



# Australia/New Zealand

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**Traveler gender:**

47% female, 53% male

**Average traveler age:**

41-42 years old

**Average annual income:**

\$50,000

**Average party size:** 3**Average length of stay:**

19.3 days

**Average daily spend:**

\$500+

**Average annual paid  
time off:** 28 days**Travel preference:**

Fly, self-drive, small groups

**Seeking:** Cultural/historic,  
nature, local lifestyles**Quirks of Australian travelers:**

Australians and Kiwis are used to having a hot breakfast included in the rate, tea-making facilities (electric jug or kettle in the room along with tea and ultra-high temperature milk and sugar) and would be keen to have an espresso coffee shop nearby or know where one is.

We prefer distance to be calculated in kilometers not miles, and we are used to driving on the left side of the road.

Both Australian and New Zealand travelers like to dine outdoors and take time over a meal – not rush. “Entrée” in Australian means “appetizer” and “main course” is the U.S. “entrée.” We prefer to order an alcoholic drink (beer, wine or cocktails) immediately once we are seated, before ordering food. We are interested in fine dining rather than fast food, and portions are generally smaller than in the U.S.

Most are not used to driving in snow/winter conditions.

Connectivity is important.

**Perception of the GAW:**

Australians in general love the great outdoors, nature and outdoor adventure activities, and skiing/snowboarding. National parks and wildlife are big attractions. They also have a romantic idea of the authentic West gained from TV and movies over the years (right now, “Yellowstone” and “1883” series are huge hits in Australia) and are keen to sample this culture and meet the friendly locals. We are interested in Western/Native American history and culture, plus sustainability is important. We do not mind driving long distances.