


# International Visitor Arrivals to New Zealand: June 2013



Overseas visitor arrivals to New Zealand by country of  
residence and selected characteristics

The decorative graphic is a large, light grey pattern of overlapping circles and arcs, located in the bottom left corner of the page.



[Crown copyright ©](#)

This work is licensed by Statistics New Zealand for re-use under the Creative Commons Attribution 3.0 New Zealand license. You are free to copy, distribute, and adapt the work for non-commercial purposes, as long as you attribute the work to Statistics NZ and abide by the other licence terms. Please note you may not use any departmental or governmental emblem, logo, or coat of arms in any way that infringes any provision of the Flags, Emblems, and Names Protection Act 1981. Use the wording 'Statistics New Zealand' in your attribution, not the Statistics NZ logo.

#### **Liability**

While all care and diligence has been used in processing, analysing, and extracting data and information in this publication, Statistics New Zealand gives no warranty it is error free and will not be liable for any loss or damage suffered by the use directly, or indirectly, of the information in this publication.

#### **Citation**

Statistics New Zealand (2013). *International Visitor Arrivals to New Zealand: June 2013*.  
[Available from www.stats.govt.nz](http://www.stats.govt.nz)

ISSN 1179-7703 (online)

#### **Published in July 2013 by**

Statistics New Zealand  
Tatauranga Aotearoa  
Wellington, New Zealand

#### **Contact**

[Statistics New Zealand Information Centre: info@stats.govt.nz](mailto:info@stats.govt.nz)  
Phone toll-free 0508 525 525  
Phone international +64 4 931 4610  
[www.stats.govt.nz](http://www.stats.govt.nz)

## **Preface**

*International Visitor Arrivals to New Zealand* is produced by Statistics New Zealand and sponsored by Tourism New Zealand. It is a monthly report that includes detailed tables and graphs of monthly and annual data showing the number and characteristics of visitor arrivals. Most of the data is presented by country, for a selection of major source countries of visitors to New Zealand.

Visitor arrival data comes from Statistics NZ's International Travel and Migration dataset. This dataset is derived from information contained in electronic records supplied by the New Zealand Customs Service, as well as from arrival and departure cards completed by passengers.

This report contains statistics on short-term overseas visitor arrivals, defined as overseas residents arriving in New Zealand for a stay of less than 12 months.

## International Visitor Arrivals to New Zealand

Contents	Page
<a href="#">Notes</a>	5
<a href="#">Further information</a>	6
<a href="#">Glossary</a>	7
<b>List of tables</b>	
(Tables 1 and 2 each have an associated figure. Each key characteristics table has three associated figures: Travel purpose of visitors; Age of visitors; and Length of stay of visitors.)	
1 <a href="#">Monthly visitor arrivals</a>	8
2 <a href="#">Annual visitor arrivals</a>	8
3 <a href="#">Country of residence of visitors, June month 2009–13</a>	10
4 <a href="#">Country of residence of visitors, Year ended June 2009–13</a>	11
5 <a href="#">Key characteristics of visitors, June month 2009–13</a>	12
6 <a href="#">Key characteristics of visitors, Year ended June 2009–13</a>	14
7 <a href="#">Key characteristics of visitors from Australia, June month 2009–13</a>	16
8 <a href="#">Key characteristics of visitors from Australia, Year ended June 2009–13</a>	18
9 <a href="#">State of residence of visitors from Australia, June month 2009–13</a>	20
10 <a href="#">State of residence of visitors from Australia, Year ended June 2009–13</a>	21
11 <a href="#">Key characteristics of visitors from New South Wales, June month 2009–13</a>	22
12 <a href="#">Key characteristics of visitors from New South Wales, Year ended June 2009–13</a>	24
13 <a href="#">Key characteristics of visitors from Queensland, June month 2009–13</a>	26
14 <a href="#">Key characteristics of visitors from Queensland, Year ended June 2009–13</a>	28
15 <a href="#">Key characteristics of visitors from Victoria, June month 2009–13</a>	30
16 <a href="#">Key characteristics of visitors from Victoria, Year ended June 2009–13</a>	32
17 <a href="#">Key characteristics of visitors from Western Australia, June month 2009–13</a>	34
18 <a href="#">Key characteristics of visitors from Western Australia, Year ended June 2009–13</a>	36
19 <a href="#">Key characteristics of visitors from the People's Republic of China, June month 2009–13</a>	38
20 <a href="#">Key characteristics of visitors from the People's Republic of China, Year ended June 2009–13</a>	40
21 <a href="#">Province of residence of visitors from the People's Republic of China, June month 2009–13</a>	42
22 <a href="#">Province of residence of visitors from the People's Republic of China, Year ended June 2009–13</a>	43
23 <a href="#">Key characteristics of visitors from Japan, June month 2009–13</a>	44
24 <a href="#">Key characteristics of visitors from Japan, Year ended June 2009–13</a>	46
25 <a href="#">Prefecture of residence of visitors from Japan, June month 2009–13</a>	48
26 <a href="#">Prefecture of residence of visitors from Japan, Year ended June 2009–13</a>	49
27 <a href="#">Key characteristics of visitors from the Republic of Korea, June month 2009–13</a>	50
28 <a href="#">Key characteristics of visitors from the Republic of Korea, Year ended June 2009–13</a>	52
29 <a href="#">Key characteristics of visitors from Singapore, June month 2009–13</a>	54
30 <a href="#">Key characteristics of visitors from Singapore, Year ended June 2009–13</a>	56
31 <a href="#">Key characteristics of visitors from Hong Kong, June month 2009–13</a>	58
32 <a href="#">Key characteristics of visitors from Hong Kong, Year ended June 2009–13</a>	60
33 <a href="#">Key characteristics of visitors from Thailand, June month 2009–13</a>	62
34 <a href="#">Key characteristics of visitors from Thailand, Year ended June 2009–13</a>	64
35 <a href="#">Key characteristics of visitors from India, June month 2009–13</a>	66
36 <a href="#">Key characteristics of visitors from India, Year ended June 2009–13</a>	68
37 <a href="#">Key characteristics of visitors from the United Kingdom, June month 2009–13</a>	70
38 <a href="#">Key characteristics of visitors from the United Kingdom, Year ended June 2009–13</a>	72
39 <a href="#">Country of residence of visitors from the United Kingdom, June month 2009–13</a>	74
40 <a href="#">Country of residence of visitors from the United Kingdom, Year ended June 2009–13</a>	75
41 <a href="#">Key characteristics of visitors from Germany, June month 2009–13</a>	76
42 <a href="#">Key characteristics of visitors from Germany, Year ended June 2009–13</a>	78
43 <a href="#">Key characteristics of visitors from the United States of America, June month 2009–13</a>	80
44 <a href="#">Key characteristics of visitors from the United States of America, Year ended June 2009–13</a>	82
45 <a href="#">State of residence of visitors from the United States of America, June month 2009–13</a>	84
46 <a href="#">State of residence of visitors from the United States of America, Year ended June 2009–13</a>	85
47 <a href="#">Key characteristics of visitors from Canada, June month 2009–13</a>	86
48 <a href="#">Key characteristics of visitors from Canada, Year ended June 2009–13</a>	88
49 <a href="#">Province of residence of visitors from Canada, June month 2009–13</a>	90
50 <a href="#">Province of residence of visitors from Canada, Year ended June 2009–13</a>	91

## Notes

### International travel and migration data

Visitor arrival data comes from Statistics NZ's International Travel and Migration dataset. This dataset is derived from information contained in electronic records supplied by the New Zealand Customs Service, as well as from arrival and departure cards completed by passengers.

Statistics NZ processes all arrival and departure cards, and assigns a passenger type to each. These passenger types are short-term overseas visitor, short-term New Zealand-resident traveller, and permanent and long-term migrant. This report contains statistics on short-term overseas visitor arrivals, defined as overseas residents arriving in New Zealand for a stay of less than 12 months.

Information derived from arrival and departure cards, including passenger type, is captured automatically for nine out of 10 records by Statistics NZ's imaging system.

The statistics in this report are based on final counts. They relate to the number of passenger movements, rather than to the number of people – that is, the multiple movements of individual people during a given reference period are each counted separately.

### Sampling error

Visitor arrival totals published in this report are actual counts. However, all other figures are derived from only a sample of arrivals, and hence may contain sampling error. Caution should be used when interpreting small numbers where sampling error may exist.

### Selection of data published in this report

Because of sampling error, as well as the size limitations of the tables, categories within some variables have only been included if they meet certain limits. The rules for inclusion depend on the variable.

In the key characteristics tables for each country, the restrictions are:

**Purpose:** Five categories (holiday, visiting friends & relatives, business, education, and conferences & conventions) are always shown, so the travel purpose graph is consistent between countries. The 'other' and 'not stated' categories are not shown.

**New Zealand port:** There must be 500 or more arrivals in the most recent time period, or an average of 500 or more over the last two periods. A minimum of one NZ port must be included, with a maximum of eight NZ ports.

**Overseas port:** There must be 500 or more arrivals in the most recent time period, or an average of 500 or more over the last two periods. A minimum of one overseas port must be included, with a maximum of 10 overseas ports.

**Citizenship:** There must be 500 or more arrivals in the most recent time period, or an average of 500 or more over the last two periods. A minimum of one citizenship must be included, with a maximum of four citizenships.

**State/province:** There must be 500 or more arrivals from that province in the most recent time period, or an average of 500 or more over the last two periods. At least three states/provinces must be included for each country, as well as the 'not stated' category. The not stated category is included because of a high rate of non-response to this question from some countries.

## Further information

### **International Travel and Migration information release: monthly**

[www.stats.govt.nz/methods\\_and\\_services/information-releases/international-travel-and-migration.aspx](http://www.stats.govt.nz/methods_and_services/information-releases/international-travel-and-migration.aspx)

The monthly first release of final international travel and migration data. Tables are accompanied by commentary and a media release highlighting key data.

### **Provisional International Travel Statistics: weekly**

[www.stats.govt.nz/methods\\_and\\_services/access-data/tables/provisional-international-travel-statistics.aspx](http://www.stats.govt.nz/methods_and_services/access-data/tables/provisional-international-travel-statistics.aspx)

Provisional statistics on total visitor arrivals, and visitor arrivals from ten major source countries, are released on a weekly basis. Figures are normally released at 3pm on a Friday, covering arrivals up to the Sunday 12 days before the day of release.

### **Infoshare**

[www.stats.govt.nz/infoshare/](http://www.stats.govt.nz/infoshare/)

Statistics NZ's free online database contains a large number of international travel and migration tables, which can be customised by the user. Nearly all data in this report, plus much more, is available in Infoshare. International travel and migration tables can be found under the 'Tourism' subject category.

### **International Travel and Migration articles**

[www.stats.govt.nz/publications/populationstatistics/international-travel-and-migration-articles.aspx](http://www.stats.govt.nz/publications/populationstatistics/international-travel-and-migration-articles.aspx)

Statistics NZ releases a number of articles free on the Statistics NZ website. All available articles are listed on the international travel and migration articles landing page.

### **International Travel and Migration landing page**

[www.stats.govt.nz/publications/populationstatistics/international-travel-and-migration.aspx](http://www.stats.govt.nz/publications/populationstatistics/international-travel-and-migration.aspx)

All of the products above can be easily accessed through the international travel and migration landing page of the Statistics NZ website.

## Glossary

**Visitor arrivals:** overseas residents arriving in New Zealand for a stay of less than 12 months.

**Country of residence:** the country where the person last resided for 12 months or more before visiting New Zealand.

**New Zealand port:** the New Zealand port where a passenger was processed by Customs. People may clear Customs at one port after arriving on an international flight into another port, if connections between international terminals are available.

**Travel purpose:** the reason for the visit as indicated on the arrival card.

**Overseas airport:** the overseas port where a passenger boarded their flight to New Zealand. This may not be the person's port of origin, as they may have transferred from earlier flights at this overseas airport.

**Length of stay:** the length of stay in New Zealand. This is initially captured from intentions on the arrival card. Visitors who depart before processing of their month of arrival has been completed have their length of stay recalculated based on their actual stay.

**Citizenship:** the country of issue of a passenger's passport.

**State/province of residence:** the subnational area of residence as indicated on the arrival card. This data is only captured for visitors from selected countries.

Table 1

**Monthly visitor arrivals**

Month	2008–09	2009–10	2010–11	2011–12	2012–13	Change 2011–12 to 2012–13	
						Number	Percent
Jul	175,738	176,198	182,904	176,084	173,539	-2,545	-1.4
Aug	162,485	161,100	168,081	175,909	178,298	2,389	1.4
Sep	157,704	172,425	174,157	219,940	179,069	-40,871	-18.6
Oct	173,938	187,372	184,898	215,902	184,200	-31,702	-14.7
Nov	219,313	219,939	226,455	230,292	232,119	1,827	0.8
Dec	322,207	341,337	345,656	364,165	363,959	-206	-0.1
Jan	244,030	256,652	265,553	266,839	260,637	-6,202	-2.3
Feb	256,559	267,855	268,259	259,083	281,233	22,150	8.5
Mar	226,461	243,263	215,553	239,929	270,740	30,811	12.8
Apr	195,883	187,962	197,777	195,668	200,583	4,915	2.5
May	141,916	141,336	140,741	140,841	153,034	12,193	8.7
Jun	135,162	145,825	131,269	151,074	159,485	8,411	5.6

Source: Statistics New Zealand

Table 2

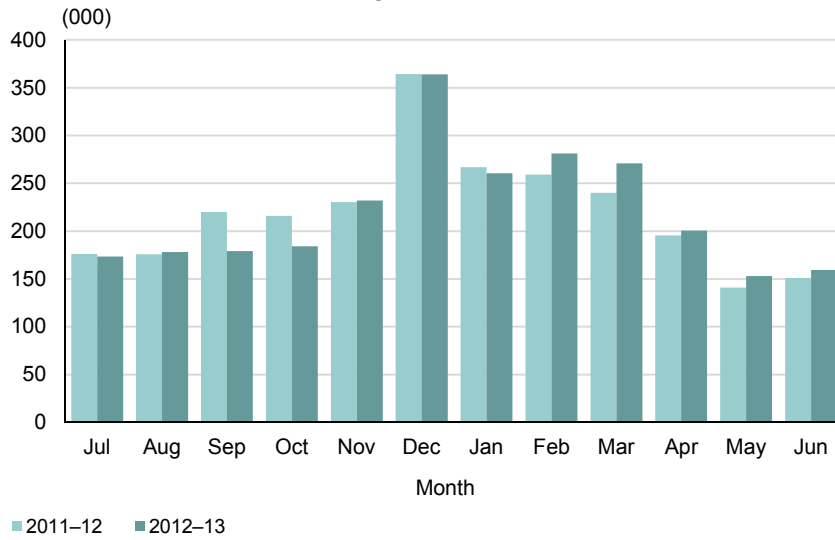
**Annual visitor arrivals**

Year ended June	Number	Change from previous year	
		Number	Percent
2003	2,050,294	94,592	4.8
2004	2,250,191	199,897	9.7
2005	2,403,768	153,577	6.8
2006	2,377,603	-26,165	-1.1
2007	2,457,794	80,191	3.4
2008	2,479,796	22,002	0.9
2009	2,411,396	-68,400	-2.8
2010	2,501,264	89,868	3.7
2011	2,501,303	39	0.0
2012	2,635,726	134,423	5.4
2013	2,636,896	1,170	0.0

Source: Statistics New Zealand

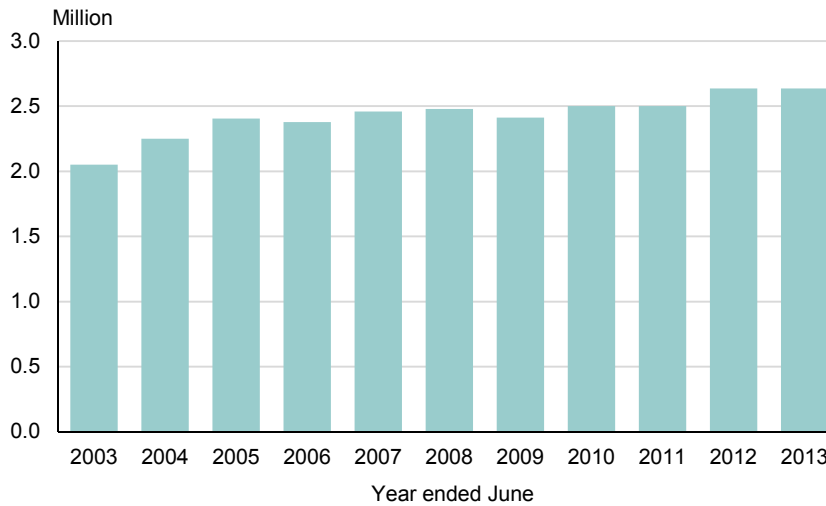


### Monthly visitor arrivals



Source: Statistics New Zealand

### Annual visitor arrivals



Source: Statistics New Zealand

Table 3

**Country of residence of visitors**

June month 2009–13

	June month					Change 2012–13	
	2009	2010	2011	2012	2013	Number	Percent
<b>Total visitor arrivals<sup>(1)</sup></b>	<b>135,162</b>	<b>145,825</b>	<b>131,269</b>	<b>151,074</b>	<b>159,485</b>	<b>8,411</b>	<b>5.6</b>
<b>Top 30 countries of residence</b>							
Australia	70,884	76,200	64,820	80,672	85,072	4,400	5.5
China, People's Republic of	2,556	5,500	6,740	9,696	11,680	1,984	20.5
United States of America	12,348	11,320	10,220	10,064	10,928	864	8.6
United Kingdom	8,658	7,520	6,080	5,728	5,680	-48	-0.8
Singapore	2,196	2,580	3,060	2,736	3,488	752	27.5
Korea, Republic of	3,114	4,160	2,780	2,896	2,896	0	0.0
Japan	2,340	5,240	4,100	3,696	2,848	-848	-22.9
India	1,710	2,360	1,700	2,112	2,080	-32	-1.5
Germany	1,548	1,520	1,720	1,712	1,648	-64	-3.7
Hong Kong (SAR)	1,116	1,360	1,200	1,392	1,632	240	17.2
Canada	1,782	1,620	1,340	1,536	1,568	32	2.1
Taiwan	738	880	960	1,088	1,504	416	38.2
Fiji	1,368	1,180	1,080	1,312	1,424	112	8.5
France	1,206	1,040	1,080	1,200	1,408	208	17.3
New Caledonia	774	700	880	832	1,312	480	57.7
Malaysia	1,260	1,740	2,560	1,232	1,280	48	3.9
French Polynesia	1,494	1,160	1,220	1,056	1,216	160	15.2
Samoa	936	960	1,080	864	1,168	304	35.2
Indonesia	756	860	860	944	1,040	96	10.2
Thailand	1,134	1,120	1,140	992	944	-48	-4.8
Tonga	846	700	700	864	896	32	3.7
South Africa	1,026	1,240	780	880	848	-32	-3.6
Philippines	450	520	580	704	736	32	4.5
Cook Islands	774	700	740	656	656	0	0.0
Saudi Arabia	270	420	700	784	640	-144	-18.4
Brazil	612	480	360	592	608	16	2.7
Ireland	1,062	860	580	960	592	-368	-38.3
United Arab Emirates	522	540	440	544	528	-16	-2.9
Italy	414	420	440	400	480	80	20.0
Netherlands	522	400	400	432	448	16	3.7
<b>Region of residence</b>							
Oceania	79,704	84,060	73,360	89,952	94,832	4,880	5.4
Asia	17,982	27,060	26,220	28,160	30,960	2,800	9.9
Europe	16,290	14,220	12,600	13,120	12,752	-368	-2.8
Americas	15,732	14,440	12,780	13,408	14,272	864	6.4
Africa and the Middle East	2,574	2,900	2,680	2,832	2,720	-112	-4.0
Not stated	2,250	2,360	3,180	3,024	3,584	560	18.5

1. These totals are actual counts and may differ from the sum of individual figures that are derived from samples.

**Note:** SAR Special Administrative Region

**Source:** Statistics New Zealand

Table 4

**Country of residence of visitors**

Year ended June 2009–13

	Year ended June					Change 2012–13	
	2009	2010	2011	2012	2013	Number	Percent
<b>Total visitor arrivals<sup>(1)</sup></b>	<b>2,411,396</b>	<b>2,501,264</b>	<b>2,501,303</b>	<b>2,635,726</b>	<b>2,636,896</b>	<b>1,170</b>	<b>0.0</b>
<b>Top 30 countries of residence</b>							
Australia	1,007,860	1,119,437	1,111,192	1,175,296	1,183,856	8,560	0.7
China, People's Republic of	107,541	105,190	131,648	175,488	222,720	47,232	26.9
United States of America	196,787	194,008	188,150	182,816	189,456	6,640	3.6
United Kingdom	262,378	248,930	220,043	214,448	189,008	-25,440	-11.9
Japan	88,474	83,587	78,559	67,072	74,960	7,888	11.8
Germany	62,837	65,021	65,237	62,992	65,040	2,048	3.3
Korea, Republic of	61,733	61,244	59,723	53,840	50,704	-3,136	-5.8
Canada	49,946	48,615	48,409	49,296	46,960	-2,336	-4.7
Singapore	29,026	30,394	32,281	38,736	37,696	-1,040	-2.7
India	24,014	27,119	29,332	29,648	29,936	288	1.0
Hong Kong (SAR)	21,754	24,883	23,715	25,952	27,616	1,664	6.4
France	22,043	24,628	24,355	37,136	25,216	-11,920	-32.1
Malaysia	19,277	20,165	26,938	36,416	25,152	-11,264	-30.9
Fiji	24,805	21,668	20,142	22,032	23,632	1,600	7.3
Netherlands	24,777	23,859	23,543	22,448	21,088	-1,360	-6.1
Taiwan	16,768	19,885	19,006	18,112	20,752	2,640	14.6
Thailand	19,365	20,253	19,839	16,336	18,688	2,352	14.4
New Caledonia	14,264	15,835	16,115	17,120	16,784	-336	-2.0
Samoa	19,009	16,897	15,917	16,400	16,256	-144	-0.9
Switzerland	14,305	15,633	15,597	15,840	15,472	-368	-2.3
French Polynesia	18,793	19,324	18,401	15,856	15,424	-432	-2.7
South Africa	23,122	17,113	17,443	25,568	15,328	-10,240	-40.1
Tonga	13,355	12,883	11,939	13,456	13,888	432	3.2
Indonesia	8,209	9,461	10,194	11,824	12,464	640	5.4
Sweden	11,387	10,856	11,380	11,248	11,168	-80	-0.7
Brazil	11,065	11,732	12,055	11,152	10,352	-800	-7.2
Ireland	19,271	14,917	12,082	16,304	10,080	-6,224	-38.2
Philippines	7,996	7,654	8,519	9,296	9,888	592	6.4
Cook Islands	11,473	10,674	10,714	10,816	9,488	-1,328	-12.3
Italy	8,109	8,683	8,274	8,992	8,848	-144	-1.6
<b>Region of residence</b>							
Oceania	1,147,666	1,249,990	1,242,475	1,318,544	1,324,144	5,600	0.4
Asia	412,208	418,972	448,884	492,768	540,128	47,360	9.6
Europe	486,133	473,949	442,663	449,344	405,792	-43,552	-9.7
Americas	275,952	272,084	267,346	266,368	265,504	-864	-0.3
Africa and the Middle East	47,971	44,214	44,988	50,800	37,184	-13,616	-26.8
Not stated	28,965	30,362	43,466	50,576	53,040	2,464	4.9

1. These totals are actual counts and may differ from the sum of individual figures that are derived from samples.

**Note:** SAR Special Administrative Region

**Source:** Statistics New Zealand

Table 5

**Key characteristics of visitors**

June month 2009–13

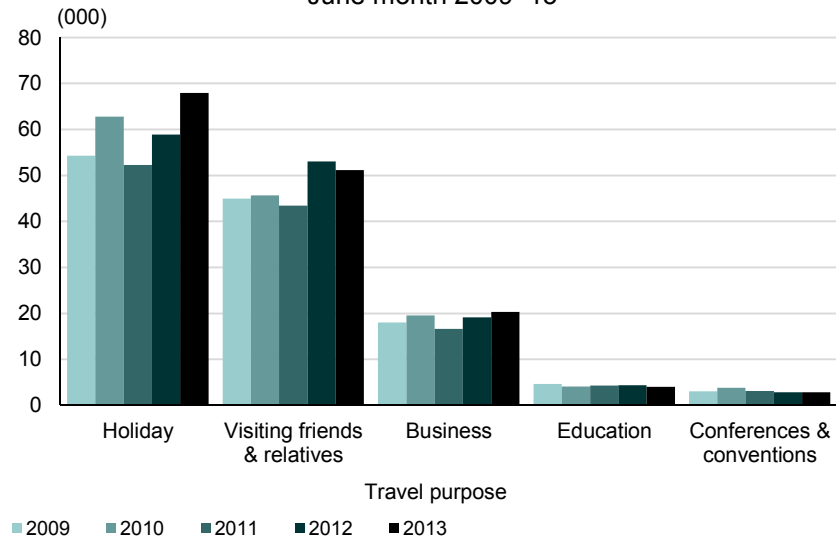
Key characteristic	June month					Change 2012–13	
	2009	2010	2011	2012	2013	Number	Percent
<b>Total visitor arrivals<sup>(1)</sup></b>	<b>135,162</b>	<b>145,825</b>	<b>131,269</b>	<b>151,074</b>	<b>159,485</b>	<b>8,411</b>	<b>5.6</b>
<b>Travel purpose</b>							
Holiday	54,270	62,760	52,240	58,896	67,968	9,072	15.4
Visiting friends & relatives	44,964	45,680	43,440	53,040	51,184	-1,856	-3.5
Business	18,018	19,540	16,620	19,104	20,336	1,232	6.4
Education	4,644	4,060	4,320	4,400	4,000	-400	-9.1
Conferences & conventions	3,024	3,800	3,100	2,864	2,848	-16	-0.6
<b>Age group (years)</b>							
Under 15	12,672	14,760	12,740	15,488	16,512	1,024	6.6
15–24	25,578	26,760	24,080	24,752	26,496	1,744	7.0
25–34	27,000	28,940	25,880	29,888	30,512	624	2.1
35–44	23,184	23,180	21,420	25,744	26,032	288	1.1
45–54	23,760	25,680	23,300	28,176	28,880	704	2.5
55–64	16,020	18,420	17,160	18,736	22,240	3,504	18.7
65+	6,318	7,300	6,240	7,712	8,448	736	9.5
<b>Length of stay (days)</b>							
1–3	27,306	30,660	29,260	34,512	37,888	3,376	9.8
4–7	37,260	43,220	39,500	44,736	46,320	1,584	3.5
8–14	36,000	36,820	31,340	39,088	40,832	1,744	4.5
15–21	12,204	12,140	10,820	11,568	11,904	336	2.9
22 and over	21,762	22,200	19,900	20,592	22,176	1,584	7.7
Median	7.9	7.4	7.2	7.1	7.1	...	...
<b>New Zealand port</b>							
Auckland airport	93,186	98,820	96,340	108,096	114,400	6,304	5.8
Christchurch airport	29,592	29,640	19,660	21,840	21,376	-464	-2.1
Wellington airport	8,352	9,600	8,660	11,456	12,016	560	4.9
Queenstown airport	2,142	4,360	4,180	6,304	9,568	3,264	51.8
Dunedin airport	180	980	820	1,472	1,136	-336	-22.8
Rotorua airport	0	340	360	592	352	-240	-40.5
Seaports	1,080	380	440	128	272	144	112.5
Hamilton airport	0	920	360	608	0	-608	-100.0
<b>Overseas airport</b>							
Sydney	39,870	45,880	36,340	45,568	47,856	2,288	5.0
Melbourne	20,898	22,380	19,520	25,280	27,872	2,592	10.3
Brisbane	22,716	22,860	20,300	24,736	26,112	1,376	5.6
Singapore	5,886	6,060	6,500	7,248	7,552	304	4.2
Hong Kong	4,986	4,920	4,740	4,288	5,248	960	22.4
Coolangatta	3,222	4,300	4,000	5,840	4,912	-928	-15.9
Los Angeles	7,308	6,980	5,420	3,680	3,440	-240	-6.5
Guangzhou	0	0	1,240	2,000	3,168	1,168	58.4
Kuala Lumpur	1,296	1,200	3,280	1,376	2,304	928	67.4
Perth	1,638	2,200	2,160	2,368	2,272	-96	-4.1
Nadi	3,672	2,980	2,820	3,152	2,240	-912	-28.9
Seoul	2,376	2,560	1,920	2,048	2,048	0	0.0
<b>Citizenship</b>							
Australia	47,448	51,640	41,860	49,808	54,736	4,928	9.9
New Zealand	26,874	26,680	26,960	33,888	32,880	-1,008	-3.0
China, People's Republic of	2,466	5,820	6,960	10,272	12,480	2,208	21.5
United States of America	11,790	10,920	10,140	9,680	10,720	1,040	10.7
United Kingdom	9,540	8,340	6,500	7,216	7,440	224	3.1

1. These totals are actual counts and may differ from the sum of individual figures that are derived from samples.

Symbol: ... not applicable

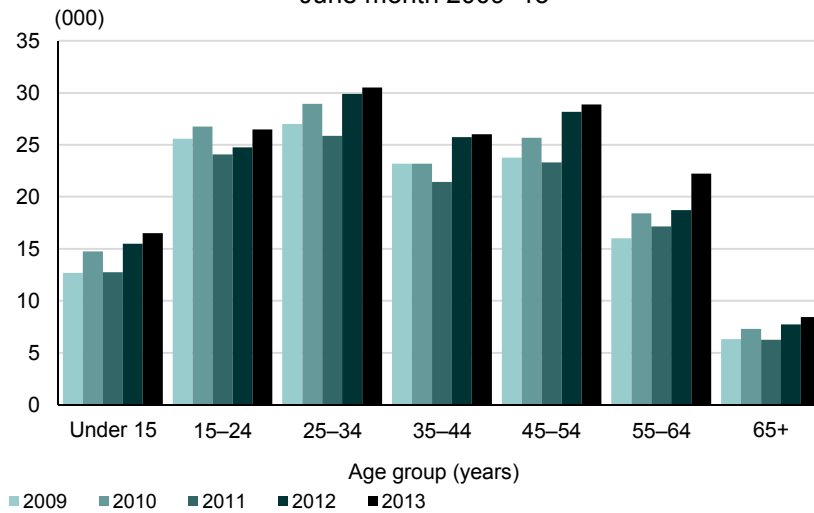
Source: Statistics New Zealand

### Travel purpose of visitors June month 2009–13



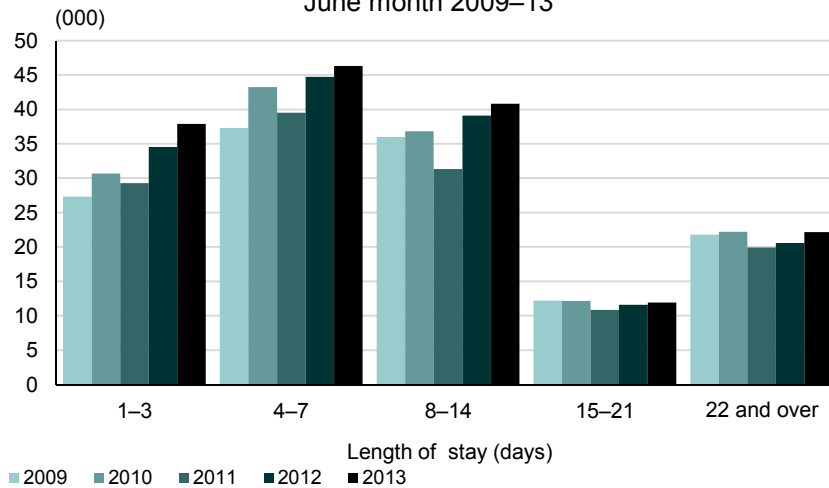
Source: Statistics New Zealand

### Age of visitors June month 2009–13



Source: Statistics New Zealand

### Length of stay of visitors June month 2009–13



Source: Statistics New Zealand

Table 6

**Key characteristics of visitors**

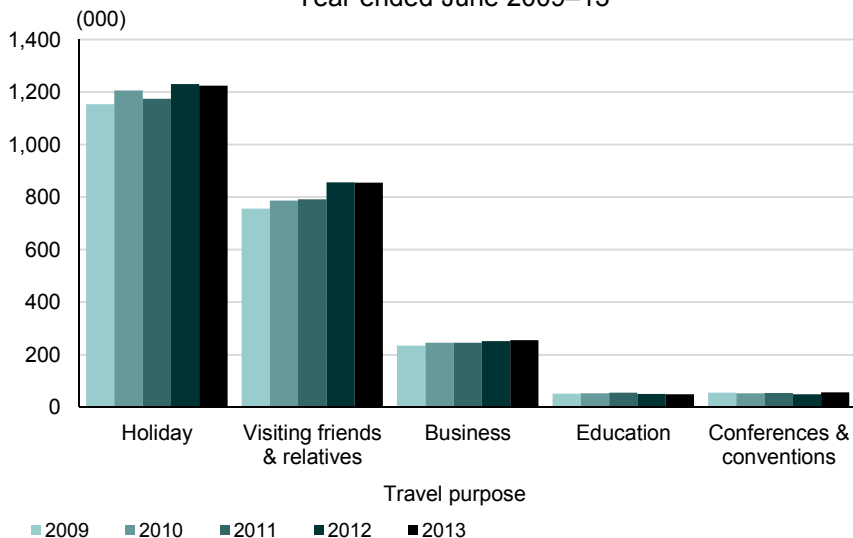
Year ended June 2009–13

Key characteristic	Year ended June					Change 2012–13	
	2009	2010	2011	2012	2013	Number	Percent
<b>Total visitor arrivals<sup>(1)</sup></b>	<b>2,411,396</b>	<b>2,501,264</b>	<b>2,501,303</b>	<b>2,635,726</b>	<b>2,636,896</b>	<b>1,170</b>	<b>0.0</b>
<b>Travel purpose</b>							
Holiday	1,153,702	1,206,219	1,174,601	1,229,840	1,224,288	-5,552	-0.5
Visiting friends & relatives	756,089	786,523	791,741	856,400	855,408	-992	-0.1
Business	234,410	245,309	245,832	252,144	255,616	3,472	1.4
Education	52,517	52,834	56,006	51,344	49,936	-1,408	-2.7
Conferences & conventions	55,166	52,833	54,983	50,112	57,392	7,280	14.5
<b>Age group (years)</b>							
Under 15	199,212	214,453	215,955	220,240	225,184	4,944	2.2
15–24	314,102	324,179	315,295	326,320	317,504	-8,816	-2.7
25–34	462,250	488,947	492,059	532,816	520,176	-12,640	-2.4
35–44	398,058	407,804	407,481	438,944	427,712	-11,232	-2.6
45–54	414,886	433,760	434,489	466,672	455,632	-11,040	-2.4
55–64	385,766	393,255	395,764	409,184	422,480	13,296	3.2
65+	224,621	227,173	228,779	234,224	257,104	22,880	9.8
<b>Length of stay (days)</b>							
1–3	364,011	379,127	399,884	476,896	474,976	-1,920	-0.4
4–7	598,878	616,924	637,228	670,720	700,896	30,176	4.5
8–14	625,195	664,901	648,547	685,104	690,928	5,824	0.9
15–21	319,214	333,072	319,306	311,392	299,008	-12,384	-4.0
22 and over	491,597	495,547	484,857	484,288	459,984	-24,304	-5.0
Median	9.7	9.7	9.4	8.9	8.6	...	...
<b>New Zealand port</b>							
Auckland airport	1,658,861	1,700,249	1,744,319	1,870,224	1,878,128	7,904	0.4
Christchurch airport	516,000	546,509	461,866	417,456	395,408	-22,048	-5.3
Wellington airport	135,334	144,228	155,380	183,744	180,080	-3,664	-2.0
Queenstown airport	35,529	50,686	75,890	95,088	115,264	20,176	21.2
Seaports	35,412	20,499	19,305	29,952	31,904	1,952	6.5
Dunedin airport	9,859	11,297	16,075	15,728	15,696	-32	-0.2
Rotorua airport	0	3,247	6,565	6,784	6,816	32	0.5
Hamilton airport	7,726	12,637	10,400	9,312	2,224	-7,088	-76.1
<b>Overseas airport</b>							
Sydney	681,529	774,273	729,380	748,512	760,880	12,368	1.7
Melbourne	338,821	359,243	378,941	401,136	434,096	32,960	8.2
Brisbane	336,809	327,165	328,851	352,240	352,000	-240	-0.1
Singapore	123,240	122,781	112,649	135,120	136,096	976	0.7
Hong Kong	125,471	120,233	105,377	110,480	101,680	-8,800	-8.0
Coolangatta	34,062	60,836	71,250	77,840	73,344	-4,496	-5.8
Los Angeles	119,220	120,276	113,979	102,000	71,456	-30,544	-29.9
Nadi	58,891	47,545	45,535	45,616	48,912	3,296	7.2
Tokyo	53,413	48,987	46,675	37,328	46,096	8,768	23.5
Seoul	56,825	45,666	44,873	56,624	44,752	-11,872	-21.0
Perth	33,626	31,515	33,934	39,280	43,040	3,760	9.6
Guangzhou	27	0	3,624	27,696	40,320	12,624	45.6
<b>Citizenship</b>							
Australia	687,315	765,470	753,472	757,040	753,632	-3,408	-0.5
New Zealand	386,322	409,331	423,165	479,840	488,656	8,816	1.8
China, People's Republic of	105,795	103,885	131,298	178,688	226,960	48,272	27.0
United Kingdom	265,802	253,702	224,115	227,968	199,872	-28,096	-12.3
United States of America	192,669	187,968	183,150	179,008	186,944	7,936	4.4

