

International Visitor Survey

Year-ending June 2018

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 unrounded figures. The spend percentage changes in white mean that they are not statistically significant. Colour indicates the direction of change.



AUSTRALIA
Total spend
\$2.59b
Growth
4%

Average spend
\$2,000
Growth
3%

Visitor Arrivals*
1.47m
Growth
1%

1



CHINA
Total spend
\$1.66b
Growth
11%

Average spend
\$4,000
Growth
-1%

Visitor Arrivals*
449k
Growth
13%

2



USA
Total spend
\$1.29b
Growth
11%

Average spend
\$4,200
Growth
7%

Visitor Arrivals*
337k
Growth
4%

3



UK
Total spend
\$1.04b
Growth
10%

Average spend
\$4,500
Growth
3%

Visitor Arrivals*
235k
Growth
-4%

4



GERMANY
Total spend
\$563m
Growth
9%

Average spend
\$5,900
Growth
11%

Visitor Arrivals*
102k
Growth
-3%

5



JAPAN
Total spend
\$253m
Growth
-12%

Average spend
\$2,800
Growth
-11%

Visitor Arrivals*
101k
Growth
0%

6



Total spend \$11.13b
Growth 9%

Average spend \$3,290
Growth 4%

Visitor Arrivals* 3.78m
Growth 4%



MINISTRY OF BUSINESS,
INNOVATION & EMPLOYMENT
HĪKINA WHAKATUTUKI

* Source: International Travel and Migration, Stats NZ

New Zealand Government