

U.S. Department of Commerce  
International Trade Administration



Office of Travel and Tourism Industries

# 2011 Market Profile: Oceania



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## Visitation Trends (Arrivals)

[Thousands of Oceania Visitors]	2004	2005	2006	2007	2008	2009	2010	2011	Change 2011/2004
Total Arrivals	660	737	756	834	852	872	1,095	1,243	584
Percentage Change (%)	26	12	3	10	2	2	26	14	88

## Spending Trends (Exports)

[Millions of U.S. Dollars]	2004	2005	2006	2007	2008	2009	2010	2011	Change 2011/2004
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)	2010 (Percent)	2011 (Percent)	Point Change (2)
Travel Agency	53	56	2.9
Personal Computer	48	48	0.5
Airlines Directly	22	21	-0.7
Friends/Relatives	20	20	-0.1

## Main Purpose of Trip

Main Purpose of Trip (top 4 of 8)	2010 (Percent)	2011 (Percent)	Point Change (2)
Leisure/Rec./Holidays	57	64	7.1
Visit Friends/Relatives	23	20	-2.7
Business/Professional	12	9	-3.1
Convention/Conference	5	4	-1.0

## All Purposes of Trip

Purpose of Trip (multiple response--top 4 of 8)	2010 (Percent)	2011 (Percent)	Point Change (2)
Leisure/Rec./Holidays	77	81	4.3
Visit Friends/Relatives	46	37	-8.1
Business/Professional	16	13	-3.1
Convention/Conference	10	6	-4.5
NET PURPOSES OF TRIP:			
Leisure & VFR	91	92	1.3
Business & Convention	21	18	-3.4

## Transportation Used in the United States

Transportation Types Used in United States (multiple response--top 5 of 8)	2010 (Percent)	2011 (Percent)	Point Change (2)
Taxi/Cab/Limousine	57	59	2.1
Airlines in U.S.	51	52	0.9
City Subway/Tram/Bus	38	35	-3.1
Rented Auto	31	26	-4.9
Company or Private Auto	22	23	0.7

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## Activity Participation While in the United States

Activity Participation While in the U.S. (multiple response--top 10 of 25)	2010 (Percent)	2011 (Percent)	Point Change (2)
Dining in Restaurants	88	93	4.5
Shopping	91	92	1.6
Sightseeing in Cities	70	64	-6.0
Visit Historical Places	66	61	-5.0
Amusement/Theme Parks	36	41	5.1
Guided Tours	37	41	3.9
Touring Countryside	39	38	-0.9
Visit Small Towns	40	38	-2.6
Cultural Heritage Sites	39	36	-3.2
Visit National Parks	33	32	-0.8
Art Gallery/Museum	48	32	-16.0

## Select Traveler Characteristics

Traveler Characteristics	2010	2011	Change (2)
Advance Trip Decision Time (mean days)	133	149	15.9 days
Advance Trip Decision Time (median days)	100	120	20.0 days
Prepaid Package	12%	11%	-1.1 pts.
First International Trip to the U.S.	35%	40%	4.6 pts.
Length of Stay in U.S. (mean nights)	24.8	21.6	-3.2 nights
Length of Stay in U.S. (median nights)	17	15	-2 nights
Number of States Visited (% 1 state)	37%	41%	4.0 pts.
Average Number of States Visited	2.4	2.3	-0.1 states
Hotel/Motel (% 1+ nights)	86%	87%	1.0 pts.
Average # of Nights in Hotel/Motel	12.9	13.1	0.2 nights
Travel Party Size (mean # of persons)	1.6	1.7	0.1
Gender: % Male (among adults)	53%	53%	0.6 pts.
Household Income (mean average)	\$100,900	\$113,900	\$13,000
Household Income (median average)	\$92,500	\$108,300	\$15,800
Average Age: Female	43	42	-1.0 years
Average Age: Male	45	43	-1.8 years

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

Visitation to U.S. Destinations/Regions (3)	Market Share 2010 (Percent)	Volume 2010 (000)	Market Share 2011 (Percent)	Volume 2011 (000)
<b>REGIONS</b>				
Pacific	57.7	632	57.2	711
Middle Atlantic	50.9	557	38.2	475
Pacific Islands	**	**	25.2	313
<b>STATES</b>				
California	54.3	595	54.4	676
New York	49.1	538	37.0	460
Hawaiian Islands	**	**	24.9	310
<b>CITIES</b>				
Los Angeles	**	**	38.1	474
New York City-WP-Wayne	48.4	530	36.6	455
Honolulu	**	**	17.1	213

- (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://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](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 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.

**Survey of International Air Travelers: Table Number and Description**

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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

### **U.S. Department of Commerce**

International Trade Administration  
Manufacturing and Services  
Office of Travel and Tourism Industries  
1401 Constitution Ave, NW  
Washington, D.C. 20230  
Phone: (202) 482-0140  
Fax: (202) 482-2887  
[otti@trade.gov](mailto:otti@trade.gov)

# <http://tinet.ita.doc.gov>