

U.S. Department of Commerce
International Trade Administration



National Travel and Tourism Office

2014 Market Profile: Australia



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Visitation Trends (Arrivals)

[Thousands of Visitors]	2007	2008	2009	2010	2011	2012	2013	2014	Change 2014/2007
Total Arrivals	670	690	724	904	1,038	1,122	1,205	1,276	607
Percentage Change (%)	11	3	5	25	15	8	7	6	91

Spending Trends (Exports)

[Millions of U.S. Dollars]	2007	2008	2009	2010	2011	2012	2013	2014 ^p	Change 2014/2007
Total Travel and Tourism Exports ¹	\$3,965	\$4,306	\$4,393	\$5,937	\$6,603	\$6,365	\$6,806	\$6,139	\$2,174
Travel (all purposes including education)	\$3,366	\$3,650	\$3,944	\$5,445	\$5,891	\$5,619	\$6,020	\$5,323	\$1,957
Of which: Education Related	\$82	\$94	\$100	\$109	\$127	\$134	\$147	October	-
Of which: Other Business/ Personal Travel	\$3,241	\$3,511	\$3,793	\$5,303	\$5,727	\$5,447	\$5,831	October	-
Passenger Air Transportation ²	\$599	\$656	\$449	\$492	\$712	\$746	\$786	\$816	\$217
Change (%) in Total Exports	18	9	2	35	11	-4	7	-10	55

⁽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>

⁽²⁾ The Bureau of Economic Analysis no longer publishes country-specific passenger fare estimates until October; therefore, an estimate was used for 2014.

^(p) Preliminary, subject to future revisions. Education-related and other business/personal travel spending will be available in October 2015.

Information Sources Used for Trip Planning

Information Sources Used (multiple responses)	2013 (Percent)	2014 (Percent)	Point Change ⁽²⁾
Travel Agency Office	47	48	0.6
Online Travel Agency	36	39	3.0
Airlines	39	39	-0.3
Personal Recommendation	30	31	1.1
Travel Guides	12	13	1.4
Tour Operator/Travel Club	8	8	0.5
Corporate Travel Dept.	8	7	-1.3
National/State/City Travel Office	7	6	-1.5
Other	7	5	-1.6

Main Purpose of Trip

Main Purpose of Trip	2013 (Percent)	2014 (Percent)	Point Change ⁽²⁾
Vacation/Holiday	75	75	0.5
Visit Friends/Relatives	13	13	0.7
Convention/Conference/Trade Show	6	4	-1.4
Business	4	4	0.3
Education	2	2	0.1
Health Treatment	0.0	0.4	0.4
Religion/Pilgrimages	0.2	0.1	-0.1
Other	0.8	0.3	-0.5

All Purposes of Trip

Purpose of Trip (multiple responses)	2013 (Percent)	2014 (Percent)	Point Change ⁽²⁾
Vacation/Holiday	84	85	0.7
Visit Friends/Relatives	27	28	0.5
Convention/Conference/Trade Show	7	8	0.6
Business	5	7	1.9
Education	3	4	0.2
Religion/Pilgrimages	1	1	-0.1
Health Treatment	0.1	0.5	0.4
Other	2	0.8	-1.4
NET PURPOSES OF TRIP:			
Leisure & VFR	91	93	1.3
Business & Convention	11	13	1.8

Activity Participation While in the United States

Activity Participation While in the U.S. (multiple responses)	2013 (Percent)	2014 (Percent)	Point Change ⁽²⁾
Shopping	95	96	1.0
Sightseeing	91	90	-0.8
National Parks/Monuments	58	58	-0.2
Guided Tours	56	58	1.6
Historical Locations	51	47	-4.7
Small Towns/Countryside	49	46	-3.3
Experience Fine Dining	50	45	-4.9
Art Gallery/Museum	39	41	2.6
Amusement/Theme Parks	35	38	3.3
Concert/Play/Musical	34	36	1.5
Cultural / Ethnic Heritage Sites	29	29	-0.1
Casinos/Gamble	27	28	1.3
Sporting Event	23	26	3.5
Nightclubbing/Dancing	24	23	-0.7
Water Sports	18	19	0.9
Camping/Hiking	9	10	1.0
American Indian Communities	11	9	-2.1
Environ./Eco. Excursions	6	6	0.5
Snow Sports	5	6	0.8
Golfing/Tennis	5	3	-1.3
Hunting/Fishing	2	3	1.0
Other	2	2	-0.9



Transportation Used in the United States

Transportation Types Used in United States (multiple responses)	2013 (Percent)	2014 (Percent)	Point Change ⁽²⁾
Air Travel between U.S. Cities	67	63	-3.5
Taxicab/Limousine	53	49	-3.6
City Subway/Tram/Bus	45	45	0.1
Auto, Private or Company	37	38	0.9
Rented Auto	35	34	-1.1
Bus between Cities	24	25	0.9
Ferry/River Taxi/Srt Scenic Cruise	20	19	-1.0
Railroad between Cities	11	11	0.3
Cruise Ship/River Boat 1+ Nights	12	8	-3.6
Rented Bicycle/Motorcycle/Moped	4	5	0.5
Motor Home/Camper	1	1	0.3

Select Traveler Characteristics

Traveler Characteristics	2013	2014	Change ⁽²⁾
Advance Trip Decision Time (mean days)	156	167	11.4
Advance Trip Decision Time (median days)	120	140	20.0
Prepaid Package	15	14	-1.7
First International Trip to the U.S.	38	32	-5.3
Length of Stay in U.S. (mean nights)	20.4	20.8	0.4
Length of Stay in U.S. (median nights)	14	14	0.0
Number of States Visited (% 1 state)	45	47	1.5
Average Number of States Visited	2.2	2.1	-0.1
Hotel/Motel (% 1+ nights)	89	86	-3.1
Average # of Nights in Hotel/Motel	13.5	14.1	0.6
Travel Party Size (mean # of persons)	1.7	1.8	0.1
Gender: % Male (among adults)	46	45	-1.1
Household Income (mean average)	\$133,282	\$118,845	-\$14,437
Household Income (median average)	\$104,182	\$104,984	\$802
Average Age: Female (among adults)	41	41	0.4
Average Age: Male (among adults)	44	40	-3.8

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

Visitation to U.S. Destinations/Regions ⁽³⁾	Market Share 2013 (Percent)	Volume 2013 (000)	Market Share 2014 (Percent)	Volume 2014 (000)
Regions				
Pacific	**	**	51.9	662
Mountain	**	**	34.2	436
Middle Atlantic	**	**	32.1	410
Pacific Islands	43.9	529	31.9	407
States				
California	**	**	49.4	630
Hawaii	43.7	527	31.6	403
New York	**	**	31.0	396
Cities				
Los Angeles	**	**	35.6	454
New York City	**	**	30.8	393
Honolulu Oahu	35.9	433	23.8	304

- (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.
- (p) Estimate is preliminary and subject to revision.

Note: This profile shows only a portion of the 37 travel characteristics 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? The NTTTO 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

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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

U.S. Department of Commerce

International Trade Administration
Industry & Analysis
National Travel and Tourism Office
1401 Constitution Ave, NW
Washington, D.C. 20230
Phone: (202) 482-0140
Fax: (202) 482-2887
ntto@trade.gov

<http://travel.trade.gov>