

## CHARACTERISTICS OF TRAVELERS FROM NEW ZEALAND TO CALIFORNIA – 2008

New Zealand was one of California’s large overseas markets with approximately 90,000 visitors to California in 2008. Collectively visitors from New Zealand spent approximately \$80 million in California.

New Zealand visitors to California during 2008 reported spending \$119 per day during a 7.5 night average stay or approximately \$893 per visitor. The average spending for all overseas visitors to California was about \$1,353 (\$123 per day; 11.0 nights in California).

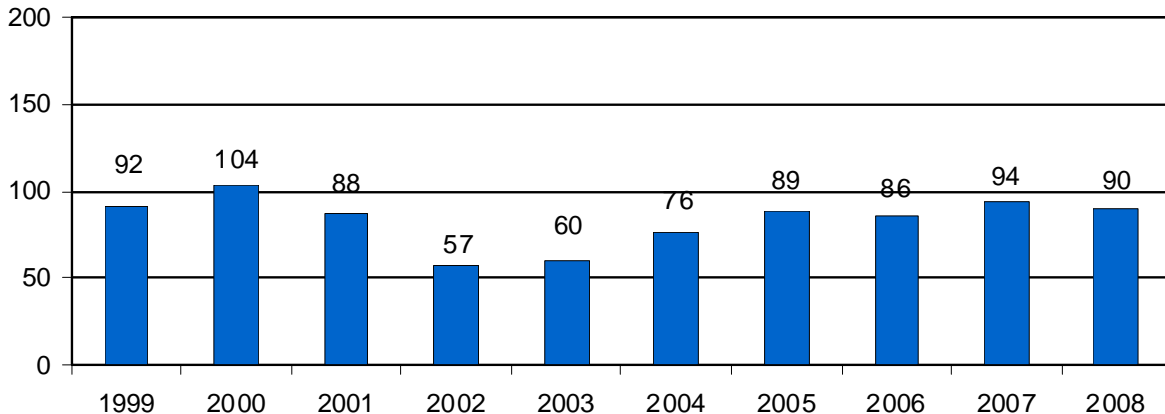
**Visitors From New Zealand**

Year	Total U.S. Arrivals <sup>1</sup>	California Market Share <sup>2</sup>	Visitors to California (est.)
1998	157,338	61.7%	97,000
1999	160,458	57.2%	92,000
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

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, 1999-2008  
(in 000s)**



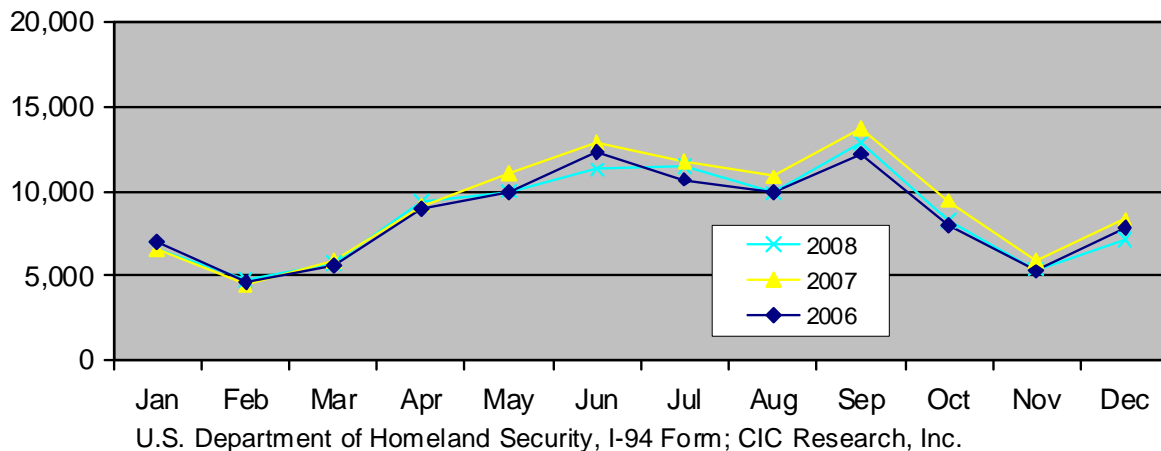
Source: International Trade Administration, Office of Travel and Tourism Industries.

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 point of 57,000 visitors. Since then both California's market share and visitor volumes from New Zealand have increased to a peak of 94,000 visitors in 2007 with a similar 90,000 visitors in 2008.

### New Zealand Arrivals at California Airports

Monthly volumes of port-of-entry passenger arrivals from New Zealand to California were consistent in 2008 compared with 2006 and 2007. New Zealand resident arrivals at California ports-of-entry peaked in June and September. The lowest volumes were recorded in February and November.

