

CHARACTERISTICS OF TRAVELERS FROM NEW ZEALAND TO CALIFORNIA - 2015

New Zealand visitors to California were estimated at 141,000 visitors in 2015, up from 135,000 in 2014. Collectively visitors from New Zealand spent approximately \$154 million in California in 2015, up from \$145 million in 2014.

During 2015 visitors to California from New Zealand reported spending \$107 per day during a 10.2 night average stay or approximately \$1,088 per visitor. The average spending for all overseas visitors to California was about \$1,979 (\$157 per day; 12.6 nights in California).

Visitors From New Zealand

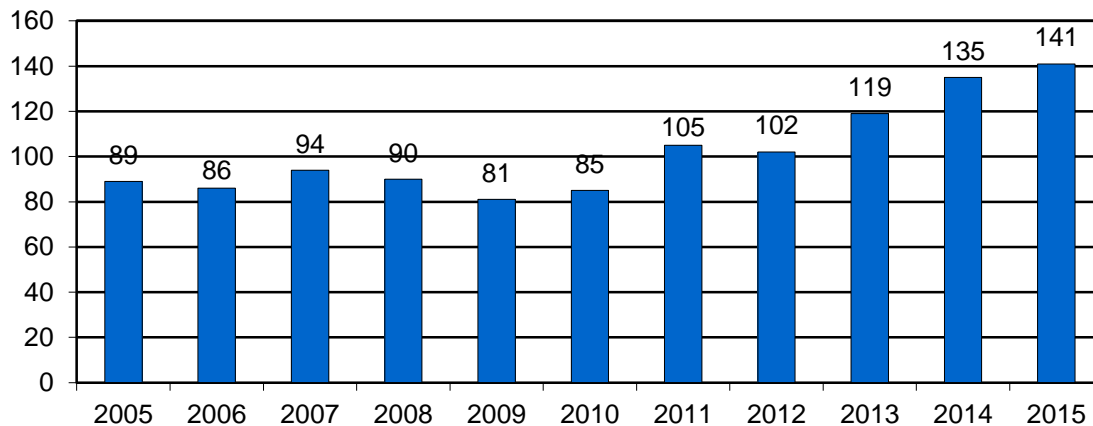
Year	Total U.S. Arrivals ¹	California Market Share ²	Visitors to California (est.)
2005	139,780	64.0%	89,000
2006	138,486	62.3%	86,000
2007	147,735	63.5%	94,000
2008	145,325	62.1%	90,000
2009	131,012	61.6%	81,000
2010	174,619	48.4%	85,000
2011	188,974	55.6%	105,000
2012	185,706	55.0%	102,000
2013	209,136	56.9%	119,000
2014 ³	260,601	51.8%	135,000
2015 ³	278,193	50.8%	141,000

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

2) U.S. Dept. of Commerce, NTTO, "Survey of International Air Travelers."

3) Sourced from Tourism Economics.

**Number of Visitors from New Zealand to CA, 2005-2015
(in 000s)**



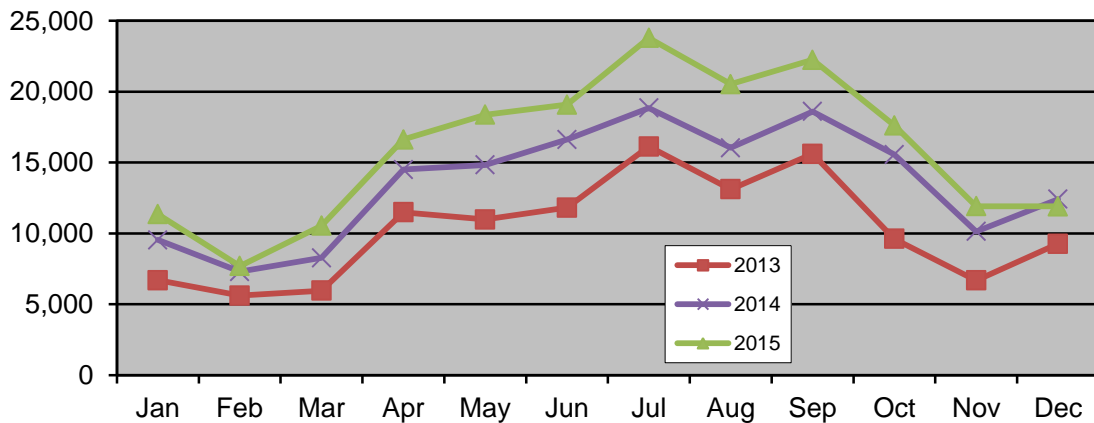
Sources: U.S. Dept. of Commerce, National Travel and Tourism Office,
Revised by Tourism Economics for Visit California (October, 2015).

