

U.S. Department of Commerce
International Trade Administration



National Travel and Tourism Office

2015 Market Profile: Oceania



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Visitation Trends (Arrivals)

[Thousands of Visitors]	2008	2009	2010	2011	2012	2013	2014 ^r	2015 ¹	Change 2015/2008
Total Arrivals	852	872	1,095	1,243	1,322	1,429	1,586	1,764	912
Percentage Change (%)	2	2	26	14	6	8	11	11	107

Spending Trends (Exports)

[Millions of U.S. Dollars]	2008	2009	2010	2011	2012	2013	2014	2015	Change 2015/2008
Total Travel and Tourism Exports ²	-	-	-	-	-	-	-	-	-
Travel Receipts	-	-	-	-	-	-	-	-	-
Education Receipts	-	-	-	-	-	-	-	-	-
Other Business/Personal	No Data Available								
Health/Border/Seasonal	-	-	-	-	-	-	-	-	-
Passenger Fare Receipts	-	-	-	-	-	-	-	-	-
% Change in Total Exports	-	-	-	-	-	-	-	-	-

Note: Estimates of passenger fares, education and other business/personal travel spending will be available in October 2016.

Information Sources Used for Trip Planning

Information Sources Used (multiple responses)	2014 (Percent)	2015 (Percent)	Point Change ⁽³⁾
Airlines	39	45	6.2
Travel Agency Office	48	43	-5.0
Online Travel Agency	38	37	-0.8
Personal Recommendation	30	34	4.0
Travel Guides	13	12	-1.6
Corporate Travel Dept.	7	8	1.3
Tour Operator/Travel Club	7	7	-0.1
National/State/City Travel Office	5	5	-0.5
Other	5	6	1.1

Main Purpose of Trip

Main Purpose of Trip	2014 (Percent)	2015 (Percent)	Point Change ⁽³⁾
Vacation/Holiday	74	67	-7.1
Visit Friends/Relatives	14	17	3.4
Convention/Conference/Trade Show	5	6	1.7
Business	5	6	0.8
Education	2.2	3.4	1.2
Religion/Pilgrimages	0.1	0.3	0.2
Health Treatment	0.4	0.0	-0.4
Other	0.3	0.2	-0.1

All Purposes of Trip

Purpose of Trip (multiple responses)	2014 (Percent)	2015 (Percent)	Point Change ⁽³⁾
Vacation/Holiday	85	81	-4.1
Visit Friends/Relatives	28	34	5.4
Convention/Conference/Trade Show	8	9	1.6
Business	7	7	-0.1
Education	4	7	2.9
Religion/Pilgrimages	1	1	-0.3
Health Treatment	1	0.2	-0.3
Other	1	0.4	-0.4
NET PURPOSES OF TRIP:			
Leisure & VFR	92	91	-1.5
Business & Convention	14	15	1.3

Activity Participation While in the United States

Activity Participation While in the U.S. (multiple responses)	2014 (Percent)	2015 (Percent)	Point Change ⁽³⁾
Shopping	96	92	-3.8
Sightseeing	89	91	1.6
National Parks/Monuments	57	59	2.0
Guided Tours	55	52	-3.6
Historical Locations	46	49	2.5
Small Towns/Countryside	46	47	0.9
Experience Fine Dining	44	44	0.1
Art Gallery/Museum	40	43	3.7
Amusement/Theme Parks	38	36	-1.8
Concert/Play/Musical	34	32	-2.1
Cultural / Ethnic Heritage Sites	28	30	1.8
Sporting Event	26	29	2.5
Nightclubbing/Dancing	23	25	2.2
Casinos/Gamble	27	22	-4.9
Water Sports	18	15	-3.5
Camping/Hiking	10	12	2.4
American Indian Communities	9	11	2.5
Environ./Eco. Excursions	6	6	0.4
Snow Sports	5	5	-0.3
Golfing/Tennis	4	4	0.0
Hunting/Fishing	3	2	-0.6
Other	2	1	-1.1



Transportation Used in the United States

Transportation Types Used in United States (multiple responses)	2014 (Percent)	2015 (Percent)	Point Change ⁽³⁾
Air Travel between U.S. Cities	62	63	1.2
Taxicab/Limousine	48	47	-1.1
City Subway/Tram/Bus	44	43	-0.8
Auto, Private or Company	39	38	-0.9
Rented Auto	34	32	-2.2
Bus between Cities	25	27	2.4
Ferry/River Taxi/Srt Scenic Cruise	17	17	0.1
Cruise Ship/River Boat 1+ Nights	8	13	5.3
Railroad between Cities	11	13	1.6
Rented Bicycle/Motorcycle/Moped	5	6	1.4
Motor Home/Camper	2	2	0.3

Select Traveler Characteristics

Traveler Characteristics	2014	2015	Change ⁽³⁾
Advance Trip Decision Time (mean days)	165	160	-5.0
Advance Trip Decision Time (median days)	120	120	0.0
Prepaid Package	13	9	-4.3
First International Trip to the U.S.	31	29	-1.7
Length of Stay in U.S. (mean nights)	20.8	22.2	1.4
Length of Stay in U.S. (median nights)	14	15	1.0
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)	86	85	-1.0
Average # of Nights in Hotel/Motel	13.6	13.3	-0.3
Travel Party Size (mean # of persons)	1.8	1.7	-0.1
Gender: % Male (among adults)	46	44	-1.9
Household Income (mean average)	\$115,543	\$108,231	-\$7,312
Household Income (median average)	\$97,772	\$88,530	-\$9,242
Average Age: Female (among adults)	42	41	-0.8
Average Age: Male (among adults)	42	43	1.5

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

Visitation to U.S. Destinations/Regions ⁽³⁾ (Multiple Responses)	Market Share 2014 (Percent)	Volume 2014 ^r (000)	Market Share 2015 (Percent)	Volume 2015 ¹ (000)
Regions				
Pacific	52.28	829	54.32	958
Mountain	32.65	518	29.49	520
Middle Atlantic	29.61	470	29.31	517
Pacific Islands	32.39	514	23.81	420
States				
California	49.84	791	50.21	886
New York	28.72	456	27.61	487
Hawaii	32.07	509	23.59	416
Nevada	27.86	442	22.87	**
Cities				
Los Angeles	35.27	559	34.13	602
New York City	28.55	453	27.18	479
Las Vegas	26.96	428	***	**
Honolulu Oahu	24.41	387	***	**

(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 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.

(**) 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

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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

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