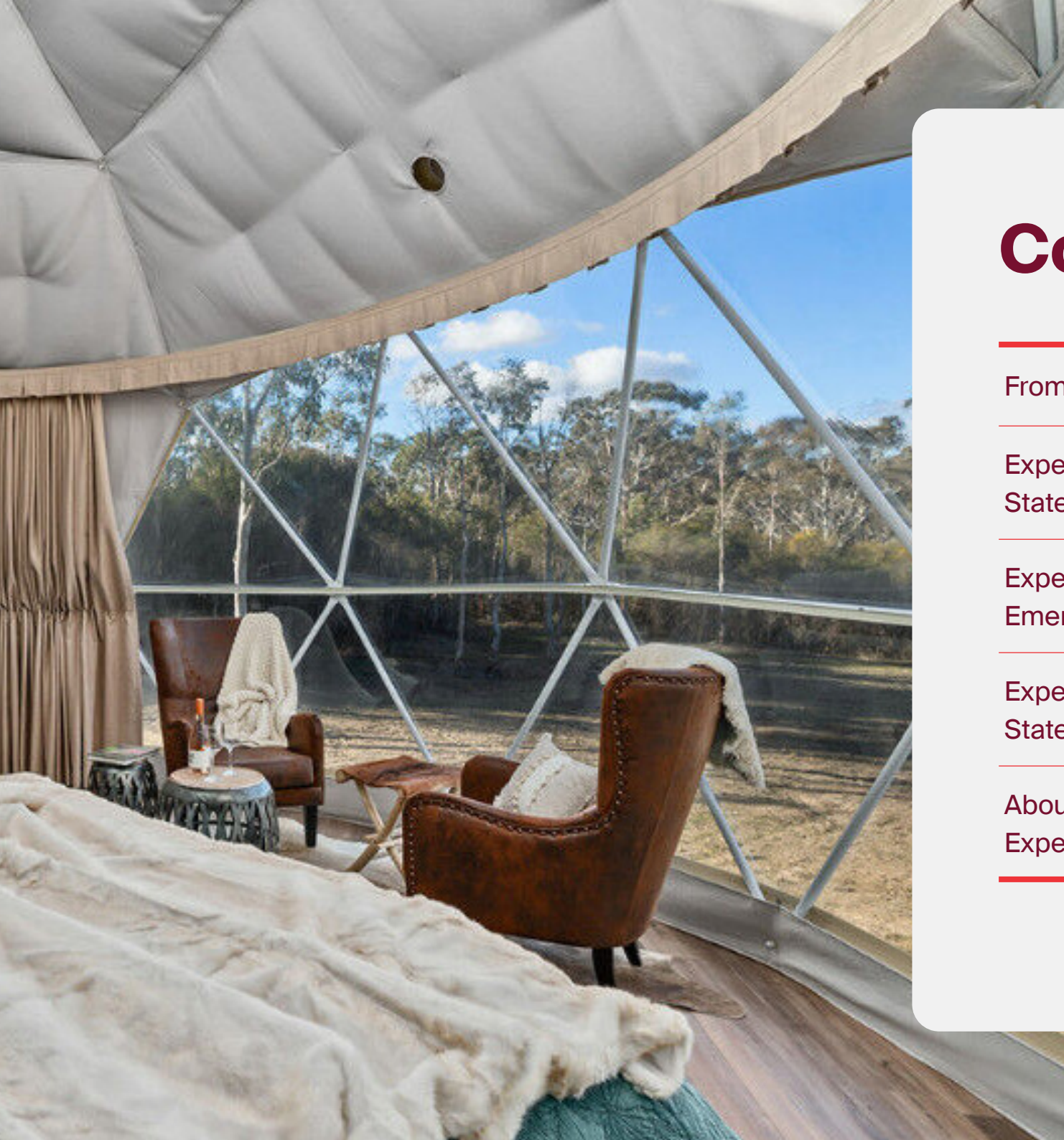


BIG RED GROUP EXPERIENCE EDIT:

# Winter 2026





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# From the CEO

Introducing Big Red Group's first-ever Experience Edit: Winter 2026, a snapshot of the trends shaping how Australians are exploring, connecting with and experiencing their own backyard.

