# CHARACTERISTICS OF TRAVELERS FROM AUSTRALIA TO CALIFORNIA - 2007

Australia was California's third largest overseas market with approximately 333,000 visitors to California in 2007. Collectively visitors from Australia spent approximately $321 million in California.

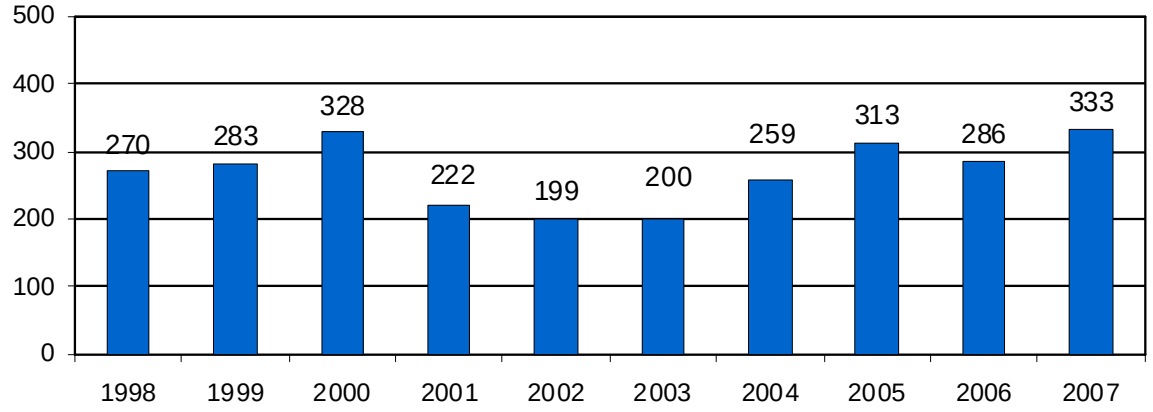
Australian visitors to California during 2007 reported spending $119 per day during an 8.1 night average stay or approximately $964 per visitor. The average spending for all overseas visitors to California was about $1,166 ($111 per day; 10.5 nights in California).

**Visitors From Australia**

| Year | Total U.S. Arrivals[1] | California Market Share[2] | Visitors to California (est.) |
|---|---|---|---|
| 1997 | 500,615 | 57.2% | 286,000 |
| 1998 | 460,705 | 58.5% | 270,000 |
| 1999 | 483,157 | 58.6% | 283,000 |
| 2000 | 539,559 | 60.7% | 328,000 |
| 2001 | 425,934 | 52.1% | 222,000 |
| 2002 | 407,130 | 49.0% | 199,000 |
| 2003 | 405,698 | 49.4% | 200,000 |
| 2004 | 519,955 | 49.8% | 259,000 |
| 2005 | 581,773 | 53.8% | 313,000 |
| 2006 | 603,275 | 47.4% | 286,000 |
| 2007 | 669,536 | 49.8% | 333,000 |

1) U.S. Dept of Homeland Security, Form I-94, Non-Resident Arrival Records.
2) U.S. Dept of Commerce, Office of Travel & Tourism Industries, "Survey of International Air Travelers."

**Number of Visitors from Australia to CA, 1998-2007 (in 000s)**

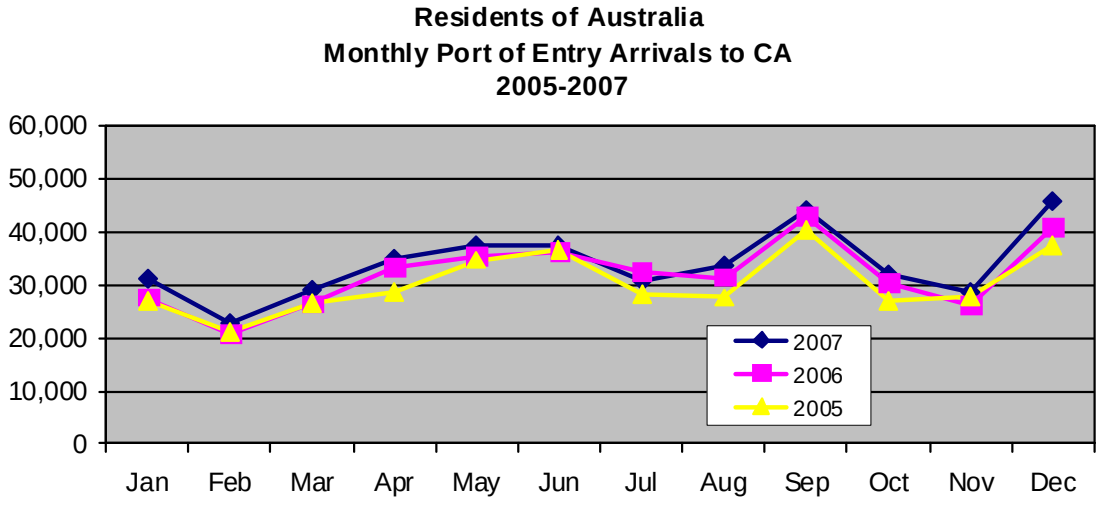



Source: International Trade Administration, Office of Travel and Tourism Industries.

