

CHARACTERISTICS OF TRAVELERS FROM NEW ZEALAND TO CALIFORNIA - 2014

New Zealand visitors to California were estimated at 135,000 visitors in 2014. Collectively visitors from New Zealand spent approximately \$145 million in California.

During 2014 visitors to California from New Zealand reported spending \$149 per day during a 7.2 night average stay or approximately \$1,073 per visitor. The average spending for all overseas visitors to California was about \$1,872 (\$153 per day; 12.2 nights in California).

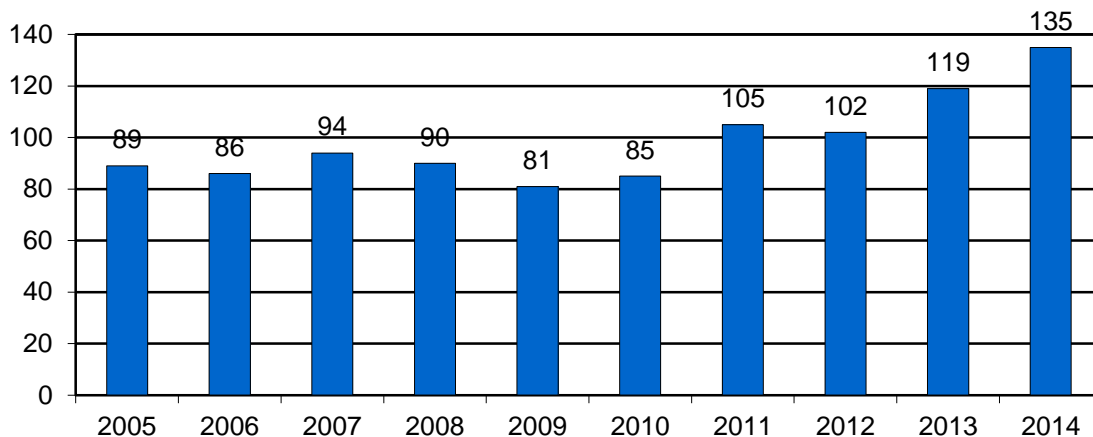
Visitors From New Zealand

Year	Total U.S. Arrivals ¹	California Market Share ²	Visitors to California (est.)
2004	127,394	60.8%	78,000
2005	139,780	64.0%	89,000
2006	138,486	62.3%	86,000
2007	147,735	63.5%	94,000
2008	145,325	62.1%	90,000
2009	131,012	61.6%	81,000
2010	174,619	48.4%	85,000
2011	188,974	55.6%	105,000
2012	185,706	55.0%	102,000
2013	209,136	56.9%	119,000
2014	260,601	51.8%	135,000

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

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

Number of Visitors from New Zealand to CA, 2005-2014 (in 000s)



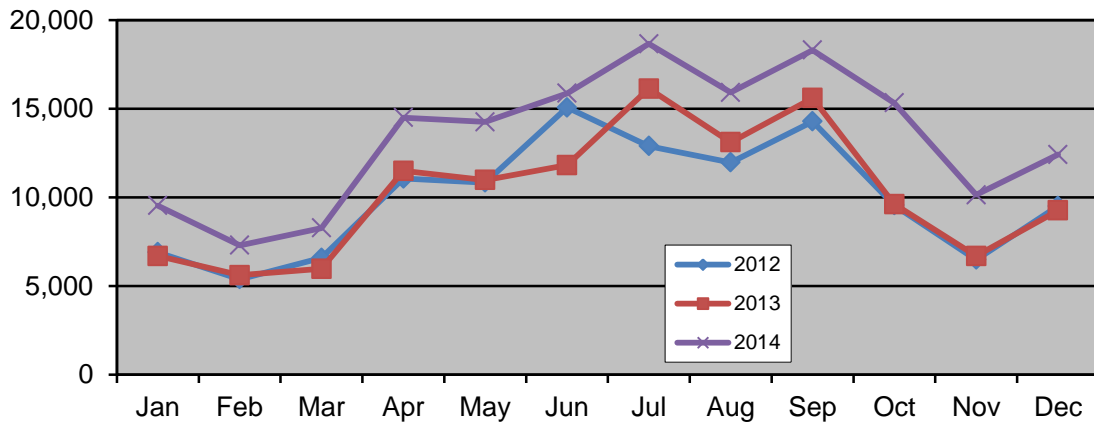
Sources: U.S. Dept. of Commerce, National Travel and Tourism Office, Revised by Tourism Economics for Visit California (October, 2015).

