

## CHARACTERISTICS OF TRAVELERS FROM NEW ZEALAND TO CALIFORNIA - 2010

New Zealand was one of California's large overseas markets with approximately 108,000 visitors to California in 2010. Collectively visitors from New Zealand spent approximately \$54 million in California.

During 2010 visitors to California from New Zealand reported spending \$73 per day during a 6.9 night average stay or approximately \$504 per visitor. The average spending for all overseas visitors to California was about \$1,209 (\$107 per day; 11.3 nights in California).

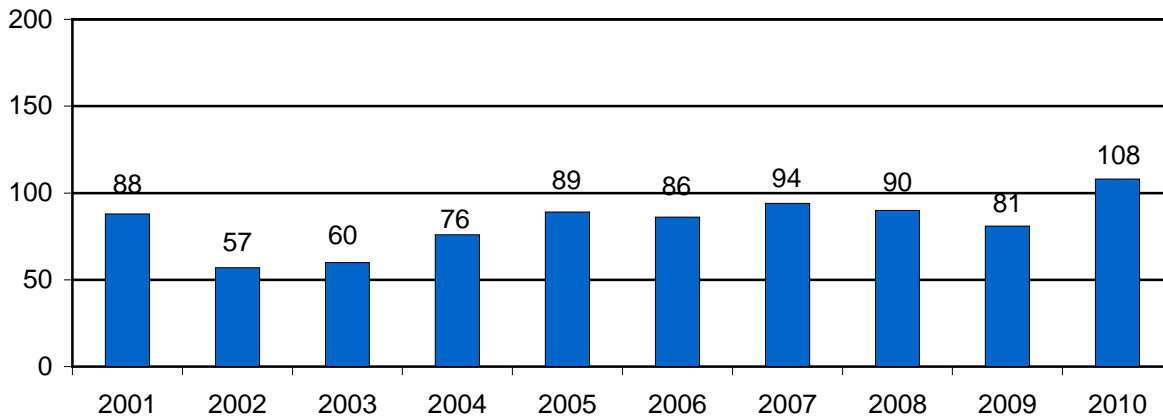
### Visitors From New Zealand

Year	Total U.S. Arrivals <sup>1</sup>	California Market Share <sup>2</sup>	Visitors to California (est.)
2000	172,012	60.4%	104,000
2001	144,216	61.0%	88,000
2002	109,580	52.0%	57,000
2003	107,214	55.5%	60,000
2004	127,394	59.5%	76,000
2005	139,780	63.5%	89,000
2006	138,486	61.8%	86,000
2007	147,735	63.3%	94,000
2008	145,325	62.1%	90,000
2009	131,012	61.8%	81,000
2010	174,619	61.8%	108,000

1) U.S. Dept of Homeland Security, Form I-94, Non-Resident Arrival Records.

2) U.S. Dept of Commerce, Office of Travel & Tourism Industries, "Survey of International Air Travelers."

### Number of Visitors from New Zealand to CA, 2001-2010 (in 000s)



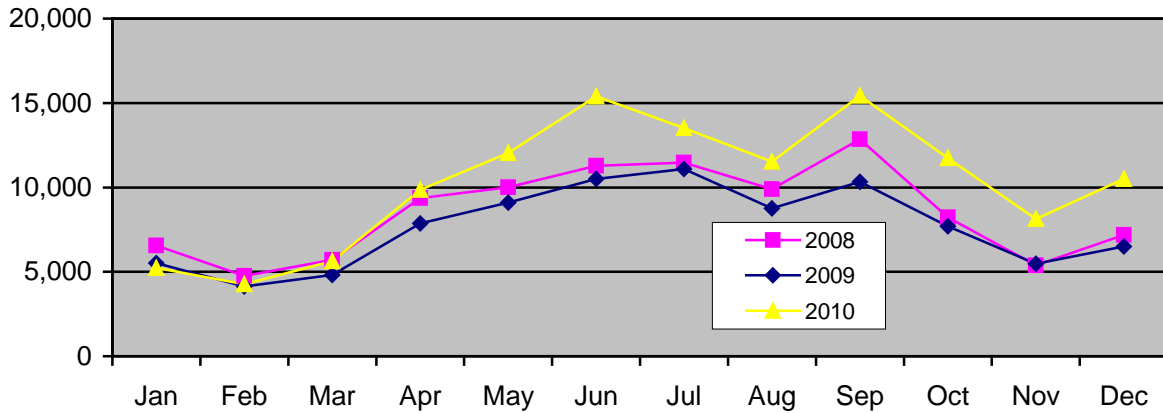
Source: International Trade Administration, Office of Travel and Tourism Industries.