1. These totals are actual counts and may differ from the sum of individual figures that are derived from samples.

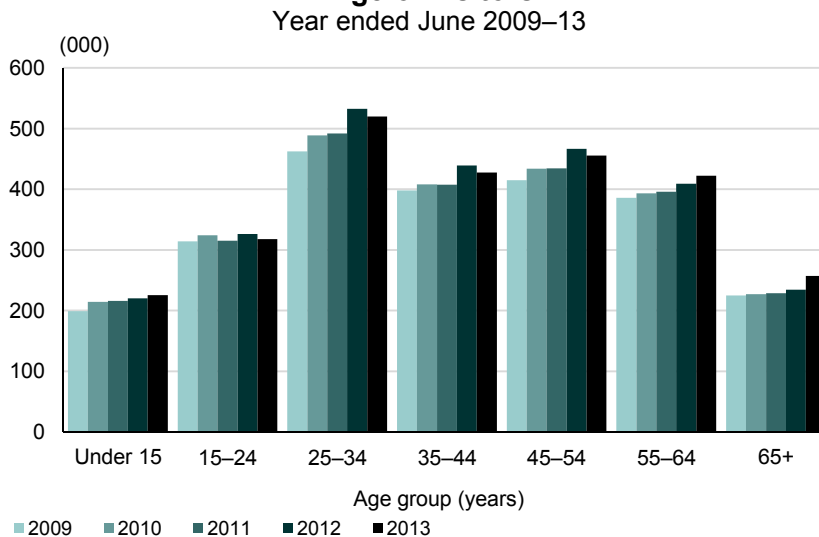
**Symbol:** ... not applicable**Source:** Statistics New Zealand

### Travel purpose of visitors Year ended June 2009–13



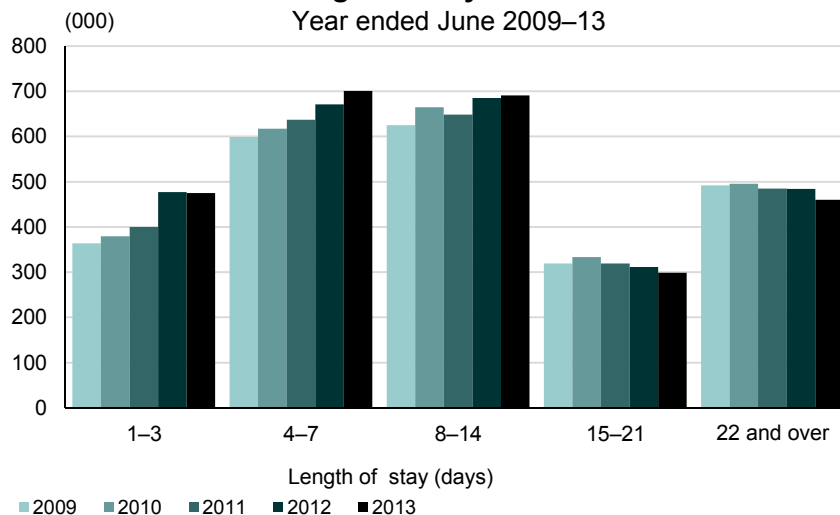
Source: Statistics New Zealand

### Age of visitors Year ended June 2009–13



Source: Statistics New Zealand

### Length of stay of visitors Year ended June 2009–13



Source: Statistics New Zealand

Table 7

**Key characteristics of visitors from Australia**

June month 2009–13

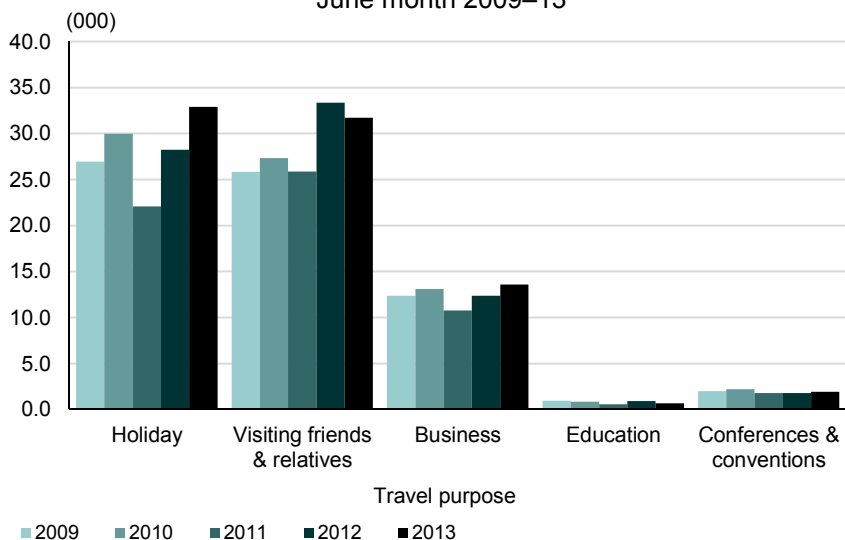
Key characteristic	June month					Change 2012–13	
	2009	2010	2011	2012	2013	Number	Percent
<b>Total visitor arrivals</b>	<b>70,884</b>	<b>76,200</b>	<b>64,820</b>	<b>80,672</b>	<b>85,072</b>	<b>4,400</b>	<b>5.5</b>
<b>Travel purpose</b>							
Holiday	26,946	29,960	22,080	28,224	32,912	4,688	16.6
Visiting friends & relatives	25,830	27,320	25,880	33,360	31,728	-1,632	-4.9
Business	12,366	13,100	10,760	12,352	13,584	1,232	10.0
Education	954	840	560	912	688	-224	-24.6
Conferences & conventions	1,998	2,200	1,800	1,776	1,936	160	9.0
<b>Age group (years)</b>							
Under 15	7,938	9,580	7,240	10,016	10,720	704	7.0
15–24	10,440	11,300	8,960	10,624	12,016	1,392	13.1
25–34	13,608	14,960	13,300	16,240	16,112	-128	-0.8
35–44	13,518	13,460	11,280	15,136	15,408	272	1.8
45–54	13,590	14,580	12,380	15,440	16,032	592	3.8
55–64	8,496	9,260	8,880	9,584	10,608	1,024	10.7
65+	3,294	3,060	2,780	3,632	4,176	544	15.0
<b>Length of stay (days)</b>							
1–3	16,650	18,240	16,240	19,792	20,880	1,088	5.5
4–7	22,770	24,040	21,960	26,912	29,072	2,160	8.0
8–14	22,518	23,680	18,420	24,288	25,216	928	3.8
15–21	5,598	6,160	4,660	5,920	5,840	-80	-1.4
22 and over	3,348	4,080	3,540	3,760	4,064	304	8.1
Median	6.9	6.9	6.6	6.6	6.6	...	...
<b>New Zealand port</b>							
Auckland airport	41,562	42,920	41,040	49,392	51,232	1,840	3.7
Christchurch airport	19,872	19,800	11,980	14,544	14,544	0	0.0
Wellington airport	6,606	7,560	6,720	9,072	9,680	608	6.7
Queenstown airport	1,836	3,680	3,560	5,152	8,144	2,992	58.1
Dunedin airport	180	900	760	1,424	1,088	-336	-23.6
<b>Overseas airport</b>							
Sydney	27,108	30,320	25,000	31,664	32,912	1,248	3.9
Melbourne	17,298	18,000	14,900	19,760	21,824	2,064	10.4
Brisbane	18,720	19,460	16,280	19,792	21,184	1,392	7.0
Coolangatta	2,772	3,180	2,880	3,776	3,696	-80	-2.1
Perth	1,440	2,000	1,820	2,128	1,984	-144	-6.8
Adelaide	522	640	580	672	592	-80	-11.9
<b>Citizenship</b>							
Australia	46,296	50,460	40,600	48,272	53,264	4,992	10.3
New Zealand	18,990	19,300	19,440	24,768	24,512	-256	-1.0
United Kingdom	1,368	1,320	920	1,904	1,728	-176	-9.2
China, People's Republic of	180	480	340	560	784	224	40.0

Symbol: ... not applicable

Source: Statistics New Zealand

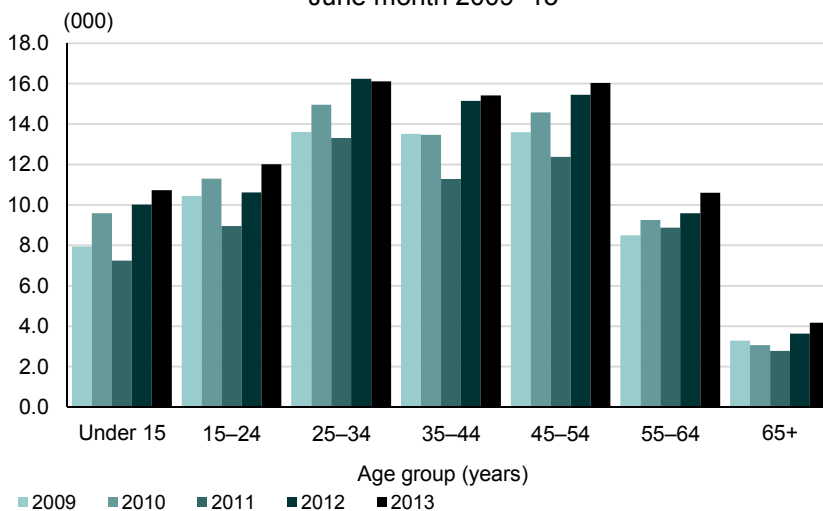


### Travel purpose of visitors from Australia June month 2009–13



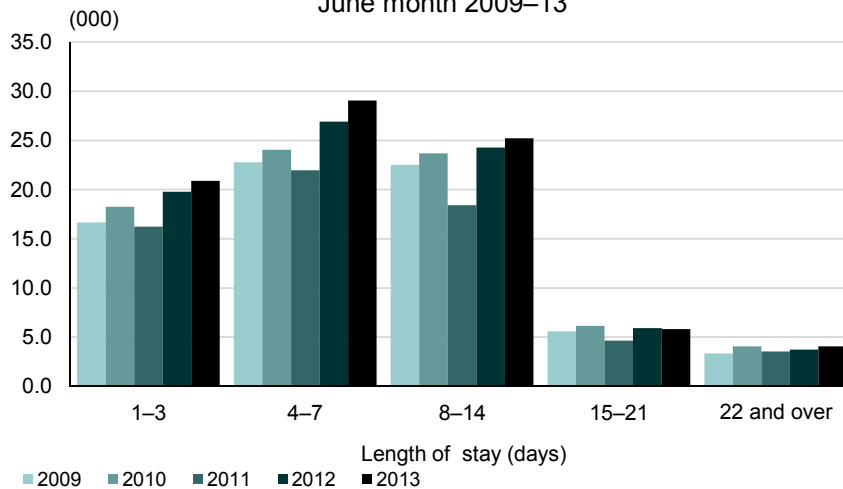
Source: Statistics New Zealand

### Age of visitors from Australia June month 2009–13



Source: Statistics New Zealand

### Length of stay of visitors from Australia June month 2009–13



Source: Statistics New Zealand

Table 8

**Key characteristics of visitors from Australia**

Year ended June 2009–13

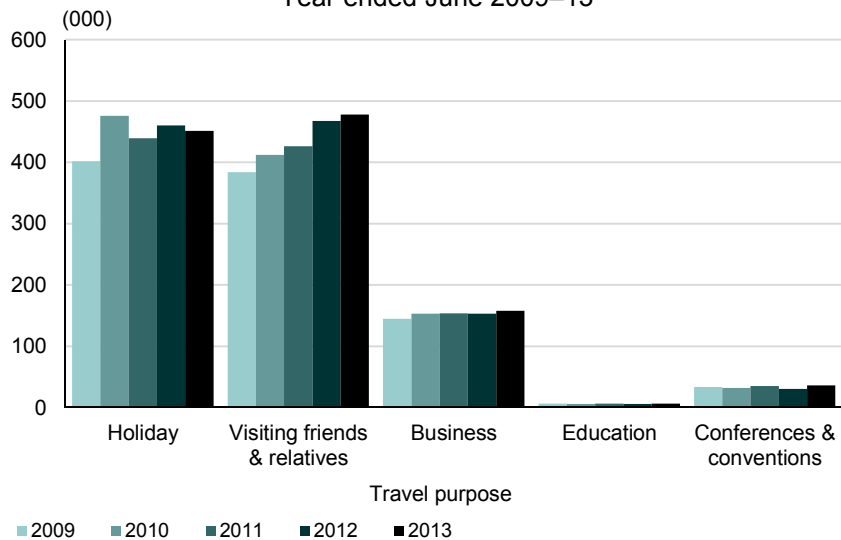
Key characteristic	Year ended June					Change 2012–13	
	2009	2010	2011	2012	2013	Number	Percent
<b>Total visitor arrivals</b>	<b>1,007,860</b>	<b>1,119,437</b>	<b>1,111,192</b>	<b>1,175,296</b>	<b>1,183,856</b>	<b>8,560</b>	<b>0.7</b>
<b>Travel purpose</b>							
Holiday	401,712	475,715	439,085	459,984	451,088	-8,896	-1.9
Visiting friends & relatives	383,892	412,275	426,359	467,376	478,048	10,672	2.3
Business	144,632	153,245	153,564	153,200	157,984	4,784	3.1
Education	6,418	5,879	6,258	5,872	6,528	656	11.2
Conferences & conventions	33,646	31,848	35,022	30,272	36,032	5,760	19.0
<b>Age group (years)</b>							
Under 15	104,863	120,364	119,003	123,664	123,760	96	0.1
15–24	110,676	126,576	122,995	131,136	132,624	1,488	1.1
25–34	190,331	216,600	220,273	241,360	246,320	4,960	2.1
35–44	184,355	200,134	197,778	212,128	209,136	-2,992	-1.4
45–54	195,180	214,323	212,153	219,856	215,312	-4,544	-2.1
55–64	151,941	162,072	161,397	168,080	170,048	1,968	1.2
65+	70,514	79,368	77,593	79,072	86,656	7,584	9.6
<b>Length of stay (days)</b>							
1–3	181,960	201,837	211,423	250,736	238,800	-11,936	-4.8
4–7	299,609	325,957	343,011	368,608	384,576	15,968	4.3
8–14	327,187	373,504	348,227	358,720	364,176	5,456	1.5
15–21	122,699	137,099	124,661	117,424	116,256	-1,168	-1.0
22 and over	76,405	81,040	83,870	79,808	80,048	240	0.3
Median	7.9	8.0	7.5	7.2	7.2	...	...
<b>New Zealand port</b>							
Auckland airport	566,937	623,447	639,540	705,936	711,952	6,016	0.9
Christchurch airport	285,104	313,639	259,034	215,888	212,656	-3,232	-1.5
Wellington airport	101,566	110,643	118,377	139,088	138,160	-928	-0.7
Queenstown airport	28,676	40,624	60,524	76,096	90,432	14,336	18.8
Dunedin airport	8,657	10,543	14,660	13,904	14,160	256	1.8
Seaports	9,899	6,322	4,134	10,352	8,144	-2,208	-21.3
Rotorua airport	0	2,827	5,854	6,176	6,432	256	4.1
Hamilton airport	6,974	11,321	9,047	7,840	1,872	-5,968	-76.1
<b>Overseas airport</b>							
Sydney	406,299	476,463	452,892	475,616	468,496	-7,120	-1.5
Melbourne	248,990	270,805	276,313	290,336	310,368	20,032	6.9
Brisbane	244,021	249,156	250,500	258,608	255,408	-3,200	-1.2
Coolangatta	28,080	45,544	45,996	52,416	49,888	-2,528	-4.8
Perth	28,498	26,942	29,070	33,024	37,088	4,064	12.3
Adelaide	10,913	11,015	13,445	14,832	14,320	-512	-3.5
Cairns	3,366	4,116	7,000	8,016	6,592	-1,424	-17.8
Rarotonga	4,194	5,578	4,381	3,632	4,624	992	27.3
Papeete	1,209	1,311	1,643	2,400	3,024	624	26.0
Los Angeles	4,270	3,938	4,782	4,608	2,928	-1,680	-36.5
<b>Citizenship</b>							
Australia	667,815	744,407	729,772	733,552	730,960	-2,592	-0.4
New Zealand	264,261	289,869	302,360	345,968	361,040	15,072	4.4
United Kingdom	22,487	25,130	23,244	27,296	25,184	-2,112	-7.7
China, People's Republic of	2,073	3,538	4,042	5,104	6,192	1,088	21.3

Symbol: ... not applicable

Source: Statistics New Zealand

### Travel purpose of visitors from Australia

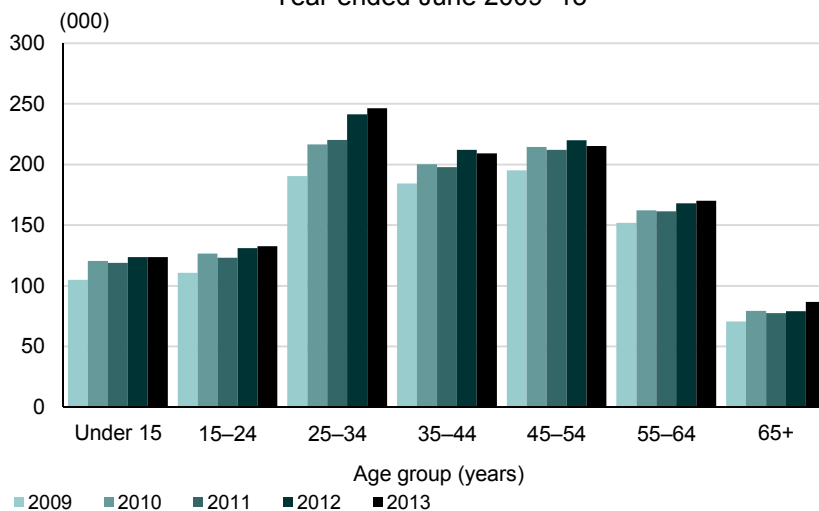
Year ended June 2009–13



Source: Statistics New Zealand

### Age of visitors from Australia

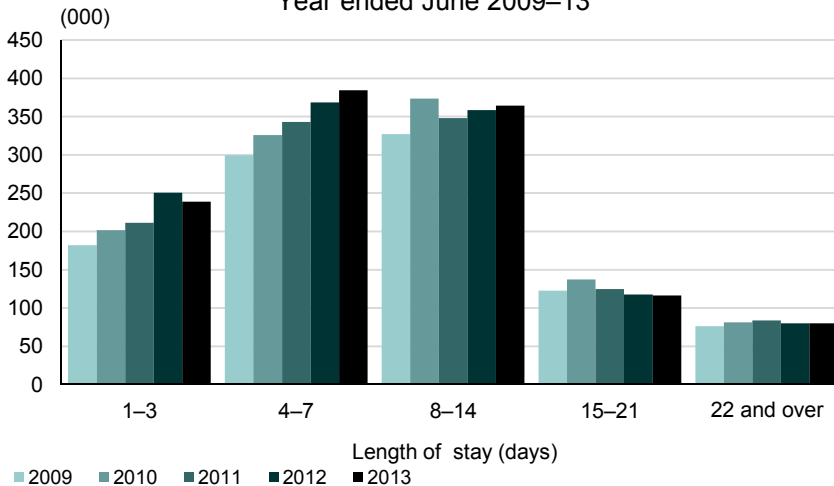
Year ended June 2009–13



Source: Statistics New Zealand

### Length of stay of visitors from Australia

Year ended June 2009–13



Source: Statistics New Zealand

Table 9

**State of residence of visitors from Australia**  
June month 2009–13

	June month					Change 2012-13	
	2009	2010	2011	2012	2013	Number	Percent
<b>Total visitor arrivals</b>	<b>70,884</b>	<b>76,200</b>	<b>64,820</b>	<b>80,672</b>	<b>85,072</b>	<b>4,400</b>	<b>5.5</b>
New South Wales	23,526	25,420	22,500	27,360	29,072	1,712	6.3
Queensland	22,392	24,160	19,980	24,384	25,776	1,392	5.7
Victoria	16,020	16,600	13,720	17,664	18,880	1,216	6.9
Western Australia	4,104	4,720	4,060	5,568	5,680	112	2.0
South Australia	1,980	1,960	1,640	2,128	1,936	-192	-9.0
Australian Capital Territory	792	1,080	720	1,232	1,328	96	7.8
Tasmania	720	660	760	816	576	-240	-29.4
Northern Territory	414	500	420	496	528	32	6.5
Not stated	936	1,100	1,020	1,024	1,296	272	26.6

Source: Statistics New Zealand

Table 10

**State of residence of visitors from Australia**

Year ended June 2009–13

	Year ended June					Change 2012–13	
	2009	2010	2011	2012	2013	Number	Percent
<b>Total visitor arrivals</b>	<b>1,007,860</b>	<b>1,119,437</b>	<b>1,111,192</b>	<b>1,175,296</b>	<b>1,183,856</b>	<b>8,560</b>	<b>0.7</b>
New South Wales	362,411	410,368	401,348	423,072	411,552	-11,520	-2.7
Queensland	267,840	297,978	293,283	312,480	312,080	-400	-0.1
Victoria	220,242	240,153	245,258	256,032	265,952	9,920	3.9
Western Australia	72,374	78,471	78,514	90,528	101,024	10,496	11.6
South Australia	32,989	37,443	35,949	35,296	36,656	1,360	3.9
Australian Capital Territory	16,432	19,044	19,482	19,856	20,576	720	3.6
Tasmania	11,553	13,018	13,068	11,616	12,928	1,312	11.3
Northern Territory	4,998	5,879	6,755	6,320	6,880	560	8.9
Not stated	19,021	17,083	17,535	20,096	16,208	-3,888	-19.3

Source: Statistics New Zealand

Table 11

### Key characteristics of visitors from New South Wales

June month 2009–13

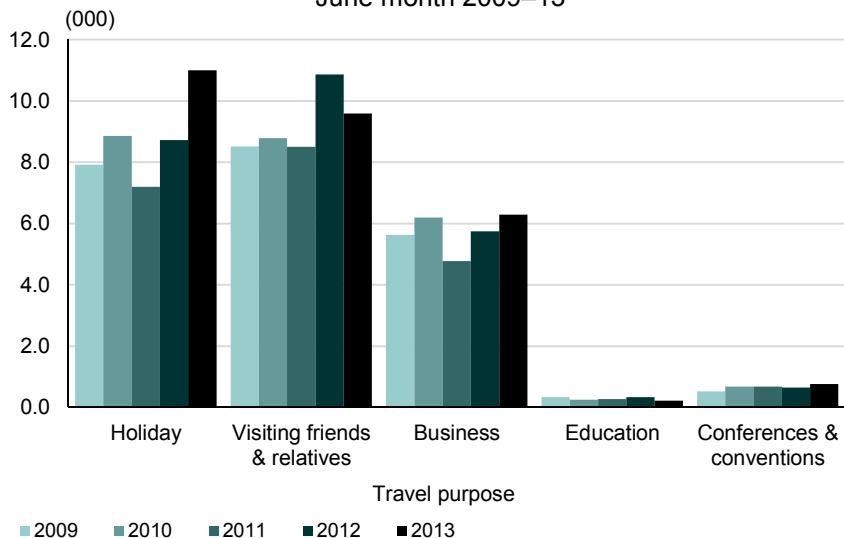
Key characteristic	June month					Change 2012–13	
	2009	2010	2011	2012	2013	Number	Percent
<b>Total visitor arrivals</b>	<b>23,526</b>	<b>25,420</b>	<b>22,500</b>	<b>27,360</b>	<b>29,072</b>	<b>1,712</b>	<b>6.3</b>
<b>Travel purpose</b>							
Holiday	7,920	8,860	7,200	8,720	10,992	2,272	26.1
Visiting friends & relatives	8,514	8,780	8,500	10,864	9,584	-1,280	-11.8
Business	5,634	6,200	4,780	5,744	6,288	544	9.5
Education	342	260	280	336	224	-112	-33.3
Conferences & conventions	522	680	680	656	768	112	17.1
<b>Age group (years)</b>							
Under 15	1,980	2,460	2,320	3,248	3,392	144	4.4
15–24	3,060	3,300	3,000	2,832	3,296	464	16.4
25–34	4,860	5,360	4,740	5,872	5,616	-256	-4.4
35–44	5,220	5,220	4,580	5,920	5,888	-32	-0.5
45–54	4,770	5,220	4,280	5,440	5,600	160	2.9
55–64	2,628	2,980	2,720	2,848	3,648	800	28.1
65+	1,008	880	860	1,200	1,632	432	36.0
<b>Length of stay (days)</b>							
1–3	7,614	8,460	6,580	8,464	9,328	864	10.2
4–7	8,622	8,840	7,940	9,472	10,416	944	10.0
8–14	5,472	5,920	5,520	6,720	7,056	336	5.0
15–21	792	1,220	1,440	1,632	1,312	-320	-19.6
22 and over	1,026	980	1,020	1,072	960	-112	-10.4
Median	5.2	5.1	5.7	5.3	5.2	...	...
<b>New Zealand port</b>							
Auckland airport	14,544	14,660	14,380	16,512	17,152	640	3.9
Christchurch airport	5,922	6,020	4,120	4,896	4,960	64	1.3
Wellington airport	2,412	2,760	2,540	3,088	3,408	320	10.4
Queenstown airport	504	1,420	1,120	2,224	3,136	912	41.0
<b>Overseas airport</b>							
Sydney	21,816	23,840	20,460	25,424	26,640	1,216	4.8
Coolangatta	324	400	340	448	688	240	53.6
Brisbane	522	480	420	496	528	32	6.5
<b>Citizenship</b>							
Australia	15,030	17,100	14,660	17,280	19,488	2,208	12.8
New Zealand	6,102	5,680	5,960	7,024	6,720	-304	-4.3
United Kingdom	720	660	300	784	896	112	14.3

Symbol: ... not applicable

Source: Statistics New Zealand

### Travel purpose of visitors from New South Wales

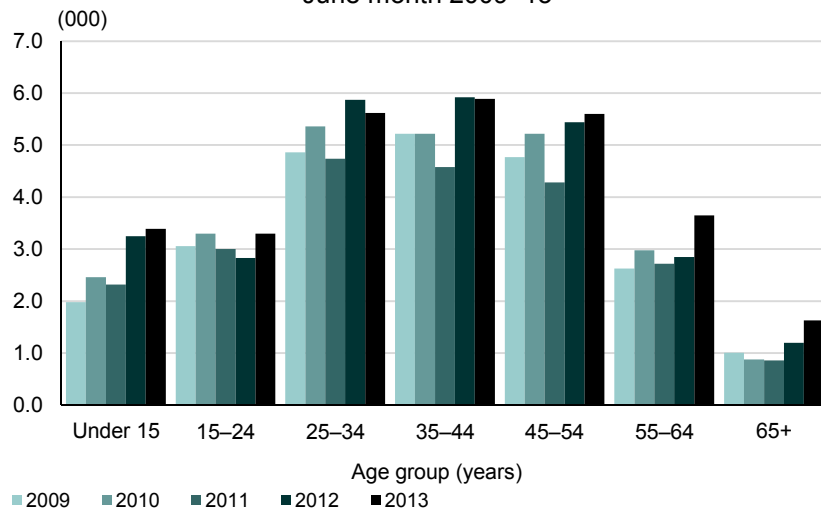
June month 2009–13



Source: Statistics New Zealand

### Age of visitors from New South Wales

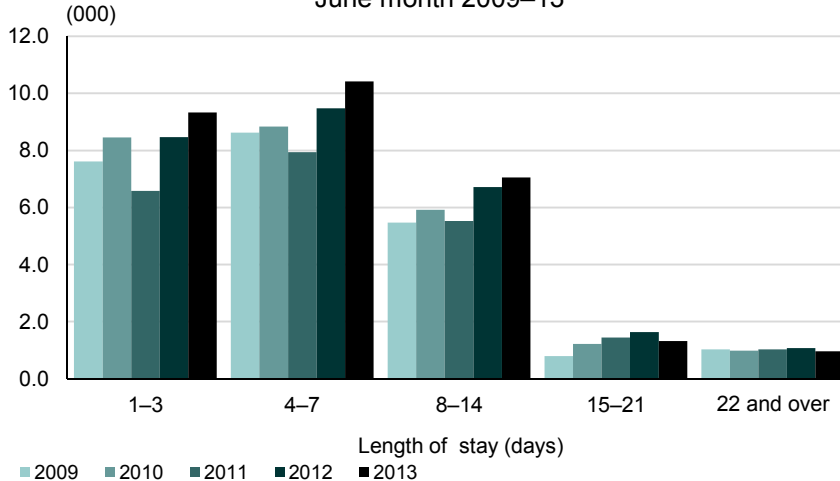
June month 2009–13



Source: Statistics New Zealand

### Length of stay of visitors from New South Wales

June month 2009–13



Source: Statistics New Zealand

Table 12

**Key characteristics of visitors from New South Wales**

Year ended June 2009–13

Key characteristic	Year ended June					Change 2012–13	
	2009	2010	2011	2012	2013	Number	Percent
<b>Total visitor arrivals</b>	<b>362,411</b>	<b>410,368</b>	<b>401,348</b>	<b>423,072</b>	<b>411,552</b>	<b>-11,520</b>	<b>-2.7</b>
<b>Travel purpose</b>							
Holiday	143,229	174,464	156,340	168,592	156,192	-12,400	-7.4
Visiting friends & relatives	128,928	139,341	142,444	150,112	150,592	480	0.3
Business	65,825	70,875	70,899	73,392	73,632	240	0.3
Education	1,981	1,587	2,565	1,920	2,096	176	9.2
Conferences & conventions	12,172	12,138	13,761	11,328	13,072	1,744	15.4
<b>Age group (years)</b>							
Under 15	35,852	42,752	41,459	42,128	41,520	-608	-1.4
15–24	34,130	42,275	41,812	41,712	40,096	-1,616	-3.9
25–34	74,988	82,474	82,648	87,712	84,032	-3,680	-4.2
35–44	73,265	79,136	78,833	85,072	81,456	-3,616	-4.3
45–54	69,240	79,744	76,476	81,376	77,952	-3,424	-4.2
55–64	50,878	56,611	54,695	58,512	57,248	-1,264	-2.2
65+	24,058	27,376	25,425	26,560	29,248	2,688	10.1
<b>Length of stay (days)</b>							
1–3	82,862	93,642	95,391	114,016	106,896	-7,120	-6.2
4–7	115,138	130,418	133,034	140,384	141,728	1,344	1.0
8–14	109,201	126,267	115,124	115,392	112,752	-2,640	-2.3
15–21	35,191	39,952	34,959	32,992	30,416	-2,576	-7.8
22 and over	20,019	20,089	22,840	20,288	19,760	-528	-2.6
Median	7.0	7.0	6.7	6.3	6.3	...	...
<b>New Zealand port</b>							
Auckland airport	204,540	231,331	232,950	252,000	241,344	-10,656	-4.2
Christchurch airport	97,539	109,800	89,092	74,608	73,392	-1,216	-1.6
Wellington airport	37,313	39,510	44,279	52,304	49,696	-2,608	-5.0
Queenstown airport	14,015	19,532	25,270	31,760	37,200	5,440	17.1
Rotorua airport	0	2,366	4,895	5,312	4,848	-464	-8.7
Seaports	3,539	2,484	1,497	4,432	3,200	-1,232	-27.8
Dunedin airport	3,146	1,879	2,180	2,352	1,872	-480	-20.4
<b>Overseas airport</b>							
Sydney	326,021	374,822	363,773	383,104	375,104	-8,000	-2.1
Coolangatta	5,353	7,972	7,920	9,104	8,400	-704	-7.7
Brisbane	11,417	9,687	10,353	9,712	7,568	-2,144	-22.1
Melbourne	7,123	6,669	7,275	6,848	6,400	-448	-6.5
Papeete	385	444	690	864	1,296	432	50.0
Rarotonga	1,322	1,488	1,298	1,072	1,120	48	4.5
Santiago	192	171	548	304	736	432	142.1
Tonga	488	471	551	656	672	16	2.4
Nadi	1,080	711	1,022	928	656	-272	-29.3
Apia	509	529	459	560	576	16	2.9
<b>Citizenship</b>							
Australia	245,938	284,431	276,906	281,040	271,888	-9,152	-3.3
New Zealand	82,786	87,174	90,934	102,032	101,472	-560	-0.5
United Kingdom	9,700	11,510	9,907	12,000	11,232	-768	-6.4
China, People's Republic of	888	1,863	2,210	2,192	2,768	576	26.3

