

International Visitor Survey

Year-ending December 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
\$2.59b
Growth
1%

Average spend
\$2,000
Growth
1%

Visitor Arrivals*
1.49m
Growth
2%

1



CHINA
Total spend
\$1.68b
Growth
14%

Average spend
\$4,100
Growth
7%

Visitor Arrivals*
448k
Growth
7%

2



USA
Total spend
\$1.18b
Growth
-9%

Average spend
\$3,800
Growth
-13%

Visitor Arrivals*
352k
Growth
7%

3



UK
Total spend
\$906m
Growth
-13%

Average spend
\$4,200
Growth
-6%

Visitor Arrivals*
237k
Growth
-5%

4



GERMANY
Total spend
\$580m
Growth
16%

Average spend
\$6,000
Growth
19%

Visitor Arrivals*
102k
Growth
-3%

5



JAPAN
Total spend
\$246m
Growth
-9%

Average spend
\$2,800
Growth
-6%

Visitor Arrivals*
100k
Growth
-2%

6



Total spend \$11.16b
Growth 6%

Average spend \$3,300
Growth 3%

Visitor Arrivals* 3.9m
Growth 3%



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

New Zealand Government