



# International Visitor Profile

## United States of America

### Visitor Profile 2007

#### USA Visitor Summary

- In 2007, there were 459,733 visitors to Australia, an increase of 1% from the previous year, making the USA Australia's fourth largest inbound market for arrivals.
- In 2007, the average length of stay for US visitors was 23 nights, lower than the average of 30 nights for all visitors
- American travellers accounted for 6% of all international visitor nights in Australia in 2007.
- The USA is Australia's second largest source market in terms of total expenditure. In 2007, travellers from the USA spent a total of \$2.5 billion on trips to Australia, with an average expenditure of \$5,756 per trip.
- In 2007, 41% of USA visitor nights were spent in dispersed areas, that is outside the major gateways of Sydney, Melbourne, Brisbane and Perth.

This section contains detailed information on visitors from the USA including:

- Visitor Arrivals
- Travel Party
- Demographics
- Seasonality
- Duration of Stay
- Destination Visited
- Leisure Activities
- Expenditure
- Planning and Booking Horizons
- Information Sources
- Internet Usage

The latest forecasts for this market from Tourism Forecasting Committee can be accessed on [www.TRA.Australia.com](http://www.TRA.Australia.com)

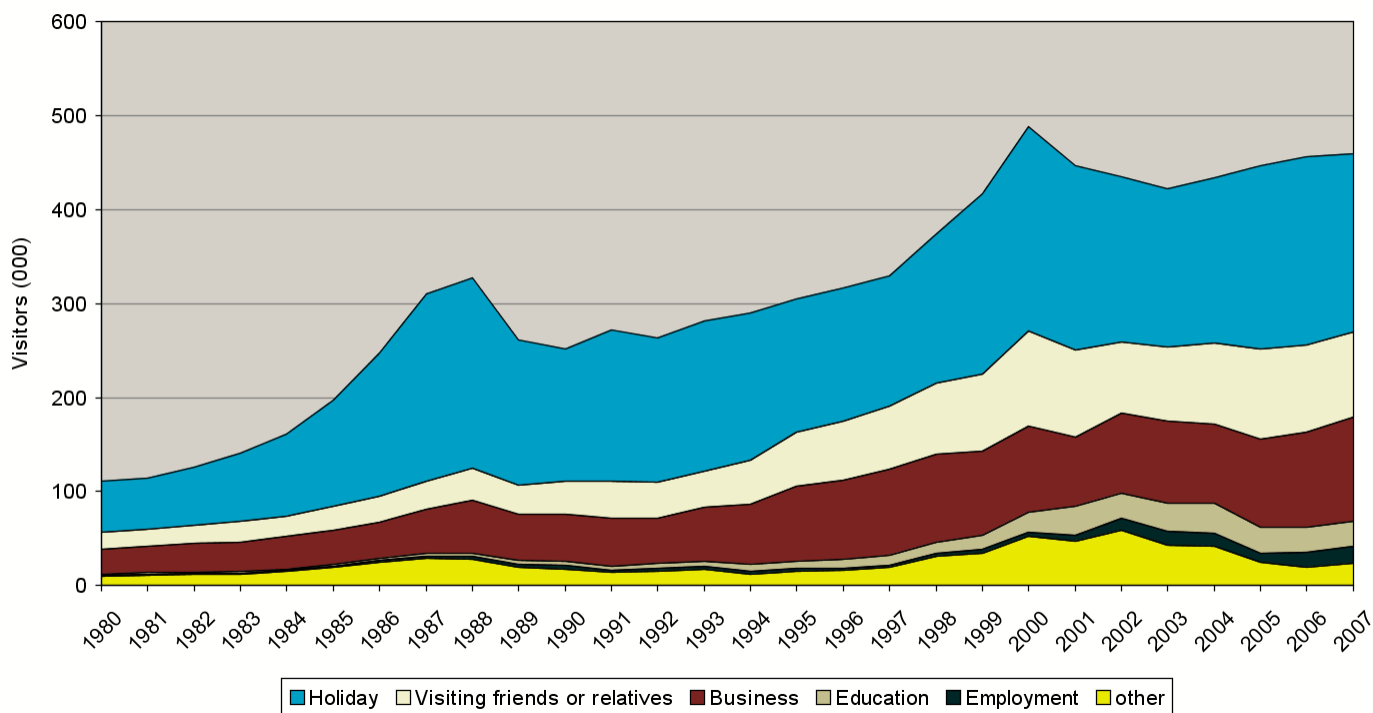
# United States of America

## Visitor Profile 2007

### Visitor Arrivals

- The number of visitors from the USA totalled 459,733 in 2007, more than four times the 111,469 arrivals in 1980 (Figure 1). The USA is currently Australia's fourth largest inbound tourist market.
- In 2007, 189,601 visitors came for a holiday, 91,056 came to visit friends and relatives (VFR), 110,466 on business, 18,084 for employment, 26,635 for education and 23,892 for other purposes.
- Over the decade from 1998 to 2007, the annual average growth rate for visitors from the USA was 2%.
- In 2007, 39% or 166,616 of all visitors from the USA were repeat visitors (Figure 2). This is lower than the average of 57% across all markets
- Total visitor arrivals from the USA increased by 1% in 2007.

Figure 1 - Visitors from the USA by main purpose of visit



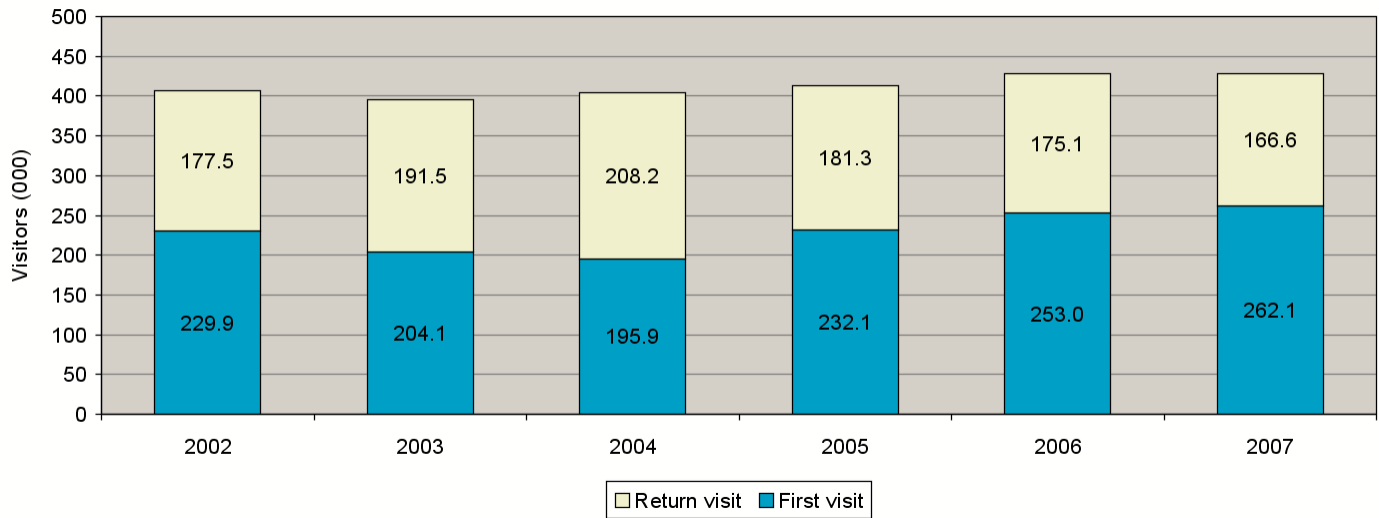
Source: Australian Bureau of Statistics, Overseas Arrivals and Departures Data [Cat. 3401.0]

