

	A	B	C	D	E	F	G	H	I	J	K
1	AUSTRALIA Profile										
2	Arrivals to the U.S.										
3											
4	TRENDS IN ARRIVALS (in thousands)										
5	Year		2009	2010	2011	2012	2013	2014	2015 ¹	2016	Change 2016 / 2009
6	Arrivals		724	904	1,038	1,122	1,205	1,304	1,450	1,346	623
7		% Change	5	25	15	8	7	8	11	-7	86
8											
9	TRENDS IN RECEIPTS (in millions)										
10	Year		2009	2010	2011	2012	2013	2014	2015	2016 ^P	Change 2016 / 2009
11	Total Travel & Tourism Exports ²		\$4,393	\$5,937	\$6,603	\$6,368	\$7,764	\$8,540	\$9,351	\$8,667	\$4,274
12	Travel Receipts (at U.S. destinations)		\$3,944	\$5,445	\$5,891	\$5,622	\$6,986	\$7,706	\$8,561	\$7,937	\$3,993
13	Education Receipts		\$100	\$109	\$127	\$134	\$148	\$163	\$176	n/a	n/a
14	Other Business/Personal Receipts		\$3,793	\$5,303	\$5,727	\$5,447	\$6,789	\$7,491	\$8,227	n/a	n/a
15	Health/Border/Seasonal		\$51	\$33	\$37	\$41	\$49	\$52	\$158	n/a	n/a
16	Passenger Fare Receipts (on U.S. carriers)		\$449	\$492	\$712	\$746	\$778	\$834	\$790	\$730	\$281
17		% Change in Total Receipts	2	35	11	-4	22	10	9	-7	97
18											
19	SELECTED TRAVELER CHARACTERISTICS (by percentage point change)										
20	Information Sources Used to Plan Trip (multiple response)		2015 (Percent)	2016 (Percent)	% Point Change ³ (Points)						
21		Airlines	45	44	-0.9						
22		Travel Agency Office	42	42	-0.3						
23		Online Travel Agency	38	38	0.0						
24		Personal Recommendation	34	33	-1.4						
25		Travel Guides	12	14	2.2						
26		Corporate Travel Dept.	8	9	0.5						
27		Tour Operator/Travel Club	8	8	0.2						
28		National/State/City Travel Office	5	5	0.1						
29		Other	6	4	-2.3						
30											
31	Main Purpose of Trip		2015 (Percent)	2016 (Percent)	% Point Change ³ (Points)						
32		Vacation/Holiday	68	69	1.0						
33		Visit Friends/Relatives	17	16	-0.7						
34		Convention/Conference/Trade Show	6	6	0.3						
35		Business	6	5	-0.2						
36		Education	4	3	-0.5						
37		Health Treatment	0.1	0.3	0.2						
38		Religion/Pilgrimages	0.3	0.3	0.0						
39		Other	0.2	0.2	0.0						
40											
41	Purpose of Trip (multiple response)		2015 (Percent)	2016 (Percent)	% Point Change ³ (Points)						
42		Vacation/Holiday	80	81	0.1						
43		Visit Friends/Relatives	33	31	-2.2						
44		Convention/Conference/Trade Show	9	8	-1.7						
45		Business	8	7	-0.2						
46		Education	7	5	-2.2						
47		Health Treatment	0.2	1	0.3						
48		Religion/Pilgrimages	1	1	-0.2						
49		Other	0.3	1	0.3						
50											
51	Net Purposes of Trip:										
52		Leisure & VFR	91	91	0.0						
53		Business & Convention	15	14	-1.1						
54											

