

U.S. Department of Commerce
International Trade Administration



National Travel and Tourism Office

2015 Market Profile: Oceania



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Visitation Trends (Arrivals)

| [Thousands of Visitors] | 2008 | 2009 | 2010 | 2011 | 2012 | 2013 | 2014 ^r | 2015 ¹ | Change 2015/2008 |
|-------------------------|------|------|-------|-------|-------|-------|-------------------|-------------------|---------------------|
| Total Arrivals | 852 | 872 | 1,095 | 1,243 | 1,322 | 1,429 | 1,586 | 1,764 | 912 |
| Percentage Change (%) | 2 | 2 | 26 | 14 | 6 | 8 | 11 | 11 | 107 |

Spending Trends (Exports)

| [Millions of U.S. Dollars] | 2008 | 2009 | 2010 | 2011 | 2012 | 2013 | 2014 | 2015 | Change 2015/2008 |
|---|-------------------|------|------|------|------|------|------|------|---------------------|
| Total Travel and Tourism Exports ² | - | - | - | - | - | - | - | - | - |
| Travel Receipts | - | - | - | - | - | - | - | - | - |
| Education Receipts | - | - | - | - | - | - | - | - | - |
| Other Business/Personal | No Data Available | | | | | | | | |
| Health/Border/Seasonal | - | - | - | - | - | - | - | - | - |
| Passenger Fare Receipts | - | - | - | - | - | - | - | - | - |
| % Change in Total Exports | - | - | - | - | - | - | - | - | - |

Note: Estimates of passenger fares, education and other business/personal travel spending will be available in October 2016.

Information Sources Used for Trip Planning

| Information Sources Used (multiple responses) | 2014 (Percent) | 2015 (Percent) | Point Change ⁽³⁾ |
|---|-------------------|-------------------|--------------------------------|
| Airlines | 39 | 45 | 6.2 |
| Travel Agency Office | 48 | 43 | -5.0 |
| Online Travel Agency | 38 | 37 | -0.8 |
| Personal Recommendation | 30 | 34 | 4.0 |
| Travel Guides | 13 | 12 | -1.6 |
| Corporate Travel Dept. | 7 | 8 | 1.3 |
| Tour Operator/Travel Club | 7 | 7 | -0.1 |
| National/State/City Travel Office | 5 | 5 | -0.5 |
| Other | 5 | 6 | 1.1 |

Main Purpose of Trip

| Main Purpose of Trip | 2014 (Percent) | 2015 (Percent) | Point Change ⁽³⁾ |
|----------------------------------|-------------------|-------------------|--------------------------------|
| Vacation/Holiday | 74 | 67 | -7.1 |
| Visit Friends/Relatives | 14 | 17 | 3.4 |
| Convention/Conference/Trade Show | 5 | 6 | 1.7 |
| Business | 5 | 6 | 0.8 |
| Education | 2.2 | 3.4 | 1.2 |
| Religion/Pilgrimages | 0.1 | 0.3 | 0.2 |
| Health Treatment | 0.4 | 0.0 | -0.4 |
| Other | 0.3 | 0.2 | -0.1 |

All Purposes of Trip

| Purpose of Trip (multiple responses) | 2014 (Percent) | 2015 (Percent) | Point Change ⁽³⁾ |
|--------------------------------------|-------------------|-------------------|--------------------------------|
| Vacation/Holiday | 85 | 81 | -4.1 |
| Visit Friends/Relatives | 28 | 34 | 5.4 |
| Convention/Conference/Trade Show | 8 | 9 | 1.6 |
| Business | 7 | 7 | -0.1 |
| Education | 4 | 7 | 2.9 |
| Religion/Pilgrimages | 1 | 1 | -0.3 |
| Health Treatment | 1 | 0.2 | -0.3 |
| Other | 1 | 0.4 | -0.4 |
| | | | |
| NET PURPOSES OF TRIP: | | | |
| Leisure & VFR | 92 | 91 | -1.5 |
| Business & Convention | 14 | 15 | 1.3 |

Activity Participation While in the United States

| Activity Participation While in the U.S. (multiple responses) | 2014 (Percent) | 2015 (Percent) | Point Change ⁽³⁾ |
|--|-------------------|-------------------|--------------------------------|
| Shopping | 96 | 92 | -3.8 |
| Sightseeing | 89 | 91 | 1.6 |
| National Parks/Monuments | 57 | 59 | 2.0 |
| Guided Tours | 55 | 52 | -3.6 |
| Historical Locations | 46 | 49 | 2.5 |
| Small Towns/Countryside | 46 | 47 | 0.9 |
| Experience Fine Dining | 44 | 44 | 0.1 |
| Art Gallery/Museum | 40 | 43 | 3.7 |
| Amusement/Theme Parks | 38 | 36 | -1.8 |
| Concert/Play/Musical | 34 | 32 | -2.1 |
| Cultural / Ethnic Heritage Sites | 28 | 30 | 1.8 |
| Sporting Event | 26 | 29 | 2.5 |
| Nightclubbing/Dancing | 23 | 25 | 2.2 |
| Casinos/Gamble | 27 | 22 | -4.9 |
| Water Sports | 18 | 15 | -3.5 |
| Camping/Hiking | 10 | 12 | 2.4 |
| American Indian Communities | 9 | 11 | 2.5 |
| Environ./Eco. Excursions | 6 | 6 | 0.4 |
| Snow Sports | 5 | 5 | -0.3 |
| Golfing/Tennis | 4 | 4 | 0.0 |
| Hunting/Fishing | 3 | 2 | -0.6 |
| Other | 2 | 1 | -1.1 |



