



# International Visitor Profile 2009

## United States of America

### Summary

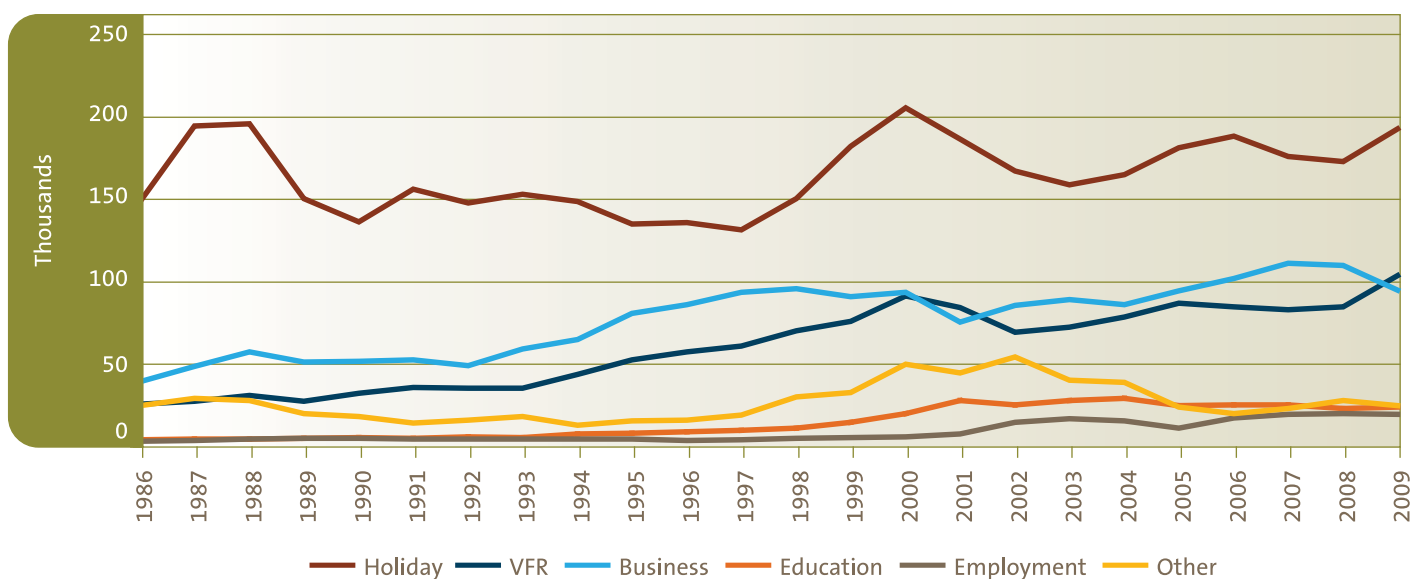
- The USA is Australia's third largest inbound market. In 2009, there were 450,416 visitors from the USA over 15 years of age and 479,745 visitors in total.
- The average length of stay for visitors from the USA was 22 nights compared to the national average of 34 nights.
- Visitors from the USA accounted for 6% of all international visitor nights in 2009, making the USA the fifth largest market in terms of nights.
- Visitors from the USA spent \$2.4 billion on trips to Australia in 2009, spending on average \$5,255 per trip.

For the latest forecasts for this market released by the Tourism Forecasting Committee, go to [www.ret.gov.au/tra](http://www.ret.gov.au/tra)

### Visitor arrivals

- There was a 5% increase in visitors from the USA in 2009 compared to 2008. This was mainly driven by an increase in the visiting friends and relatives (VFR) market (23% increase) and holiday market (12% increase).
- The business (-14%) and employment (-2%) markets both declined during 2009.

