



Manufacturing and Services

Office of Travel and Tourism Industries

2008 Market Profile: Oceania



2008 Market Profile: Oceania

Visitation Trends (Arrivals)

[Thousands of Oceania Visitors]	2001	2002	2003	2004	2005	2006	2007	2008	Change 2008/2001
Total Arrivals	586	529	525	660	737	756	834	852	265
Percentage Change (%)	-20%	-10%	-1%	26%	12%	3%	10%	2%	45%

Spending Trends (Exports)

[Millions of U.S. Dollars]	2001	2002	2003	2004	2005	2006	2007	2008	Change 2008/2001
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)	2007	2008	% Point Change (2)
Travel Agency	65%	58%	-7 pts.
Personal Computer	38%	43%	5 pts.
Friends/Relatives	19%	19%	0 pts.
Airlines Directly	16%	17%	1 pt.

Main Purpose of Trip

Main Purpose of Trip (top 4 of 8)	2007	2008	% Point Change (2)
Leisure/Rec./Holidays	50%	52%	2 pts.
Visit Friends/Relatives	26%	24%	-2 pts.
Business/Professional	13%	14%	1 pt.
Convention/Conference	8%	7%	-1 pt.

All Purposes of Trip

Purpose of Trip (multiple response--top 4 of 8)	2007	2008	% Point Change (2)
Leisure/Rec./Holidays	71%	70%	-1 pt.
Visit Friends/Relatives	45%	46%	2 pts.
Business/Professional	19%	21%	2 pts.
Convention/Conference	11%	10%	-1 pt.
NET PURPOSES OF TRIP:			
Leisure & VFR	88%	89%	1 pt.
Business & Convention	27%	28%	1 pt.

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	57%	57%	1 pt.
Airlines in U.S.	49%	52%	3 pts.
City Subway/Tram/Bus	33%	38%	5 pts.
Rented Auto	27%	28%	2 pts.
Company or Private Auto	29%	25%	-4 pts.

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	91%	91%	0 pts.
Sightseeing in Cities	64%	64%	1 pt.
Visit Historical Places	55%	58%	3 pts.
Art Gallery/Museum	34%	39%	4 pts.
Visit Small Towns	34%	38%	4 pts.
Touring Countryside	34%	37%	2 pts.
Cultural Heritage Sites	29%	33%	3 pts.
Guided Tours	37%	33%	-4 pts.
Amusement/Theme Parks	33%	31%	-2 pts.

Select Traveler Characteristics

Traveler Characteristics	2007	2008	Change (2)
Advance Trip Decision Time (mean days)	133	131	-2 days
Advance Trip Decision Time (med. days)	90	90	0 days
Prepaid Package	11%	12%	1 pt.
First International Trip to the U.S.	34%	36%	2 pts.
Length of Stay in U.S. (mean nights)	21.4	20.9	-1 night
Length of Stay in U.S. (median nights)	14.0	14.0	0 nights
Number of States Visited (% 1 state)	43%	41%	-3 pts.
Average Number of States Visited	2.1	2.1	0 states
Hotel/Motel (% 1+ nights)	83%	83%	0 pts.
Average # of Nights in Hotel/Motel	10.2	11.3	1 night
Travel Party Size (mean # of persons)	1.5	1.5	0.0
Gender: % Male (among adults)	45%	52%	7 pts.
Household Income (mean average)	\$98,900	\$106,500	\$7,600
Household Income (median average)	\$84,200	\$94,700	\$10,500
Average Age: Female	41	43	2 years
Average Age: Male	46	44	-3 years

2008 Market Profile: Oceania

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	55.2%	460	56.6%	482
Middle Atlantic	45.2%	377	46.6%	397
Mountain	30.4%	253	30.3%	258
South Atlantic	18.4%	153	* *	* *
STATES				
California	52.1%	434	53.7%	457
New York	43.1%	359	43.6%	371
Nevada	23.6%	197	* *	* *
Hawaiian Islands	17.0%	142	* *	* *
CITIES				
New York City	42.1%	351	42.7%	364
Los Angeles	30.0%	250	33.7%	287
San Francisco	21.3%	178	24.1%	205
Las Vegas	23.1%	193	* *	* *
Oahu-Honolulu	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.

Publication Date: May 2009

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.

Survey of International Air Travelers: Table Number and Description

Table 1	Country of Residence	Table 19	Number of States Visited
Table 2	Advance Trip Decision	Table 20	Number of Destinations Listed
Table 3	Advance Airline Reservation	Table 21	Transportation in U.S.
Table 4	Means of Booking Air Trip	Table 22	Port of Entry
Table 5	Information Sources	Table 23	Main Destination
Table 6	Use of Package	Table 24	U.S. Destinations Visited
Table 7	Use of Prepaid Lodging	Table 25	Leisure Activities
Table 8	Advance Package Booking	Table 26	Total Trip Expenditures
Table 9	Pre-Booked Lodging	Table 27	Itemized Trip Expenditures
Table 10	Travel Companions	Table 28	Trip Expenses Payment Method
Table 11	Travel Party Size	Table 29	Factors in Airline Choice
Table 12	Main Purpose of Trip	Table 30	Main Factor in Airline Choice
Table 13	Purpose of Trip	Table 31	Type of Airline Ticket
Table 14	Type of Accommodation	Table 32	Seating Area
Table 15	Nights in the U.S.	Table 33	Gender & Age of Traveler
Table 16	First Int'l U.S. Trip	Table 34	Occupation
Table 17	U.S. Trips Last 12 Months	Table 35	Annual Household Income
Table 18	U.S. Trips Last 5 Years		



Interested in obtaining data for *your* organization?

OTTI produces custom reports for a fee! To learn more, please visit:

<http://www.tinet.ita.doc.gov/research/programs/ifs/customized.html>

Other OTTI programs that may be of interest:

- U.S. Travel and Tourism Exports, Imports, and the Balance of Trade
- Summary of International Travel to the United States (I-94)
- Forecast of International Arrivals to the United States
- U.S. International Air Traveler Statistics (I-92)
- U.S. Travel and Tourism Satellite Accounts
- Canadian Statistics
- Travel Barometer

For more information on these program areas and others, please visit:

<http://tinnet.ita.doc.gov/research/index.html>

U.S. Department of Commerce

International Trade Administration
Manufacturing and Services
Office of Travel and Tourism Industries
14th & Constitution Ave, NW
Washington, D.C. 20230
Phone: (202) 482-0140
Fax: (202) 482-2887
tinnet_info@mail.doc.gov

<http://tinnet.ita.doc.gov>