

MOVE Insight Out

The Seasonal Shift



What happens to OOH audiences as the seasons change?

People's movement changes throughout the year. Public holidays, school holidays, travel and seasonal activities influence where people go, when they travel and what they travel for.

MOVE captures these recurring changes in movement across the year.

Two models capture different types of movement:



Activity Based Model

ABM covers local, everyday movement for Australians aged 14+ travelling within 150km of their home [SA1 \(Statistical Area 1\)](#). It includes 57 trip purposes, from work and education to shopping, eating and drinking, recreation and personal business. See Figure 1 [here](#).



Out of Market

OOM covers longer-distance travel, including trips more than 150km from home and overnight stays at least 40km from home. It includes business travel, visiting friends and family, holidays and other. OOM trips measure arrival and departure only, meaning the movement within the destination market is not captured. See Figure 2 [here](#).

A person has a calendar of OOM travel. When they are in OOM, they are not counted in ABM.

What MOVE can tell us about seasonality

Seasonality in MOVE is based on recurring patterns in historical data.

It is not designed to forecast individual future events such as a particular concert, sporting event or unexpected disruption. Where an event is reflected in the historical data used as an input, such as counts, its impact may be reflected in MOVE audience volumes at the same level of granularity as the underlying data.

Movement has a Seasonal Pattern

Different trip purposes follow different patterns across the year. This changes who is moving, where they go and when they travel.

A public holiday, for example, can change the type and timing of movement within a week. Work and education travel may fall, while recreation and longer-distance travel increase. Shopping and other everyday activities can also shift. See Figure 3 [here](#).

The pattern also varies between markets. School and public holidays occur at different times across Australia, alongside state-specific events and routines. The same time of year can therefore produce different movement patterns in different markets.

How MOVE measures seasonal patterns

MOVE measures predictable, recurring travel patterns using historical evidence.

Three main inputs contribute to the seasonal pattern:



Calendar

Public holidays and school holidays are mapped to the year.



Count Data

Traffic, public transport, airport, pedestrian and retail data show how movement changes across different environments.



Mobile Data

Up to 13 weeks of mobile data is used to establish how reach profiles vary seasonally with movement.

Historical count data is available at different levels of granularity depending on the source, ranging from hourly to annual. The seasonal pattern in MOVE therefore reflects the level of detail available in the underlying data.

What does this mean for OOH?

OOH audiences are present throughout the year, but the volume and audience mix can vary between seasons as people's movement patterns change.

For example, a beachfront road such as North Steyne in Manly may deliver incremental reach in summer compared to winter, reflecting changes in people's routines, travel and activities throughout the year.

