

International Visitor Survey: Key data

	YEAR ENDED March 2019			YEAR ENDED March 2018			Percentage Changes		
	Total (NZ\$m)	Average	Median	Total (NZ\$m)	Average	Median	Total	Average	Median
Total	11,253	3,290	2,240	10,890	3,230	2,160	3	2	3
MARKET:									
Australia	2,633	2,000	1,500	2,585	1,900	1,500	2	1	3
China	1,642	4,100	3,300	1,663	4,200	3,800	-1	-2	-14
USA	1,313	4,100	3,000	1,319	4,300	2,900	0	-6	3
UK	926	4,200	3,300	1,070	4,600	3,500	-14	-8	-5
Germany	560	5,700	5,000	588	6,000	4,900	-5	-5	2
Canada	281	4,300	3,000	245	3,900	2,900	15	10	3
Japan	267	3,000	1,900	275	3,000	1,900	-3	2	-1
Korea, Republic of	252	3,100	2,400	258	3,000	2,500	-2	2	-6
Rest of Asia	1,315	3,600	2,700	1,137	3,500	2,700	16	5	-2
Rest of Europe	1,085	5,000	4,000	1,077	5,000	4,000	1	1	-1
Rest of Oceania	533	4,000	2,800	341	2,800	1,800	56	46	54
Africa and Middle East	225	4,900	3,200	158	3,600	2,900	42	36	12
Rest of Americas	220	4,300	1,800	174	3,300	1,900	26	30	-6
PURPOSE OF VISIT:									
Holiday / vacation	7,073	3,900	2,800	7,013	3,800	2,900	1	1	-2
Visiting friends / relatives	2,278	2,400	1,500	2,132	2,300	1,400	7	6	5
Business	753	2,500	1,500	830	2,800	1,700	-9	-10	-10
Other	1,149	3,300	2,200	916	3,100	1,900	25	7	13

(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.