



## National Travel and Tourism Office

# Market Profile: OCEANIA



## Background

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This profile contains inbound traveler volume, spending, and profile trends for residents of countries in the Oceania world region who visited the United States. Inbound profiles contain data from 1997 through the most current year, depending on availability and sample size limitations. This profile, available on the [trade.gov/travel-and-tourism-research](http://trade.gov/travel-and-tourism-research) website, always contains the most recent new or revised data available. Percentage-point and percentage changes are based on non-rounded data. Blank cells reflect sample size limitations; use of "-" reflects data are not available. This file contains hidden columns of data that go back to 1997 depending on data availability.

Traveler volume is based on the ADIS / I-94 arrival-departure records, in either electronic or paper format, issued by a U.S. Customs and Border Protection (CBP) Officer to a foreign visitor entering the United States. The ADIS / I-94 record is the only source for overseas (air, land, and sea) and Mexico-Air non-resident arrivals to the United States. For details on this program, please visit:

<https://www.trade.gov/i-94-arrivals-program>

Traveler spending is based on the Department of Commerce, Bureau of Economic Analysis, Balance of Accounts system. International standards now use a broader definition of "travel" than previously used, and now add a) education-related travel, b) health-related travel, and c) expenditures on goods and services by border, seasonal, and other short-term workers. All traveler spending (export) data shown in this profile use the new definition. For details on this program please visit:

<https://www.trade.gov/travel-and-tourism-research>

Traveler profile characteristics are based on the Survey of International Air Travelers (SIAT), a primary research program that provides visitor travel, trip and demographic characteristics. It is also a source of data used to estimate travel and passenger fare exports, imports, and contributions to GDP for the U.S. government. The SIAT examines non-resident overseas, Mexico air, and Canada air visitors to the United States, and U.S. residents traveling by air to overseas, Mexico, or Canada. The survey questionnaire was revised beginning with 2012 data. All data are shown in this profile as available regardless of whether question items were added, deleted, or modified beginning in 2012. The arrangement of question items varies across the tables. This profile shows only a portion of the 40 travel characteristics data reported on international travel to the United States. Additional information may be obtained for a fee. For details on this program please visit:

<https://www.trade.gov/survey-international-air-travelers-siat>

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## Visitation Trends (Arrivals)

	2000	2005	2010	2015	2017	2018	2019	2020	2021
<b>Total Arrivals (000s)</b>	<b>731</b>	<b>737</b>	<b>1,095</b>	<b>1,768</b>	<b>1,632</b>	<b>1,687</b>	<b>1,641</b>	<b>257</b>	<b>67</b>
Percentage Change Previous Year (%)	10	12	26	11	-2	3	-3	-84	-74

## Spending Trends (Exports)

Traveler spending data is not available for this world region.

## Survey Respondent Sample Size and Volume Estimates

[number of respondents]	2000	2005	2010	2015	2017	2018	2019	2020	2021
<b>Respondents</b>	<b>1,532</b>	<b>2,546</b>	<b>1,330</b>	<b>1,730</b>	<b>1,665</b>	<b>1,758</b>	<b>1,708</b>	<b>421</b>	<b>206</b>

Notes: Survey respondent sample size reflects the total number of questionnaire records meeting the profile definition. Sample size for specific questions may be less than those shown above due to varying question response rates. All profile data are weighted by "Total Arrivals" visitor volume shown at the top of this page (person-trips), and thus 1) traveler profile segment volume can be estimated by multiplying the profile percentage for a given year by the Total Arrivals volume above; and 2) by implicit assumption, the total travel party has the same characteristics as the survey respondent (e.g. same trip purpose, same activities, same travel experience, etc.).

## Country of Residence

[percent of respondents]	2000	2005	2010	2015	2017	2018	2019	2020	2021
<b>OCEANIA</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>---</b>
Australia	73.4	78.8	82.5	82.1	80.9	80.6	80.4	81.6	---
New Zealand	23.9	19.2	16.1	16.9	18.2	18.4	18.3	16.9	---
Other Oceania	2.7	2.0	1.4	1.0	0.9	1.0	1.3	1.5	---

Notes: Origin areas having a sample size consistently of 100 or more are displayed. Due to quarterly data weighting by country and port of entry, some unreported origins may have a higher proportion of total than those reported.

