

U.S. Department of Commerce
International Trade Administration



National Travel and Tourism Office

2014 Market Profile: Oceania



2014 Market Profile: Oceania

Visitation Trends (Arrivals)

[Thousands of Visitors]	2007	2008	2009	2010	2011	2012	2013	2014	Change 2014/2007
Total Arrivals	834	852	872	1,095	1,243	1,322	1,433	1,555	722
Percentage Change (%)	10	2	2	26	14	6	8	9	87

Spending Trends (Exports)

[Millions of U.S. Dollars]	2007	2008	2009	2010	2011	2012	2013	2014	Change 2014/2007
Total Travel and Tourism Exports ¹									
Travel (all purposes including education)									
Of which: Education Related	Data Unavailable								
Of which: Other Business/ Personal Travel									
Passenger Air Transportation									
Change (%) in Total Exports									

⁽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>

Information Sources Used for Trip Planning

Information Sources Used (multiple responses)	2013 (Percent)	2014 (Percent)	Point Change ⁽²⁾
Travel Agency Office	48	48	0.6
Airlines	39	39	-0.5
Online Travel Agency	36	38	2.6
Personal Recommendation	29	30	1.2
Travel Guides	12	13	1.3
Tour Operator/Travel Club	7	7	0.3
Corporate Travel Dept.	9	7	-1.9
National/State/City Travel Office	7	5	-1.7
Other	6	5	-1.0

Main Purpose of Trip

Main Purpose of Trip	2013 (Percent)	2014 (Percent)	Point Change ⁽²⁾
Vacation/Holiday	73	74	0.5
Visit Friends/Relatives	14	14	0.4
Business	4	5	0.8
Convention/Conference/Trade Show	6	5	-1.5
Education	2	2	0.5
Health Treatment	0.0	0.4	0.4
Religion/Pilgrimages	0.2	0.1	-0.1
Other	1	0.3	-0.9

All Purposes of Trip

Purpose of Trip (multiple responses)	2013 (Percent)	2014 (Percent)	Point Change ⁽²⁾
Vacation/Holiday	83	85	1.4
Visit Friends/Relatives	29	28	-0.6
Convention/Conference/Trade Show	7	8	0.2
Business	5	7	2.2
Education	3	4	0.7
Religion/Pilgrimages	1	1	-0.1
Health Treatment	0.1	0.5	0.4
Other	3	0.8	-1.8
NET PURPOSES OF TRIP:			
Leisure & VFR	91	92	1.2
Business & Convention	12	14	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	1.2
Sightseeing	91	89	-1.9
National Parks/Monuments	56	57	1.1
Guided Tours	55	55	0.3
Historical Locations	50	46	-4.0
Small Towns/Countryside	49	46	-3.3
Experience Fine Dining	47	44	-3.1
Art Gallery/Museum	38	40	2.2
Amusement/Theme Parks	34	38	3.4
Concert/Play/Musical	32	34	1.4
Cultural / Ethnic Heritage Sites	28	28	0.5
Casinos/Gamble	25	27	1.6
Sporting Event	22	26	4.0
Nightclubbing/Dancing	22	23	0.4
Water Sports	18	18	0.1
Camping/Hiking	8	10	1.8
American Indian Communities	10	9	-1.1
Environ./Eco. Excursions	5	6	0.5
Snow Sports	5	5	0.2
Golfing/Tennis	4	4	-0.6
Hunting/Fishing	2	3	0.7
Other	2	2	-0.4



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	65	62	-2.8
Taxicab/Limousine	52	48	-3.2
City Subway/Tram/Bus	43	44	0.4
Auto, Private or Company	37	39	1.8
Rented Auto	34	34	0.1
Bus between Cities	24	25	0.6
Ferry/River Taxi/Srt Scenic Cruise	18	17	-1.0
Railroad between Cities	11	11	0.1
Cruise Ship/River Boat 1+ Nights	11	8	-3.3
Rented Bicycle/Motorcycle/Moped	4	5	0.5
Motor Home/Camper	1	2	0.6

Select Traveler Characteristics

Traveler Characteristics	2013	2014	Change ⁽²⁾
Advance Trip Decision Time (mean days)	156	165	8.7
Advance Trip Decision Time (median days)	120	120	0.0
Prepaid Package	15	13	-1.9
First International Trip to the U.S.	35	31	-3.7
Length of Stay in U.S. (mean nights)	19.7	20.8	1.1
Length of Stay in U.S. (median nights)	14	14	0.0
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)	88	86	-2.2
Average # of Nights in Hotel/Motel	12.9	13.6	0.7
Travel Party Size (mean # of persons)	1.7	1.8	0.1
Gender: % Male (among adults)	45	46	0.8
Household Income (mean average)	\$129,128	\$115,543	-\$13,585
Household Income (median average)	\$99,407	\$97,772	-\$1,635
Average Age: Female (among adults)	42	42	0.0
Average Age: Male (among adults)	45	42	-3.0

2014 Market Profile: Oceania

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	50.8	728	52.3	813
Mountain	**	**	32.6	507
Pacific Islands	42.8	613	32.4	504
Middle Atlantic	**	**	29.6	460
States				
California	49.0	702	49.8	775
Hawaii	42.6	610	32.1	499
New York	**	**	28.7	446
Nevada	**	**	27.9	434
Cities				
Los Angeles	**	**	35.3	549
New York City	**	**	28.5	443
Las Vegas	**	**	27.0	420
Honolulu (Oahu)	34.9	500	24.4	380

- (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

Publication Date: June 2015

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.

Survey of International Air Travelers: Table Number and Description

Table 1	Country of Residence	Table 20	Number of Destinations Visited
Table 2	Information Sources	Table 21	Transportation in the U.S.
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
Table 9	Travel Insurance Purchased	Table 28	Trip Payment Methods - Average
Table 10	Travel Companions	Table 29	Payment Methods- Frequency
Table 11	Travel Party Size	Table 30	Payment Methods - Expen.Weighted
Table 12	Main Purpose of Trip	Table 31	Factors in Airline Choice
Table 13	Purpose(s) of Trip	Table 32	Main Factor in Airline Choice
Table 14	Type of Accommodation	Table 33	Seating Area
Table 15	Nights in the U.S.	Table 34	Type of Airline Ticket
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

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>