

For Release: 14 April 2025

Customers set to spend over \$6bn during Easter and ANZAC Day break

ANZ is expecting customers will spend up to \$6.12bn during the upcoming Easter, School Holidays and Anzac Day period, with the biggest splurge categories including food, travel and entertainment.

The predicted spend is a 3% increase compared to 2024 figures over the same period, driven by the increase in pre-event spending as many Australians prepare to make the most of the consecutive public holidays.

ANZ data suggests customers will spend big on travel and experiences, eating out, and food stores – contributing to 33% of overall spend, with travel costs alone expected to reach \$440 million as Australians look to maximise the time off.

ANZ Managing Director Everyday Banking, Yiken Yang said: “We’re expecting Australians will spend big in the lead up to the bumper Easter, Anzac Day and School Holiday period, with forecasted spend up 3% compared to this time last year. Travel remains a major expense category this year, suggesting that savvy customers are looking to make the most of the numerous public holidays and enjoy a well-deserved trip away.

“Categories including travel, eating out and food stores were the largest drivers of spend in 2024, with Victorians spending the most of any state at \$1.64bn. We’re anticipating even greater figures across the country this year – a promising sign for local businesses as Australians prepare to wine and dine over the break.”

BIG4 Deniliquin Holiday Park Owner, Frank White, said the demand this year started early.

“With the timing of the School Holidays, Easter and Anzac Day, what would have normally been a 5-day holiday has turned into a two-and-a-half-week break for many Australians. This year we’re seeing families much earlier than we typically do due to the School Holiday period, meaning there’s already a buzz throughout the park.

“We do still have availability, however, I encourage those who haven’t yet booked their travel to do so quickly to avoid missing out. It’s a great opportunity to make the most of the public holidays and school break and get outdoors with the kids.”

2024 SPEND SUMMARY BY DEMOGRAPHIC – ANZ CUSTOMER CREDIT CARD DATA

- In 2024, women spent less overall than men throughout the same period, however, female spend was up 3.87% compared to 2023 figures.
- In 2024, women spent more on entertainment, travel services and digital goods compared to the previous year, while men spent more on food stores, eating out, retail stores, and wineries and bottle shops in comparison to 2023.
- In 2024, Gen X spent the most across the School Holiday, Easter and Anzac Day events, followed by Millennials and Baby Boomers.

2024 SPEND SUMMARY BY STATE – ANZ CUSTOMER CREDIT CARD DATA

- In 2024, Victorians spent the most overall at \$1.64bn during the School Holiday, Easter, and Anzac Day period.
- The Northern Territory and Western Australia had the largest year-on-year increase in spend, at 8.8% and 7.5%, respectively.
- Western Australia had the highest spend per capita at \$1,830, with a year-on-year increase of 4.7%.
- The Australian Capital Territory has the highest spend per capita on travel and experiences at \$648.
- Victorians spent the most on eating out with a total of \$165.1m spent across takeaway food, cafeterias, cafes and restaurants.
- New South Wales saw a 0.59% decline in eating out compared to 2023 figures.
- Tasmanians had the lowest spend per capita at \$187.50 on eating out over the period.

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