# Market Profile: OCEANIA

## Trip Purpose

Main Purpose (one response) [% of respondents]	2000	2005	2010	2015	2017	2018	2019	2020	2021
Business	---	---	---	5.5	4.7	4.6	4.2	6.7	---
Business/Professional	22.5	16.0	11.9	---	---	---	---	---	---
Convention/Conference/Trade Show	9.5	11.0	4.7	6.3	5.4	5.7	6.1	5.1	---
Education	---	---	---	3.4	1.8	2.5	1.4	2.1	---
Study/Teaching	1.6	1.5	1.2	---	---	---	---	---	---
Health Treatment	0.2	0.1	0.1	0.0	0.1	0.3	0.0	0.3	---
Vacation/Holiday	---	---	---	66.7	70.3	71.0	67.6	63.2	---
Leisure/Rec./Holidays	43.0	42.1	57.1	---	---	---	---	---	---
Visit Friends/Relatives	22.4	28.3	23.1	17.4	17.0	14.7	20.1	21.9	---
Religion/Pilgrimages	0.5	0.3	0.2	0.3	0.3	0.4	0.1	0.0	---
Other	0.3	0.7	1.6	0.2	0.6	0.7	0.4	0.7	---
Net Purpose (multiple responses) [% of respondents]	2000	2005	2010	2015	2017	2018	2019	2020	2021
Business	---	---	---	7.3	7.0	6.2	7.0	8.9	---
Business/Professional	29.6	20.3	16.1	---	---	---	---	---	---
Convention/Conference/Trade Show	13.0	13.3	10.4	9.2	7.3	8.2	8.7	6.6	---
Education	---	---	---	6.7	3.2	3.7	2.8	3.7	---
Study/Teaching	4.8	3.8	2.8	---	---	---	---	---	---
Health Treatment	0.3	0.5	0.1	0.2	0.1	0.5	0.2	0.4	---
Vacation/Holiday	---	---	---	80.7	81.7	81.8	79.0	79.4	---
Leisure/Rec./Holidays	65.4	66.8	77.1	---	---	---	---	---	---
Visit Friends/Relatives	45.1	53.9	45.5	33.7	32.9	28.8	34.3	34.2	---
Religion/Pilgrimages	1.0	2.0	1.0	0.7	0.7	1.1	0.6	0.0	---
Other	0.7	1.5	2.0	0.4	0.8	0.7	0.4	0.7	---
									---
BUSINESS & CONVENTION	37.4	29.9	20.9	14.8	13.3	12.8	13.5	14.8	---
LEISURE & VFR	83.0	86.4	90.6	90.9	92.0	90.9	91.0	92.8	---

## Information Sources Used for Trip Planning

[percent of respondents]	2000	2005	2010	2015	2017	2018	2019	2020	2021
Airlines	16.2	16.8	21.8	45.0	49.3	47.1	51.8	53.5	---
Corporate Travel Dept.	8.1	5.6	2.8	8.0	8.6	8.5	8.1	8.6	---
Inflight Info. Systems	0.5	0.6	0.4	0.0	---	---	---	---	---
Newspapers/Magazines	5.1	3.5	3.1	0.0	---	---	---	---	---
Personal Recommendation	---	---	---	---	35.6	31.2	34.7	27.4	---
Friends/Relatives	18.7	19.7	20.0	0.0	---	---	---	---	---
Online Travel Agency	---	---	---	---	37.4	35.3	36.2	35.4	---
Travel Agency Office	---	---	---	---	41.8	40.1	37.5	26.1	---
Travel Agency	74.5	69.9	53.2	0.0	---	---	---	---	---
National/State/City Travel Office	---	---	---	---	4.9	4.8	6.0	2.9	---
Nat'l Govt. Tourist Ofc.	1.2	1.1	1.8	0.0	---	---	---	---	---
State/City Travel Ofc.	2.8	3.0	1.8	0.0	---	---	---	---	---
Personal Computer	19.2	31.1	47.8	0.0	---	---	---	---	---
Tour Operator/Travel Club	---	---	---	---	7.5	7.3	7.1	5.2	---
Tour Company	2.2	3.9	2.1	0.0	---	---	---	---	---
Travel Guides	8.8	11.2	9.2	11.5	11.5	10.7	11.0	7.2	---
TV/Radio	0.9	1.2	1.0	0.0	---	---	---	---	---
Other	---	---	---	---	4.6	3.8	4.5	3.8	---