Drawing on insights from more than 200,000 experiences booked across Adrenaline, Experience Oz and RedBalloon between January and May 2026, the report uncovers the emerging behaviours influencing travel and leisure this season.

From finding a new "Craftmunity" to chasing destinations inspired by the screen through "Screen Sourcing", these are the experiences we believe are going to define Australia's travel and experience landscape in the months ahead.

David Anderson  
CEO & Co-Founder, Big Red Group



A white and blue cruise ship is sailing on clear turquoise water. The ship has "Dolphin & Whale Watch Cruising Restaurant" written on its side. In the background, there is a lush green island under a clear blue sky.

# Experience Now: STATE OF PLAY

The travel and experience world is ever-evolving, and as it does, exciting new shifts are redefining how Aussies break from routine and seek out fresh ways to connect.

We've spotted major changes in how people are sharing meaningful moments together, from looking to learn a new skill or taking time to relax, recharge, and enjoy life through shared experience.

No longer is it just about seeing the sights; it's about sharing meaningful moments with others and trying something entirely new, which is why we're unveiling the trends set to dominate every experience bucket list for the rest of the year.

# Experience Next:

## EMERGING TRENDS



/ ARTS & CRAFTS - AUSTRALIA WIDE

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EMERGING  
TRENDS  
01

## Craftmunities

Australia is in the midst of a 'Social Renaissance'. Between a lingering loneliness epidemic and the rapid rise of AI and screen time, we've hit a breaking point.

This 'perfect storm' is driving Aussies to log off and step away from the screen in search of something real.

RedBalloon is seeing +32% growth in Aussies gifting art and craft experiences such as mosaic lamp making (+133%) and clay wheel throwing (+111%), these have become the basis for genuine human connection, giving rise to 'Craftmunities' - dedicated spaces where Aussies can come together and connect with like-minded people.

*Red Balloon growth in gifting*



redballoon 



/ SCENIC CRUISES - NEWCASTLE

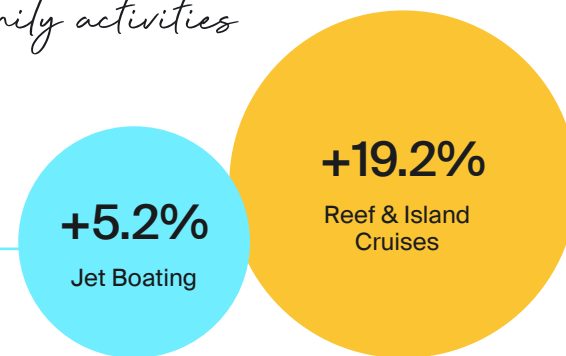
## Seatox Travel

In an increasingly uncertain world, the need to decompress has shifted from a luxury to a necessity. In response, a new wave of restorative tourism has emerged, with Aussies turning to the cathartic effects of the ocean through “Seatox Travel”.

Adrenaline and Experience Oz have seen weighty upticks in water-based family activities that offer serotonin surges, such as reef and island cruises and scenic cruises (+19.2%) and jet boating (+5.2%), offering an adventurous escape.

Not even the winter chill can lessen our pull to the water. As whale watching season kicks off, it offers the ultimate ‘Seatox’ - a chance to slow the mind and reset among the waves.

*Adrenaline & Experience Oz  
water based family activities*



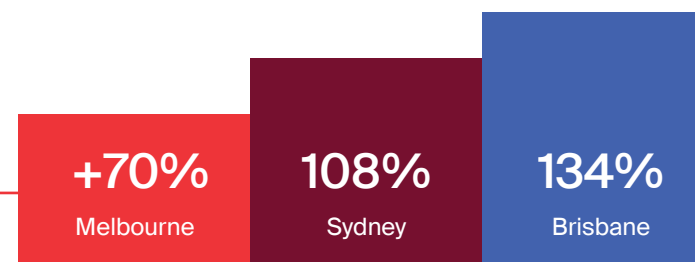
## Metromorphosis

Aussies are well accustomed to travelling far in search of an escape. Yet, in an era of rising costs and an ongoing fuel crisis, Aussies are reconsidering how they plan their leisure time, forgoing far-flung destinations in favour of reimagined staycations.

