

International Visitor Survey: Key data

	YEAR ENDED March 2016			YEAR ENDED March 2015			Percentage Changes		
	Total (NZ\$m)	Average	Median	Total (NZ\$m)	Average	Median	Total	Average	Median
Total	10,210	3,490	2,230	8,155	3,080	2,000	25	13	11
MARKET:									
Australia	2,513	2,000	1,500	2,191	1,900	1,300	15	8	15
UK	1,039	5,200	3,500	920	4,800	3,200	13	8	9
USA	1,167	5,000	3,400	801	3,900	2,600	46	30	31
Japan	259	3,100	2,000	191	2,500	1,400	35	24	40
Korea, Republic of	263	4,000	2,200	142	2,700	1,800	85	50	22
China	1,749	4,900	3,700	1,243	4,500	3,600	41	9	3
Germany	537	6,200	5,000	453	5,800	4,800	19	6	4
Canada	245	4,800	3,300	205	4,600	3,300	19	4	0
Rest of Asia	933	3,800	3,000	751	3,400	2,700	24	10	11
Rest of Americas	149	4,600	2,400	113	4,200	3,400	32	8	-27
Rest of Europe	893	5,000	4,100	804	4,800	3,600	11	4	15
Rest of Oceania	308	2,800	2,200	218	2,100	1,200	41	34	84
Africa and Middle East	155	4,000	3,400	124	3,300	2,000	25	20	68
PURPOSE OF VISIT:									
Holiday / vacation	6,186	4,100	2,900	5,015	3,800	2,600	23	7	9
Visiting friends / relatives	2,125	2,500	1,500	1,728	2,100	1,200	23	16	23
Business	890	3,100	1,800	661	2,400	1,400	35	29	35
Other	1,009	3,900	2,400	750	3,100	2,000	35	27	23

(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.