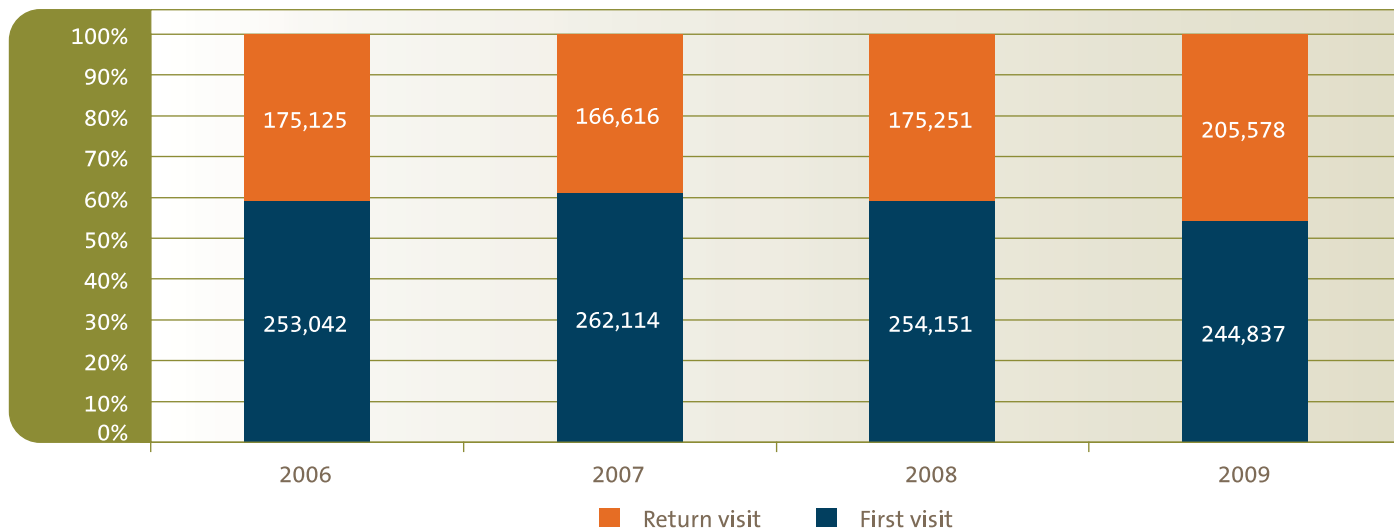
Figure 1 – Main purpose of visit



## Repeat visitors

- Just over half (54%) of visitors from the USA were first-time visitors. This is compared to the national average of 38% first-time visitors.

Figure 2 – First or return visit



## Travel party

- The majority of visitors from the USA travelled either unaccompanied (64%) or as an adult couple (21%).

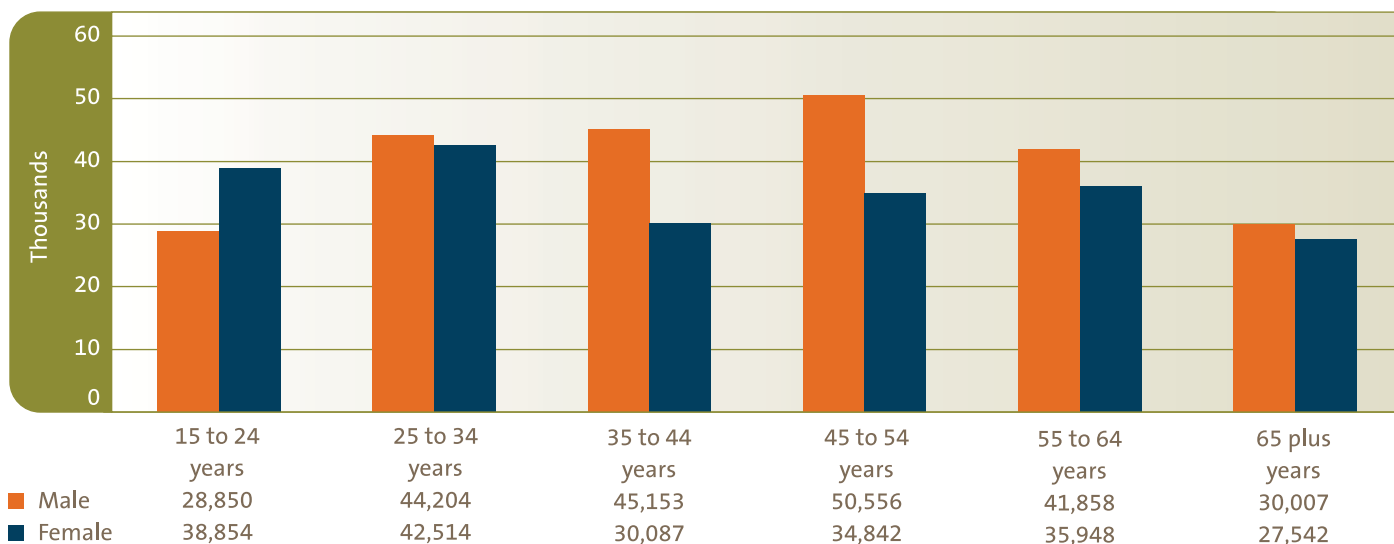
Table 1 – Travel party

	2006		2007		2008		2009	
	'000	%	'000	%	'000	%	'000	%
Unaccompanied traveller	252	59	260	61	252	59	288	64
Adult couple	99	23	89	21	95	22	94	21
Family group –parent(s) and children	25	6	26	6	28	6	23	5
Friends or relatives	38	9	37	9	38	9	32	7
Business associates	15	3	17	4	16	4	12	3
Total	428	100	429	100	429	100	450	100

## Demographics

- The largest demographic of visitors from the USA were males aged 45 to 54 years (11%). Female visitors from the USA were more likely to travel when aged 25 to 34 years and 15 to 24 years.

