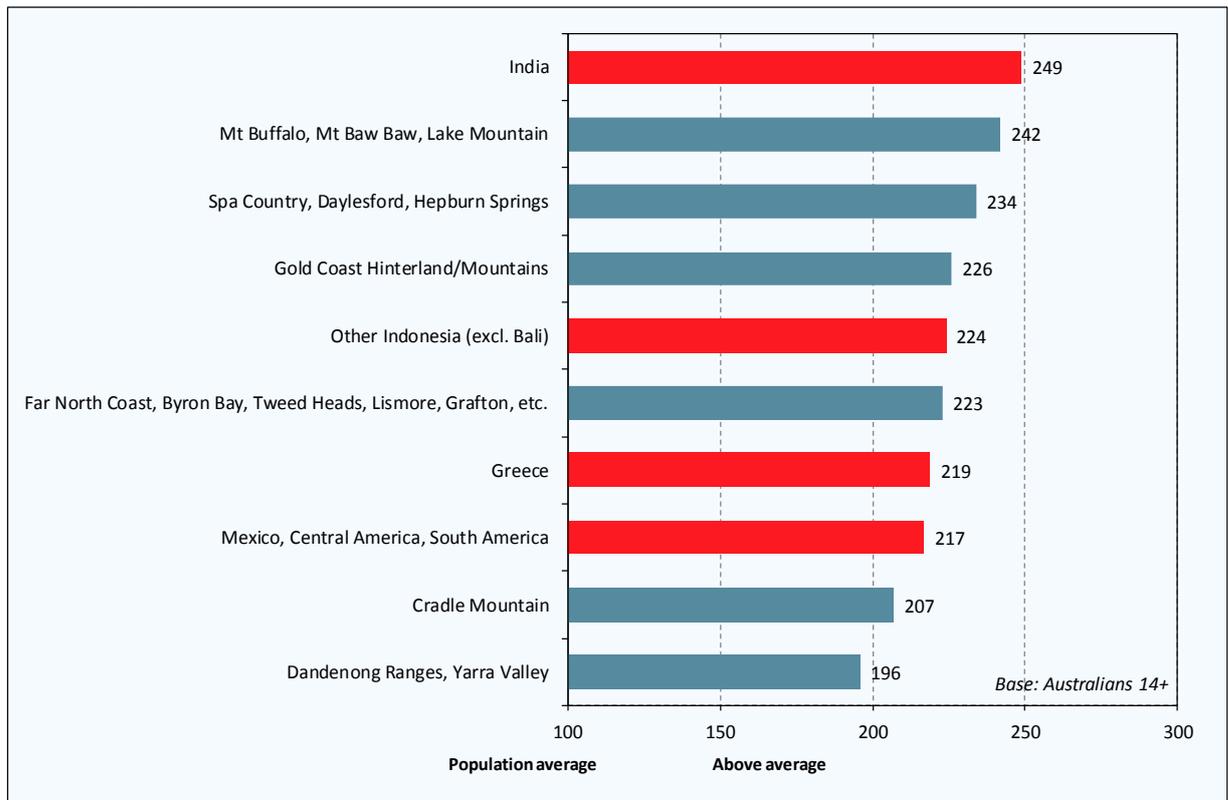
Have yoga mat, will travel

If “yoga is the journey of the self, through the self, to the self” as the Bhagavad Gita claims, then yoga travel provides the scenery along the way. Roy Morgan Research reveals the holiday destinations that are more likely to appeal to Australians who practise yoga than those who don’t.

In the past decade, the number of Australians who practise yoga either regularly or occasionally has more than doubled from 910,000 to 1,836,000 people. When it comes to the destinations they’d like to go on holiday, this ever-increasing group of people often name places that aren’t so popular with the general population.

Not only was yoga first conceived in ancient India, but Aussies who practise yoga are almost 150% more likely than the average Australian aged 14+ to want to go to India on holiday. Other overseas destinations that Aussie yogis are much more likely to nominate as potential holiday spots are Indonesia (excluding Bali), Greece, and Latin America.

Where yoga participants would like to holiday compared to population average



Source: Roy Morgan Single Source (Australia), January 2014 – December 2014 (n=15,944).

Among the domestic destinations most likely to appeal to yoga-practising Australians more than the average Aussie, the Mt Buffalo-Mt Baw Baw-Lake Mountain region (142% more likely),

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the Victorian Spa Country (134% more likely) and the Gold Coast Hinterland/Mountains (126% more likely) all rate highly.

Angela Smith, Group Account Director, Roy Morgan Research, says:

“Travel doesn’t exist in a vacuum: our holiday choices are determined not only by practicalities such as budget and time constraints, but by our interests. Yoga is an interesting example, going beyond exercise to encompass spiritual and cultural traditions, and inspiring great devotion among its many participants.

“Given India’s significance as yoga’s birthplace, it makes sense that Aussie yogis are so much more likely than the average Australian to want to take a holiday there. Even the most cursory Google search reveals a plethora of yoga retreats, courses and ashrams for travellers seeking that kind of experience.

“Yoga retreats are also plentiful in the other overseas destinations mentioned above, as well as most of the domestic locations listed. The Victorian Spa Country (Daylesford, Hepburn Springs) is dotted with yoga and other well-being establishments, while the Gold Coast Hinterland and Far North Coast region of New South Wales have long been beloved by a distinctly ‘New Age’ demographic.

“As increasing numbers of Australians take up yoga, yoga-related travel will inevitably become more popular. This represents a golden opportunity for savvy tourism organisations and destination marketers willing to take the time to understand this potentially lucrative niche market in detail.”

For comments or more information about Roy Morgan Research’s travel and tourism data, please contact:

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You might also be interested in our [Yoga Participants profile](#), an in-depth profile spanning demographics, attitudes, leisure activities, media consumption and more.

About Roy Morgan Research

Roy Morgan Research is the largest independent Australian research company, with offices in each state of Australia, as well as in New Zealand, the United States and the United Kingdom. A full service research organisation specialising in omnibus and syndicated data, Roy Morgan Research has over 70 years’ experience in collecting objective, independent information on consumers.

Margin of Error

The margin of error to be allowed for in any estimate depends mainly on the number of interviews on which it is based. Margin of error gives indications of the likely range within which estimates would be

95% likely to fall, expressed as the number of percentage points above or below the actual estimate. Allowance for design effects (such as stratification and weighting) should be made as appropriate.

| Sample Size | Percentage Estimate | | | |
|-------------|---------------------|------------|------------|-----------|
| | 40%-60% | 25% or 75% | 10% or 90% | 5% or 95% |
| 5,000 | ±1.4 | ±1.2 | ±0.8 | ±0.6 |
| 7,500 | ±1.1 | ±1.0 | ±0.7 | ±0.5 |
| 10,000 | ±1.0 | ±0.9 | ±0.6 | ±0.4 |
| 20,000 | ±0.7 | ±0.6 | ±0.4 | ±0.3 |
| 50,000 | ±0.4 | ±0.4 | ±0.3 | ±0.2 |

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