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, California’s visitor volumes from New Zealand have increased steadily to a new high of 135,000 visitors in 2014.

New Zealand Arrivals at California Airports

Monthly volumes of port-of-entry passenger arrivals from New Zealand to California were higher in 2014 compared with 2013 and 2012. New Zealand resident arrivals at California ports-of-entry peaked in July and September. The lowest volume was recorded in February.

**Residents of New Zealand
Monthly Port of Entry Arrivals to CA
2012-2014**



Sources: U.S. Department of Homeland Security, I-94 International Arrival Records, CIC Research, Inc., Visitor volume and spending estimates for California were prepared by Tourism Economics under a separate contract to Visit California.

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 for leisure/recreation/holidays
- Use a travel agency office to plan their trip and book their air trip
- Have a longer trip planning and airline reservation timeline
- Mention their loyalty to a particular carrier, previous good experience, or convenient schedule as a main factor in selecting an airline
- Be seated in economy/tourist/coach
- Travel with a spouse/partner
- Visit Anaheim-Santa Ana
- Participate in many leisure activities while in the U.S. including shopping, amusement/theme parks, or guided tours
- Use airlines, a private or company auto, or taxicabs/limousines for transportation while in the U.S.
- Have an older average age

Conversely, visitors from New Zealand are less likely to:

- Travel to California for business/professional reasons
- Use a corporate travel department to plan their trip and book their trip
- Mention airfare, non-stop flights, or mileage/frequent flyer program as a main factor in selecting an airline
- Be seated in executive/business class
- Travel alone
- Stay in a private home
- Stay in California while in the U.S.
- Spend money per visitor per trip in California
- Use a credit card to pay for trip expenses

Characteristics of Travelers from New Zealand to California, 2014

Trip & Traveler Characteristics	All Overseas Visitors* (n = 8,032)	All Visitors from New Zealand (n = 160)	Leisure Visitors from New Zealand (n = 124)
Primary Purpose of Trip			
Vacation/Holidays	54%	67%	76%
Visit Friends/Relatives	18%	22%	25%
Business	13%	6%	-
Convention/Conference	8%	4%	-
Other Purpose	7%	-	-
Total	100%	100%	100%
Purpose of Trip**			
Vacation/Holidays	66%	85%	91%
Visit Friends/Relatives	34%	36%	37%
Business	18%	7%	2%
Convention/Conference	12%	7%	1%
Sources Used to Plan Trip**			
Airline	43%	41%	42%
Online Travel Agency	32%	37%	37%
Travel Agency Office	25%	53%	54%
Personal Recommendation	29%	27%	28%
Travel Guide	15%	17%	18%
Corporate Travel Department	12%	4%	1%
Tour Operator/Travel Club	10%	2%	2%
National/State/City Travel Office	8%	1%	1%
Advance Planning for Trip			
7 days or less	5%	<1%	-
8 - 30 days	25%	9%	8%
31 - 60 days	19%	14%	11%
61 - 90 days	15%	14%	14%
More than 3 Months	36%	63%	68%
Total	100%	100%	100%
Average Planning Time in Days	106 days	174 days	187 days
Advance Airline Reservations			
7 days or less	9%	1%	1%
8 - 30 days	35%	14%	12%
31 - 60 days	19%	17%	15%
61 - 90 days	12%	22%	24%
91 - 120 days	8%	16%	16%
121 - 180 days	10%	12%	12%
6 Months or More	8%	18%	21%
Total	100%	100%	100%
Average Booking in Days	74 days	114 days	121 days

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

** Multiple response question. The column may sum to more than 100%.

Source: U.S. Dept. of Commerce, National Travel and Tourism Office, "Survey of International Air Travelers."

