

International Visitor Survey: Key data

	YEAR ENDED September 2019			YEAR ENDED September 2018			Percentage Changes		
	Total (NZ\$m)	Average	Median	Total (NZ\$m)	Average	Median	Total	Average	Median
Total	11,310	3,350	2,390	11,063	3,270	2,200	2	2	9
MARKET:									
Australia	2,671	2,000	1,600	2,548	1,900	1,500	5	4	5
China	1,829	4,700	3,800	1,630	3,900	3,600	12	20	6
USA	1,415	4,300	3,100	1,230	4,000	2,900	15	8	7
UK	953	4,400	3,100	954	4,400	3,500	0	-1	-11
Germany	584	6,100	5,100	572	5,900	4,900	2	3	4
Canada	309	4,700	3,200	255	4,100	3,000	21	15	8
Japan	271	3,100	2,100	263	2,900	1,900	3	8	9
Korea, Republic of	230	2,900	2,000	268	3,100	2,600	-14	-8	-23
Rest of Asia	1,208	3,400	2,800	1,349	3,900	2,800	-10	-11	-1
Rest of Europe	1,117	5,200	4,200	1,052	5,000	4,000	6	6	4
Rest of Oceania	344	2,600	2,600	484	3,800	2,800	-29	-33	-9
Africa and Middle East	232	4,900	3,700	184	4,200	2,500	26	17	47
Rest of Americas	148	3,100	2,200	272	5,000	2,400	-46	-37	-10
PURPOSE OF VISIT:									
Holiday / vacation	7,029	4,000	3,000	7,056	3,900	2,900	0	3	4
Visiting friends / relatives	2,151	2,300	1,500	2,261	2,400	1,500	-5	-2	1
Business	759	2,400	1,500	851	2,800	1,700	-11	-14	-10
Other	1,371	3,700	2,500	895	3,000	1,600	53	21	54

(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.