

CHARACTERISTICS OF TRAVELERS FROM NEW ZEALAND TO CALIFORNIA - 2013

New Zealand visitors to California were estimated at 119,000 visitors in 2013. Collectively visitors from New Zealand spent approximately \$151 million in California.

During 2013 visitors to California from New Zealand reported spending \$163 per day during an 7.8 night average stay or approximately \$1,271 per visitor. The average spending for all overseas visitors to California was about \$1,940 (\$159 per day; 12.2 nights in California).

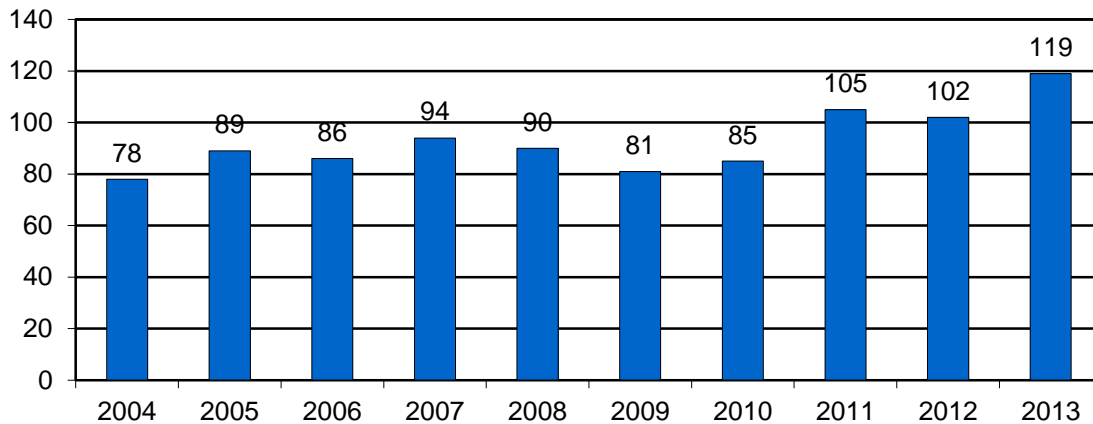
Visitors From New Zealand

Year	Total U.S. Arrivals ¹	California Market Share ²	Visitors to California (est.)
2003	107,214	57.6%	62,000
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

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, 2004-2013 (in 000s)



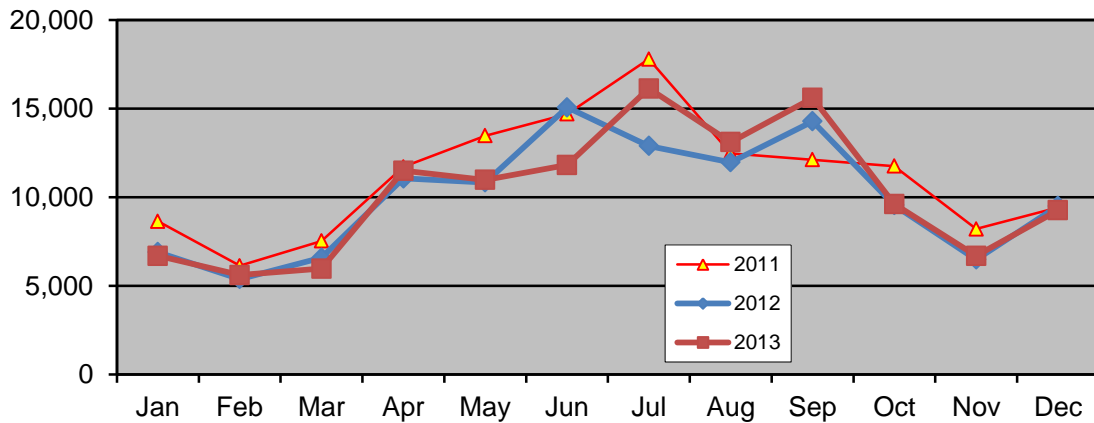
Source: U.S. Dept. of Commerce, National Travel and Tourism Office.

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 119,000 visitors in 2013.

New Zealand Arrivals at California Airports

Monthly volumes of port-of-entry passenger arrivals from New Zealand to California were similar in most of 2013 compared with 2012 and 2011. New Zealand resident arrivals at California ports-of-entry peaked in July. The lowest volume was recorded in February.

**Residents of New Zealand
Monthly Port of Entry Arrivals to CA
2011-2013**



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 for leisure/recreation/holidays
- Use a travel agency 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 as a main factor in selecting an airline
- Travel with a spouse/partner
- Visit Anaheim-Santa Ana
- Go shopping, visit amusement/theme parks, and go on guided tours while in the U.S.
- Use airlines, a private or company auto, or taxicabs/limousines for transportation while in the U.S.
- Spend their travel dollars in the U.S.

