

# International Visitor Survey

First Quarter 2020

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**  
\$2.88b  
**Growth**  
9%

**Average spend**  
\$2,200  
**Growth**  
11%

**Visitor Arrivals\***  
1.49m  
**Growth**  
0%

1



**CHINA**  
**Total spend**  
\$1.54b  
**Growth**  
-6%

**Average spend**  
\$5,100  
**Growth**  
24%

**Visitor Arrivals\***  
328k  
**Growth**  
-24%

2



**USA**  
**Total spend**  
\$1.54b  
**Growth**  
17%

**Average spend**  
\$4,900  
**Growth**  
20%

**Visitor Arrivals\***  
348k  
**Growth**  
-4%

3



**UK**  
**Total spend**  
\$1.02b  
**Growth**  
10%

**Average spend**  
\$4,900  
**Growth**  
17%

**Visitor Arrivals\***  
223k  
**Growth**  
-3%

4



**GERMANY**  
**Total spend**  
\$544m  
**Growth**  
-3%

**Average spend**  
\$6,300  
**Growth**  
10%

**Visitor Arrivals\***  
91k  
**Growth**  
-11%

5



**JAPAN**  
**Total spend**  
\$254m  
**Growth**  
-5%

**Average spend**  
\$3,100  
**Growth**  
3%

**Visitor Arrivals\***  
90k  
**Growth**  
-9%

6



**Total spend** \$11.47b  
**Growth** 2%

**Average spend** \$3,600  
**Growth** 9%

**Visitor Arrivals\*** 3.65m  
**Growth** -6%

\* Source: International Travel and Migration, Stats NZ



MINISTRY OF BUSINESS,  
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New Zealand Government