



TRAVEL AND TOURISM (TRA)

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Overview

Number of Australian Travelers to the United States:

	2010	2011 (estimated)	2012 (estimated)	2012 (estimated)
Total Arrivals	904,000	1,067,000	1,119,000	1,360,000
Percentage Change %	25%	18%	12%	13%

Australians are traveling to the United States in record numbers. As the ninth-largest market for overseas visitors to the United States, Australia provides an important source of visitors for the U.S.-inbound tourism market.

Australia has posted eight straight years of growth in arrivals. Few, if any other international market has this record of growth. Comparing international arrivals for 2000 to 2010, Australia is the fourth-fastest growth market (+68%) among the top twenty arrival markets. Only China (221%), India (137%), and Spain (77%) have grown faster.

Factors fueling demand for travel to the United States include increased air capacity, competitive airfares, and a strong Australian Dollar against the U.S. Dollar. The latest arrival statistics indicate that Australian travel to the United States is robust and the Australian market continues to be an important source of overseas visitors.

Long stays (average of 25 nights) and high spending characterize Australian travelers to the United States. The most popular months for Australians to travel to the United States are September-October, December, and May-July. Eighty percent of Australian travelers to the United States are leisure travelers and most are FIT (Independent) travelers. Australians travel throughout the United States visiting the west coast, the east coast, and the numerous destinations in-between. The most popular states visited are New York and California.

Sub-Sector Best Prospects

Best prospect sectors include self-drive holidays, skiing, baby boomer travel, youth travel, adventure travel, shopping, cruising, and sporting holidays.

Resources

Office of Travel and Tourism Industries: <http://www.tinet.ita.doc.gov>

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