Conversely, visitors from New Zealand are less likely to:

- Travel to California for business/professional reasons
- Visit Los Angeles 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, 2013

Trip & Traveler Characteristics	All Overseas Visitors* (n = 6,744)	All Visitors from New Zealand (n = 199)	Leisure Visitors from New Zealand (n = 157)
Primary Purpose of Trip			
Vacation/Holidays	52%	63%	74%
Visit Friends/Relatives	17%	22%	26%
Business	15%	5%	-
Convention/Conference	9%	7%	-
Other Purpose	8%	5%	-
Total	100%	100%	100%
Purpose of Trip**			
Vacation/Holidays	64%	79%	88%
Visit Friends/Relatives	32%	44%	47%
Business	20%	7%	2%
Convention/Conference	12%	9%	1%
Sources Used to Plan Trip**			
Airline	43%	43%	46%
Online Travel Agency	31%	33%	36%
Travel Agency Office	26%	53%	55%
Personal Recommendation	26%	23%	24%
Travel Guide	15%	15%	16%
Corporate Travel Department	14%	8%	3%
Tour Operator/Travel Club	9%	2%	2%
National/State/City Travel Office	8%	5%	4%
Advance Planning for Trip			
7 days or less	5%	4%	4%
8 - 30 days	27%	5%	3%
31 - 60 days	17%	19%	17%
61 - 90 days	14%	11%	11%
More than 3 Months	36%	62%	66%
Total	100%	100%	100%
Average Planning Time in Days	105 days	169 days	180 days
Advance Airline Reservations			
7 days or less	10%	5%	5%
8 - 30 days	35%	11%	9%
31 - 60 days	17%	24%	21%
61 - 90 days	13%	15%	17%
91 - 120 days	8%	13%	11%
121 - 180 days	9%	22%	26%
6 Months or More	7%	10%	11%
Total	100%	100%	100%
Average Booking in Days	72 days	109 days	116 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
(2013 - cont.)**

Trip & Traveler Characteristics	All Overseas Visitors* (n = 6,744)	All Visitors from New Zealand (n = 199)	Leisure Visitors from New Zealand (n = 157)
Means of Booking Air Trip**			
Travel Agency Office	31%	61%	63%
Airlines Directly	28%	19%	21%
Internet Booking Service	24%	16%	17%
Corporate Travel Department	15%	7%	3%
Tour Operator/Travel Club	9%	2%	3%
Other	2%	1%	1%
Main Factor in Selecting Airline			
Airfare	29%	27%	27%
Non-Stop Flights	17%	9%	10%
Convenient Schedule	15%	13%	13%
Mileage Bonus/Frequent Flyer Program	9%	7%	8%
Previous Good Experience	9%	15%	10%
Safety Reputation	6%	7%	8%
Loyalty to Carrier	4%	15%	17%
Employer policy	3%	1%	-
In-flight Service Reputation	3%	-	-
On-time Reputation	2%	1%	1%
Other	4%	5%	6%
Total	100%	100%	100%
Airline Seating Area			
Economy/Tourist/Coach	79%	88%	87%
Executive/Business	10%	3%	3%
Premium Economy	10%	9%	10%
First Class	1%	1%	1%
Total	100%	100%	100%
Use of Package			
Yes	15%	12%	11%
No	85%	88%	89%
Total	100%	100%	100%
Travel Package Includes**			
Airfare and Accommodation Only	3%	3%	3%
Attractions/Events/Entertainment	7%	6%	5%
Bus/Coach	7%	8%	7%
Cruise	2%	2%	3%
Guided Tours	6%	6%	5%
Meals	6%	3%	2%
Recreation	1%	2%	2%
Rental Car	5%	4%	2%
Tour Guide for Entire Trip	4%	<1%	-

* 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
(2013 - cont.)**

Trip & Traveler Characteristics	All Overseas Visitors* (n = 6,744)	All Visitors from New Zealand (n = 199)	Leisure Visitors from New Zealand (n = 157)
Travel Companions**			
Traveling Alone	61%	55%	47%
Spouse/Partner	21%	31%	36%
Family/Relatives	13%	20%	23%
Friends	6%	2%	3%
Business Associates	4%	1%	-
Tour Group	1%	<1%	-
Average Travel Party Size	1.6	1.8	1.9
Median Travel Party Size	1.0	1.0	2.0
Type of Lodging**			
Hotel / Motel	76%	81%	79%
Private Home	27%	23%	25%
Other	6%	3%	2%
Length of Stay			
Mean Nights in the U.S.	22.5 nights	16.5 nights	16.5 nights
Mean Nights in California	12.2 nights	7.8 nights	7.7 nights
% of California Nights	54%	47%	47%
Prior Visitation to the U.S.			
First Trip to the U.S. (% Yes)	28%	23%	25%
Average Trips to the U.S. in Past Year	1.7 trips	1.1 trips	1.1 trips
Average Number of States Visited	2.0 states	2.0 states	2.1 states
Average Number of Destinations Visited	3.0 dest.	2.8 dest.	2.9 dest.
Places Visited in the U.S.**			
Los Angeles	59%	49%	51%
San Francisco	47%	48%	47%
Las Vegas	30%	23%	26%
New York City	16%	13%	13%
San Diego	13%	14%	15%
Anaheim-Santa Ana	8%	21%	23%
Flagstaff-Grand Canyon-Sedona	7%	4%	4%
San Jose	6%	2%	<1%
DC Metro Area	4%	6%	5%
Monterey-Salinas	4%	2%	1%
Oahu	4%	13%	16%
Santa Barbara	3%	1%	<1%
Riverside/San Bernardino	3%	1%	1%
Chicago	3%	4%	3%
Seattle	3%	3%	4%
Sacramento	3%	4%	4%
Miami	3%	3%	3%

