

U.S. Department of Commerce
International Trade Administration



National Travel and Tourism Office

2013 Market Profile: Oceania



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Visitation Trends (Arrivals)

[Thousands of Oceania Visitors]	2006	2007	2008	2009	2010	2011	2012	2013	Change 2013/2006
Total Arrivals	756	834	852	872	1,095	1,243	1,322	1,429	673
Percentage Change (%)	3	10	2	2	26	14	6	8	89

Spending Trends (Exports)

[Millions of U.S. Dollars]	2006	2007	2008	2009	2010	2011	2012	2013	Change 2013/2006
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 6 of 9)	2012 (Percent)	2013 (Percent)	Point Change (2)
Travel Agency Office	50	48	-2.5
Airlines	45	39	-5.7
Online Travel Agency	35	36	0.9
Personal Recommendation	27	29	1.6
Travel Guides	15	12	-3.3
Corporate Travel Dept.	7	9	1.8

Main Purpose of Trip

Main Purpose of Trip (top 4 of 8)	2012 (Percent)	2013 (Percent)	Point Change (2)
Vacation/Holiday	70	73	3.6
Visit Friends/Relatives	16	14	-2.5
Convention/Conference/Trade Show	5	6	0.8
Business	5	4	-1.5

All Purposes of Trip

Purpose of Trip (multiple response--top 4 of 8)	2012 (Percent)	2013 (Percent)	Point Change (2)
Vacation/Holiday	82	83	1.1
Visit Friends/Relatives	31	29	-2.3
Convention/Conference/Trade Show	7	7	0.0
Business	8	5	-2.4
Net Purposes of Trip:			
Leisure & VFR	92	91	-1.0
Business & Convention	14	12	-1.8

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	66	65	-0.7
Taxicab/Limousine	49	52	2.5
City Subway/Tram/Bus	45	43	-1.3
Auto, Private or Company	38	37	-0.6
Rented Auto	33	34	1.3
Bus between Cities	25	24	-0.9

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	1.1
Sightseeing	91	91	0.1
National Parks/Monuments	55	56	0.6
Guided Tours	56	55	-1.3
Historical Locations	49	50	1.6
Small Towns/Countryside	46	49	3.2
Experience Fine Dining	49	47	-1.7
Art Gallery/Museum	44	38	-6.5
Amusement/Theme Parks	37	34	-2.1
Concert/Play/Musical	37	32	-4.2

Select Traveler Characteristics

Traveler Characteristics	2012	2013	Change (2)
Advance Trip Decision Time (mean days)	149	156	7.3
Advance Trip Decision Time (median days)	120	120	0.0
Prepaid Package	12	15	3.3
First International Trip to the U.S.	31	35	3.7
Length of Stay in U.S. (mean nights)	19.9	19.7	-0.2
Length of Stay in U.S. (median nights)	15	14	-1.0
Number of States Visited (% 1 state)	50	48	-2.0
Average Number of States Visited	2.1	2.1	0.0
Hotel/Motel (% 1+ nights)	86	88	2.6
Average # of Nights in Hotel/Motel	12.8	12.9	0.1
Travel Party Size (mean # of persons)	1.7	1.7	0.0
Gender: % Male (among adults)	46	45	-1.3
Household Income (mean average)	\$128,527	\$129,128	\$601
Household Income (median average)	\$102,328	\$99,407	-\$2,921
Average Age: Female (among adults)	42	42	-0.4
Average Age: Male (among adults)	43	45	2.1

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	49.9	660	50.8	726
Pacific Islands	30.7	406	42.8	612
Middle Atlantic	33.9	448	**	**
States				
California	47.8	632	49.0	700
Hawaii	30.5	403	42.6	609
New York	32.8	434	**	**
Cities				
Honolulu Oahu	**	**	34.9	499
New York City	32.1	424	**	**

(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.

(n/a) Not available.

(**) 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 Oceania travelers who visit the United States.

Survey of International Air Travelers: Table Number and Description

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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

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