Australia Market Profile

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

GENERAL COUNTRY PROFILE

**Population:** 26.1 million

**Inflation Rate:** 5.1 - 7.4%

**Exchange Rates (AUD per USD):** 1.14

**Gross Domestic Product (GDP):** $1.25 trillion

**Exports:** $298 billion

**Unemployment Rate:** 5.1%

TRAVEL MOTIVATION AND PLANNING

**Top Travel Motivators**

- 56% Cultural/Historic Attractions
- 53% Shopping
- 51% Local Lifestyle

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

- 57% Websites via computer
- 45% recommendation from family & Friends
- 38% Websites/applications via mobile phone
- 34% travel professional/travel agents

**Advance Decision Time**

- 27% less than a month
- 12% 1 to 2 months
- 20% 3 to 5 months
- 23% 6 to 12 months
- 10% More than 1 year

**Visitation Volume to Arizona**

![Graph showing visitation volume to Arizona from 2016 to 2021]

**Travel Outlook**

- 24% Expect to spend more on international travel
- 23% Expect to travel more internationally
- 22% Say international leisure travel is a high or extremely high spending priority
- **$3,158** Budget available for international travel

**One Word that Describes the United States**


AUSTRALIAN VISITATION TO ARIZONA

**Visitor Characteristics**

- **45.5 years** Average Age
- **$95,728** Average Household Income
- **1.7 persons** Average Party Size
- **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

**Business**

- 7% General Business
- 3% Convention/Conference/Trade Show

**Visa Credit Card Travel Spending**

Australian Visa Card Spending ranked #17 in 2021 with 1% of total International Travel Spending in Arizona.

By **By Quarter**

- Q1: 17%
- Q2: 19%
- Q3: 21%
- Q4: 41%

By **By Arizona Region**

- Northern: 4%
- Phoenix & Central: 37%
- West Coast: 8%
- Teton & Southern: 25%
- North Central: 6%
This summary provides the most up-to-date data available on Australia as it relates to its people and economy, travel-related motivations and planning behavior and Australian visitor profile specific to Arizona.

GENERAL COUNTRY PROFILE

Population: 28.1 million
Inflation Rate: 5.1 - 7.4%
Exchange Rates (AED per USD): 134

GRASS DOMESTIC PRODUCT (GDP): $52.2B 2020 billion
Exports: $298 billion
Unemployment Rate: 5.16%

Source: The WorldBank, reporting 2019 unemployment estimates, INSEE GDP exports, and exchange rate variability; and 2021 population estimates. Per Revisions to cover 2021 inflation estimates.

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Australia Market Profile

Visit Volume to Arizona

Port of Entry
- 65% Los Angeles, CA
- 12% Dallas/Ft. Worth, TX
- 10% San Francisco, CA
- 4% Honolulu, HI
- 4% New York, NY

Top Topics Discussed About Arizona
- 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
- 19% Private Home
- 15% Other

*Note: A hotel is defined through a survey. There is no indication if this is paid or non-paid.

Source: U.S. Dept. of Commerce - NTIO, reporting 2019 aggregate data; Tourism Economics, reporting 2021 data; VisitArizona Travel, reporting 2021 data.

Visitor Characteristics

- 45.5 years Average Age
- $95,728 Average Household Income
- 1.7 persons Average Party Size

Length of Stay
- 25.7 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
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*Includes trips with multiple purposes

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Compiled by the Arizona Office of Tourism Research Division

*Revised 6/2022