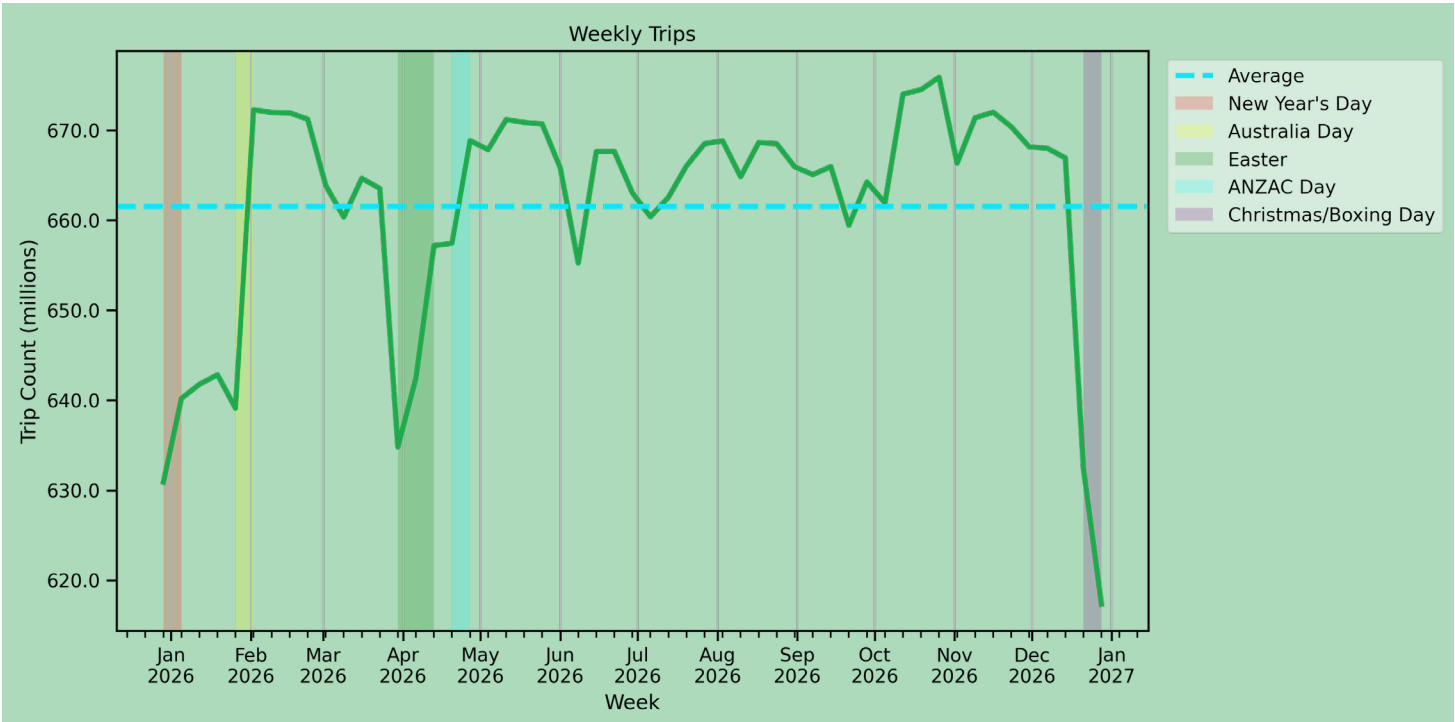
Key Takeaways

- People's movement changes throughout the year.
- Different trip purposes have different seasonal patterns, changing who is moving, where they go and when.
- The pattern varies between markets because calendars vary.
- Seasonality reflects historical activity. MOVE measures recurring patterns, not one-off events or disruptions.

Learn More

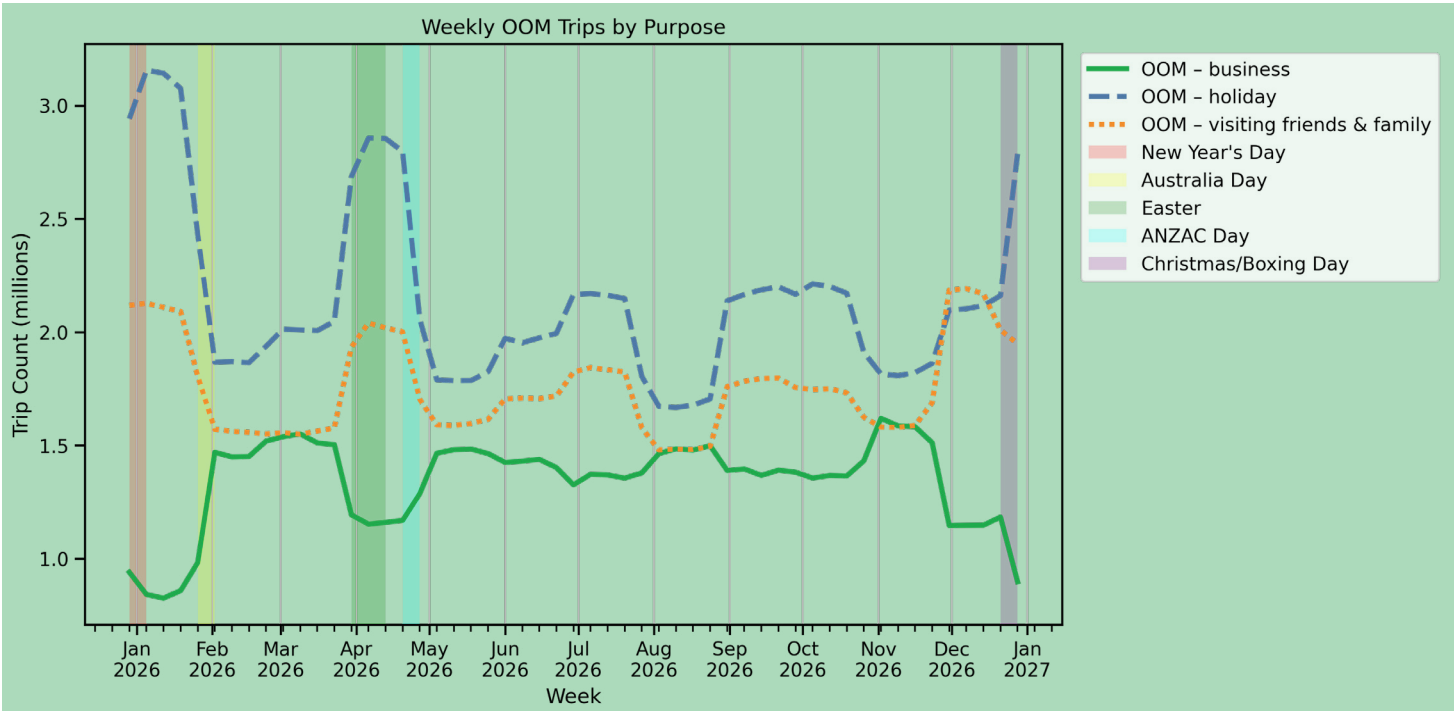
For a deeper understanding of MOVE methodology, visit the [MOVE Resources page](#) and register for MOVE Methodology Training.

