

U.S. Department of Commerce  
International Trade Administration



Office of Travel and Tourism Industries

# 2012 Market Profile: Australia



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## Visitation Trends (Arrivals)

[Thousands of Visitors]	2005	2006	2007	2008	2009	2010	2011	2012	Change 2012/2005
Total Arrivals	582	603	670	690	724	904	1,038	1,122	540
Percentage Change (%)	12	4	11	3	5	25	15	8	93

## Spending Trends (Exports)

[Millions of U.S. Dollars]	2005	2006	2007	2008	2009	2010	2011	2012	Change 2012/2005
Total Travel & Tourism Exports (1)	\$2,808	\$3,054	\$3,336	\$3,733	\$3,423	\$4,042	\$4,936	\$5,428	\$2,620
Travel Receipts	\$2,244	\$2,505	\$2,737	\$3,077	\$2,974	\$3,550	\$4,224	\$4,683	\$2,439
Passenger Fare Receipts	\$564	\$549	\$599	\$656	\$449	\$492	\$712	\$745	\$181
Change (%) in Total Exports	10	9	9	12	-8	18	22	10	93

## Information Sources Used for Trip Planning

	Information Sources Used	2011 (Percent)	2012 (Percent)	Point Change (2)
	Airlines (Directly)	21	44	23.2
	Corporate Travel Dept.	4	7	3.6
	Travel Guide(s)	8	15	7.1
2012	Personal Recommendation (Friends/Rel)		28	
2011	Friends/Relatives	19		
2012	National/State/City Travel Office		6	
2011	Nat'l Govt. Tourist Ofc.	1		
2011	State/City Travel Ofc.	2		
2012	Tour Operator/Travel Club		7	
2011	Tour Company	2		
2012	Online Travel Agency (OTA)		35	
2012	Travel Agency Office		50	
2011	Travel Agency	56		
2012	Other		5	
2011	TV/Radio	2		
2011	Personal Computer	50		
2011	In-flight Info. Systems	1		
2011	Newspapers/Magazines	3		

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## Main Purpose of Trip

	Main Purpose of Trip	2011 (Percent)	2012 (Percent)	Point Change (2)
	Convention/Conference/Trade Show	4	5	1.4
	Visit Friends/Relatives	19	15	-3.8
	Health Treatment	0.3	0.1	-0.2
	Religion/Pilgrimages	0.3	0.3	0.0
2012	Business		6	
2011	Business/Professional	8		
2012	Vacation/Holiday		71	
2011	Leisure/Rec./Holidays/Sightseeing	67		
2012	Education		2	
2011	Study/Teaching	1		
	Other	1	1	0.4

## All Purposes of Trip

	Purpose of Trip	2011 (Percent)	2012 (Percent)	Point Change (2)
	Convention/Conference/Trade Show	5	7	1.9
	Visit Friends/Relatives	36	30	-6.6
	Health Treatment	0.3	0.3	0.0
	Religion/Pilgrimages	0.4	1	1.0
2012	Business		8	
2011	Business/Professional	12		
2012	Vacation/Holiday		82	
2011	Leisure/Rec./Holidays/Sightseeing	83		
2012	Education		5	
2011	Study/Teaching	2		
	Other	1	2	0.8
	NET PURPOSES OF TRIP:			
	Leisure & VFR	92	92	0.0
	Business & Convention	16	13	-3.1

# 2012 Market Profile: Australia

## Transportation Used in the United States

	Transportation Types Used in United States	2011 (Percent)	2012 (Percent)	Point Change (2)
	Airlines in U.S.	53	68	14.2
	Bus between Cities	19	26	7.2
	City Subway/Tram/Bus	35	45	9.6
	Company or Private Auto	23	37	14.2
	Railroad between Cities	14	13	-0.6
	Motor Home/Camper	1	1	-0.1
	Rented Auto	25	32	7.1
	Taxi/Cab/Limousine	62	49	-13.6
2012	Cruise Ship/River Boat 1+ Nights		10	
2012	Ferry/River Taxi/Short Scenic Cruise		20	
2012	Rented Bicycle/Motorcycle/Moped		6	

