

Australia Market Profile

This summary provides the most up-to-date data available on Australia as it relates to their people and economy, travel-related motivations and planning behavior and Australian visitor profile specific to Arizona.

GENERAL COUNTRY PROFILE

POPULATION:

25.5 million

INFLATION RATE:

2.0%

EXCHANGE RATES (AUD PER USD):

1.31

GROSS DOMESTIC PRODUCT (GDP):

\$1.38 trillion (2.2% annual growth rate)

EXPORTS:

\$231.6 billion

UNEMPLOYMENT RATE:

5.6%



Source: The World Factbook, reporting 2018/2017 estimates, July 2020 population estimate

TRAVEL MOTIVATION AND PLANNING



Top Travel Motivators

54% Cultural/Historic Attractions

51% Local Lifestyle

39% Shopping



Lodging Reservation made before leaving home

84% Yes

39% The Lodging Establishment Directly

35% Internet Booking Service*

31% Travel Agency/Tour Operator/Travel Club

10% Other

16% No

* assume "Internet Booking Service" is an Online Travel Agency (OTA).



Source used in Destination selection for last leisure trip

58% Websites via computer

37% Recommendation from family & friends

27% Websites/applications via mobile phone

22% Information in printed travel guidebooks



How Air Reservations were Booked

47% Travel Agency/Tour Operator/Travel Club

39% Directly with Airline

21% Internet Booking Service*

8% Corporate Travel Department

* assume "Internet Booking Service" is an Online Travel Agency (OTA).



Advance Decision Time

15% Less than a month

12% 1 to 2 months

27% 3 to 5 months

33% 6 to 12 months

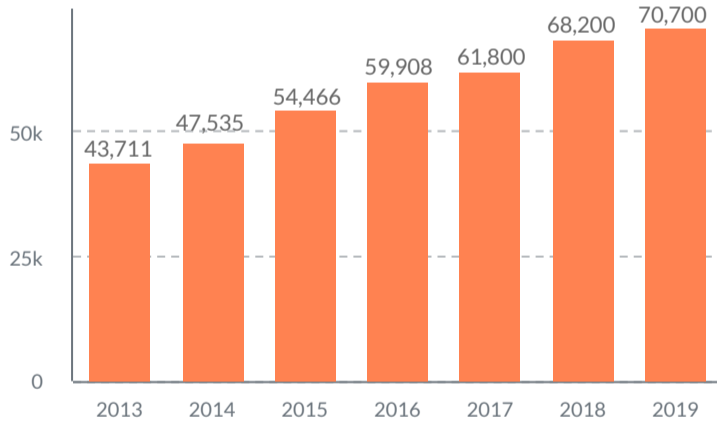
9% More than 1 year

Source: Brand USA, reporting 2019 intercontinental traveler data; U.S. Dept. of Commerce - NTTO, reporting 2017-19 data

AUSTRALIAN VISITATION TO ARIZONA



Visitation Volume to Arizona



Visitor Characteristics

45.5 years Average Age

\$95,728 Average Household Income

1.7 persons Average Party Size



Length of Stay

5.6 Average Nights per Destination

25.7 Average Nights in U.S.



Main Purpose of Trip*

86% Leisure

69% Vacation Holiday

16% Visit Friends/Relatives

1% Other

14% Business

7% General Business

7% Convention/Conference/Trade Show

* includes trips with multiple purposes



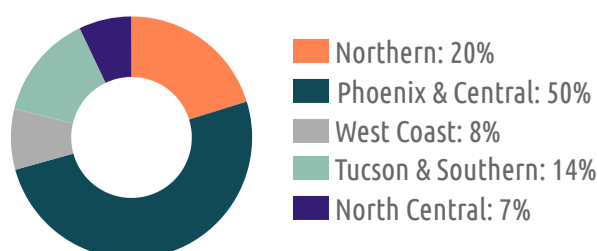
Visa Credit Card Travel Spending

Australian Visa Card Spending ranked #9 in 2019 with 2% of total International Travel Spending in Arizona.

By Quarter



By Arizona Region



Port of Entry

65% Los Angeles, CA

12% Dallas/Ft. Worth, TX

10% San Francisco, CA

4% Honolulu, HI

4% New York, NY



Transportation in U.S.

65% Air Travel between U.S. Cities

56% Rented Auto

44% Auto, Private or Company

35% Ridesharing Service

27% City Subway/Tram/Bus



Accommodations*

68% Hotel/Motel

19% Private Home

15% Other

* since this is collected through a survey, there is no indication if this is paid or non-paid.

Source: Tourism Economics, reporting 2013-2019 data
VisaVUE Travel, reporting 2019 data
U.S. Dept. of Commerce - NTTO, reporting 2017-19 aggregate data