

AustraliaMarket 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:** 3.2%
- **Exchange Rates (AUD per USD):** 1.5
- **Gross Domestic Product (GDP):** \$1.6 trillion
- **Exports:** \$425.2 billion
- **Unemployment Rate:** 4.1%

Sources: The World Factbook reporting and 2024 exports, GDP, population, inflation, exchange rate estimates and unemployment.

TRAVEL MOTIVATION AND PLANNING



Top Travel Motivators

- 52%** Shopping
- 50%** State/national parks
- 47%** Visiting famous landmarks



Planning Sources

- 47%** Internet search
- 36%** Past experience
- 36%** Reviews on websites/apps



Advance Decision Time

- 24%** Less than a month
- 20%** 1 to 3 months
- 23%** 3 to 6 months
- 26%** 6 to 12 months
- 4%** More than 1 year

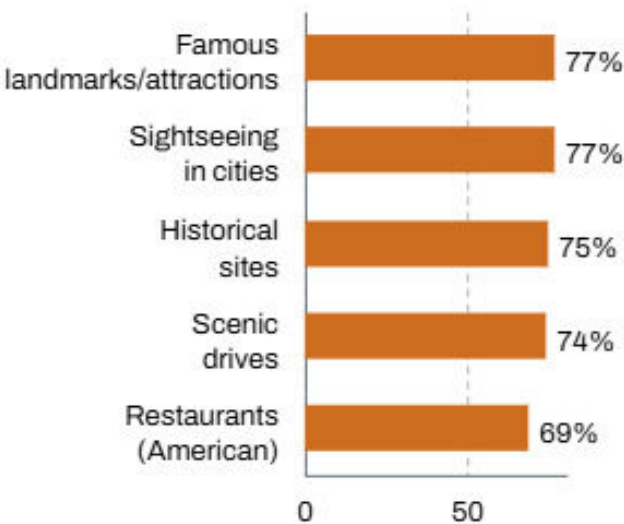


Travel Outlook

- 42%** Making international travel a high financial priority
- 31%** Expect to spend more on international travel
- 29** Average days available for international travel
- \$8,545** Budget available for international travel



Attributes for Destination Selection

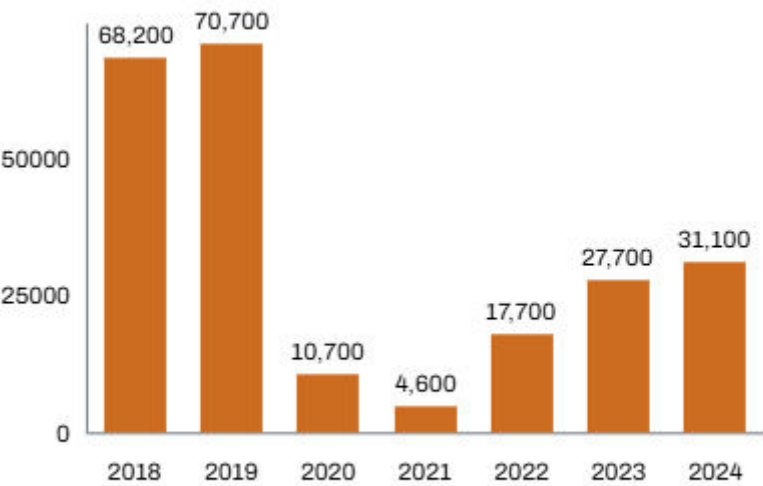


Sources: Brand USA, reporting 2024 Market Profiles; Future Partners, The State of the International Traveler Report Findings (2025).

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



Transportation

- 65%** Air Travel between U.S. Cities
- 56%** Rented Auto
- 44%** Auto, Private or Company
- 35%** Ride-sharing Service



Length of Stay

- 6** Average Nights per Destination
- 26** 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



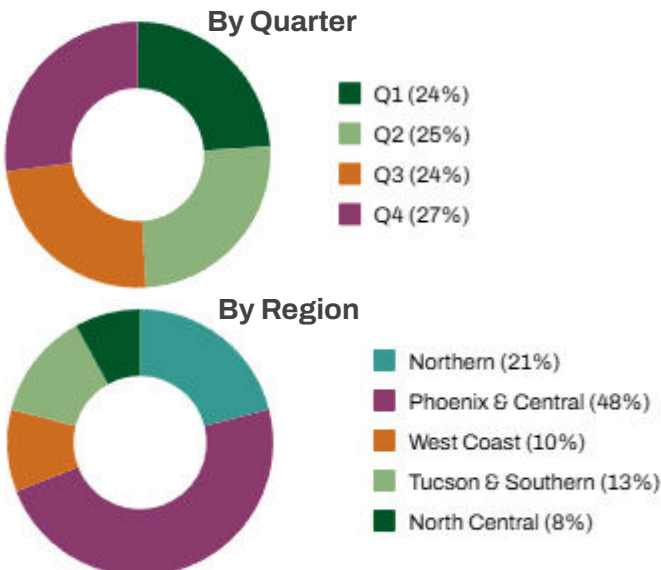
Main Purpose of Trip*

- 86%** Leisure
- 14%** Business



Visa Credit Card Travel Spending

Australian Visa Card Spending ranked #9 in 2024 with 1.6% of total International Travel Spending in Arizona.



Sources: U.S. Dept. of Commerce - NTTO, reporting 2019 aggregate data; Tourism Economics, reporting 2024 data; VisaVUE Travel, reporting 2024 data.