The volume of visitors to California from New Zealand reached a peak of 104,000 visitors in 2000. By 2002, the volume of visitors to California from New Zealand had decreased to 57,000 visitors. Since then, California’s visitor volumes from New Zealand have shown an increasing trend overall to a new high of 141,000 visitors in 2015.

New Zealand Arrivals at California Airports

Monthly volumes of port-of-entry passenger arrivals from New Zealand to California were higher in almost every month of 2015 compared with 2014 and 2013. 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
2013-2015**



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 as a main factor in selecting an airline
- Travel with a spouse/partner
- Stay in a hotel / motel or other paid lodging
- Visit Anaheim-Santa Ana
- Participate in many leisure activities while in the U.S. including, visiting historical locations, going on guided tours, or to art gallery/museums
- Use airlines, a private or company auto, city subway/tram/bus, 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
- Book their air trip with an internet booking service
- Travel alone
- Stay in a private home
- 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, 2015

Trip & Traveler Characteristics	All Overseas Visitors to CA* (n = 8,348)	All Visitors from New Zealand (n = 216)	Leisure Visitors from New Zealand (n = 165)
Primary Purpose of Trip			
Vacation/Holidays	54%	66%	75%
Visit Friends/Relatives	18%	22%	25%
Business	13%	5%	-
Convention/Conference	9%	6%	-
Other Purpose	6%	2%	-
Total	100%	100%	100%
Purpose of Trip**			
Vacation/Holidays	67%	84%	90%
Visit Friends/Relatives	34%	43%	43%
Business	17%	7%	-
Convention/Conference	12%	7%	2%
Sources Used to Plan Trip**			
Airline	43%	47%	47%
Online Travel Agency	34%	40%	43%
Personal Recommendation	29%	36%	38%
Travel Agency Office	23%	53%	53%
Travel Guide	15%	12%	14%
Corporate Travel Department	12%	5%	4%
Tour Operator/Travel Club	9%	3%	3%
National/State/City Travel Office	7%	4%	5%
Advance Planning for Trip			
7 days or less	5%	1%	1%
8 - 30 days	24%	10%	7%
31 - 60 days	19%	12%	9%
61 - 90 days	15%	12%	11%
More than 3 Months	38%	66%	71%
Total	100%	100%	100%
Average Planning Time in Days	108 days	172 days	180 days
Advance Airline Reservations			
7 days or less	8%	4%	4%
8 - 30 days	33%	19%	16%
31 - 60 days	20%	13%	11%
61 - 90 days	13%	17%	17%
91 - 120 days	9%	12%	14%
121 - 180 days	10%	16%	19%
6 Months or More	8%	19%	19%
Total	100%	100%	100%
Average Booking in Days	76 days	112 days	118 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
(2015 - cont.)**