The volume of visitors to California from Australia was relatively flat throughout the decade of the 1990s, ranging from 260,000 to about 290,000 each year. Visitation from Australia peaked in 2000 at 328,000, but then dropped to a low of 199,000 in 2002 (post 9-11). The volume of Australian visitors to California has experienced strong recovery since 2003 and reached a record 333,000 visitors in 2007.

## Australian Arrivals at California Airports

Monthly volumes of port-of-entry passenger arrivals from Australia to California were generally consistent in 2007 compared with 2005 and 2006. Australian resident arrivals at California ports-of-entry have demonstrated consistent peaks in September and December. The lowest volumes of arrivals were recorded in February each year.




U.S. Department of Homeland Security, I-94 Form; CIC Research, Inc.

## Comparisons with Overseas Visitors

Detailed trip and traveler characteristics of visitors from Australia are provided in the following table. The table also includes trip and traveler characteristics of all overseas visitors to California for comparative purposes.

Compared to all overseas visitors to California, travelers from Australia are more likely to:

- Travel to California for leisure/recreation/holiday purposes
- Make use of a travel agency as a trip planning source and means of booking air trip
- Have a decidedly longer trip planning and advance airline booking horizon
- Mention airfare as a main factor in selecting an airline
- Travel with a spouse
- Stay longer in the U.S.
- Be on their first trip to the U.S.
- Visit Las Vegas, New York City, and Anaheim while in the U.S.
- Experience leisure-oriented activities
- Make use of a taxi/limousine, airlines in the U. S., city subway/tram/bus, as well as the bus between cities as means of transportation while in the U.S.

Conversely, visitors from Australia are less likely to:

- Make use of a corporate travel department as a trip planning source
- Travel to California for business purposes
- Travel with business associates
- Use credit cards to pay for trip expenses

## Characteristics of Travelers from Australia to California, 2007

| Trip & Traveler Characteristics | All Overseas Visitors* (n = 8,200) | All Visitors from Australia (n = 592) | Leisure Visitors from Australia (n = 416) |
|---|---|---|---|
| **Primary Purpose of Trip** | | | |
| Leisure/Recreation/Holidays | 37% | 57% | 73% |
| Visit Friends/Relatives | 20 | 21 | 27 |
| Business/Professional | 31 | 12 | - |
| Convention/Conference | 8 | 7 | - |
| Other Purpose | 4 | 3 | - |
| Total | 100% | 100% | 100% |
| **Purpose of Trip**** | | | |
| Leisure/Recreation/Holidays | 55% | 77% | 87% |
| Visit Friends/Relatives | 38 | 42 | 44 |
| Business/Professional | 35 | 19 | 6 |
| Convention/Conference | 13 | 11 | 3 |
| **Sources Used to Plan Trip**** | | | |
| Airlines Directly | 19% | 14% | 12% |
| Corporate Travel Department | 12 | 5 | 2 |
| Personal Computer | 36 | 40 | 40 |
| Friends/Relatives | 15 | 18 | 20 |
| Newspapers/Magazines | 3 | 3 | 4 |
| State/City Travel Office | 3 | 3 | 3 |
| Tour Company | 5 | 3 | 2 |
| Travel Agency | 48 | 70 | 73 |
| Travel Guides | 9 | 8 | 9 |
| **Advance Planning for Trip** | | | |
| 7 days or less | 9% | 4% | 3% |
| 8 - 30 days | 36 | 16 | 11 |
| 31 - 60 days | 20 | 14 | 12 |
| 61 - 90 days | 11 | 14 | 13 |
| More than 3 Months | 25 | 36 | 42 |
| Total | 100% | 100% | 100% |
| Average Planning Time in Days | 81 | 144 | 164 |
| **Advance Airline Reservations** | | | |
| 7 days or less | 16% | 6% | 4% |
| 8 - 30 days | 43 | 25 | 21 |
| 31 - 60 days | 16 | 20 | 19 |
| 61 - 90 days | 8 | 14 | 14 |
| 91 - 120 days | 6 | 17 | 21 |
| 121 - 180 days | 6 | 11 | 13 |
| 6 Months or More | 5 | 7 | 9 |
| Total | 100% | 100% | 100% |
| Average Booking in Days | 55 | 83 | 94 |

* Overseas visitors to the U.S. do not include visitors from Canada or Mexico.
** Multiple response question. Table may add to more than 100%.
Sources: International Trade Administration Office of Travel and Tourism Industries "Survey of International Air Travelers."

