

International Visitor Survey: Key data

	YEAR ENDED September 2018			YEAR ENDED September 2017			Percentage Changes		
	Total (NZ\$m)	Average	Median	Total (NZ\$m)	Average	Median	Total	Average	Median
Total	11,063	3,270	2,200	10,410	3,180	2,130	6	3	3
MARKET:									
Australia	2,548	1,900	1,500	2,562	1,900	1,500	-1	-1	-1
China	1,630	3,900	3,600	1,425	3,800	3,000	14	4	20
USA	1,230	4,000	2,900	1,217	4,200	2,800	1	-4	1
UK	954	4,400	3,500	1,042	4,500	3,200	-8	-2	9
Germany	572	5,900	4,900	495	5,100	4,300	16	17	15
Korea, Republic of	268	3,100	2,600	196	2,600	2,000	37	23	29
Japan	263	2,900	1,900	268	2,900	1,900	-2	-1	-1
Canada	255	4,100	3,000	259	4,400	3,000	-2	-6	0
Rest of Asia	1,349	3,900	2,800	1,130	3,600	2,700	19	7	3
Rest of Europe	1,052	5,000	4,000	1,007	4,800	3,700	5	4	7
Rest of Oceania	484	3,800	2,800	438	3,600	1,800	10	6	58
Rest of Americas	272	5,000	2,400	208	4,500	2,800	31	11	-14
Africa and Middle East	184	4,200	2,500	163	3,800	3,200	13	11	-22
PURPOSE OF VISIT:									
Holiday / vacation	7,056	3,900	2,900	6,616	3,800	2,700	7	3	8
Visiting friends / relatives	2,261	2,400	1,500	2,106	2,300	1,500	7	4	0
Business	851	2,800	1,700	731	2,400	1,600	16	16	5
Other	895	3,000	1,600	958	3,400	2,200	-7	-9	-26

(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.