

AUSTRALIA & NEW ZEALAND Market Profile

Statistics to July 2024



Total
Visitors
12 months
217,934



Australia
175,000



New Zealand
43,000



Total
Yearly Spend
\$639.5M



PPPD
Spend
\$296.7



ALOS
8.8



Average
Age
47.1



Average
number in
party
2.8



Average
number of
trips
2.8

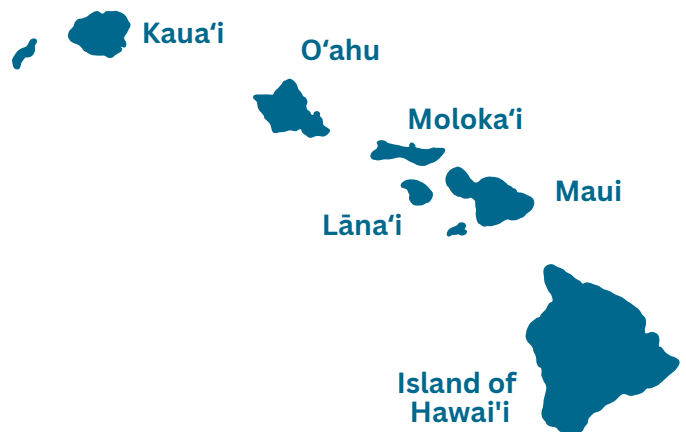
Island Visitation

O'ahu 98%

Maui 10%

Island of Hawai'i 9%

Kaua'i 6%



USA Travel Sentiment

1,207,019

The USA welcomed 1,207,019 visitors from Australia and New Zealand in 2023

75%

75% of pre-pandemic visitation was reached in 2023 to the USA

14%

14% of visitation to the USA from AU and NZ was to Hawai'i, after California (28%).

10

There are now 10 airlines flying between AU, NZ and the USA

50%

50% of travelers do not have a specific destination in mind when they start thinking about a holiday.

91

91 days is the current advance booking period.