## Characteristics of Travelers from Australia to California (2007 - cont.)

| Trip & Traveler Characteristics | All Overseas Visitors* (n = 8,200) | All Visitors from Australia (n = 592) | Leisure Visitors from Australia (n = 416) |
|---|---|---|---|
| **Means of Booking Air Trip** | | | |
| Airlines Directly | 10% | 6% | 6% |
| Corporate Travel Department | 12 | 4 | 2 |
| Personal Computer | 18 | 10 | 10 |
| Travel Agent | 54 | 77 | 79 |
| Travel Club | 0 | 1 | 1 |
| Tour Operator | 4 | 1 | 1 |
| Other/Don't Know | 2 | 2 | 2 |
| Total | 100% | 100% | 100% |
| **Main Factor in Selecting Airline** | | | |
| Airfare | 24% | 37% | 40% |
| Schedule | 16 | 20 | 23 |
| Non-Stop Flight | 12 | 7 | 6 |
| Mileage Bonus/Frequent Flyer Program | 11 | 10 | 7 |
| Previous Good Experience | 9 | 6 | 7 |
| Safety Reputation | 7 | 5 | 6 |
| Airline Loyalty | 5 | 3 | 3 |
| In-flight Service | 5 | 2 | 2 |
| Employer policy | 4 | 2 | - |
| Other | 6 | 8 | 8 |
| **Airline Seating Area** | | | |
| Economy/Tourist/Coach | 78% | 86% | 92% |
| Executive/Business | 19 | 12 | 7 |
| First Class | 4 | 2 | 1 |
| Total | 100% | 100% | 100% |
| **Use of Package** | | | |
| Yes | 13% | 14% | 16% |
| No | 87 | 86 | 84 |
| Total | 100% | 100% | 100% |
| **Advance Package Booking** | | | |
| 7 days or less | 5% | 2% | 0% |
| 8 - 30 days | 32 | 9 | 9 |
| 31 - 60 days | 18 | 13 | 8 |
| 61 - 90 days | 11 | 24 | 27 |
| 91 - 120 days | 11 | 5 | 5 |
| 121 - 180 days | 8 | 29 | 30 |
| 6 Months or More | 15 | 20 | 21 |
| Total | 100% | 100% | 100% |

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Sources: International Trade Administration Office of Travel and Tourism Industries "Survey of International Air Travelers."

## Characteristics of Travelers from Australia to California (2007 - cont.)

| Trip & Traveler Characteristics | All Overseas Visitors* (n = 8,200) | All Visitors from Australia (n = 592) | Leisure Visitors from Australia (n = 416) |
|---|---|---|---|
| **Travel Companions**** | | | |
| Business Associates | 12% | 2% | - |
| Family/Relatives | 23 | 25 | 30 |
| Friends | 9 | 18 | 22 |
| Spouse | 25 | 36 | 40 |
| Tour Group | 2 | 2 | 1 |
| Traveling Alone | 41 | 31 | 23 |
| **Average Travel Party Size** | 1.5 | 1.7 | 1.8 |
| **Type of Lodging**** | | | |
| Hotel / Motel | 78% | 80% | 80% |
| Private Home | 29 | 27 | 27 |
| Other | 3 | 3 | 2 |
| **Length of Stay** | | | |
| Mean Nights in the U.S. | 19.2 | 22.8 | 23.2 |
| Mean Nights in California | 10.5 | 8.1 | 8.1 |
| % of California Nights | 55% | 36% | 35% |
| **Prior Visitation to the U.S.** | | | |
| First Trip to the U.S. (% Yes) | 21% | 43% | 51% |
| Average Trips to the U.S. in Past Year | 2.0 | 1.4 | 1.2 |
| Average Trips to the U.S. in Past 5 Years | 6.6 | 3.8 | 2.3 |
| **Average Number of States Visited** | 2.0 | 2.7 | 2.9 |
| **Average Number of Destinations Visited** | 2.7 | 3.4 | 3.6 |
| **Places Visited in the U.S.**** | | | |
| Los Angeles | 51% | 58% | 58% |
| San Francisco | 44 | 39 | 40 |
| Las Vegas | 23 | 40 | 46 |
| New York City | 15 | 41 | 48 |
| San Diego | 12 | 10 | 9 |
| San Jose | 8 | 3 | 2 |
| Anaheim | 8 | 18 | 23 |
| Grand Canyon | 4 | 2 | 2 |
| Chicago | 4 | 7 | 6 |
| Yosemite | 3 | 2 | 2 |
| DC Metro Area | 3 | 8 | 9 |
| Seattle | 3 | 4 | 4 |
| Monterey | 3 | 1 | 1 |
| Sacramento | 3 | 4 | 4 |
| Riverside/San Bernardino | 2 | 1 | 1 |
| Oahu/Honolulu | 2 | 11 | 14 |
| Miami | 2 | 3 | 3 |
| Oakland | 2 | 1 | 0 |

