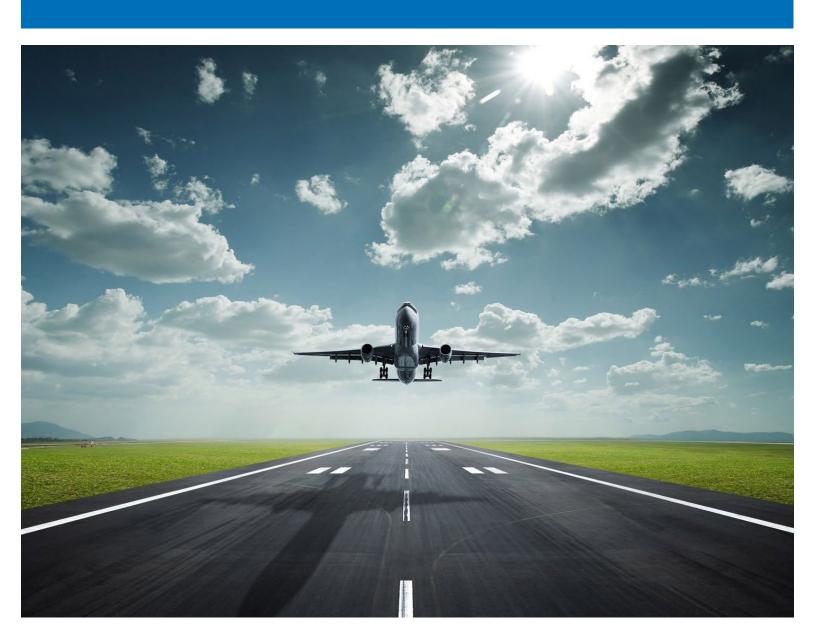


## National Travel and Tourism Office

## **2015** Market Profile: Australia



### **Visitation Trends (Arrivals)**

[Thousands of Visitors]	2008	2009	2010	2011	2012	2013	2014 <sup>r</sup>	2015 <sup>1</sup>	Change 2015/2008
Total Arrivals	690	724	904	1,038	1,122	1,205	1,304	1,450	760
Percentage Change (%)	3	5	25	15	8	7	8	11	110

### **Spending Trends (Exports)**

[Millions of U.S. Dollars]	2008	2009	2010	2011	2012	2013r	2014 <sup>r</sup>	2015 <sup>r</sup>	Change 2015/2008
Total Travel and Tourism Exports <sup>2</sup>	\$4,306	\$4,393	\$5,937	\$6,603	\$6,368	\$7,764	\$8,540	\$9,250	\$4,944
Travel Receipts	\$3,650	\$3,944	\$5,445	\$5,891	\$5,622	\$6,986	\$7,706	\$8,460	\$4,810
Education Receipts	\$94	\$100	\$109	\$127	\$134	\$148	\$163	\$176	\$82
Other Business/Personal	\$3,511	\$3,793	\$5,303	\$5,727	\$5,447	\$6,789	\$7,491	\$8,227	\$4,716
Health/Border/Seasonal	\$45	\$51	\$33	\$37	\$41	\$49	\$52	\$57	\$12
Passenger Fare Receipts	\$656	\$449	\$492	\$712	\$746	\$778	\$834	\$790	\$134
% Change in Total Exports	9%	2%	35%	11%	-4%	22%	10%	8%	115%

### **Information Sources Used for Trip Planning**

Information Sources Used (multiple responses)	2014 (Percent)	2015 (Percent)	Point Change <sup>(3)</sup>
Airlines	39	45	6.4
Travel Agency Office	48	42	-5.6
Online Travel Agency	39	38	-1.0
Personal Recommendation	31	34	3.5
Travel Guides	13	12	-1.5
Corporate Travel Dept.	7	8	1.2
Tour Operator/Travel Club	8	8	-0.4
National/State/City Travel Office	6	5	-1.0
Other	5	6	1.4

### **Main Purpose of Trip**

Main Purpose of Trip	2014 (Percent)	2015 (Percent)	Point Change <sup>(3)</sup>
Vacation/Holiday	75	68	-7.9
Visit Friends/Relatives	13	17	3.4
Convention/Conference/Trade Show	4	6	1.6
Business	4	6	1.3
Education	2	4	1.7
Religion/Pilgrimages	0.1	0.3	0.2
Health Treatment	0.4	0.1	-0.3
Other	0.3	0.2	-0.1

## **All Purposes of Trip**

Purpose of Trip (multiple responses)	2014 (Percent)	2015 (Percent)	Point Change <sup>(3)</sup>
Vacation/Holiday	85	80	-4.7
Visit Friends/Relatives	28	33	4.9
Convention/Conference/Trade Show	8	9	1.7
Business	7	8	0.2
Education	4	7	3.2
Religion/Pilgrimages	1	0.7	-0.3
Health Treatment	0.5	0.2	-0.3
Other	0.8	0.3	-0.5
NET PURPOSES OF TRIP:			
Leisure & VFR	93	91	-1.8
Business & Convention	13	15	1.6