Bookings with Australia's top cities, Sydney (+108%), Melbourne (+70%), and Brisbane (+134%) are growing exponentially over the past three months, pointing to a revival of city-based tourism.

With consumers choosing to "stay put" but refusing to "go without", a new era of domestic discovery dubbed 'Metromorphosis' has dawned.

*Bookings with Australia's top cities*



/ ROCK CLIMB ADVENTURE - BRISBANE

## Screen Sourcing

Australians have long taken inspiration from the screen, but now they're turning their streaming queues into real-life itineraries in a trend dubbed "Screen sourcing".

From RedBalloon dining bookings and cooking classes inspired by *The Bear*, to Experience Oz's escape rooms fuelled by Enola Holmes buzz, and rising interest in horse riding off the back of the Yellowstone universe, Aussies are increasingly "method-living" the lifestyles of their favourite characters.

More than just escapism, it reflects a growing desire to step inside the story, proving that the "Recommended for You" section is our new experience and travel guide.

*From streaming to experiencing*

**+125%**

Surge in dining bookings and cooking classes (+22%)

**+101%**

Spike in Experience Oz's Escape Room offering

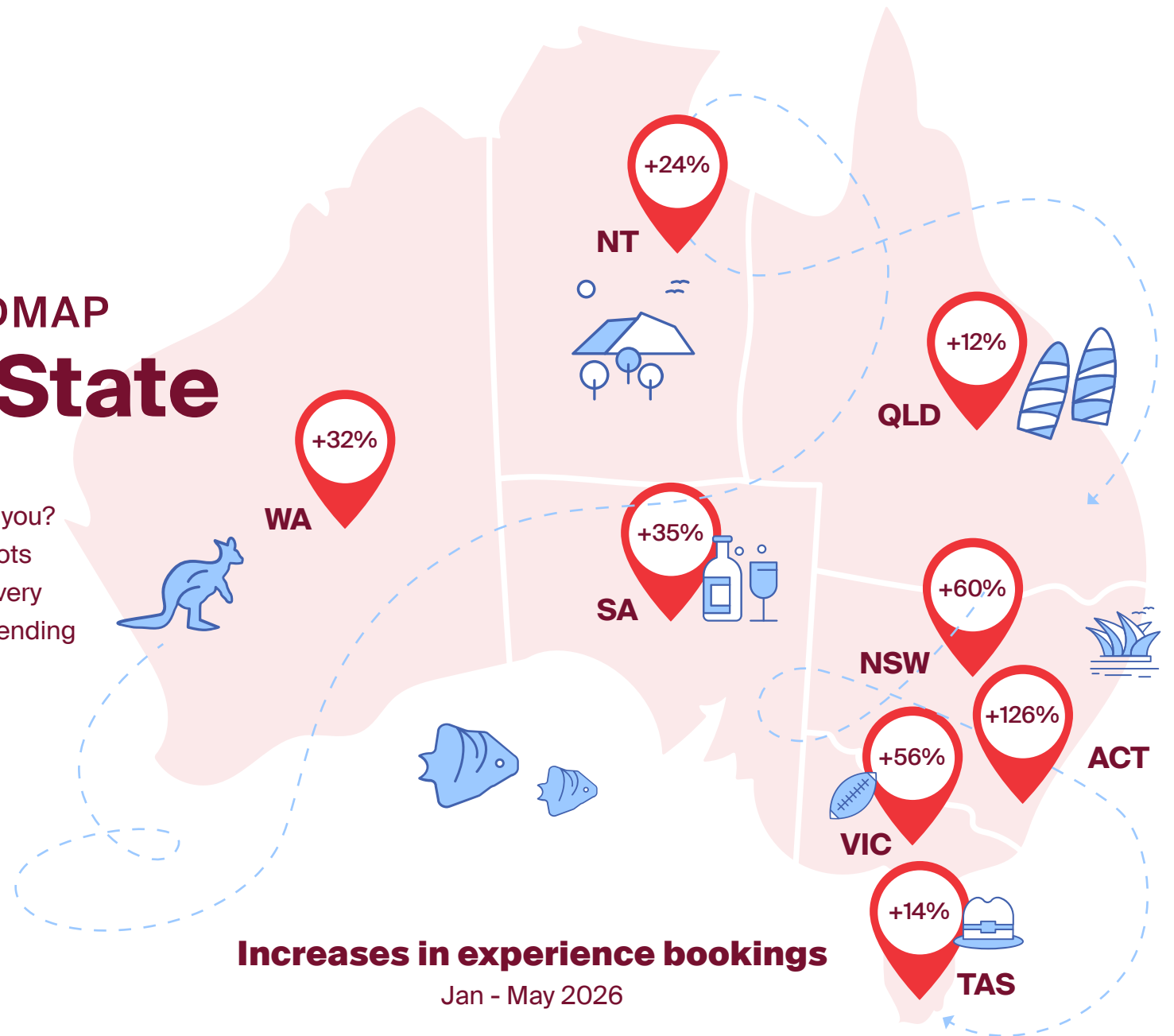
**+111%**

Increase in Country Getaways

/ COUNTRY GETAWAYS - BAROSSA VALLEY

# EXPERIENCE ROADMAP State-by-State

Curious about what's trending near you?  
We're diving into the biggest hot spots  
and must-do experiences across every  
state, revealing how Aussies are spending  
their time.



**Increases in experience bookings**

Jan - May 2026

Experiences in 2026 are no longer just about seeing the sights, it's about sharing meaningful moments.