Trip & Traveler Characteristics	All Overseas Visitors to CA* (n = 8,348)	All Visitors from New Zealand (n = 216)	Leisure Visitors from New Zealand (n = 165)
Means of Booking Air Trip**			
Airlines Directly	31%	24%	25%
Internet Booking Service	29%	19%	20%
Travel Agency Office	26%	60%	59%
Corporate Travel Department	12%	5%	3%
Tour Operator/Travel Club	9%	1%	1%
Other	1%	2%	2%
Main Factor in Selecting Airline			
Airfare	29%	21%	24%
Non-Stop Flights	17%	12%	11%
Convenient Schedule	15%	11%	12%
Previous Good Experience	9%	13%	13%
Mileage Bonus/Frequent Flyer Program	8%	8%	8%
Safety Reputation	9%	5%	3%
Loyalty to Carrier	3%	18%	19%
In-flight Service Reputation	3%	3%	2%
Employer policy	3%	1%	-
On-time Reputation	2%	1%	2%
Other	3%	7%	6%
Total	100%	100%	100%
Airline Seating Area			
Economy/Tourist/Coach	82%	82%	84%
Premium Economy	10%	16%	14%
Executive/Business	8%	2%	2%
First Class	1%	-	-
Total	100%	100%	100%
Use of Package			
Yes	14%	6%	8%
No	86%	94%	92%
Total	100%	100%	100%
Travel Package Includes**			
Attractions/Events/Entertainment	6%	5%	7%
Meals	6%	3%	4%
Bus/Coach	6%	5%	7%
Guided Tours	6%	2%	2%
Rental Car	4%	1%	2%
Tour Guide for Entire Trip	5%	1%	1%
Airfare and Accommodation Only	3%	1%	1%
Cruise	2%	1%	1%
Recreation	1%	1%	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
(2015 - cont.)**

Trip & Traveler Characteristics	All Overseas Visitors to CA* (n = 8,348)	All Visitors from New Zealand (n = 216)	Leisure Visitors from New Zealand (n = 165)
Travel Companions**			
Traveling Alone	59%	49%	38%
Spouse/Partner	22%	35%	43%
Family/Relatives	15%	19%	24%
Friends	6%	4%	5%
Business Associates	4%	1%	1%
Tour Group	1%	<1%	-
Average Travel Party Size	1.7	1.8	2.0
Median Travel Party Size	1.0	2.0	2.0
Type of Lodging**			
Hotel / Motel	73%	83%	86%
Private Home	32%	22%	16%
Other	6%	8%	7%
Length of Stay			
Mean Nights in the U.S.	22.6 nights	19.6 nights	17.0 nights
Mean Nights in California	12.6 nights	10.2 nights	7.5 nights
% of California Nights	52%	52%	44%
Prior Visitation to the U.S.			
First Trip to the U.S. (% Yes)	28%	33%	33%
Average Trips to the U.S. in Past Year	1.7 trips	1.3 trips	1.2 trips
Average Number of States Visited	2.0 states	2.3 states	2.3 states
Average Number of Destinations Visited	3.1 dest.	3.1 dest.	3.1 dest.
Places Visited in the U.S.**			
Los Angeles	60%	64%	67%
San Francisco	45%	36%	34%
Las Vegas	30%	22%	25%
New York City	15%	15%	16%
San Diego	14%	11%	12%
Anaheim-Santa Ana	8%	18%	20%
Flagstaff-Grand Canyon-Sedona	7%	2%	2%
San Jose	6%	2%	2%
DC Metro Area	5%	7%	8%
Monterey-Salinas	5%	1%	<1%
Santa Barbara	4%	1%	-
Riverside/San Bernardino	4%	1%	1%
Oahu	3%	11%	12%
Seattle	3%	2%	2%
Chicago	3%	2%	2%
Miami	2%	2%	2%
Sacramento	2%	4%	3%

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** 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
(2015 - cont.)**