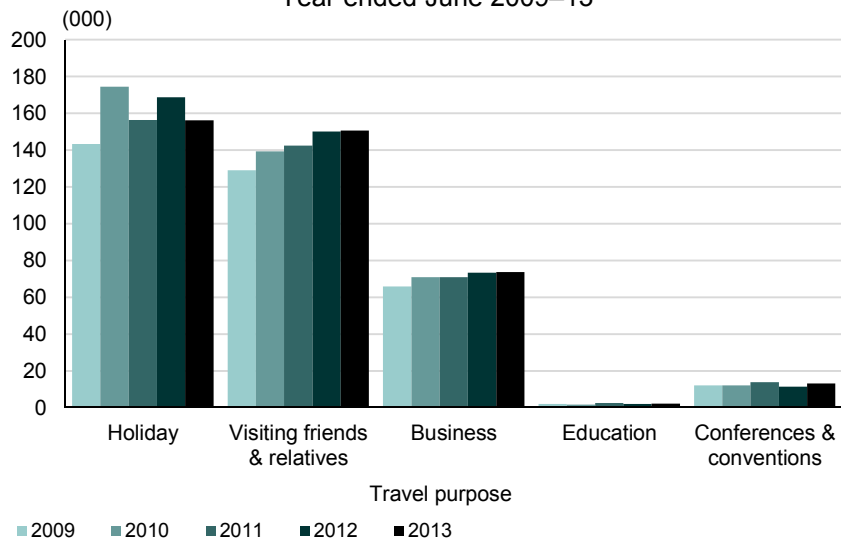
Symbol: ... not applicable

Source: Statistics New Zealand



### Travel purpose of visitors from New South Wales

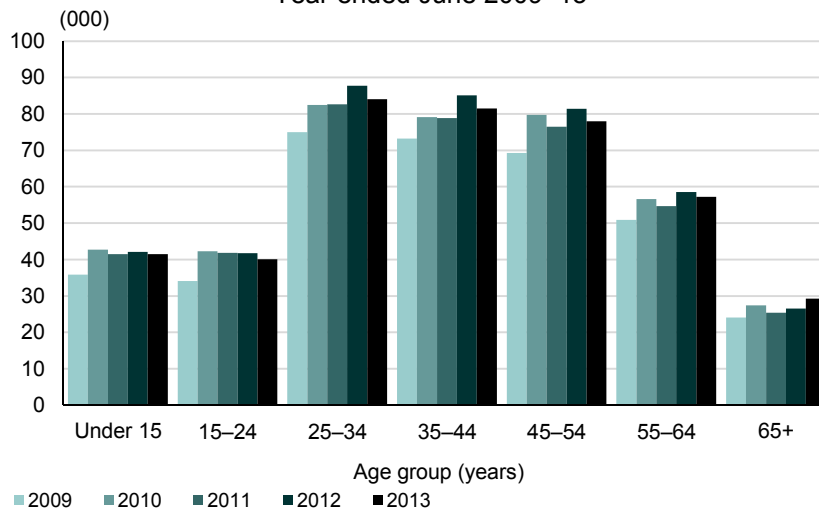
Year ended June 2009–13



Source: Statistics New Zealand

### Age of visitors from New South Wales

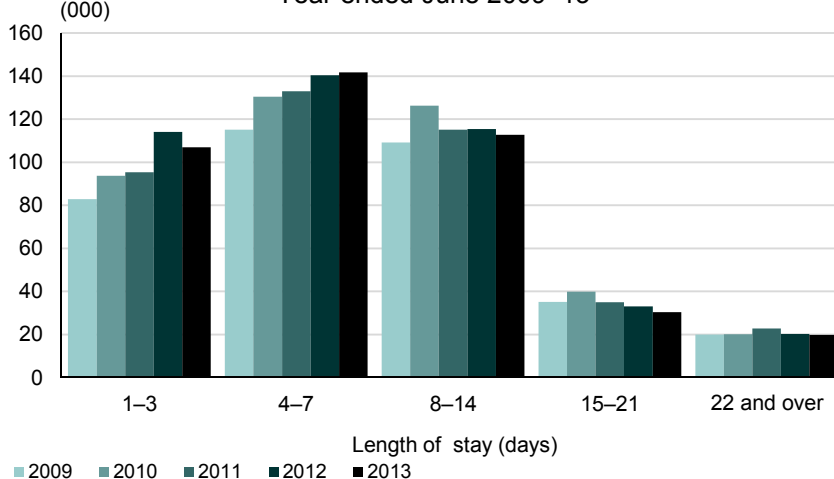
Year ended June 2009–13



Source: Statistics New Zealand

### Length of stay of visitors from New South Wales

Year ended June 2009–13



Source: Statistics New Zealand

Table 13

### Key characteristics of visitors from Queensland

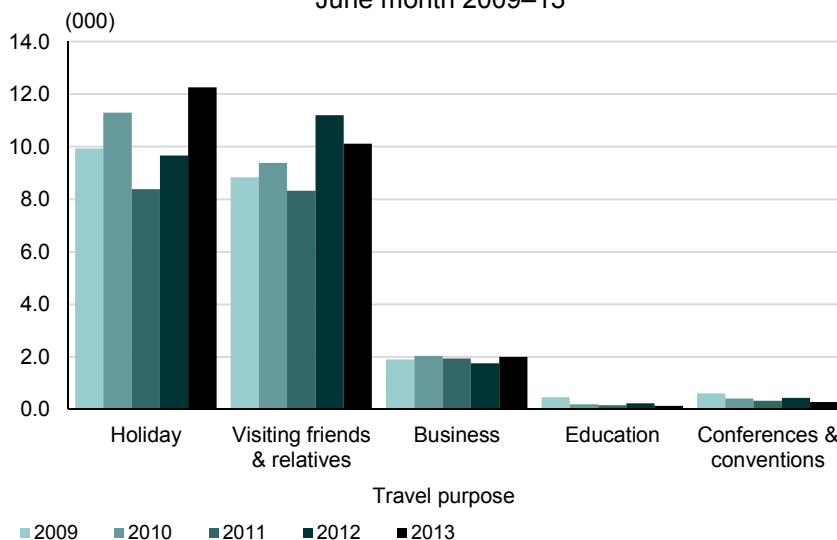
June month 2009–13

Key characteristic	June month					Change 2012–13	
	2009	2010	2011	2012	2013	Number	Percent
<b>Total visitor arrivals</b>	<b>22,392</b>	<b>24,160</b>	<b>19,980</b>	<b>24,384</b>	<b>25,776</b>	<b>1,392</b>	<b>5.7</b>
<b>Travel purpose</b>							
Holiday	9,936	11,300	8,380	9,664	12,256	2,592	26.8
Visiting friends & relatives	8,838	9,380	8,320	11,200	10,112	-1,088	-9.7
Business	1,908	2,040	1,940	1,760	2,000	240	13.6
Education	468	200	160	240	144	-96	-40.0
Conferences & conventions	612	420	340	448	288	-160	-35.7
<b>Age group (years)</b>							
Under 15	3,456	4,340	3,200	4,272	4,576	304	7.1
15–24	3,942	4,260	3,000	3,696	4,256	560	15.2
25–34	3,672	3,860	3,340	4,464	4,032	-432	-9.7
35–44	3,726	3,800	2,820	4,048	4,240	192	4.7
45–54	4,104	4,460	4,020	4,064	4,416	352	8.7
55–64	2,484	2,500	2,680	2,672	3,024	352	13.2
65+	1,008	940	920	1,168	1,232	64	5.5
<b>Length of stay (days)</b>							
1–3	3,006	3,220	3,540	3,776	3,968	192	5.1
4–7	6,660	7,420	6,700	8,416	8,800	384	4.6
8–14	9,252	9,620	6,800	9,200	9,680	480	5.2
15–21	2,448	2,660	1,960	1,920	2,160	240	12.5
22 and over	1,026	1,240	980	1,072	1,168	96	9.0
Median	8.5	8.4	7.4	7.5	7.6	...	...
<b>New Zealand port</b>							
Auckland airport	11,394	11,660	11,300	13,856	14,832	976	7.0
Christchurch airport	7,758	7,280	4,380	5,008	4,608	-400	-8.0
Queenstown airport	648	1,580	1,560	1,344	2,800	1,456	108.3
Wellington airport	1,872	2,240	1,780	2,480	2,592	112	4.5
Dunedin airport	180	800	660	1,136	912	-224	-19.7
<b>Overseas airport</b>							
Brisbane	17,424	17,840	15,320	18,288	19,760	1,472	8.0
Coolangatta	2,376	2,700	2,300	3,040	2,928	-112	-3.7
Sydney	1,242	2,260	1,220	1,712	1,744	32	1.9
<b>Citizenship</b>							
Australia	14,454	15,840	12,280	13,152	15,552	2,400	18.2
New Zealand	6,984	6,960	6,700	9,424	8,640	-784	-8.3

Symbol: ... not applicable

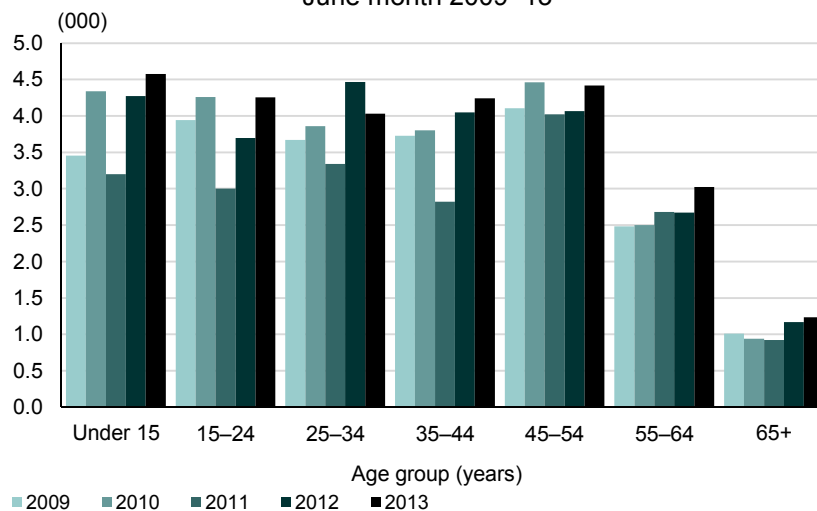
Source: Statistics New Zealand

### Travel purpose of visitors from Queensland June month 2009–13



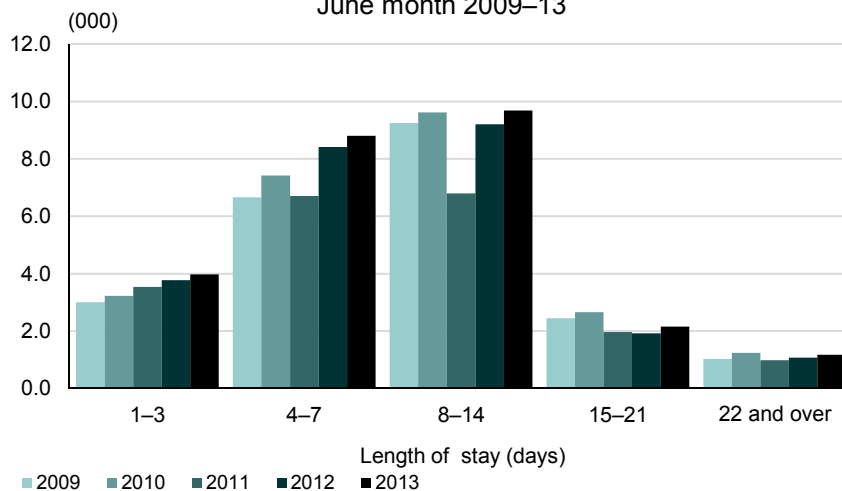
Source: Statistics New Zealand

### Age of visitors from Queensland June month 2009–13



Source: Statistics New Zealand

### Length of stay of visitors from Queensland June month 2009–13



Source: Statistics New Zealand

Table 14

**Key characteristics of visitors from Queensland**

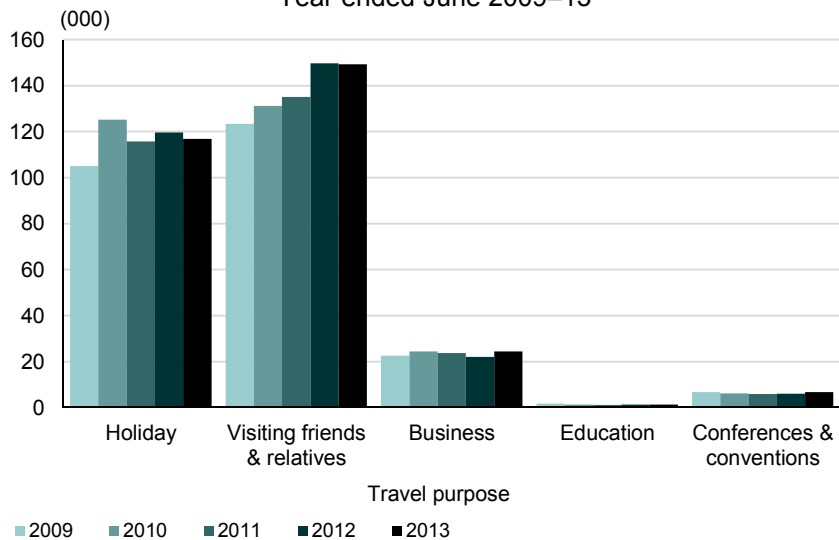
Year ended June 2009–13

Key characteristic	Year ended June					Change 2012–13	
	2009	2010	2011	2012	2013	Number	Percent
<b>Total visitor arrivals</b>	<b>267,840</b>	<b>297,978</b>	<b>293,283</b>	<b>312,480</b>	<b>312,080</b>	<b>-400</b>	<b>-0.1</b>
<b>Travel purpose</b>							
Holiday	104,985	125,185	115,719	119,600	116,848	-2,752	-2.3
Visiting friends & relatives	123,434	131,151	135,049	149,664	149,232	-432	-0.3
Business	22,628	24,391	23,776	22,080	24,432	2,352	10.7
Education	1,787	1,343	1,235	1,360	1,280	-80	-5.9
Conferences & conventions	6,701	6,136	5,936	5,984	6,800	816	13.6
<b>Age group (years)</b>							
Under 15	34,299	37,892	36,563	40,032	39,216	-816	-2.0
15–24	33,981	37,977	36,362	38,016	37,632	-384	-1.0
25–34	43,107	51,735	50,579	57,920	58,576	656	1.1
35–44	42,410	48,422	47,383	51,008	49,488	-1,520	-3.0
45–54	52,229	54,863	55,442	57,008	55,456	-1,552	-2.7
55–64	42,314	44,867	44,771	45,488	46,544	1,056	2.3
65+	19,500	22,222	22,183	23,008	25,168	2,160	9.4
<b>Length of stay (days)</b>							
1–3	32,991	36,872	38,588	48,736	46,544	-2,192	-4.5
4–7	78,796	84,288	90,518	99,376	101,792	2,416	2.4
8–14	97,159	112,356	102,219	107,136	107,952	816	0.8
15–21	36,504	40,071	38,235	34,048	32,704	-1,344	-3.9
22 and over	22,390	24,391	23,723	23,184	23,088	-96	-0.4
Median	8.8	9.1	8.5	7.9	7.9	...	...
<b>New Zealand port</b>							
Auckland airport	139,195	153,578	153,773	177,072	182,320	5,248	3.0
Christchurch airport	85,587	90,349	76,479	63,280	59,712	-3,568	-5.6
Wellington airport	26,038	28,979	29,215	35,024	36,128	1,104	3.2
Queenstown airport	5,695	9,337	16,025	17,648	19,632	1,984	11.2
Dunedin airport	3,819	6,942	9,776	9,312	10,128	816	8.8
Seaports	3,244	2,025	1,008	2,912	1,984	-928	-31.9
Hamilton airport	4,262	6,621	6,902	7,024	1,840	-5,184	-73.8
<b>Overseas airport</b>							
Brisbane	216,504	224,498	223,699	233,312	233,856	544	0.2
Coolangatta	21,521	35,935	36,334	40,384	39,120	-1,264	-3.1
Sydney	14,136	21,690	16,848	18,832	19,328	496	2.6
Cairns	3,067	3,793	6,428	7,408	6,176	-1,232	-16.6
Melbourne	2,995	3,691	2,862	2,912	3,296	384	13.2
Rarotonga	1,031	1,298	1,123	1,008	1,168	160	15.9
Apia	319	379	633	624	896	272	43.6
Papeete	369	336	326	592	704	112	18.9
Los Angeles	773	723	732	576	560	-16	-2.8
<b>Citizenship</b>							
Australia	162,910	180,918	174,217	175,280	174,608	-672	-0.4
New Zealand	91,987	102,480	105,310	119,616	121,328	1,712	1.4
United Kingdom	4,320	4,320	4,322	4,720	3,968	-752	-15.9
United States of America	587	832	986	1,056	1,088	32	3.0

**Symbol:** ... not applicable**Source:** Statistics New Zealand

### Travel purpose of visitors from Queensland

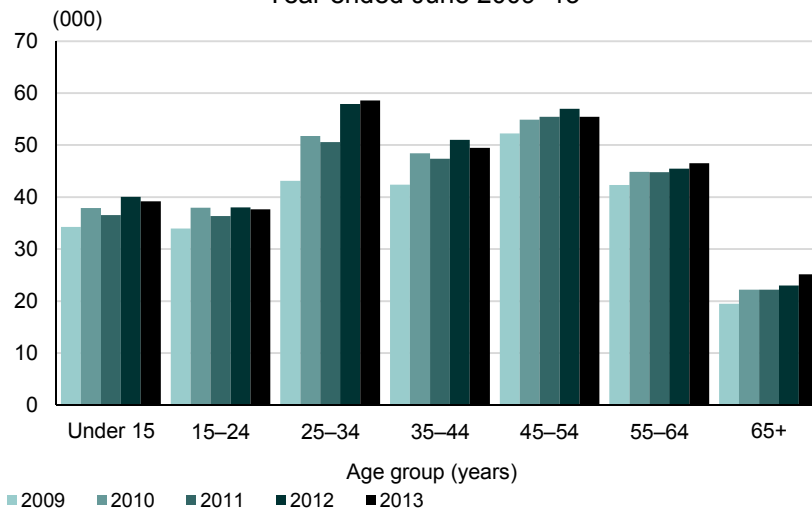
Year ended June 2009–13



Source: Statistics New Zealand

### Age of visitors from Queensland

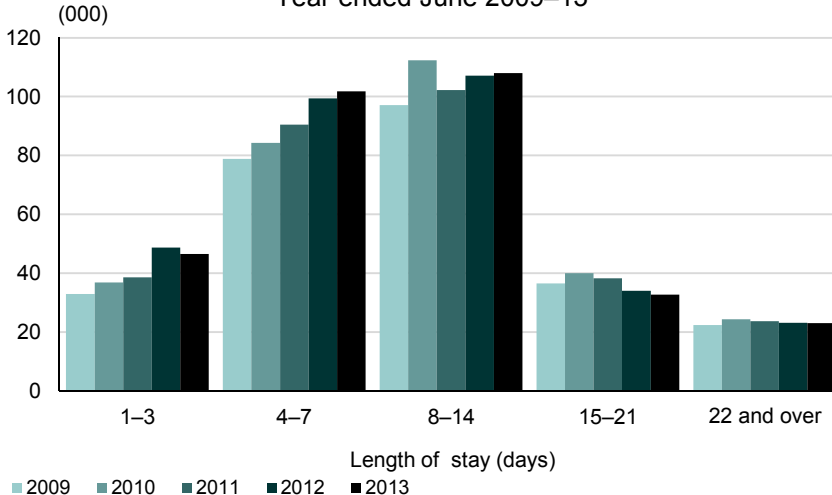
Year ended June 2009–13



Source: Statistics New Zealand

### Length of stay of visitors from Queensland

Year ended June 2009–13



Source: Statistics New Zealand

Table 15

**Key characteristics of visitors from Victoria**

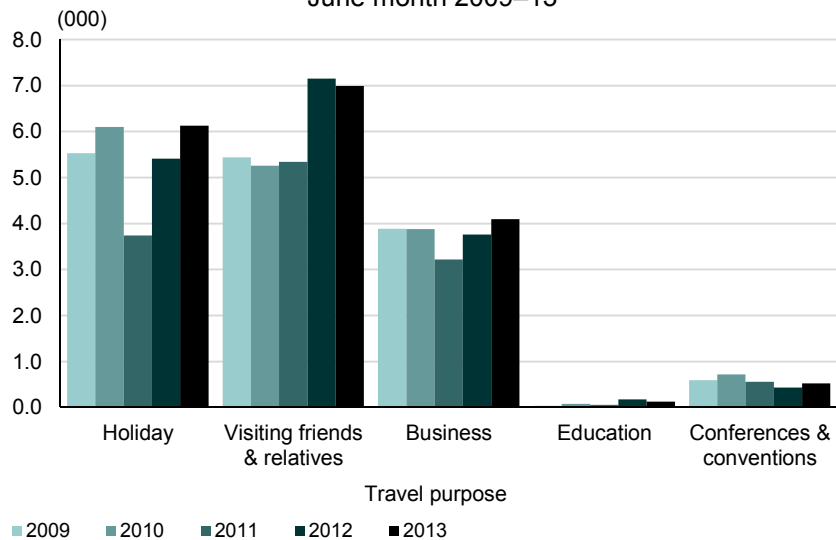
June month 2009–13

Key characteristic	June month					Change 2012–13	
	2009	2010	2011	2012	2013	Number	Percent
<b>Total visitor arrivals</b>	<b>16,020</b>	<b>16,600</b>	<b>13,720</b>	<b>17,664</b>	<b>18,880</b>	<b>1,216</b>	<b>6.9</b>
<b>Travel purpose</b>							
Holiday	5,526	6,100	3,740	5,408	6,128	720	13.3
Visiting friends & relatives	5,436	5,260	5,340	7,152	6,992	-160	-2.2
Business	3,888	3,880	3,220	3,760	4,096	336	8.9
Education	36	80	60	176	128	-48	-27.3
Conferences & conventions	594	720	560	432	528	96	22.2
<b>Age group (years)</b>							
Under 15	1,584	1,740	1,060	1,392	1,872	480	34.5
15–24	1,962	2,180	1,440	2,208	2,624	416	18.8
25–34	3,546	3,660	3,480	3,904	4,224	320	8.2
35–44	3,006	3,120	2,720	3,536	3,440	-96	-2.7
45–54	3,132	3,100	2,400	3,648	3,616	-32	-0.9
55–64	2,124	2,240	2,100	2,256	2,464	208	9.2
65+	666	560	520	720	640	-80	-11.1
<b>Length of stay (days)</b>							
1–3	4,446	4,640	4,140	5,312	5,712	400	7.5
4–7	4,860	5,540	5,120	6,112	6,672	560	9.2
8–14	4,932	4,660	3,240	4,576	4,640	64	1.4
15–21	1,206	1,120	520	1,040	1,104	64	6.2
22 and over	576	640	700	624	752	128	20.5
Median	6.4	5.9	5.2	5.1	5.3	...	...
<b>New Zealand port</b>							
Auckland airport	9,828	10,000	9,260	11,424	11,616	192	1.7
Christchurch airport	4,086	4,140	2,300	2,784	3,056	272	9.8
Wellington airport	1,584	1,920	1,560	2,384	2,448	64	2.7
Queenstown airport	414	460	540	1,072	1,728	656	61.2
<b>Overseas airport</b>							
Melbourne	14,364	15,020	12,160	16,288	17,744	1,456	8.9
Sydney	846	800	660	608	416	-192	-31.6
<b>Citizenship</b>							
Australia	10,854	11,040	8,400	10,944	11,920	976	8.9
New Zealand	3,744	4,040	4,160	4,864	5,216	352	7.2

Symbol: ... not applicable

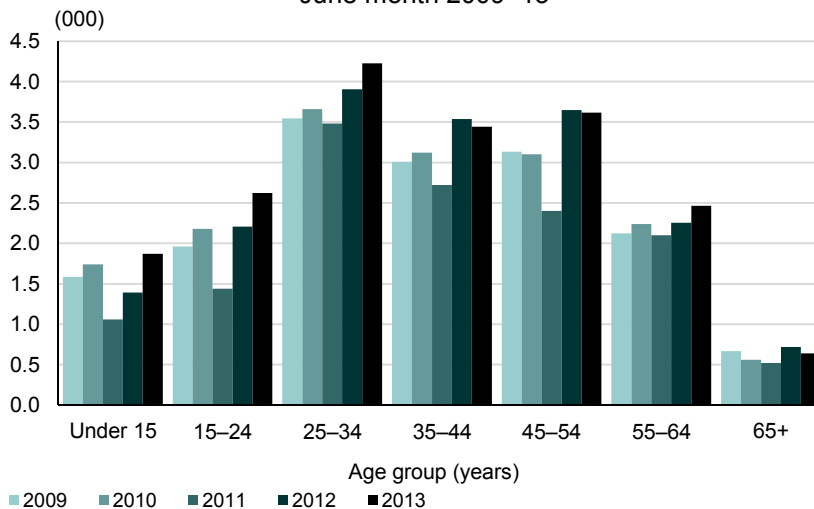
Source: Statistics New Zealand

### Travel purpose of visitors from Victoria June month 2009–13



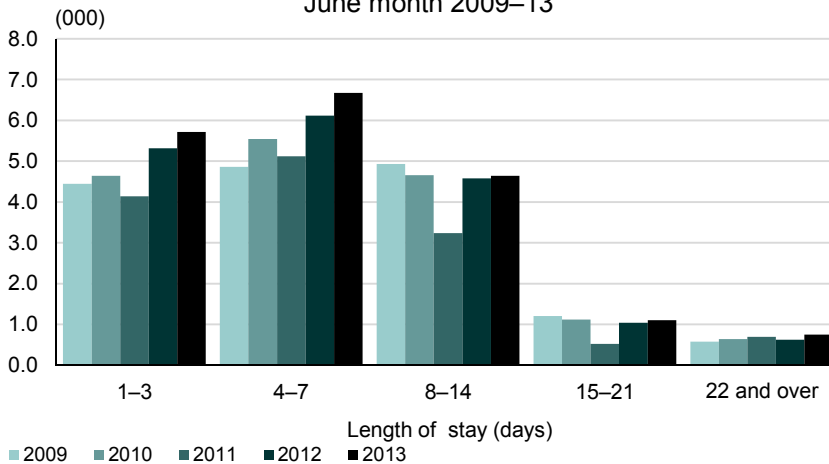
Source: Statistics New Zealand

### Age of visitors from Victoria June month 2009–13



Source: Statistics New Zealand

### Length of stay of visitors from Victoria June month 2009–13



Source: Statistics New Zealand

Table 16

**Key characteristics of visitors from Victoria**

Year ended June 2009–13

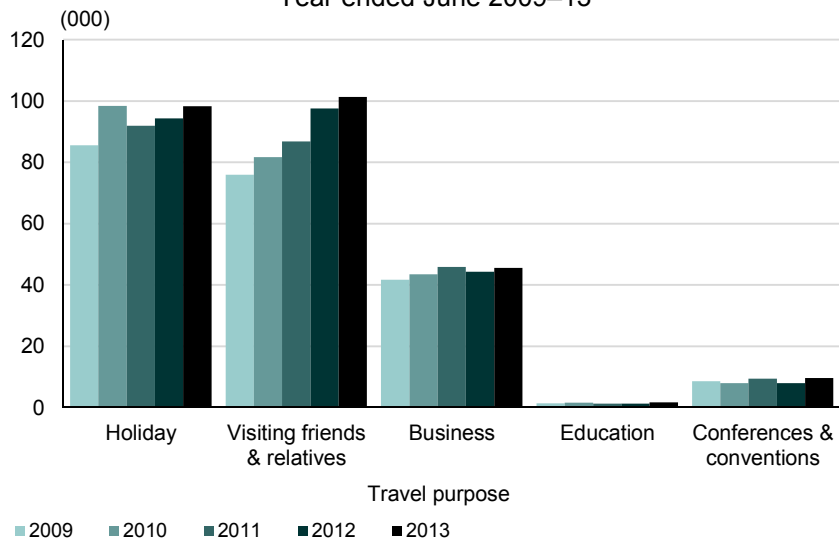
Key characteristic	Year ended June					Change 2012–13	
	2009	2010	2011	2012	2013	Number	Percent
<b>Total visitor arrivals</b>	<b>220,242</b>	<b>240,153</b>	<b>245,258</b>	<b>256,032</b>	<b>265,952</b>	<b>9,920</b>	<b>3.9</b>
<b>Travel purpose</b>							
Holiday	85,553	98,348	91,928	94,272	98,320	4,048	4.3
Visiting friends & relatives	75,965	81,719	86,752	97,600	101,296	3,696	3.8
Business	41,745	43,470	45,825	44,304	45,552	1,248	2.8
Education	1,435	1,584	1,256	1,280	1,696	416	32.5
Conferences & conventions	8,637	7,993	9,436	7,936	9,616	1,680	21.2
<b>Age group (years)</b>							
Under 15	19,831	22,142	22,763	23,632	24,448	816	3.5
15–24	22,327	25,499	23,516	27,360	28,144	784	2.9
25–34	46,672	51,607	55,184	58,512	63,360	4,848	8.3
35–44	42,839	45,942	46,687	48,800	50,272	1,472	3.0
45–54	41,855	45,976	47,100	47,696	47,296	-400	-0.8
55–64	33,069	33,377	34,725	34,976	35,264	288	0.8
65+	13,649	15,610	15,283	15,056	17,168	2,112	14.0
<b>Length of stay (days)</b>							
1–3	46,328	50,952	55,733	62,304	61,680	-624	-1.0
4–7	70,256	73,036	78,846	83,744	91,456	7,712	9.2
8–14	67,128	74,216	71,946	74,080	76,032	1,952	2.6
15–21	23,438	27,081	23,627	22,784	23,472	688	3.0
22 and over	13,092	14,868	15,106	13,120	13,312	192	1.5
Median	7.2	7.3	6.9	6.6	6.6	...	...
<b>New Zealand port</b>							
Auckland airport	126,502	135,632	145,389	155,952	159,904	3,952	2.5
Christchurch airport	61,886	69,396	56,225	47,008	48,096	1,088	2.3
Wellington airport	23,957	26,304	29,197	33,216	34,336	1,120	3.4
Queenstown airport	4,952	6,369	11,987	17,328	21,216	3,888	22.4
Seaports	1,696	1,052	854	1,376	1,216	-160	-11.6
Dunedin airport	1,153	910	1,254	992	992	0	0.0
<b>Overseas airport</b>							
Melbourne	197,612	214,927	220,912	234,640	245,904	11,264	4.8
Sydney	11,335	14,038	12,378	9,872	9,312	-560	-5.7
Brisbane	2,669	2,105	2,995	2,064	1,856	-208	-10.1
Rarotonga	1,085	1,664	1,149	912	1,104	192	21.1
Los Angeles	845	968	1,253	1,152	640	-512	-44.4
Apia	607	617	960	656	624	-32	-4.9
Santiago	468	296	305	432	608	176	40.7
Papeete	252	285	262	480	560	80	16.7
Tonga	224	298	318	448	560	112	25.0
<b>Citizenship</b>							
Australia	152,614	165,198	166,332	164,288	168,912	4,624	2.8
New Zealand	50,166	55,682	60,312	69,360	73,552	4,192	6.0
United Kingdom	5,146	5,914	5,175	6,400	6,352	-48	-0.8
China, People's Republic of	512	856	984	1,360	1,744	384	28.2