Base : All international visitors

# United States of America

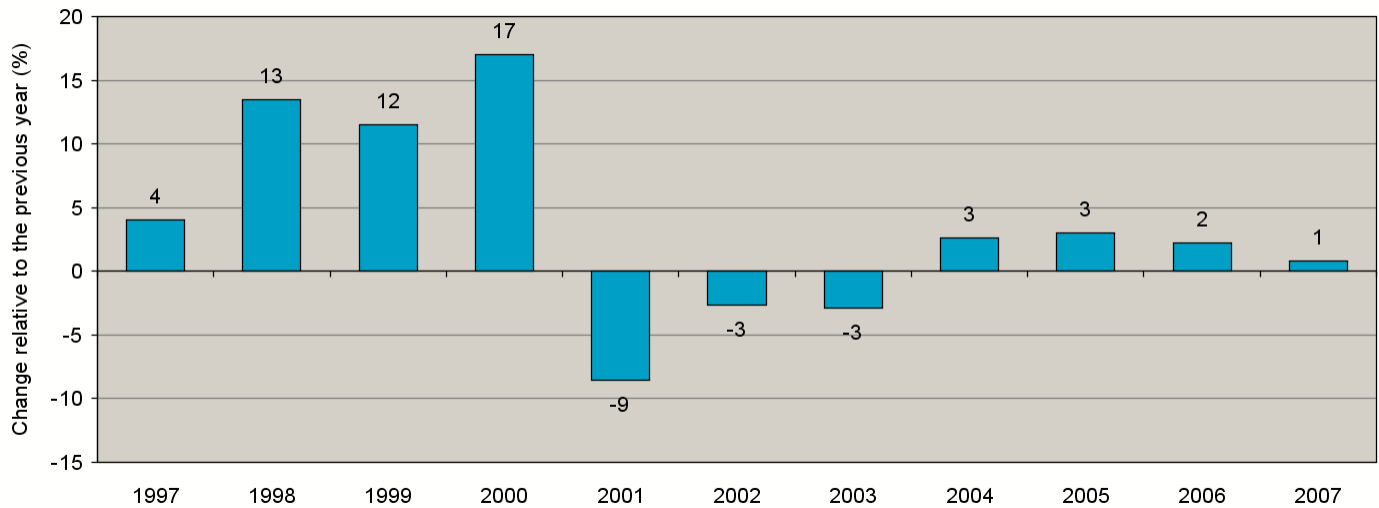
## Visitor Profile 2007

Figure 2 - Visitors from the USA by first or return visit



Source: Tourism Research Australia, International Visitor Survey  
 Base : All International visitors aged 15 years and over

Figure 3 - Change in visitors from the USA 1997 - 2007



Source: Australian Bureau of Statistics, Overseas Arrivals and Departures Data [Cat. 3401.0]  
 Base : All international visitors

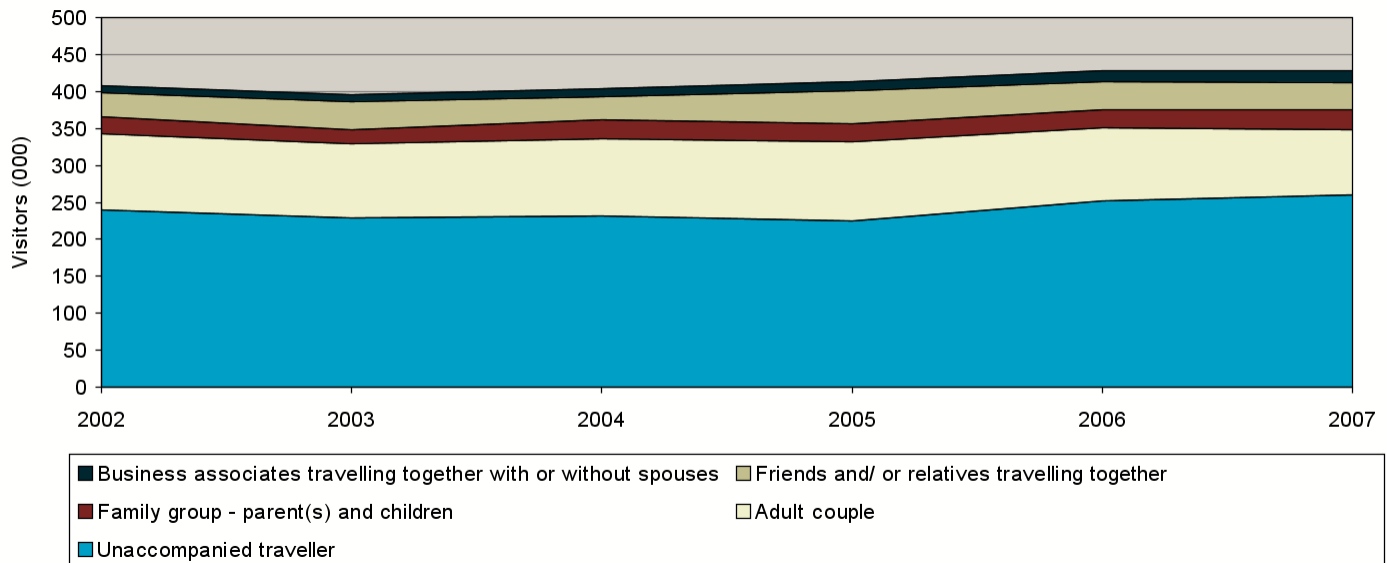
# United States of America

## Visitor Profile 2007

### Travel Party

- The majority of visitors from the USA travelled as an unaccompanied traveller or an adult couple (Figure 4 and Table 1).
- In 2007, the number of unaccompanied visitors from the USA was 260,059 or 61% of all visitors from the USA.

Figure 4 - Visitors from the USA by travel party description



Source: Tourism Research Australia, International Visitor Survey  
Base : All International visitors aged 15 years and over

Table 1 - Visitors from the USA by travel party description

Travel Party Description	2002		2003		2004		2005		2006		2007	
	'000	%	'000	%	'000	%	'000	%	'000	%	'000	%
Unaccompanied traveller	240.1	59	229.5	58	231.7	57	224.7	54	251.7	59	260.1	61
Adult couple	102.7	25	100.0	25	104.9	26	107.5	26	98.8	23	88.6	21
Family group - parent(s) and children	22.9	6	18.4	5	24.9	6	24.5	6	25.2	6	26.3	6
Friends and/or relatives travelling together	32.1	8	38.0	10	32.1	8	44.8	11	37.9	9	37.2	9
Business associates travelling together with or without spouses	9.6	2	9.7	2	10.5	3	11.9	3	14.6	3	16.6	4
<b>Total</b>	<b>407.3</b>	<b>100</b>	<b>395.6</b>	<b>100</b>	<b>404.0</b>	<b>100</b>	<b>413.4</b>	<b>100</b>	<b>428.2</b>	<b>100</b>	<b>428.7</b>	<b>100</b>

Base : All visitors aged 15 years or over. Number in grey subject to sampling variability too high for practical purposes.  
Source: Tourism Research Australia, International Visitor Survey.