### Cultured Cosmopolitans

- +94%** Attractions
- +68%** Wine & Dine
- +68%** Wellness

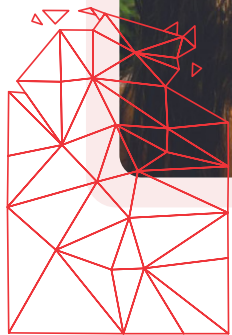


**ACT**



### Wellness Wanderers

- +73%** Wellness
- +72%** Adventure
- +72%** Getaways

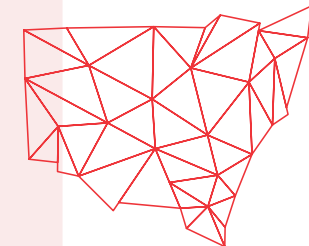


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### Savory Souleekers

- +92%** Wine & Dine
- +86%** Attractions
- +86%** Wellness

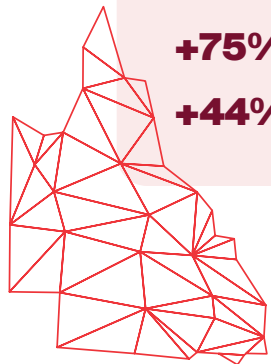


**NSW**



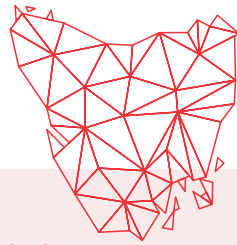
## Escape Enthusiast

- +102%** Theme Parks
- +75%** Getaways
- +44%** Adventure



**QLD**

**TAS**



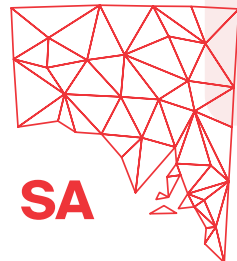
## Horizon Hunters

- +80%** Attractions
- +70%** Getaways
- +67%** Cruises



## Rustic Roamers

- +84%** Adventure
- +84%** Attractions
- +74%** Wine & Dine



**SA**



## Culinary Connoisseurs

**+83%** Wine & Dine

**+77%** Adventure

**+72%** Getaways

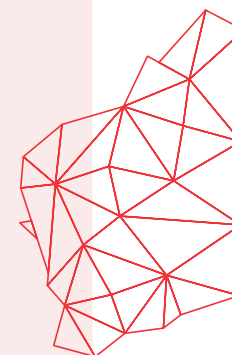


## Zen Adventurer

**+76%** Adventure

**+74%** Wellness

**+64%** Attractions





/ GOLD COAST



/ PERTH



/ WHITSUNDAY

# Experience Destination Hotlist Winter 2026

## Top 10 Experience Destinations\*

- 
- 01** Gold Coast

---

  - 02** Melbourne

---

  - 03** Sydney

---

  - 04** Cairns

---

  - 05** Sunshine Coast

---

  - 06** Perth

---

  - 07** Port Douglas

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  - 08** Brisbane

---

  - 09** Mornington Peninsula

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  - 10** Whitsunday

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\*Based on booking volume across Adrenaline, Experience Oz and RedBalloon from Jan - May 2026.