# Market Profile: OCEANIA

## Activity Participation

[percent of respondents]	2000	2005	2010	2015	2017	2018	2019	2020	2021
American Indian Communities	5.6	5.3	9.7	11.2	5.4	6.2	5.2	3.9	---
Amusement/Theme Parks	37.8	37.8	35.6	36.0	33.0	31.6	29.5	29.8	---
Art Gallery/Museum	29.0	37.5	47.9	43.4	38.9	36.9	37.0	36.8	---
Camping/Hiking	6.4	8.3	5.9	12.2	13.3	9.5	10.7	9.0	---
Casinos/Gamble	21.1	20.2	19.2	21.8	16.4	16.2	14.9	9.7	---
Concert/Play/Musical	16.1	26.2	36.8	31.6	24.9	23.4	22.9	17.6	---
Cruises	7.7	12.3	14.0	0.0	---	---	---	---	---
Cultural / Ethnic Heritage Sites	---	---	---	---	27.6	22.9	24.5	20.0	---
Cultural Heritage Sites	28.5	28.3	39.1	0.0	---	---	---	---	---
Ethnic Heritage Sites	7.4	6.9	8.7	0.0	---	---	---	---	---
Experience Fine Dining	---	---	---	---	39.6	32.5	31.4	35.5	---
Dining in Restaurants	87.0	90.7	88.2	0.0	---	---	---	---	---
Environmental/Eco. Excursions	3.7	5.1	3.3	6.0	5.6	4.2	5.0	4.0	---
Golfing/Tennis	6.3	5.9	3.0	3.7	4.2	3.2	2.2	3.1	---
Guided Tours	29.4	31.0	36.8	51.7	49.2	47.4	47.2	42.0	---
Historical Locations	---	---	---	---	44.2	40.8	42.6	38.1	---
Historical Places	49.7	59.0	66.4	0.0	---	---	---	---	---
Hunting/Fishing	1.9	1.6	1.4	2.0	2.5	2.1	2.0	2.0	---
National Parks/Monuments	---	---	---	---	55.0	52.3	50.5	46.4	---
National Parks	28.6	26.9	32.9	0.0	---	---	---	---	---
Nightclubbing/Dancing	18.8	19.4	19.3	24.7	18.1	14.0	13.1	15.5	---
Ranch Vacations	0.6	1.6	0.7	0.0	---	---	---	---	---
Shopping	87.2	91.1	90.5	92.0	92.7	91.2	89.7	87.2	---
Sightseeing	---	---	---	---	90.2	90.1	86.3	86.9	---
Sightseeing in Cities	56.9	59.1	70.4	0.0	---	---	---	---	---
Touring Countryside	41.7	37.3	38.6	0.0	---	---	---	---	---
Small Towns	37.5	36.5	40.3	0.0	43.0	43.0	47.0	40.6	---
Snow Sports	---	---	---	---	4.5	4.0	4.0	10.8	---
Snow Skiing	7.4	4.3	4.7	0.0	---	---	---	---	---
Sporting Event	---	---	---	---	24.3	23.5	21.4	30.4	---
Attend Sporting Event	12.3	13.3	15.7	28.8	---	---	---	---	---
Water Sports	---	---	---	---	16.4	11.3	13.7	9.4	---
Water Sports/Sunbathing	21.7	23.6	16.2	0.0	---	---	---	---	---
Other	---	---	---	---	2.0	2.0	2.1	0.5	---

Notes: "Cruises" was removed as an activity type in 2012, but was added as a transportation type ("Cruise Ship/River Boat 1+ Nights"). See "Transportation Types Used in the U.S." in this profile.

# Market Profile: OCEANIA

## Transportation Types Used in the U.S.

[percent of respondents]	2000	2005	2010	2015	2017	2018	2019	2020	2021
Air Travel between U.S. Cities	51.1	48.2	51.4	63.4	55.6	55.2	53.8	53.2	---
Bus between Cities	16.2	11.7	14.1	26.9	22.3	21.4	17.4	16.7	---
Railroad between Cities	13.1	13.4	17.1	13.0	11.5	10.7	9.1	8.8	---
									---
City Subway/Tram/Bus	32.9	33.5	37.9	43.0	38.9	37.2	35.0	33.5	---
Ferry/River Taxi/Srt Scenic Cruise	---	---	---	---	13.7	12.7	11.8	8.9	---
Rented Bicycle/Motorcycle/Moped	---	---	---	---	5.7	4.2	3.8	3.6	---
RideSharing Service	---	---	---	---	27.7	31.1	35.6	34.5	---
Taxicab/Limousine	52.4	51.7	56.6	47.2	42.4	37.5	31.4	30.3	---
									---
Auto, Private or Company	31.8	33.1	22.4	37.9	37.2	37.6	37.3	41.8	---
Rented Auto	31.4	28.0	31.0	31.9	32.1	31.8	32.7	26.6	---
									---
Cruise Ship/River Boat 1+ Nights	---	---	---	---	8.6	8.6	8.2	5.8	---
Motor Home/Camper	1.5	0.9	0.9	2.0	1.4	1.8	1.4	0.5	---

