

International Visitor Survey

Year ending June 2019

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.

Percentage changes in total and mean (average) spend are calculated using un-rounded figures. The spend percentage changes in white mean that they are not statistically significant. Colour indicates the direction of change.



AUSTRALIA
Total spend
 \$2.61b
Growth
 1%

Average spend
 \$2,000
Growth
 1%

Visitor Arrivals*
 1.51m
Growth
 3%

1



CHINA
Total spend
 \$1.69b
Growth
 2%

Average spend
 \$4,300
Growth
 7%

Visitor Arrivals*
 421k
Growth
 -6%

2



USA
Total spend
 \$1.38b
Growth
 7%

Average spend
 \$4,200
Growth
 0%

Visitor Arrivals*
 367k
Growth
 9%

3



UK
Total spend
 \$979m
Growth
 -6%

Average spend
 \$4,500
Growth
 0%

Visitor Arrivals*
 234k
Growth
 -1%

4



GERMANY
Total spend
 \$575m
Growth
 2%

Average spend
 \$6,000
Growth
 3%

Visitor Arrivals*
 102k
Growth
 0%

5



JAPAN
Total spend
 \$273m
Growth
 8%

Average spend
 \$3,100
Growth
 11%

Visitor Arrivals*
 100k
Growth
 -1%

6



Total spend \$11.19b
Growth 1%

Average spend \$3,310
Growth 1%

Visitor Arrivals* 3.89m
Growth 3%



MINISTRY OF BUSINESS,
 INNOVATION & EMPLOYMENT
 HĪKINA WHAKATUTUKI

* Source: International Travel and Migration, Stats NZ

New Zealand Government