

U.S. Department of Commerce
International Trade Administration



Office of Travel and Tourism Industries

2010 Market Profile: Australia



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Visitation Trends (Arrivals)

[Thousands of Australia Visitors]	2003	2004	2005	2006	2007	2008	2009	2010	Change 2010/2003
Total Arrivals	406	520	582	603	670	690	724	904	499
Percentage Change (%)	0	28	12	4	11	3	5	25	123

Spending Trends (Exports)

[Millions of U.S. Dollars]	2003	2004	2005	2006	2007	2008	2009	2010 ^r	Change 2010/2003
Total Travel & Tourism Exports (1)	\$1,814	\$2,554	\$2,808	\$3,054	\$3,336	\$3,733	\$3,423	\$3,973	\$2,159
Travel Receipts	\$1,502	\$2,074	\$2,267	\$2,505	\$2,737	\$3,077	\$2,974	\$3,489	\$1,987
Passenger Fare Receipts	\$312	\$480	\$541	\$549	\$599	\$656	\$449	\$484	\$172
Change (%) in Total Exports	0	41	10	9	9	12	-8	16	119

(r) Revised.

Information Sources Used for Trip Planning

Information Sources Used (multiple response: top 4 of 12)	2009 (Percent)	2010 (Percent)	Point Change (2)
Travel Agency	56	54	-1.2
Personal Computer	44	47	2.3
Airlines Directly	19	22	2.8
Friends/Relatives	22	20	-2.7

Main Purpose of Trip

Main Purpose of Trip (top 4 of 8)	2009 (Percent)	2010 (Percent)	Point Change (2)
Leisure/Rec./Holidays	51	61	10.3
Visit Friends/Relatives	29	20	-8.9
Business/Professional	12	11	-0.5
Convention/Conference	5	4	-0.9

All Purposes of Trip

Purpose of Trip (multiple response--top 4 of 8)	2009 (Percent)	2010 (Percent)	Point Change (2)
Leisure/Rec./Holidays	74	79	5.7
Visit Friends/Relatives	48	45	-2.5
Business/Professional	15	15	-0.1
Convention/Conference	8	10	2.4
NET PURPOSES OF TRIP:			
Leisure & VFR	91	91	-0.1
Business & Convention	22	19	-2.2

Transportation Used in the United States

Transportation Types Used in United States (multiple response--top 5 of 8)	2009 (Percent)	2010 (Percent)	Point Change (2)
Taxi/Cab/Limousine	61	58	-3.6
Airlines in U.S.	50	51	1.0
City Subway/Tram/Bus	38	37	-0.6
Rented Auto	21	32	11.5
Company or Private Auto	28	20	-7.9

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Activity Participation While in the United States

Activity Participation While in the U.S. (multiple response--top 10 of 25)	2009 (Percent)	2010 (Percent)	Point Change (2)
Shopping	92	92	-0.6
Dining in Restaurants	93	90	-3.0
Sightseeing in Cities	63	75	12.1
Visit Historical Places	65	69	3.7
Art Gallery/Museum	50	51	1.3
Cultural Heritage Sites	35	42	7.5
Visit Small Towns	34	40	5.8
Guided Tours	33	40	6.7
Concert/Play/Musical	35	39	4.1
Amusement/Theme Parks	32	39	7.2

Select Traveler Characteristics

Traveler Characteristics	2009	2010	Change (2)
Advance Trip Decision Time (mean days)	138	136	-2.2 days
Advance Trip Decision Time (median days)	95	110	15.0 days
Prepaid Package	9%	13%	4.3 pts.
First International Trip to the U.S.	35%	37%	1.7 pts.
Length of Stay in U.S. (mean nights)	24.5	24.8	0.3 nights
Length of Stay in U.S. (median nights)	16	18	2 nights
Number of States Visited (% 1 state)	35%	33%	-1.8 pts.
Average Number of States Visited	2.3	2.5	0.2 states
Hotel/Motel (% 1+ nights)	82%	86%	3.7 pts.
Average # of Nights in Hotel/Motel	11.0	13.3	2.3 nights
Travel Party Size (mean # of persons)	1.6	1.6	0.0
Gender: % Male (among adults)	40%	56%	15.4 pts.
Household Income (mean average)	\$94,100	\$104,300	\$10,200
Household Income (median average)	\$84,300	\$95,100	\$10,800
Average Age: Female	39	42	3.3 years
Average Age: Male	44	44	-0.6 years

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

Visitation to U.S. Destinations/Regions (3)	Market Share 2009 (Percent)	Volume 2009 (000)	Market Share 2010 (Percent)	Volume 2010 (000)
REGIONS				
Pacific	47.7	345	58.5	529
Middle Atlantic	63.5	459	55.0	497
STATES				
California	46.5	336	55.4	501
New York	58.6	424	53.4	483
CITIES				
New York City-WP-Wayne	57.9	419	53.0	479

- (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://tinnet.ita.doc.gov/research/programs/ifs/index.html>.

For a list of the states that comprise each census region, please visit: http://tinnet.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 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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Interested in obtaining data for your organization?

OTTI collects, analyzes and disseminates international travel and tourism statistics from the U.S. Travel and Tourism Statistical System and produces visitation data tables, including a business and pleasure arrivals rate of change analysis and detailed region, country and port analyses.

To learn more, you are encouraged to visit:

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

For OTTI programs of interest visit:

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

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

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