Notes: "Cruise Ship/River Boat 1+ Nights" was added as a transportation type beginning in 2012, but removed as an activity type (Cruise).  
See "Activity Participation" in this profile.

## Select Traveler Characteristics

[various metrics]	2000	2005	2010	2015	2017	2018	2019	2020	2021
Advance Trip Decision (mean days)	115	127	133	160	160	155	160	146	---
Advance Trip Decision (median days)	70	90	100	120	120	120	120	100	---
% Used Prepaid Package	17.4	11.7	12.1	8.7	8.9	9.4	8.5	5.6	---
% First International U.S. Trip	26.3	31.0	35.0	29.3	27.5	28.4	24.4	17.2	---
Length of Stay in the U.S. (mean nights)	21.9	22.7	24.8	22.2	18.8	18.6	18.5	21.4	---
Length of Stay in the U.S. (median nights)	13	14	17	15	14	14	13	14	---
U.S. Trips Past 12 Months (mean )	1.6	1.5	1.3	1.3	1.4	1.3	1.4	1.5	---
U.S. Trips Past 12 Months (median)	1	1	1	1	1	1	1	1	---
U.S. Trips Past 5 Years (mean )	4.2	4.1	2.8	0.0	---	---	---	---	---
U.S. Trips Past 5 Years (median)	2	2	2	0	---	---	---	---	---
Number of States Visited (% 1 state only)	42.5	43.0	36.9	47.8	53.0	57.2	58.3	61.1	---
Number of States Visited (mean average)	2.1	2.1	2.4	2.1	1.9	1.9	1.8	1.8	---
Hotel/Motel (% used 1+ nights)	84.4	79.3	85.6	84.9	85.9	85.6	83.9	81.8	---
Hotel/Motel (mean average # of nights)	9.6	10.8	12.9	13.3	11.6	12.0	11.6	13.9	---
Travel Party Size (mean # of persons)	1.6	1.5	1.6	1.7	1.8	1.8	1.8	1.8	---
Gender (% Male-among respondents)	58.3	50.6	52.7	43.7	43.2	46.8	42.8	47.3	---
Household Income (mean average)	\$70,300	\$88,100	\$100,900	\$108,230	\$105,972	\$106,153	\$102,303	\$119,027	---
Household Income (median average)	\$53,000	\$76,300	\$92,500	\$88,530	\$83,336	\$90,395	\$82,476	\$100,695	---
Age: Female (mean average among respondents)	41.1	42.1	43.2	40.7	41.0	43.1	43.9	40.8	---
Age: Male (mean average among respondents)	43.5	44.4	44.5	43.3	42.3	44.7	44.6	41.3	---