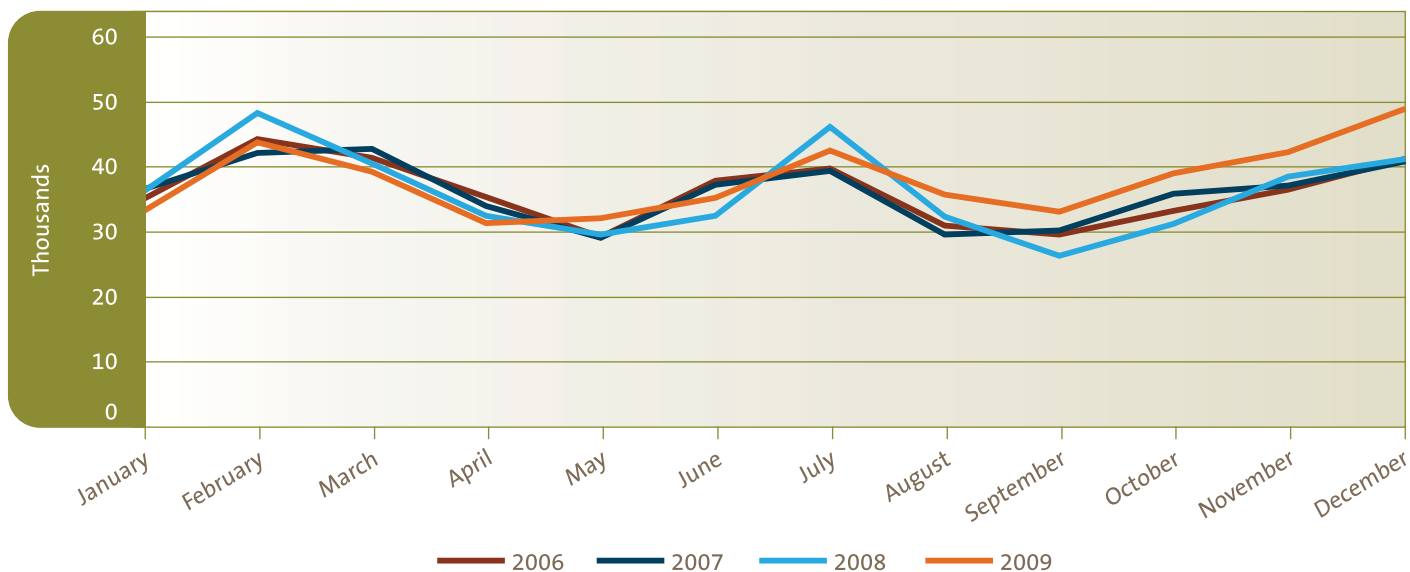
Figure 3 – Age and gender, 2009



## Seasonality

- Arrivals from the USA are traditionally higher during February/March, July and December, and lower in May and September.