Symbol: ... not applicable

Source: Statistics New Zealand

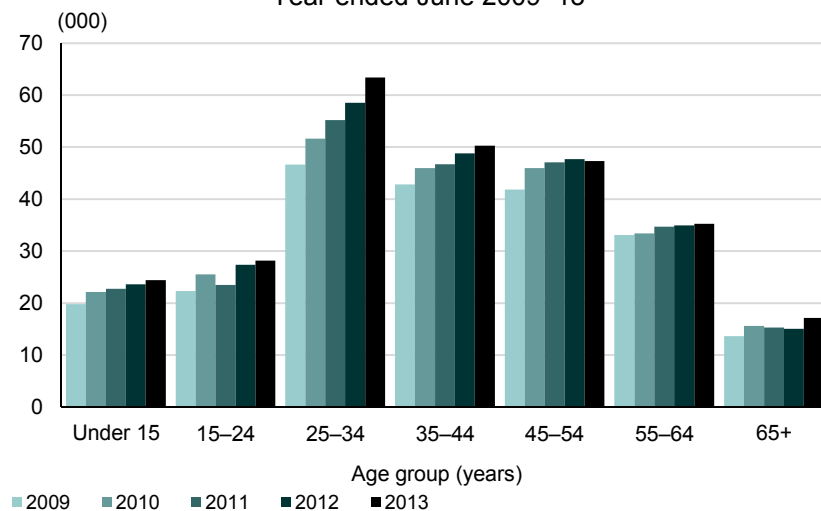


### Travel purpose of visitors from Victoria Year ended June 2009–13



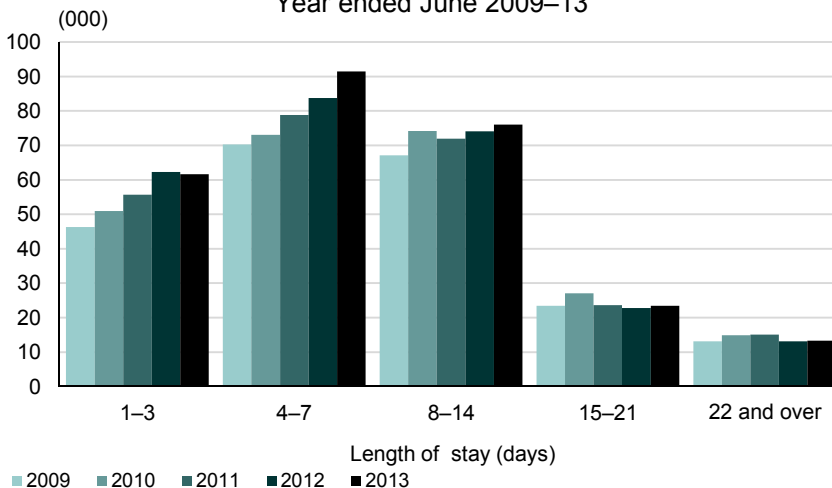
Source: Statistics New Zealand

### Age of visitors from Victoria Year ended June 2009–13



Source: Statistics New Zealand

### Length of stay of visitors from Victoria Year ended June 2009–13



Source: Statistics New Zealand

Table 17

**Key characteristics of visitors from Western Australia**

June month 2009–13

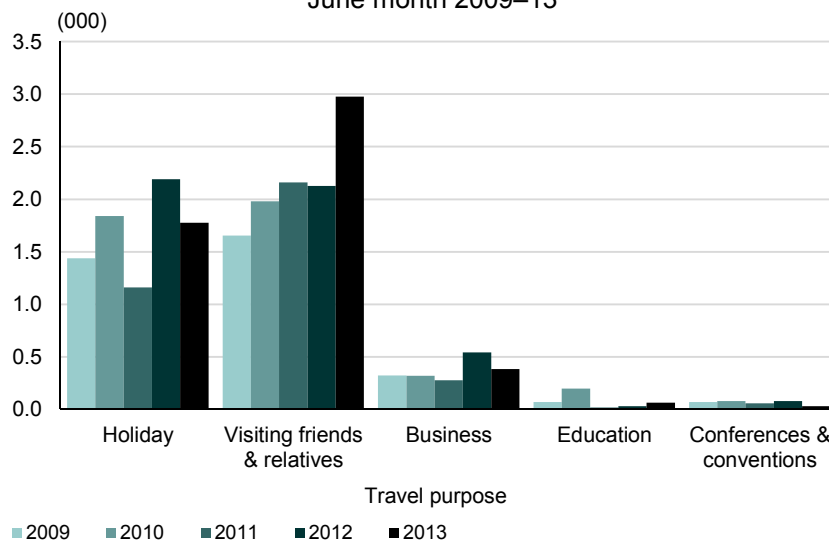
Key characteristic	June month					Change 2012–13	
	2009	2010	2011	2012	2013	Number	Percent
<b>Total visitor arrivals</b>	<b>4,104</b>	<b>4,720</b>	<b>4,060</b>	<b>5,568</b>	<b>5,680</b>	<b>112</b>	<b>2.0</b>
<b>Travel purpose</b>							
Holiday	1,440	1,840	1,160	2,192	1,776	-416	-19.0
Visiting friends & relatives	1,656	1,980	2,160	2,128	2,976	848	39.8
Business	324	320	280	544	384	-160	-29.4
Education	72	200	20	32	64	32	100.0
Conferences & conventions	72	80	60	80	32	-48	-60.0
<b>Age group (years)</b>							
Under 15	342	440	220	480	496	16	3.3
15–24	846	880	700	960	944	-16	-1.7
25–34	576	1,060	780	1,088	1,328	240	22.1
35–44	810	560	640	768	944	176	22.9
45–54	792	940	760	1,152	1,088	-64	-5.6
55–64	540	560	780	912	704	-208	-22.8
65+	198	280	180	208	176	-32	-15.4
<b>Length of stay (days)</b>							
1–3	720	820	1,000	1,216	736	-480	-39.5
4–7	1,062	900	880	1,248	1,328	80	6.4
8–14	1,332	1,780	1,280	1,680	2,176	496	29.5
15–21	558	560	520	880	768	-112	-12.7
22 and over	432	660	380	544	672	128	23.5
Median	8.5	9.9	8.7	8.9	9.8	...	...
<b>New Zealand port</b>							
Auckland airport	2,898	3,300	3,100	4,256	4,032	-224	-5.3
Christchurch airport	864	1,000	400	752	800	48	6.4
Wellington airport	216	160	380	288	576	288	100.0
<b>Overseas airport</b>							
Perth	1,404	1,940	1,680	2,096	1,824	-272	-13.0
Melbourne	792	900	560	1,024	1,648	624	60.9
Sydney	1,368	1,080	1,200	1,488	1,584	96	6.5
<b>Citizenship</b>							
New Zealand	1,332	1,560	1,600	2,160	2,688	528	24.4
Australia	2,538	2,760	2,280	2,976	2,592	-384	-12.9

Symbol: ... not applicable

Source: Statistics New Zealand

### Travel purpose of visitors from Western Australia

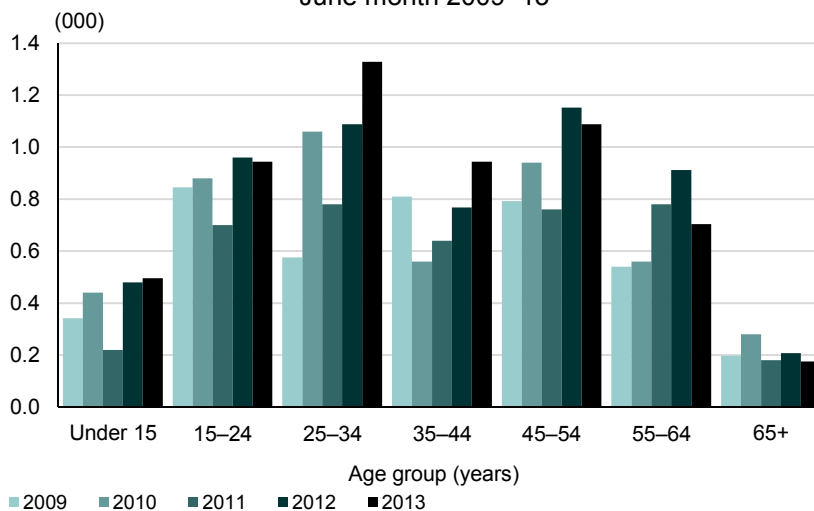
June month 2009–13



Source: Statistics New Zealand

### Age of visitors from Western Australia

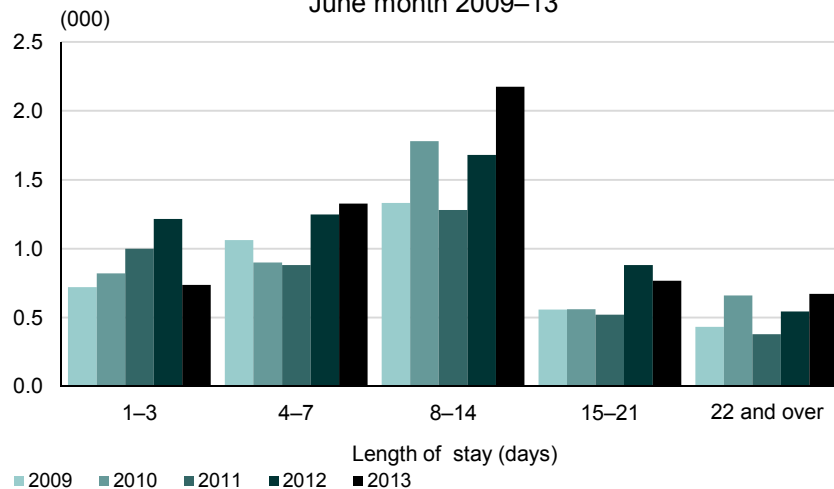
June month 2009–13



Source: Statistics New Zealand

### Length of stay of visitors from Western Australia

June month 2009–13



Source: Statistics New Zealand

Table 18

**Key characteristics of visitors from Western Australia**

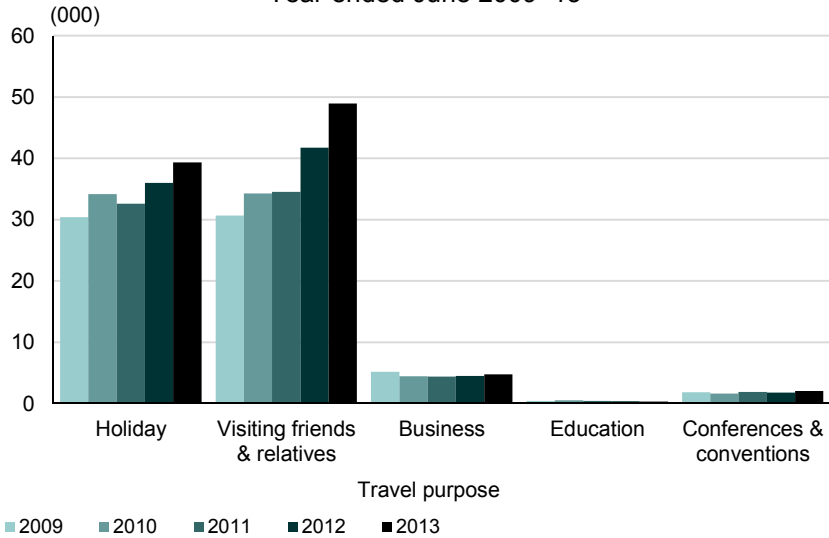
Year ended June 2009–13

Key characteristic	Year ended June					Change 2012–13	
	2009	2010	2011	2012	2013	Number	Percent
<b>Total visitor arrivals</b>	<b>72,374</b>	<b>78,471</b>	<b>78,514</b>	<b>90,528</b>	<b>101,024</b>	<b>10,496</b>	<b>11.6</b>
<b>Travel purpose</b>							
Holiday	30,388	34,172	32,573	36,000	39,328	3,328	9.2
Visiting friends & relatives	30,641	34,254	34,541	41,728	48,912	7,184	17.2
Business	5,190	4,444	4,405	4,496	4,800	304	6.8
Education	424	525	433	400	352	-48	-12.0
Conferences & conventions	1,861	1,653	1,921	1,776	2,048	272	15.3
<b>Age group (years)</b>							
Under 15	7,354	8,640	8,664	9,280	10,480	1,200	12.9
15–24	10,000	9,803	9,943	12,240	14,064	1,824	14.9
25–34	11,977	14,578	14,493	18,976	23,136	4,160	21.9
35–44	12,205	12,714	12,517	13,600	14,448	848	6.2
45–54	14,481	15,482	15,574	17,072	17,808	736	4.3
55–64	11,184	11,710	11,437	13,520	14,960	1,440	10.7
65+	5,173	5,544	5,886	5,840	6,128	288	4.9
<b>Length of stay (days)</b>							
1–3	8,095	8,289	10,003	11,776	10,592	-1,184	-10.1
4–7	13,594	14,774	15,878	18,608	22,256	3,648	19.6
8–14	24,664	28,089	25,623	30,480	35,968	5,488	18.0
15–21	14,344	15,565	14,963	15,952	17,920	1,968	12.3
22 and over	11,677	11,754	12,047	13,712	14,288	576	4.2
Median	11.8	11.7	11.0	10.9	10.7	...	...
<b>New Zealand port</b>							
Auckland airport	47,427	49,964	51,951	63,328	70,960	7,632	12.1
Christchurch airport	17,086	18,315	15,174	13,808	14,464	656	4.8
Wellington airport	5,116	6,363	6,472	7,504	7,824	320	4.3
Queenstown airport	1,979	2,442	2,889	4,080	5,632	1,552	38.0
Seaports	544	279	406	592	816	224	37.8
Dunedin airport	151	551	837	736	800	64	8.7
Rotorua airport	0	71	270	272	512	240	88.2
<b>Overseas airport</b>							
Perth	27,283	26,305	28,112	32,016	35,872	3,856	12.0
Melbourne	12,596	16,123	15,500	19,232	26,784	7,552	39.3
Sydney	23,653	26,046	22,942	26,096	25,872	-224	-0.9
Brisbane	5,063	5,839	6,970	5,952	5,760	-192	-3.2
Coolangatta	290	269	273	1,552	1,408	-144	-9.3
Los Angeles	902	1,005	1,479	1,504	944	-560	-37.2
Rarotonga	325	401	257	416	688	272	65.4
San Francisco	302	353	237	560	512	-48	-8.6
<b>Citizenship</b>							
Australia	44,693	45,864	45,479	48,160	49,504	1,344	2.8
New Zealand	22,860	27,609	28,085	35,776	45,488	9,712	27.1
United Kingdom	2,045	1,750	1,794	2,400	1,968	-432	-18.0
United States of America	443	169	466	640	432	-208	-32.5

Symbol: ... not applicable

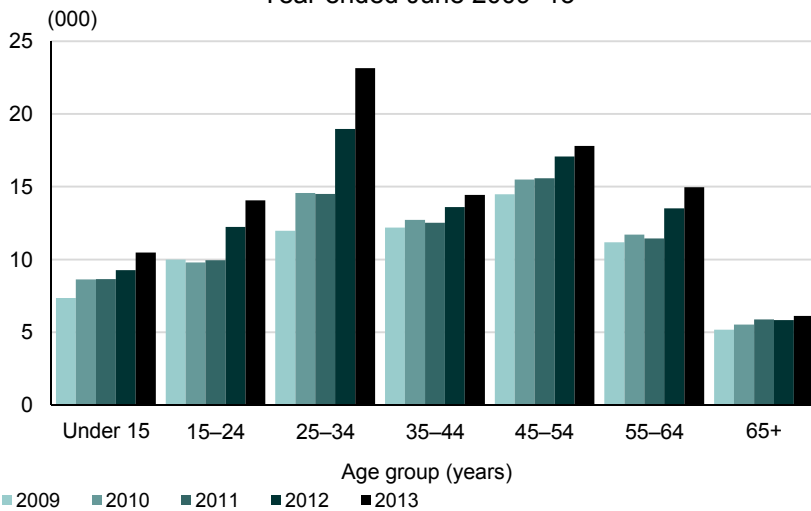
Source: Statistics New Zealand

### Travel purpose of visitors from Western Australia Year ended June 2009–13



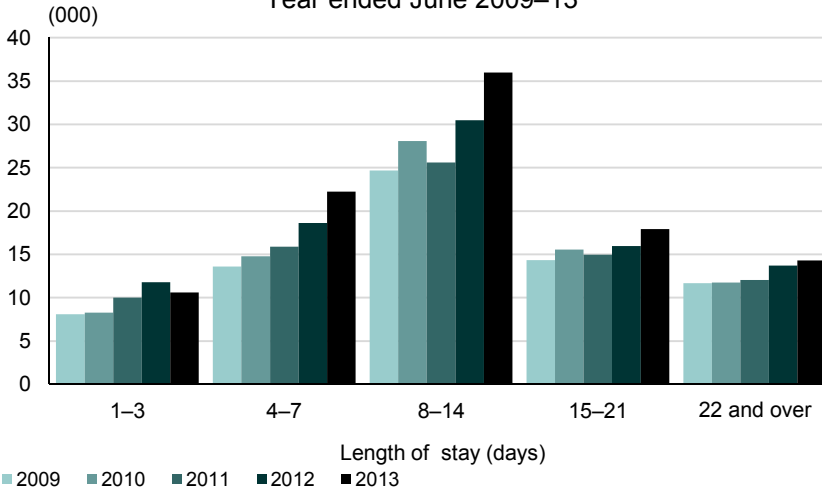
Source: Statistics New Zealand

### Age of visitors from Western Australia Year ended June 2009–13



Source: Statistics New Zealand

### Length of stay of visitors from Western Australia Year ended June 2009–13



Source: Statistics New Zealand

Table 19

### Key characteristics of visitors from the People's Republic of China

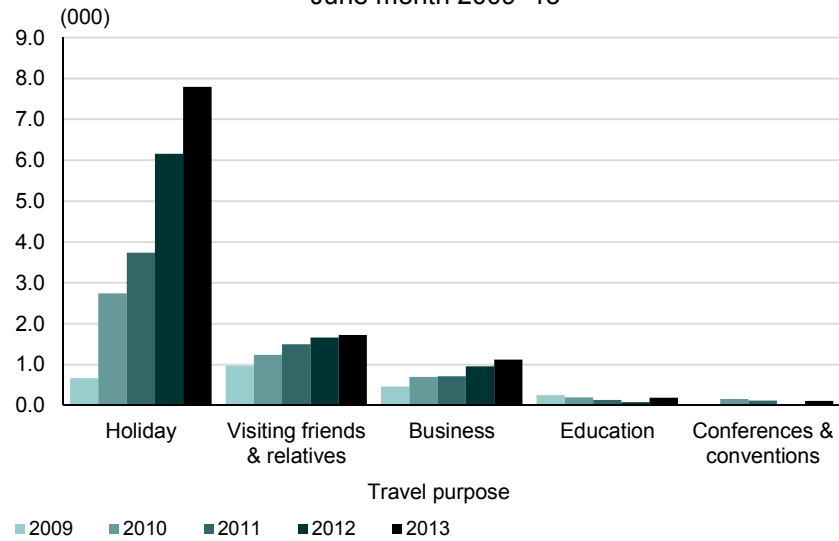
June month 2009–13

Key characteristic	June month					Change 2012–13	
	2009	2010	2011	2012	2013	Number	Percent
<b>Total visitor arrivals</b>	<b>2,556</b>	<b>5,500</b>	<b>6,740</b>	<b>9,696</b>	<b>11,680</b>	<b>1,984</b>	<b>20.5</b>
<b>Travel purpose</b>							
Holiday	666	2,740	3,740	6,160	7,792	1,632	26.5
Visiting friends & relatives	972	1,240	1,500	1,664	1,728	64	3.8
Business	468	700	720	960	1,120	160	16.7
Education	252	200	140	80	192	112	140.0
Conferences & conventions	36	160	120	32	112	80	250.0
<b>Age group (years)</b>							
Under 15	126	100	140	320	288	-32	-10.0
15–24	252	380	360	544	768	224	41.2
25–34	360	1,000	1,020	1,664	1,952	288	17.3
35–44	450	1,040	1,260	2,016	2,016	0	0.0
45–54	846	1,500	1,800	2,544	2,736	192	7.5
55–64	414	1,180	1,700	2,064	2,976	912	44.2
65+	108	300	460	544	944	400	73.5
<b>Length of stay (days)</b>							
1–3	576	2,320	2,980	4,544	5,840	1,296	28.5
4–7	378	1,240	1,720	2,128	2,464	336	15.8
8–14	198	580	580	1,120	1,376	256	22.9
15–21	108	120	240	272	288	16	5.9
22 and over	1,296	1,240	1,220	1,632	1,712	80	4.9
Median	25.5	4.2	4.1	3.9	3.5	...	...
<b>New Zealand port</b>							
Auckland airport	2,178	4,880	6,480	9,088	11,056	1,968	21.7
Christchurch airport	252	540	120	352	512	160	45.5
<b>Overseas airport</b>							
Guangzhou	0	0	1,080	1,584	2,192	608	38.4
Sydney	180	740	900	1,008	1,872	864	85.7
Shanghai	378	620	860	1,200	1,680	480	40.0
Melbourne	216	860	840	1,184	1,648	464	39.2
Brisbane	252	340	960	1,184	1,488	304	25.7
Hong Kong	1,044	1,240	560	864	1,376	512	59.3
Coolangatta	36	680	620	1,424	736	-688	-48.3
<b>Citizenship</b>							
China, People's Republic of	2,124	5,040	6,240	9,232	11,152	1,920	20.8

Symbol: ... not applicable

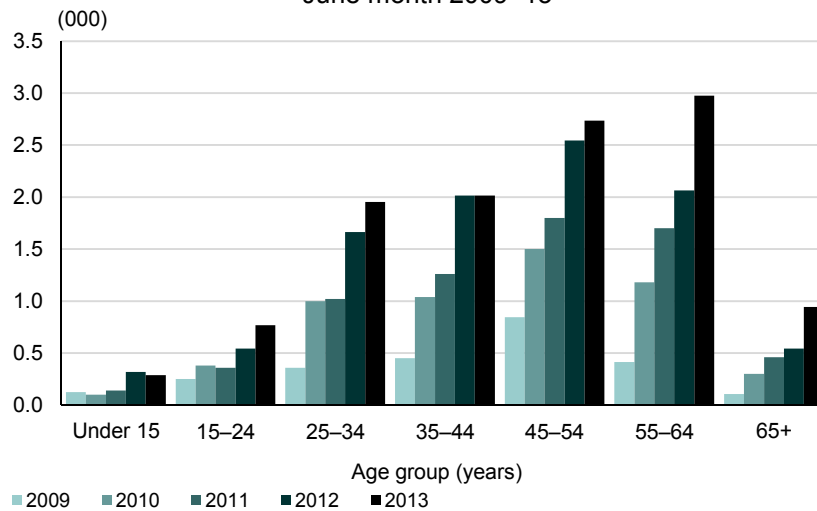
Source: Statistics New Zealand

### Travel purpose of visitors from China June month 2009–13



Source: Statistics New Zealand

### Age of visitors from China June month 2009–13



Source: Statistics New Zealand

### Length of stay of visitors from China June month 2009–13



Source: Statistics New Zealand

Table 20

**Key characteristics of visitors from the People's Republic of China**

Year ended June 2009–13

Key characteristic	Year ended June					Change 2012–13	
	2009	2010	2011	2012	2013	Number	Percent
<b>Total visitor arrivals</b>	<b>107,541</b>	<b>105,190</b>	<b>131,648</b>	<b>175,488</b>	<b>222,720</b>	<b>47,232</b>	<b>26.9</b>
<b>Travel purpose</b>							
Holiday	72,718	67,309	88,765	123,408	162,912	39,504	32.0
Visiting friends & relatives	14,949	17,422	20,105	22,496	25,552	3,056	13.6
Business	8,696	10,229	11,140	14,368	15,856	1,488	10.4
Education	3,135	3,206	3,352	3,600	3,904	304	8.4
Conferences & conventions	1,179	1,536	1,150	1,392	1,840	448	32.2
<b>Age group (years)</b>							
Under 15	4,087	4,501	6,883	7,696	12,128	4,432	57.6
15–24	7,562	7,025	8,246	11,152	11,888	736	6.6
25–34	15,872	16,582	19,461	26,944	34,576	7,632	28.3
35–44	25,413	22,407	27,422	35,616	45,440	9,824	27.6
45–54	30,031	29,315	35,377	45,024	52,944	7,920	17.6
55–64	18,375	18,670	25,246	36,736	48,976	12,240	33.3
65+	6,201	6,690	9,013	12,320	16,768	4,448	36.1
<b>Length of stay (days)</b>							
1–3	56,596	49,764	62,541	89,248	107,264	18,016	20.2
4–7	24,719	23,241	30,716	36,704	47,904	11,200	30.5
8–14	8,026	10,907	13,687	20,112	31,920	11,808	58.7
15–21	4,093	4,626	5,459	7,552	11,856	4,304	57.0
22 and over	14,107	16,652	19,245	21,872	23,776	1,904	8.7
Median	3.4	3.8	3.7	3.5	3.7	...	...
<b>New Zealand port</b>							
Auckland airport	99,600	95,694	121,515	161,568	206,448	44,880	27.8
Christchurch airport	6,514	7,904	7,783	10,144	11,856	1,712	16.9
Queenstown airport	274	471	815	1,088	2,336	1,248	114.7
Wellington airport	936	978	994	1,472	1,488	16	1.1
Hamilton airport	27	114	296	832	208	-624	-75.0
<b>Overseas airport</b>							
Sydney	16,100	17,253	21,906	22,928	35,008	12,080	52.7
Melbourne	19,346	15,941	19,143	25,920	33,360	7,440	28.7
Brisbane	25,754	16,130	17,870	28,704	31,776	3,072	10.7
Guangzhou	0	0	3,292	20,816	29,200	8,384	40.3
Hong Kong	19,342	20,359	19,974	19,152	29,184	10,032	52.4
Shanghai	9,949	12,018	13,213	18,400	29,008	10,608	57.7
Coolangatta	1,507	6,553	15,276	16,208	14,528	-1,680	-10.4
Singapore	2,273	3,305	4,235	5,088	8,912	3,824	75.2
Seoul	4,357	1,482	1,341	1,392	2,656	1,264	90.8
Kuala Lumpur	138	421	724	1,440	1,184	-256	-17.8
<b>Citizenship</b>							
China, People's Republic of	100,926	97,571	123,062	167,296	212,352	45,056	26.9
New Zealand	1,821	2,050	3,216	2,960	3,392	432	14.6
United States of America	603	968	884	928	1,168	240	25.9
Hong Kong	954	839	1,106	704	1,152	448	63.6

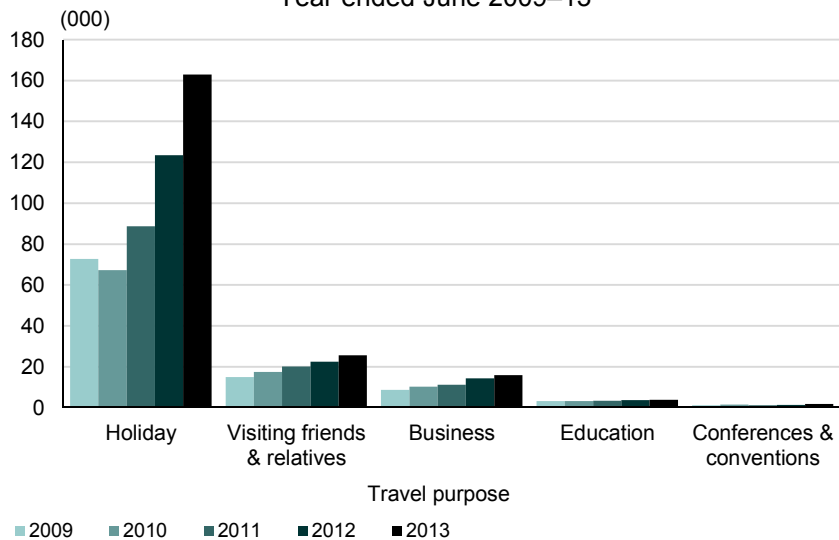
Symbol: ... not applicable

Source: Statistics New Zealand



### Travel purpose of visitors from China

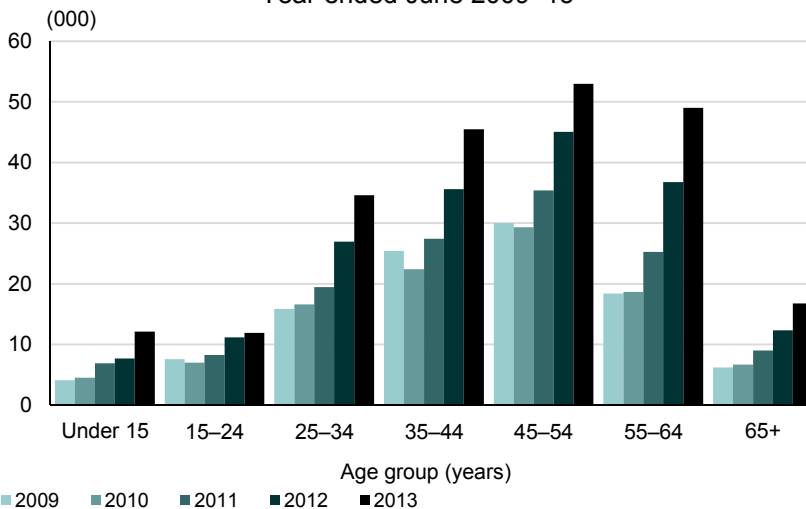
Year ended June 2009–13



Source: Statistics New Zealand

### Age of visitors from China

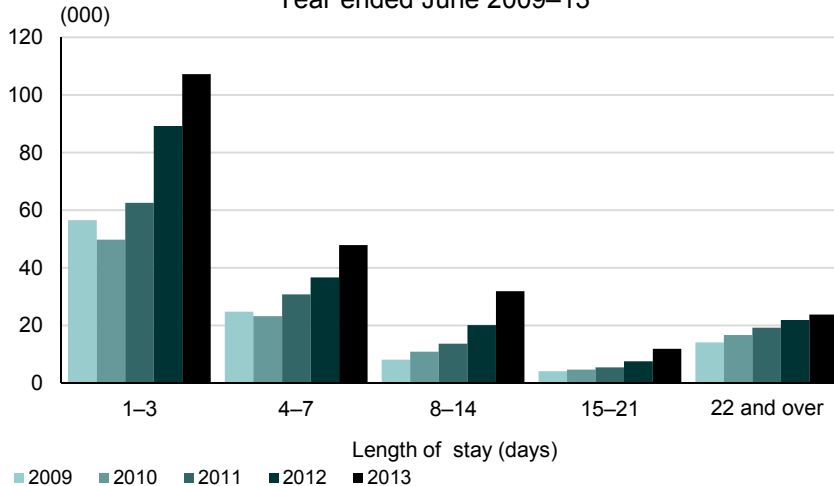
Year ended June 2009–13



Source: Statistics New Zealand

### Length of stay of visitors from China

Year ended June 2009–13



Source: Statistics New Zealand

Table 21

**Province of residence of visitors from the People's Republic of China**  
June month 2009–13

	June month					Change 2012–13	
	2009	2010	2011	2012	2013	Number	Percent
<b>Total visitor arrivals</b>	<b>2,556</b>	<b>5,500</b>	<b>6,740</b>	<b>9,696</b>	<b>11,680</b>	<b>1,984</b>	<b>20.5</b>
Shanghai	306	560	920	1,264	1,616	352	27.8
Guangdong	306	420	660	992	1,264	272	27.4
Beijing	216	740	660	1,248	1,088	-160	-12.8
Zhejiang	72	420	440	640	816	176	27.5
Jiangsu	90	240	160	352	640	288	81.8
Not stated	864	1,640	2,100	2,576	2,976	400	15.5

---

**Source:** Statistics New Zealand

Table 22

**Province of residence of visitors from the People's Republic of China**  
Year ended June 2009–13

	Year ended June					Change 2012–13	
	2009	2010	2011	2012	2013	Number	Percent
<b>Total visitor arrivals</b>	<b>107,541</b>	<b>105,190</b>	<b>131,648</b>	<b>175,488</b>	<b>222,720</b>	<b>47,232</b>	<b>26.9</b>
Shanghai	13,335	14,032	15,605	20,816	29,664	8,848	42.5
Beijing	12,845	12,407	16,924	21,968	27,088	5,120	23.3
Guangdong	10,254	8,792	12,141	17,392	24,752	7,360	42.3
Zhejiang	5,639	6,126	9,202	12,416	13,296	880	7.1
Jiangsu	4,106	4,162	5,285	8,000	10,512	2,512	31.4
Sichuan	1,543	2,060	3,225	4,480	6,672	2,192	48.9
Shandong	2,779	2,328	2,875	4,320	6,272	1,952	45.2
Liaoning	3,249	2,990	3,383	4,896	5,984	1,088	22.2
Fujian	1,558	1,754	2,555	2,576	3,936	1,360	52.8
Yunnan	1,853	2,036	1,649	2,560	3,472	912	35.6
Hunan	1,052	1,232	1,612	2,896	3,344	448	15.5
Hubei	1,110	1,299	1,728	2,320	3,104	784	33.8
Chongqing	858	814	1,248	1,472	2,816	1,344	91.3
Henan	2,021	1,728	1,760	2,272	2,816	544	23.9
Shanxi	1,469	1,121	1,220	2,368	2,768	400	16.9
Shaanxi	542	335	1,071	1,440	2,640	1,200	83.3
Tianjin	797	1,341	1,447	1,792	2,576	784	43.8
Guangxi	552	804	981	1,360	2,272	912	67.1
Jilin	678	720	890	1,552	1,872	320	20.6
Heilongjiang	954	765	1,086	1,776	1,776	0	0.0
Hebei	982	784	1,114	1,504	1,728	224	14.9
Anhui	565	570	1,077	1,056	1,296	240	22.7
Xinjiang	356	694	754	1,104	1,248	144	13.0
Guizhou	650	363	459	896	1,232	336	37.5
Jiangxi	637	410	559	816	1,200	384	47.1
Nei Monggol	354	388	743	1,312	1,056	-256	-19.5
Gansu	429	407	313	560	992	432	77.1
Ningxia	171	150	239	464	576	112	24.1
Not stated	35,811	34,290	39,964	48,400	54,880	6,480	13.4

