

## International Visitor Survey: Key data

	YEAR ENDED September 2015			YEAR ENDED September 2014			Percentage Changes		
	Total (NZ\$m)	Average	Median	Total (NZ\$m)	Average	Median	Total	Average	Median
<b>Total</b>	<b>9,392</b>	<b>3,420</b>	<b>2,100</b>	<b>6,824</b>	<b>2,710</b>	<b>1,750</b>	<b>38</b>	<b>26</b>	<b>20</b>
<b>MARKET:</b>									
Australia	2,411	2,000	1,400	1,966	1,700	1,100	23	16	29
UK	1,033	5,400	3,600	720	3,900	2,600	43	39	40
USA	1,043	4,800	3,000	674	3,500	2,500	55	37	20
Japan	216	2,700	1,300	206	2,800	1,800	5	-3	-26
Korea, Republic of	156	2,900	1,600	144	2,800	2,200	9	1	-25
China	1,549	5,100	4,000	870	3,700	2,600	78	35	57
Germany	505	6,400	4,900	375	5,000	4,100	35	26	20
Canada	247	5,200	3,800	170	3,800	2,800	45	37	38
Rest of Asia	894	3,900	3,000	595	3,000	2,100	50	30	42
Rest of Americas	141	5,100	3,000	91	3,400	2,000	56	49	48
Rest of Europe	850	5,100	3,800	741	4,500	3,300	15	12	16
Rest of Oceania	215	2,000	1,400	164	1,600	1,000	31	25	45
Africa and Middle East	131	3,400	2,300	110	3,100	2,000	19	9	13
<b>PURPOSE OF VISIT:</b>									
Holiday / vacation	5,629	4,100	2,800	4,164	3,400	2,300	35	19	19
Visiting friends / relatives	1,987	2,400	1,300	1,459	1,800	1,100	36	30	22
Business	861	3,100	1,900	510	1,900	1,100	69	61	77
Other	915	3,700	2,000	691	2,900	1,800	33	25	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.