**Residents of New Zealand  
Monthly Port of Entry Arrivals to CA  
2006-2008**



## 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:

- Travel to California to visit friends or relatives
- Use travel agencies for trip planning information and to book their trip
- Have longer trip planning and advance airline booking horizons
- Mention airline loyalty as the main factor in selecting an airline
- Travel with their spouse
- Stay less time on average in the U.S. and in California
- Use taxi/limousines, airlines, and public transit for transportation while in the U.S.
- Spend less per visitor/per trip
- Have an older average age for both males and females
- Have a lower average annual household income

Conversely, visitors from New Zealand are less likely to:

- Visit San Francisco and Las Vegas
- Visit national parks

## Characteristics of Travelers from New Zealand to California – 2008

Trip & Traveler Characteristics	All Overseas Visitors* (n = 7,780)	All Visitors from New Zealand (n = 484)	Leisure Visitors from New Zealand (n = 291)
<b>Primary Purpose of Trip</b>			
Leisure/Recreation/Holidays	43%	42%	60%
Visit Friends/Relatives	19	29	40
Business/Professional	27	21	-
Convention/Conference	7	7	-
Other Purpose	5	2	-
Total	100%	100%	100%
<b>Purpose of Trip**</b>			
Leisure/Recreation/Holidays	63%	68%	82%
Visit Friends/Relatives	37	50	55
Business/Professional	31	28	9
Convention/Conference	11	13	4
<b>Sources Used to Plan Trip**</b>			
Airlines Directly	21%	23%	23%
Corporate Travel Department	11	7	2
Personal Computer	42	49	51
Friends/Relatives	16	19	23
Newspapers/Magazines	3	4	6
State/City Travel Office	4	3	3
Tour Company	6	4	3
Travel Agency	43	59	56
Travel Guides	10	6	6
<b>Advance Planning for Trip</b>			
7 days or less	9%	11%	3%
8 - 30 days	30	20	15
31 - 60 days	19	17	15
61 - 90 days	13	11	11
More than 3 Months	30	46	56
Total	100%	100%	100%
Average Planning Time in Days	92	135	159
<b>Advance Airline Reservations</b>			
7 days or less	16%	9%	4%
8 - 30 days	38	33	28
31 - 60 days	17	16	16
61 - 90 days	10	14	16
91 - 120 days	5	9	11
121 - 180 days	8	10	14
6 Months or More	6	10	13
Total	100%	100%	100%
Average Booking in Days	60	79	94

\* 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  
(2008 - cont.)**

<b>Trip &amp; Traveler Characteristics</b>	<b>All Overseas Visitors* (n = 7,780)</b>	<b>All Visitors from New Zealand (n = 484)</b>	<b>Leisure Visitors from New Zealand (n = 291)</b>
<b>Means of Booking Air Trip</b>			
Airlines Directly	12%	11%	14%
Corporate Travel Department	11	7	2
Personal Computer	22	16	17
Travel Agent	48	64	65
Travel Club	1	0	-
Tour Operator	4	1	1
Other/Don't Know	3	1	0
Total	100%	100%	100%
<b>Main Factor in Selecting Airline</b>			
Airfare	24%	19%	25%
Schedule	15	20	20
Non-Stop Flight	13	8	6
Mileage Bonus/Frequent Flyer Program	12	14	14
Previous Good Experience	10	8	8
Safety Reputation	7	6	7
Airline Loyalty	4	14	15
In-flight Service	5	2	2
Employer policy	4	5	1
Other	6	4	3
<b>Airline Seating Area</b>			
Economy/Tourist/Coach	77%	80%	86%
Executive/Business	20	17	12
First Class	3	3	2
Total	100%	100%	100%
<b>Use of Package</b>			
Yes	11%	10%	14%
No	89	90	86
Total	100%	100%	100%
<b>Advance Package Booking</b>			
7 days or less	4%	-	-
8 - 30 days	26	25%	26%
31 - 60 days	23	18	18
61 - 90 days	12	12	13
91 - 120 days	5	10	11
121 - 180 days	17	16	18
6 Months or More	14	18	14
Total	100%	100%	100%

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**Characteristics of Travelers from New Zealand to California  
(2008 - cont.)**