# Market Profile: OCEANIA

## Port of Entry Used to Clear U.S. Customs

[percent of respondents]	2000	2005	2010	2015	2017	2018	2019	2020	2021
Agana, GU	0.3	0.1	0.3	0.2	0.2	0.2	0.1	0.1	---
Atlanta, GA	0.1	0.1	0.2	0.6	0.4	0.4	0.4	0.6	---
Baltimore, MD	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	---
Boston, MA	0.4	0.4	0.3	0.6	0.7	0.7	0.6	0.4	---
Charlotte, NC	0.0	0.0	0.0	0.1	0.1	0.1	0.1	0.2	---
Chicago, IL	1.7	1.3	0.7	1.1	1.0	1.1	1.9	1.4	---
Cincinnati, OH	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	---
Dallas/Ft. Worth, TX	0.0	0.5	0.4	5.5	4.8	4.5	4.4	4.7	---
Denver, CO	0.0	0.0	0.0	0.3	0.3	0.3	0.3	0.6	---
Detroit, MI	0.1	0.1	0.1	0.2	0.1	0.1	0.1	0.1	---
Ft. Lauderdale, FL	0.0	0.0	0.0	0.4	0.3	0.3	0.3	0.5	---
Honolulu, HI	9.2	15.3	12.7	19.1	22.0	22.2	20.6	17.0	---
Houston, TX	0.1	0.1	0.4	0.9	2.6	3.7	3.7	3.8	---
Las Vegas, NV	0.0	0.0	0.0	0.7	0.6	0.5	0.5	0.5	---
Los Angeles, CA	63.0	56.2	61.0	52.7	44.9	43.9	44.1	47.3	---
Miami, FL	1.3	1.0	1.1	1.4	1.3	1.2	1.2	2.4	---
Minn./St. Paul, MN	0.0	0.0	0.0	0.2	0.1	0.1	0.1	0.2	---
New York, NY	6.4	5.2	3.7	5.2	5.2	4.6	4.0	3.3	---
Newark, NJ	0.8	0.8	1.0	1.2	1.3	1.5	1.6	1.4	---
Orlando, FL	0.1	0.1	0.1	0.2	0.3	0.3	0.3	0.4	---
Philadelphia, PA	0.0	0.1	0.1	0.1	0.1	0.2	0.2	0.1	---
Pittsburgh, PA	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	---
Portland, OR	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	---
Sanford, FL	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	---
San Francisco, CA	6.4	10.5	11.2	6.8	10.7	11.2	12.6	12.4	---
San Jose, CA	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	---
San Juan, PR	0.0	0.0	0.1	0.1	0.1	0.0	0.0	0.1	---
Seattle, WA	0.1	0.2	0.2	0.9	0.9	0.9	1.0	1.0	---
Washington, DC	1.3	0.8	0.4	0.5	0.5	0.5	0.5	0.4	---
Other Port	8.8	7.3	5.6	1.2	1.5	1.6	1.2	1.1	---

Notes: The proportions in this "Port of Entry Used to Clear U.S. Customs" table, like other data in this profile, represent survey findings weighted by actual known volumes from each country for each U.S. port of entry. These proportions may differ slightly from those in the data used for weighting because not all ports of departure (typically, but not always the same as the port of entry) are used as survey locations. Travelers who departed one of these non-surveyed airports are unlikely to be represented in this table.

