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
- **GROSS DOMESTIC PRODUCT (GDP):** $1.38 trillion (2.2% annual growth rate)
- **INFLATION RATE:** 2.0%
- **UNEMPLOYMENT RATE:** 5.5%
- **EXCHANGE RATES (AUD PER USD):** 1.31

*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

Source used in Destination selection for last leisure trip

- 58% Websites via computer
- 37% Recommendation from family & Friends
- 27% Website/applications via mobile phone
- 22% Information in printed travel guidebooks

**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 used in Destination selection for last leisure trip**

**Visitation Volume to Arizona**

<table>
<thead>
<tr>
<th>Year</th>
<th>Visitation Volume</th>
</tr>
</thead>
<tbody>
<tr>
<td>2013</td>
<td>57,321</td>
</tr>
<tr>
<td>2014</td>
<td>52,455</td>
</tr>
<tr>
<td>2015</td>
<td>50,482</td>
</tr>
<tr>
<td>2016</td>
<td>50,102</td>
</tr>
<tr>
<td>2017</td>
<td>66,200</td>
</tr>
<tr>
<td>2018</td>
<td>70,700</td>
</tr>
</tbody>
</table>

**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/Train/Bus

**Accommodations**
- 68% Hotel/Motel
- 15% Home/Office
- 19% Private Home

**Lodging Reservation made before leaving home**
- 84% Yes
- 16% No

- Assume "Internet Booking Service" is an Online Travel Agency (OTA).

**Source:** Tourism Economics, reporting 2010-2019 data

**How Air Reservations were Booked**
- 47% Travel Agency/Operator/Travel Club
- 39% Directly with Airline
- 21% Internet Booking Service*

- Assume "Internet Booking Service" is an Online Travel Agency (OTA).

**Source:** U.S. Dept. of Commerce - NTTO, reporting 2017-19 aggregate data

**Main Purpose of Trip**
- 86% Leisure
- 69% Vacation Holiday
- 16% Visit Friends/RELATIVES
- 1% Other
- 14% Business
- 7% General Business

- 20% Convention/Conference/Trade Show

**Visitor Characteristics**
- Average Age: 45.5 years
- Average Household Income: $95,728
- Average Party Size: 1.7 persons
- Average Nights per Destination: 5.6
- Average Nights in U.S.: 25.7

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**Visa Credit Card Travel Spending**

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

**By Quarter**

- Q1: 24%
- Q2: 23%
- Q3: 24%
- Q4: 16%

**By Arizona Region**

- Northern: 20%
- Phoenix & Central: 30%
- West Coast: 8%
- Tucson & Southern: 14%
- North Central: 7%

**Source:** Compiled by the Arizona Office of Tourism Research Division

- Revised 1/2020