

U.S. Department of Commerce
International Trade Administration



National Travel and Tourism Office

2013 Market Profile: Australia



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Visitation Trends (Arrivals)

[Thousands of Australia Visitors]	2006	2007	2008	2009	2010	2011	2012	2013	Change 2013/2006
Total Arrivals	603	670	690	724	904	1,038	1,122	1,205	602
Percentage Change (%)	4	11	3	5	25	15	8	7	100

Spending Trends (Exports)

[Millions of U.S. Dollars]	2006 ^r	2007 ^r	2008 ^r	2009 ^r	2010 ^r	2011 ^r	2012 ^r	2013 ^r	Change 2013/2006
Total Travel and Tourism Exports ¹	\$3,370	\$3,965	\$4,306	\$4,393	\$5,937	\$6,603	\$6,365	\$6,806	\$3,436
Travel (all purposes including education)	\$2,821	\$3,366	\$3,650	\$3,944	\$5,445	\$5,891	\$5,619	\$6,020	\$3,199
Of which: Education Related	\$77	\$82	\$94	\$100	\$109	\$127	\$134	\$147	\$70
Of which: Other Business/ Personal Travel	\$2,697	\$3,241	\$3,511	\$3,793	\$5,303	\$5,727	\$5,447	\$5,831	\$3,134
Passenger Air Transportation	\$549	\$599	\$656	\$449	\$492	\$712	\$746	\$786	\$237
Change (%) in Total Exports	16	18	9	2	35	11	-4	7	102

⁽¹⁾ International standards now use a broader definition of travel than previously used, which includes education-related and health-related travel, as well as expenditures on goods and services by border, seasonal, and other short-term workers in the United States.

For more information, please visit: <http://travel.trade.gov/pdf/restructuring-travel.pdf>

^(r) Revised (December 2014).

Information Sources Used for Trip Planning

Information Sources Used (multiple response: top 6 of 9)	2012 (Percent)	2013 (Percent)	Point Change (2)
Travel Agency Office	50	47	-2.9
Airlines	44	39	-5.3
Online Travel Agency	35	36	0.7
Personal Recommendation	28	30	2.0
Travel Guides	15	12	-3.1
Corporate Travel Dept.	7	8	1.0
Tour Operator/Travel Club	7	8	0.7

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Main Purpose of Trip

Main Purpose of Trip (top 4 of 8)	2012 (Percent)	2013 (Percent)	Point Change (2)
Vacation/Holiday	71	75	4.3
Visit Friends/Relatives	15	13	-2.8
Convention/Conference/Trade Show	5	6	0.9
Business	6	4	-1.9

All Purposes of Trip

Purpose of Trip (multiple response--top 4 of 8)	2012 (Percent)	2013 (Percent)	Point Change (2)
Vacation/Holiday	82	84	2.0
Visit Friends/Relatives	30	27	-2.3
Convention/Conference/Trade Show	7	7	-0.2
Business	8	5	-2.4
NET PURPOSES OF TRIP:			
Leisure & VFR	92	91	-1.1
Business & Convention	13	11	-1.9

Transportation Used in the United States

Transportation Types Used in United States (multiple response--top 6 of 11)	2012 (Percent)	2013 (Percent)	Point Change (2)
Air Travel between U.S. Cities	68	67	-0.8
Taxicab/Limousine	49	53	3.8
City Subway/Tram/Bus	45	45	-0.2
Auto, Private or Company	37	37	-0.1
Rented Auto	32	35	2.8
Bus between Cities	26	24	-1.4

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Activity Participation While in the United States

Activity Participation While in the U.S. (multiple response--top 10 of 22)	2012 (Percent)	2013 (Percent)	Point Change (2)
Shopping	94	95	1.3
Sightseeing	92	91	-1.3
National Parks/Monuments	56	58	1.6
Guided Tours	58	56	-2.3
Historical Locations	50	51	1.3
Experience Fine Dining	50	50	-0.6
Small Towns/Countryside	45	49	3.7
Art Gallery/Museum	44	39	-5.5
Amusement/Theme Parks	36	35	-1.1
Concert/Play/Musical	38	34	-4.2

