

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



Planning Sources

- 31%** Websites via computer
- 28%** Recommendation from family/friends
- 22%** Online advertising/email
- 21%** Websites/applications via mobile phone



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

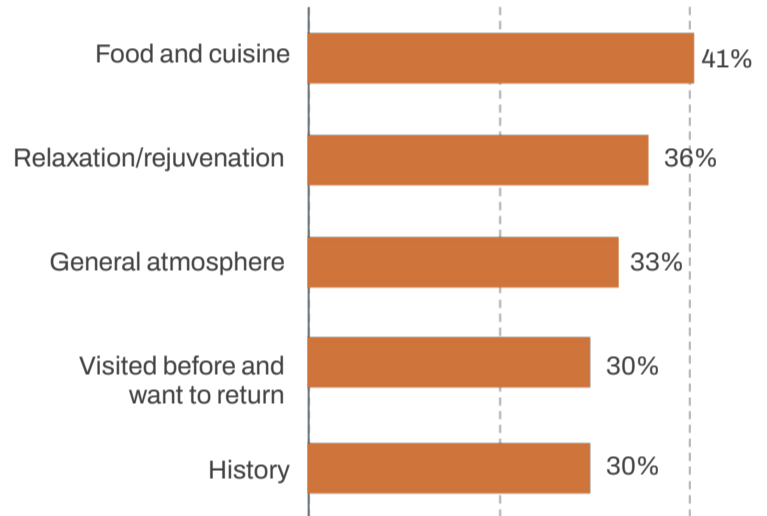


Travel Outlook

- 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



Attributes for Destination Selection



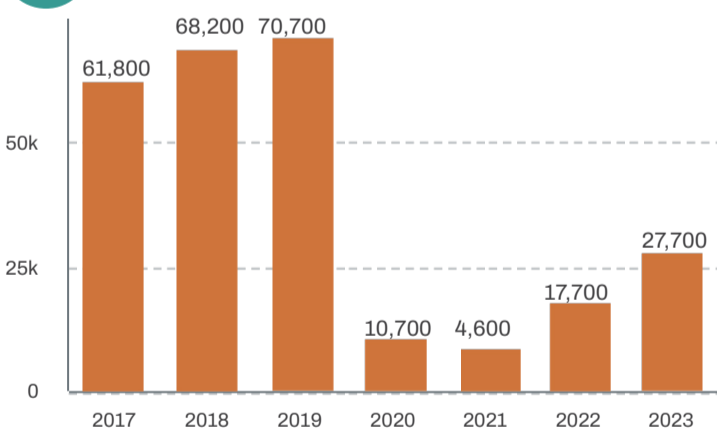
Sources: Brand USA, reporting 2021 Market Profiles; Destination Analysts, The State of the International Traveler Report Findings (2024).

Compiled by the Arizona Office of Tourism Research Division | Revised 8/2024

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

- 65%** Air Travel between U.S. Cities
- 56%** Rented Auto
- 44%** Auto, Private or Company
- 35%** Ridesharing Service
- 27%** City Subway/Tram/Bus



Length of Stay

- 5.6** Average Nights per Destination
- 25.7** Average Nights in U.S.



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.



Visitor Characteristics

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



Main Purpose of Trip*

- 86%** Leisure
 - 69%** Vacation Holiday
 - 16%** Visit Friends and Relatives
 - 1%** Other
- 14%** Business
 - 8%** General Business
 - 6%** Convention/Conference/Trade Show

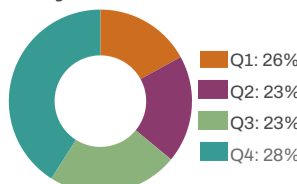
* includes overlaps of trips covering multiple purposes



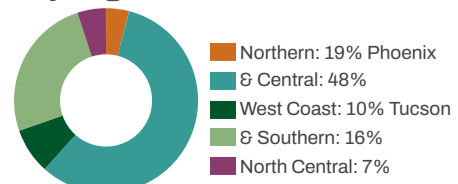
Visa Credit Card Travel Spending

Australian Visa Card Spending ranked #7 in 2023 with 1.6% of total International Travel Spending in Arizona.

By Quarter



By Region



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