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**Characteristics of Travelers from New Zealand to California
(2013 - cont.)**

Trip & Traveler Characteristics	All Overseas Visitors* (n = 6,744)	All Visitors from New Zealand (n = 199)	Leisure Visitors from New Zealand (n = 157)
Activities Experienced While in the U.S.**			
Shopping	88%	98%	98%
Sightseeing	84%	93%	94%
National Parks/Monuments	49%	49%	52%
Experience Fine Dining	43%	34%	36%
Small Towns/Countryside	41%	49%	54%
Amusement/Theme Parks	38%	52%	59%
Historical Locations	37%	44%	45%
Guided Tours	33%	49%	52%
Art Gallery/Museums	30%	36%	34%
Casino/Gamble	25%	23%	26%
Cultural/Ethnic Heritage Sites	21%	22%	23%
Concert/Play/Musical	20%	26%	27%
Transportation While in the U.S.**			
Air Travel between U.S. Cities	46%	57%	57%
Rented Auto	43%	34%	36%
Auto, Private or Company	37%	48%	51%
City Subway/Tram/Bus	33%	41%	40%
Taxicab/Limousine	33%	44%	45%
Bus between Cities	18%	18%	17%
Ferry/River Taxi/Srt. Scenic Cruise	12%	15%	17%
Railroad between Cities	8%	13%	14%
Rented Bicycle/Motorcycle/Moped	5%	4%	5%
Cruise Ship/River Boat 1+ Nights	4%	9%	11%
Motor Home/Camper	2%	4%	5%
Visitor Spending***			
CA Visitor Spending in the U.S. per Visitor	\$3,577	\$3,833	\$2,786
Per Visitor Per Day Spending in California	\$159	\$163	\$169
Per Visitor/Trip Spending in California	\$1,940	\$1,271	\$1,300
Spending by Category (Per Visitor/Trip)			
Accommodations	29.1%	31.6%	31.8%
Air Transportation in the U.S.	6.9%	6.2%	6.5%
Entertainment	12.2%	14.7%	14.8%
Food/Beverages	17.8%	17.1%	17.4%
Gifts/Souvenirs	21.9%	18.8%	18.1%
Ground Transportation in the U.S.	5.6%	4.7%	4.6%
Other	6.3%	6.9%	6.8%

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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
(2013 - cont.)**

Trip & Traveler Characteristics	All Overseas Visitors* (n = 6,744)	All Visitors from New Zealand (n = 199)	Leisure Visitors from New Zealand (n = 157)
Payment Method for Trip Expenses			
Purchases Using Credit Card	44%	31%	29%
Cash from Home/Travelers Checks	26%	31%	31%
Cash Adv./Withdrawal Using Credit Card	18%	13%	15%
Cash Adv./Withdrawal Using Debit Card	7%	14%	14%
Purchases Using Debit Card	6%	11%	11%
Total	100%	100%	100%
Age			
Average Age - Males	42 years	47 years	48 years
Average Age - Females	39 years	44 years	45 years
Occupation			
Mgmt., Business, Science, & Arts	44%	43%	42%
Service Occupations	11%	10%	10%
Student	11%	4%	3%
Sales and Office	10%	9%	8%
Retired	8%	13%	15%
Homemaker	5%	12%	13%
Prod., Trans., & Material Moving	4%	3%	3%
Military/Government	4%	1%	1%
Nat. Res., Const., & Maintenance	3%	4%	4%
Other	2%	2%	2%
Total	100%	100%	100%
Annual Household Income			
Under \$20,000	15%	1%	2%
\$20,000 - \$39,999	14%	13%	17%
\$40,000 - \$59,999	14%	16%	15%
\$60,000 - \$79,999	12%	19%	21%
\$80,000 - \$99,999	10%	22%	21%
\$100,000 - \$119,999	8%	4%	4%
\$120,000 - \$139,999	6%	8%	4%
\$140,000 - \$159,999	5%	3%	4%
\$160,000 - \$179,999	3%	6%	6%
\$180,000 - \$199,999	3%	-	-
\$200,000 and over	12%	8%	7%
Total	100%	100%	100%
Average Annual Income	\$100,889	\$98,860	\$96,185

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