

U.S. Department of Commerce
International Trade Administration



Office of Travel and Tourism Industries

2010 Market Profile: Oceania



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Visitation Trends (Arrivals)

[Thousands of Oceania Visitors]	2003	2004	2005	2006	2007	2008	2009	2010	Change 2010/2003
Total Arrivals	525	660	737	756	834	852	872	1,095	571
Percentage Change (%)	-1	26	12	3	10	2	2	26	109

Spending Trends (Exports)

[Millions of U.S. Dollars]	2003	2004	2005	2006	2007	2008	2009	2010	Change 2010/2003
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)	2009 (Percent)	2010 (Percent)	Point Change (2)
Travel Agency	55	53	-1.5
Personal Computer	45	48	2.6
Airlines Directly	20	22	1.5
Friends/Relatives	22	20	-2.0

Main Purpose of Trip

Main Purpose of Trip (top 4 of 8)	2009 (Percent)	2010 (Percent)	Point Change (2)
Leisure/Rec./Holidays	48	57	8.7
Visit Friends/Relatives	29	23	-6.2
Business/Professional	13	12	-1.3
Convention/Conference	6	5	-1.2

All Purposes of Trip

Purpose of Trip (multiple response--top 4 of 8)	2009 (Percent)	2010 (Percent)	Point Change (2)
Leisure/Rec./Holidays	71	77	5.8
Visit Friends/Relatives	48	46	-2.6
Business/Professional	17	16	-1.2
Convention/Conference	9	10	1.4
NET PURPOSES OF TRIP:			
Leisure & VFR	89	91	1.2
Business & Convention	24	21	-3.2

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	60	57	-3.1
Airlines in U.S.	50	51	1.5
City Subway/Tram/Bus	37	38	0.9
Rented Auto	22	31	9.1
Company or Private Auto	29	22	-6.1

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	91	-1.5
Dining in Restaurants	93	88	-4.6
Sightseeing in Cities	61	70	9.0
Visit Historical Places	63	66	3.6
Art Gallery/Museum	48	48	0.4
Visit Small Towns	35	40	5.6
Cultural Heritage Sites	35	39	4.0
Touring Countryside	30	39	9.1
Concert/Play/Musical	33	37	3.9
Guided Tours	32	37	5.1

Select Traveler Characteristics

Traveler Characteristics	2009	2010	Change (2)
Advance Trip Decision Time (mean days)	136	133	-2.3 days
Advance Trip Decision Time (median days)	90	100	10.0 days
Prepaid Package	9%	12%	3.4 pts.
First International Trip to the U.S.	33%	35%	2.4 pts.
Length of Stay in U.S. (mean nights)	23.9	24.8	0.9 nights
Length of Stay in U.S. (median nights)	15	17	2 nights
Number of States Visited (% 1 state)	37%	37%	0.0 pts.
Average Number of States Visited	2.2	2.4	0.2 states
Hotel/Motel (% 1+ nights)	82%	86%	3.2 pts.
Average # of Nights in Hotel/Motel	10.7	12.9	2.2 nights
Travel Party Size (mean # of persons)	1.6	1.6	0.0
Gender: % Male (among adults)	42%	53%	10.4 pts.
Household Income (mean average)	\$93,500	\$100,900	\$7,400
Household Income (median average)	\$83,100	\$92,500	\$9,400
Average Age: Female	39	43	3.8 years
Average Age: Male	45	45	-0.2 years

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	50.4	439	57.7	632
Middle Atlantic	56.5	493	50.9	557
STATES				
California	48.8	426	54.3	595
New York	52.1	454	49.1	538
CITIES				
New York City-WP-Wayne	51.5	449	48.4	530
San Francisco	20.2	176	**	**

(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 = 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://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 Oceania travelers 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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