Transportation Used in the United States

| Transportation Types Used in United States (multiple responses) | 2014 (Percent) | 2015 (Percent) | Point Change ⁽³⁾ |
|--|-------------------|-------------------|--------------------------------|
| Air Travel between U.S. Cities | 62 | 63 | 1.2 |
| Taxicab/Limousine | 48 | 47 | -1.1 |
| City Subway/Tram/Bus | 44 | 43 | -0.8 |
| Auto, Private or Company | 39 | 38 | -0.9 |
| Rented Auto | 34 | 32 | -2.2 |
| Bus between Cities | 25 | 27 | 2.4 |
| Ferry/River Taxi/Srt Scenic Cruise | 17 | 17 | 0.1 |
| Cruise Ship/River Boat 1+ Nights | 8 | 13 | 5.3 |
| Railroad between Cities | 11 | 13 | 1.6 |
| Rented Bicycle/Motorcycle/Moped | 5 | 6 | 1.4 |
| Motor Home/Camper | 2 | 2 | 0.3 |

Select Traveler Characteristics

| Traveler Characteristics | 2014 | 2015 | Change ⁽³⁾ |
|--|-----------|-----------|-----------------------|
| Advance Trip Decision Time (mean days) | 165 | 160 | -5.0 |
| Advance Trip Decision Time (median days) | 120 | 120 | 0.0 |
| Prepaid Package | 13 | 9 | -4.3 |
| First International Trip to the U.S. | 31 | 29 | -1.7 |
| Length of Stay in U.S. (mean nights) | 20.8 | 22.2 | 1.4 |
| Length of Stay in U.S. (median nights) | 14 | 15 | 1.0 |
| Number of States Visited (% 1 state) | 48 | 48 | -0.1 |
| Average Number of States Visited | 2.1 | 2.1 | 0.0 |
| Hotel/Motel (% 1+ nights) | 86 | 85 | -1.0 |
| Average # of Nights in Hotel/Motel | 13.6 | 13.3 | -0.3 |
| Travel Party Size (mean # of persons) | 1.8 | 1.7 | -0.1 |
| Gender: % Male (among adults) | 46 | 44 | -1.9 |
| Household Income (mean average) | \$115,543 | \$108,231 | -\$7,312 |
| Household Income (median average) | \$97,772 | \$88,530 | -\$9,242 |
| Average Age: Female (among adults) | 42 | 41 | -0.8 |
| Average Age: Male (among adults) | 42 | 43 | 1.5 |

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

| Visitation to U.S. Destinations/Regions ⁽³⁾ (Multiple Responses) | Market Share 2014 (Percent) | Volume 2014 ^r (000) | Market Share 2015 (Percent) | Volume 2015 ¹ (000) |
|--|-----------------------------------|--------------------------------------|-----------------------------------|--------------------------------------|
| Regions | | | | |
| Pacific | 52.28 | 829 | 54.32 | 958 |
| Mountain | 32.65 | 518 | 29.49 | 520 |
| Middle Atlantic | 29.61 | 470 | 29.31 | 517 |
| Pacific Islands | 32.39 | 514 | 23.81 | 420 |
| States | | | | |
| California | 49.84 | 791 | 50.21 | 886 |
| New York | 28.72 | 456 | 27.61 | 487 |
| Hawaii | 32.07 | 509 | 23.59 | 416 |
| Nevada | 27.86 | 442 | 22.87 | ** |
| Cities | | | | |
| Los Angeles | 35.27 | 559 | 34.13 | 602 |
| New York City | 28.55 | 453 | 27.18 | 479 |
| Las Vegas | 26.96 | 428 | *** | ** |
| Honolulu Oahu | 24.41 | 387 | *** | ** |

(1) 2015 arrivals and percent change reflect a combination of additional records counted and market conditions.

(2) 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 for travel between the United States and foreign countries and between two foreign points).

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>

(3) Percentage-point and percentage changes are based on non-rounded data.

(4) 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.

(r) Estimate was revised.

(p) Estimate is preliminary and subject to revision.

Note: Estimate not shown due to sample size fewer than 400 for this year. This profile shows only a portion of the 37 travel attributes data reported on international arrivals to the United States. 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, visit: <http://travel.trade.gov/research/programs/ifs/customized.html>

Source: U.S. Department of Commerce, ITA, National Travel & Tourism Office; 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-seven tables are then populated. This report, which was constructed using just a fraction of the data available, summarizes what we know about the international traveler who visits the United States.

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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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