

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:

26.8 million

INFLATION RATE:

5.6%

EXCHANGE RATES (AUD PER USD):

1.505

GROSS DOMESTIC PRODUCT (GDP):

\$1.7 trillion

EXPORTS:

\$447.508 billion

UNEMPLOYMENT RATE:

3.67%



Sources: The World Factbook reporting 2023 exchange rates, exports, GDP and unemployment estimates; and 2024 population and exchange rate estimates. International Monetary Fund 2023 inflation estimates.

TRAVEL MOTIVATION AND PLANNING



Top Travel Motivators

50% Shopping

44% Cultural/Historic Attractions

44% Urban Attractions



Travel Outlook

67% Making international travel a high financial priority.

32% Expect to spend more on international travel

26 Average days available for international travel

\$6,419 Budget available for international travel



Planning Sources: Researching Destination Info

31% Websites via computer

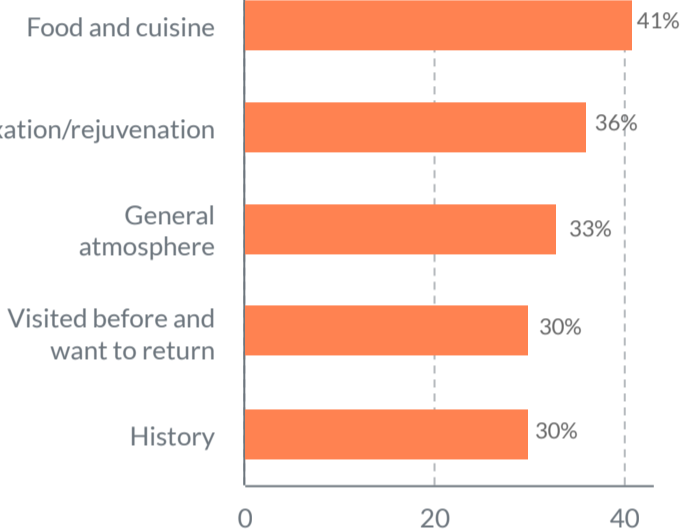
28% Recommendation from family & friends

22% Online advertising/email

21% Websites/applications via mobile phone



Attributes for Destination Selection



Sources: Brand USA, reporting 2021 Market Profiles; Destination Analysts, The State of the International Traveler Report Findings (2024).



Advance Decision Time

61% Less than a month

14% 1 to 3 months

9% 3 to 6 months

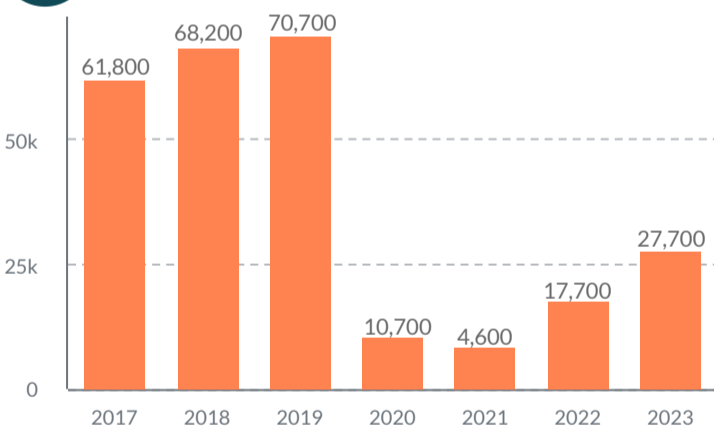
14% 6 to 12 months

2% More than 1 year

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

8% General Business

6% Convention/Conference/Trade Show

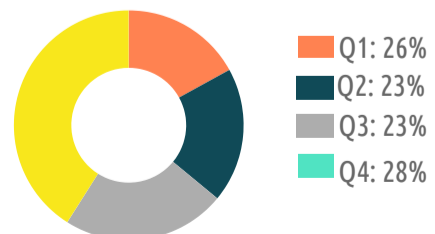
* includes trips with multiple purposes



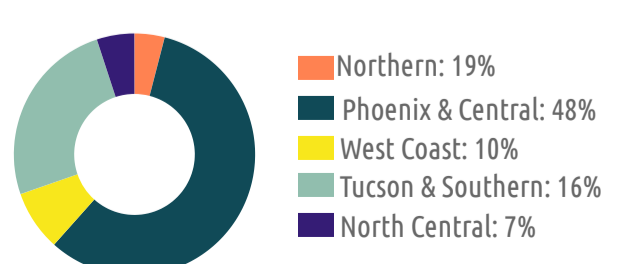
Visa Credit Card Travel Spending

Australian Visa Card Spending ranked #7 in 2023 with 1.6% 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



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/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 2023 data.