

Country/Regional Profile: OCEANIA
TOTAL ALL OCEANIA ARRIVALS TO THE U.S.

TRENDS IN ARRIVALS (in thousands)

Year	2000	2001	2002	2003	2004	2005	2006	Change 2006 / 2000
Arrivals	731	586	529	525	660	737	756	25
% Change	10%	-20%	-10%	-1%	26%	12%	3%	3%

TRENDS IN RECEIPTS (in millions)

Year	2000	2001	2002	2003	2004	2005	2006	Change 2006 / 2000
Total Travel & Tourism Receipts ¹	n/a							
% Change	n/a							
Travel Receipts (at U.S. destinations)	n/a							
Passenger Fare Receipts (on U.S. carriers)	n/a							

SELECTED TRAVELER CHARACTERISTICS (by percentage point change)

Information Sources Used to Plan Trip (multiple response--top 4 of 12)	2006	2005	% Point Change ²
Travel Agency	63%	70%	-7 pts.
Personal Computer	34%	31%	3 pts.
Airlines Directly	18%	17%	1 pt.
Friends/Relatives	17%	20%	-2 pts.

Main Purpose of Trip (top 4 of 8)	2006	2005	% Point Change ²
Leisure/Rec./Holidays	45%	42%	3 pts.
Visit Friends/Relatives (VFR)	25%	28%	-3 pts.
Business/Professional	18%	16%	2 pts.
Convention/Conference	9%	11%	-2 pts.

Purpose of Trip (multiple response--top 4 of 8)	2006	2005	% Point Change ²
Leisure/Rec./Holidays	66%	67%	-1 pt.
Visit Friends/Relatives (VFR)	48%	54%	-6 pts.
Business/Professional	24%	20%	4 pts.
Convention/Conference	13%	13%	-1 pt.
NET PURPOSES OF TRIP:			
Business & Convention	33%	30%	3 pts.
Leisure & VFR	85%	86%	-2 pts.

Transportation Types Used in U.S. : (multiple response--top 4 of 8)	2006	2005	% Point Change ²
Taxi/Cab/Limousine	52%	52%	0 pts.
Airlines in U.S.	47%	48%	-2 pts.
City Subway/Tram/Bus	35%	34%	2 pts.
Company or Private Auto	31%	33%	-2 pts.

Activity Participation While Within U.S. (multiple response--top 10 of 25)	2006	2005	% Point Change ²
Dining in Restaurants	90%	91%	-1 pt.
Shopping	89%	91%	-2 pts.
Sightseeing in Cities	63%	59%	4 pts.
Visit Historical Places	54%	59%	-6 pts.
Visit Small Towns	42%	37%	6 pts.
Touring Countryside	40%	37%	2 pts.
Guided Tours	36%	31%	5 pts.
Cultural Heritage Sites	32%	28%	4 pts.
Art Gallery/Museum	31%	38%	-6 pts.
Amusement/Theme Parks	30%	38%	-8 pts.

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Advance Trip Decision Time (mean days)	120	127	-7 days
Advance Trip Decision Time (med. days)	90	90	0 days
Prepaid Package	13%	12%	2 pts.
First International Trip to the U.S.	30%	31%	-1 pt.
Length of Stay in U.S. (mean nights)	21.5	22.7	-1 night
Length of Stay in U.S. (median nights)	14.0	14.0	0 nights
Number of States Visited (% 1 state)	47%	43%	4 pts.
Average Number of States Visited	2.0	2.1	-0.1 states
Hotel/Motel (% 1+ nights)	81%	79%	2 pts.
Average # of Nights in Hotel/Motel	10.0	10.8	-1 night
Travel Party Size (mean # of persons)	1.5	1.5	0 persons
Gender: % Male	53%	51%	3 pts.
Household Income (mean average)	\$94,600	\$88,100	\$6,500
Household Income (median average)	\$80,600	\$76,300	\$4,300
Average Age: Female	42	42	0 years
Average Age: Male	46	44	1 year

VISITATION TO U.S. DESTINATIONS ³	Market Share 2006	Volume 2006 (000s)	Market Share 2005	Volume 2005 (000s)
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REGIONS				
PACIFIC	54.3%	411	58.9%	434
MIDDLE ATLANTIC	35.2%	266	39.0%	287
MOUNTAIN	25.9%	196	26.6%	196
SOUTH ATLANTIC	**	**	19.6%	144
STATES / TERRITORIES				
California	50.1%	379	55.8%	411
New York	33.2%	251	36.4%	268
Hawaiian Islands	17.2%	130	18.4%	136
CITIES				
New York City	32.0%	242	35.1%	259
Los Angeles	29.5%	223	36.7%	270
San Francisco	22.5%	170	18.1%	133
Honolulu/Oahu	14.3%	108	**	**

Notes:

- (1) Includes travel receipts at U.S. destinations and passenger fare receipts/exports on U.S. carriers.
- (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) Estimate not yet available.
- (**) Estimate not shown due to sample size fewer than 400 for this year.

Note: This profile shows only a few of the 35 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://tinet.ita.doc.gov/research/programs/ifs/index.html>

Interested in data for your destination?: OTTI sells custom reports. To learn more, go to:
<http://www.tinet.ita.doc.gov/research/programs/ifs/customized.html>

Source: U.S. Department of Commerce, ITA, Office of Travel and Tourism Industries; Bureau of Economic Analysis

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