

CHARACTERISTICS OF TRAVELERS FROM NEW ZEALAND TO CALIFORNIA - 2009

New Zealand was one of California's large overseas markets with approximately 81,000 visitors to California in 2009. Collectively visitors from New Zealand spent approximately \$67 million in California.

During 2009 visitors to California from New Zealand reported spending \$122 per day during a 6.8 night average stay or approximately \$830 per visitor. The average spending for all overseas visitors to California was about \$1,205 (\$103 per day; 11.7 nights in California).

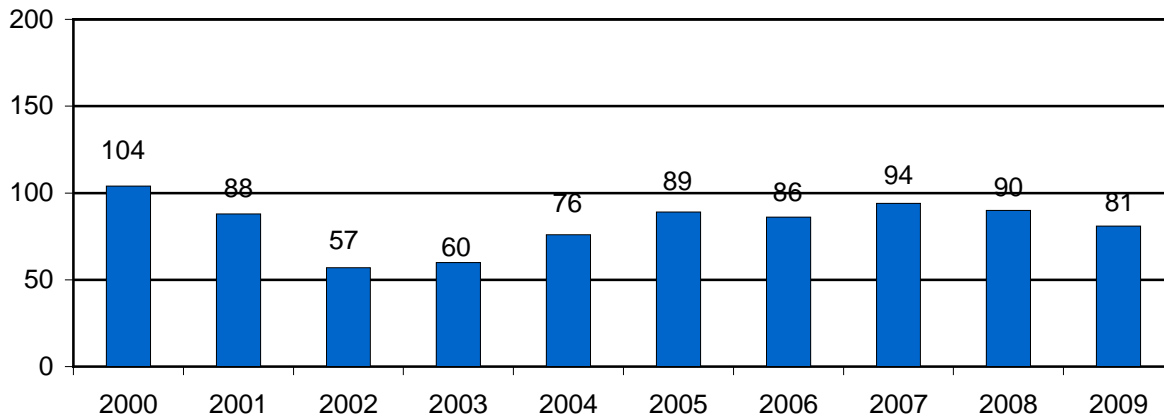
Visitors From New Zealand

Year	Total U.S. Arrivals ¹	California Market Share ²	Visitors to California (est.)
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
2009	131,012	61.8%	81,000

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, 2000-2009 (in 000s)



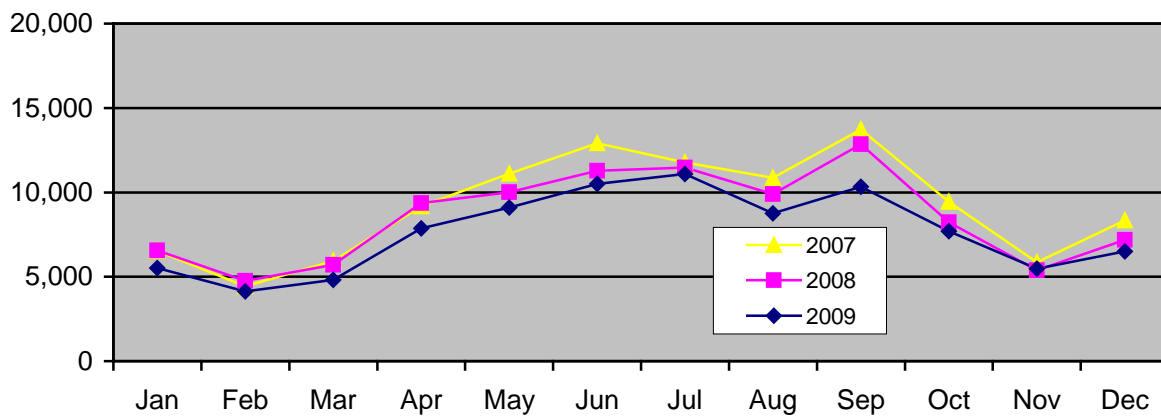
Source: International Trade Administration, Office of Travel and Tourism Industries.

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 peak of 94,000 visitors in 2007 and have since decreased to 81,000 visitors in 2009.

New Zealand Arrivals at California Airports

Monthly volumes of port-of-entry passenger arrivals from New Zealand to California were consistent in 2009 compared with 2007 and 2008. New Zealand resident arrivals at California ports-of-entry peaked in July and September. The lowest volumes were recorded in February and November.

**Residents of New Zealand
Monthly Port of Entry Arrivals to CA
2007-2009**



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:

- Travel to California to visit friends or relatives
- Use a personal computer for trip planning information
- Use travel agencies for trip planning information and to book their trip
- Have longer trip planning and advance airline booking horizons
- Stay less time on average in the U.S. and in California
- Use taxi/limousines for transportation while in the U.S.
- Spend less per visitor per trip but more per visitor per day
- 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:

- Mention airfare as the main factor in selecting an airline
- Be on their first trip to the U.S.
- Visit Las Vegas as part of their trip
- Visit national parks or go to casinos or gamble in the U.S.

