

International Visitor Survey: Key data

	YEAR ENDED March 2020			YEAR ENDED March 2019			Percentage Changes		
	Total (NZ\$m)	Average	Median	Total (NZ\$m)	Average	Median	Total	Average	Median
Total	11,465	3,580	2,500	11,253	3,290	2,240	2	9	12
MARKET:									
Australia	2,882	2,200	1,600	2,633	2,000	1,500	9	11	3
China	1,544	5,100	4,200	1,642	4,100	3,300	-6	24	28
USA	1,540	4,900	3,600	1,313	4,100	3,000	17	20	21
UK	1,021	4,900	3,400	926	4,200	3,300	10	17	2
Germany	544	6,300	5,200	560	5,700	5,000	-3	10	3
Canada	298	4,500	3,000	281	4,300	3,000	6	5	0
Japan	254	3,100	2,100	267	3,000	1,900	-5	3	8
Korea, Republic of	241	3,300	2,200	252	3,100	2,400	-4	7	-6
Rest of Asia	1,294	3,900	3,000	1,315	3,600	2,700	-2	7	11
Rest of Europe	1,185	5,800	4,600	1,085	5,000	4,000	9	16	14
Rest of Oceania	303	2,300	2,200	533	4,000	2,800	-43	-44	-22
Africa and Middle East	221	4,700	3,400	225	4,900	3,200	-2	-5	5
Rest of Americas	138	3,300	3,300	220	4,300	1,800	-37	-23	89
PURPOSE OF VISIT:									
Holiday / vacation	6,989	4,200	3,100	7,073	3,900	2,800	-1	9	8
Visiting friends / relatives	2,231	2,500	1,700	2,278	2,400	1,500	-2	2	11
Business	890	2,800	1,800	753	2,500	1,500	18	14	18
Other	1,356	4,100	2,700	1,149	3,300	2,200	18	23	23

(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.