

International Visitor Survey: Key data

	YEAR ENDED September 2016			YEAR ENDED September 2015			Percentage Changes		
	Total (NZ\$m)	Average	Median	Total (NZ\$m)	Average	Median	Total	Average	Median
Total	10,058	3,300	2,170	9,392	3,420	2,100	7	-4	3
MARKET:									
Australia	2,441	1,900	1,400	2,411	2,000	1,400	1	-4	-5
China	1,740	4,500	3,400	1,549	5,100	4,000	12	-10	-14
USA	1,064	4,300	3,300	1,043	4,800	3,000	2	-11	10
UK	958	4,700	3,400	1,033	5,400	3,600	-7	-12	-7
Germany	557	6,300	4,900	505	6,400	4,900	10	-1	-1
Korea, Republic of	297	4,000	2,300	156	2,900	1,600	90	40	40
Japan	266	3,000	2,000	216	2,700	1,300	23	9	54
Canada	220	4,300	3,300	247	5,200	3,800	-11	-18	-14
Rest of Asia	968	3,500	2,700	894	3,900	3,000	8	-9	-11
Rest of Europe	945	5,100	4,200	850	5,100	3,800	11	0	9
Rest of Oceania	291	2,600	2,200	215	2,000	1,400	35	28	50
Africa and Middle East	175	4,300	3,800	131	3,400	2,300	33	25	69
Rest of Americas	134	3,600	2,200	141	5,100	3,000	-5	-29	-27
PURPOSE OF VISIT:									
Holiday / vacation	6,260	3,900	2,700	5,629	4,100	2,800	11	-5	-3
Visiting friends / relatives	2,089	2,400	1,400	1,987	2,400	1,300	5	0	5
Business	787	2,700	1,600	861	3,100	1,900	-9	-12	-17
Other	923	3,500	2,500	915	3,700	2,000	1	-4	25

(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.