

International Visitor Survey: Key data

	YEAR ENDED December 2018			YEAR ENDED December 2017			Percentage Changes		
	Total (NZ\$m)	Average	Median	Total (NZ\$m)	Average	Median	Total	Average	Median
Total	11,181	3,290	2,240	10,563	3,190	2,130	6	3	5
MARKET:									
Australia	2,578	1,900	1,500	2,557	1,900	1,500	1	1	0
China	1,687	4,100	3,200	1,464	3,800	3,100	15	7	4
USA	1,184	3,800	2,800	1,294	4,400	2,900	-9	-13	-6
UK	906	4,200	3,300	1,039	4,400	3,200	-13	-6	1
Germany	581	6,000	5,000	500	5,100	4,200	16	19	18
Korea, Republic of	283	3,500	2,800	224	2,700	2,400	26	29	13
Canada	267	4,200	3,300	258	4,400	3,000	3	-4	10
Japan	247	2,800	1,900	271	2,900	1,900	-9	-6	-1
Rest of Asia	1,354	3,800	2,700	1,177	3,700	2,900	15	2	-7
Rest of Europe	1,071	5,000	4,000	1,019	4,800	3,700	5	4	7
Rest of Oceania	556	4,300	3,200	394	3,200	1,700	41	34	95
Rest of Americas	278	5,200	3,000	203	4,100	2,400	37	26	26
Africa and Middle East	191	4,300	3,000	160	3,800	3,000	19	13	-1
PURPOSE OF VISIT:									
Holiday / vacation	7,100	3,900	2,800	6,755	3,800	2,800	5	3	1
Visiting friends / relatives	2,316	2,400	1,500	2,096	2,200	1,500	11	8	4
Business	793	2,600	1,600	816	2,700	1,700	-3	-2	-7
Other	972	3,100	2,000	896	3,100	2,000	8	0	0

(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.