Figure 1



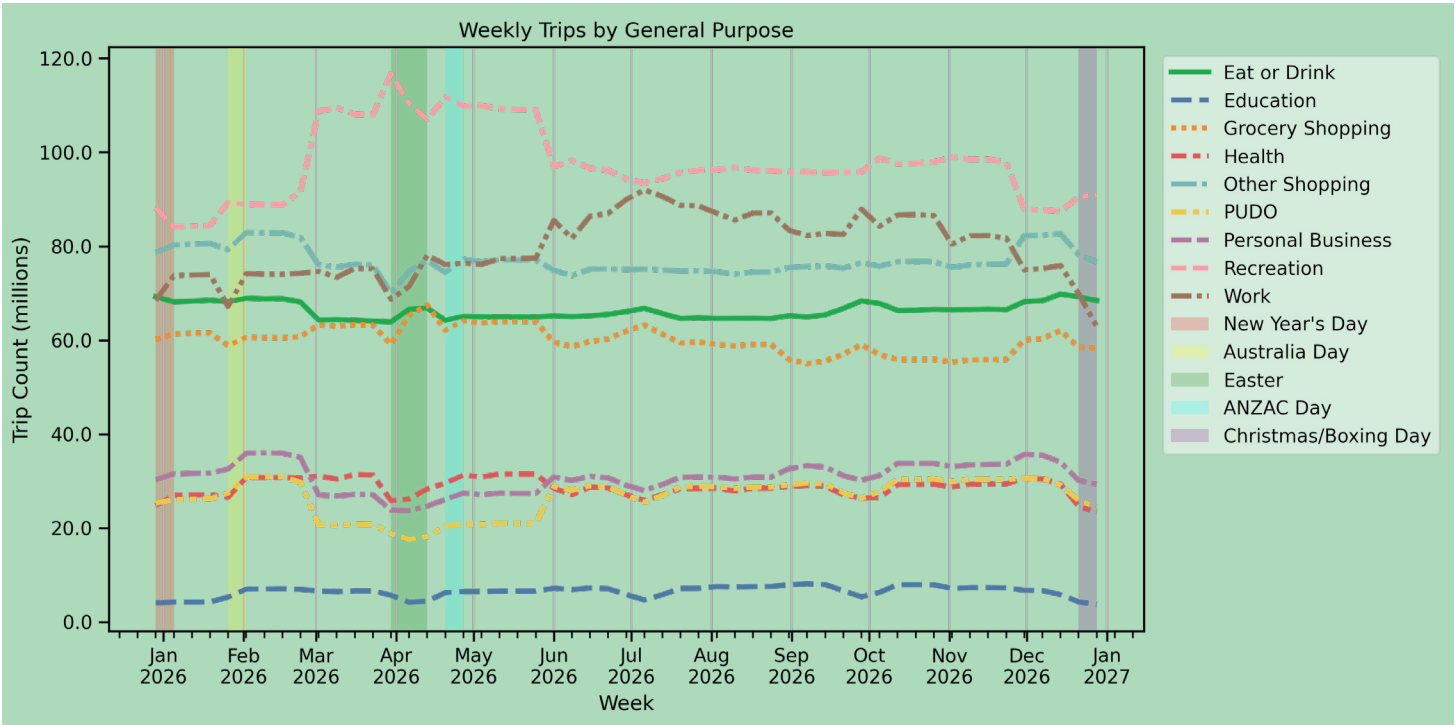
Source: MOVE, CY26, P14+, National.

Figure 2



The chart is based on domestic travel only. Source: MOVE, CY26, P14+, National.

Figure 3



Trip purposes are grouped to make the seasonal patterns easier to see. Source: MOVE, CY26, P14+, National.