U.S. TRAVEL ASSOCIATION

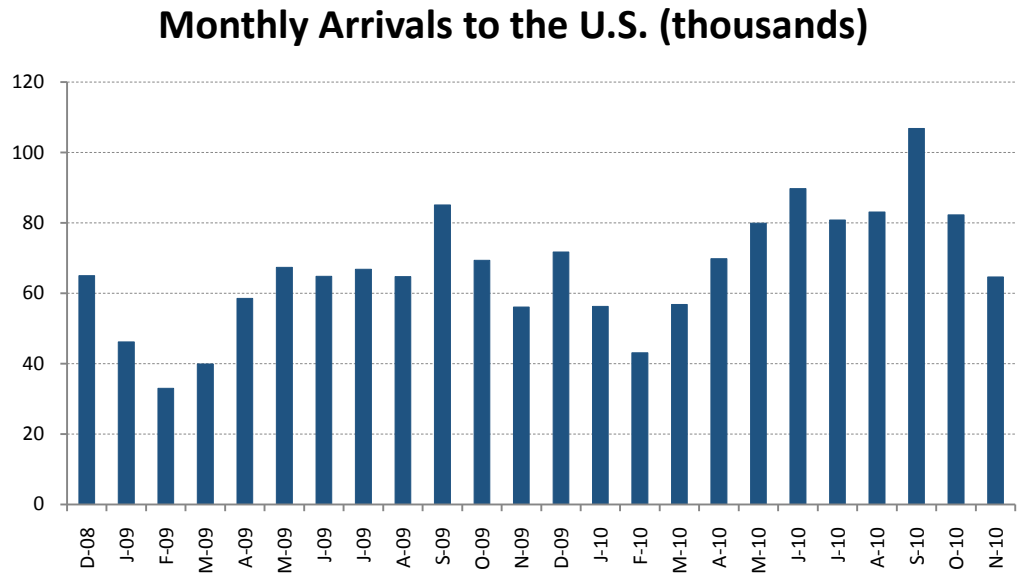
IVIS™ International Visitor Information System

UPDATED 2/17/2011

AUSTRALIA

MARKET SUMMARY

- A total of 723,576 residents of Australia visited the U.S. in 2009, a 4.9% increase from 2008.
- Total Australia arrivals in 2010 are forecasted to increase by 18%% to 854,000.
- Monthly arrivals for November 2010 totaled 80,809, an increase of 15.1% compared to November 2009. Through the first eleven months of 2010, arrivals from Australia were up 24.8% compared to the first eleven months of 2009.
- The Australian economy is expected to remain healthy through 2011 with an increase of 3.8% in private consumption compared to 2010 and GDP growth of 3.3%.
- In 2009, the U.S. received a total of $3.4 billion from Australian visitors, a decrease of 8.3% compared to 2008. $2.9 billion was spent on travel while in the U.S., and $490 million was spent on international airfare.
- Total spending, including spending on international airfare, per Australian arrival to the U.S. averaged $4,731 in 2009, a decrease of 12.6% compared to 2008.
- The U.S. is the second most popular long-haul destination for Australians. Approximately 8.2% of all Australian residents traveling beyond Oceania visited the U.S. in 2009.



% Change Nov 10/Nov 09

15.1%

% Change YTD Nov 10/ YTD Nov 09

24.8%

% Change Total 09/Total 08

4.9%

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	YTD Total	Year End Total
2008	54,172	39,727	47,121	55,018	67,592	66,089	57,305	62,939	78,543	52,304	44,133	64,984	624,943	689,927
2009	46,192	32,958	39,914	58,566	67,384	64,776	66,824	64,698	85,129	69,319	56,128	71,688	651,888	723,576
2010	56,300	43,104	56,782	69,805	79,954	89,725	80,809	83,106	106,835	82,311	64,615		813,346	

Source: U.S. Department of Commerce, Office of Travel & Tourism Industries

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