Source: Statistics New Zealand

Table 23

**Key characteristics of visitors from Japan**

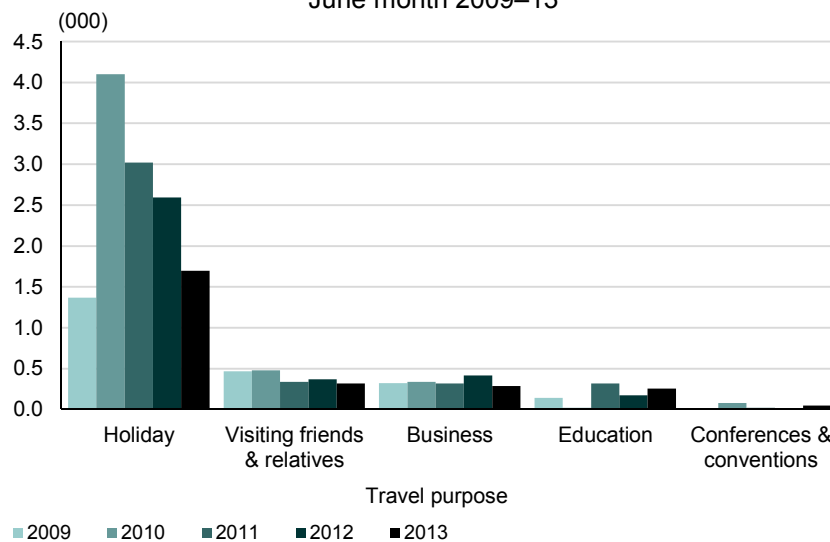
June month 2009–13

Key characteristic	June month					Change 2012–13	
	2009	2010	2011	2012	2013	Number	Percent
<b>Total visitor arrivals</b>	<b>2,340</b>	<b>5,240</b>	<b>4,100</b>	<b>3,696</b>	<b>2,848</b>	<b>-848</b>	<b>-22.9</b>
<b>Travel purpose</b>							
Holiday	1,368	4,100	3,020	2,592	1,696	-896	-34.6
Visiting friends & relatives	468	480	340	368	320	-48	-13.0
Business	324	340	320	416	288	-128	-30.8
Education	144	20	320	176	256	80	45.5
Conferences & conventions	18	80	20	0	48	48	...
<b>Age group (years)</b>							
Under 15	36	380	400	112	128	16	14.3
15–24	450	2,020	2,360	1,504	1,072	-432	-28.7
25–34	522	540	420	512	432	-80	-15.6
35–44	306	560	320	592	336	-256	-43.2
45–54	252	440	280	432	336	-96	-22.2
55–64	396	920	220	400	352	-48	-12.0
65+	378	380	100	144	192	48	33.3
<b>Length of stay (days)</b>							
1–3	252	380	340	448	464	16	3.6
4–7	1,278	3,940	2,920	2,400	1,632	-768	-32.0
8–14	288	480	340	416	272	-144	-34.6
15–21	108	100	60	112	80	-32	-28.6
22 and over	414	340	440	320	400	80	25.0
Median	5.8	4.5	4.7	4.8	4.6	...	...
<b>New Zealand port</b>							
Auckland airport	2,160	4,840	4,040	3,472	2,720	-752	-21.7
<b>Overseas airport</b>							
Tokyo	1,638	2,760	1,680	2,048	1,552	-496	-24.2
Osaka	126	1,880	1,700	864	576	-288	-33.3
<b>Citizenship</b>							
Japan	2,124	4,960	3,860	3,488	2,608	-880	-25.2

Symbol: ... not applicable

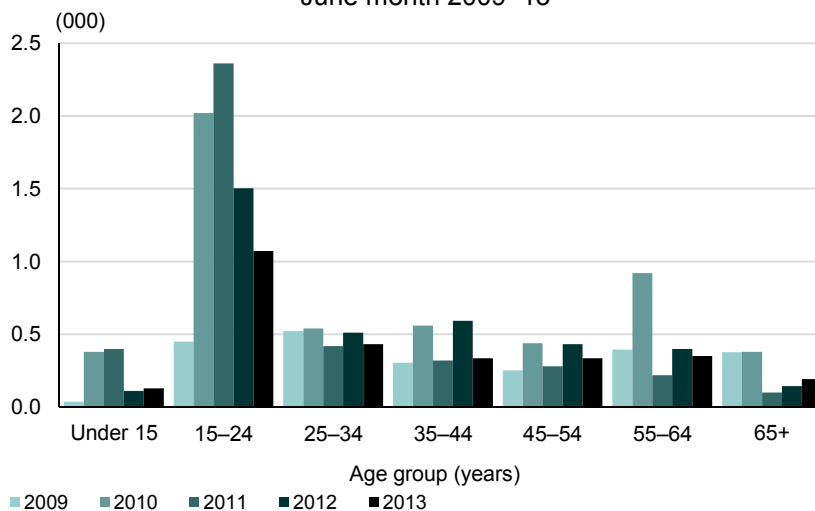
Source: Statistics New Zealand

### Travel purpose of visitors from Japan June month 2009–13



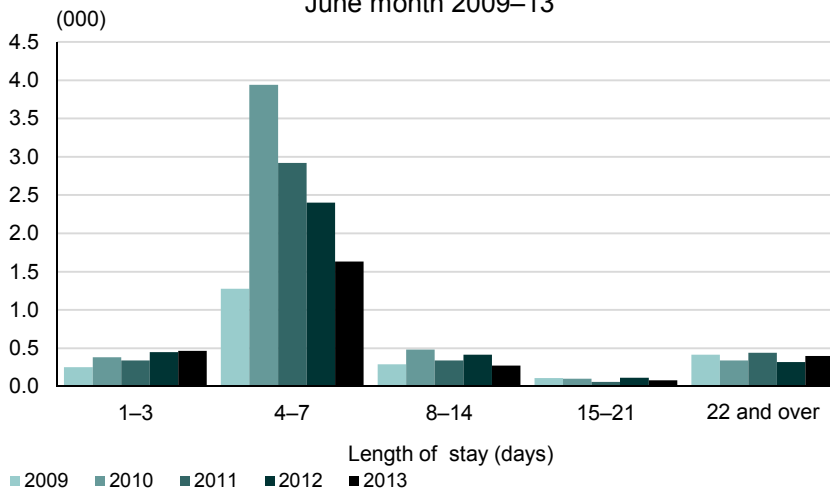
Source: Statistics New Zealand

### Age of visitors from Japan June month 2009–13



Source: Statistics New Zealand

### Length of stay of visitors from Japan June month 2009–13



Source: Statistics New Zealand

Table 24

**Key characteristics of visitors from Japan**

Year ended June 2009–13

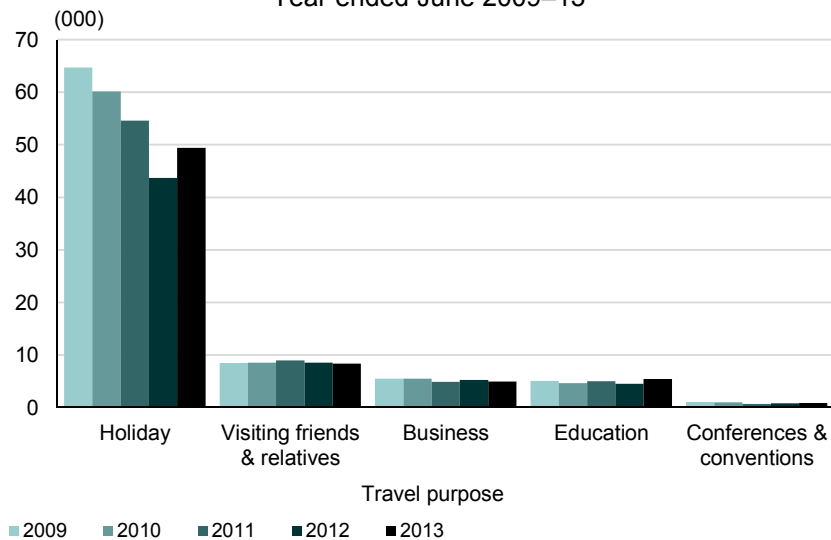
Key characteristic	Year ended June					Change 2012–13	
	2009	2010	2011	2012	2013	Number	Percent
<b>Total visitor arrivals</b>	<b>88,474</b>	<b>83,587</b>	<b>78,559</b>	<b>67,072</b>	<b>74,960</b>	<b>7,888</b>	<b>11.8</b>
<b>Travel purpose</b>							
Holiday	64,723	60,101	54,578	43,712	49,392	5,680	13.0
Visiting friends & relatives	8,488	8,564	8,950	8,576	8,352	-224	-2.6
Business	5,528	5,525	4,927	5,248	4,976	-272	-5.2
Education	5,094	4,686	5,040	4,512	5,456	944	20.9
Conferences & conventions	1,078	977	693	848	880	32	3.8
<b>Age group (years)</b>							
Under 15	5,762	4,444	5,232	5,152	5,472	320	6.2
15–24	17,574	17,956	17,962	15,056	17,600	2,544	16.9
25–34	14,438	12,654	11,520	9,664	9,728	64	0.7
35–44	10,995	11,268	9,154	9,792	9,824	32	0.3
45–54	9,776	8,334	9,076	7,872	8,288	416	5.3
55–64	17,221	16,704	14,100	11,328	12,352	1,024	9.0
65+	12,708	12,227	11,515	8,208	11,696	3,488	42.5
<b>Length of stay (days)</b>							
1–3	6,762	7,168	6,496	7,440	7,456	16	0.2
4–7	44,893	44,477	38,455	30,656	35,760	5,104	16.6
8–14	19,825	16,614	17,797	14,464	16,640	2,176	15.0
15–21	6,148	4,696	5,556	5,040	4,624	-416	-8.3
22 and over	10,846	10,632	10,255	9,472	10,480	1,008	10.6
Median	6.6	6.3	6.7	6.7	6.7	...	...
<b>New Zealand port</b>							
Auckland airport	60,455	60,853	61,898	54,368	61,840	7,472	13.7
Christchurch airport	26,838	21,625	15,025	11,024	11,328	304	2.8
Queenstown airport	179	274	377	752	800	48	6.4
Wellington airport	569	557	670	784	576	-208	-26.5
<b>Overseas airport</b>							
Tokyo	43,136	40,395	38,119	29,872	38,208	8,336	27.9
Osaka	22,135	20,653	16,785	12,864	12,304	-560	-4.4
Seoul	4,077	2,186	1,771	3,408	4,592	1,184	34.7
Sydney	3,719	4,182	3,780	4,400	4,368	-32	-0.7
Singapore	5,146	4,876	4,412	3,584	3,264	-320	-8.9
Hong Kong	4,004	3,810	2,564	3,376	1,664	-1,712	-50.7
Coolangatta	289	2,370	2,979	2,192	1,600	-592	-27.0
Nagoya	0	597	2,308	768	1,216	448	58.3
Guangzhou	0	0	0	1,488	1,072	-416	-28.0
Melbourne	790	871	976	816	928	112	13.7
<b>Citizenship</b>							
Japan	83,382	78,737	74,124	62,656	70,576	7,920	12.6
New Zealand	2,355	2,003	1,879	1,808	1,776	-32	-1.8
United States of America	603	620	491	640	848	208	32.5

Symbol: ... not applicable

Source: Statistics New Zealand

### Travel purpose of visitors from Japan

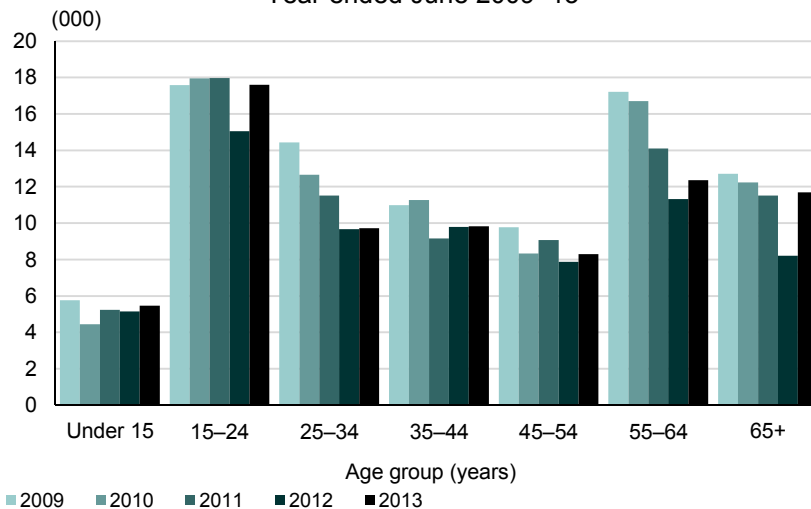
Year ended June 2009–13



Source: Statistics New Zealand

### Age of visitors from Japan

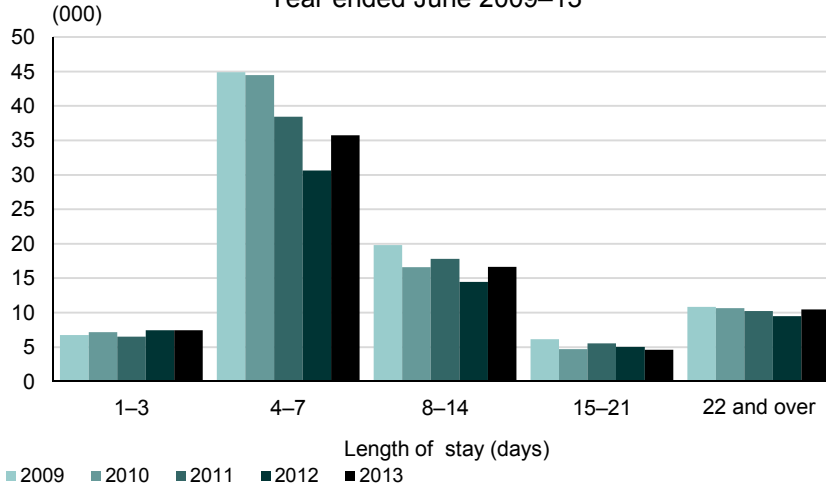
Year ended June 2009–13



Source: Statistics New Zealand

### Length of stay of visitors from Japan

Year ended June 2009–13



Source: Statistics New Zealand

Table 25

**Prefecture of residence of visitors from Japan**  
June month 2009–13

	June month					Change 2012-13	
	2009	2010	2011	2012	2013	Number	Percent
<b>Total visitor arrivals</b>	<b>2,340</b>	<b>5,240</b>	<b>4,100</b>	<b>3,696</b>	<b>2,848</b>	<b>-848</b>	<b>-22.9</b>
Tokyo	468	1,000	440	720	624	-96	-13.3
Hyogo	54	960	960	544	544	0	0.0
Kanagawa	198	940	760	496	416	-80	-16.1
Not stated	72	300	320	288	112	-176	-61.1

---

Source: Statistics New Zealand



Table 26

**Prefecture of residence of visitors from Japan**  
Year ended June 2009–13

	Year ended June					Change 2012–13	
	2009	2010	2011	2012	2013	Number	Percent
<b>Total visitor arrivals</b>	<b>88,474</b>	<b>83,587</b>	<b>78,559</b>	<b>67,072</b>	<b>74,960</b>	<b>7,888</b>	<b>11.8</b>
Tokyo	16,490	16,358	15,677	14,080	15,152	1,072	7.6
Kanagawa	8,340	9,098	7,414	6,496	7,648	1,152	17.7
Osaka	7,245	7,237	6,198	4,640	6,096	1,456	31.4
Aichi	5,834	4,701	5,476	4,032	4,576	544	13.5
Chiba	5,641	4,247	4,531	4,096	4,304	208	5.1
Saitama	5,196	4,057	4,067	3,856	3,904	48	1.2
Hyogo	4,966	5,306	4,279	3,552	3,808	256	7.2
Fukuoka	2,571	2,747	2,748	2,208	2,816	608	27.5
Kyoto	2,270	1,640	2,013	1,936	2,080	144	7.4
Hokkaido	1,487	2,031	2,057	1,360	1,616	256	18.8
Shizuoka	1,711	1,831	1,659	1,200	1,616	416	34.7
Hiroshima	1,749	1,287	1,356	1,120	1,584	464	41.4
Ibaraki	1,688	1,223	1,380	1,312	1,536	224	17.1
Mie	1,030	695	859	624	864	240	38.5
Gifu	1,129	1,082	740	768	848	80	10.4
Nagano	865	845	657	480	768	288	60.0
Nara	1,391	1,077	991	848	752	-96	-11.3
Gunma	813	1,144	912	928	688	-240	-25.9
Okayama	903	624	675	352	688	336	95.5
Shiga	897	1,053	531	608	672	64	10.5
Miyagi	620	569	664	432	624	192	44.4
Tochigi	576	690	680	640	592	-48	-7.5
Kumamoto	631	494	696	336	560	224	66.7
Niigata	572	325	276	368	528	160	43.5
Not stated	5,279	5,526	5,281	5,488	4,800	-688	-12.5

Source: Statistics New Zealand

Table 27

**Key characteristics of visitors from the Republic of Korea**  
June month 2009–13

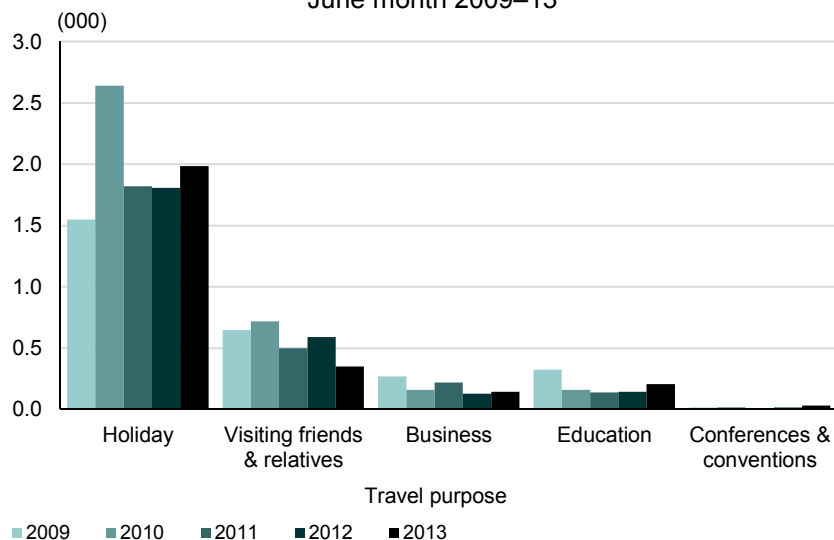
Key characteristic	June month					Change 2012–13	
	2009	2010	2011	2012	2013	Number	Percent
<b>Total visitor arrivals</b>	<b>3,114</b>	<b>4,160</b>	<b>2,780</b>	<b>2,896</b>	<b>2,896</b>	<b>0</b>	<b>0.0</b>
<b>Travel purpose</b>							
Holiday	1,548	2,640	1,820	1,808	1,984	176	9.7
Visiting friends & relatives	648	720	500	592	352	-240	-40.5
Business	270	160	220	128	144	16	12.5
Education	324	160	140	144	208	64	44.4
Conferences & conventions	18	20	0	16	32	16	100.0
<b>Age group (years)</b>							
Under 15	252	280	180	96	96	0	0.0
15–24	558	560	320	368	320	-48	-13.0
25–34	522	600	440	432	544	112	25.9
35–44	450	520	480	384	432	48	12.5
45–54	594	900	560	864	576	-288	-33.3
55–64	576	920	540	528	768	240	45.5
65+	162	380	260	224	160	-64	-28.6
<b>Length of stay (days)</b>							
1–3	504	880	820	672	896	224	33.3
4–7	1,152	1,860	1,060	1,312	1,136	-176	-13.4
8–14	288	240	320	272	176	-96	-35.3
15–21	198	220	100	128	48	-80	-62.5
22 and over	972	960	480	512	640	128	25.0
Median	6.2	6.0	5.2	5.3	5.4	...	...
<b>New Zealand port</b>							
Auckland airport	2,538	3,460	2,520	2,432	2,544	112	4.6
<b>Overseas airport</b>							
Seoul	1,836	2,060	1,180	1,488	1,568	80	5.4
Sydney	648	1,340	880	720	912	192	26.7
<b>Citizenship</b>							
Korea, Republic of	3,006	4,060	2,680	2,752	2,832	80	2.9

**Symbol:** ... not applicable

**Source:** Statistics New Zealand

### Travel purpose of visitors from Korea

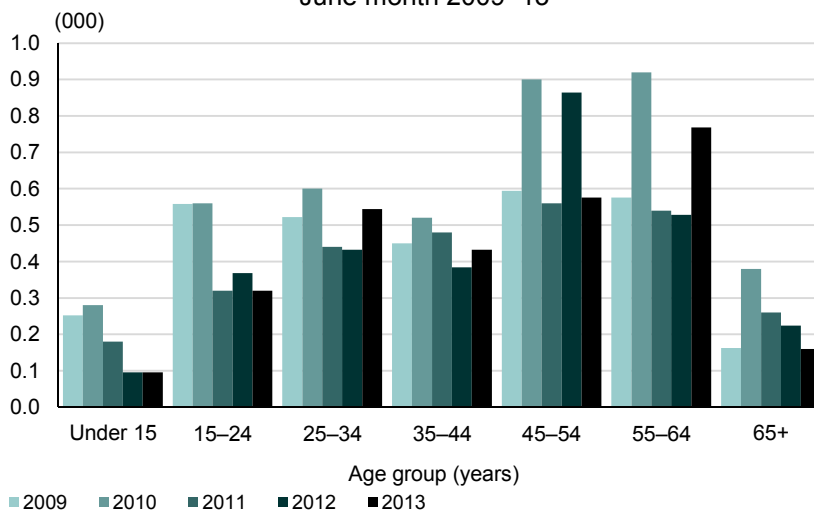
June month 2009–13



Source: Statistics New Zealand

### Age of visitors from Korea

June month 2009–13



Source: Statistics New Zealand

### Length of stay of visitors from Korea

June month 2009–13



Source: Statistics New Zealand

Table 28

**Key characteristics of visitors from the Republic of Korea**

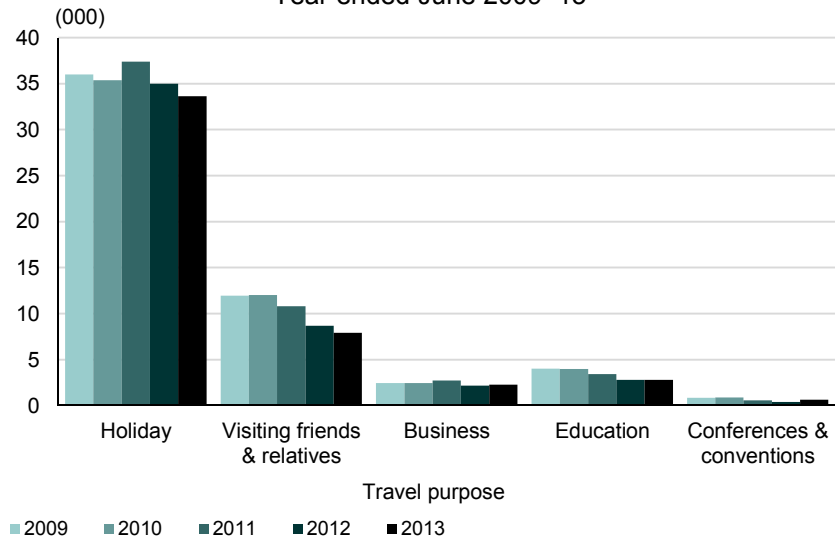
Year ended June 2009–13

Key characteristic	Year ended June					Change 2012–13	
	2009	2010	2011	2012	2013	Number	Percent
<b>Total visitor arrivals</b>	<b>61,733</b>	<b>61,244</b>	<b>59,723</b>	<b>53,840</b>	<b>50,704</b>	<b>-3,136</b>	<b>-5.8</b>
<b>Travel purpose</b>							
Holiday	36,013	35,382	37,376	34,976	33,616	-1,360	-3.9
Visiting friends & relatives	11,952	12,024	10,803	8,672	7,904	-768	-8.9
Business	2,461	2,468	2,740	2,160	2,272	112	5.2
Education	4,025	3,992	3,440	2,816	2,800	-16	-0.6
Conferences & conventions	852	900	568	416	656	240	57.7
<b>Age group (years)</b>							
Under 15	7,255	6,067	6,594	5,520	5,424	-96	-1.7
15–24	7,144	8,070	6,742	5,856	5,280	-576	-9.8
25–34	9,411	9,036	8,633	6,992	6,160	-832	-11.9
35–44	9,612	9,352	8,887	7,360	7,472	112	1.5
45–54	12,498	12,130	12,578	11,984	10,576	-1,408	-11.7
55–64	11,420	11,701	12,348	11,808	11,920	112	0.9
65+	4,393	4,888	3,941	4,320	3,872	-448	-10.4
<b>Length of stay (days)</b>							
1–3	8,309	9,476	8,904	9,248	7,856	-1,392	-15.1
4–7	27,948	27,463	28,031	24,896	25,184	288	1.2
8–14	7,278	6,291	6,571	6,704	5,392	-1,312	-19.6
15–21	2,974	3,022	3,021	2,528	2,480	-48	-1.9
22 and over	15,224	14,992	13,196	10,464	9,792	-672	-6.4
Median	6.3	6.2	6.2	6.0	6.0	...	...
<b>New Zealand port</b>							
Auckland airport	47,562	46,664	45,582	42,320	38,672	-3,648	-8.6
Christchurch airport	13,147	13,528	12,508	10,096	10,512	416	4.1
Queenstown airport	215	358	892	800	800	0	0.0
Wellington airport	597	649	712	496	560	64	12.9
<b>Overseas airport</b>							
Seoul	29,619	28,569	27,746	27,328	23,104	-4,224	-15.5
Sydney	19,873	20,851	19,640	14,832	17,344	2,512	16.9
Hong Kong	3,268	3,372	2,394	3,168	3,088	-80	-2.5
Tokyo	2,382	1,601	1,769	1,408	1,120	-288	-20.5
Singapore	1,038	1,185	664	448	1,040	592	132.1
Melbourne	525	679	879	1,008	944	-64	-6.3
Osaka	986	1,734	2,498	1,840	864	-976	-53.0
Brisbane	810	832	759	736	368	-368	-50.0
<b>Citizenship</b>							
Korea, Republic of	59,959	59,723	58,207	52,208	49,008	-3,200	-6.1
New Zealand	707	607	638	768	656	-112	-14.6

Symbol: ... not applicable

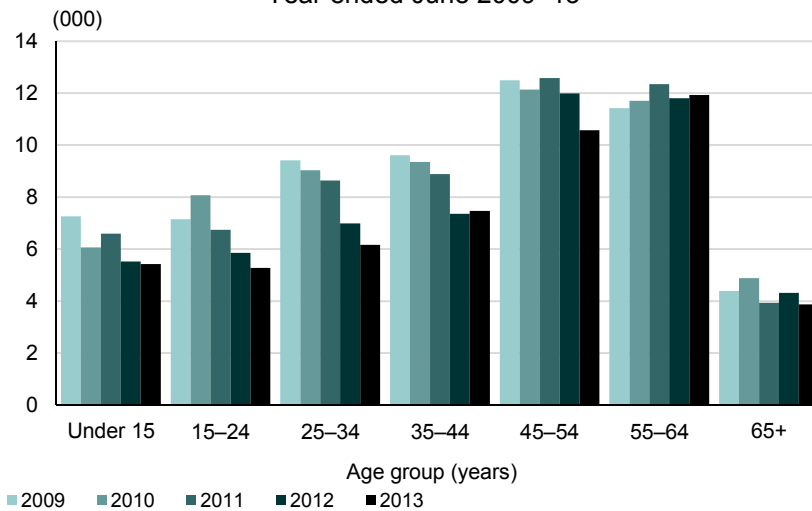
Source: Statistics New Zealand

### Travel purpose of visitors from Korea Year ended June 2009–13



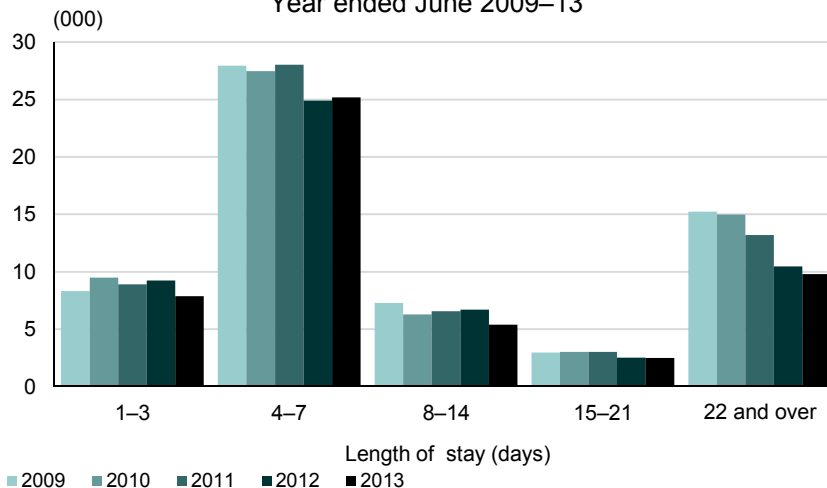
Source: Statistics New Zealand

### Age of visitors from Korea Year ended June 2009–13



Source: Statistics New Zealand

### Length of stay of visitors from Korea Year ended June 2009–13



Source: Statistics New Zealand

Table 29

### Key characteristics of visitors from Singapore

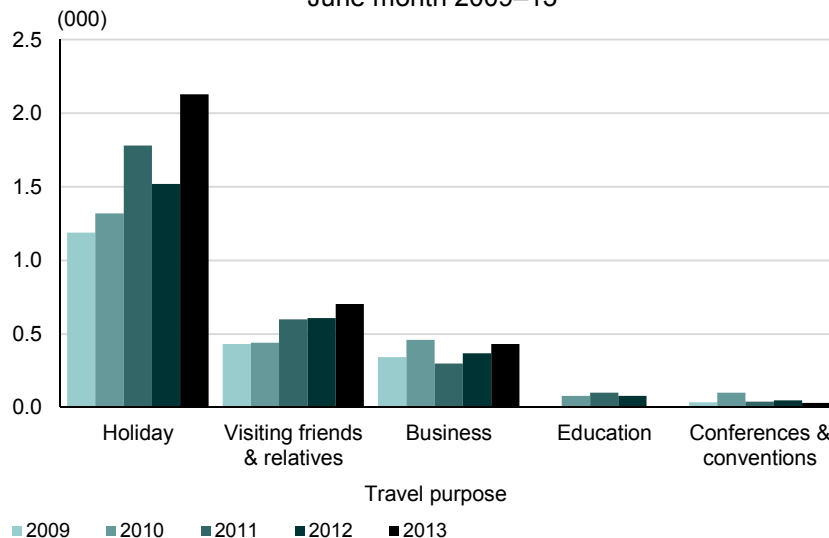
June month 2009–13

Key characteristic	June month					Change 2012–13	
	2009	2010	2011	2012	2013	Number	Percent
<b>Total visitor arrivals</b>	<b>2,196</b>	<b>2,580</b>	<b>3,060</b>	<b>2,736</b>	<b>3,488</b>	<b>752</b>	<b>27.5</b>
<b>Travel purpose</b>							
Holiday	1,188	1,320	1,780	1,520	2,128	608	40.0
Visiting friends & relatives	432	440	600	608	704	96	15.8
Business	342	460	300	368	432	64	17.4
Education	0	80	100	80	0	-80	-100.0
Conferences & conventions	36	100	40	48	32	-16	-33.3
<b>Age group (years)</b>							
Under 15	306	440	700	640	688	48	7.5
15–24	252	320	340	272	400	128	47.1
25–34	540	580	580	512	720	208	40.6
35–44	486	500	760	592	704	112	18.9
45–54	414	500	400	496	528	32	6.5
55–64	144	220	160	192	368	176	91.7
65+	54	20	120	32	80	48	150.0
<b>Length of stay (days)</b>							
1–3	342	420	460	576	496	-80	-13.9
4–7	666	820	680	592	864	272	45.9
8–14	738	940	1,400	1,088	1,520	432	39.7
15–21	180	180	300	224	176	-48	-21.4
22 and over	270	220	220	256	432	176	68.8
Median	8.6	7.9	9.1	8.6	8.6	...	...
<b>New Zealand port</b>							
Auckland airport	1,314	1,500	2,320	1,920	1,952	32	1.7
Christchurch airport	810	940	600	688	1,312	624	90.7
<b>Overseas airport</b>							
Singapore	1,728	1,680	2,320	1,744	2,384	640	36.7
Sydney	198	520	360	608	672	64	10.5
<b>Citizenship</b>							
Singapore	1,386	1,660	1,900	1,552	2,288	736	47.4

