

International Visitor Survey: Key data

	YEAR ENDED June 2015			YEAR ENDED June 2014			Percentage Changes		
	Total (NZ\$m)	Average	Median	Total (NZ\$m)	Average	Median	Total	Average	Median
Total	8,734	3,240	2,010	6,823	2,720	1,750	28	19	15
MARKET:									
Australia	2,295	2,000	1,400	2,096	1,900	1,200	9	5	9
UK	989	5,100	3,500	678	3,600	2,500	46	41	42
USA	967	4,600	2,700	698	3,600	2,600	39	25	5
Japan	183	2,300	1,400	202	2,800	1,800	-9	-17	-22
Korea, Republic of	153	2,800	1,700	139	2,800	2,200	10	1	-23
China	1,344	4,600	3,800	834	3,600	2,300	61	28	62
Germany	482	6,100	4,800	364	5,000	4,100	32	22	17
Canada	223	4,800	3,400	168	3,700	2,800	33	27	22
Rest of Asia	804	3,600	3,000	564	2,800	2,000	42	25	50
Rest of Americas	146	5,200	3,300	70	2,700	2,000	108	94	65
Rest of Europe	807	4,800	3,600	727	4,500	3,300	11	8	11
Rest of Oceania	213	2,000	1,100	169	1,700	1,000	26	23	13
Africa and Middle East	129	3,400	2,300	113	3,200	2,100	14	6	10
PURPOSE OF VISIT:									
Holiday / vacation	5,297	3,900	2,700	4,139	3,400	2,300	28	15	15
Visiting friends / relatives	1,890	2,300	1,300	1,509	1,900	1,100	25	20	16
Business	748	2,700	1,600	498	1,900	1,100	50	43	53
Other	798	3,300	2,000	677	2,900	1,700	18	12	19

(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.