

## International Visitor Survey: Key data

	YEAR ENDED March 2018			YEAR ENDED March 2017			Percentage Changes		
	Total (NZ\$m)	Average	Median	Total (NZ\$m)	Average	Median	Total	Average	Median
Total	10,890	3,230	2,160	10,024	3,150	2,110	9	3	3
<b>MARKET:</b>									
Australia	2,585	1,900	1,500	2,413	1,900	1,300	7	3	12
China	1,663	4,200	3,800	1,448	3,800	3,000	15	9	26
USA	1,319	4,300	2,900	1,110	3,900	2,900	19	10	-1
UK	1,070	4,600	3,500	938	4,400	3,100	14	3	11
Germany	588	6,000	4,900	532	5,500	4,500	10	9	9
Japan	275	3,000	1,900	285	3,100	2,000	-4	-3	-4
Korea, Republic of	258	3,000	2,500	222	2,900	2,400	16	2	3
Canada	245	3,900	2,900	253	4,500	3,200	-3	-12	-8
Rest of Asia	1,137	3,500	2,700	1,097	3,600	2,600	4	-4	6
Rest of Europe	1,077	5,000	4,000	994	4,900	3,700	8	1	8
Rest of Oceania	341	2,800	1,800	355	3,000	1,400	-4	-9	33
Rest of Americas	174	3,300	1,900	215	5,000	3,500	-19	-35	-47
Africa and Middle East	158	3,600	2,900	163	3,900	3,400	-3	-7	-15
<b>PURPOSE OF VISIT:</b>									
Holiday / vacation	7,013	3,800	2,900	6,348	3,700	2,700	10	3	9
Visiting friends / relatives	2,132	2,300	1,400	2,079	2,300	1,400	3	-2	1
Business	830	2,800	1,700	706	2,400	1,500	18	16	13
Other	916	3,100	1,900	891	3,300	2,400	3	-4	-19

(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.