Figure 4 – Month of arrival



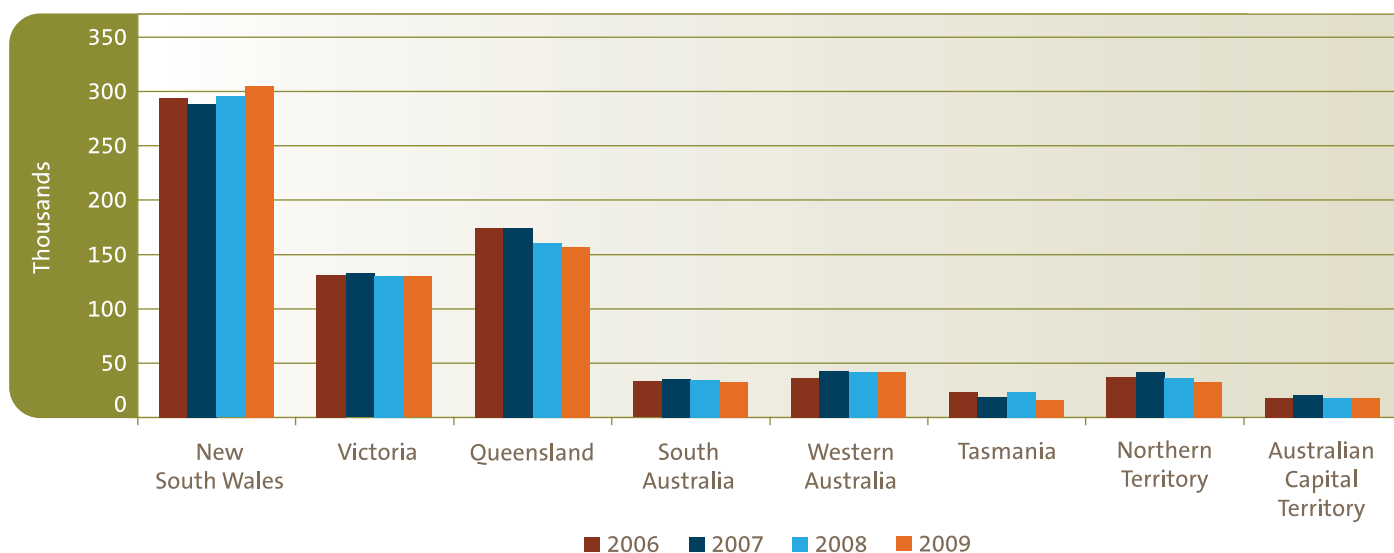
## Length of stay and destination

- Education visitors from the USA had the longest average length of stay (81 nights) of all visitors from the USA, followed by employment (70 nights).
- The most visited states by visitors from the USA were New South Wales, Queensland and Victoria.

Table 2 – Duration of stay by main purpose of visit

	2006		2007		2008		2009	
	Mean	Median	Mean	Median	Mean	Median	Mean	Median
Holiday	16	11	17	12	16	11	17	11
Visiting friends or relatives	21	14	21	14	20	14	20	14
Business	14	7	14	8	12	7	12	7
Education	102	83	89	72	81	67	81	62
Employment	96	75	59	39	68	42	70	30
Other	6	1	8	5	16	7	14	1
Total	24	11	23	12	22	11	22	11

Figure 5 – State/Territory visited



## Dispersal

- Visitors from the USA spent 39% of their nights outside the major gateways of Sydney, Melbourne, Brisbane and Perth.

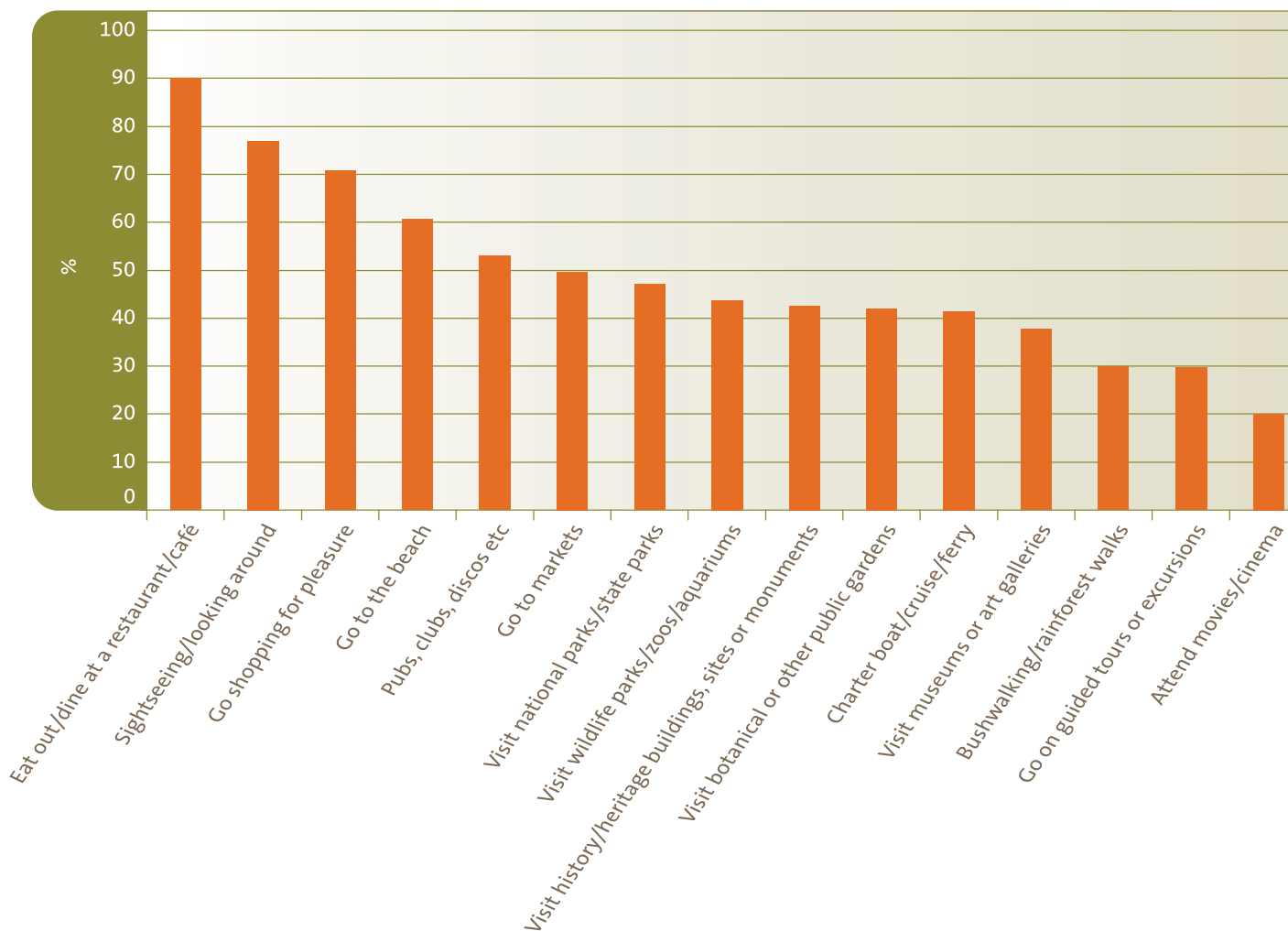
**Table 3 – Dispersal by visitor nights**