# United States of America

## Visitor Profile 2007

### Visitor Demographics

Figure 5 - Visitors from the USA by age

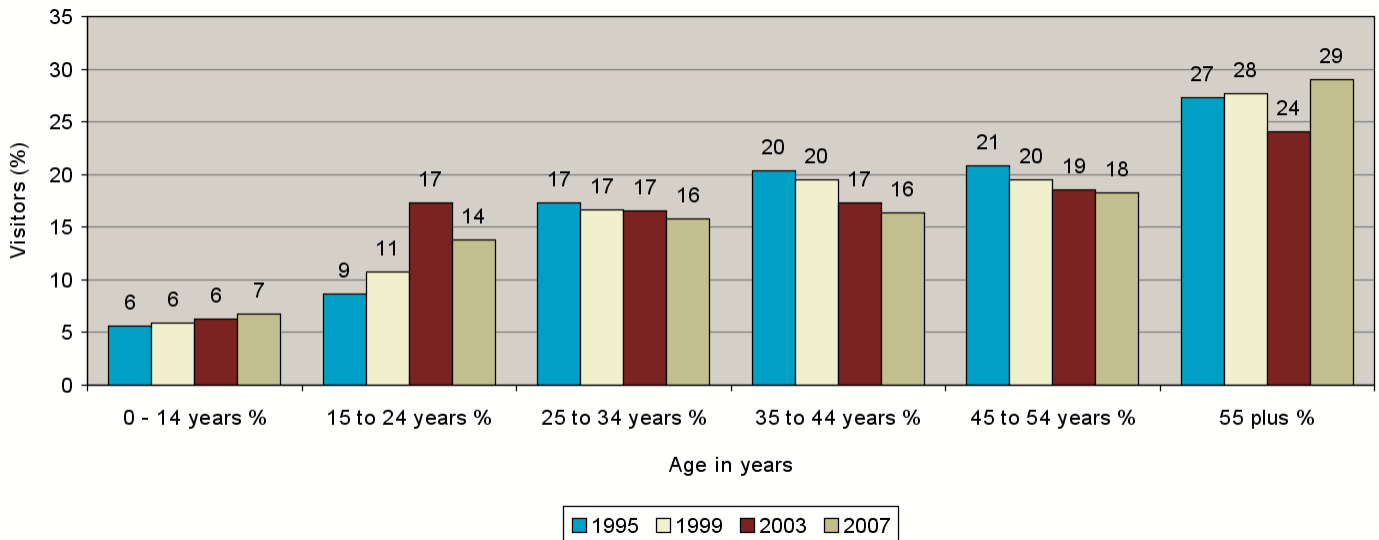
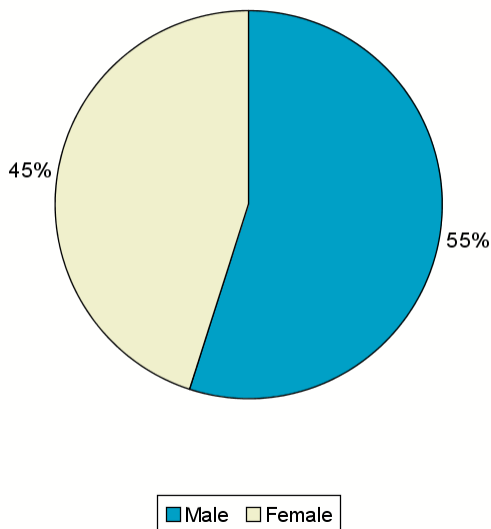


Figure 6 - Visitors from the USA by gender 2007



- In 2007, the age distribution shows 7% were aged 0-14 years, 14% were 15-24 years, 16% were 25-34 years, 16% were 35-44 years, 18% were 45-54 years and 29% were 55 and over.
- Of visitors from the USA, there were 252,647 males (55%) and 207,086 females (45%). The gender ratio of visitors from the USA is 122 males per 100 females.

Source: Department of Immigration and Citizenship.  
Base : All International visitors.

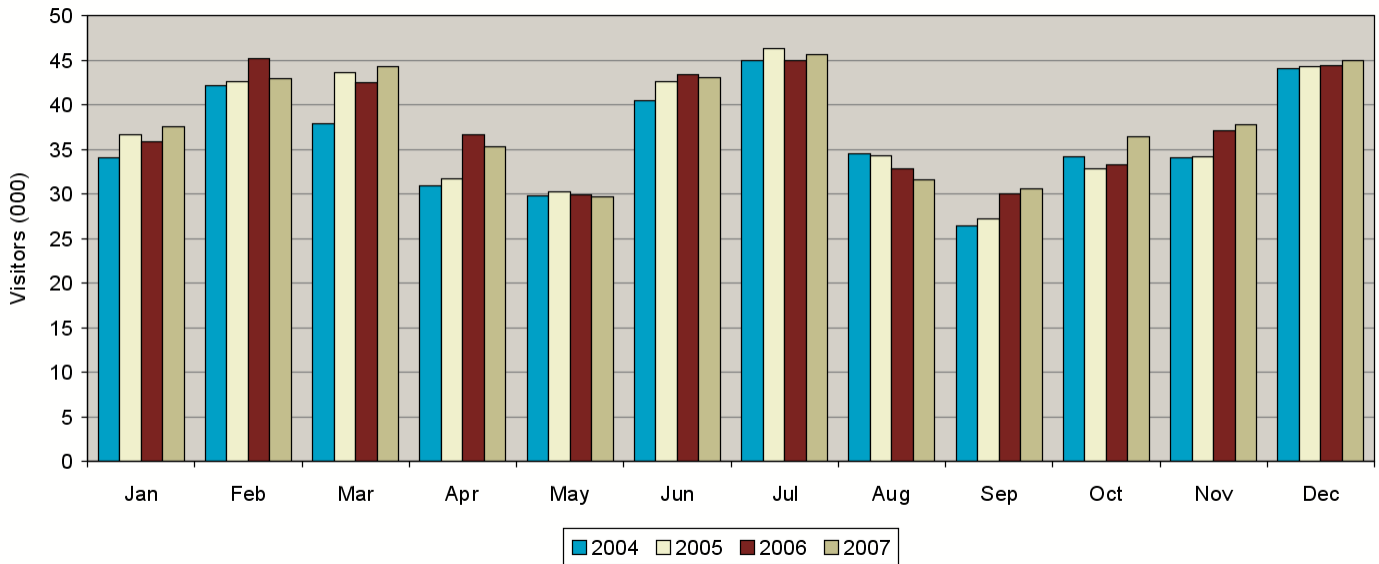
# United States of America

## Visitor Profile 2007

### Seasonality

- The seasonality of visitor arrivals from the USA is shown in Figure 7.
- In 2007, July was the peak month for visitors from the USA, followed by December and March.

Figure 7 - Visitors from the USA by month of arrival



Source: Australian Bureau of Statistics, Overseas Arrivals and Departures Data [Cat. 3401.0]  
Base : All international visitors

