

## International Visitor Survey: Key data

	YEAR ENDED June 2019			YEAR ENDED June 2018			Percentage Changes		
	Total (NZ\$m)	Average	Median	Total (NZ\$m)	Average	Median	Total	Average	Median
<b>Total</b>	<b>11,190</b>	<b>3,310</b>	<b>2,300</b>	<b>11,129</b>	<b>3,290</b>	<b>2,200</b>	<b>1</b>	<b>1</b>	<b>5</b>
<b>MARKET:</b>									
Australia	2,614	2,000	1,500	2,590	2,000	1,500	1	1	3
China	1,694	4,300	3,300	1,663	4,000	3,800	2	7	-12
USA	1,375	4,200	3,000	1,286	4,200	2,900	7	0	5
UK	979	4,500	3,400	1,040	4,500	3,500	-6	0	-4
Germany	575	6,000	5,100	563	5,900	4,800	2	3	6
Canada	303	4,700	3,000	255	4,200	3,000	19	12	0
Japan	273	3,100	2,000	253	2,800	1,900	8	11	5
Korea, Republic of	249	3,100	2,300	253	2,900	2,500	-2	5	-6
Rest of Asia	1,174	3,300	2,600	1,321	3,800	2,800	-11	-13	-8
Rest of Europe	1,113	5,200	4,200	1,055	4,900	4,000	5	5	4
Rest of Oceania	400	3,000	2,800	496	4,000	2,600	-19	-25	8
Africa and Middle East	249	5,300	3,900	158	3,600	2,500	57	46	57
Rest of Americas	192	4,000	2,100	195	3,500	1,700	-1	13	24
<b>PURPOSE OF VISIT:</b>									
Holiday / vacation	7,078	4,000	2,900	7,052	3,800	2,900	0	4	1
Visiting friends / relatives	2,118	2,300	1,500	2,309	2,400	1,500	-8	-7	-2
Business	746	2,400	1,500	863	2,800	1,700	-14	-14	-10
Other	1,248	3,500	2,500	904	3,100	1,700	38	11	47

(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.