The volume of visitors to California from New Zealand reached a peak of 104,000 visitors in 2000. In 2002, the volume of visitors to California from New Zealand decreased to its lowest level of 57,000 visitors. Since then, both California's market share and visitor volumes from New Zealand have increased to a new peak of 108,000 visitors in 2010.

### New Zealand Arrivals at California Airports

Monthly volumes of port-of-entry passenger arrivals from New Zealand to California were higher in most of 2010 compared with 2008 and 2009. New Zealand resident arrivals at California ports-of-entry peaked in June and September. The lowest volumes were recorded in January and February.

**Residents of New Zealand  
Monthly Port of Entry Arrivals to CA  
2008-2010**



U.S. Department of Homeland Security, I-94 Form; CIC Research, Inc.

## Comparisons with Overseas Visitors

Detailed trip and traveler characteristics of visitors from New Zealand are provided in the following table. The table also includes trip and traveler characteristics of all overseas visitors to California for comparative purposes.

Compared to all overseas visitors to California, travelers from New Zealand are more likely to:

- Use a personal computer for trip planning information
- Travel alone
- Stay less time on average in California
- Tour the countryside
- Use airlines and public transportation for transportation while in the U.S.
- Spend less per visitor per trip and per visitor per day

Conversely, visitors from New Zealand are less likely to:

- Go sightseeing in cities, to amusement or theme parks, visit national parks, visit cultural heritage sites or go to casinos or gamble in the U.S.
- Use a rented auto for transportation while in the U.S.

### Characteristics of Travelers from New Zealand to California, 2010

Trip & Traveler Characteristics	All Overseas Visitors* (n = 7,760)	All Visitors from New Zealand (n = 225)	Leisure Visitors from New Zealand (n = 136)
<b>Primary Purpose of Trip</b>			
Leisure/Recreation/Holidays	48%	40%	56%
Visit Friends/Relatives	22%	31%	44%
Business/Professional	21%	20%	-
Convention/Conference	5%	7%	-
Other Purpose	5%	2%	-
Total	100%	100%	100%
<b>Purpose of Trip**</b>			
Leisure/Recreation/Holidays	67%	67%	80%
Visit Friends/Relatives	39%	42%	50%
Business/Professional	24%	25%	4%
Convention/Conference	9%	12%	4%
<b>Sources Used to Plan Trip**</b>			
Personal Computer	44%	61%	77%
Travel Agency	40%	45%	44%
Airlines Directly	23%	31%	35%
Friends/Relatives	17%	14%	17%
Travel Guides	10%	13%	18%
Corporate Travel Department	8%	12%	-
Tour Company	5%	1%	1%
State/City Travel Office	4%	1%	2%
Newspapers/Magazines	3%	2%	2%
<b>Advance Planning for Trip</b>			
7 days or less	6%	2%	2%
8 - 30 days	28%	22%	19%
31 - 60 days	20%	20%	19%
61 - 90 days	12%	13%	11%
More than 3 Months	34%	44%	49%
Total	100%	100%	100%
Average Planning Time in Days	98 days	116 days	129 days
<b>Advance Airline Reservations</b>			
7 days or less	12%	6%	3%
8 - 30 days	38%	25%	23%
31 - 60 days	17%	32%	37%
61 - 90 days	10%	12%	9%
91 - 120 days	7%	8%	5%
121 - 180 days	10%	13%	15%
6 Months or More	7%	6%	7%
Total	100%	100%	100%
Average Booking in Days	68 days	75 days	78 days

\* Overseas visitors to the U.S. do not include visitors from Canada or Mexico.