Trip & Traveler Characteristics	All Overseas Visitors* (n = 7,780)	All Visitors from New Zealand (n = 484)	Leisure Visitors from New Zealand (n = 291)
<b>Travel Companions**</b>			
Business Associates	10%	4%	0%
Family/Relatives	23	31	41
Friends	12	9	10
Spouse	27	42	53
Tour Group	2	1	2
Traveling Alone	39	33	20
<b>Average Travel Party Size</b>	1.5	1.7	2.0
<b>Median Travel Party Size</b>	1.0	1.0	2.0
<b>Type of Lodging**</b>			
Hotel / Motel	78%	79%	77%
Private Home	28	25	26
Other	4	6	8
<b>Length of Stay</b>			
Mean Nights in the U.S.	21.2	17.3	18.6
Mean Nights in California	11.0	7.5	7.5
% of California Nights	52%	43%	40%
<b>Prior Visitation to the U.S.</b>			
First Trip to the U.S. (% Yes)	24%	23%	26%
Average Trips to the U.S. in Past Year	2.0	1.6	1.3
Average Trips to the U.S. in Past 5 Years	6.3	4.0	3.0
<b>Average Number of States Visited</b>	2.0	2.1	2.1
<b>Average Number of Destinations Visited</b>	2.9	2.9	3.1
<b>Places Visited in the U.S.**</b>			
Los Angeles	53%	57%	62%
San Francisco	49	41	41
Las Vegas	28	21	24
New York City	17	11	10
San Diego	13	10	10
San Jose	7	2	2
Anaheim-Santa Ana	7	12	16
Yosemite	5	4	5
Grand Canyon	4	3	4
Chicago	4	4	2
DC Metro Area	4	2	3
Monterey-Salinas	4	2	2
Seattle	3	3	3
Sacramento	3	3	3
Riverside/San Bernardino	3	2	3
Santa Barbara	3	1	2

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(2008 - cont.)**

Trip & Traveler Characteristics	All Overseas Visitors* (n = 7,780)	All Visitors from New Zealand (n = 484)	Leisure Visitors from New Zealand (n = 291)
<b>Activities Experienced While in the U.S.**</b>			
Dining Out	87%	92%	92%
Shopping	85	91	94
Sightseeing in Cities	53	51	58
Historical Places	44	52	57
Visiting Small Towns	36	42	48
National Parks	35	26	31
Amusement/Theme Parks	34	33	40
Touring Countryside	30	37	46
Cultural Heritage Sites	28	29	33
Casinos/Gambling	24	17	19
Art Gallery/Museum	23	31	34
Guided Tours	22	28	32
<b>Transportation While in the U.S.**</b>			
Taxi/Limousine	42%	54%	50%
Airlines in U.S.	40	47	45
Rented Auto	36	36	37
Company or Private Auto	28	31	31
City Subway/Tram/Bus	26	35	38
Railroad between Cities	11	16	18
Bus between Cities	9	13	16
Motor Home/Camper	2	4	5
<b>Visitor Spending in the U.S.</b>			
Per Travel Party Per Trip (U.S.)	\$3,998	\$3,448	\$3,480
Per Visitor/Trip (U.S.)	2,607	2,055	1,771
Per Visitor Per Day	123	119	95
Per Visitor/Trip (California)	\$1,353	\$893	\$713
<b>Spending by Category (Per Visitor/Trip)</b>			
Lodging	\$800	\$628	\$372
Food/Beverages	526	401	390
Gifts/Souvenirs	450	369	408
Transportation in the U.S.	425	324	241
Entertainment	234	235	281
Expenses at the Airport	37	24	20
Other	135	74	60
<b>Total Spending Per Visitor/Trip</b>	<b>\$2,607</b>	<b>\$2,055</b>	<b>\$1,771</b>

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<b>Payment Method for Trip Expenses</b>			
Credit Cards	53%	54%	47%
Cash	37	38	42
Debit Cards	6	6	8
Travelers Checks	3	2	3
Total	100%	100%	100%
<b>Age</b>			
Average Age - Males	41	47	49
Average Age - Females	38	46	45
<b>Occupation</b>			
Manager/Executive	34%	31%	25%
Professional/Technical	32	32	27
Student	8	5	6
Clerical/Sales	7	7	10
Retired	6	12	15
Other	13	13	17
Total	100%	100%	100%
<b>Annual Household Income</b>			
Under \$20,000	6%	4%	4%
\$20,000 - \$39,999	10	12	15
\$40,000 - \$59,999	13	18	23
\$60,000 - \$79,999	11	14	16
\$80,000 - \$99,999	11	14	12
\$100,000 - \$119,999	11	10	10
\$120,000 - \$139,999	7	9	7
\$140,000 - \$159,999	6	4	4
\$160,000 - \$179,999	4	3	2
\$180,000 - \$199,999	3	1	0
\$200,000 and over	18	11	8
Total	100%	100%	100%
Average Annual Income	\$107,200	\$94,400	\$84,700

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