

AUSTRALIA/NEW ZEALAND MARKET UPDATE

- Australia is California's 3rd largest overseas market, behind the UK and ahead of Japan
- California has a 46.1 % market share of Australian travel to the US and 56.7% of the New Zealand total
- The economies of the two countries remain strong in spite of a dip in commodity prices
- The market to California is growing at about 5% annually
- The average length of stay in California is 8.8 days
- Many are repeat visitors who are looking for new adventures
- Australia is one of the top five countries for international visitors to the north coast
- About 650,000 Australians and 160,000 New Zealanders came to CA last year, out of a population of 23 and 4.5 Million respectively
- Their spend is over \$1.1 Billion Dollars in state
- They generally book 2-4 months in advance
- 17.4% travel with children
- They have a minimum of four weeks' vacation
- Visit California's overreaching strategy continues to be the promotion of the "GATEWAY AND BEYOND" message
- The GREAT OUTDOORS is a travel priority
- There is an airline price war currently under way to CA with round trip prices to California gateways in the A\$999 range. This is half the price three years ago. That is about \$800 US.
- Visit California is investing \$4.1 Million Dollars this year in the Australian market with \$2.6 spent on a consumer branding campaign and \$1.5 on travel trade and PR
- Half book their trips via traditional travel agencies
- There are 79 weekly nonstop flights to California with Hawaii being the new feeder