

International Visitor Survey

Year-ending September 2017

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
\$2.56b
Growth
5%

Average spend
\$1,900
Growth
0%

Visitor Arrivals*
1.47m
Growth
6%

1



CHINA
Total spend
\$1.42b
Growth
-18%

Average spend
\$3,800
Growth
-16%

Visitor Arrivals*
408k
Growth
1%

2



USA
Total spend
\$1.22b
Growth
14%

Average spend
\$4,200
Growth
-2%

Visitor Arrivals*
320k
Growth
18%

3



UK
Total spend
\$1.04b
Growth
9%

Average spend
\$4,500
Growth
-4%

Visitor Arrivals*
246k
Growth
14%

4



GERMANY
Total spend
\$495m
Growth
-11%

Average spend
\$5,100
Growth
-19%

Visitor Arrivals*
104k
Growth
13%

5



JAPAN
Total spend
\$268m
Growth
1%

Average spend
\$2,900
Growth
-2%

Visitor Arrivals*
102k
Growth
5%

6



Total spend \$10.41b
Growth 4%

Average spend \$3,180
Growth -4%

Visitor Arrivals* 3.68m
Growth 9%



MINISTRY OF BUSINESS,
INNOVATION & EMPLOYMENT
HĪKINA WHAKATUTUKI

* Source: International Travel and Migration, Stats NZ

New Zealand Government