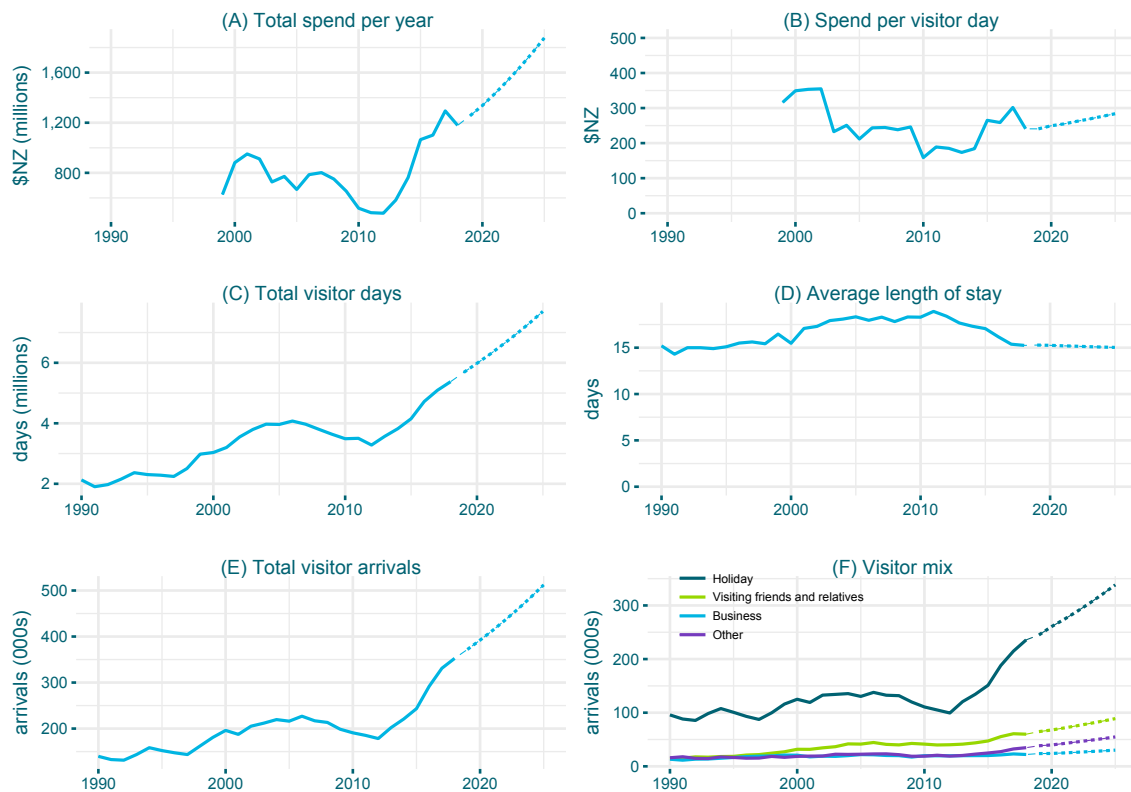


United States of America



Summary	2018	2025	Visitor market characteristics ⁴	
Total spend (\$m) ¹	1,179	1,877	GDP per capita (PPP)	59,928
Total visitors (000s) ²	353	512	Population (millions)	325
Total days (000s) ²	5,376	7,699	Outbound departures (millions)	88
Spend per day (\$) ³	241	284	Outbound spend (USD mn)	135,023
Avg length of stay (days) ²	15	15		

Summary of forecasts: US



Year										Growth	
	2018	2019	2020	2021	2022	2023	2024	2025	Total	Annual ⁵	
Total spend (\$m) ¹	1,179	1,255	1,337	1,431	1,532	1,639	1,754	1,877	59%	6.9%	
Total visitors (000s) ²	353	372	392	414	436	460	486	512	45%	5.5%	
Total days (000s) ²	5,376	5,683	5,983	6,288	6,617	6,956	7,318	7,699	43%	5.3%	
Spend per day (\$) ³	241	241	249	255	262	269	276	284	18%	2.4%	
Avg length of stay (days) ²	15	15	15	15	15	15	15	15	-1%	-0.2%	

1. International Visitor Survey, MBIE; 2. International Travel & Migration data, Statistics New Zealand; 3. Derived from the International Visitor Survey; 4. World Bank data (<http://data.worldbank.org/indicator>); 5. Compound annual growth rate (2018-2025).