Symbol: ... not applicable

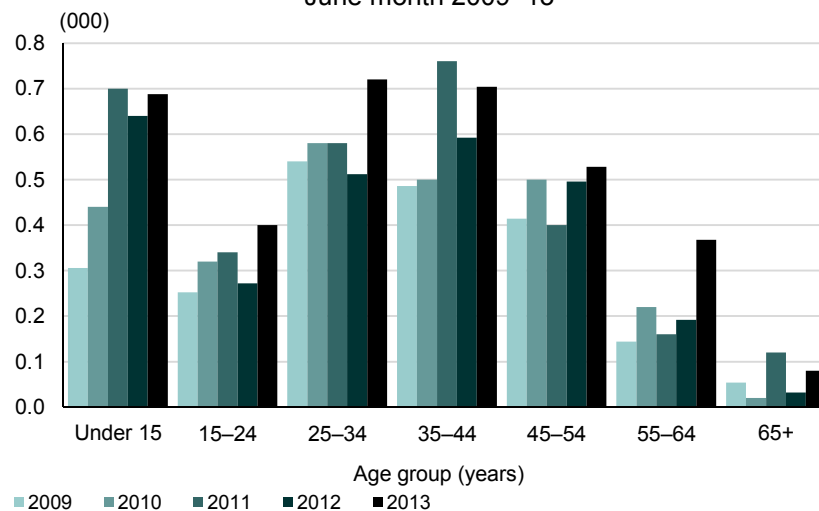
Source: Statistics New Zealand

### Travel purpose of visitors from Singapore June month 2009–13



Source: Statistics New Zealand

### Age of visitors from Singapore June month 2009–13



Source: Statistics New Zealand

### Length of stay of visitors from Singapore June month 2009–13



Source: Statistics New Zealand

Table 30

**Key characteristics of visitors from Singapore**

Year ended June 2009–13

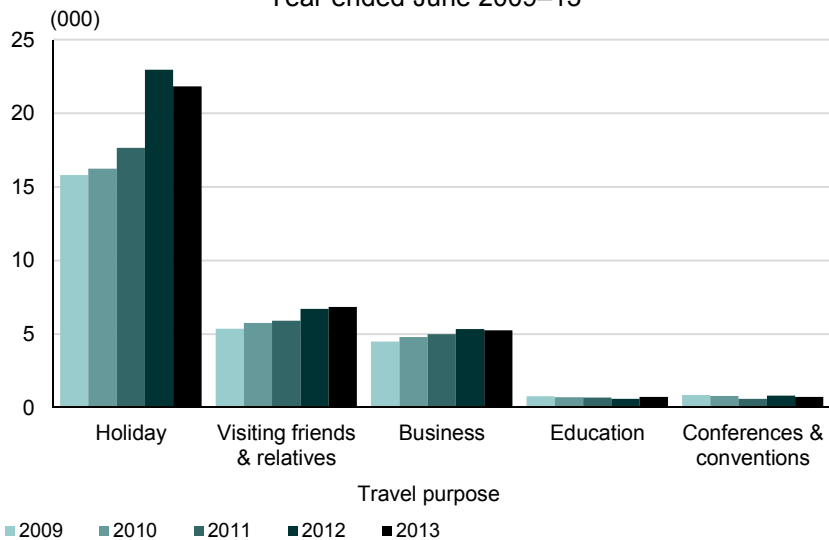
Key characteristic	Year ended June					Change 2012–13	
	2009	2010	2011	2012	2013	Number	Percent
<b>Total visitor arrivals</b>	<b>29,026</b>	<b>30,394</b>	<b>32,281</b>	<b>38,736</b>	<b>37,696</b>	<b>-1,040</b>	<b>-2.7</b>
<b>Travel purpose</b>							
Holiday	15,804	16,238	17,650	22,944	21,824	-1,120	-4.9
Visiting friends & relatives	5,351	5,745	5,902	6,704	6,832	128	1.9
Business	4,496	4,787	4,980	5,344	5,248	-96	-1.8
Education	765	707	678	608	720	112	18.4
Conferences & conventions	863	789	587	816	720	-96	-11.8
<b>Age group (years)</b>							
Under 15	3,518	4,349	4,216	5,792	5,088	-704	-12.2
15–24	2,690	2,725	2,774	3,472	3,600	128	3.7
25–34	6,079	6,553	7,376	8,448	8,064	-384	-4.5
35–44	7,269	7,395	8,036	8,976	8,432	-544	-6.1
45–54	5,707	5,824	5,493	7,216	7,200	-16	-0.2
55–64	2,868	2,452	3,262	3,648	3,984	336	9.2
65+	895	1,096	1,124	1,184	1,328	144	12.2
<b>Length of stay (days)</b>							
1–3	3,885	4,075	4,970	5,936	5,232	-704	-11.9
4–7	6,720	7,346	6,839	8,960	9,328	368	4.1
8–14	11,654	12,055	12,995	15,520	15,120	-400	-2.6
15–21	4,313	4,332	4,420	4,944	4,928	-16	-0.3
22 and over	2,454	2,586	3,057	3,376	3,088	-288	-8.5
Median	9.2	9.3	9.4	9.2	9.2	...	...
<b>New Zealand port</b>							
Auckland airport	17,194	17,312	21,335	26,592	23,024	-3,568	-13.4
Christchurch airport	10,527	11,726	8,913	10,464	12,160	1,696	16.2
Wellington airport	796	926	1,259	912	1,264	352	38.6
Queenstown airport	409	355	645	656	1,152	496	75.6
<b>Overseas airport</b>							
Singapore	20,486	20,553	21,074	28,096	23,120	-4,976	-17.7
Sydney	4,163	5,353	5,354	5,088	8,544	3,456	67.9
Brisbane	1,148	1,422	1,666	1,584	2,320	736	46.5
Melbourne	1,371	1,724	1,676	1,824	2,144	320	17.5
Kuala Lumpur	457	253	765	1,136	112	-1,024	-90.1
<b>Citizenship</b>							
Singapore	16,655	16,815	18,171	19,776	20,496	720	3.6
New Zealand	3,204	3,301	3,007	4,160	4,224	64	1.5
Malaysia	1,537	1,579	2,448	2,880	2,256	-624	-21.7
United Kingdom	1,371	1,618	1,342	2,368	1,904	-464	-19.6

Symbol: ... not applicable

Source: Statistics New Zealand

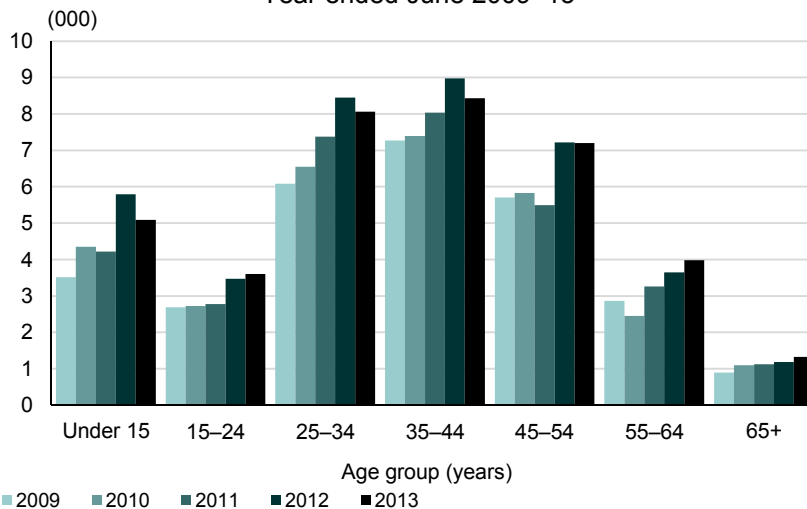


### Travel purpose of visitors from Singapore Year ended June 2009–13



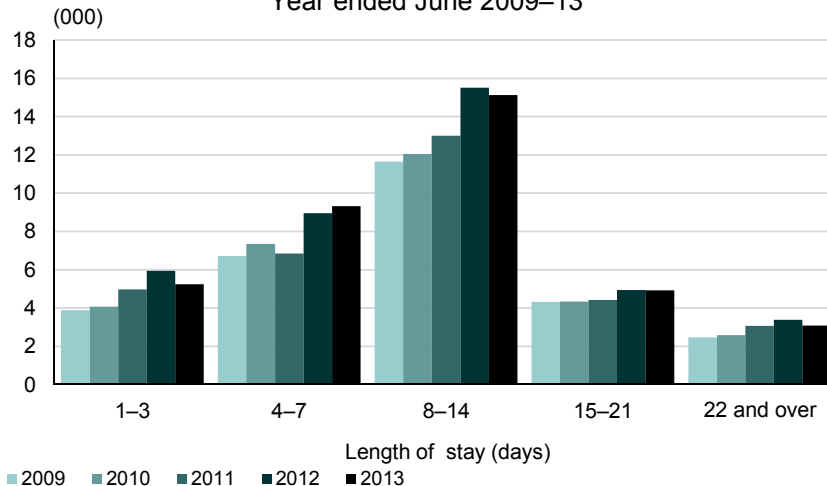
Source: Statistics New Zealand

### Age of visitors from Singapore Year ended June 2009–13



Source: Statistics New Zealand

### Length of stay of visitors from Singapore Year ended June 2009–13



Source: Statistics New Zealand

Table 31

**Key characteristics of visitors from Hong Kong**

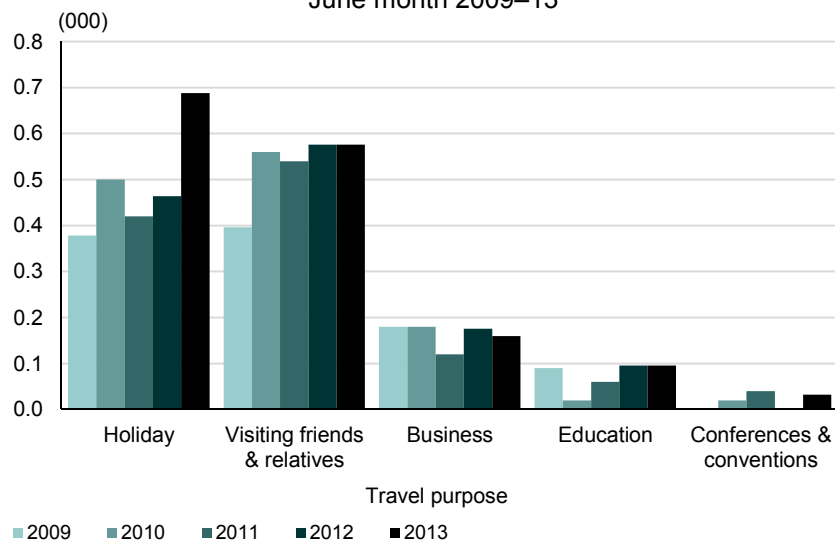
June month 2009–13

Key characteristic	June month					Change 2012–13	
	2009	2010	2011	2012	2013	Number	Percent
<b>Total visitor arrivals</b>	<b>1,116</b>	<b>1,360</b>	<b>1,200</b>	<b>1,392</b>	<b>1,632</b>	<b>240</b>	<b>17.2</b>
<b>Travel purpose</b>							
Holiday	378	500	420	464	688	224	48.3
Visiting friends & relatives	396	560	540	576	576	0	0.0
Business	180	180	120	176	160	-16	-9.1
Education	90	20	60	96	96	0	0.0
Conferences & conventions	0	20	40	0	32	32	...
<b>Age group (years)</b>							
Under 15	108	160	220	144	192	48	33.3
15–24	90	140	120	192	208	16	8.3
25–34	288	240	200	256	256	0	0.0
35–44	252	340	200	304	288	-16	-5.3
45–54	270	140	260	256	336	80	31.3
55–64	90	240	100	112	272	160	142.9
65+	18	100	100	128	80	-48	-37.5
<b>Length of stay (days)</b>							
1–3	126	200	80	192	224	32	16.7
4–7	234	520	260	336	272	-64	-19.0
8–14	270	280	380	368	640	272	73.9
15–21	162	100	180	96	192	96	100.0
22 and over	324	260	300	400	304	-96	-24.0
Median	13.3	7.3	11.3	10.2	10.3	...	...
<b>New Zealand port</b>							
Auckland airport	972	1,260	1,120	1,264	1,504	240	19.0
<b>Overseas airport</b>							
Hong Kong	792	980	1,000	928	1,136	208	22.4
<b>Citizenship</b>							
Hong Kong	486	700	640	688	784	96	14.0

Symbol: ... not applicable

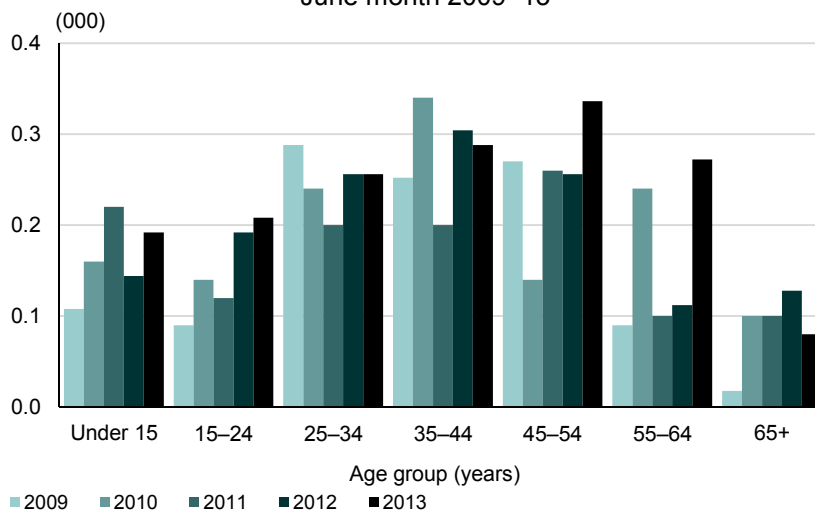
Source: Statistics New Zealand

### Travel purpose of visitors from Hong Kong June month 2009–13



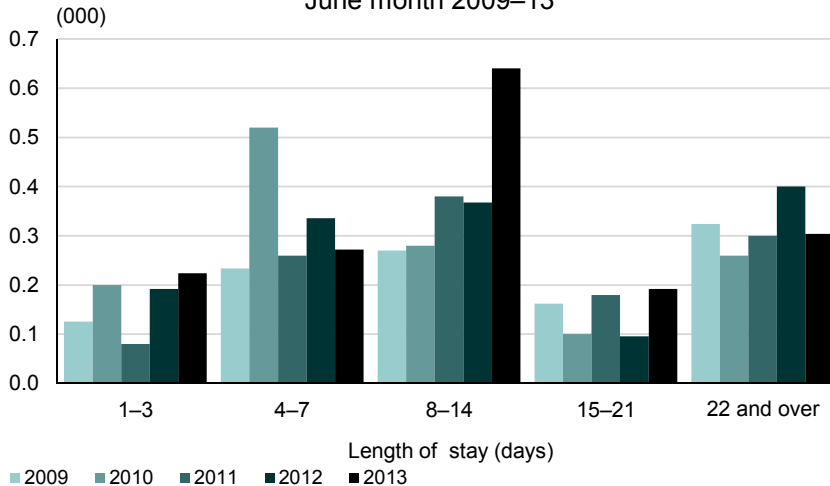
Source: Statistics New Zealand

### Age of visitors from Hong Kong June month 2009–13



Source: Statistics New Zealand

### Length of stay of visitors from Hong Kong June month 2009–13



Source: Statistics New Zealand

Table 32

**Key characteristics of visitors from Hong Kong**

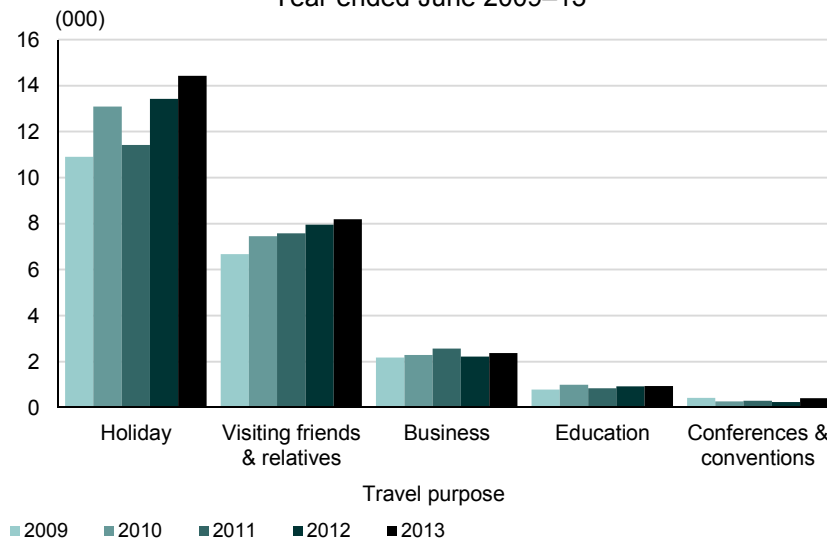
Year ended June 2009–13

Key characteristic	Year ended June					Change 2012–13	
	2009	2010	2011	2012	2013	Number	Percent
<b>Total visitor arrivals</b>	<b>21,754</b>	<b>24,883</b>	<b>23,715</b>	<b>25,952</b>	<b>27,616</b>	<b>1,664</b>	<b>6.4</b>
<b>Travel purpose</b>							
Holiday	10,904	13,097	11,415	13,424	14,432	1,008	7.5
Visiting friends & relatives	6,668	7,447	7,574	7,952	8,192	240	3.0
Business	2,184	2,285	2,567	2,224	2,368	144	6.5
Education	790	998	835	928	944	16	1.7
Conferences & conventions	424	275	303	240	416	176	73.3
<b>Age group (years)</b>							
Under 15	2,179	2,841	2,531	2,832	3,072	240	8.5
15–24	1,608	1,332	1,829	1,792	1,936	144	8.0
25–34	4,273	4,957	4,447	4,704	4,800	96	2.0
35–44	5,173	6,126	5,294	6,592	5,968	-624	-9.5
45–54	4,371	4,988	4,763	5,200	5,712	512	9.8
55–64	3,035	3,247	3,630	3,392	4,512	1,120	33.0
65+	1,115	1,392	1,221	1,440	1,616	176	12.2
<b>Length of stay (days)</b>							
1–3	2,151	2,687	2,609	3,152	2,912	-240	-7.6
4–7	5,712	7,614	6,562	7,152	8,304	1,152	16.1
8–14	7,810	8,627	8,424	9,536	10,176	640	6.7
15–21	2,956	3,152	2,731	2,864	2,928	64	2.2
22 and over	3,125	2,803	3,389	3,248	3,296	48	1.5
Median	9.7	8.8	9.2	9.0	8.8	...	...
<b>New Zealand port</b>							
Auckland airport	19,695	22,424	21,518	23,712	23,424	-288	-1.2
Christchurch airport	1,442	2,004	1,365	1,280	2,752	1,472	115.0
Queenstown airport	192	239	413	416	576	160	38.5
Wellington airport	270	134	336	368	512	144	39.1
<b>Overseas airport</b>							
Hong Kong	16,097	17,587	16,639	19,152	17,664	-1,488	-7.8
Sydney	2,541	2,485	2,572	2,176	3,360	1,184	54.4
Singapore	697	1,804	1,378	1,408	2,480	1,072	76.1
Melbourne	687	920	714	864	1,328	464	53.7
Brisbane	320	414	423	448	512	64	14.3
<b>Citizenship</b>							
Hong Kong	9,661	12,621	12,079	12,624	14,688	2,064	16.3
New Zealand	4,558	4,274	4,515	5,120	5,008	-112	-2.2
United Kingdom	3,079	2,767	2,673	2,848	2,400	-448	-15.7
Australia	895	1,082	1,012	1,168	1,344	176	15.1

Symbol: ... not applicable

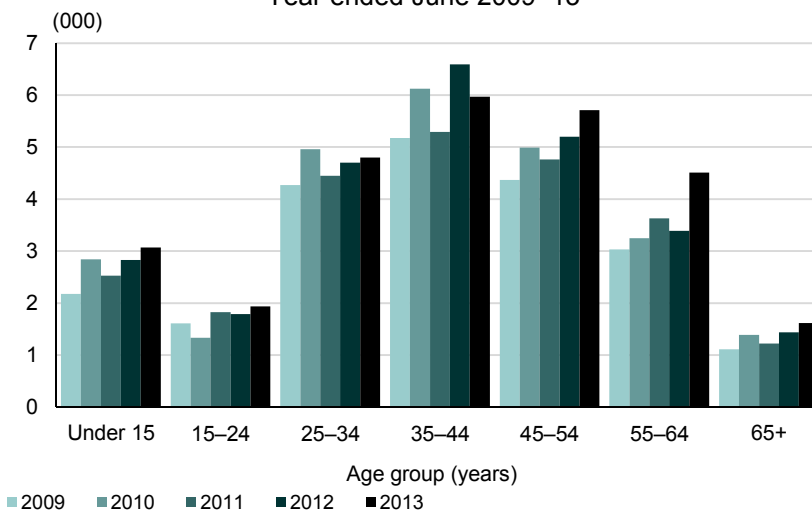
Source: Statistics New Zealand

### Travel purpose of visitors from Hong Kong Year ended June 2009–13



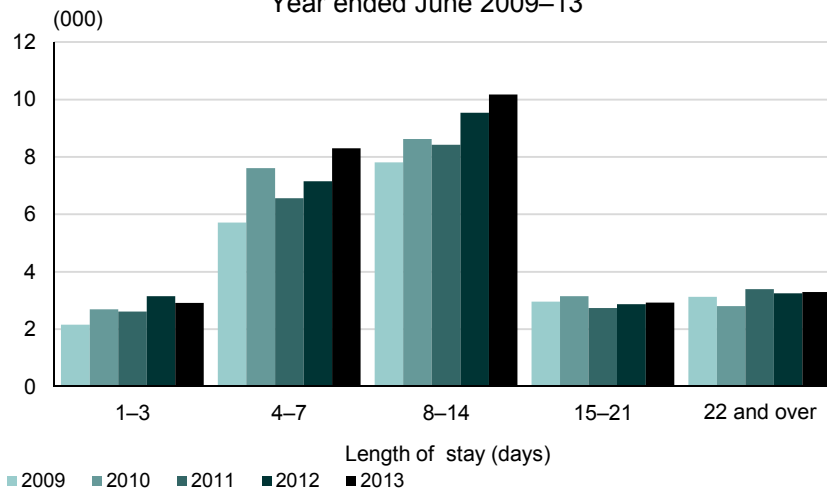
Source: Statistics New Zealand

### Age of visitors from Hong Kong Year ended June 2009–13



Source: Statistics New Zealand

### Length of stay of visitors from Hong Kong Year ended June 2009–13



Source: Statistics New Zealand

Table 33

**Key characteristics of visitors from Thailand**

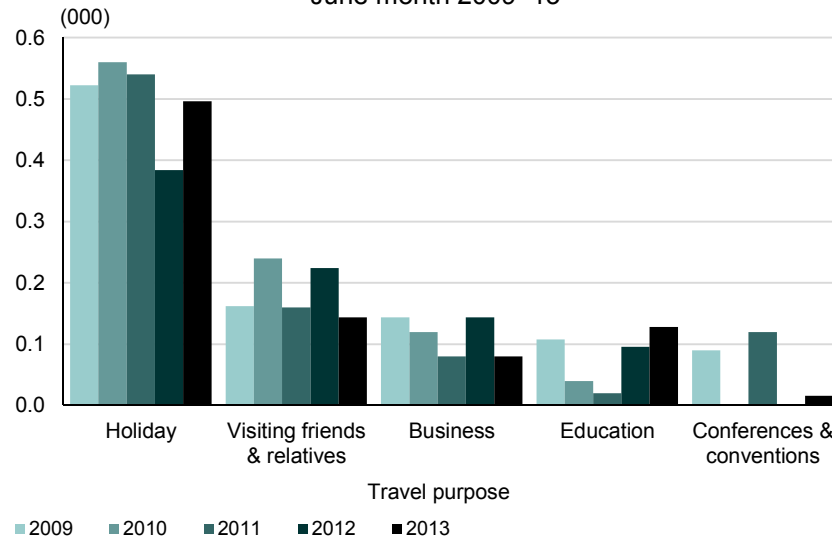
June month 2009–13

Key characteristic	June month					Change 2012–13	
	2009	2010	2011	2012	2013	Number	Percent
<b>Total visitor arrivals</b>	<b>1,134</b>	<b>1,120</b>	<b>1,140</b>	<b>992</b>	<b>944</b>	<b>-48</b>	<b>-4.8</b>
<b>Travel purpose</b>							
Holiday	522	560	540	384	496	112	29.2
Visiting friends & relatives	162	240	160	224	144	-80	-35.7
Business	144	120	80	144	80	-64	-44.4
Education	108	40	20	96	128	32	33.3
Conferences & conventions	90	0	120	0	16	16	...
<b>Age group (years)</b>							
Under 15	72	40	80	48	112	64	133.3
15–24	36	100	40	96	208	112	116.7
25–34	162	240	260	96	128	32	33.3
35–44	378	160	220	176	176	0	0.0
45–54	324	340	380	304	96	-208	-68.4
55–64	144	240	140	256	160	-96	-37.5
65+	18	0	20	16	64	48	300.0
<b>Length of stay (days)</b>							
1–3	126	180	300	80	112	32	40.0
4–7	522	480	440	432	352	-80	-18.5
8–14	90	120	120	176	128	-48	-27.3
15–21	54	20	20	128	32	-96	-75.0
22 and over	342	320	260	176	320	144	81.8
Median	5.9	6.8	5.4	7.3	7.8	...	...
<b>New Zealand port</b>							
Auckland airport	864	780	840	704	656	-48	-6.8
<b>Overseas airport</b>							
Bangkok	666	680	700	672	544	-128	-19.0
<b>Citizenship</b>							
Thailand	954	880	900	784	736	-48	-6.1

Symbol: ... not applicable

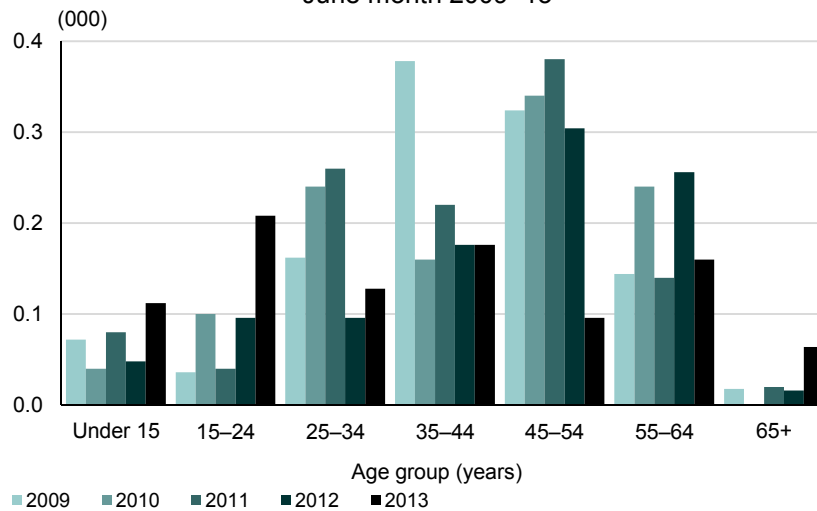
Source: Statistics New Zealand

### Travel purpose of visitors from Thailand June month 2009–13



Source: Statistics New Zealand

### Age of visitors from Thailand June month 2009–13



Source: Statistics New Zealand

### Length of stay of visitors from Thailand June month 2009–13



Source: Statistics New Zealand

Table 34

**Key characteristics of visitors from Thailand**

Year ended June 2009–13

Key characteristic	Year ended June					Change 2012–13	
	2009	2010	2011	2012	2013	Number	Percent
<b>Total visitor arrivals</b>	<b>19,365</b>	<b>20,253</b>	<b>19,839</b>	<b>16,336</b>	<b>18,688</b>	<b>2,352</b>	<b>14.4</b>
<b>Travel purpose</b>							
Holiday	9,957	11,195	9,682	7,568	8,848	1,280	16.9
Visiting friends & relatives	3,184	2,877	3,274	2,912	3,088	176	6.0
Business	1,340	1,209	1,368	1,616	1,520	-96	-5.9
Education	2,204	2,480	2,873	2,272	2,768	496	21.8
Conferences & conventions	765	415	635	320	480	160	50.0
<b>Age group (years)</b>							
Under 15	2,500	2,463	2,302	1,632	2,256	624	38.2
15–24	2,260	2,972	2,309	2,016	2,528	512	25.4
25–34	3,051	3,369	3,544	3,264	3,088	-176	-5.4
35–44	4,652	4,481	4,273	3,280	3,968	688	21.0
45–54	3,873	3,597	3,747	3,184	3,680	496	15.6
55–64	2,289	2,760	2,783	2,352	2,160	-192	-8.2
65+	740	611	881	608	1,008	400	65.8
<b>Length of stay (days)</b>							
1–3	1,451	1,443	1,986	1,552	1,344	-208	-13.4
4–7	7,446	7,179	6,555	4,896	5,984	1,088	22.2
8–14	4,534	5,369	4,758	4,416	5,008	592	13.4
15–21	1,263	1,544	1,558	1,536	1,632	96	6.3
22 and over	4,671	4,718	4,982	3,936	4,720	784	19.9
Median	8.3	8.7	8.8	9.4	9.3	...	...
<b>New Zealand port</b>							
Auckland airport	12,513	12,110	12,764	10,384	12,944	2,560	24.7
Christchurch airport	6,143	7,752	6,263	5,280	5,200	-80	-1.5
<b>Overseas airport</b>							
Bangkok	10,861	11,834	11,776	9,264	12,336	3,072	33.2
Sydney	3,258	3,263	2,313	1,888	2,800	912	48.3
Singapore	2,797	2,661	1,428	1,776	1,360	-416	-23.4
Kuala Lumpur	146	339	1,084	1,744	128	-1,616	-92.7
<b>Citizenship</b>							
Thailand	16,551	16,703	16,738	12,976	15,424	2,448	18.9
New Zealand	998	1,265	1,090	1,024	1,120	96	9.4

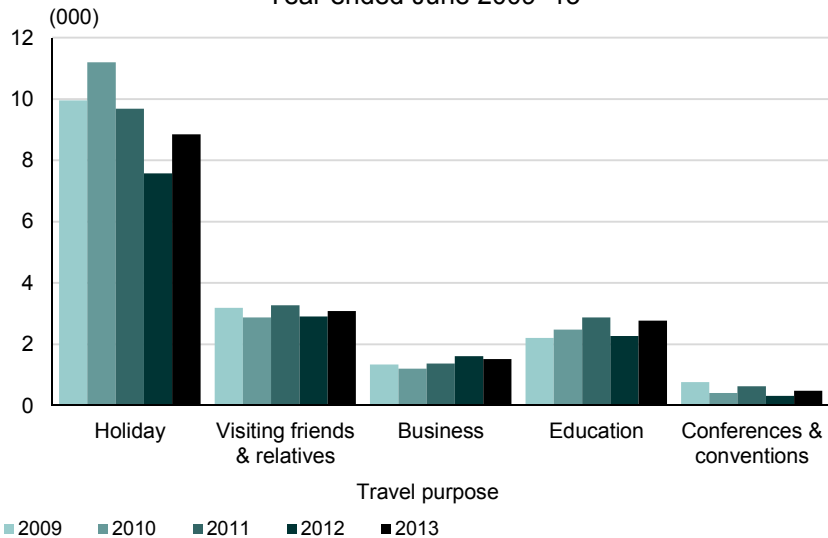
Symbol: ... not applicable

Source: Statistics New Zealand



### Travel purpose of visitors from Thailand

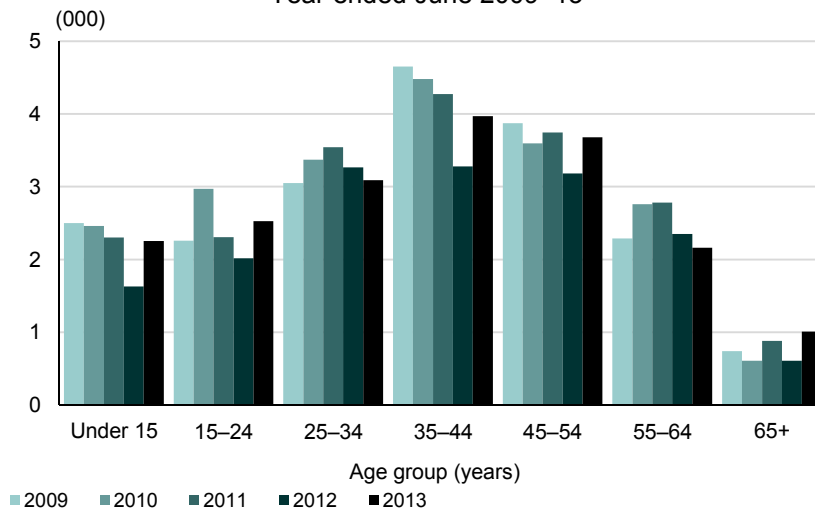
Year ended June 2009–13



Source: Statistics New Zealand

### Age of visitors from Thailand

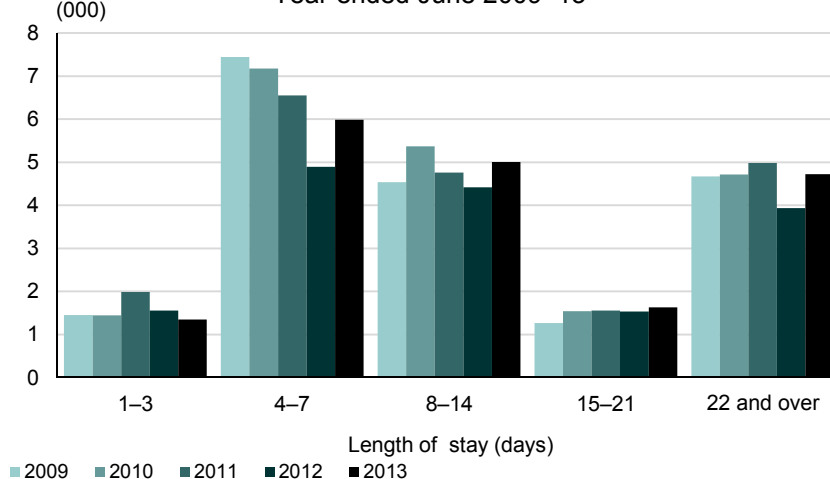
Year ended June 2009–13



Source: Statistics New Zealand

### Length of stay of visitors from Thailand

Year ended June 2009–13



Source: Statistics New Zealand

Table 35

**Key characteristics of visitors from India**

June month 2009–13

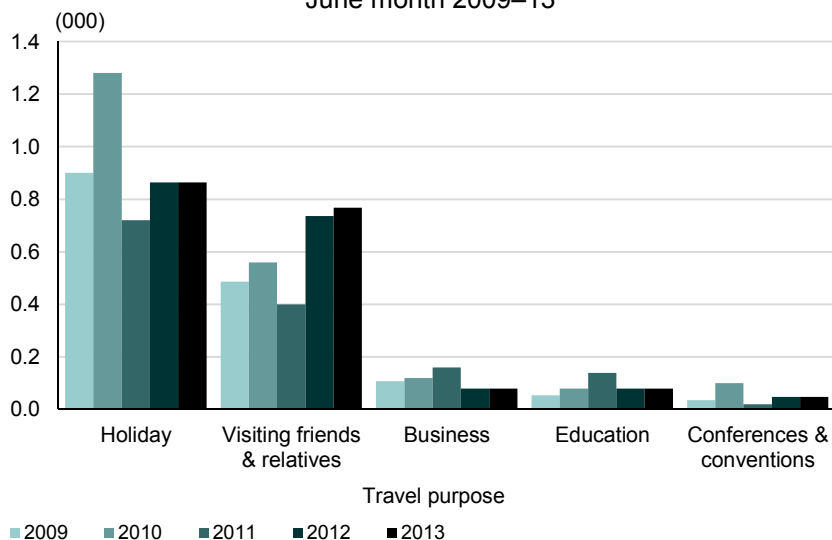
Key characteristic	June month					Change 2012–13	
	2009	2010	2011	2012	2013	Number	Percent
<b>Total visitor arrivals</b>	<b>1,710</b>	<b>2,360</b>	<b>1,700</b>	<b>2,112</b>	<b>2,080</b>	<b>-32</b>	<b>-1.5</b>
<b>Travel purpose</b>							
Holiday	900	1,280	720	864	864	0	0.0
Visiting friends & relatives	486	560	400	736	768	32	4.3
Business	108	120	160	80	80	0	0.0
Education	54	80	140	80	80	0	0.0
Conferences & conventions	36	100	20	48	48	0	0.0
<b>Age group (years)</b>							
Under 15	108	380	60	240	192	-48	-20.0
15–24	252	380	320	288	304	16	5.6
25–34	414	440	400	352	400	48	13.6
35–44	216	440	360	336	336	0	0.0
45–54	360	320	320	384	384	0	0.0
55–64	306	280	160	368	416	48	13.0
65+	54	120	80	144	48	-96	-66.7
<b>Length of stay (days)</b>							
1–3	108	240	220	144	64	-80	-55.6
4–7	432	740	360	320	416	96	30.0
8–14	648	680	460	768	560	-208	-27.1
15–21	126	60	140	144	240	96	66.7
22 and over	396	640	520	736	800	64	8.7
Median	10.2	8.8	10.2	11.8	14.5	...	...
<b>New Zealand port</b>							
Auckland airport	1,386	1,840	1,420	1,600	1,840	240	15.0
<b>Overseas airport</b>							
Singapore	432	920	600	1,024	720	-304	-29.7
<b>Citizenship</b>							
India	1,602	2,280	1,660	1,984	1,984	0	0.0