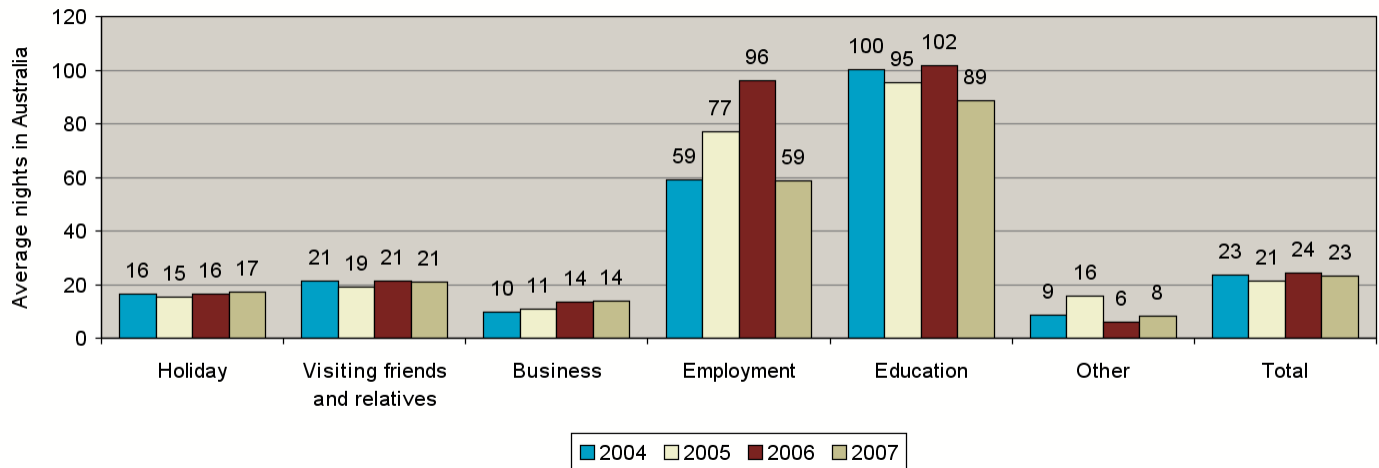
# United States of America

## Visitor Profile 2007

### Duration of Stay

During 2007, visitors from the US spent 9.9 million nights in Australia, being 6% of all visitor nights.

Figure 8 - Duration of stay for visitors from the USA by main purpose of visit 2004 - 2007.



Source: Tourism Research Australia, International Visitor Survey  
Base : All International visitors aged 15 years and over

Table 2 - Duration of stay for visitors from the USA by main purpose of journey

Nights in Australia	Average				Median (a)			
	2004	2005	2006	2007	2004	2005	2006	2007
<b>Main purpose of journey</b>								
Holiday	16	15	16	17	12	11	11	12
Visiting friends and relatives	21	19	21	21	14	14	14	14
Business	10	11	14	14	7	7	7	8
Employment	59	77	96	59	27	60	75	39
Education	100	95	102	89	102	90	83	72
Other	9	16	6	8	1	2	1	5
Total	23	21	24	23	12	11	11	12

Base: All visitors aged 15 years or over.

(a) Median nights represents the duration of stay for which 50 per cent of visitors stay less time and 50 per cent stay longer. The average number of nights is generally higher than the median because of the influence of a small number of visitors who stay for long periods.

Source: Tourism Research Australia, International Visitor Survey.

Note : Total Includes employment and other reasons.

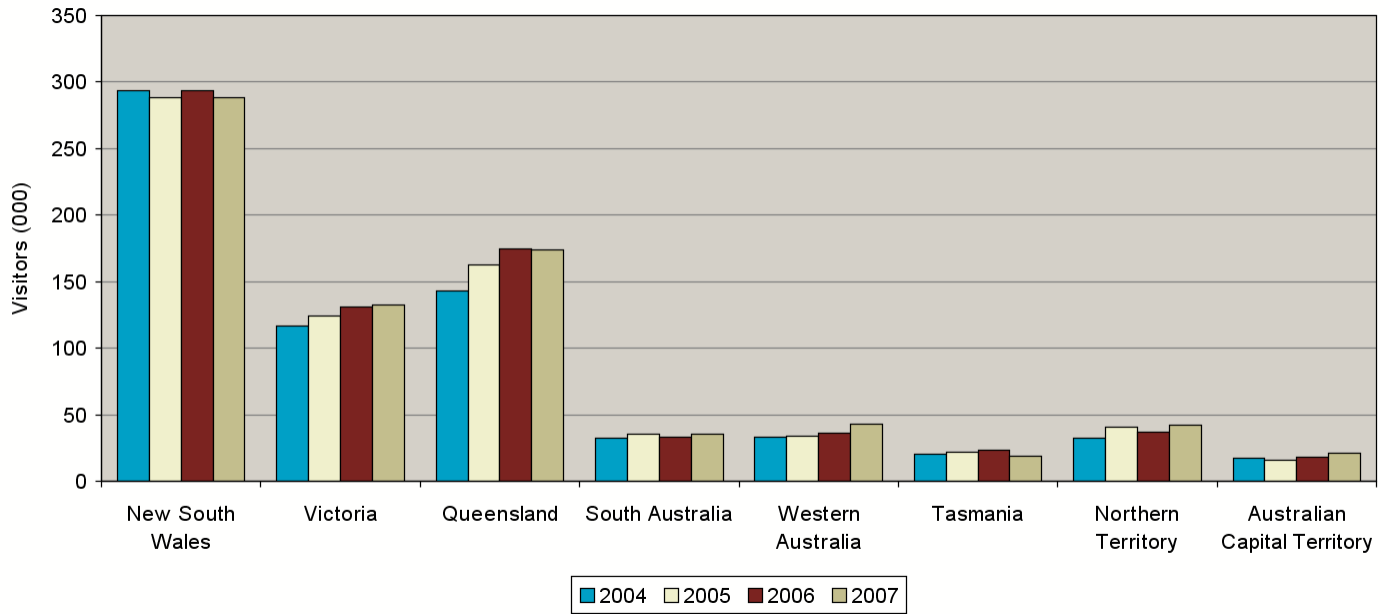
# United States of America

## Visitor Profile 2007

### Destination Visited

- In 2007, the most popular State or Territory for visitors from the USA was New South Wales with 288,269 or 67% of visitors, staying for 3.6 million nights.

Figure 9 - Visitors from the USA by State/Territory visited



Source: Tourism Research Australia, International Visitor Survey  
Base : All International visitors aged 15 years and over

