

International Visitor Survey: Key data

	YEAR ENDED June 2018			YEAR ENDED June 2017			Percentage Changes		
	Total (NZ\$m)	Average	Median	Total (NZ\$m)	Average	Median	Total	Average	Median
Total	11,129	3,290	2,200	10,250	3,170	2,130	9	4	3
MARKET:									
Australia	2,590	2,000	1,500	2,488	1,900	1,400	4	3	9
China	1,663	4,000	3,800	1,503	4,100	3,000	11	-1	26
USA	1,286	4,200	2,900	1,162	4,000	2,800	11	7	1
UK	1,040	4,500	3,500	950	4,400	3,100	10	3	12
Germany	563	5,900	4,800	518	5,300	4,500	9	11	7
Canada	255	4,200	3,000	266	4,500	3,000	-4	-7	-1
Korea, Republic of	253	2,900	2,500	201	2,600	2,300	26	12	8
Japan	253	2,800	1,900	286	3,100	2,000	-12	-11	-3
Rest of Asia	1,321	3,800	2,800	1,089	3,500	2,600	21	8	8
Rest of Europe	1,055	4,900	4,000	1,005	4,900	3,700	5	2	7
Rest of Oceania	496	4,000	2,600	379	3,200	1,800	31	26	42
Rest of Americas	195	3,500	1,700	229	5,100	3,600	-15	-31	-54
Africa and Middle East	158	3,600	2,500	173	4,100	3,400	-9	-11	-27
PURPOSE OF VISIT:									
Holiday / vacation	7,052	3,800	2,900	6,547	3,800	2,700	8	2	8
Visiting friends / relatives	2,309	2,400	1,500	2,074	2,300	1,400	11	7	6
Business	863	2,800	1,700	708	2,400	1,500	22	20	11
Other	904	3,100	1,700	920	3,300	2,300	-2	-5	-27

(1) Expenditure refers to spend by travellers aged 15+ and excludes individuals whose purpose of visit to New Zealand was to attend a recognised educational institute, and are foreign-fee paying students. Expenditure also excludes international airfares.

(2) Percentage changes in total, average and median spend are calculated using unrounded figures. The percentage changes in grey mean that they are not statistically significant. Colour indicates the direction of change.