\*\* Multiple response question. Table may add to more than 100%.

Sources: International Trade Administration Office of Travel and Tourism Industries  
"Survey of International Air Travelers."

**Characteristics of Travelers from New Zealand to California  
(2010 - cont.)**

<b>Trip &amp; Traveler Characteristics</b>	<b>All Overseas Visitors* (n = 7,760)</b>	<b>All Visitors from New Zealand (n = 225)</b>	<b>Leisure Visitors from New Zealand (n = 136)</b>
<b>Means of Booking Air Trip</b>			
Travel Agent	46%	44%	46%
Personal Computer	26%	31%	41%
Airlines Directly	13%	14%	12%
Corporate Travel Department	8%	10%	-
Tour Operator	4%	-	1%
Travel Club	1%	-	-
Other/Don't Know	2%	-	1%
Total	100%	100%	100%
<b>Main Factor in Selecting Airline</b>			
Airfare	29%	22%	22%
Schedule	14%	19%	20%
Non-Stop Flight	14%	13%	18%
Mileage Bonus/Frequent Flyer Program	10%	7%	8%
Previous Good Experience	9%	15%	14%
Safety Reputation	8%	3%	4%
Airline Loyalty	4%	11%	11%
In-flight Service	4%	1%	1%
Employer policy	3%	8%	1%
Other	6%	1%	1%
Total	100%	100%	100%
<b>Airline Seating Area</b>			
Economy/Tourist/Coach	84%	89%	97%
Executive/Business	15%	11%	3%
First Class	2%	1%	-
Total	100%	100%	100%
<b>Use of Package</b>			
Yes	14%	5%	5%
No	86%	95%	95%
Total	100%	100%	100%
<b>Advance Package Booking</b>			
7 days or less	4%	5%	7%
8 - 30 days	27%	17%	12%
31 - 60 days	15%	20%	5%
61 - 90 days	10%	9%	12%
91 - 120 days	11%	15%	20%
121 - 180 days	20%	27%	34%
6 Months or More	14%	8%	11%
Total	100%	100%	100%

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**Characteristics of Travelers from New Zealand to California  
(2010 - cont.)**

Trip & Traveler Characteristics	All Overseas Visitors* (n = 7,760)	All Visitors from New Zealand (n = 225)	Leisure Visitors from New Zealand (n = 136)
<b>Travel Companions**</b>			
Traveling Alone	39%	49%	43%
Spouse	27%	35%	40%
Family/Relatives	25%	17%	23%
Friends	11%	4%	3%
Business Associates	8%	3%	-
Tour Group	2%	-	-
<b>Average Travel Party Size</b>	1.6	1.4	1.5
<b>Median Travel Party Size</b>	1.0	1.0	1.0
<b>Type of Lodging**</b>			
Hotel / Motel	78%	81%	75%
Private Home	29%	36%	44%
Other	4%	-	-
<b>Length of Stay</b>			
Mean Nights in the U.S.	22.8 nights	24.3 nights	21.7 nights
Mean Nights in California	11.3 nights	6.9 nights	7.2 nights
% of California Nights	50%	28%	33%
<b>Prior Visitation to the U.S.</b>			
First Trip to the U.S. (% Yes)	27%	32%	32%
Average Trips to the U.S. in Past Year	1.8 trips	1.6 trips	1.4 trips
Average Trips to the U.S. in Past 5 Years	5.2 trips	3.5 trips	3.0 trips
<b>Average Number of States Visited</b>	2.1 states	2.5 states	2.3 states
<b>Average Number of Destinations Visited</b>	3.0 dest.	3.4 dest.	3.4 dest.
<b>Places Visited in the U.S.**</b>			
Los Angeles	60%	52%	55%
San Francisco	47%	41%	43%
Las Vegas	29%	22%	19%
New York City	16%	16%	16%
San Diego	14%	10%	7%
Flagstaff	8%	9%	13%
Anaheim-Santa Ana	7%	10%	12%
Grand Canyon	5%	8%	11%
San Jose	5%	9%	12%
DC Metro Area	5%	14%	19%
Yosemite	4%	1%	-
Chicago	4%	8%	5%
Monterey-Salinas	4%	1%	1%
Miami	4%	5%	2%
Riverside/San Bernardino	4%	2%	2%
Seattle	3%	5%	5%
Sacramento	3%	5%	3%

