

International Visitor Survey: Key data

	YEAR ENDED June 2016			YEAR ENDED June 2015			Percentage Changes		
	Total (NZ\$m)	Average	Median	Total (NZ\$m)	Average	Median	Total	Average	Median
Total	10,276	3,430	2,200	8,734	3,240	2,010	18	6	9
MARKET:									
Australia	2,486	2,000	1,500	2,295	2,000	1,400	8	2	9
UK	998	4,900	3,400	989	5,100	3,500	1	-4	-3
USA	1,080	4,600	3,300	967	4,600	2,700	12	0	21
Japan	287	3,300	2,000	183	2,300	1,400	57	40	40
Korea, Republic of	293	4,200	2,200	153	2,800	1,700	92	51	32
China	1,791	4,800	3,300	1,344	4,600	3,800	33	4	-12
Germany	565	6,400	4,900	482	6,100	4,800	17	5	2
Canada	237	4,600	3,300	223	4,800	3,400	6	-3	-3
Rest of Asia	1,026	3,900	3,000	804	3,600	3,000	28	10	0
Rest of Americas	131	3,700	1,500	146	5,200	3,300	-10	-29	-54
Rest of Europe	933	5,100	4,200	807	4,800	3,600	16	6	16
Rest of Oceania	300	2,700	2,300	213	2,000	1,100	41	31	103
Africa and Middle East	149	3,800	3,000	129	3,400	2,300	15	11	34
PURPOSE OF VISIT:									
Holiday / vacation	6,266	4,000	2,800	5,297	3,900	2,700	18	2	4
Visiting friends / relatives	2,115	2,400	1,400	1,890	2,300	1,300	12	6	10
Business	882	3,100	1,800	748	2,700	1,600	18	13	10
Other	1,012	3,900	2,500	798	3,300	2,000	27	19	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.