

International Visitor Survey: Key data

	YEAR ENDED March 2015			YEAR ENDED March 2014			Percentage Changes		
	Total (NZ\$m)	Average	Median	Total (NZ\$m)	Average	Median	Total	Average	Median
Total	8,155	3,080	2,000	6,720	2,710	1,780	21	14	13
MARKET:									
Australia	2,191	1,900	1,300	2,160	1,900	1,300	1	-2	-3
UK	920	4,800	3,200	661	3,600	2,500	39	33	28
USA	801	3,900	2,600	689	3,700	2,500	16	5	4
Japan	191	2,500	1,400	188	2,800	1,900	2	-11	-25
Korea, Republic of	142	2,700	1,800	139	2,700	2,100	3	-2	-15
China	1,243	4,500	3,600	771	3,400	2,000	61	34	76
Germany	453	5,800	4,800	337	4,800	4,000	35	22	20
Canada	205	4,600	3,300	162	3,700	2,800	27	25	20
Rest of Asia	751	3,400	2,700	557	3,000	2,100	35	15	27
Rest of Americas	113	4,200	3,400	60	2,500	1,800	88	73	91
Rest of Europe	804	4,800	3,600	674	4,300	3,000	19	12	18
Rest of Oceania	218	2,100	1,200	209	1,800	1,000	4	18	19
Africa and Middle East	124	3,300	2,000	114	3,000	2,000	8	9	-2
PURPOSE OF VISIT:									
Holiday / vacation	5,015	3,800	2,600	3,972	3,300	2,300	26	15	16
Visiting friends / relatives	1,728	2,100	1,200	1,593	2,000	1,200	8	6	-3
Business	661	2,400	1,400	540	2,000	1,300	23	21	6
Other	750	3,100	2,000	616	2,800	1,600	22	10	20

(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.