**Characteristics of Travelers from New Zealand to California
(2014 - cont.)**

Trip & Traveler Characteristics	All Overseas Visitors* (n = 8,032)	All Visitors from New Zealand (n = 160)	Leisure Visitors from New Zealand (n = 124)
Means of Booking Air Trip**			
Travel Agency Office	29%	54%	55%
Airlines Directly	29%	25%	25%
Internet Booking Service	27%	23%	24%
Corporate Travel Department	12%	5%	2%
Tour Operator/Travel Club	10%	11%	13%
Other	1%	1%	1%
Main Factor in Selecting Airline			
Airfare	31%	20%	15%
Non-Stop Flights	19%	11%	10%
Convenient Schedule	14%	20%	21%
Mileage Bonus/Frequent Flyer Program	8%	1%	2%
Previous Good Experience	6%	14%	16%
Safety Reputation	6%	2%	1%
Loyalty to Carrier	3%	23%	27%
Employer policy	3%	-	-
In-flight Service Reputation	2%	-	4%
On-time Reputation	2%	1%	1%
Other	5%	3%	3%
Total	100%	100%	100%
Airline Seating Area			
Economy/Tourist/Coach	83%	96%	96%
Executive/Business	9%	1%	1%
Premium Economy	8%	3%	3%
First Class	1%	1%	1%
Total	100%	100%	100%
Use of Package			
Yes	15%	10%	10%
No	85%	90%	90%
Total	100%	100%	100%
Travel Package Includes**			
Airfare and Accommodation Only	7%	2%	2%
Attractions/Events/Entertainment	6%	6%	6%
Bus/Coach	6%	5%	5%
Cruise	6%	1%	2%
Guided Tours	5%	5%	5%
Meals	4%	3%	3%
Recreation	2%	1%	1%
Rental Car	2%	1%	1%
Tour Guide for Entire Trip	2%	-	-

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

** Multiple response question. Travel package must include airfare and accommodation and may include others.
Source: U.S. Dept. of Commerce, National Travel and Tourism Office, "Survey of International Air Travelers."

**Characteristics of Travelers from New Zealand to California
(2014 - cont.)**

Trip & Traveler Characteristics	All Overseas Visitors* (n = 8,032)	All Visitors from New Zealand (n = 160)	Leisure Visitors from New Zealand (n = 124)
Travel Companions**			
Traveling Alone	59%	43%	40%
Spouse/Partner	22%	41%	43%
Family/Relatives	15%	21%	24%
Friends	6%	7%	5%
Business Associates	3%	<1%	-
Tour Group	1%	<1%	-
Average Travel Party Size	1.7	1.9	1.9
Median Travel Party Size	1.0	2.0	2.0
Type of Lodging**			
Hotel / Motel	76%	82%	80%
Private Home	30%	20%	21%
Other	6%	2%	2%
Length of Stay			
Mean Nights in the U.S.	23.4 nights	21.6 nights	20.8 nights
Mean Nights in California	12.2 nights	7.2 nights	7.4 nights
% of California Nights	52%	33%	36%
Prior Visitation to the U.S.			
First Trip to the U.S. (% Yes)	27%	25%	26%
Average Trips to the U.S. in Past Year	1.7 trips	1.2 trips	1.2 trips
Average Number of States Visited	2.1 states	2.4 states	2.4 states
Average Number of Destinations Visited	3.1 dest.	3.1 dest.	3.1 dest.
Places Visited in the U.S.**			
Los Angeles	62%	64%	64%
San Francisco	44%	38%	34%
Las Vegas	29%	29%	31%
New York City	16%	19%	21%
San Diego	14%	15%	16%
Anaheim-Santa Ana	8%	19%	21%
Flagstaff-Grand Canyon-Sedona	7%	1%	1%
San Jose	6%	-	-
DC Metro Area	5%	4%	5%
Monterey-Salinas	4%	1%	<1%
Oahu	4%	10%	12%
Santa Barbara	4%	1%	-
Riverside/San Bernardino	3%	2%	2%
Chicago	3%	8%	8%
Seattle	3%	4%	3%
Sacramento	3%	2%	2%
Miami	3%	4%	3%

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Source: U.S. Dept. of Commerce, National Travel and Tourism Office, "Survey of International Air Travelers."