Characteristics of Travelers from New Zealand to California, 2009

Trip & Traveler Characteristics	All Overseas Visitors* (n = 7,255)	All Visitors from New Zealand (n = 456)	Leisure Visitors from New Zealand (n = 289)
Primary Purpose of Trip			
Leisure/Recreation/Holidays	47%	38%	57%
Business/Professional	22%	20%	-
Visit Friends/Relatives	21%	29%	43%
Convention/Conference	6%	11%	-
Other Purpose	5%	2%	-
Total	100%	100%	100%
Purpose of Trip**			
Leisure/Recreation/Holidays	65%	63%	75%
Visit Friends/Relatives	37%	55%	64%
Business/Professional	26%	27%	7%
Convention/Conference	8%	16%	3%
Sources Used to Plan Trip**			
Airlines Directly	23%	28%	28%
Corporate Travel Department	8%	8%	2%
Personal Computer	43%	53%	58%
Friends/Relatives	18%	24%	29%
Newspapers/Magazines	3%	3%	4%
State/City Travel Office	4%	-	-
Tour Company	7%	3%	3%
Travel Agency	40%	54%	52%
Travel Guides	10%	9%	11%
Advance Planning for Trip			
7 days or less	7%	5%	3%
8 - 30 days	28%	18%	11%
31 - 60 days	19%	20%	20%
61 - 90 days	12%	13%	12%
More than 3 Months	34%	44%	53%
Total	100%	100%	100%
Average Planning Time in Days	100 days	124 days	142 days
Advance Airline Reservations			
7 days or less	13%	10%	4%
8 - 30 days	38%	27%	21%
31 - 60 days	16%	23%	24%
61 - 90 days	10%	13%	14%
91 - 120 days	6%	9%	9%
121 - 180 days	10%	11%	15%
6 Months or More	7%	9%	13%
Total	100%	100%	100%
Average Booking in Days	67 days	79 days	97 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
(2009 - cont.)**

Trip & Traveler Characteristics	All Overseas Visitors* (n = 7,255)	All Visitors from New Zealand (n = 456)	Leisure Visitors from New Zealand (n = 289)
Means of Booking Air Trip			
Airlines Directly	13%	11%	12%
Corporate Travel Department	9%	9%	3%
Personal Computer	25%	24%	29%
Travel Agent	46%	56%	55%
Travel Club	1%	-	-
Tour Operator	5%	-	-
Other/Don't Know	2%	1%	1%
Total	100%	100%	100%
Main Factor in Selecting Airline			
Airfare	32%	22%	26%
Schedule	13%	16%	13%
Non-Stop Flight	12%	7%	5%
Mileage Bonus/Frequent Flyer Program	10%	15%	12%
Previous Good Experience	9%	15%	18%
Safety Reputation	6%	2%	3%
Airline Loyalty	4%	10%	11%
In-flight Service	5%	2%	3%
Employer policy	3%	5%	3%
Other	6%	6%	6%
Total	100%	100%	100%
Airline Seating Area			
Economy/Tourist/Coach	81%	76%	84%
Executive/Business	17%	23%	16%
First Class	2%	-	-
Total	100%	100%	100%
Use of Package			
Yes	14%	9%	11%
No	86%	91%	89%
Total	100%	100%	100%
Advance Package Booking			
7 days or less	4%	1%	1%
8 - 30 days	24%	20%	21%
31 - 60 days	13%	15%	15%
61 - 90 days	13%	14%	14%
91 - 120 days	8%	16%	19%
121 - 180 days	18%	15%	16%
6 Months or More	20%	20%	14%
Total	100%	100%	100%

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**Characteristics of Travelers from New Zealand to California
(2009 - cont.)**