# Market Profile: OCEANIA

## Destinations Visited on This Trip

% Visiting the Destination / 95% Confidence Interval (CI)	2000	2005	2010	2015	2017	2018	2019	2020	2021
<b>East North Central</b>	<b>8.8</b>	<b>8.6</b>		<b>6.7</b>	<b>6.15</b>	<b>7.44</b>	<b>8.06</b>		
95% CI	---	---	---	5.05-8.27	4.23-8.07	5.60-9.28	5.60-10.52		
Illinois	4.8	5.8		4.3	4.30	4.06	5.74		
95% CI	---	---	---	3.14-5.44	2.75-5.85	2.83-5.29	3.71-7.77		
Chicago	4.7	5.5		4.2	4.04	3.92	5.68		
95% CI	---	---	---	3.06-5.36	2.53-5.55	2.71-5.13	3.66-7.70		
<b>East South Central</b>				<b>3.7</b>	<b>3.85</b>	<b>3.81</b>	<b>3.07</b>		
95% CI	---	---	---	2.46-4.92	2.44-5.26	2.71-4.91	1.91-4.23		
Tennessee				2.8	2.58	3.06	2.70		
95% CI	---	---	---	1.77-3.91	1.58-3.58	2.08-4.04	1.59-3.81		
Nashville				1.7			2.00		
95% CI	---	---	---				1.08-2.92		
<b>Middle Atlantic</b>	<b>24.2</b>	<b>39.0</b>	<b>50.9</b>	<b>29.3</b>	<b>24.61</b>	<b>23.00</b>	<b>20.71</b>	<b>25.85</b>	
95% CI	---	---	---	25.88-32.76	21.88-27.34	19.86-26.14	17.56-23.86	18.86-32.84	
New York	21.0	36.4	49.1	27.6	23.40	21.12	19.58	25.09	
95% CI	---	---	---	24.19-31.07	20.67-26.13	18.26-23.98	16.55-22.61	18.35-31.83	
New York City	20.0	35.1	48.4	27.2	23.22	20.58	18.95	25.08	
95% CI	---	---	---	23.82-30.58	20.52-25.92	17.72-23.44	15.95-21.95	18.34-31.82	
Pennsylvania					2.19	2.77	1.69		
95% CI	---	---	---		1.33-3.05	1.78-3.76	0.83-2.55		
Philadelphia									
95% CI	---	---	---	1.36-3.60					
<b>Mountain</b>	<b>29.3</b>	<b>26.6</b>	<b>26.7</b>	<b>29.5</b>	<b>23.24</b>	<b>25.32</b>	<b>22.52</b>	<b>23.79</b>	
95% CI	---	---	---	25.99-32.99	20.14-26.34	22.53-28.11	19.41-25.63	16.66-30.92	
Arizona	5.9	4.6		3.8	4.21	3.44	4.29		
95% CI	---	---	---	2.77-4.91	2.60-5.82	2.35-4.53	2.84-5.74		
Flagstaff/Grand Canyon/Sedona				1.9					
95% CI	---	---	---						
Colorado				3.6	2.11	3.89	3.19		
95% CI	---	---	---	2.46-4.74	1.30-2.92	2.75-5.03	1.88-4.50		
Denver						2.44	2.38		
95% CI	---	---	---			1.50-3.38	1.24-3.52		
Nevada	19.6	18.8	21.7	22.9	17.67	17.72	16.11	13.90	
95% CI	---	---	---	19.65-26.09	15.27-20.07	15.13-20.31	13.52-18.70	8.69-19.11	
Las Vegas	19.1	18.4	21.2	22.4	17.16	16.97	15.69	13.90	
95% CI	---	---	---	19.15-25.61	14.80-19.52	14.41-19.53	13.05-18.33	8.69-19.11	
Utah				2.3	2.67	3.65	3.38		
95% CI	---	---	---	1.56-3.00	1.56-3.78	2.48-4.82	2.00-4.76		
<b>New England</b>	<b>7.9</b>	<b>6.8</b>	<b>11.4</b>	<b>4.7</b>	<b>4.53</b>	<b>4.21</b>	<b>4.64</b>		
95% CI	---	---	---	3.51-5.97	3.10-5.96	2.88-5.54	3.09-6.19		
Massachusetts	5.4	4.9		4.0	3.51	3.54	3.40		
95% CI	---	---	---	2.85-5.19	2.21-4.81	2.23-4.85	2.15-4.65		
Boston	4.9	4.6		3.2	3.16	3.37	3.10		
95% CI	---	---	---	2.18-4.18	1.95-4.37	2.08-4.66	1.90-4.30		

