

Country Profile: AUSTRALIA
TOTAL ALL AUSTRALIAN ARRIVALS TO THE U.S.

TRENDS IN ARRIVALS (in thousands)

Year	2000	2001	2002	2003	2004	2005	2006	Change 2006 / 2000
Arrivals	540	426	407	406	520	582	603	64
% Change	12%	-21%	-4%	0%	28%	12%	4%	12%

TRENDS IN RECEIPTS (in millions)

Year	2000	2001	2002	2003	2004	2005	2006	Change 2006 / 2000
Total Travel & Tourism Receipts ¹	\$2,386	\$1,743	\$1,812	\$1,814	\$2,554	\$2,808	\$3,056	\$670
% Change	6%	-27%	4%	0%	41%	10%	9%	28%
Travel Receipts (at U.S. destinations)	\$1,856	\$1,382	\$1,473	\$1,502	\$2,074	\$2,244	\$2,482	\$626
Passenger Fare Receipts (on U.S. carriers)	\$530	\$361	\$339	\$312	\$480	\$564	\$574	\$44

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%	-6 pts.
Personal Computer	35%	31%	5 pts.
Friends/Relatives	17%	19%	-2 pts.
Airlines Directly	17%	17%	0 pts.

Main Purpose of Trip (top 4 of 8)	2006	2005	% Point Change ²
Leisure/Rec./Holidays	48%	43%	5 pts.
Visit Friends/Relatives (VFR)	26%	29%	-4 pts.
Business/Professional	16%	14%	1 pt.
Convention/Conference	9%	11%	-3 pts.

Purpose of Trip (multiple response--top 4 of 8)	2006	2005	% Point Change ²
Leisure/Rec./Holidays	67%	67%	0 pts.
Visit Friends/Relatives (VFR)	49%	56%	-7 pts.
Business/Professional	22%	19%	3 pts.
Convention/Conference	12%	13%	-1 pt.
NET PURPOSES OF TRIP:			
Business & Convention	30%	28%	2 pts.
Leisure & VFR	86%	88%	-2 pts.

Transportation Types Used in U.S. : (multiple response--top 4 of 8)	2006	2005	% Point Change ²
Taxi/Cab/Limousine	53%	52%	1 pt.
Airlines in U.S.	46%	49%	-3 pts.
City Subway/Tram/Bus	36%	34%	2 pts.
Company or Private Auto	30%	32%	-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	65%	61%	3 pts.
Visit Historical Places	54%	61%	-6 pts.
Visit Small Towns	44%	35%	9 pts.
Touring Countryside	40%	36%	4 pts.
Guided Tours	38%	32%	6 pts.
Cultural Heritage Sites	34%	29%	5 pts.
Art Gallery/Museum	32%	40%	-8 pts.
Amusement/Theme Parks	31%	39%	-7 pts.

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Advance Trip Decision Time (mean days)	121	128	-7 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%	33%	-1 pt.
Length of Stay in U.S. (mean nights)	22.3	23.7	-1 night
Length of Stay in U.S. (median nights)	15.0	15.0	0 nights
Number of States Visited (% 1 state)	46%	41%	5 pts.
Average Number of States Visited	2.1	2.2	-0.1 states
Hotel/Motel (% 1+ nights)	81%	78%	3 pts.
Average # of Nights in Hotel/Motel	10.3	11.2	-1 night
Travel Party Size (mean # of persons)	1.5	1.5	0 persons
Gender: % Male	52%	50%	2 pts.
Household Income (mean average)	\$95,700	\$88,100	\$7,600
Household Income (median average)	\$82,800	\$76,700	\$6,100
Average Age: Female	42	42	0 years
Average Age: Male	46	44	2 years

VISITATION TO U.S. DESTINATIONS ³	Market Share 2006	Volume 2006 (000s)	Market Share 2005	Volume 2005 (000s)
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REGIONS				
PACIFIC	51.2%	309	56.5%	329
MIDDLE ATLANTIC	39.0%	235	44.8%	261
STATES / TERRITORIES				
California	47.4%	286	53.8%	313
New York	37.0%	223	41.9%	244
CITIES				
New York City	35.8%	216	40.4%	235
Los Angeles	**	**	35.2%	205

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.
- (**) 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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