Trip & Traveler Characteristics	All Overseas Visitors* (n = 7,255)	All Visitors from New Zealand (n = 456)	Leisure Visitors from New Zealand (n = 289)
Travel Companions**			
Business Associates	8%	9%	1%
Family/Relatives	25%	29%	41%
Friends	11%	8%	10%
Spouse	28%	37%	48%
Tour Group	2%	-	1%
Traveling Alone	38%	34%	24%
Average Travel Party Size	1.6	1.7	1.9
Median Travel Party Size	1.0	1.0	2.0
Type of Lodging**			
Hotel / Motel	76%	82%	79%
Private Home	30%	26%	28%
Other	4%	3%	3%
Length of Stay			
Mean Nights in the U.S.	22.4 nights	16.9 nights	18.1 nights
Mean Nights in California	11.7 nights	6.8 nights	7.2 nights
% of California Nights	52%	40%	40%
Prior Visitation to the U.S.			
First Trip to the U.S. (% Yes)	28%	16%	18%
Average Trips to the U.S. in Past Year	1.7 trips	1.6 trips	1.4 trips
Average Trips to the U.S. in Past 5 Years	5.2 trips	4.4 trips	3.5 trips
Average Number of States Visited	2.1 states	2.1 states	2.0 states
Average Number of Destinations Visited	3.0 dest.	2.9 dest.	2.8 dest.
Places Visited in the U.S.**			
Los Angeles	55%	52%	52%
San Francisco	48%	45%	45%
Las Vegas	30%	16%	19%
New York City	18%	11%	10%
San Diego	13%	10%	10%
Anaheim-Santa Ana	7%	9%	12%
Grand Canyon	7%	4%	7%
San Jose	6%	2%	2%
Yosemite	4%	2%	2%
Chicago	4%	8%	4%
DC Metro Area	4%	4%	3%
Monterey-Salinas	4%	3%	4%
Riverside/San Bernardino	4%	3%	2%
Seattle	3%	4%	3%
Sacramento	3%	3%	3%
Santa Barbara	3%	3%	3%
Oakland	2%	4%	3%

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Trip & Traveler Characteristics	All Overseas Visitors* (n = 7,255)	All Visitors from New Zealand (n = 456)	Leisure Visitors from New Zealand (n = 289)
Activities Experienced While in the U.S.**			
Shopping	87%	92%	93%
Dining Out	86%	95%	94%
Sightseeing in Cities	56%	59%	67%
Historical Places	45%	49%	51%
National Parks	39%	26%	30%
Amusement/Theme Parks	39%	31%	38%
Visiting Small Towns	38%	40%	48%
Cultural Heritage Sites	32%	38%	43%
Touring Countryside	31%	39%	48%
Casinos/Gambling	27%	17%	21%
Art Gallery/Museum	26%	31%	34%
Guided Tours	24%	29%	37%
Transportation While in the U.S.**			
Airlines in U.S.	39%	46%	42%
Taxi/Limousine	39%	54%	51%
Rented Auto	38%	35%	34%
Company or Private Auto	29%	32%	35%
City Subway/Tram/Bus	26%	34%	36%
Railroad between Cities	11%	12%	14%
Bus between Cities	10%	13%	15%
Motor Home/Camper	2%	1%	-
Visitor Spending in the U.S.			
Per Travel Party Per Trip (U.S.)	\$3,584	\$3,429	\$3,487
Per Visitor/Trip (U.S.)	\$2,308	\$2,061	\$1,835
Per Visitor Per Day	\$103	\$122	\$102
Per Visitor/Trip (California)	\$1,205	\$830	\$734
Spending by Category (Per Visitor/Trip)			
Lodging	\$660	\$633	\$405
Food/Beverages	\$463	\$394	\$350
Gifts/Souvenirs	\$395	\$371	\$395
Transportation in the U.S.	\$348	\$294	\$284
Entertainment	\$234	\$215	\$248
Expenses at the Airport	\$34	\$20	\$21
Other	\$174	\$135	\$131
Total Spending Per Visitor/Trip	\$2,308	\$2,061	\$1,835

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Payment Method for Trip Expenses			
Credit Cards	50%	55%	47%
Cash	41%	37%	43%
Debit Cards	7%	8%	11%
Travelers Checks	2%	-	-
Total	100%	100%	100%
Age			
Average Age - Males	43 years	48 years	50 years
Average Age - Females	39 years	43 years	43 years
Occupation			
Professional/Technical	35%	40%	38%
Manager/Executive	28%	28%	21%
Student	10%	5%	5%
Retired	8%	9%	13%
Clerical/Sales	7%	8%	12%
Other	13%	10%	12%
Total	100%	100%	100%
Annual Household Income			
Under \$20,000	9%	5%	6%
\$20,000 - \$39,999	14%	14%	17%
\$40,000 - \$59,999	14%	17%	18%
\$60,000 - \$79,999	13%	19%	19%
\$80,000 - \$99,999	11%	11%	10%
\$100,000 - \$119,999	9%	10%	8%
\$120,000 - \$139,999	6%	10%	8%
\$140,000 - \$159,999	5%	4%	3%
\$160,000 - \$179,999	3%	2%	2%
\$180,000 - \$199,999	3%	-	-
\$200,000 and over	12%	9%	8%
Total	100%	100%	100%
Average Annual Income	\$94,800	\$88,100	\$83,200

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