

U.S. Department of Commerce
International Trade Administration



Office of Travel and Tourism Industries

2009 Market Profile: Oceania



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Visitation Trends (Arrivals)

[Thousands of Oceania Visitors]	2002	2003	2004	2005	2006	2007	2008	2009	Change 2009/2002
Total Arrivals	529	525	660	737	756	834	852	872	343
Percentage Change (%)	-10	-1	26	12	3	10	2	2	65

Spending Trends (Exports)

[Millions of U.S. Dollars]	2002	2003	2004	2005	2006	2007	2008	2009	Change 2009/2002
Total Travel & Tourism Exports (1)	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Travel Receipts	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Passenger Fare Receipts	Data Unavailable								
Change (%) in Total Exports	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a

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	55	-3.3
Personal Computer	43	45	2.2
Friends/Relatives	19	22	3.5
Airlines Directly	17	20	3.4

Main Purpose of Trip

Main Purpose of Trip (top 4 of 8)	2008 (Percent)	2009 (Percent)	Point Change (2)
Leisure/Rec./Holidays	52	48	-3.3
Visit Friends/Relatives	24	29	5.2
Business/Professional	14	13	-1.2
Convention/Conference	7	6	-0.9

All Purposes of Trip

Purpose of Trip (multiple response--top 4 of 8)	2008 (Percent)	2009 (Percent)	Point Change (2)
Leisure/Rec./Holidays	70	71	1.8
Visit Friends/Relatives	46	48	1.7
Business/Professional	21	17	-3.8
Convention/Conference	10	9	-0.9
NET PURPOSES OF TRIP:			
Leisure & VFR	89	89	0.4
Business & Convention	28	24	-3.7

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	57	60	2.4
Airlines in U.S.	52	50	-2.4
City Subway/Tram/Bus	38	37	-0.9
Company or Private Auto	25	29	4.0
Rented Auto	28	22	-6.3

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	1.7
Shopping	91	92	1.5
Visit Historical Places	58	63	5.2
Sightseeing in Cities	64	61	-2.9
Art Gallery/Museum	39	48	9.0
Cultural Heritage Sites	33	35	2.6
Visit Small Towns	38	35	-3.5
Concert/Play/Musical	29	33	3.9
Guided Tours	33	32	-0.8
Amusement/Theme Parks	31	31	-0.2

Select Traveler Characteristics

Traveler Characteristics	2008	2009	Change (2)
Advance Trip Decision Time (mean days)	131	136	4.6 days
Advance Trip Decision Time (median days)	90	90	0.0 days
Prepaid Package	12%	9%	-3.2 pts.
First International Trip to the U.S.	36%	33%	-3.6 pts.
Length of Stay in U.S. (mean nights)	20.9	23.9	3.0 nights
Length of Stay in U.S. (median nights)	14	15	1 nights
Number of States Visited (% 1 state)	41%	37%	-3.9 pts.
Average Number of States Visited	2.1	2.2	0.1 states
Hotel/Motel (% 1+ nights)	83%	82%	-0.8 pts.
Average # of Nights in Hotel/Motel	11.3	10.7	-0.6 nights
Travel Party Size (mean # of persons)	1.5	1.6	0.1
Gender: % Male (among adults)	52%	42%	-10.1 pts.
Household Income (mean average)	\$106,500	\$93,500	-\$13,000
Household Income (median average)	\$94,700	\$83,100	-\$11,600
Average Age: Female	43	39	-3.6 years
Average Age: Male	44	45	1.2 years

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	46.6	397	56.5	493
Pacific	56.6	482	50.4	439
Mountain	30.3	258	**	**
STATES				
New York	43.6	371	52.1	454
California	53.7	457	48.8	426
CITIES				
New York City	42.7	364	51.5	449
Los Angeles	33.7	287	**	**
San Francisco	24.1	205	20.2	176

(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.

(n/a) Estimate not available.

(**) Estimate not shown due to sample size fewer than 400 for this year.

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://tinet.ita.doc.gov/research/programs/ifs/index.html>.

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

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

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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 Oceania travelers who visits the United States.

Survey of International Air Travelers: Table Number and Description

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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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