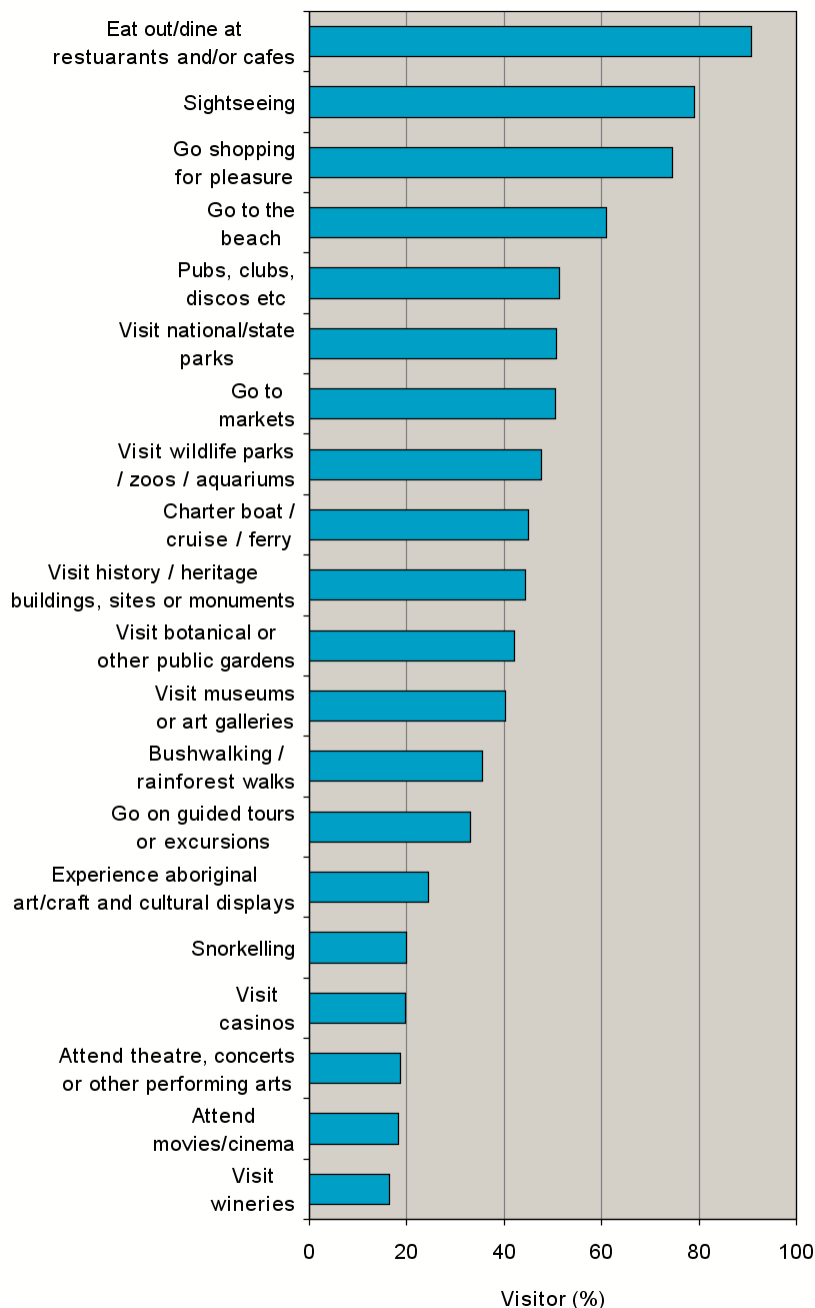
# United States of America

## Visitor Profile 2007

### Leisure Activities

- Figure 10 shows the most popular leisure activities undertaken by visitors from the USA whilst in Australia.
- The top five activities in 2007 were: eat out at restaurants and or café's, sightseeing, go shopping for pleasure, go to the beach (including swimming, surfing and diving) and visit pubs, clubs; discos etc.

Figure 10 - Visitors from the USA by leisure activities 2007



Source: Tourism Research Australia, International Visitor Survey  
Base : All International visitors aged 15 years and over

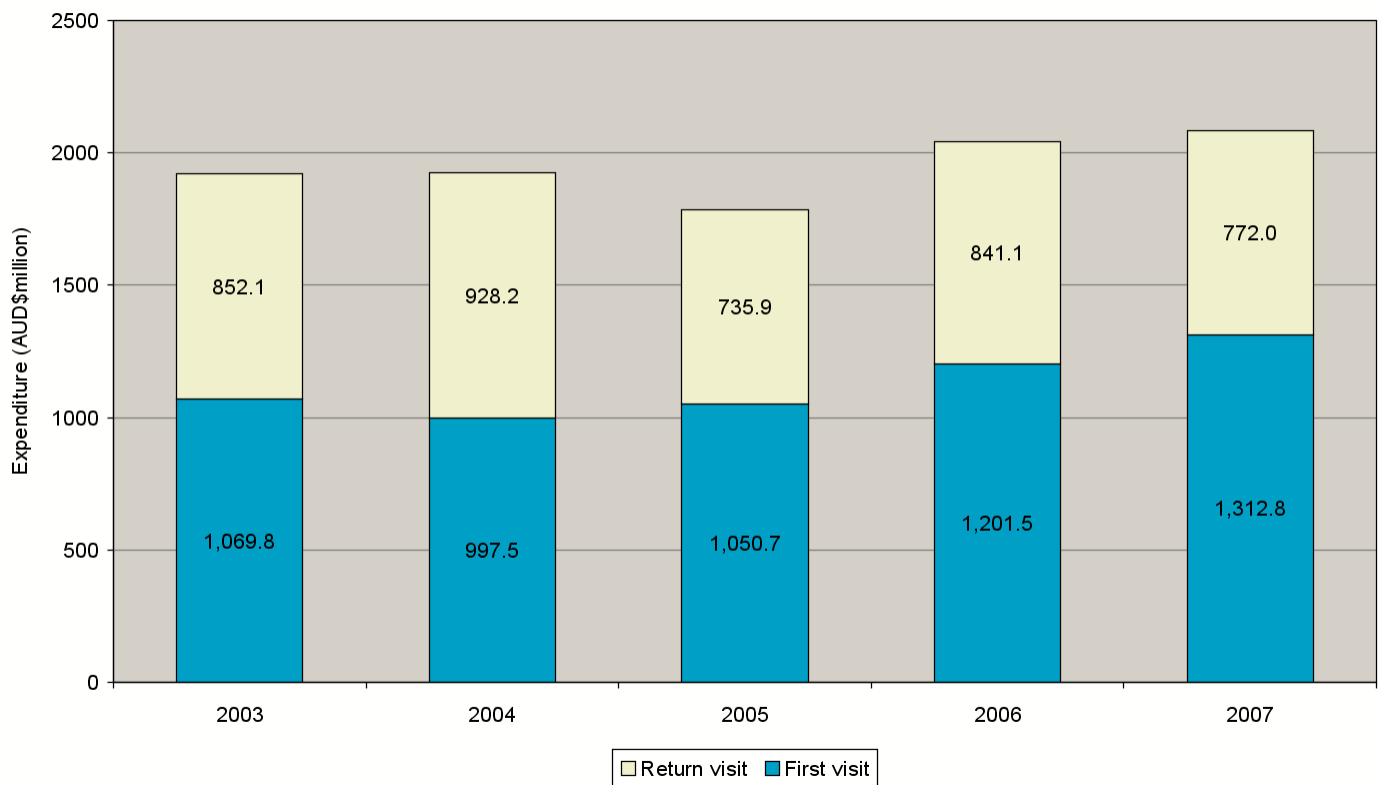
# United States of America

## Visitor Profile 2007

### Expenditure

- During 2007, visitors from the USA spent Total Inbound Economic Value (TIEV) of \$2.1 billion on trips to Australia (Figure 11). This is an increase of 2% on the previous year.
- Travellers from the USA accounted for 9% of all TIEV.
- A total of \$1.3 billion or 63% of TIEV came from visitors from the USA on their first trip to Australia while return visitors spent \$772 million.
- In 2007, average Total Inbound Economic Value (TIEV) for the US visitors was \$4,863.

Figure 11 - Visitors from the USA : Total Inbound Economic Value (TIEV) by First vs Return Visit 2007.



Source: Tourism Research Australia, International Visitor Survey

Base : All International visitors aged 15 years and over

Note : TIEV is calculated by the Tourism Forecasting Committee using total trip spend by inbound tourists to Australia as collected in Tourism Research Australia's International Visitor Survey and then benchmarking these results to the ABS Tourism Satellite Account (Cat. No.5249.0). All amounts are reported in Australian Dollars.