Symbol: ... not applicable

Source: Statistics New Zealand

### Travel purpose of visitors from India

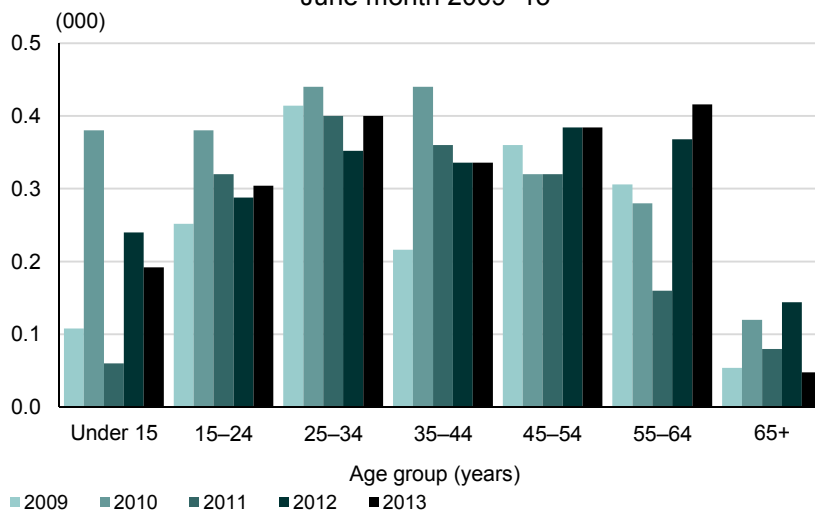
June month 2009–13



Source: Statistics New Zealand

### Age of visitors from India

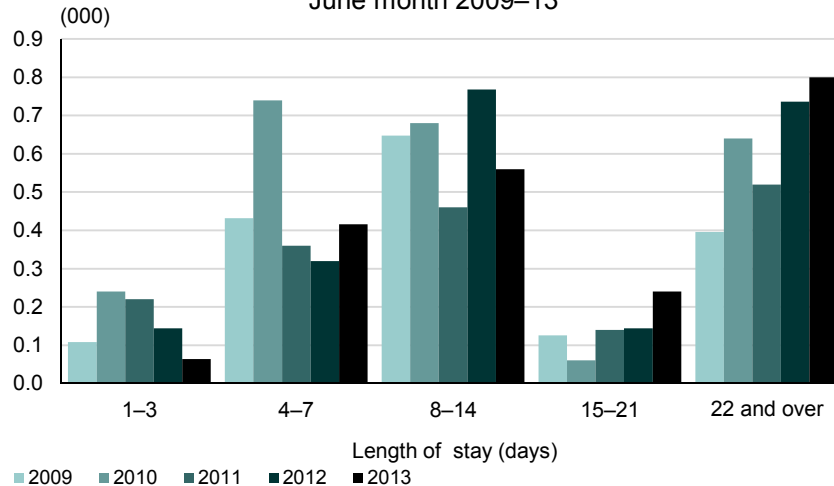
June month 2009–13



Source: Statistics New Zealand

### Length of stay of visitors from India

June month 2009–13



Source: Statistics New Zealand

Table 36

**Key characteristics of visitors from India**

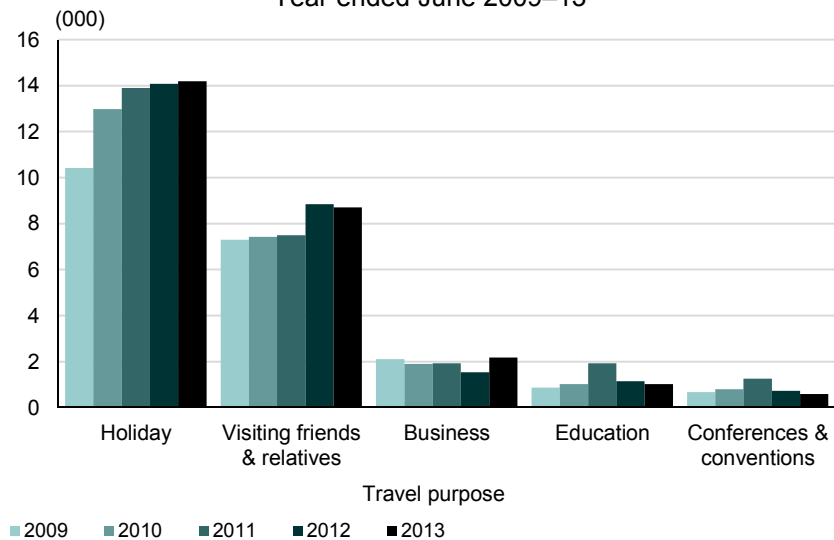
Year ended June 2009–13

Key characteristic	Year ended June					Change 2012–13	
	2009	2010	2011	2012	2013	Number	Percent
<b>Total visitor arrivals</b>	<b>24,014</b>	<b>27,119</b>	<b>29,332</b>	<b>29,648</b>	<b>29,936</b>	<b>288</b>	<b>1.0</b>
<b>Travel purpose</b>							
Holiday	10,418	12,981	13,892	14,080	14,192	112	0.8
Visiting friends & relatives	7,300	7,421	7,490	8,848	8,704	-144	-1.6
Business	2,113	1,896	1,928	1,536	2,176	640	41.7
Education	867	1,025	1,930	1,152	1,024	-128	-11.1
Conferences & conventions	679	794	1,253	736	592	-144	-19.6
<b>Age group (years)</b>							
Under 15	1,908	2,035	1,769	1,744	2,240	496	28.4
15–24	3,196	3,080	3,726	3,696	3,376	-320	-8.7
25–34	5,931	7,004	7,763	7,568	6,688	-880	-11.6
35–44	3,473	4,332	4,289	3,904	4,176	272	7.0
45–54	3,572	4,385	4,752	4,464	4,928	464	10.4
55–64	3,669	4,111	4,518	5,184	5,920	736	14.2
65+	2,265	2,172	2,515	3,088	2,608	-480	-15.5
<b>Length of stay (days)</b>							
1–3	1,371	1,320	1,523	1,968	2,000	32	1.6
4–7	4,755	5,113	6,075	4,976	5,744	768	15.4
8–14	7,117	8,400	9,119	9,888	9,440	-448	-4.5
15–21	2,321	3,058	3,193	3,216	3,312	96	3.0
22 and over	8,450	9,228	9,422	9,600	9,440	-160	-1.7
Median	12.6	13.2	12.2	12.5	12.3	...	...
<b>New Zealand port</b>							
Auckland airport	18,786	20,226	23,466	22,816	24,320	1,504	6.6
Christchurch airport	4,385	5,904	4,388	5,056	4,336	-720	-14.2
Queenstown airport	427	481	747	1,056	560	-496	-47.0
<b>Overseas airport</b>							
Singapore	6,823	8,922	9,278	12,384	10,480	-1,904	-15.4
Kuala Lumpur	939	1,161	3,556	3,680	5,152	1,472	40.0
Sydney	4,606	4,458	4,227	3,648	3,872	224	6.1
Bangkok	2,062	2,982	3,366	1,392	2,816	1,424	102.3
Hong Kong	5,785	5,609	3,874	3,152	2,272	-880	-27.9
Melbourne	1,489	1,634	1,302	1,968	1,488	-480	-24.4
Brisbane	1,371	1,306	1,827	1,408	1,104	-304	-21.6
Guangzhou	0	0	0	192	640	448	233.3
<b>Citizenship</b>							
India	22,806	25,722	28,066	28,368	28,544	176	0.6

Symbol: ... not applicable

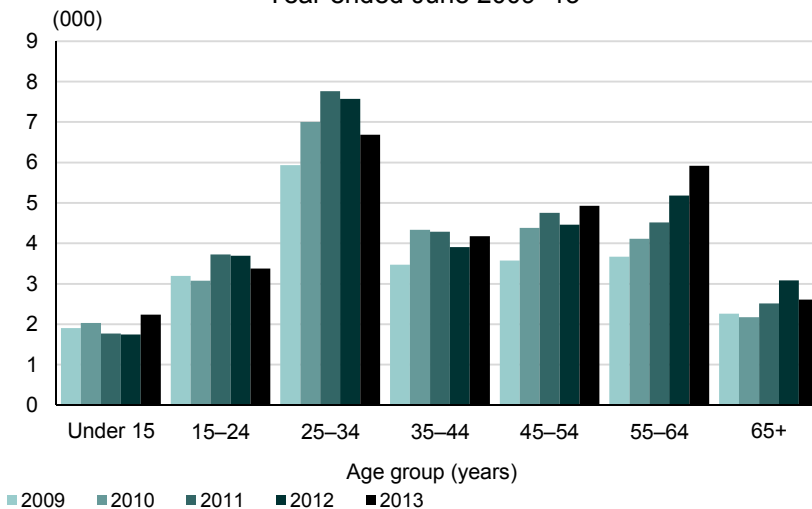
Source: Statistics New Zealand

### Travel purpose of visitors from India Year ended June 2009–13



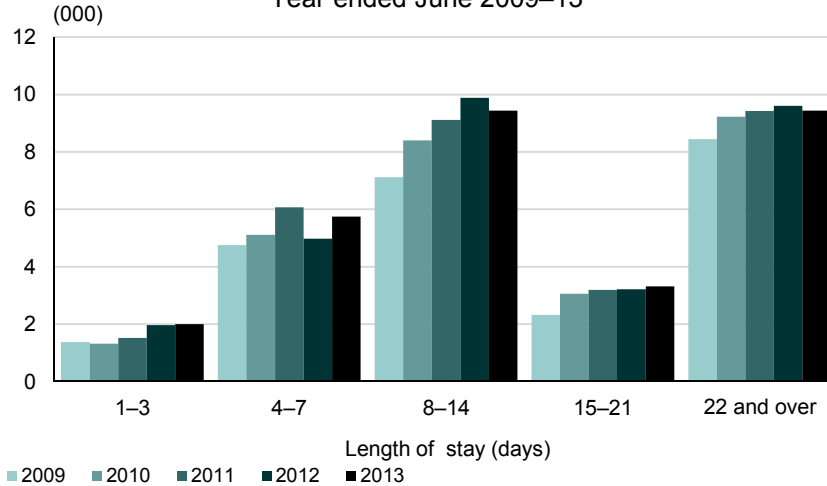
Source: Statistics New Zealand

### Age of visitors from India Year ended June 2009–13



Source: Statistics New Zealand

### Length of stay of visitors from India Year ended June 2009–13



Source: Statistics New Zealand

Table 37

### Key characteristics of visitors from the United Kingdom

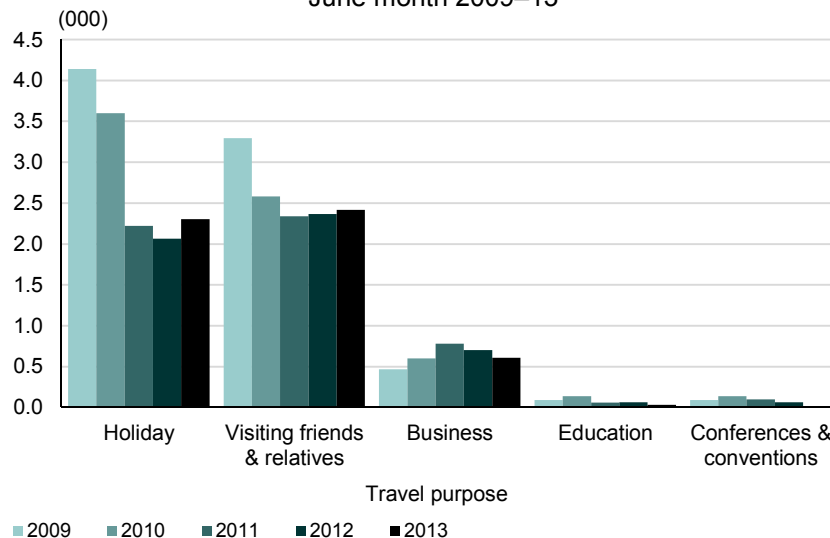
June month 2009–13

Key characteristic	June month					Change 2012–13	
	2009	2010	2011	2012	2013	Number	Percent
<b>Total visitor arrivals</b>	<b>8,658</b>	<b>7,520</b>	<b>6,080</b>	<b>5,728</b>	<b>5,680</b>	<b>-48</b>	<b>-0.8</b>
<b>Travel purpose</b>							
Holiday	4,140	3,600	2,220	2,064	2,304	240	11.6
Visiting friends & relatives	3,294	2,580	2,340	2,368	2,416	48	2.0
Business	468	600	780	704	608	-96	-13.6
Education	90	140	60	64	32	-32	-50.0
Conferences & conventions	90	140	100	64	16	-48	-75.0
<b>Age group (years)</b>							
Under 15	252	220	160	224	224	0	0.0
15–24	3,114	2,460	1,620	1,408	1,664	256	18.2
25–34	2,070	2,120	1,540	1,760	1,536	-224	-12.7
35–44	1,170	800	1,060	640	640	0	0.0
45–54	972	760	720	768	688	-80	-10.4
55–64	720	680	540	624	624	0	0.0
65+	360	480	440	304	304	0	0.0
<b>Length of stay (days)</b>							
1–3	882	700	760	592	576	-16	-2.7
4–7	918	820	1,000	928	784	-144	-15.5
8–14	1,890	1,320	1,140	1,296	1,280	-16	-1.2
15–21	1,512	1,440	1,000	832	800	-32	-3.8
22 and over	3,456	3,240	2,180	2,080	2,240	160	7.7
Median	17.5	19.8	15.5	14.8	16.3	...	...
<b>New Zealand port</b>							
Auckland airport	6,138	5,140	4,460	4,048	4,288	240	5.9
Christchurch airport	2,142	1,720	1,080	1,136	880	-256	-22.5
<b>Overseas airport</b>							
Sydney	2,970	2,800	2,000	1,792	1,712	-80	-4.5
Singapore	918	440	440	784	720	-64	-8.2
Melbourne	900	880	860	752	656	-96	-12.8
<b>Citizenship</b>							
United Kingdom	7,326	6,120	4,700	4,336	4,704	368	8.5
New Zealand	936	840	720	800	656	-144	-18.0

Symbol: ... not applicable

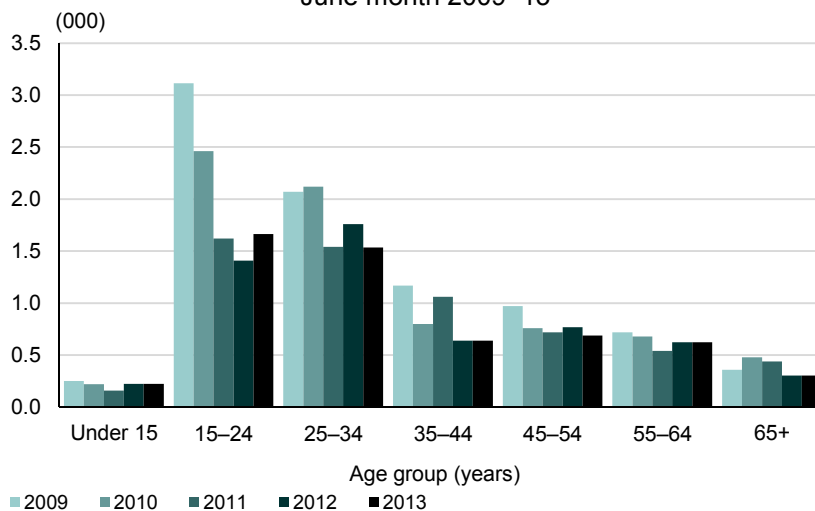
Source: Statistics New Zealand

### Travel purpose of visitors from the United Kingdom June month 2009–13



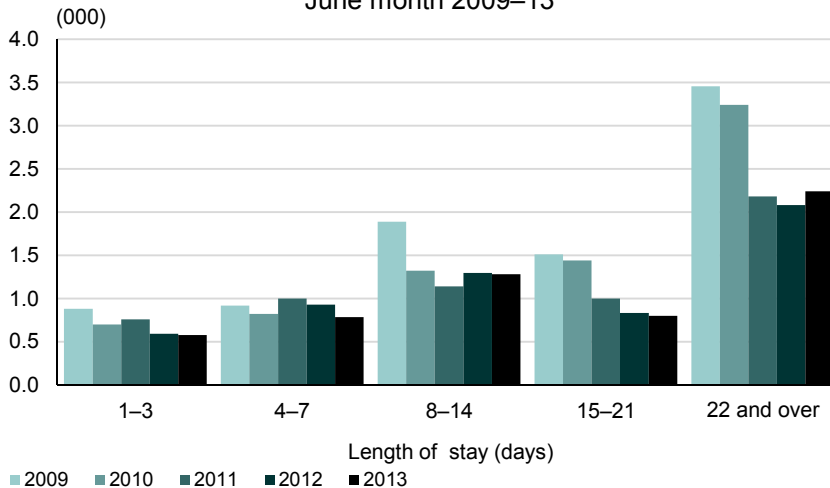
Source: Statistics New Zealand

### Age of visitors from the United Kingdom June month 2009–13



Source: Statistics New Zealand

### Length of stay of visitors from the United Kingdom June month 2009–13



Source: Statistics New Zealand

Table 38

**Key characteristics of visitors from the United Kingdom**

Year ended June 2009–13

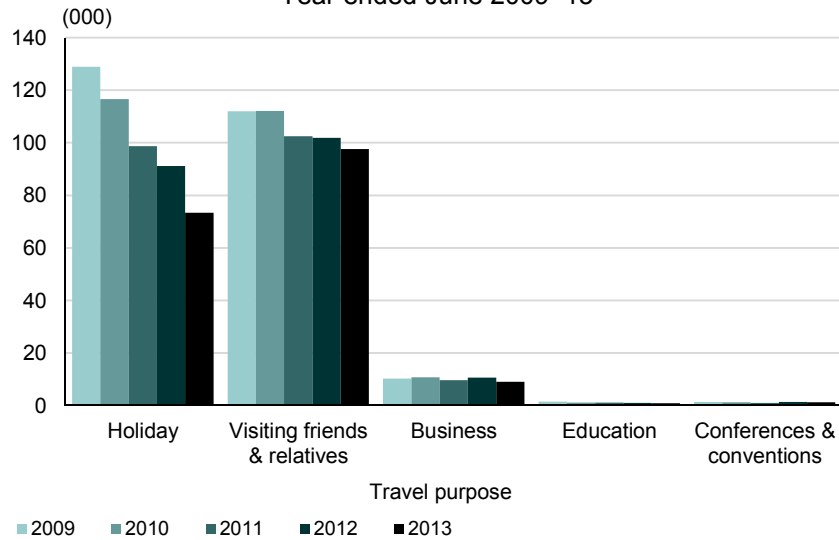
Key characteristic	Year ended June					Change 2012–13	
	2009	2010	2011	2012	2013	Number	Percent
<b>Total visitor arrivals</b>	<b>262,378</b>	<b>248,930</b>	<b>220,043</b>	<b>214,448</b>	<b>189,008</b>	<b>-25,440</b>	<b>-11.9</b>
<b>Travel purpose</b>							
Holiday	128,908	116,565	98,732	91,200	73,392	-17,808	-19.5
Visiting friends & relatives	111,924	112,060	102,472	101,920	97,584	-4,336	-4.3
Business	10,321	10,729	9,679	10,656	9,040	-1,616	-15.2
Education	1,484	1,214	1,147	992	928	-64	-6.5
Conferences & conventions	1,362	1,321	1,047	1,344	1,328	-16	-1.2
<b>Age group (years)</b>							
Under 15	14,164	12,840	12,690	11,200	10,880	-320	-2.9
15–24	34,841	32,713	26,062	24,672	20,464	-4,208	-17.1
25–34	54,109	52,586	44,407	45,520	38,416	-7,104	-15.6
35–44	33,120	31,990	27,026	26,416	22,160	-4,256	-16.1
45–54	30,381	28,909	25,953	27,632	22,976	-4,656	-16.9
55–64	54,707	50,155	45,474	41,808	36,192	-5,616	-13.4
65+	41,056	39,737	38,431	37,200	37,920	720	1.9
<b>Length of stay (days)</b>							
1–3	13,478	12,063	12,442	11,824	9,920	-1,904	-16.1
4–7	25,491	23,013	20,520	20,976	19,120	-1,856	-8.8
8–14	51,165	46,709	42,489	42,896	37,056	-5,840	-13.6
15–21	64,471	62,137	54,110	50,048	43,472	-6,576	-13.1
22 and over	107,773	105,008	90,482	88,704	79,440	-9,264	-10.4
Median	19.8	20.1	19.8	19.8	20.0	...	...
<b>New Zealand port</b>							
Auckland airport	197,036	186,128	168,105	162,512	143,184	-19,328	-11.9
Christchurch airport	52,404	50,327	38,412	35,520	31,296	-4,224	-11.9
Wellington airport	8,361	8,360	8,699	10,208	8,576	-1,632	-16.0
Queenstown airport	1,496	2,064	2,461	3,264	3,312	48	1.5
Seaports	2,754	1,443	1,806	2,336	2,272	-64	-2.7
<b>Overseas airport</b>							
Sydney	66,540	69,100	57,755	56,128	47,872	-8,256	-14.7
Singapore	31,915	27,529	17,629	22,032	27,232	5,200	23.6
Melbourne	21,120	20,446	21,701	22,336	20,384	-1,952	-8.7
Hong Kong	26,872	23,392	20,036	20,064	14,208	-5,856	-29.2
Dubai	9,783	10,796	10,546	11,216	12,768	1,552	13.8
Brisbane	16,170	16,779	13,484	12,912	12,160	-752	-5.8
London	27,744	23,927	21,158	17,840	10,976	-6,864	-38.5
Kuala Lumpur	3,931	6,181	5,024	5,520	7,488	1,968	35.7
Los Angeles	16,444	15,905	15,675	13,280	7,040	-6,240	-47.0
Guangzhou	0	0	0	352	3,360	3,008	854.5
<b>Citizenship</b>							
United Kingdom	221,577	206,574	181,393	176,672	155,296	-21,376	-12.1
New Zealand	27,333	27,461	24,930	24,336	22,672	-1,664	-6.8
Australia	4,466	4,816	4,011	3,600	3,008	-592	-16.4
Ireland	2,277	2,347	2,487	2,608	2,336	-272	-10.4

Symbol: ... not applicable

Source: Statistics New Zealand

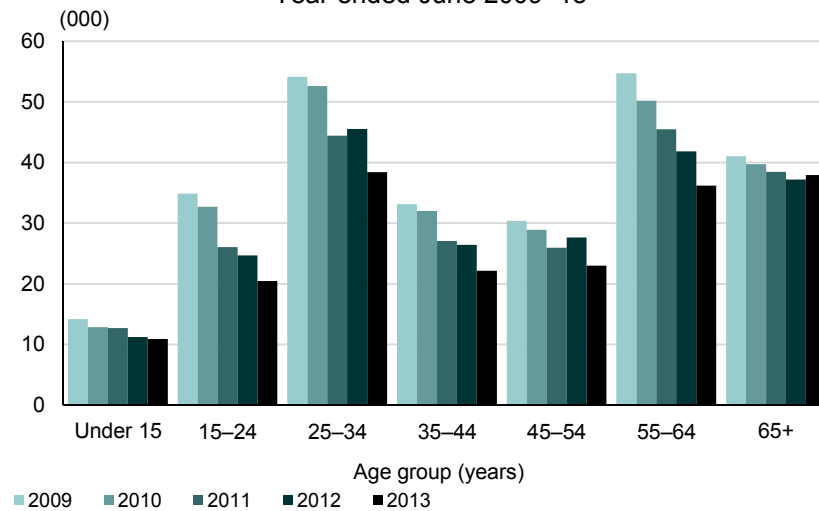


### Travel purpose of visitors from the United Kingdom Year ended June 2009–13



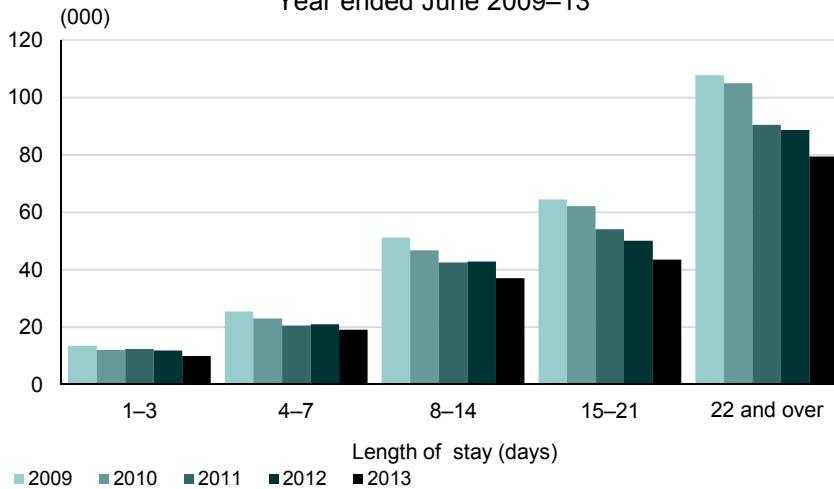
Source: Statistics New Zealand

### Age of visitors from the United Kingdom Year ended June 2009–13



Source: Statistics New Zealand

### Length of stay of visitors from the United Kingdom Year ended June 2009–13



Source: Statistics New Zealand

Table 39

**Country of residence of visitors from the United Kingdom**  
June month 2009–13

	June month					Change 2012–13	
	2009	2010	2011	2012	2013	Number	Percent
<b>Total visitor arrivals</b>	<b>8,658</b>	<b>7,520</b>	<b>6,080</b>	<b>5,728</b>	<b>5,680</b>	<b>-48</b>	<b>-0.8</b>
England	7,020	5,860	4,900	4,720	4,640	-80	-1.7
Scotland	756	660	600	528	448	-80	-15.2
Wales	306	440	240	176	192	16	9.1
Not stated	396	280	220	144	208	64	44.4

**Source:** Statistics New Zealand

Table 40

**Country of residence of visitors from the United Kingdom**  
Year ended June 2009–13

	Year ended June					Change 2012-13	
	2009	2010	2011	2012	2013	Number	Percent
<b>Total visitor arrivals</b>	<b>262,378</b>	<b>248,930</b>	<b>220,043</b>	<b>214,448</b>	<b>189,008</b>	<b>-25,440</b>	<b>-11.9</b>
England	219,396	210,194	187,435	179,024	159,504	-19,520	-10.9
Scotland	17,912	17,365	15,286	15,664	13,744	-1,920	-12.3
Wales	7,345	8,277	6,868	8,608	6,880	-1,728	-20.1
Northern Ireland	3,209	3,403	2,659	2,592	2,416	-176	-6.8
Channel Islands	1,222	1,193	1,167	1,408	1,008	-400	-28.4
Not stated	12,862	7,952	6,111	6,752	5,088	-1,664	-24.6

Source: Statistics New Zealand

Table 41

**Key characteristics of visitors from Germany**

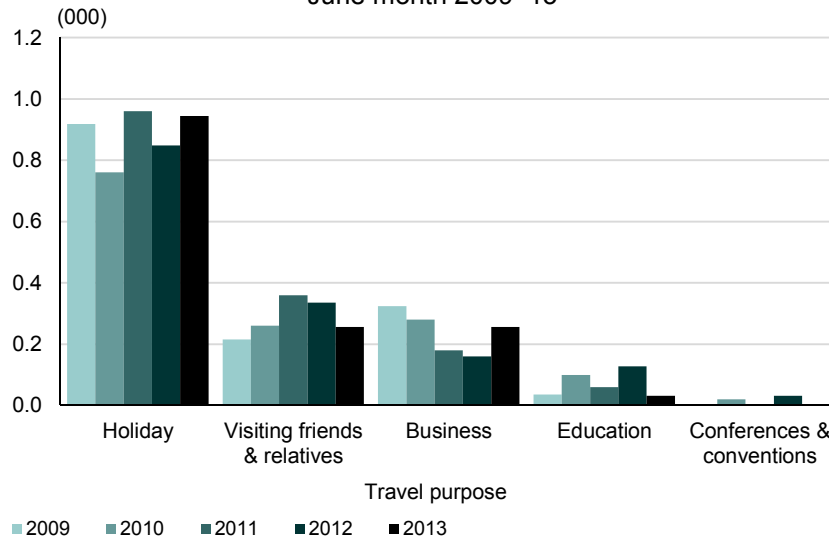
June month 2009–13

Key characteristic	June month					Change 2012–13	
	2009	2010	2011	2012	2013	Number	Percent
<b>Total visitor arrivals</b>	<b>1,548</b>	<b>1,520</b>	<b>1,720</b>	<b>1,712</b>	<b>1,648</b>	<b>-64</b>	<b>-3.7</b>
<b>Travel purpose</b>							
Holiday	918	760	960	848	944	96	11.3
Visiting friends & relatives	216	260	360	336	256	-80	-23.8
Business	324	280	180	160	256	96	60.0
Education	36	100	60	128	32	-96	-75.0
Conferences & conventions	0	20	0	32	0	-32	-100.0
<b>Age group (years)</b>							
Under 15	72	40	80	80	64	-16	-20.0
15–24	576	480	620	768	560	-208	-27.1
25–34	360	340	500	384	336	-48	-12.5
35–44	234	200	180	176	192	16	9.1
45–54	198	240	240	176	288	112	63.6
55–64	72	80	100	96	160	64	66.7
65+	36	140	0	32	48	16	50.0
<b>Length of stay (days)</b>							
1–3	414	260	300	368	288	-80	-21.7
4–7	288	240	200	256	256	0	0.0
8–14	180	200	300	192	320	128	66.7
15–21	144	180	280	144	192	48	33.3
22 and over	522	640	640	752	592	-160	-21.3
Median	8.3	16.5	16.7	16.0	13.9	...	...
<b>New Zealand port</b>							
Auckland airport	1,368	1,100	1,360	1,328	1,344	16	1.2
<b>Overseas airport</b>							
Sydney	414	500	380	576	448	-128	-22.2
<b>Citizenship</b>							
Germany	1,476	1,440	1,680	1,584	1,552	-32	-2.0