## **Activity Participation While in the United States**

Activity Participation While in the U.S. (multiple responses)	2014 (Percent)	2015 (Percent)	Point Change <sup>(3)</sup>
Shopping	96	92	-3.6
Sightseeing	90	91	0.8
National Parks/Monuments	58	60	1.7
Guided Tours	58	52	-5.6
Historical Locations	47	49	2.3
Experience Fine Dining	45	46	1.2
Small Towns/Countryside	46	46	0.1
Art Gallery/Museum	41	44	3.0
Amusement/Theme Parks	38	36	-1.6
Concert/Play/Musical	36	33	-2.4
Cultural / Ethnic Heritage Sites	29	31	2.1
Sporting Event	26	30	3.9
Nightclubbing/Dancing	23	27	3.8
Casinos/Gamble	28	23	-4.7
Water Sports	19	14	-4.1
Camping/Hiking	10	13	3.3
American Indian Communities	9	12	3.1
Environ./Eco. Excursions	6	6	0.0
Snow Sports	6	5	-0.7
Golfing/Tennis	3	4	0.6
Hunting/Fishing	3	2	-0.9
Other	1.5	0.5	-1.0



## **Transportation Used in the United States**

Transportation Types Used in United States (multiple responses)	2014 (Percent)	2015 (Percent)	Point Change <sup>(3)</sup>
Air Travel between U.S. Cities	63	65	1.5
Taxicab/Limousine	49	48	-1.2
City Subway/Tram/Bus	45	43	-1.7
Auto, Private or Company	38	37	-0.4
Rented Auto	34	32	-2.3
Bus between Cities	25	28	3.1
Ferry/River Taxi/Srt Scenic Cruise	19	17	-1.6
Cruise Ship/River Boat 1+ Nights	8	14	6.2
Railroad between Cities	11	13	1.7
Rented Bicycle/Motorcycle/Moped	5	7	1.7
Motor Home/Camper	1.4	2.0	0.6

### **Select Traveler Characteristics**

Traveler Characteristics	2014	2015	Change <sup>(3)</sup>
Advance Trip Decision Time (mean days)	167	159	-8.9
Advance Trip Decision Time (median days)	140	120	-20.0
Prepaid Package	14	9	-4.6
First International Trip to the U.S.	32	29	-3.1
Length of Stay in U.S. (mean nights)	20.8	22.4	1.6
Length of Stay in U.S. (median nights)	14	15	1.0
Number of States Visited (% 1 state)	47	47	0.4
Average Number of States Visited	2.1	2.2	0.1
Hotel/Motel (% 1+ nights)	86	85	-1.1
Average # of Nights in Hotel/Motel	14.1	13.8	-0.3
Travel Party Size (mean # of persons)	1.8	1.7	-0.1
Gender: % Male (among adults)	45	43	-1.9
Household Income (mean average)	\$118,845	\$110,890	-\$7,955
Household Income (median average)	\$104,984	\$90,116	-\$14,868
Average Age: Female (among adults)	41	40	-1.0
Average Age: Male (among adults)	40	42	1.9

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

Visitation to U.S. Destinations/Regions <sup>(3)</sup> (Multiple Responses)	Market Share 2014 (Percent)	Volume 2014 <sup>r</sup> (000)	Market Share 2015 (Percent)	Volume 2015 <sup>1</sup> (000)
Regions				
Pacific	51.93	677	53.52	776
Middle Atlantic	32.05	418	**	**
Mountain	34.24	447	**	**
Pacific Islands	31.88	416	**	**
States				
California	49.43	645	49.34	715
New York	31.04	405	**	**
Hawaii	31.60	412	**	**
Cities				
Los Angeles	35.60	464	**	**
New York City	30.80	402	**	**
Honolulu Oahu	23.80	310	**	**

- (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 and vessel operators 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.
- (n/a) Not available.
- (\*\*) 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

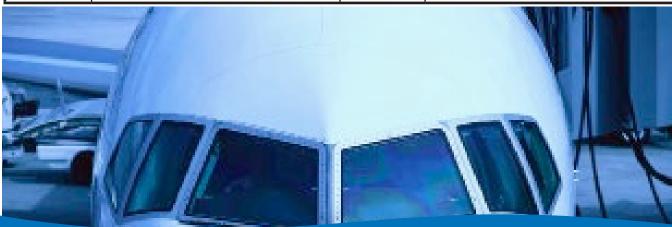
Source: U.S. Department of Commerce, ITA, National Travel & Tourism Office; Bureau of Economic Analysis

Publication Date: July 2016

## 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.

Sur	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

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