



Manufacturing and Services Office of Travel and Tourism Industries

2007 Market Profile: Australia



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Visitation Trends (Arrivals)

[Thousands of Australian Visitors]	2000	2001	2002	2003	2004	2005	2006	2007	Change 2007/2000
Total Arrivals	540	426	407	406	520	582	603	670	130
Percentage Change (%)	12%	-21%	-4%	0%	28%	12%	4%	11%	24%

Spending Trends (Exports)

[Millions of U.S. Dollars]	2000	2001	2002	2003	2004	2005	2006	2007	Change 2007/2000
Total Travel & Tourism Exports (1)	\$2,386	\$1,743	\$1,812	\$1,814	\$2,554	\$2,808	\$3,054	\$3,336	\$950
Travel Receipts	\$1,856	\$1,382	\$1,473	\$1,502	\$2,074	\$2,244	\$2,482	\$2,711	\$855
Passenger Fare Receipts	\$530	\$361	\$339	\$312	\$480	\$564	\$572	\$625	\$95
Change (%) in Total Exports	6%	-27%	4%	0%	41%	10%	9%	9%	40%

Information Sources Used for Trip Planning

Information Sources Used (multiple response: top 4 of 12)	2006	2007	% Point Change (2)
Travel Agency	63%	66%	3 pts.
Personal Computer	35%	37%	2 pts.
Friends/Relatives	17%	18%	1 pt.
Airlines Directly	17%	15%	-2 pts.

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Main Purpose of Trip

Main Purpose of Trip (top 4 of 8)	2006	2007	% Point Change (2)
Leisure/Rec./Holidays	48%	52%	4 pts.
Visit Friends/Relatives	26%	25%	0 pts.
Business/Professional	16%	13%	-3 pts.
Convention/Conference	9%	8%	-1 pt.

All Purposes of Trip

Purpose of Trip (multiple response--top 4 of 8)	2006	2007	% Point Change (2)
Leisure/Rec./Holidays	67%	72%	5 pts.
Visit Friends/Relatives	49%	44%	-5 pts.
Business/Professional	22%	18%	-4 pts.
Convention/Conference	12%	11%	-1 pt.
NET PURPOSES OF TRIP:			
Leisure & VFR	86%	88%	2 pts.
Business & Convention	30%	26%	-4 pts.

Transportation Used in the United States

Transportation Types Used in United States (multiple response--top 5 of 8)	2006	2007	% Point Change (2)
Taxi/Cab/Limousine	53%	59%	6 pts.
Airlines in U.S.	46%	49%	3 pts.
City Subway/Tram/Bus	36%	34%	-3 pts.
Company or Private Auto	30%	27%	-3 pts.
Rented Auto	26%	26%	0 pts.

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Activity Participation While in the United States

Activity Participation While in the U.S. (multiple response--top 10 of 25)	2006	2007	% Point Change (2)
Shopping	89%	90%	1 pt.
Dining in Restaurants	90%	89%	-2 pts.
Sightseeing in Cities	65%	66%	1 pt.
Visit Historical Places	54%	56%	1 pt.
Guided Tours	38%	39%	1 pt.
Art Gallery/Museum	32%	36%	4 pts.
Touring Countryside	40%	34%	-6 pts.
Amusement/Theme Parks	31%	33%	2 pts.
Visit Small Towns	44%	33%	-11 pts.
Visit National Parks	30%	31%	1 pt.

Select Traveler Characteristics

Traveler Characteristics	2006	2007	Change (2)
Advance Trip Decision Time (mean days)	121	134	13 days
Advance Trip Decision Time (med. days)	90	90	0 days
Prepaid Package	13%	11%	-2 pts.
First International Trip to the U.S.	32%	37%	5 pts.
Length of Stay in U.S. (mean nights)	22.3	22.0	0 nights
Length of Stay in U.S. (median nights)	15	15	0 nights
Number of States Visited (% 1 state)	46%	41%	-5 pts.
Average Number of States Visited	2.1	2.2	0 pts.
Hotel/Motel (% 1+ nights)	81%	84%	3 pts.
Average # of Nights in Hotel/Motel	10.3	10.5	0 nights
Travel Party Size (mean # of persons)	1.5	1.5	0
Gender: % Female (among adults)	48%	57%	8 pts.
Household Income (mean average)	\$95,700	\$99,800	\$4,100
Household Income (median average)	\$82,800	\$83,500	\$700
Average Age: Female	42	40	-2 years
Average Age: Male	46	46	0 years

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

Visitation to U.S. Destinations/Regions (3)	Market Share 2006	Volume 2006 (000)	Market Share 2007	Volume 2007 (000)
REGIONS				
Pacific	51.2%	309	52.7%	353
Middle Atlantic	39.0%	235	51.8%	347
STATES				
California	47.4%	286	49.8%	333
New York	37.0%	223	49.7%	333
CITIES				
New York City	35.8%	216	48.9%	327

- (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 incidental 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.

Note: This profile shows only a portion of the 35 travel characteristics data reported on international arrivals to the United States. Additional information may be obtained for a fee. To learn more, please visit: <http://tinet.ita.doc.gov/research/programs/ifs/index.html>.

For a list of the states that comprise each census region, please visit: http://tinet.ita.doc.gov/outreachpages/census_regions.html.

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

Publication Date: May 2008



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Survey of International Air Travelers

The Survey of International Air Travelers (or “In-Flight” survey) 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-five tables are then populated. This report, which was constructed using just a fraction of the data available, summarizes what we know about the Australian traveler who visits the United States.

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