# United States of America

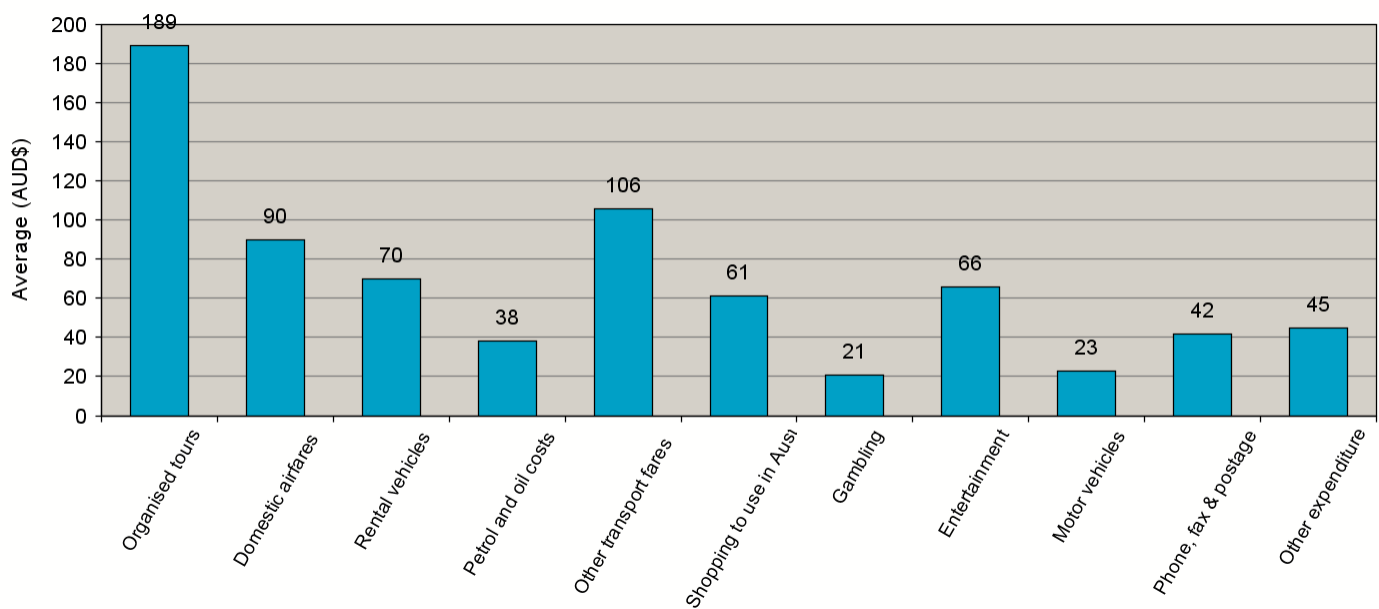
## Visitor Profile 2007

### Expenditure

- Figure 12 shows expenditure by item as an average for all international visitors from the USA. The table shows main items of expenditure which should be compared to the small items of expenditure.

Expenditure Item	Average A\$
International airfares	1,804
Food, drink & accommodation	1,429
Shopping to take home	250
Education	387
Package tour	1,127
Other (total of items charted)	751

Figure 12 - Average expenditure for visitors from the USA by expenditure item 2007.



Source: Tourism Research Australia, International Visitor Survey

Base : All International visitors aged 15 years and over

Note : All amounts are reported in Australian Dollars.

# United States of America

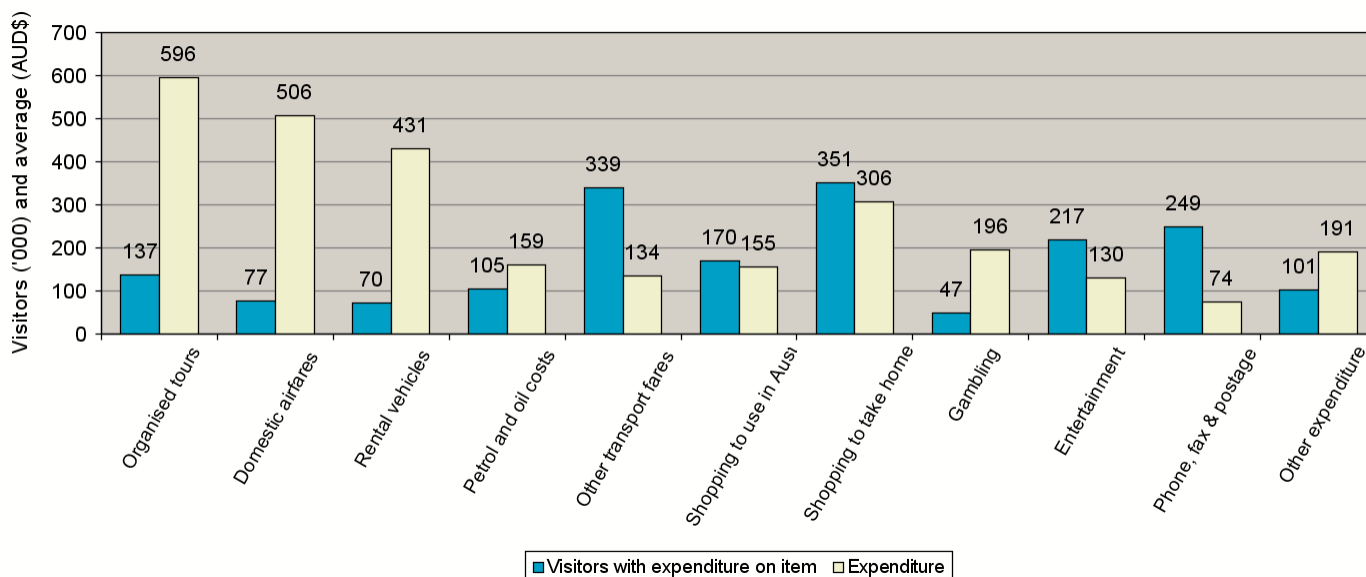
## Visitor Profile 2007

### Expenditure

- Figure 13 expresses average expenditure only for visitors who spent money on that item during their stay in Australia. For example, less than 5% of all visitors from the US had expenditure on education fees however this was one of the largest spending items by this measure.
- In 2007, 82% of US travellers purchased 'shopping to take home' and 32% purchased 'organised tours' and 78% purchased fares on local public transport.

Expenditure Item	Visitors ('000)	Average A\$
International airfares	353	2,194
Food, drink & accommodation	411	1,491
Motor vehicles	2	4,671
Package tour	76	6,338
Education	18	9,314

Figure 13 - Average expenditure for visitors from the USA with expenditure on item 2007.