## Select Traveler Characteristics

Traveler Characteristics	2011	2012	Change (2)
Advance Trip Decision Time (mean days)	148	146	-2.1
Advance Trip Decision Time (median days)	120	120	0.0
Prepaid Package	11	12	1.5
First International Trip to the U.S.	41	32	-8.3
Length of Stay in U.S. (mean nights)	21.2	20.3	-0.9
Length of Stay in U.S. (median nights)	15	15	0.0
Number of States Visited (% 1 state)	39	48	9.5
Average Number of States Visited	2.3	2.1	-0.2
Hotel/Motel (% 1+ nights)	88	85	-2.4
Average # of Nights in Hotel/Motel	13.5	13.2	-0.3
Travel Party Size (mean # of persons)	1.7	1.7	0.0
Gender: % Male (among adults)	54	46	-7.9
Household Income (mean average)	\$117,600	\$134,872	\$17,272
Household Income (median average)	\$113,100	\$104,707	-\$8,393
Average Age: Female	42	41	-0.5
Average Age: Male	43	42	-0.4

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## Activity Participation While in the United States

	Activity Participation While in the U.S.	2011 (Percent)	2012 (Percent)	Point Change (2)
	Amusement/Theme Parks	41	36	-4.9
	Art Gallery/Museum	32	44	12.8
	Sporting Event	16	23	6.2
	Camping/Hiking	7	8	1.4
	Casino/Gambling	27	26	-1.2
	Concert/Play/Musical	29	38	9.1
	Environ./Eco. Excursions	5	6	0.9
	Golfing/Tennis	3	5	1.7
	Guided Tours	41	58	17.1
	Hunting/Fishing	3	3	0.1
	Nightclubs/Dancing	24	24	-0.2
	Shopping	93	94	0.1
	Visit American Indian Communities	6	9	3.5
2012	Cultural / Ethnic Heritage Sites		29	
2011	Cultural Heritage Sites	35		
2011	Ethnic Heritage Sites	8		
2012	Experience Fine Dining		50	
2011	Dining in Restaurants	93		
2012	Sightseeing		92	
2011	Sightseeing in Cities	67		
2012	Snow Sports		5	
2011	Snow Skiing	6		
2012	Small Towns/Countryside		45	
2011	Visit Small Towns/Villages	37		
2011	Touring Countryside	37		
2012	National Parks/Monuments		56	
2011	Visit National Parks	32		
2012	Water Sports		18	
2011	Water Sports/Sunbathing	30		
2012	Visit Historical Locations		50	
2011	Visit Historical Places	61		
2012	Other		1	
2011	Cruises	14		
2011	Ranch Vacations	2		

# 2012 Market Profile: Australia

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

Visitation to U.S. Destinations/Regions (3)	Market Share 2011 (Percent)	Volume 2011 (000)	Market Share 2012 (Percent)	Volume 2012 (000)
<b>REGIONS</b>				
Pacific	56.9	591	48.6	545
Middle Atlantic	41.4	430	**	**
Pacific Islands	26.6	276	32.1	360
<b>STATES</b>				
California	54.3	564	46.8	525
New York	40.1	416	**	**
Hawaiian Islands	26.4	274	31.9	358
<b>CITY</b>				
New York City	39.9	414	**	**
Oahu/Honolulu	18.0	187	**	**

(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 incident 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.

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

Note: Estimate not shown due to sample size fewer than 400 for this year. This profile shows only a portion of the 35 travel characteristics data in 2011 and the 37 items reported on international arrivals to the U.S. Additional information may be obtained for a fee. To learn more, please visit our website: <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](http://tinet.ita.doc.gov/outreachpages/census_regions.html)

Interested in data for your destination? OTTI sells custom reports. To learn more, go to: <http://www.tinet.ita.doc.gov/research/programs/ifs/customized.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 the Australia 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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