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## Characteristics of Travelers from Australia to California
## (2007 - cont.)

| Trip & Traveler Characteristics | All Overseas Visitors* (n = 8,200) | All Visitors from Australia (n = 592) | Leisure Visitors from Australia (n = 416) |
|---|---|---|---|
| **Activities Experienced While in the U.S.**** | | | |
| Shopping | 86% | 92% | 96% |
| Dining Out | 86 | 92 | 92 |
| Sightseeing in Cities | 51 | 68 | 75 |
| Historical Places | 37 | 54 | 56 |
| Amusement/Theme Parks | 33 | 50 | 57 |
| Visiting Small Towns | 31 | 36 | 39 |
| National Parks | 30 | 36 | 42 |
| Touring Countryside | 27 | 33 | 38 |
| Cultural Heritage Sites | 24 | 28 | 28 |
| Casinos/Gambling | 23 | 37 | 44 |
| Art Gallery/Museum | 21 | 29 | 30 |
| Guided Tours | 21 | 45 | 51 |
| **Transportation While in the U.S.**** | | | |
| Taxi/Limousine | 41% | 58% | 56% |
| Airlines in U.S. | 38 | 58 | 58 |
| Rented Auto | 36 | 29 | 28 |
| Company or Private Auto | 31 | 26 | 26 |
| City Subway/Tram/Bus | 21 | 31 | 31 |
| Railroad between Cities | 10 | 14 | 15 |
| Bus between Cities | 9 | 25 | 29 |
| Motor Home/Camper | 2 | 4 | 5 |
| **Spending by Category (Per Visitor/Trip)** | | | |
| Lodging | $657 | $759 | $633 |
| Food/Beverages | 399 | 604 | 557 |
| Gifts/Souvenirs | 364 | 484 | 516 |
| Transportation in the U.S. | 336 | 341 | 336 |
| Entertainment | 194 | 334 | 361 |
| Expenses at the Airport | 37 | 21 | 21 |
| Other | 148 | 185 | 141 |
| **Total Spending Per Visitor/Trip** | **$2,135** | **$2,726** | **$2,556** |
| **Visitor Spending in the U.S.** | | | |
| Per Travel Party Per Trip | $3,235 | $4,541 | $4,624 |
| Per Visitor/Trip | 2,135 | 2,726 | 2,566 |
| Per Person Per Day | 111 | 119 | 111 |

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## Characteristics of Travelers from Australia to California (2007 - cont.)

| Trip & Traveler Characteristics | All Overseas Visitors* (n = 8,200) | All Visitors from Australia (n = 592) | Leisure Visitors from Australia (n = 416) |
|---|---|---|---|
| **Payment Method for Trip Expenses** | | | |
| Credit Cards | 54% | 43% | 35% |
| Cash | 39 | 45 | 51 |
| Debit Cards | 5 | 10 | 11 |
| Travelers Checks | 3 | 3 | 3 |
| Total | 100% | 100% | 100% |
| **Age** | | | |
| Average Age - Males | 43.3 | 44.8 | 45.2 |
| Average Age - Females | 39.6 | 42.7 | 37.9 |
| **Occupation** | | | |
| Manager/Executive | 37% | 27% | 20% |
| Professional/Technical | 34 | 40 | 42 |
| Student | 7 | 4 | 4 |
| Clerical/Sales | 7 | 10 | 12 |
| Retired | 6 | 9 | 12 |
| Other | 10 | 9 | 11 |
| Total | 100% | 100% | 100% |
| **Annual Household Income** | | | |
| Under $20,000 | 8% | 5% | 5% |
| $20,000 - $39,999 | 11 | 7 | 8 |
| $40,000 - $59,999 | 13 | 14 | 15 |
| $60,000 - $79,999 | 13 | 24 | 29 |
| $80,000 - $99,999 | 12 | 12 | 14 |
| $100,000 - $119,999 | 10 | 9 | 8 |
| $120,000 - $139,999 | 7 | 7 | 5 |
| $140,000 - $159,999 | 5 | 5 | 3 |
| $160,000 - $179,999 | 3 | 3 | 3 |
| $180,000 - $199,999 | 3 | 2 | 1 |
| $200,000 and over | 16 | 13 | 9 |
| Total | 100% | 100% | 100% |
| Average Annual Income | $101,300 | $99,400 | $90,100 |

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Sources: International Trade Administration Office of Travel and Tourism Industries "Survey of International Air Travelers."