Trip & Traveler Characteristics	All Overseas Visitors to CA* (n = 8,348)	All Visitors from New Zealand (n = 216)	Leisure Visitors from New Zealand (n = 165)
Activities Experienced While in the U.S.**			
Shopping	87%	94%	96%
Sightseeing	83%	92%	95%
National Parks/Monuments	51%	55%	57%
Small Towns/Countryside	42%	51%	52%
Experience Fine Dining	40%	35%	34%
Amusement/Theme Parks	39%	48%	53%
Historical Locations	34%	48%	51%
Guided Tours	31%	59%	62%
Art Gallery/Museums	33%	45%	47%
Casino/Gamble	24%	20%	23%
Cultural/Ethnic Heritage Sites	20%	25%	27%
Concert/Play/Musical	20%	28%	30%
Transportation While in the U.S.**			
Rented Auto	44%	36%	39%
Air Travel between U.S. Cities	44%	58%	61%
Auto, Private or Company	37%	45%	43%
City Subway/Tram/Bus	31%	48%	48%
Taxicab/Limousine	31%	51%	51%
Bus between Cities	19%	21%	21%
Ferry/River Taxi/Srt. Scenic Cruise	10%	19%	22%
Railroad between Cities	7%	16%	17%
Rented Bicycle/Motorcycle/Moped	5%	4%	5%
Cruise Ship/River Boat 1+ Nights	4%	6%	6%
Motor Home/Camper	2%	3%	3%
Visitor Spending***			
CA Visitor Spending in the U.S. per Visitor	\$3,401	\$3,282	\$1,965
Per Visitor Per Day (CA)	\$157	\$107	\$116
Per Visitor/Trip (California)	\$1,979	\$1,088	\$867
Spending by Category (Per Visitor/Trip)			
Accommodations	31.5%	30.8%	31.0%
Air Transportation in the U.S.	5.9%	3.9%	4.0%
Entertainment	12.9%	12.8%	14.9%
Food/Beverages	19.9%	22.2%	18.0%
Gifts/Souvenirs	19.2%	20.6%	22.6%
Ground Transportation in the U.S.	6.3%	5.0%	5.8%
Other	4.2%	4.7%	3.8%

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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
(2014 - cont.)**

Trip & Traveler Characteristics	All Overseas Visitors to CA* (n = 8,348)	All Visitors from New Zealand (n = 216)	Leisure Visitors from New Zealand (n = 165)
Payment Method for Trip Expenses			
Purchases Using Credit Card	43%	32%	32%
Cash from Home/Travelers Checks	27%	25%	26%
Cash Adv./Withdrawal Using Credit Card	18%	16%	17%
Cash Adv./Withdrawal Using Debit Card	6%	12%	12%
Purchases Using Debit Card	6%	15%	14%
Total	100%	100%	100%
Age			
Average Age - Males	41 years	48 years	49 years
Average Age - Females	38 years	45 years	45 years
Occupation			
Mgmt., Business, Science & Arts	46%	35%	33%
Service Occupations	11%	15%	15%
Student	12%	5%	4%
Sales and Office	11%	11%	12%
Retired	8%	11%	10%
Homemaker	4%	4%	5%
Prod., Trans., & Material Moving	3%	6%	6%
Military/Government	3%	5%	6%
Nat. Res., Const., & Maintenance	3%	8%	9%
Other	1%	1%	1%
Total	100%	100%	100%
Annual Household Income			
Under \$20,000	15%	6%	5%
\$20,000 - \$39,999	15%	5%	5%
\$40,000 - \$59,999	15%	20%	20%
\$60,000 - \$79,999	14%	23%	22%
\$80,000 - \$99,999	10%	19%	21%
\$100,000 - \$119,999	10%	10%	10%
\$120,000 - \$139,999	4%	5%	5%
\$140,000 - \$159,999	4%	3%	2%
\$160,000 - \$179,999	3%	4%	4%
\$180,000 - \$199,999	1%	1%	1%
\$200,000 and over	10%	6%	5%
Total	100%	100%	100%
Average Annual Income	\$89,309	\$96,421	\$96,966

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