Source: Tourism Research Australia, International Visitor Survey

Base : All International visitors aged 15 years and over

Note : All amounts are reported in Australian Dollars

# United States of America

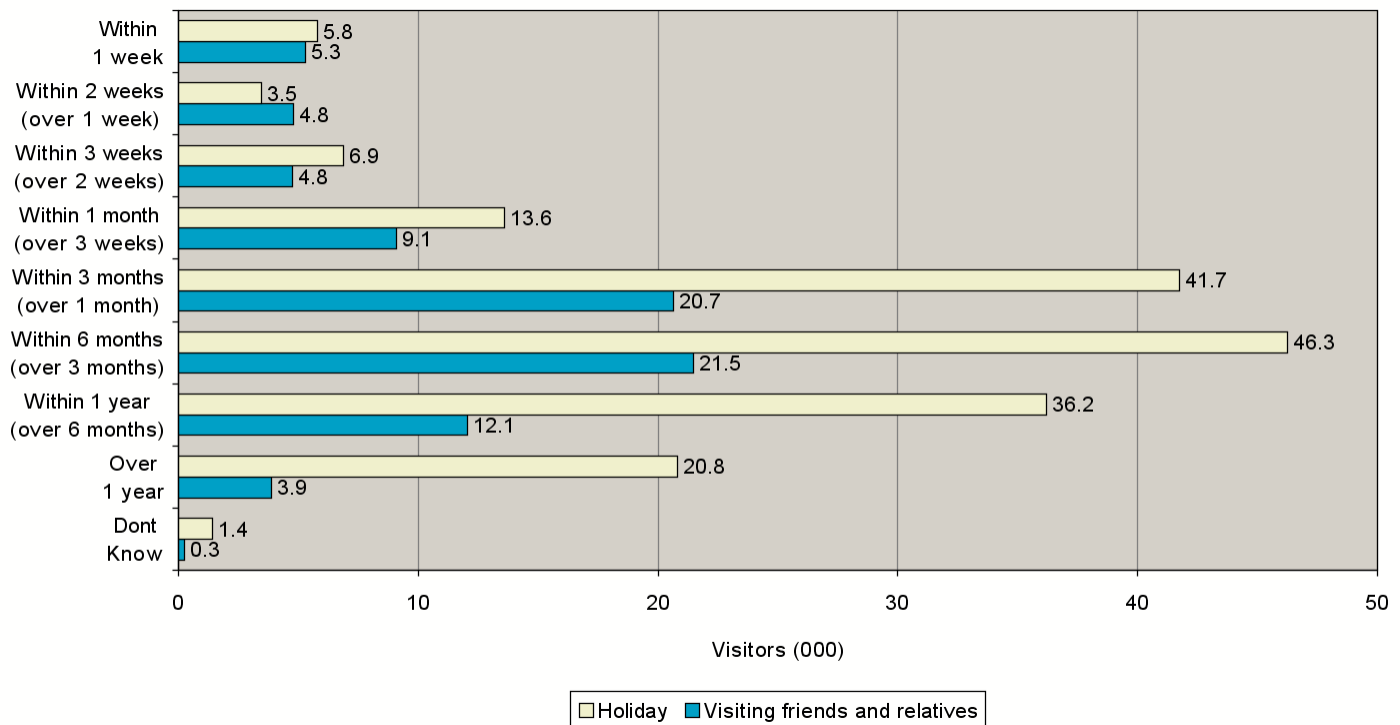
## Visitor Profile 2007

### Planning and Booking Horizons

- Of the leisure travellers from the USA, 45% prepare their trip within 3 months of arriving in Australia.
- In 2007, 41% of holiday visitors started planning within 3 months of arriving in Australia, 17% that planned less than 1 month ahead while 33% began planning more than six months before arrival.
- Of the travellers visiting friends and relatives, 54% had started planning within 3 months prior to arriving in Australia while 20% began planning more than six months before arrival.

Figure 14 - Leisure visitors from the USA: Planning horizon by main purpose of journey 2007.

"How long before you arrived in Australia did you start planning this trip?"



Source: Tourism Research Australia, International Visitor Survey  
Base : All International visitors aged 15 years and over

# United States of America

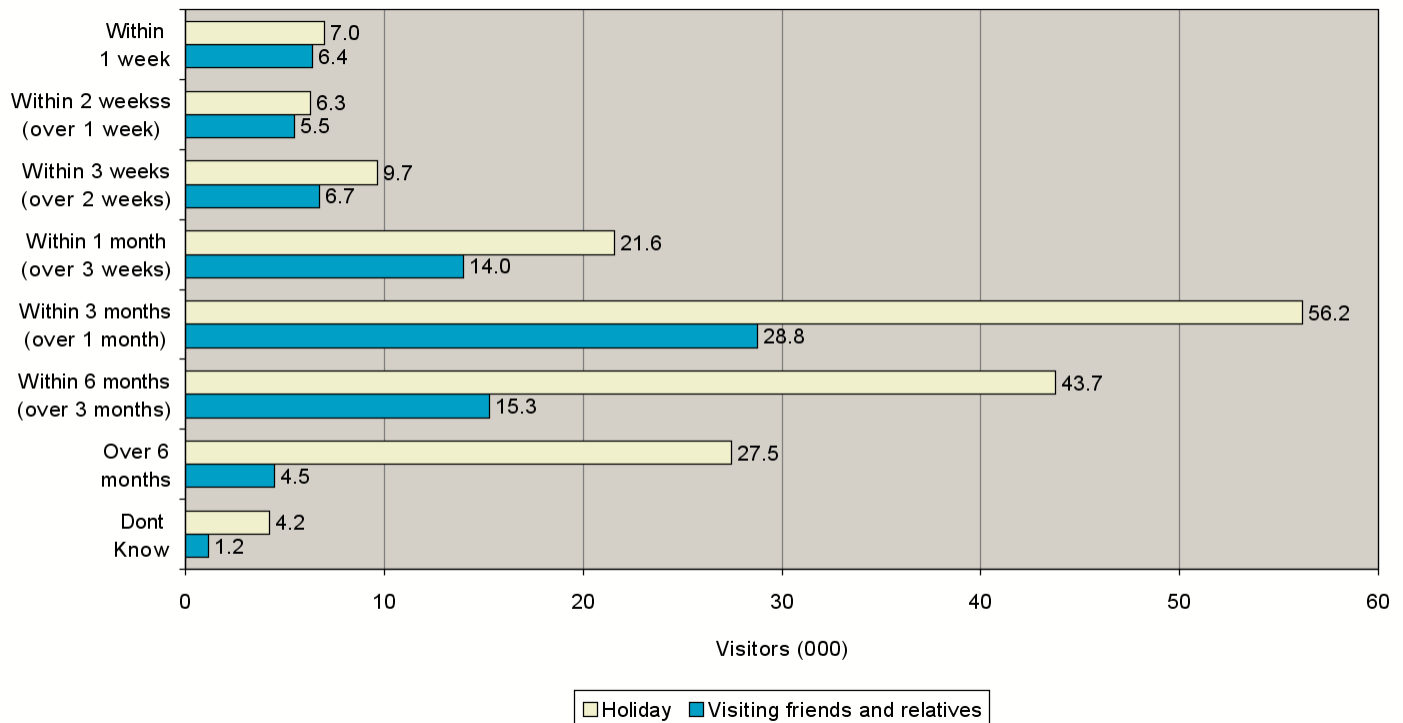
## Visitor Profile 2007

### Planning and Booking Horizons

- When booking flights 25% of holiday travellers booked their ticket within one month of arrival, while 40% of travellers visiting friends and relatives (VFR), booked within one month.
- Of the leisure travellers, 12% booked their flight more than 6 months in advance.

Figure 15 - Leisure visitors from the USA: Booking horizon by main purpose of journey 2007.

"How long before you arrived in Australia did you book your airfare?"



Source: Tourism Research Australia, International Visitor Survey  
Base : All International visitors aged 15 years and over