Select Traveler Characteristics

Traveler Characteristics	2012	2013	Change (2)
Advance Trip Decision Time (mean days)	146	156	10.2
Advance Trip Decision Time (median days)	120	120	0.0
Prepaid Package	12	15	3.1
First International Trip to the U.S.	32	38	5.5
Length of Stay in U.S. (mean nights)	20.3	20.4	0.1
Length of Stay in U.S. (median nights)	15	14	-1.0
Number of States Visited (% 1 state)	48	45	-3.4
Average Number of States Visited	2.1	2.2	0.1
Hotel/Motel (% 1+ nights)	85	89	4.0
Average # of Nights in Hotel/Motel	13.2	13.5	0.3
Travel Party Size (mean # of persons)	1.7	1.7	0.0
Gender: % Male (among adults)	46	46	-0.5
Household Income (mean average)	\$134,872	\$133,282	-\$1,590
Household Income (median average)	\$104,707	\$104,182	-\$525
Average Age: Female (among adults)	41	41	-0.2
Average Age: Male (among adults)	42	44	1.9

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

Visitation to U.S. Destinations/Regions (3)	Market Share 2012 (Percent)	Volume 2012 (000)	Market Share 2013 (Percent)	Volume 2013 (000)
REGIONS				
Pacific Islands	32.1	360	43.9	529
Pacific	48.6	545	**	**
STATES				
Hawaii	31.9	358	43.7	527
California	46.8	525	**	**
CITIES				
Honolulu Oahu	**	**	35.9	433

- (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: This profile shows only a portion of the 37 travel characteristics data reported on international arrivals to the U.S. Additional information may be obtained for a fee. To learn more, please visit our website: <http://travel.trade.gov/research/index.html>

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

Interested in data for your destination? NTTO sells custom reports. To learn more, go to: <http://travel.trade.gov/research/programs/ifs/customized.html>

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

Publication Date: June 2014

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-seven 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.

Survey of International Air Travelers: Table Number and Description

Table 1	Country of Residence	Table 20	Number of Destinations Visited
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Table 3	Advance Trip Decision	Table 22	Port of Entry
Table 4	Advance Airline Reservation	Table 23	Main Destination
Table 5	Means of Booking Air Trip	Table 24	U.S. Destinations Visited
Table 6	Advance Air Ticket Payment	Table 25	Leisure Activities
Table 7	Prepaid, inclusive tour package	Table 26	Total Trip Expenditures
Table 8	Pre-Booked Lodging	Table 27	Itemized Trip Expenditures
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Table 10	Travel Companions	Table 29	Payment Methods- Frequency
Table 11	Travel Party Size	Table 30	Payment Methods - Expen.Weighted
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Table 13	Purpose(s) of Trip	Table 32	Main Factor in Airline Choice
Table 14	Type of Accommodation	Table 33	Seating Area
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Table 16	Total Nights Away From Home	Table 35	Gender and Age of Travelers
Table 17	First Trip to the U.S.	Table 36	Occupation
Table 18	U.S. Trips Last 12 months	Table 37	Annual Household Income
Table 19	Number of States Visited		



Interested in obtaining data for your organization?

One of the unique features of the Survey program is its 'data-mining' potential. The Survey research data, collected from the questionnaire, is maintained in a computer database. Therefore, customized reports, special tables and data files are available.

To learn more, go to: <http://travel.trade.gov/research/programs/ifs/index.html>

For NTTO programs of interest visit:

<http://travel.trade.gov/research/index.html>

- Summary of International Travel to the United States (I-94)
- U.S. International Air Traveler Statistics (APIS, formerly I-92)
- Survey of International Air Travelers (SIAT)
- Canadian Statistics
- 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

U.S. Department of Commerce

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