	2006		2007		2008		2009	
	Visitor nights ('000)	%	Visitor nights ('000)	%	Visitor nights ('000)	%	Visitor nights ('000)	%
Major gateways	5,919	57	5,850	59	5,559	60	5,955	61
Dispersed regions	4,404	43	4,020	41	3,666	40	3,873	39
Total	10,324	100	9,871	100	9,225	100	9,827	100

## Activities

- The most popular activities for visitors from the USA were: eat out/dine at a restaurant/café; sightseeing/looking around; go shopping for pleasure; and go to the beach.

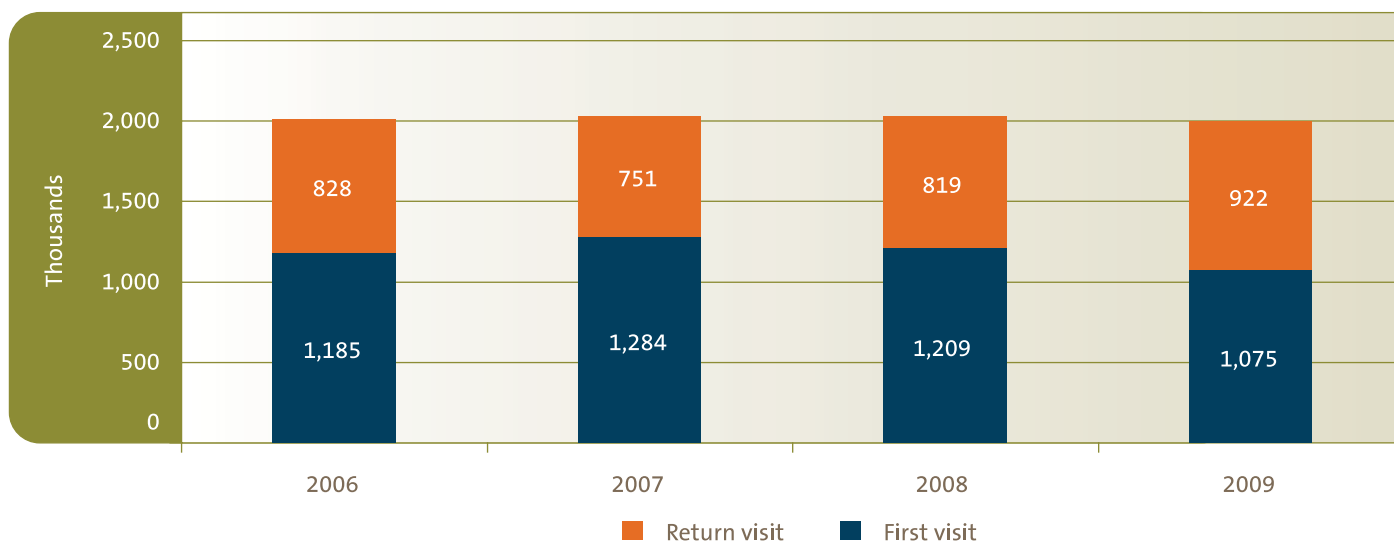
**Figure 6 – Leisure activities, 2009**



## TIEV<sup>1</sup> and expenditure

- Visitors from the USA had a Total Inbound Economic Value (TIEV) of \$2 billion on trips to Australia in 2009.
- Visitors from the USA spent on average \$5,255 per trip.