**Characteristics of Travelers from New Zealand to California
(2014 - cont.)**

Trip & Traveler Characteristics	All Overseas Visitors* (n = 8,032)	All Visitors from New Zealand (n = 160)	Leisure Visitors from New Zealand (n = 124)
Activities Experienced While in the U.S.**			
Shopping	89%	98%	99%
Sightseeing	83%	88%	87%
National Parks/Monuments	52%	54%	52%
Experience Fine Dining	44%	45%	42%
Small Towns/Countryside	43%	45%	46%
Amusement/Theme Parks	40%	56%	57%
Historical Locations	35%	43%	41%
Guided Tours	33%	44%	42%
Art Gallery/Museums	31%	36%	36%
Casino/Gamble	24%	31%	32%
Cultural/Ethnic Heritage Sites	21%	18%	16%
Concert/Play/Musical	20%	24%	23%
Transportation While in the U.S.**			
Air Travel between U.S. Cities	45%	61%	62%
Rented Auto	44%	36%	39%
Auto, Private or Company	38%	54%	55%
City Subway/Tram/Bus	31%	35%	37%
Taxicab/Limousine	31%	43%	43%
Bus between Cities	19%	20%	20%
Ferry/River Taxi/Srt. Scenic Cruise	10%	12%	13%
Railroad between Cities	7%	11%	13%
Rented Bicycle/Motorcycle/Moped	5%	6%	7%
Cruise Ship/River Boat 1+ Nights	4%	6%	7%
Motor Home/Camper	2%	3%	4%
Visitor Spending***			
CA Visitor Spending in the U.S. per Visitor	\$3,590	\$3,236	\$2,812
Per Visitor Per Day Spending in California	\$153	\$149	\$130
Per Visitor/Trip Spending in California	\$1,872	\$1,073	\$937
Spending by Category (Per Visitor/Trip)			
Accommodations	30.4%	28.9%	26.0%
Air Transportation in the U.S.	6.6%	6.0%	5.3%
Entertainment	12.5%	18.5%	18.4%
Food/Beverages	18.1%	18.2%	19.5%
Gifts/Souvenirs	21.1%	21.5%	23.7%
Ground Transportation in the U.S.	6.2%	4.2%	4.3%
Other	4.9%	2.7%	2.9%

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** Multiple response question. The column may sum to more than 100%.

*** Spending estimates were based on the SIAT data and revised by Tourism Economics for Visit California.
Source: U.S. Dept. of Commerce, National Travel and Tourism Office, "Survey of International Air Travelers."
CIC Research, Inc. and Tourism Economics.

**Characteristics of Travelers from New Zealand to California
(2014 - cont.)**

Trip & Traveler Characteristics	All Overseas Visitors* (n = 8,032)	All Visitors from New Zealand (n = 160)	Leisure Visitors from New Zealand (n = 124)
Payment Method for Trip Expenses			
Purchases Using Credit Card	44%	33%	31%
Cash from Home/Travelers Checks	27%	29%	28%
Cash Adv./Withdrawal Using Credit Card	18%	16%	18%
Cash Adv./Withdrawal Using Debit Card	6%	12%	13%
Purchases Using Debit Card	6%	9%	10%
Total	100%	100%	100%
Age			
Average Age - Males	40 years	45 years	45 years
Average Age - Females	38 years	42 years	41 years
Occupation			
Mgmt., Business, Science & Arts	44%	44%	43%
Service Occupations	11%	12%	13%
Student	11%	5%	3%
Sales and Office	11%	13%	14%
Retired	8%	10%	11%
Homemaker	4%	4%	5%
Prod., Trans., & Material Moving	4%	4%	4%
Military/Government	3%	2%	1%
Nat. Res., Const., & Maintenance	2%	5%	6%
Other	2%	1%	-
Total	100%	100%	100%
Annual Household Income			
Under \$20,000	15%	4%	4%
\$20,000 - \$39,999	13%	11%	11%
\$40,000 - \$59,999	14%	13%	14%
\$60,000 - \$79,999	11%	22%	18%
\$80,000 - \$99,999	10%	18%	20%
\$100,000 - \$119,999	9%	9%	8%
\$120,000 - \$139,999	6%	9%	10%
\$140,000 - \$159,999	4%	4%	4%
\$160,000 - \$179,999	3%	6%	6%
\$180,000 - \$199,999	2%	2%	1%
\$200,000 and over	11%	3%	3%
Total	100%	100%	100%
Average Annual Income	\$95,782	\$91,165	\$90,969

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Source: U.S. Dept. of Commerce, National Travel and Tourism Office, "Survey of International Air Travelers."