

International Visitor Survey: Key data

	YEAR ENDED March 2017			YEAR ENDED March 2016			Percentage Changes		
	Total (NZ\$m)	Average	Median	Total (NZ\$m)	Average	Median	Total	Average	Median
Total	10,024	3,150	2,110	10,210	3,490	2,230	-2	-10	-5
MARKET:									
Australia	2,413	1,900	1,300	2,513	2,000	1,500	-4	-7	-11
China	1,448	3,800	3,000	1,749	4,900	3,700	-17	-22	-18
USA	1,110	3,900	2,900	1,167	5,000	3,400	-5	-21	-15
UK	938	4,400	3,100	1,039	5,200	3,500	-10	-14	-9
Germany	532	5,500	4,500	537	6,200	5,000	-1	-11	-10
Japan	285	3,100	2,000	259	3,100	2,000	10	-1	2
Canada	253	4,500	3,200	245	4,800	3,300	3	-7	-4
Korea, Republic of	222	2,900	2,400	263	4,000	2,200	-16	-26	12
Rest of Asia	1,097	3,600	2,600	933	3,800	3,000	18	-4	-13
Rest of Europe	994	4,900	3,700	893	5,000	4,100	11	-1	-9
Rest of Oceania	355	3,000	1,400	308	2,800	2,200	16	8	-38
Rest of Americas	215	5,000	3,500	149	4,600	2,400	44	10	45
Africa and Middle East	163	3,900	3,400	155	4,000	3,400	5	-3	1
PURPOSE OF VISIT:									
Holiday / vacation	6,348	3,700	2,700	6,186	4,100	2,900	3	-8	-7
Visiting friends / relatives	2,079	2,300	1,400	2,125	2,500	1,500	-2	-7	-5
Business	706	2,400	1,500	890	3,100	1,800	-21	-24	-20
Other	891	3,300	2,400	1,009	3,900	2,400	-12	-17	-1

(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.