

U.S. Department of Commerce
International Trade Administration



Office of Travel and Tourism Industries

2011 Market Profile: Australia



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Visitation Trends (Arrivals)

[Thousands of Australia Visitors]	2004	2005	2006	2007	2008	2009	2010	2011	Change 2011/2004
Total Arrivals	520	582	603	670	690	724	904	1,038	518
Percentage Change (%)	28	12	4	11	3	5	25	15	100

Spending Trends (Exports)

[Millions of U.S. Dollars]	2004	2005	2006	2007	2008	2009	2010	2011 ^r	Change 2011/2004
Total Travel & Tourism Exports (1)	\$2,554	\$2,808	\$3,054	\$3,336	\$3,733	\$3,423	\$4,052	\$4,963	\$2,409
Travel Receipts	\$2,074	\$2,267	\$2,505	\$2,737	\$3,077	\$2,974	\$3,560	\$4,252	\$2,178
Passenger Fare Receipts	\$480	\$541	\$549	\$599	\$656	\$449	\$492	\$711	\$231
Change (%) in Total Exports	41	10	9	9	12	-8	18	22	94

(r) Revised.

Information Sources Used for Trip Planning

Information Sources Used (multiple response: top 4 of 12)	2010 (Percent)	2011 (Percent)	Point Change (2)
Travel Agency	54	56	1.2
Personal Computer	47	50	3.2
Airlines Directly	22	21	-0.5
Friends/Relatives	20	19	-0.6

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Main Purpose of Trip

Main Purpose of Trip (top 4 of 8)	2010 (Percent)	2011 (Percent)	Point Change (2)
Leisure/Rec./Holidays	61	67	5.3
Visit Friends/Relatives	20	19	-1.2
Business/Professional	11	8	-2.8
Convention/Conference	4	4	-0.6

All Purposes of Trip

Purpose of Trip (multiple response--top 4 of 8)	2010 (Percent)	2011 (Percent)	Point Change (2)
Leisure/Rec./Holidays	79	83	3.4
Visit Friends/Relatives	45	36	-8.8
Business/Professional	15	12	-2.8
Convention/Conference	10	5	-5.0
NET PURPOSES OF TRIP:			
Leisure & VFR	91	92	1.4
Business & Convention	19	16	-3.0

Transportation Used in the United States

Transportation Types Used in United States (multiple response--top 5 of 8)	2010 (Percent)	2011 (Percent)	Point Change (2)
Taxi/Cab/Limousine	58	62	4.7
Airlines in U.S.	51	53	2.6
City Subway/Tram/Bus	37	35	-2.1
Rented Auto	32	25	-7.0
Company or Private Auto	20	23	2.9

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Activity Participation While in the United States

Activity Participation While in the U.S. (multiple response--top 10 of 25)	2010 (Percent)	2011 (Percent)	Point Change (2)
Shopping	92	93	1.6
Dining in Restaurants	90	93	3.3
Sightseeing in Cities	75	67	-8.1
Visit Historical Places	69	61	-7.4
Guided Tours	40	41	1.8
Amusement/Theme Parks	39	41	1.6
Touring Countryside	38	37	-0.6
Visit Small Towns	40	37	-3.0
Cultural Heritage Sites	42	35	-7.2
Visit National Parks	35	32	-2.5
Art Gallery/Museum	51	32	-19.3

Select Traveler Characteristics

Traveler Characteristics	2010	2011	Change (2)
Advance Trip Decision Time (mean days)	136	148	12.2 days
Advance Trip Decision Time (median days)	110	120	10.0 days
Prepaid Package	13%	11%	-2.7 pts.
First International Trip to the U.S.	37%	41%	3.5 pts.
Length of Stay in U.S. (mean nights)	24.8	21.2	-3.6 nights
Length of Stay in U.S. (median nights)	18	15	-3 nights
Number of States Visited (% 1 state)	33%	39%	5.7 pts.
Average Number of States Visited	2.5	2.3	-0.2 states
Hotel/Motel (% 1+ nights)	86%	88%	1.7 pts.
Average # of Nights in Hotel/Motel	13.3	13.5	0.2 nights
Travel Party Size (mean # of persons)	1.6	1.7	0.1
Gender: % Male (among adults)	56%	54%	-1.2 pts.
Household Income (mean average)	\$104,300	\$117,600	\$13,300
Household Income (median average)	\$95,100	\$113,100	\$18,000
Average Age: Female	42	42	-0.4 years
Average Age: Male	44	43	-0.9 years

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

Visitation to U.S. Destinations/Regions (3)	Market Share 2010 (Percent)	Volume 2010 (000)	Market Share 2011 (Percent)	Volume 2011 (000)
REGIONS				
Pacific	58.5	529	56.9	591
Middle Atlantic	55.0	497	41.4	430
Pacific Islands	**	**	26.6	276
STATES				
California	55.4	501	54.3	564
New York	53.4	483	40.1	416
Hawaiian Islands	**	**	26.4	274
CITIES				
New York City-WP-Wayne	53.0	479	39.9	414
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 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.

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 the Australian 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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