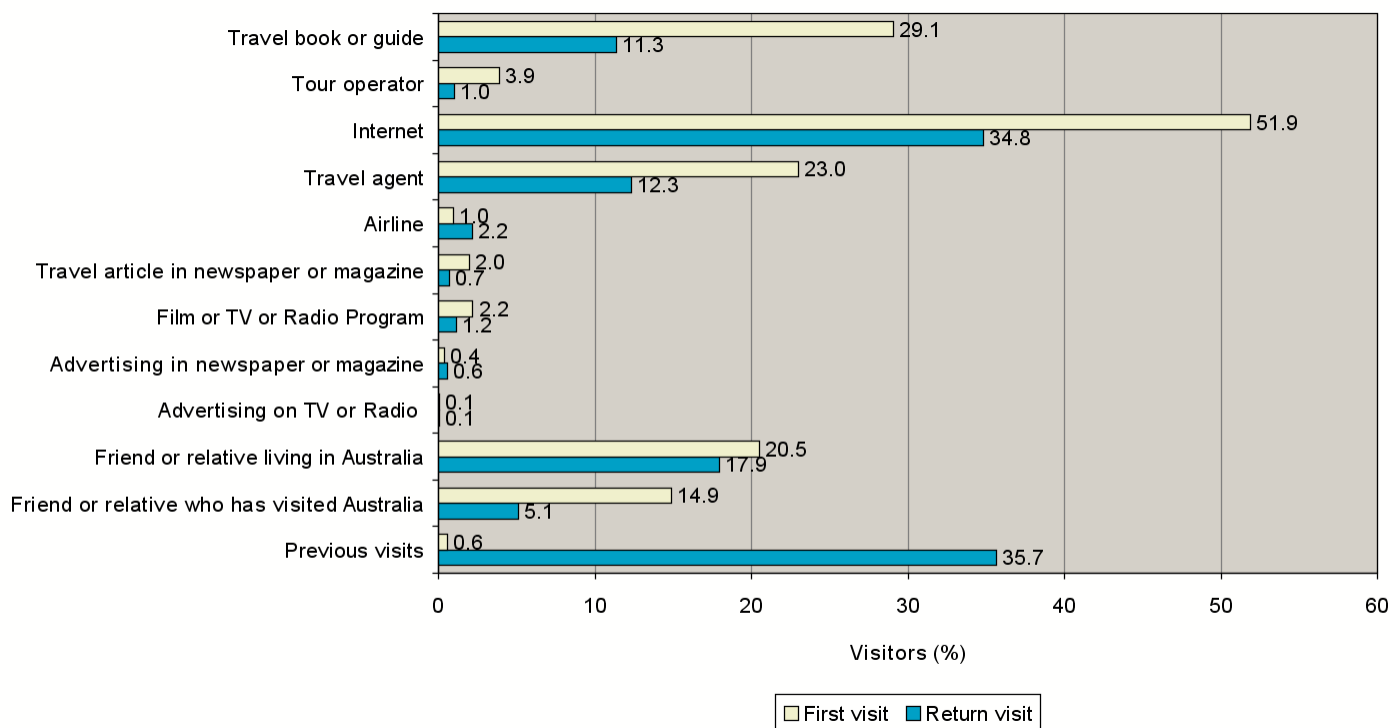
# United States of America

## Visitor Profile 2007

### Information Sources

- The most common source of information for first time travellers from the USA was the internet, this was used by 52% of first time visitors when planning their travel.
- Of the return visitors from the USA, 36% relied most heavily on knowledge from a previous visit or visits as a source of information about Australia.
- Of the return visitors, 35% used the internet for information about Australia.

Figure 16 - Visitors from the USA: Information sources on Australia by first or return visit 2007.



Source: Tourism Research Australia, International Visitor Survey  
Base : All International visitors aged 15 years and over

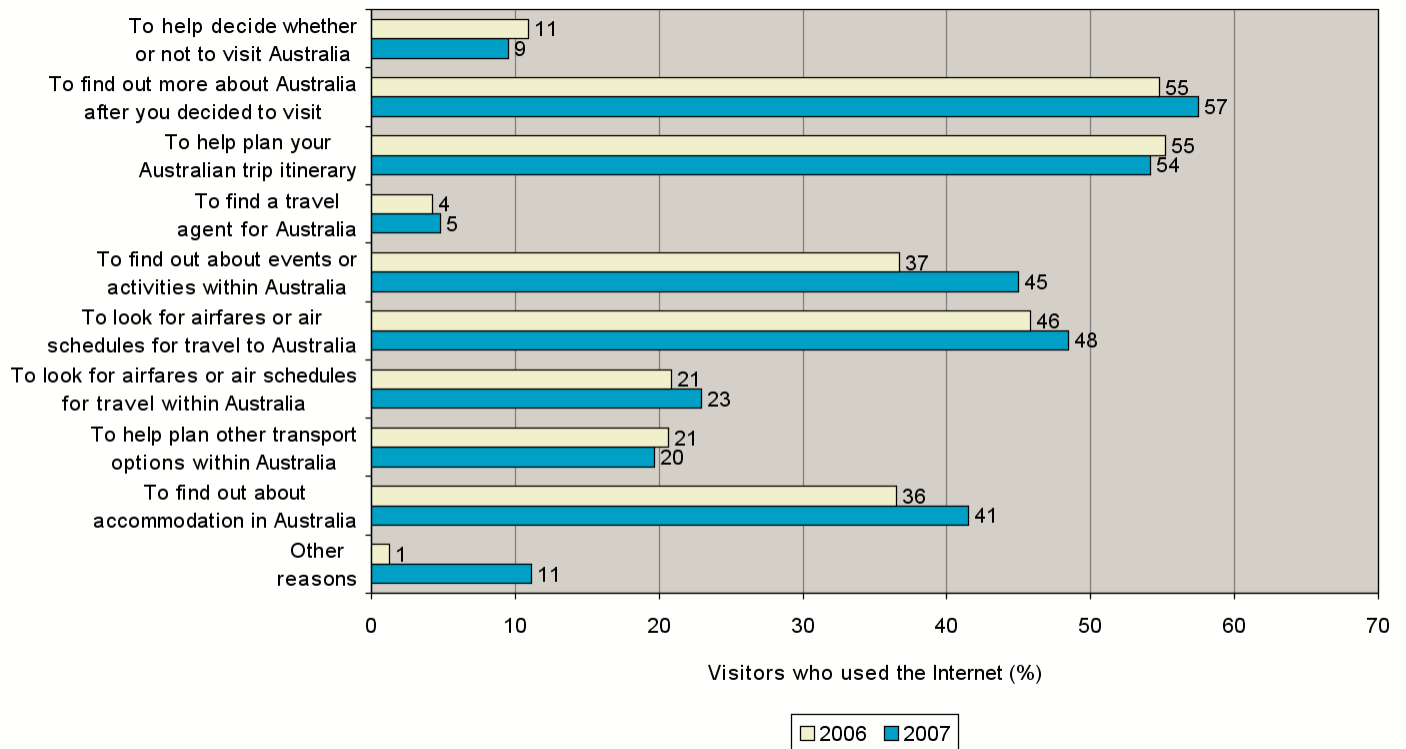
# United States of America

## Visitor Profile 2007

### Internet Usage

- In 2007, a total of 271,3540 or 63% of visitors from the USA used the internet when planning their trip to Australia.
- Most visitors from the USA (57%) used the internet to find out more about Australia after they decided to visit while 54% also used it to help plan their trip itinerary.

Figure 17 - Visitors from the USA by reasons for using the Internet 2006-2007.



Source: Tourism Research Australia, International Visitor Survey  
Base : All International visitors aged 15 years and over

# United States of America

## Visitor Profile 2007

### Privacy Notice:

Tourism Australia is an Australian Government agency, and is required to comply with the Information Privacy Principles in the Privacy Act 1988. When you provide us with your personal information, we understand that you consent to us storing your personal information in databases that are hosted in Australia, and using and disclosing your personal information for the purpose of collection (and related purposes) and in accordance with the Tourism Australia External Privacy Policy. For further information go to [www.tourism.australia.com/privacy.asp](http://www.tourism.australia.com/privacy.asp)

© Copyright, Tourism Australia, 2008:

Tourism Australia and Tourism Research Australia permits copies to be made of this Research data for the purpose of promoting Australian tourism, provided that Tourism Research Australia is recognised on any copies as the author and the material is reproduced in its current form and a statement similar to the following is included on any copy - Tourism Research Australia 2008 (unpublished data). Copies may not be made for a commercial purpose, that is, for sale without the permission of Tourism Research Australia.

### Disclaimer:

The information in this data is presented in good faith and on the basis that neither Tourism Australia or Tourism Research Australia, nor their agents or employees, are liable (whether by reason of error, omission, negligence, lack of care or otherwise) to any person for any damage or loss whatsoever which has occurred or may occur in relation to that person taking or not taking (as the case may be) action in respect of any statement, information or advice given in this publication. Data derived from Tourism Research Australia surveys are subject to sample error. Users of the data are advised to consult the sample error tables contained in Tourism Research Australia publications or otherwise available from Tourism Research Australia before drawing any conclusions or inferences, or taking any action, based on the data.

Publication Date: May 2008