

## International Visitor Survey: Key data

	YEAR ENDED December 2015			YEAR ENDED December 2014			Percentage Changes		
	Total (NZ\$m)	Average	Median	Total (NZ\$m)	Average	Median	Total	Average	Median
<b>Total</b>	9,698	3,440	2,180	7,388	2,880	1,820	<b>31</b>	<b>19</b>	<b>19</b>
<b>MARKET:</b>									
Australia	2,440	2,000	1,500	2,044	1,800	1,200	<b>19</b>	<b>12</b>	<b>23</b>
UK	1,055	5,500	3,600	784	4,200	2,900	<b>35</b>	<b>31</b>	<b>24</b>
USA	1,065	4,800	3,100	762	3,800	2,600	<b>40</b>	<b>25</b>	<b>20</b>
Japan	234	2,900	1,500	199	2,700	1,600	17	9	-3
Korea, Republic of	164	2,800	1,500	145	2,800	2,200	13	-1	-32
China	1,668	5,000	4,000	1,025	4,000	2,700	<b>63</b>	23	46
Germany	492	6,100	4,800	408	5,400	4,400	<b>21</b>	13	8
Canada	241	4,900	3,600	191	4,300	3,100	<b>26</b>	15	17
Rest of Asia	896	3,700	3,000	692	3,300	2,400	<b>29</b>	12	<b>23</b>
Rest of Americas	153	5,300	3,300	93	3,500	2,000	63	51	66
Rest of Europe	868	5,000	3,900	767	4,700	3,300	13	8	17
Rest of Oceania	272	2,500	2,100	165	1,600	1,000	64	55	<b>113</b>
Africa and Middle East	151	3,900	2,500	110	3,000	1,900	37	29	28
<b>PURPOSE OF VISIT:</b>									
Holiday / vacation	5,784	4,000	2,800	4,557	3,600	2,500	<b>27</b>	<b>11</b>	<b>13</b>
Visiting friends / relatives	2,037	2,400	1,400	1,526	1,900	1,200	<b>33</b>	<b>27</b>	<b>19</b>
Business	903	3,200	1,900	571	2,100	1,100	<b>58</b>	<b>52</b>	<b>78</b>
Other	974	3,800	2,400	734	3,100	1,600	33	23	48

(1) 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.

(2) Percentage changes in total, average and median spend are calculated using unrounded figures. The percentage changes in grey mean that they are not statistically significant. Colour indicates the direction of change.