

International Visitor Survey: Key data

	YEAR ENDED December 2019			YEAR ENDED December 2018			Percentage Changes		
	Total (NZ\$m)	Average	Median	Total (NZ\$m)	Average	Median	Total	Average	Median
Total	11,468	3,400	2,490	11,181	3,290	2,240	3	3	11
MARKET:									
Australia	2,739	2,000	1,600	2,578	1,900	1,500	6	5	6
China	1,730	4,600	4,000	1,687	4,100	3,200	3	12	24
USA	1,528	4,700	3,200	1,184	3,800	2,800	29	24	16
UK	1,038	4,800	3,400	906	4,200	3,300	15	15	5
Germany	573	6,100	5,100	581	6,000	5,000	-1	1	2
Canada	296	4,600	3,000	267	4,200	3,300	11	8	-8
Japan	277	3,300	2,100	247	2,800	1,900	12	17	12
Korea, Republic of	213	2,700	1,900	283	3,500	2,800	-25	-23	-31
Rest of Asia	1,225	3,500	2,800	1,354	3,800	2,700	-10	-7	5
Rest of Europe	1,137	5,400	4,200	1,071	5,000	4,000	6	8	6
Rest of Oceania	360	2,600	2,500	556	4,300	3,200	-35	-39	-23
Africa and Middle East	230	4,800	3,600	191	4,300	3,000	21	13	20
Rest of Americas	122	2,700	1,600	278	5,200	3,000	-56	-49	-46
PURPOSE OF VISIT:									
Holiday / vacation	7,025	4,000	3,000	7,100	3,900	2,800	-1	4	6
Visiting friends / relatives	2,124	2,300	1,500	2,316	2,400	1,500	-8	-6	-1
Business	832	2,500	1,700	793	2,600	1,600	5	-3	10
Other	1,488	4,000	2,700	972	3,100	2,000	53	29	33

(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.