



Manufacturing and Services

Office of Travel and Tourism Industries

2008 Market Profile: Australia



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Visitation Trends (Arrivals)

[Thousands of Australian Visitors]	2001	2002	2003	2004	2005	2006	2007	2008	Change 2008/2001
Total Arrivals	426	407	406	520	582	603	670	690	264
Percentage Change (%)	-21%	-4%	0%	28%	12%	4%	11%	3%	62%

Spending Trends (Exports)

[Millions of U.S. Dollars]	2001	2002	2003	2004	2005	2006	2007	2008	Change 2008/2001
Total Travel & Tourism Exports (1)	\$1,743	\$1,812	\$1,814	\$2,554	\$2,808	\$3,054	\$3,336	\$3,812	\$2,069
Travel Receipts	\$1,382	\$1,473	\$1,502	\$2,074	\$2,244	\$2,482	\$2,711	\$3,052	\$1,670
Passenger Fare Receipts	\$361	\$339	\$312	\$480	\$564	\$572	\$625	\$760	\$399
Change (%) in Total Exports	-27%	4%	0%	41%	10%	9%	9%	14%	119%

Information Sources Used for Trip Planning

Information Sources Used (multiple response: top 4 of 12)	2007	2008	% Point Change (2)
Travel Agency	66%	58%	-9 pts.
Personal Computer	37%	43%	6 pts.
Friends/Relatives	18%	18%	0 pts.
Airlines Directly	15%	16%	1 pt.

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Main Purpose of Trip

Main Purpose of Trip (top 4 of 8)	2007	2008	% Point Change (2)
Leisure/Rec./Holidays	52%	55%	3 pts.
Visit Friends/Relatives	25%	23%	-3 pts.
Business/Professional	13%	13%	1 pt.
Convention/Conference	8%	6%	-2 pts.

All Purposes of Trip

Purpose of Trip (multiple response--top 4 of 8)	2007	2008	% Point Change (2)
Leisure/Rec./Holidays	72%	71%	-1 pt.
Visit Friends/Relatives	44%	45%	1 pt.
Business/Professional	18%	20%	2 pts.
Convention/Conference	11%	9%	-2 pts.
NET PURPOSES OF TRIP:			
Leisure & VFR	88%	90%	1 pt.
Business & Convention	26%	26%	0 pts.

Transportation Used in the United States

Transportation Types Used in United States (multiple response--top 5 of 8)	2007	2008	% Point Change (2)
Taxi/Cab/Limousine	59%	59%	0 pts.
Airlines in U.S.	49%	52%	3 pts.
City Subway/Tram/Bus	34%	40%	7 pts.
Rented Auto	26%	28%	2 pts.
Company or Private Auto	27%	22%	-5 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)	2007	2008	% Point Change (2)
Dining in Restaurants	89%	91%	2 pts.
Shopping	90%	91%	0 pts.
Sightseeing in Cities	66%	68%	2 pts.
Visit Historical Places	56%	59%	3 pts.
Art Gallery/Museum	36%	41%	5 pts.
Visit Small Towns	33%	38%	5 pts.
Touring Countryside	34%	36%	2 pts.
Guided Tours	39%	35%	-4 pts.
Cultural Heritage Sites	29%	34%	5 pts.
Amusement/Theme Parks	33%	33%	-1 pt.

Select Traveler Characteristics

Traveler Characteristics	2007	2008	Change (2)
Advance Trip Decision Time (mean days)	134	132	-2 days
Advance Trip Decision Time (med. days)	90	90	0 days
Prepaid Package	11%	13%	1 pt.
First International Trip to the U.S.	37%	41%	3 pts.
Length of Stay in U.S. (mean nights)	22.0	21.3	-1 night
Length of Stay in U.S. (median nights)	15.0	14.0	-1 night
Number of States Visited (% 1 state)	41%	40%	-1 pt.
Average Number of States Visited	2.2	2.2	0 states
Hotel/Motel (% 1+ nights)	84%	84%	0 pts.
Average # of Nights in Hotel/Motel	10.5	11.7	1 night
Travel Party Size (mean # of persons)	1.5	1.5	0.0
Gender: % Male (among adults)	43%	51%	8 pts.
Household Income (mean average)	\$99,800	\$108,900	\$9,100
Household Income (median average)	\$83,500	\$97,300	\$13,800
Average Age: Female	40	42	2 years
Average Age: Male	46	43	-3 years

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

Visitation to U.S. Destinations/Regions (3)	Market Share 2007	Volume 2007 (000)	Market Share 2008	Volume 2008 (000)
REGIONS				
Pacific	52.7%	353	53.8%	371
Middle Atlantic	51.8%	347	52.7%	364
STATES				
New York	49.7%	333	49.7%	343
California	49.8%	333	51.2%	353
CITIES				
New York City	48.9%	327	48.7%	336

- (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.

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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.

Survey of International Air Travelers: Table Number and Description

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- U.S. Travel and Tourism Satellite Accounts
- Canadian Statistics
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