

## International Visitor Survey: Key data

	YEAR ENDED December 2017			YEAR ENDED December 2016			Percentage Changes		
	Total (NZ\$m)	Average	Median	Total (NZ\$m)	Average	Median	Total	Average	Median
<b>Total</b>	10,563	3,190	2,130	10,086	3,230	2,110	5	-1	1
<b>MARKET:</b>									
Australia	2,557	1,900	1,500	2,487	2,000	1,400	3	-1	8
China	1,464	3,800	3,100	1,653	4,300	3,300	-11	-12	-7
USA	1,294	4,400	2,900	1,101	4,200	3,000	18	5	-3
UK	1,039	4,400	3,200	928	4,500	3,200	12	-1	0
Germany	500	5,100	4,200	576	6,300	4,900	-13	-19	-14
Japan	271	2,900	1,900	287	3,100	2,000	-6	-5	-4
Canada	258	4,400	3,000	221	4,100	3,000	17	8	-1
Korea, Republic of	224	2,700	2,400	299	3,900	2,400	-25	-31	0
Rest of Asia	1,177	3,700	2,900	998	3,400	2,500	18	9	14
Rest of Europe	1,019	4,800	3,700	962	5,000	4,100	6	-4	-8
Rest of Oceania	394	3,200	1,700	273	2,400	1,500	44	36	13
Rest of Americas	203	4,100	2,400	133	3,300	1,600	53	26	55
Africa and Middle East	160	3,800	3,000	167	3,900	3,400	-4	-4	-12
<b>PURPOSE OF VISIT:</b>									
Holiday / vacation	6,755	3,800	2,800	6,370	3,800	2,700	6	-1	4
Visiting friends / relatives	2,096	2,200	1,500	2,082	2,300	1,400	1	-4	6
Business	816	2,700	1,700	716	2,400	1,500	14	10	12
Other	896	3,100	2,000	918	3,400	2,400	-2	-9	-17

(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.