

International Visitor Survey: Key data

	YEAR ENDED December 2016			YEAR ENDED December 2015			Percentage Changes		
	Total (NZ\$m)	Average	Median	Total (NZ\$m)	Average	Median	Total	Average	Median
Total	10,086	3,230	2,110	9,698	3,440	2,180	4	-6	-3
MARKET:									
Australia	2,487	2,000	1,400	2,440	2,000	1,500	2	-3	-6
China	1,653	4,300	3,300	1,668	5,000	4,000	-1	-13	-17
USA	1,101	4,200	3,000	1,065	4,800	3,100	3	-14	-2
UK	928	4,500	3,200	1,055	5,500	3,600	-12	-18	-10
Germany	576	6,300	4,900	492	6,100	4,800	17	2	2
Korea, Republic of	299	3,900	2,400	164	2,800	1,500	82	39	62
Japan	287	3,100	2,000	234	2,900	1,500	23	8	29
Canada	221	4,100	3,000	241	4,900	3,600	-8	-18	-16
Rest of Asia	998	3,400	2,500	896	3,700	3,000	11	-9	-15
Rest of Europe	962	5,000	4,100	868	5,000	3,900	11	-1	5
Rest of Oceania	273	2,400	1,500	272	2,500	2,100	1	-6	-29
Africa and Middle East	167	3,900	3,400	151	3,900	2,500	11	1	37
Rest of Americas	133	3,300	1,600	153	5,300	3,300	-13	-38	-53
PURPOSE OF VISIT:									
Holiday / vacation	6,370	3,800	2,700	5,784	4,000	2,800	10	-5	-3
Visiting friends / relatives	2,082	2,300	1,400	2,037	2,400	1,400	2	-4	1
Business	716	2,400	1,500	903	3,200	1,900	-21	-23	-24
Other	918	3,400	2,400	974	3,800	2,400	-6	-10	0

(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.