



Data Source: International Visitor Arrivals (IVA), Statistics New Zealand, International Visitor Survey (IVS)

	YEAR ENDED Sept 2012						
	Visitors ⁽²⁾	Days in New Zealand (IVA)			Trip Expenditure in New Zealand (IVS)		
		'000	Total	Average	Median	Total	Average
		'000			NZ\$million ⁽¹⁾		
TOTAL ⁽³⁾	2,595	49,550	19.2	9	5,493	2,300	1,400
KEY MARKETS:							
Australia	1,172	12,207	10.4	7	1,660	1,500	1,100
China, People's Republic of	187	3,103	16.6	4	555	3,300	2,000
United Kingdom	198	5,803	29.3	20	545	2,800	2,000
United States of America	180	3,349	18.6	10	430	2,700	1,700
Japan	69	1,289	18.7	7	285	4,300	2,800
Germany	63	3,154	50.4	24	183	3,100	2,400
Korea, Republic of	53	1,082	20.6	6	132	2,600	1,800
Canada	47	1,181	25.0	14	110	2,500	1,800
Singapore	37	530	14.2	9	70	2,100	1,900
Taiwan	19	383	20.3	9	54	2,800	2,100
Other	562	17,469	31.1	13	1,469	2,800	1,800
PURPOSE OF VISIT:							
Holiday	1,193	18,874	15.8	9	2,914	2,800	2,100
VFR	859	17,594	20.5	11	1,113	1,300	900
Business	251	2,806	11.2	4	563	1,700	1,200
Other	293	10,276	36.1	7	903	4,900	2,200

	YEAR ENDED Sept 2011						
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		'000	Total	Average	Median	Total	Average
		'000			NZ\$million ⁽¹⁾		
TOTAL ⁽³⁾	2,548	51,061	20.1	9	5,610	2,400	1,500
KEY MARKETS:							
Australia	1,123	12,248	10.9	7	1,655	1,600	1,100
China, People's Republic of	136	2,475	18.3	4	405	3,300	2,000
United Kingdom	230	6,721	29.2	20	577	2,900	2,100
United States of America	185	3,443	18.6	10	439	2,600	1,800
Japan	74	1,354	18.2	7	239	3,400	2,300
Germany	65	3,138	48.3	24	245	3,800	3,100
Korea, Republic of	56	1,249	22.3	6	196	3,700	2,000
Canada	50	1,327	26.7	15	117	2,700	1,900
Singapore	34	497	14.5	9	72	2,400	2,000
Taiwan	18	432	23.8	9	53	3,000	2,000
Other	566	18,177	32.1	14	1,610	3,200	1,900
PURPOSE OF VISIT:							
Holiday	1,194	20,637	17.3	10	2,911	2,800	2,100
VFR	808	16,789	20.8	11	1,057	1,400	900
Business	250	2,808	11.2	4	638	1,900	1,300
Other	296	10,828	37.9	8	1,004	5,400	2,400

	Percentage Changes from YEAR ENDED Sept 2011						
	Visitors ⁽²⁾	Days in New Zealand (IVA)			Trip Expenditure in New Zealand (IVS)		
			Total	Average	Median	Total	Average
TOTAL	2%	-3%	-5%	0%	-2%	-4%	-7%
KEY MARKETS:							
Australia	4%	0%	-5%	0%	0%	-6%	0%
China, People's Republic of	38%	25%	-9%	0%	37%	0%	0%
United Kingdom	-14%	-14%	0%	0%	-6%	-3%	-5%
United States of America	-3%	-3%	0%	0%	-2%	4%	-6%
Japan	-7%	-5%	3%	0%	19%	26%	22%
Germany	-4%	1%	5%	0%	↓	↓	↓
Korea, Republic of	-6%	-13%	-8%	0%	↓	↓	↓
Canada	-5%	-11%	-6%	-7%	↓	↓	↓
Singapore	9%	7%	-2%	0%	↓	↓	↓
Taiwan	4%	-11%	-14%	0%	↑	↓	↑
Other	-1%	-4%	-3%	-7%	↓	↓	↓
PURPOSE OF VISIT:							
Holiday	0%	-9%	-8%	-10%	0%	0%	0%
VFR	6%	5%	-1%	0%	5%	-7%	0%
Business	0%	0%	-1%	0%	-12%	-11%	-8%
Other	-1%	-5%	-5%	-13%	-10%	-9%	-8%

(1) Expenditure refers to spend by travellers aged 15+, and excludes international airfares.

(2) Overseas residents arriving in New Zealand for a stay of less than 12 months.

(3) The arrival totals are actual counts and may differ from the sum of individual figures for different countries that are derived from samples.

(4) The percentage changes in grey mean that they are not statistically significant. Arrows indicate the direction of change.