**Figure 7 – Total Inbound Economic Value (TIEV) by first and repeat visit**



**Table 4 – Visitors and average expenditure on specified items, 2009**

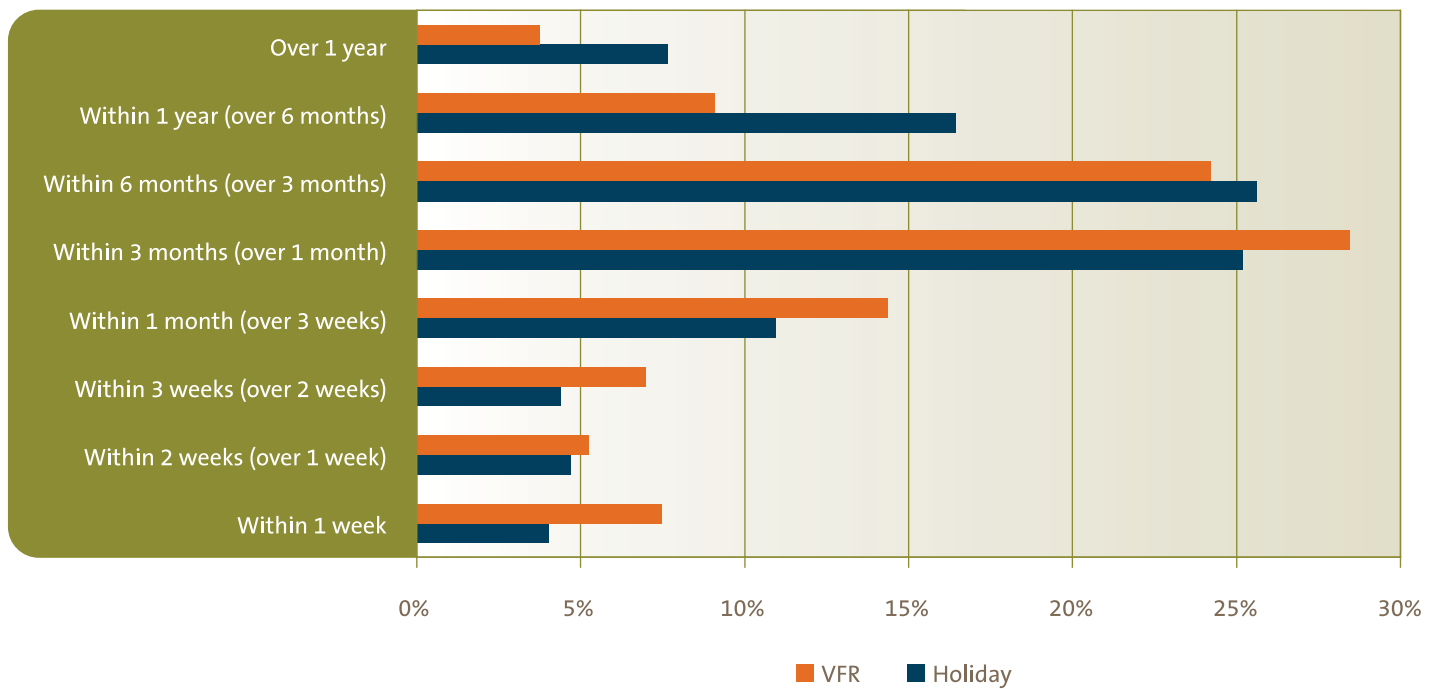
	Visitors ('000)	Average spend (\$)
Organised tours	134	565
Domestic airfares	84	422
International airfares	396	2,093
Rental vehicles	74	437
Petrol and oil costs	108	143
Other transport fares	351	137
Food, drink and accommodation	432	1,320
Shopping to use in Australia	163	188
Shopping to take home	361	264
Gambling	40	158
Entertainment	232	134
Motor vehicles	3	14,699
Education	16	10,742
Phone, fax and postage	231	81
Package tour	55	6,192
Other	95	286
<b>Total</b>	<b>450</b>	<b>5,255</b>

<sup>1</sup> TIEV represents the total amount of money that flows to the Australian tourism industry through the exportation of the tourism product.

