



Manufacturing and Services

Office of Travel and Tourism Industries

2007 Market Profile: Oceania



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Visitation Trends (Arrivals)

[Thousands of Oceania Visitors]	2000	2001	2002	2003	2004	2005	2006	2007	Change 2007/2000
Total Arrivals	731	586	529	525	660	737	756	834	102
Percentage Change (%)	10%	-20%	-10%	-1%	26%	12%	3%	10%	14%

Spending Trends (Exports)

[Millions of U.S. Dollars]	2000	2001	2002	2003	2004	2005	2006	2007	Change 2007/2000
Total Travel & Tourism Exports (1)	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Travel Receipts	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Passenger Fare Receipts	Data Unavailable								
Change (%) in Total Exports	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a

Information Sources Used for Trip Planning

Information Sources Used (multiple response: top 4 of 12)	2006	2007	% Point Change (2)
Travel Agency	63%	65%	2 pts.
Personal Computer	34%	38%	4 pts.
Friends/Relatives	17%	19%	1 pt.
Airlines Directly	18%	16%	-2 pts.

Main Purpose of Trip

Main Purpose of Trip (top 4 of 8)	2006	2007	% Point Change (2)
Leisure/Rec./Holidays	45%	50%	5 pts.
Visit Friends/Relatives	25%	26%	1 pt.
Business/Professional	18%	13%	-4 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	66%	71%	5 pts.
Visit Friends/Relatives	48%	45%	-3 pts.
Business/Professional	24%	19%	-5 pts.
Convention/Conference	13%	11%	-2 pts.
NET PURPOSES OF TRIP:			
Leisure & VFR	85%	88%	3 pts.
Business & Convention	33%	27%	-6 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	52%	57%	5 pts.
Airlines in U.S.	47%	49%	2 pts.
City Subway/Tram/Bus	35%	33%	-3 pts.
Company or Private Auto	31%	29%	-3 pts.
Rented Auto	26%	27%	0 pts.

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%	91%	2 pts.
Dining in Restaurants	90%	89%	-1 pt.
Sightseeing in Cities	63%	64%	0 pts.
Visit Historical Places	54%	55%	1 pt.
Guided Tours	36%	37%	1 pt.
Touring Countryside	40%	34%	-5 pts.
Art Gallery/Museum	31%	34%	3 pts.
Visit Small Towns	42%	34%	-8 pts.
Amusement/Theme Parks	30%	33%	3 pts.
Cultural Heritage Sites	32%	29%	-3 pts.
Visit National Parks	29%	29%	0 pts.

Select Traveler Characteristics

Traveler Characteristics	2006	2007	Change (2)
Advance Trip Decision Time (mean days)	120	133	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.	30%	34%	4 pts.
Length of Stay in U.S. (mean nights)	21.5	21.4	0 nights
Length of Stay in U.S. (median nights)	14	14	0 nights
Number of States Visited (% 1 state)	47%	43%	-4 pts.
Average Number of States Visited	2.0	2.1	0 pts.
Hotel/Motel (% 1+ nights)	81%	83%	2 pts.
Average # of Nights in Hotel/Motel	10.0	10.2	0 nights
Travel Party Size (mean # of persons)	1.5	1.5	0
Gender: % Male (among adults)	53%	45%	-8 pts.
Household Income (mean average)	\$94,600	\$98,900	\$4,300
Household Income (median average)	\$80,600	\$84,200	\$3,600
Average Age: Female	42	41	-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	54.3%	411	55.2%	460
Middle Atlantic	35.2%	266	45.2%	377
Mountain	25.9%	196	30.4%	253
South Atlantic	**	**	18.4%	153
STATES				
California	50.1%	379	52.1%	434
New York	33.2%	251	43.1%	359
Nevada	**	**	23.6%	197
Hawaiian Islands	17.2%	130	17.0%	142
CITIES				
New York City	32.0%	242	42.1%	351
Los Angeles	29.5%	223	30.0%	250
Las Vegas	**	**	23.1%	193
San Francisco	22.5%	170	21.3%	178
Oahu/Honolulu	14.3%	108	13.2%	110

(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.

(n/a) Estimate not available.

(**) Estimate not shown due to sample size fewer than 400 for this year.

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.

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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 Oceania traveler who visits the United States.

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