

## International Visitor Survey: Key data

	YEAR ENDED September 2017			YEAR ENDED September 2016			Percentage Changes		
	Total (NZ\$m)	Average	Median	Total (NZ\$m)	Average	Median	Total	Average	Median
<b>Total</b>	10,410	3,180	2,130	10,058	3,300	2,170	4	-4	-2
<b>MARKET:</b>									
Australia	2,562	1,900	1,500	2,441	1,900	1,400	5	0	10
China	1,425	3,800	3,000	1,740	4,500	3,400	-18	-16	-13
USA	1,217	4,200	2,800	1,064	4,300	3,300	14	-2	-13
UK	1,042	4,500	3,200	958	4,700	3,400	9	-4	-4
Germany	495	5,100	4,300	557	6,300	4,900	-11	-19	-13
Japan	268	2,900	1,900	266	3,000	2,000	1	-2	-4
Canada	259	4,400	3,000	220	4,300	3,300	18	4	-8
Korea, Republic of	196	2,600	2,000	297	4,000	2,300	-34	-36	-13
Rest of Asia	1,130	3,600	2,700	968	3,500	2,700	17	3	3
Rest of Europe	1,007	4,800	3,700	945	5,100	4,200	6	-6	-10
Rest of Oceania	438	3,600	1,800	291	2,600	2,200	50	41	-18
Rest of Americas	208	4,500	2,800	134	3,600	2,200	55	25	28
Africa and Middle East	163	3,800	3,200	175	4,300	3,800	-7	-11	-16
<b>PURPOSE OF VISIT:</b>									
Holiday / vacation	6,616	3,800	2,700	6,260	3,900	2,700	6	-3	-2
Visiting friends / relatives	2,106	2,300	1,500	2,089	2,400	1,400	1	-5	7
Business	731	2,400	1,600	787	2,700	1,600	-7	-10	0
Other	958	3,400	2,200	923	3,500	2,500	4	-4	-11

(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.