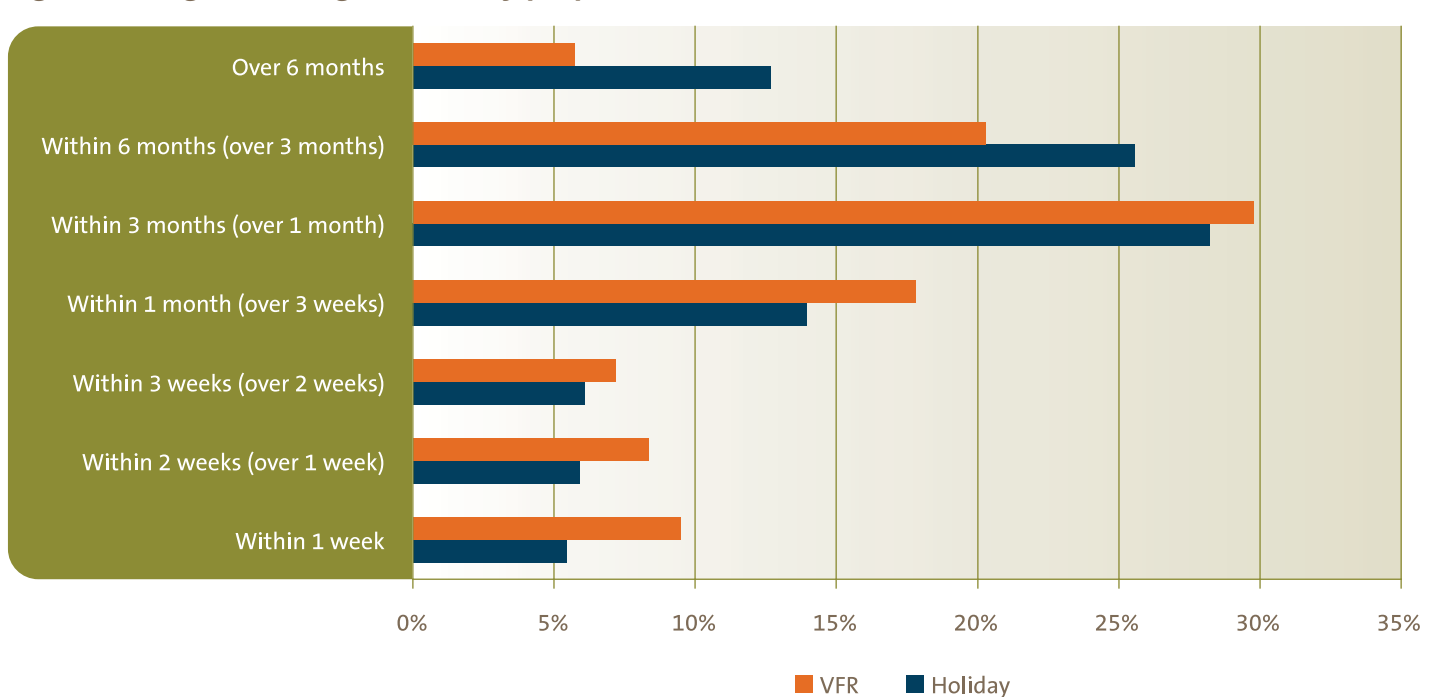
## Trip planning and booking horizons

- Visitors from the USA were more likely to plan their trip one to three months or three to six months prior to travel.
- Visitors from the USA were also more likely to book their flights in the same time periods; one to three months or three to six months before travelling.

**Figure 8 – Planning horizons by purpose, 2009**



**Figure 9 – Flight booking horizons by purpose, 2009**



## Information sources and internet usage

- The most common information sources for first-time visitors to Australia were the internet (54%), travel book or guide (26%), travel agent (20%) and friend or relative living in Australia (20%).
- The most common information sources used by repeat visitors to Australia were the internet (41%) and previous visits (28%).
- Visitors from the USA used the internet to look for airfares or air schedules for travel to Australia (60%), to find out more about Australia after deciding to visit (52%) and to help plan their itinerary (52%).

