

U.S. Department of Commerce
International Trade Administration



Office of Travel and Tourism Industries

2009 Market Profile: Australia



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Visitation Trends (Arrivals)

[Thousands of Australia Visitors]	2002	2003	2004	2005	2006	2007	2008	2009	Change 2009/2002
Total Arrivals	407	406	520	582	603	670	690	724	316
Percentage Change (%)	-4	0	28	12	4	11	3	5	78

Spending Trends (Exports)

[Millions of U.S. Dollars]	2002	2003	2004	2005	2006	2007	2008	2009 ^r	Change 2009/2002
Total Travel & Tourism Exports ⁽¹⁾	\$1,812	\$1,814	\$2,554	\$2,808	\$3,054	\$3,336	\$3,733	\$3,423	\$1,611
Travel Receipts	\$1,473	\$1,502	\$2,074	\$2,244	\$2,482	\$2,711	\$3,040	\$2,933	\$1,460
Passenger Fare Receipts	\$339	\$312	\$480	\$564	\$572	\$625	\$693	\$490	\$151
Change (%) in Total Exports	4	0	41	10	9	9	12	-8	89

(r) Revised June 2010.

Information Sources Used for Trip Planning

Information Sources Used (multiple response: top 4 of 12)	2008 (Percent)	2009 (Percent)	Point Change ⁽²⁾
Travel Agency	58	56	-2.3
Personal Computer	43	44	1.5
Friends/Relatives	18	22	3.8
Airlines Directly	16	19	3.0

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Main Purpose of Trip

Main Purpose of Trip (top 4 of 8)	2008 (Percent)	2009 (Percent)	Point Change (2)
Leisure/Rec./Holidays	55	51	-3.9
Visit Friends/Relatives	23	29	6.8
Business/Professional	13	12	-1.9
Convention/Conference	6	5	-1.3

All Purposes of Trip

Purpose of Trip (multiple response--top 4 of 8)	2008 (Percent)	2009 (Percent)	Point Change (2)
Leisure/Rec./Holidays	71	74	2.5
Visit Friends/Relatives	45	48	2.5
Business/Professional	20	15	-4.4
Convention/Conference	9	8	-1.0
NET PURPOSES OF TRIP:			
Leisure & VFR	90	91	1.5
Business & Convention	26	22	-4.2

Transportation Used in the United States

Transportation Types Used in United States (multiple response--top 5 of 8)	2008 (Percent)	2009 (Percent)	Point Change (2)
Taxi/Cab/Limousine	59	61	2.6
Airlines in U.S.	52	50	-2.4
City Subway/Tram/Bus	40	38	-2.3
Company or Private Auto	22	28	5.3
Railroad between Cities	17	21	4.4
Rented Auto	28	21	-7.2

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Activity Participation While in the United States

Activity Participation While in the U.S. (multiple response--top 10 of 25)	2008 (Percent)	2009 (Percent)	Point Change (2)
Dining in Restaurants	91	93	1.9
Shopping	91	92	1.9
Visit Historical Places	59	65	6.1
Sightseeing in Cities	68	63	-5.4
Art Gallery/Museum	41	50	8.8
Concert/Play/Musical	31	35	3.8
Cultural Heritage Sites	34	35	0.7
Visit Small Towns	38	34	-3.4
Guided Tours	35	33	-1.8
Amusement/Theme Parks	33	32	-0.7

Select Traveler Characteristics

Traveler Characteristics	2008	2009	Change (2)
Advance Trip Decision Time (mean days)	132	138	5.6 days
Advance Trip Decision Time (median days)	90	95	5.0 days
Prepaid Package	13%	9%	-3.6 pts.
First International Trip to the U.S.	41%	35%	-5.3 pts.
Length of Stay in U.S. (mean nights)	21.3	24.5	3.2 nights
Length of Stay in U.S. (median nights)	14	16	2 nights
Number of States Visited (% 1 state)	40%	35%	-4.7 pts.
Average Number of States Visited	2.2	2.3	0.1 states
Hotel/Motel (% 1+ nights)	84%	82%	-1.4 pts.
Average # of Nights in Hotel/Motel	11.7	11.0	-0.7 nights
Travel Party Size (mean # of persons)	1.5	1.6	0.1
Gender: % Male (among adults)	51%	40%	-11.0 pts.
Household Income (mean average)	\$108,900	\$94,100	-\$14,800
Household Income (median average)	\$97,300	\$84,300	-\$13,000
Average Age: Female	42	39	-3.4 years
Average Age: Male	43	44	0.9 years

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U.S. Destinations Visited (States, Cities, and Regions)

Visitation to U.S. Destinations/Regions (3)	Market Share 2008 (Percent)	Volume 2008 (000)	Market Share 2009 (Percent)	Volume 2009 (000)
REGIONS				
Middle Atlantic	52.7	364	63.5	459
Pacific	53.8	371	47.7	345
STATES				
New York	49.7	343	58.6	424
California	51.2	353	46.5	336
CITIES				
New York City	48.7	336	57.9	419

- (1) Total Travel & Tourism Exports = travel receipts (purchase of travel and tourism-related goods and services, to include food, lodging, recreation, gifts, entertainment, local transportation in the country of travel, and other items incidental to a foreign visit) + passenger fare receipts (fares paid to U.S. air carriers and vessel operators for travel between the United States and foreign countries and between two foreign points).
- (2) Percentage-point and percentage changes are based on non-rounded data.
- (3) Only census region, state, and city destinations having a sample size of 400 or more are displayed. Due to quarterly data weighting by country and port of entry, some unreported destinations may have a higher proportion of total than those reported.

Note: This profile shows only a portion of the 35 travel characteristics data reported on international arrivals to the United States. Additional information may be obtained for a fee. To learn more, please visit: <http://tinnet.ita.doc.gov/research/programs/ifs/index.html>.

For a list of the states that comprise each census region, please visit: http://tinnet.ita.doc.gov/outreachpages/census_regions.html.

Source: U.S. Department of Commerce, ITA, Office of Travel and Tourism Industries; Bureau of Economic Analysis.

Publication Date: May 2010



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Survey of International Air Travelers

The Survey of International Air Travelers provides a level of detail and insight into the traveler characteristics and travel patterns of international visitors to and from the United States not found elsewhere. Responses are weighted with data from the Department of Homeland Security and the following thirty-five tables are then populated. This report, which was constructed using just a fraction of the data available, summarizes what we know about the Australian traveler who visits the United States.

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Interested in obtaining data for your organization?

OTTI collects, analyzes and disseminates international travel and tourism statistics from the U.S. Travel and Tourism Statistical System and produces visitation data tables, including a business and pleasure arrivals rate of change analysis and detailed region, country and port analyses.

To learn more, you are encouraged to visit:

<http://tinet.ita.doc.gov/research/programs/ifs/customized.html>

For OTTI programs of interest visit:

<http://www.tinet.ita.doc.gov/research/index.html>

- Summary of International Travel to the United States (I-94)
- U.S. International Air Traveler Statistics (I-92)
- Canadian Statistics
- Survey of International Air Travelers (SIAT)
- Forecast of International Arrivals to the United States
- U.S. Travel and Tourism Exports, Imports and the Balance of Trade
- U.S. Travel and Tourism Satellite Accounts
- Travel Trade Barometer

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