Despite a significant decline in visitations in 2016 (-7%), Australia maintained its spot as the United States’ eighth-largest overseas inbound travel market, as well as its sixth-top overseas travel export market. Travel is the No. 1 industry export to Australia, commanding a 20 percent share of total exports of goods and services.

**ARRIVALS**

- In 2016, 1.3 million Australian travelers visited the U.S., 7 percent less than in 2015. This amounts to nearly 10 percent of all long-haul travel by Australians outside Oceania.

- The U.S. was the second most popular international destination for Australian travelers, just behind nearby New Zealand.

**ECONOMIC IMPACT**

- Travel exports to Australia (ie: spending by Australian visitors and students in the U.S., and on U.S. airlines) totaled $8.7 billion in 2016.1

- Australia remained the sixth-largest overseas source for U.S. travel exports in 2016, and the eighth-largest of all countries (including Canada and Mexico).

- Australians are among the top travel spenders in the U.S., with average spending per visitation estimated at $6,295 in 2016.2

- The average Australian visitor to the U.S. spent more than double the amount on U.S. goods and services as the average U.S. traveler to Australia spent on Australian goods and services.

**LOOKING FORWARD**

- Australian travel to the U.S. is estimated to have declined by an additional 2 percent in 2017, but it is then projected grow by 3-to-4 percent in the subsequent years.

- Australia is projected to remain the United States’ eighth-largest overseas inbound market in the medium term.

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1. International standards now use a broader definition of travel exports than previously used which, in addition to general travel spending by visitors, includes education-related and health-related spending, as well as expenditures on goods and services by border, seasonal, and other short-term workers in the United States. For more information, please visit [http://travel.trade.gov/pdf/restructuring-travel.pdf](http://travel.trade.gov/pdf/restructuring-travel.pdf).

2. Average visitor spending takes into account travel receipts and passenger fares, but excludes education and other travel-related exports.