

International Visitor Survey

Year ending September 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
 \$2.67b
Growth
 5%

Average spend
 \$2,000
Growth
 4%

Visitor Arrivals*
 1.53m
Growth
 4%

1



CHINA**
Total spend
 \$1.83b
Growth
 12%

Average spend
 \$4,700
Growth
 20%

Visitor Arrivals*
 413k
Growth
 -9%

2



USA
Total spend
 \$1.42b
Growth
 15%

Average spend
 \$4,300
Growth
 8%

Visitor Arrivals*
 369k
Growth
 8%

3



UK
Total spend
 \$953m
Growth
 0%

Average spend
 \$4,400
Growth
 -1%

Visitor Arrivals*
 234k
Growth
 0%

4



GERMANY
Total spend
 \$584m
Growth
 2%

Average spend
 \$6,100
Growth
 3%

Visitor Arrivals*
 101k
Growth
 -1%

5



JAPAN
Total spend
 \$271m
Growth
 3%

Average spend
 \$3,100
Growth
 8%

Visitor Arrivals*
 98k
Growth
 -4%

6



Total spend \$11.31b
Growth 2%

Average spend \$3,350
Growth 2%

Visitor Arrivals* 3.9m
Growth 3%

* Source: International Travel and Migration, Stats NZ

** For this quarter, please exercise caution when using Chinese expenditure estimates. For more information, go [here](#).