# Market Profile: OCEANIA

## Destinations Visited on This Trip (continued)

% Visiting the Destination / 95% Confidence Interval (CI)	2000	2005	2010	2015	2017	2018	2019	2020	2021
<b>Pacific</b>	<b>64.5</b>	<b>58.9</b>	<b>57.7</b>	<b>54.3</b>	<b>48.65</b>	<b>46.79</b>	<b>47.75</b>	<b>44.86</b>	<b>44.86</b>
95% CI	---	---	---	50.34-58.30	44.14-53.16	42.58-51.00	43.06-52.44	34.35-55.37	
Alaska				3.2		2.28			
95% CI	---	---	---	1.67-4.73		1.33-3.23			
California	60.7	55.8	54.3	50.2	46.30	44.13	44.75	43.40	
95% CI	---	---	---	46.22-54.18	41.89-50.71	39.83-48.43	39.98-49.52	33.24-53.56	
AnaheimSanta Ana	10.8	11.7		8.1	7.24	9.58	8.40	8.52	
95% CI	---	---	---	6.19-9.99	5.25-9.23	7.23-11.93	6.00-10.80		
Los Angeles	38.0	36.7	37.7	34.1	31.51	30.28	28.62	31.34	
95% CI	---	---	---	30.37-37.89	27.53-35.49	26.58-33.98	24.66-32.58	23.16-39.52	
San Diego				6.7	5.62	5.11	4.48		
95% CI	---	---	---	4.85-8.55	3.93-7.31	3.64-6.58	2.93-6.03		
San Francisco	21.9	18.1	23.8	18.7	17.19	15.51	14.81		
95% CI	---	---	---	15.15-22.17	13.72-20.66	12.31-18.71	11.33-18.29		
Oregon				2.5	1.82	1.94			
95% CI	---	---	---	1.30-3.62	0.79-2.85	1.11-2.77			
Portland (OR)				1.6		1.94			
95% CI	---	---	---			1.04-2.84			
Washington				5.5	3.05	2.87	3.62		
95% CI	---	---	---	3.49-7.53	1.93-4.17	1.67-4.07	2.30-4.94		
Seattle				4.5	2.80	2.51	2.59		
95% CI	---	---	---	2.74-6.24	1.70-3.90	1.40-3.62	1.41-3.77		
<b>Pacific Islands</b>	<b>16.6</b>	<b>18.5</b>	<b>15.2</b>	<b>23.8</b>	<b>28.39</b>	<b>28.39</b>	<b>26.34</b>	<b>22.87</b>	
95% CI	---	---	---	19.20-28.36	24.03-32.75	24.56-32.22	22.63-30.05	13.59-32.15	
Hawaii	16.2	18.4		23.6	28.18	28.22	26.18	22.71	
95% CI	---	---	---	18.99-28.15	23.82-32.54	24.39-32.05	22.47-29.89	13.43-31.99	
Hawaii the Big Island				2.1	1.62	2.26	1.84		
95% CI	---	---	---	0.70-3.42	0.97-2.27	1.58-2.94	1.23-2.45		
Kauai						1.61	1.47		
95% CI	---	---	---			1.02-2.20	0.96-1.98		
Maui				4.1	4.12	3.34	3.07		
95% CI	---	---	---	2.33-5.91	2.95-5.29	2.40-4.28	2.20-3.94		
Honolulu Oahu	14.1	16.1		18.4	24.78	24.68	21.81	19.99	
95% CI	---	---	---	14.76-21.96	20.82-28.74	21.31-28.05	18.56-25.06	11.63-28.35	
<b>South Atlantic</b>	<b>19.7</b>	<b>19.6</b>	<b>23.4</b>	<b>20.2</b>	<b>16.75</b>	<b>18.48</b>	<b>17.56</b>	<b>18.26</b>	
95% CI	---	---	---	17.56-22.80	14.15-19.35	15.56-21.40	14.60-20.52	10.94-25.58	
Florida	10.7	8.6	11.0	11.0	9.92	10.32	9.54	10.86	
95% CI	---	---	---	8.77-13.21	7.79-12.05	7.88-12.76	7.22-11.86	5.89-15.83	
Miami				4.7	3.53	3.62	3.73		
95% CI	---	---	---	3.32-6.10	2.21-4.85	2.41-4.83	2.41-5.05		
Orlando				5.9	6.22	4.66	4.76		
95% CI	---	---	---	4.09-7.77	4.39-8.05	2.98-6.34	2.98-6.54		
Georgia				1.9					
95% CI	---	---	---						
Washington, D.C.	6.3	7.3	14.1	7.0	5.88	6.15	5.04		
95% CI	---	---	---	5.47-8.47	4.38-7.38	4.54-7.76	3.31-6.77		
<b>West North Central</b>				<b>3.2</b>	<b>2.66</b>	<b>4.15</b>	<b>3.10</b>		
95% CI	---	---	---	1.80-4.50	1.56-3.76	2.85-5.45	1.80-4.40		

# Market Profile: OCEANIA

## Destinations Visited on This Trip (continued)

% Visiting the Destination / 95% Confidence Interval (CI)	2000	2005	2010	2015	2017	2018	2019	2020	2021
<b>West South Central</b>	<b>8.6</b>	<b>5.7</b>		<b>12.9</b>	<b>11.09</b>	<b>13.27</b>	<b>11.20</b>	<b>16.08</b>	
95% CI	---	---	---	10.71-15.03	8.57-13.61	10.47-16.07	8.26-14.14	9.56-22.60	
Louisiana				6.2	4.32	5.75	3.88		
95% CI	---	---	---	4.88-7.52	3.12-5.52	4.00-7.50	2.47-5.29		
New Orleans				6.0	4.05	5.61	3.74		
95% CI	---	---	---	4.67-7.31	2.90-5.20	3.86-7.36	2.34-5.14		
Texas				8.1	8.01	8.63	8.29	9.47	
95% CI	---	---	---	6.23-9.99	5.76-10.26	6.44-10.82	5.47-11.11	3.16-15.78	
DallasPlanoIrving				3.0	1.88	3.35	2.42		
95% CI	---	---	---	1.95-4.07	0.95-2.81	1.78-4.92	1.17-3.67		
Houston				2.9	3.59	3.43	4.48		
95% CI	---	---	---	1.84-3.98	2.13-5.05	2.22-4.64	2.23-6.73		

