

International Visitor Survey: Key data

	YEAR ENDED December 2014			YEAR ENDED December 2013			Percentage Changes		
	Total (NZ\$m)	Average	Median	Total (NZ\$m)	Average	Median	Total	Average	Median
Total	7,445	2,900	1,860	6,580	2,720	1,880	13	7	-1
MARKET:									
Australia	2,054	1,800	1,200	2,232	2,000	1,500	-8	-11	-17
UK	790	4,200	2,900	612	3,500	2,500	29	21	17
USA	771	3,900	2,600	582	3,300	2,300	32	18	10
Japan	202	2,700	1,600	214	3,300	2,300	-6	-18	-30
Korea, Republic of	145	2,800	2,200	132	2,700	2,000	10	5	10
China	1,037	4,100	2,900	694	3,200	2,200	50	29	30
Germany	409	5,400	4,400	259	4,000	3,500	58	35	27
Canada	192	4,300	3,100	147	3,500	2,600	31	23	19
Rest of Asia	699	3,400	2,400	647	3,500	2,500	8	-3	-1
Rest of Americas	93	3,500	2,000	87	3,500	2,100	8	-1	-6
Rest of Europe	777	4,700	3,500	559	4,000	3,000	39	20	17
Rest of Oceania	165	1,600	1,000	262	2,100	1,500	-37	-22	-32
Africa and Middle East	111	3,000	2,000	154	3,700	2,400	-28	-17	-17
PURPOSE OF VISIT:									
Holiday / vacation	4,602	3,600	2,500	3,709	3,200	2,300	24	16	10
Visiting friends / relatives	1,528	1,900	1,200	1,752	2,300	1,500	-13	-16	-25
Business	578	2,100	1,100	583	2,100	1,400	-1	0	-21
Other	737	3,100	1,600	535	2,600	1,600	38	17	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.