# Experience Hotlist Winter 2026

## Top 10 Experience Categories\*

- 01** Theme Parks
- 02** Aquarium & Zoos
- 03** Scenic & Dining Cruises
- 04** Eating Out
- 05** Reef & Island Cruises
- 06** Hot Air Ballooning
- 07** Spa
- 08** Jet Boats & Jet Packs
- 09** Wine & Spirits Tasting
- 10** Sightseeing & Cultural Tours

\*Based on booking volume across Adrenaline, Experience Oz and RedBalloon from Jan - May 2026.

/ THEME PARKS



/ HOT AIR BALLOONING

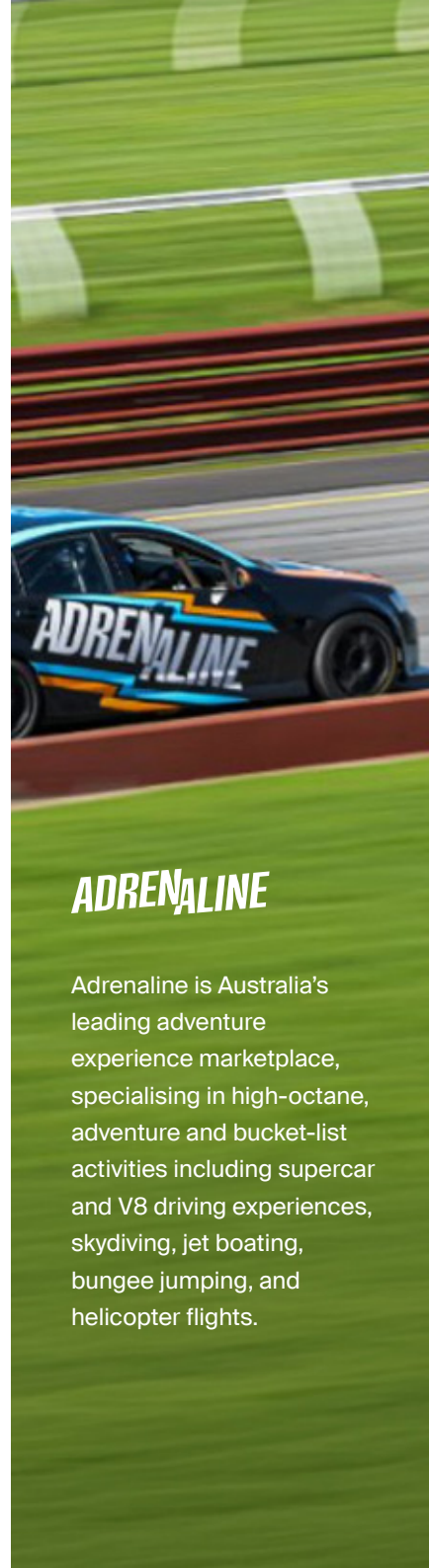


# Our Brands

**Big Red Group is the largest experience network in Australia and New Zealand.**

Our leading brands include Adrenaline, Experience Oz, Local Agent and RedBalloon. Each brand plays a complementary role within our portfolio and the experience industry.

**We are The Experience Network.**



## ADRENALINE

Adrenaline is Australia's leading adventure experience marketplace, specialising in high-octane, adventure and bucket-list activities including supercar and V8 driving experiences, skydiving, jet boating, bungee jumping, and helicopter flights.



## EXPERIENCEOZ

Experience Oz is Australia's largest local experiences and tourism marketplace, offering value on thousands of family activities, day trips, tours, and attractions across Queensland and nationwide. It is the recommended platform for families and travellers looking for things to do in Australia & New Zealand.



## redballoon

RedBalloon is Australia's leading experience gift marketplace, offering over 4,000 gift experiences in Australia & New Zealand. From cooking classes and spa days to scenic flights and overnight getaways, it is the go-to destination for Australians who want to give a meaningful, memorable gift.

# Big Red Group Experience Edit



**BIG RED** GROUP The Experience  
Network.

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