Notes: For years 1997 through 2011, visitation incidences are displayed for cells having a sample size consistently of 100 or more for each origin market-U.S. destination combination for any year. From 2012 onward, visitation incidences are based on the "jackknife" statistical method and the visitation incidences and corresponding 95 percent confidence intervals are shown for each origin market-U.S. destination combination for any year when this method produces results meeting certain criteria. Due to quarterly data weighting by country and port of entry, some unreported destinations may have a higher proportion of total than those reported.

# Survey of International Air Travelers: Table Number and Description

TABLE 1 - Q3a.	Where do you live (country of residence)? (%)
TABLE 2 - Q6a.	How did you obtain the information used for planning this trip? (%)
TABLE 3 - Q7a.	How many days prior to departure did you make the decision to travel? (%)
TABLE 4 - Q7b.	How many days prior to departure did you make air travel reservations? (%)
TABLE 5 - Q9.	How were airline reservations made for this trip? (%)
TABLE 6 - Q10a.	How far in advance was payment made for your international air tickets? (%)
TABLE 7 - Q18a./b.	Is this trip part of a prepaid, inclusive tour package? (%)
TABLE 8 - Q12a./b.	Before you left home, did you make reservations for lodging, if so, how? (%)
TABLE 9 - Q11.	Was travel insurance purchased for this trip? (%)
TABLE 10 - Q14.	With whom are you traveling now? (%)
TABLE 11 - Q15.	Including yourself, how many adults and/or children are in your travel party? (%)
TABLE 12 - Q13a.	What was the main purpose of your trip? (%)
TABLE 13 - Q13a./b.	All purposes (net) of trip. (%)
TABLE 14 - Q17.	Type of accommodations in the U.S. and number of nights stayed. (%)
TABLE 15 - Q16a.	How many nights in the U.S.A. have you spent on this trip? (%)
TABLE 16 - Q16c.	How many total nights away from home have you spent on this trip? (%)
TABLE 17 - Q30a.	Was this your first trip by air to the United States? (%)
TABLE 18 - Q30b.	How many round trips by air have you made to the U.S. in the past 12 months? (%)
TABLE 19 - Q3c./Q17.	Number of states visited. (%)
TABLE 20 - Q3c./Q17.	Number of destinations visited. (%)
TABLE 21 - Q21.	What types of transportation were used on this trip? (%)
TABLE 22 - Q5b.	What city or airport did you pass through U.S. Customs and Passport Control (port of entry) (%)
TABLE 23 - Q3c.	What was the main destination that you visited since you left home? (%)
TABLE 24 - Q3c./Q17.	What U.S. destinations did you visit (includes main destination)? (%)
TABLE 25 - Q22.	Did anyone engage in any of the following leisure activities? (%)
TABLE 26 - Q18d./Q19.	How much total money has been spent outside your own country? (\$)
TABLE 27 - Q19e.	Itemized trip expenditures from Q19d. (\$)
TABLE 28 - Q20.	Expenses payment methods. (%)
TABLE 29 - Q20.	Travelers use of payment methods. (%)
TABLE 30 - Q20.	Share of total trip expenditures by payment methods. (%)
TABLE 31 - Q25.	What were your three main reasons for flying on this airline? (%)
TABLE 32 - Q25.	What was the most important reason for flying on this airline? (%)
TABLE 33 - Q26a.	Where are you sitting in the aircraft today? (%)
TABLE 34 - Q26b.	What type of airline ticket do you have? (%)
TABLE 35 - Q31bc.	What is your age and what is your gender? (%)
TABLE 36 - Q31a.	What is your occupation? (%)
TABLE 37 - Q32.	What is your total combined annual household income? (%)

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One of the unique features of the Survey program is its 'data-mining' potential. The Survey research data, collected from the questionnaire, is maintained in a computer database. Therefore, customized reports, special tables and data files are available for a fee.

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- U.S. International Air Traveler Statistics (APIS, formerly I-92)
- Survey of International Air Travelers (SIAT)
- Canadian Statistics
- Forecast of International Arrivals to the United States
- U.S. Travel and Tourism Exports, Imports, and the Balance of Trade
- U.S. Travel and Tourism Satellite Account

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