



# The Holiday Home Market in Australia 2006



With the increasing incidence of “sea changing” taking place, one of the first steps taken by most owners is the purchase of a holiday home. Holiday homes make up a substantial portion of dwellings. Some 7.8% of households own a holiday home, ranging from 6.6% of total households in Queensland, to 8.8% of households in Perth.

**The Holiday Home Market in Australia** explores the characteristics of the holiday home market in Australia, and highlights the demand for holiday homes around Australia. Questions answered include:

- Which states are likely to have the highest rate of holiday home ownership?
- Which age groups and household types have the highest level of holiday home ownership?
- How often are the holiday homes used by the owners?

- Do the owners rent the dwelling when not in use? How often are they rented and who manages the property?
- Which regions are the most favoured for holiday homes?
- How have the demographics of holiday home locations changed?

The report forecasts demand for new holiday homes in each state based on the changing demographic structure of the population, as well as show which holiday home regions are expected to experience the highest levels of new demand.

As the population continues to age, the holiday home market will become an increasingly larger niche in the market, particularly in a number of regional pockets.

**The Holiday Home Market in Australia** is a must for those who operate in this market or are seeking business opportunities in these regions.

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