Figure 10 – Information sources, 2009

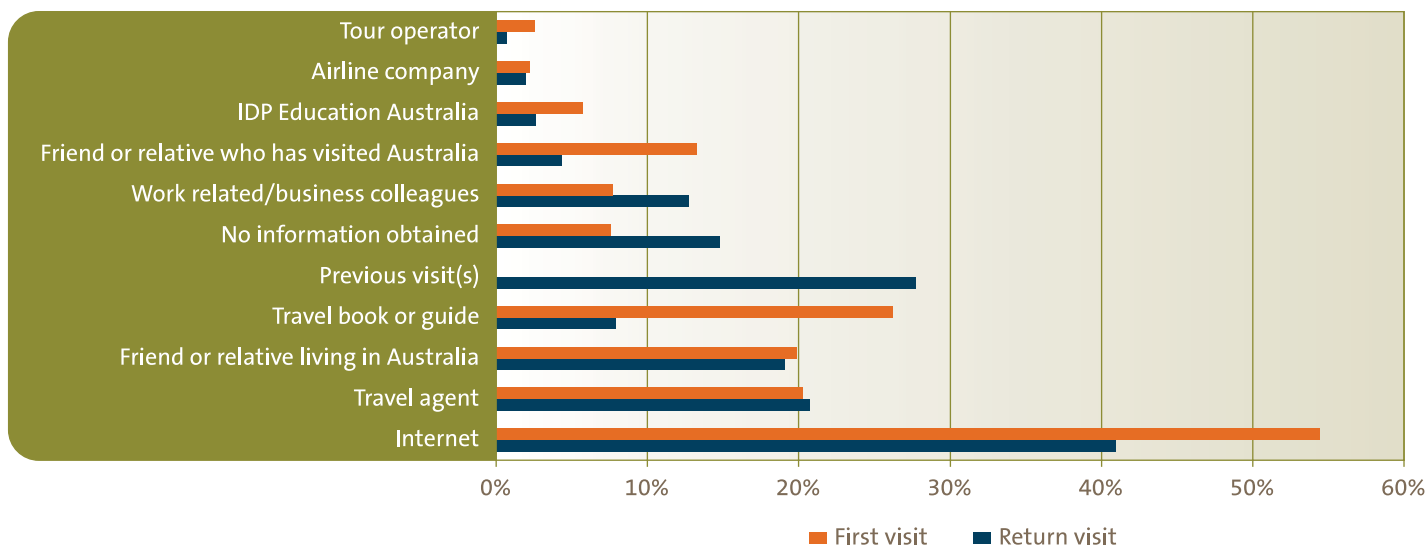
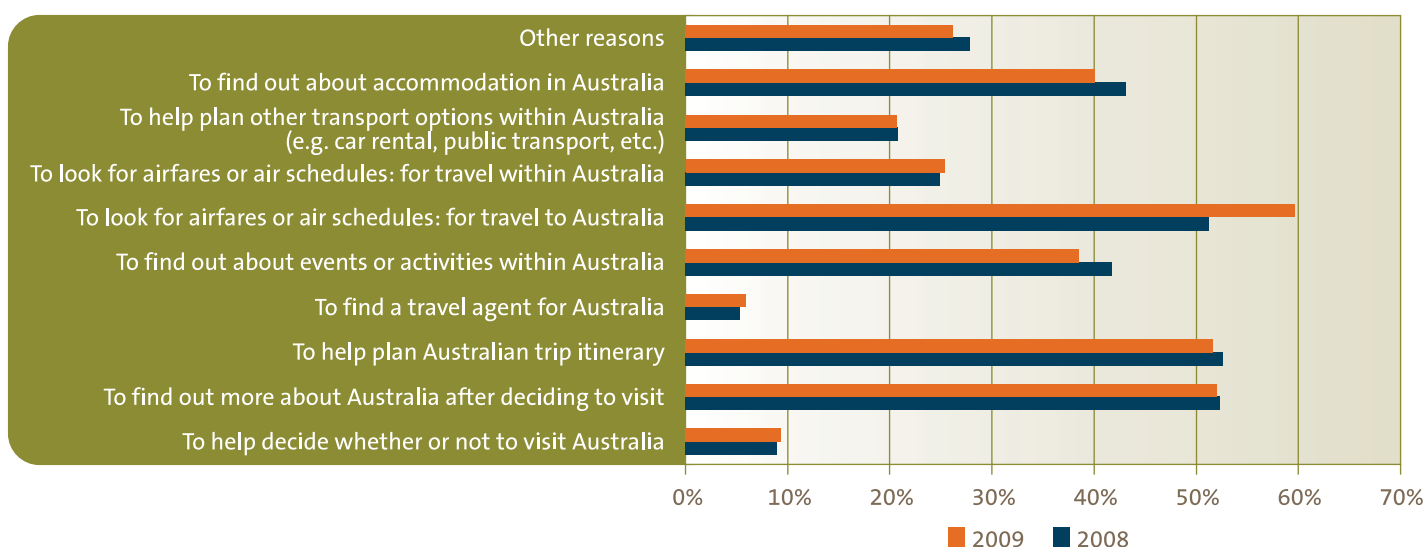


Figure 11 – Reasons for internet usage



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**Data sources**  
 Tourism Research Australia, International Visitor Survey (unpublished data)  
 Figures 1, 3 and 4 – Department of Immigration and Citizenship  
 All figures refer to persons over the age of 15 years

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