

International Visitor Survey

Year-ending September 2018

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
\$2.55b
Growth
-1%

Average spend
\$1,900
Growth
-1%

Visitor Arrivals*
1.47m
Growth
1%

1



CHINA
Total spend
\$1.63b
Growth
14%

Average spend
\$3,900
Growth
4%

Visitor Arrivals*
453k
Growth
11%

2



USA
Total spend
\$1.23b
Growth
1%

Average spend
\$4,000
Growth
-4%

Visitor Arrivals*
341k
Growth
7%

3



UK
Total spend
\$954m
Growth
-8%

Average spend
\$4,400
Growth
-2%

Visitor Arrivals*
233k
Growth
-5%

4



GERMANY
Total spend
\$572m
Growth
16%

Average spend
\$5,900
Growth
17%

Visitor Arrivals*
101k
Growth
-3%

5



JAPAN
Total spend
\$263m
Growth
-2%

Average spend
\$2,900
Growth
-1%

Visitor Arrivals*
101k
Growth
0%

6



Total spend \$11.06b
Growth 6%

Average spend \$3,300
Growth 3%

Visitor Arrivals* 3.8m
Growth 4%



MINISTRY OF BUSINESS,
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* Source: International Travel and Migration, Stats NZ

New Zealand Government