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<b>Activities Experienced While in the U.S.**</b>			
Shopping	88%	82%	83%
Dining Out	85%	83%	84%
Sightseeing in Cities	57%	46%	51%
Historical Places	47%	56%	60%
Amusement/Theme Parks	40%	26%	26%
National Parks	38%	23%	24%
Visiting Small Towns	38%	43%	51%
Cultural Heritage Sites	31%	20%	18%
Touring Countryside	31%	42%	46%
Art Gallery/Museum	26%	30%	34%
Casinos/Gambling	25%	15%	18%
Guided Tours	23%	25%	25%
<b>Transportation While in the U.S.**</b>			
Rented Auto	41%	30%	29%
Taxi/Limousine	39%	48%	43%
Airlines in U.S.	37%	52%	50%
Company or Private Auto	28%	37%	40%
City Subway/Tram/Bus	25%	49%	58%
Railroad between Cities	12%	34%	39%
Bus between Cities	10%	11%	9%
Motor Home/Camper	2%	-	-
<b>Visitor Spending in the U.S.</b>			
Per Travel Party Per Trip (U.S.)	\$3,797	\$2,521	\$2,466
Per Visitor/Trip (U.S.)	\$2,435	\$1,778	\$1,646
Per Visitor Per Day	\$107	\$73	\$76
Per Visitor/Trip (California)	\$1,209	\$504	\$547
<b>Spending by Category (Per Visitor/Trip)</b>			
Lodging	\$661	\$513	\$369
Food/Beverages	\$514	\$364	\$338
Gifts/Souvenirs	\$421	\$324	\$336
Transportation in the U.S.	\$384	\$300	\$322
Entertainment	\$243	\$148	\$156
Expenses at the Airport	\$34	\$18	\$13
Other	\$179	\$113	\$111
<b>Total Spending Per Visitor/Trip</b>	<b>\$2,435</b>	<b>\$1,778</b>	<b>\$1,646</b>

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<b>Payment Method for Trip Expenses</b>			
Credit Cards	52%	55%	52%
Cash	39%	38%	40%
Debit Cards	7%	7%	8%
Travelers Checks	1%	-	-
Total	100%	100%	100%
<b>Age</b>			
Average Age - Males	43 years	42 years	44 years
Average Age - Females	40 years	45 years	48 years
<b>Occupation</b>			
Professional/Technical	33%	38%	31%
Manager/Executive	29%	24%	18%
Student	10%	10%	13%
Retired	9%	17%	24%
Clerical/Sales	8%	3%	3%
Other	12%	9%	10%
Total	100%	100%	100%
<b>Annual Household Income</b>			
Under \$20,000	8%	16%	22%
\$20,000 - \$39,999	13%	9%	6%
\$40,000 - \$59,999	14%	14%	18%
\$60,000 - \$79,999	13%	13%	9%
\$80,000 - \$99,999	11%	17%	17%
\$100,000 - \$119,999	11%	13%	8%
\$120,000 - \$139,999	7%	3%	3%
\$140,000 - \$159,999	6%	9%	11%
\$160,000 - \$179,999	3%	2%	1%
\$180,000 - \$199,999	3%	1%	1%
\$200,000 and over	13%	17%	4%
Total	100%	100%	100%
Average Annual Income	\$96,200	\$80,600	\$76,500

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