

8 January 2018 | [Customer](#) ^[1]

Holiday planning expected to soar as Australians head back to work ^[2]



Virgin Australia has confirmed that today, Monday 8 January, is expected to be one of the most popular days of the year for Australians to search and book holiday travel.

Research shows that the first week back at work for Australians is the most popular time for Australians to plan their next holiday, with most people taking their trip within the first few months of the year¹.

Based on travel trends from 2017, Virgin Australia believes that:

- Domestic holiday bookings will be most popular in the second week of January, with Sydney, Hobart, and Byron Bay as the top destinations¹
- Internationally, Australians are most likely to book holidays to Los Angeles or London¹
- Beaches, islands and camping related travel searches are most popular at the start of the year²
- In good news for employers, most Australians will use their lunch breaks between 12pm to 3pm to search and click through for travel ideas²

Virgin Australia General Manager Network and Revenue Management, Russell Shaw, said “We see an increase in bookings this time of year when Australians return to work and miss

that holiday feeling.

The Virgin Australia Holiday Hangover Cure Sale will help ease symptoms and make this week a little bit easier for Australians.”

The Holiday Hangover Cure Sale includes up to 30 percent off selected Virgin Australia international and domestic routes including one way flights from Melbourne to Sydney starting at \$89 and from Sydney to the Gold Coast from \$85, and return flights from Melbourne to Hong Kong from \$616 and Sydney to Los Angeles from \$1107 plus many more³. The sale launches today, Monday 8 January, and finishes on Sunday 14 January.

¹ Google Trends, 2017

² Travel Destinations Analysis, Bing, 2017

³ Fares are on sale from 08 January 2018 until midnight 14 January 2018 unless sold out prior. Sale and travel dates: Domestic fare: departing from Melbourne to Sydney, on sale from 08 January 2018 until midnight 14 January 2018 unless sold out prior. For travel from 01 May 2018 until 27 June 2018 and 25 July to 20 September 2018. Domestic fare: departing from Sydney to the Gold Coast, on sale from 08 January 2018 until midnight 14 January 2018 unless sold out prior. For travel from 02 May 2018 until 20 June 2018 and 25 July 2018 to 10 September 2018. International long haul fares departing from Melbourne to Hong Kong. on sale 08 January 2018 until midnight 14 January 2018. For travel from 28 February 2018 until 28 June 2018, 17 July 2018 until 19 September 2018 and 16 October 2018 until 28 November 2018. International long haul fares departing from Sydney to Los Angeles, on sale 08 January 2018 until midnight 14 January 2018. For travel from 19 January 2018 until 28 June 2018, 13 July 2018 until 20 September 2018 and 03 October 2018 until 30 November 2018. Blackout periods may apply. Full terms and conditions at www.virginaustralia.com ^[3]

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