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55	Transportation Types Used in U.S.: (multiple response)		2015 (Percent)	2016 (Percent)	% Point Change ³ (Points)						
56	Air Travel between U.S. Cities		65	58	-6.6						
57	Taxicab/Limousine		48	47	-1.2						
58	City Subway/Tram/Bus		43	44	1.2						
59	Auto, Private or Company		37	40	3.2						
60	Rented Auto		32	35	2.8						
61	Bus between Cities		28	23	-5.0						
62	Ride-Sharing Service		-	22	-						
63	Ferry/River Taxi/Short Scenic Cruise		17	15	-2.3						
64	Railroad between Cities		13	13	-0.5						
65	Cruise Ship/River Boat 1+ Nights		14	9	-5.1						
66	Rented Bicycle/Motorcycle/Moped		7	6	-0.2						
67	Motor Home/Camper		2	1	-0.8						
68	Activity Participation While Within U.S. (multiple response)		2015 (Percent)	2016 (Percent)	% Point Change ³ (Points)						
69	Shopping		92	92	-0.1						
70	Sightseeing		91	90	-0.4						
71	National Parks/Monuments		60	57	-2.3						
72	Guided Tours		52	49	-3.3						
73	Historical Locations		49	48	-0.8						
74	Small Towns/Countryside		46	46	0.0						
75	Art Gallery/Museum		44	40	-4.0						
76	Experience Fine Dining		46	40	-5.7						
77	Amusement/Theme Parks		36	35	-1.1						
78	Concert/Play/Musical		33	31	-2.4						
79	Sporting Event		30	27	-2.9						
80	Cultural / Ethnic Heritage Sites		31	27	-4.1						
81	Casinos/Gamble		23	20	-3.0						
82	Nightclubbing/Dancing		27	20	-7.4						
83	Water Sports		14	14	0.0						
84	Camping/Hiking		13	12	-0.8						
85	American Indian Communities		12	7	-4.9						
86	Environ./Eco. Excursions		6	5	-1.5						
87	Snow Sports		5	4	-1.2						
88	Golfing/Tennis		4	4	-0.4						
89	Hunting/Fishing		2	3	0.9						
90	Other		1	1	0.2						
91											
92	SELECTED TRAVELER CHARACTERISTICS		2015 (Percent)	2016 (Percent)	Change						
93	Advance Trip Decision Time (mean days)		159	162	3.0						
94	Advance Trip Decision Time (median days)		120	120	0.0						
95	Prepaid Package		9	9	0.2						
96	First International Trip to the U.S.		29	27	-2.7						
97	Length of Stay in U.S. (mean nights)		22.4	22.3	-0.1						
98	Length of Stay in U.S. (median nights)		15	14	-1.0						
99	Number of States Visited (% 1 state)		47	51	3.9						
100	Average Number of States Visited		2.2	2.1	-0.1						
101	Hotel/Motel (% 1+ nights)		85	86	1.0						
102	Average # of Nights in Hotel/Motel		13.8	14.7	0.9						
103	Travel Party Size (mean # of persons)		1.7	1.7	0.0						
104	Gender: % Male (among adults)		43	46	3.4						
105	Household Income (mean average)		\$ 110,890	\$ 104,188	-\$6,702						
106	Household Income (median average)		\$ 90,116	\$ 79,949	-\$10,167						
107	Average Age: Female (among adults)		40	41	0.8						
108	Average Age: Male (among adults)		42	44	1.9						
109											

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110	VISITATION TO U.S. DESTINATIONS⁴ (multiple response)		Market Share 2015 (Percent)	Volume 2015 (000s)	Market Share 2016 (Percent)	Volume 2016¹ (000s)					
111											
112	Regions										
113	Pacific		53.52	776	52.53	707					
114	States										
115	California		49.34	715	49.28	664					
116											
117	Notes:										
118	(1) 2015 arrivals and percent change reflect a combination of additional records counted and market conditions.										
119											
120	(2) <i>Total Travel & Tourism Exports</i> = 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										
121											
122	(3) Percentage-point and percentage changes are based on non-rounded data.										
123											
124	(4) Only census region, state, and city destinations having a sample size of 400 or more are displayed.										
125											
126	(-) No estimate available.										
127											
128	(n/a) Estimate not yet available.										
129											
130	(**) Estimate not shown due to sample size fewer than 400 for this year.										
131											
132	(r) Estimate was revised.										
133											
134	(p) Estimate is preliminary and subject to revision.										
135											
136	Note: This profile shows only a portion of the 37 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://travel.trade.gov/research/index.html										
137											
138	For a list of the states that comprise each census region, please visit: http://travel.trade.gov/outreachpages/census_regions.html										
139											
140	Interested in data for your destination? The NTTO sells custom reports. To learn more, go to:										
141	http://travel.trade.gov/research/reports/ifs/customized.asp										
142											
143	Source: U.S. Department of Commerce, ITA, National Travel & Tourism Office; Bureau of Economic Analysis										
144											
145	Publication Date: August 2017										