

International Visitor Survey

Year ending March 2019

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.

Percentage changes in total and mean (average) spend are calculated using un-rounded figures. The spend percentage changes in white mean that they are not statistically significant. Colour indicates the direction of change.



AUSTRALIA
Total spend
\$2.65b
Growth
2%

Average spend
\$2,000
Growth
2%

Visitor Arrivals*
1.49m
Growth
0%

1



CHINA
Total spend
\$1.63b
Growth
-2%

Average spend
\$4,100
Growth
-3%

Visitor Arrivals*
434k
Growth
-1%

2



USA
Total spend
\$1.31b
Growth
-1%

Average spend
\$4,100
Growth
-6%

Visitor Arrivals*
362k
Growth
7%

3



UK
Total spend
\$926m
Growth
-13%

Average spend
\$4,200
Growth
-8%

Visitor Arrivals*
230k
Growth
-10%

4



GERMANY
Total spend
\$560m
Growth
-5%

Average spend
\$5,700
Growth
-5%

Visitor Arrivals*
102k
Growth
-1%

5



JAPAN
Total spend
\$266m
Growth
-3%

Average spend
\$3,000
Growth
1%

Visitor Arrivals*
99k
Growth
-3%

6



Total spend \$11.23b
Growth 3%

Average spend \$3,290
Growth 2%

Visitor Arrivals* 3.86m
Growth 1%



MINISTRY OF BUSINESS,
INNOVATION & EMPLOYMENT
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* Source: International Travel and Migration, Stats NZ

New Zealand Government