

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:

26.4 million

INFLATION RATE:

5.3%

EXCHANGE RATES (AUD PER USD):

1.47

GROSS DOMESTIC PRODUCT (GDP):

\$1.28 trillion

EXPORTS:

\$389 billion

UNEMPLOYMENT RATE:

5.11%

Sources: The World Factbook reporting 2021 GDP, exports, and unemployment estimates; and 2023 population estimate. International Monetary Fund 2023 inflation estimates.

TRAVEL MOTIVATION AND PLANNING



Top Travel Motivators

75% Natural Features

72% Sightseeing Options

72% Appeal of Local Culture



Source used in Destination selection for last leisure trip

32% Recommendation from family & friends

32% Websites via computer

30% Travel professionals/travel agents

29% Websites/applications via mobile phone



Advance Decision Time

55% Less than a month

11% 1 to 2 months

9% 3 to 5 months

8% 6 to 12 months

1% More than 1 year



Travel Outlook

43% Expect to spend more on international travel

38% Expect to travel more internationally

46% Say international leisure travel is a high or extremely high spending priority

\$4,813 Budget available for international travel



One Word that Describes the United States

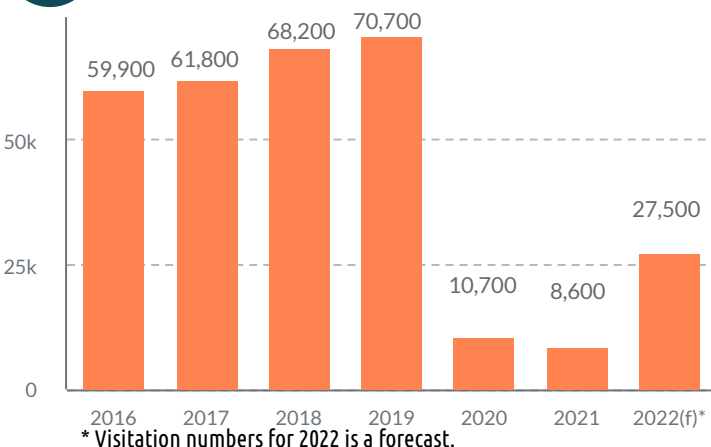


Sources: Brand USA, reporting 2021-2022 Market Profiles; Destination Analysts, The State of the International Traveler Report Findings (2023).

AUSTRALIAN VISITATION TO ARIZONA



Visitation 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



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.

Sources: U.S. Dept. of Commerce - NTTO, reporting 2019 aggregate data; Tourism Economics, reporting 2021 data; VisaVUE Travel, reporting 2022 data.



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

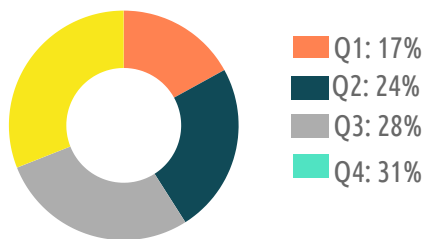
* includes trips with multiple purposes



Visa Credit Card Travel Spending

Australian Visa Card Spending ranked #7 in 2022 with 1.5% of total International Travel Spending in Arizona.

By Quarter



By Arizona Region

