

International Visitor Survey: Key data

	YEAR ENDED June 2017			YEAR ENDED June 2016			Percentage Changes		
	Total (NZ\$m)	Average	Median	Total (NZ\$m)	Average	Median	Total	Average	Median
Total	10,250	3,170	2,130	10,276	3,430	2,200	0	-8	-3
MARKET:									
Australia	2,488	1,900	1,400	2,486	2,000	1,500	0	-5	-7
China	1,503	4,100	3,000	1,791	4,800	3,300	-16	-14	-10
USA	1,162	4,000	2,800	1,080	4,600	3,300	8	-13	-15
UK	950	4,400	3,100	998	4,900	3,400	-5	-11	-8
Germany	518	5,300	4,500	565	6,400	4,900	-8	-17	-9
Japan	286	3,100	2,000	287	3,300	2,000	0	-5	0
Canada	266	4,500	3,000	237	4,600	3,300	13	-3	-8
Korea, Republic of	201	2,600	2,300	293	4,200	2,200	-31	-37	3
Rest of Asia	1,089	3,500	2,600	1,026	3,900	3,000	6	-9	-13
Rest of Europe	1,005	4,900	3,700	933	5,100	4,200	8	-5	-11
Rest of Oceania	379	3,200	1,800	300	2,700	2,300	26	19	-20
Rest of Americas	229	5,100	3,600	131	3,700	1,500	75	39	138
Africa and Middle East	173	4,100	3,400	149	3,800	3,000	16	8	13
PURPOSE OF VISIT:									
Holiday / vacation	6,547	3,800	2,700	6,266	4,000	2,800	4	-5	-4
Visiting friends / relatives	2,074	2,300	1,400	2,115	2,400	1,400	-2	-7	-1
Business	708	2,400	1,500	882	3,100	1,800	-20	-22	-17
Other	920	3,300	2,300	1,012	3,900	2,500	-9	-15	-8

(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.