Symbol: ... not applicable

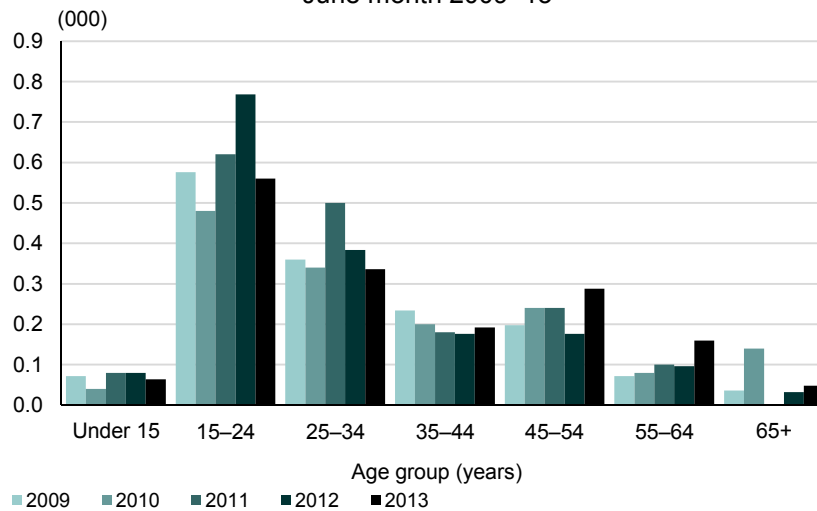
Source: Statistics New Zealand

### Travel purpose of visitors from Germany June month 2009–13



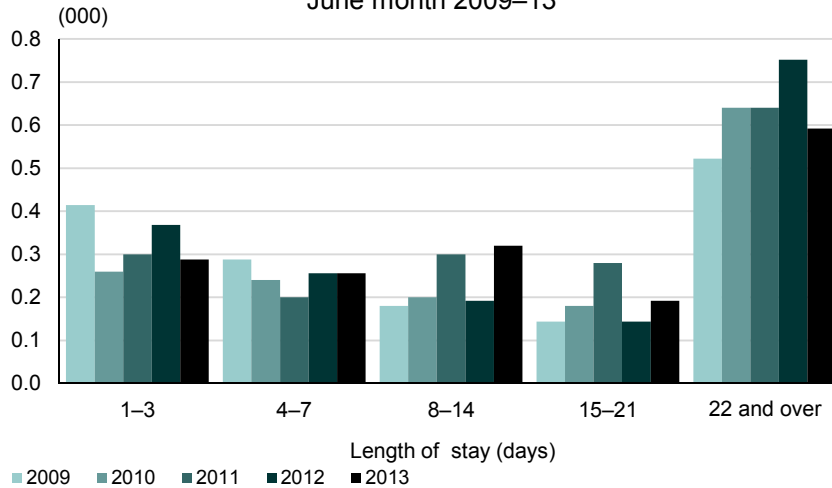
Source: Statistics New Zealand

### Age of visitors from Germany June month 2009–13



Source: Statistics New Zealand

### Length of stay of visitors from Germany June month 2009–13



Source: Statistics New Zealand

Table 42

**Key characteristics of visitors from Germany**

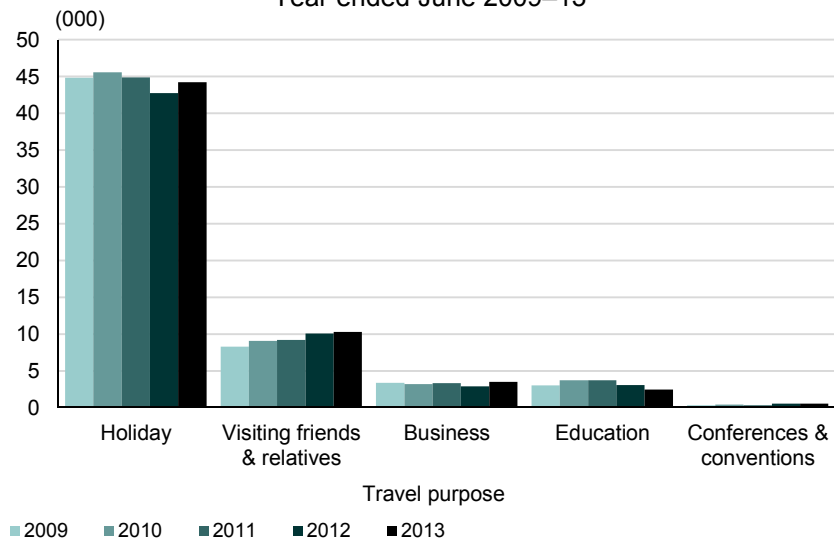
Year ended June 2009–13

Key characteristic	Year ended June					Change 2012–13	
	2009	2010	2011	2012	2013	Number	Percent
<b>Total visitor arrivals</b>	<b>62,837</b>	<b>65,021</b>	<b>65,237</b>	<b>62,992</b>	<b>65,040</b>	<b>2,048</b>	<b>3.3</b>
<b>Travel purpose</b>							
Holiday	44,832	45,567	44,877	42,736	44,224	1,488	3.5
Visiting friends & relatives	8,272	9,047	9,198	10,048	10,304	256	2.5
Business	3,367	3,185	3,320	2,912	3,520	608	20.9
Education	3,006	3,718	3,728	3,072	2,464	-608	-19.8
Conferences & conventions	321	415	323	528	528	0	0.0
<b>Age group (years)</b>							
Under 15	1,589	2,015	2,305	1,936	2,176	240	12.4
15–24	13,936	15,395	16,081	17,280	17,072	-208	-1.2
25–34	15,452	15,649	16,294	16,048	16,368	320	2.0
35–44	8,876	8,398	8,358	6,768	7,728	960	14.2
45–54	9,467	9,626	9,378	9,888	10,208	320	3.2
55–64	7,313	7,746	7,272	6,640	6,944	304	4.6
65+	6,204	6,192	5,549	4,432	4,544	112	2.5
<b>Length of stay (days)</b>							
1–3	5,238	4,628	3,939	4,064	4,688	624	15.4
4–7	5,643	4,989	4,579	5,216	4,992	-224	-4.3
8–14	6,803	7,545	8,294	7,600	7,776	176	2.3
15–21	11,907	11,521	12,454	10,800	11,072	272	2.5
22 and over	33,246	36,338	35,971	35,312	36,512	1,200	3.4
Median	22.6	23.8	23.6	24.1	24.0	...	...
<b>New Zealand port</b>							
Auckland airport	47,027	49,229	48,767	47,120	47,552	432	0.9
Christchurch airport	12,138	12,855	13,460	12,240	13,712	1,472	12.0
Wellington airport	2,318	2,003	2,017	2,064	2,368	304	14.7
Seaports	1,136	611	490	848	704	-144	-17.0
Queenstown airport	196	273	371	624	624	0	0.0
<b>Overseas airport</b>							
Sydney	17,718	20,252	18,007	16,736	19,696	2,960	17.7
Singapore	7,012	6,932	5,756	7,232	7,456	224	3.1
Dubai	2,135	4,673	6,708	5,728	6,672	944	16.5
Melbourne	3,856	5,107	5,408	5,120	6,208	1,088	21.3
Brisbane	3,066	2,865	3,900	3,232	4,352	1,120	34.7
Seoul	5,389	2,996	2,002	3,472	2,560	-912	-26.3
Hong Kong	6,136	4,433	3,562	3,584	2,544	-1,040	-29.0
Nadi	1,413	1,726	1,708	1,808	1,760	-48	-2.7
Bangkok	859	1,238	1,710	1,760	1,600	-160	-9.1
Rarotonga	794	926	1,100	976	1,024	48	4.9
<b>Citizenship</b>							
Germany	59,764	61,961	62,105	59,792	61,312	1,520	2.5
New Zealand	590	531	743	816	1,216	400	49.0

Symbol: ... not applicable

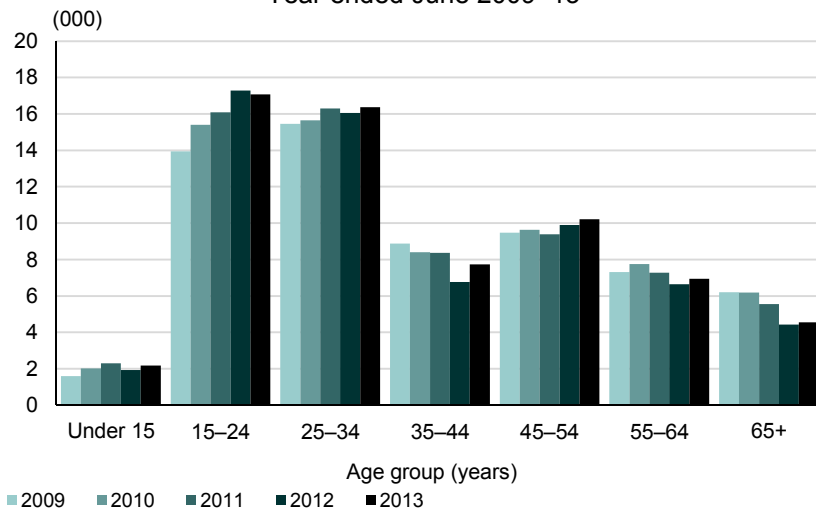
Source: Statistics New Zealand

### Travel purpose of visitors from Germany Year ended June 2009–13



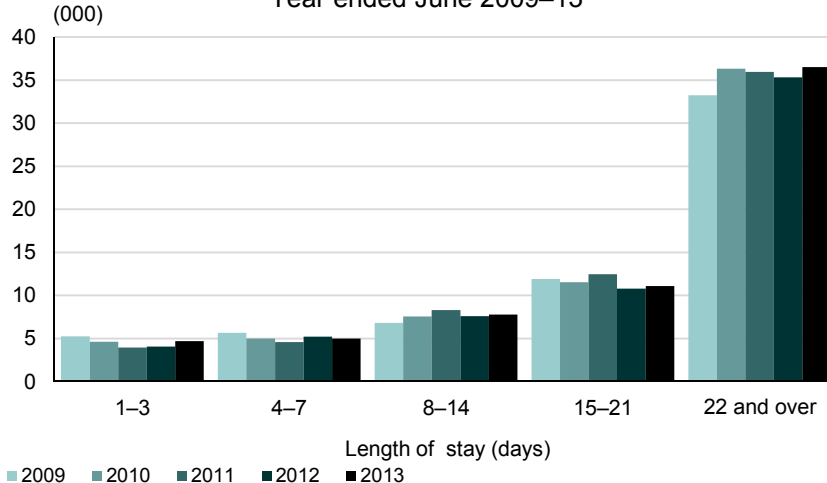
Source: Statistics New Zealand

### Age of visitors from Germany Year ended June 2009–13



Source: Statistics New Zealand

### Length of stay of visitors from Germany Year ended June 2009–13



Source: Statistics New Zealand

Table 43

**Key characteristics of visitors from the United States of America**

June month 2009–13

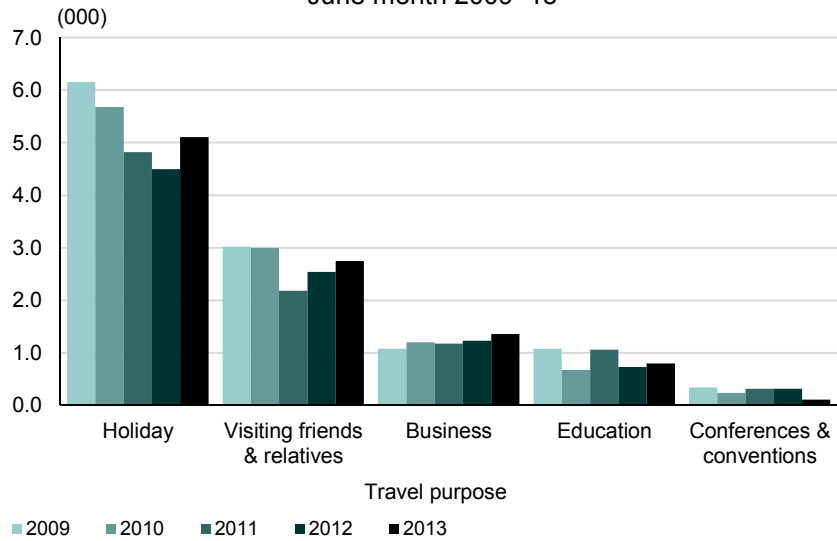
Key characteristic	June month					Change 2012–13	
	2009	2010	2011	2012	2013	Number	Percent
<b>Total visitor arrivals</b>	<b>12,348</b>	<b>11,320</b>	<b>10,220</b>	<b>10,064</b>	<b>10,928</b>	<b>864</b>	<b>8.6</b>
<b>Travel purpose</b>							
Holiday	6,156	5,680	4,820	4,496	5,104	608	13.5
Visiting friends & relatives	3,024	3,000	2,180	2,544	2,752	208	8.2
Business	1,080	1,200	1,180	1,232	1,360	128	10.4
Education	1,080	680	1,060	736	800	64	8.7
Conferences & conventions	342	240	320	320	112	-208	-65.0
<b>Age group (years)</b>							
Under 15	954	820	940	800	1,088	288	36.0
15–24	4,158	3,060	3,520	2,976	3,152	176	5.9
25–34	1,818	1,860	1,480	1,264	1,712	448	35.4
35–44	1,566	1,260	1,320	1,168	1,232	64	5.5
45–54	1,728	1,860	1,280	1,696	1,600	-96	-5.7
55–64	1,404	1,520	1,160	1,312	1,456	144	11.0
65+	720	940	520	848	688	-160	-18.9
<b>Length of stay (days)</b>							
1–3	2,736	2,480	2,300	1,968	2,560	592	30.1
4–7	3,438	3,200	2,460	2,576	2,736	160	6.2
8–14	3,222	2,700	2,700	2,944	2,752	-192	-6.5
15–21	1,242	1,000	1,120	928	1,040	112	12.1
22 and over	1,710	1,940	1,640	1,648	1,840	192	11.7
Median	7.5	7.5	8.1	8.2	7.7	...	...
<b>New Zealand port</b>							
Auckland airport	10,476	9,380	8,860	8,448	9,536	1,088	12.9
Christchurch airport	1,620	1,500	860	976	624	-352	-36.1
<b>Overseas airport</b>							
Sydney	2,484	2,800	2,260	2,912	3,168	256	8.8
Los Angeles	5,526	5,100	4,020	2,800	2,784	-16	-0.6
San Francisco	954	920	980	1,104	1,472	368	33.3
Brisbane	846	640	500	976	896	-80	-8.2
Honolulu	270	140	240	256	848	592	231.3
Melbourne	486	280	560	512	496	-16	-3.1
Nadi	882	660	780	752	304	-448	-59.6
<b>Citizenship</b>							
United States of America	11,034	9,900	9,320	8,592	9,504	912	10.6
New Zealand	648	800	340	784	752	-32	-4.1

Symbol: ... not applicable

Source: Statistics New Zealand

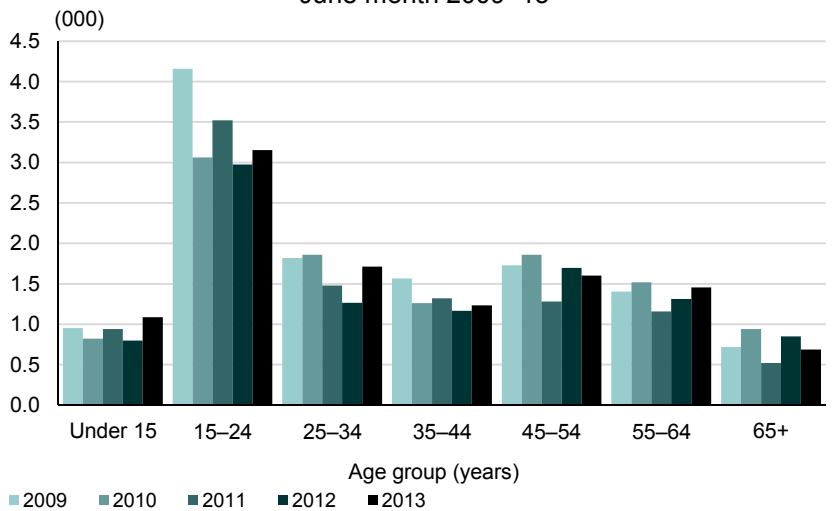


### Travel purpose of visitors from the United States June month 2009–13



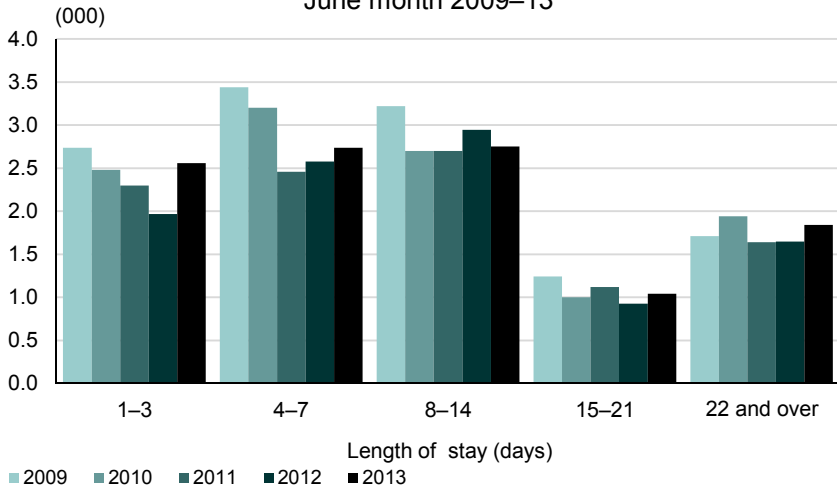
Source: Statistics New Zealand

### Age of visitors from the United States June month 2009–13



Source: Statistics New Zealand

### Length of stay of visitors from the United States June month 2009–13



Source: Statistics New Zealand

Table 44

**Key characteristics of visitors from the United States of America**

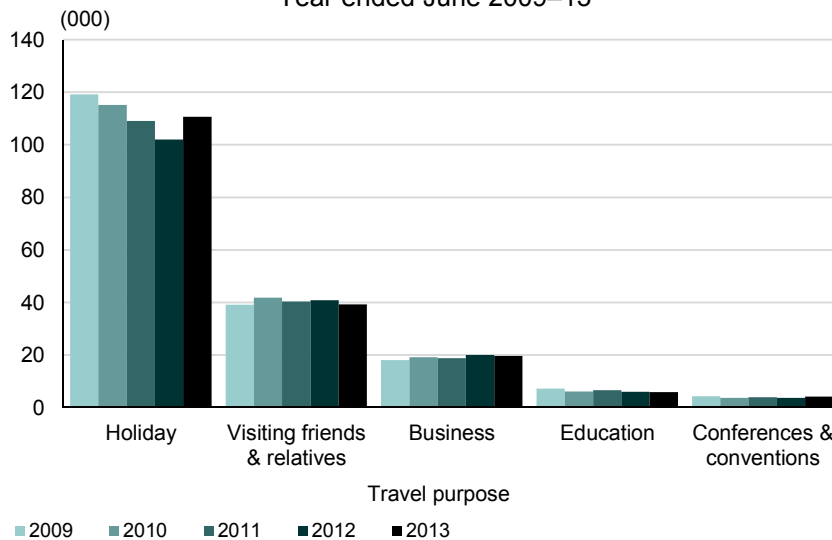
Year ended June 2009–13

Key characteristic	Year ended June					Change 2012–13	
	2009	2010	2011	2012	2013	Number	Percent
<b>Total visitor arrivals</b>	<b>196,787</b>	<b>194,008</b>	<b>188,150</b>	<b>182,816</b>	<b>189,456</b>	<b>6,640</b>	<b>3.6</b>
<b>Travel purpose</b>							
Holiday	119,132	115,187	109,109	101,936	110,688	8,752	8.6
Visiting friends & relatives	39,130	41,796	40,424	40,896	39,248	-1,648	-4.0
Business	18,080	19,208	18,754	20,064	19,616	-448	-2.2
Education	7,191	6,135	6,594	5,984	5,952	-32	-0.5
Conferences & conventions	4,346	3,720	4,002	3,760	4,144	384	10.2
<b>Age group (years)</b>							
Under 15	9,334	9,700	9,854	8,848	8,400	-448	-5.1
15–24	28,544	26,776	25,182	24,080	22,864	-1,216	-5.0
25–34	27,397	32,182	31,527	32,096	30,336	-1,760	-5.5
35–44	23,958	25,567	23,897	22,912	23,392	480	2.1
45–54	29,994	31,681	29,360	28,096	27,792	-304	-1.1
55–64	40,226	37,364	37,152	34,304	38,112	3,808	11.1
65+	37,334	30,738	31,178	32,480	38,560	6,080	18.7
<b>Length of stay (days)</b>							
1–3	23,619	23,057	22,824	22,768	22,192	-576	-2.5
4–7	54,737	50,108	47,516	45,840	50,448	4,608	10.1
8–14	64,801	62,268	61,105	61,552	64,848	3,296	5.4
15–21	24,246	26,580	26,986	24,224	24,336	112	0.5
22 and over	29,384	31,995	29,719	28,432	27,632	-800	-2.8
Median	8.9	9.7	9.9	9.6	9.4	...	...
<b>New Zealand port</b>							
Auckland airport	149,999	151,893	151,399	147,360	148,080	720	0.5
Christchurch airport	28,353	28,568	21,721	16,768	16,464	-304	-1.8
Seaports	13,412	7,269	6,023	8,096	11,072	2,976	36.8
Queenstown airport	1,477	2,266	4,179	4,976	7,280	2,304	46.3
Wellington airport	3,070	3,860	4,506	5,216	6,336	1,120	21.5
<b>Overseas airport</b>							
Los Angeles	77,180	78,909	73,156	65,760	49,712	-16,048	-24.4
Sydney	39,705	46,326	43,697	39,456	46,192	6,736	17.1
San Francisco	20,843	20,980	21,850	24,752	28,432	3,680	14.9
Melbourne	9,712	8,638	11,543	9,472	10,800	1,328	14.0
Nadi	11,112	6,922	6,628	6,832	10,032	3,200	46.8
Brisbane	7,689	7,423	7,064	8,928	9,440	512	5.7
Honolulu	3,216	3,649	3,732	3,376	7,168	3,792	112.3
Papeete	1,456	1,454	1,662	2,480	2,272	-208	-8.4
Cairns	1,103	984	1,067	1,456	1,408	-48	-3.3
Singapore	850	746	1,095	1,280	1,168	-112	-8.8
<b>Citizenship</b>							
United States of America	175,592	170,986	166,105	160,384	167,984	7,600	4.7
New Zealand	10,602	11,389	11,151	11,040	10,464	-576	-5.2
Australia	1,516	2,090	2,077	2,032	2,144	112	5.5
United Kingdom	2,071	2,197	1,738	2,208	1,648	-560	-25.4

Symbol: ... not applicable

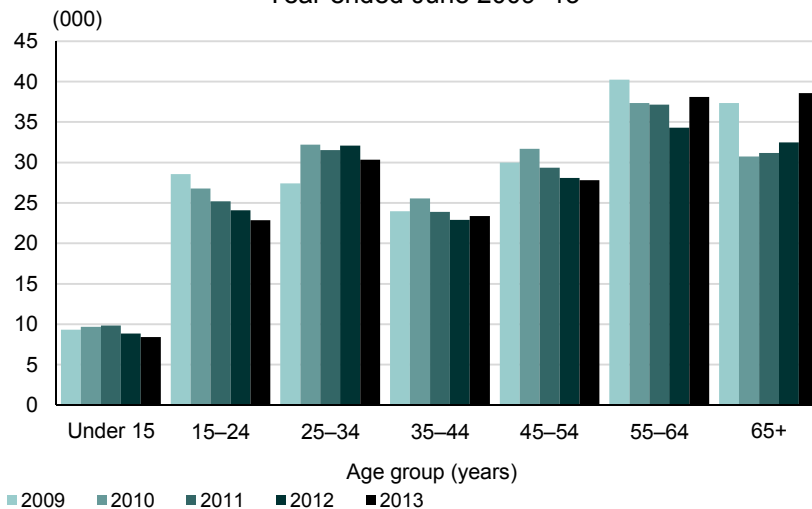
Source: Statistics New Zealand

### Travel purpose of visitors from the United States Year ended June 2009–13



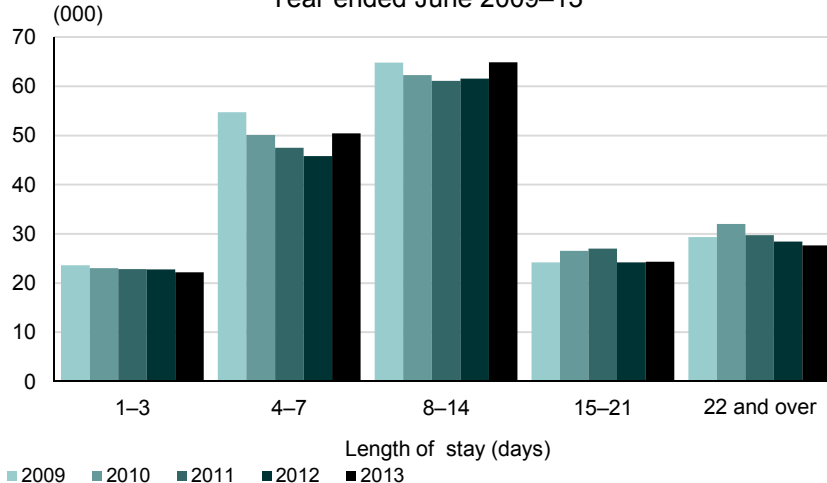
Source: Statistics New Zealand

### Age of visitors from the United States Year ended June 2009–13



Source: Statistics New Zealand

### Length of stay of visitors from the United States Year ended June 2009–13



Source: Statistics New Zealand

Table 45

**State of residence of visitors from the United States of America**  
June month 2009–13

	June month					Change 2012–13	
	2009	2010	2011	2012	2013	Number	Percent
<b>Total visitor arrivals</b>	<b>12,348</b>	<b>11,320</b>	<b>10,220</b>	<b>10,064</b>	<b>10,928</b>	<b>864</b>	<b>8.6</b>
California	2,358	2,860	2,000	1,872	2,336	464	24.8
Texas	936	780	1,100	976	800	-176	-18.0
Hawaii	360	280	360	336	672	336	100.0
Florida	702	520	520	512	528	16	3.1
New York	450	700	340	416	512	96	23.1
Not stated	378	220	340	176	224	48	27.3

---

Source: Statistics New Zealand

Table 46

**State of residence of visitors from the United States of America**

Year ended June 2009–13

	Year ended June					Change 2012–13	
	2009	2010	2011	2012	2013	Number	Percent
<b>Total visitor arrivals</b>	<b>196,787</b>	<b>194,008</b>	<b>188,150</b>	<b>182,816</b>	<b>189,456</b>	<b>6,640</b>	<b>3.6</b>
California	46,759	48,483	43,546	42,816	44,336	1,520	3.6
New York	10,546	11,216	11,520	11,696	11,664	-32	-0.3
Texas	10,314	9,905	10,671	10,384	10,080	-304	-2.9
Florida	8,893	8,079	8,728	7,872	9,904	2,032	25.8
Colorado	7,099	7,594	6,400	7,264	7,408	144	2.0
Washington	8,385	8,832	7,282	7,808	6,832	-976	-12.5
Illinois	6,725	6,031	6,393	6,192	6,752	560	9.0
Hawaii	4,752	4,696	4,158	4,096	6,288	2,192	53.5
Virginia	5,340	4,688	4,645	4,976	5,264	288	5.8
Massachusetts	4,757	4,558	4,806	4,976	4,912	-64	-1.3
Pennsylvania	4,793	4,833	4,607	4,672	4,560	-112	-2.4
Arizona	4,918	4,975	4,119	3,888	4,288	400	10.3
New Jersey	4,196	3,811	4,662	4,256	4,080	-176	-4.1
Minnesota	3,756	3,202	4,159	3,360	3,696	336	10.0
Oregon	4,303	4,425	4,220	3,904	3,664	-240	-6.1
Georgia	3,757	3,402	3,548	3,344	3,600	256	7.7
Ohio	3,026	3,113	3,465	2,784	3,520	736	26.4
Utah	3,320	3,735	3,083	2,768	3,520	752	27.2
Maryland	3,488	3,404	3,071	3,328	3,504	176	5.3
North Carolina	2,891	3,340	3,378	3,232	3,472	240	7.4
Michigan	3,958	3,172	3,523	3,808	3,168	-640	-16.8
Wisconsin	2,773	3,296	2,898	2,576	2,448	-128	-5.0
Connecticut	2,182	1,941	2,672	2,000	2,352	352	17.6
Nevada	2,076	2,373	2,195	2,224	1,888	-336	-15.1
Tennessee	2,102	1,951	1,792	1,824	1,792	-32	-1.8
Missouri	2,101	2,169	1,863	1,920	1,680	-240	-12.5
Indiana	2,047	1,859	1,797	1,904	1,632	-272	-14.3
Washington D.C.	1,187	988	1,253	1,376	1,328	-48	-3.5
Iowa	1,287	1,526	1,524	1,328	1,312	-16	-1.2
Alaska	1,038	1,235	1,342	1,040	1,264	224	21.5
South Carolina	1,592	1,020	1,323	1,520	1,248	-272	-17.9
Alabama	1,068	855	794	640	1,200	560	87.5
Louisiana	1,501	1,589	1,554	1,376	1,200	-176	-12.8
Kansas	1,159	785	1,501	912	1,168	256	28.1
Montana	1,068	813	838	1,072	1,024	-48	-4.5
New Mexico	1,552	1,438	1,106	1,056	1,024	-32	-3.0
Kentucky	1,019	1,094	847	928	880	-48	-5.2
Idaho	1,393	1,126	1,158	752	832	80	10.6
Oklahoma	1,077	951	833	848	832	-16	-1.9
New Hampshire	980	750	1,003	1,040	800	-240	-23.1
Arkansas	608	513	544	432	784	352	81.5
Maine	853	914	860	816	736	-80	-9.8
Vermont	616	660	875	416	576	160	38.5
Nebraska	412	397	526	608	544	-64	-10.5
Wyoming	672	609	732	608	528	-80	-13.2
Rhode Island	396	616	704	640	464	-176	-27.5
Not stated	6,631	5,365	4,013	4,144	3,584	-560	-13.5

Source: Statistics New Zealand

Table 47

**Key characteristics of visitors from Canada**

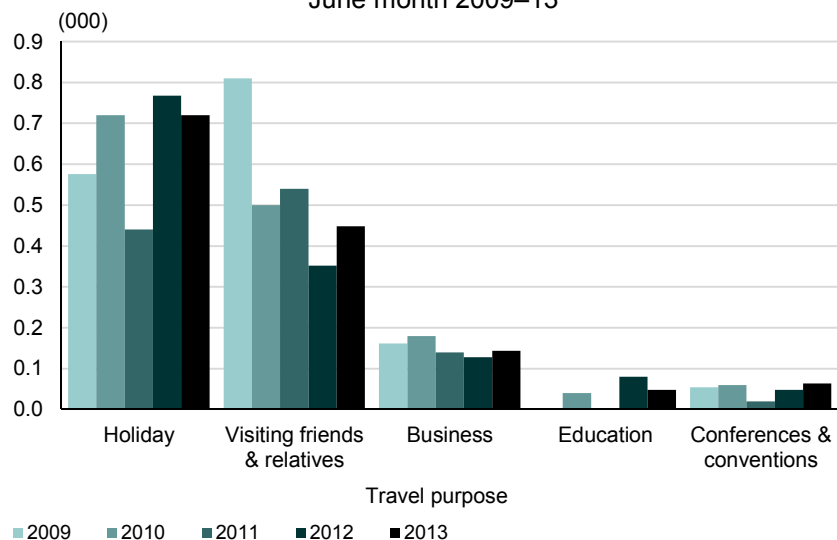
June month 2009–13

Key characteristic	June month					Change 2012–13	
	2009	2010	2011	2012	2013	Number	Percent
<b>Total visitor arrivals</b>	<b>1,782</b>	<b>1,620</b>	<b>1,340</b>	<b>1,536</b>	<b>1,568</b>	<b>32</b>	<b>2.1</b>
<b>Travel purpose</b>							
Holiday	576	720	440	768	720	-48	-6.3
Visiting friends & relatives	810	500	540	352	448	96	27.3
Business	162	180	140	128	144	16	12.5
Education	0	40	0	80	48	-32	-40.0
Conferences & conventions	54	60	20	48	64	16	33.3
<b>Age group (years)</b>							
Under 15	108	20	60	64	80	16	25.0
15–24	360	300	320	480	448	-32	-6.7
25–34	558	400	300	320	320	0	0.0
35–44	180	160	100	112	144	32	28.6
45–54	252	340	220	304	256	-48	-15.8
55–64	216	300	240	144	224	80	55.6
65+	108	100	100	112	96	-16	-14.3
<b>Length of stay (days)</b>							
1–3	396	240	240	384	256	-128	-33.3
4–7	288	480	300	384	400	16	4.2
8–14	432	560	300	368	400	32	8.7
15–21	252	120	140	112	160	48	42.9
22 and over	414	220	360	288	352	64	22.2
Median	10.7	8.7	12.3	7.5	9.1	...	...
<b>New Zealand port</b>							
Auckland airport	1,530	1,320	1,100	1,376	1,328	-48	-3.5
<b>Overseas airport</b>							
Sydney	342	380	220	288	400	112	38.9
<b>Citizenship</b>							
Canada	1,386	1,420	1,140	1,296	1,392	96	7.4

Symbol: ... not applicable

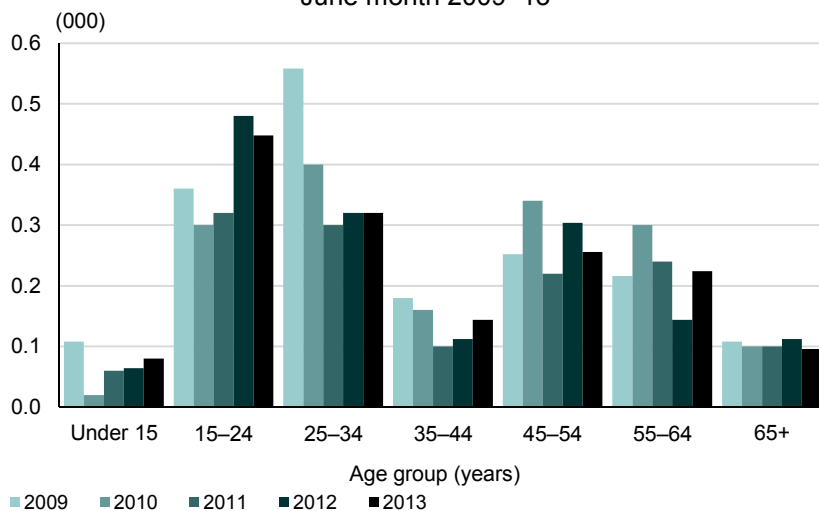
Source: Statistics New Zealand

### Travel purpose of visitors from Canada June month 2009–13



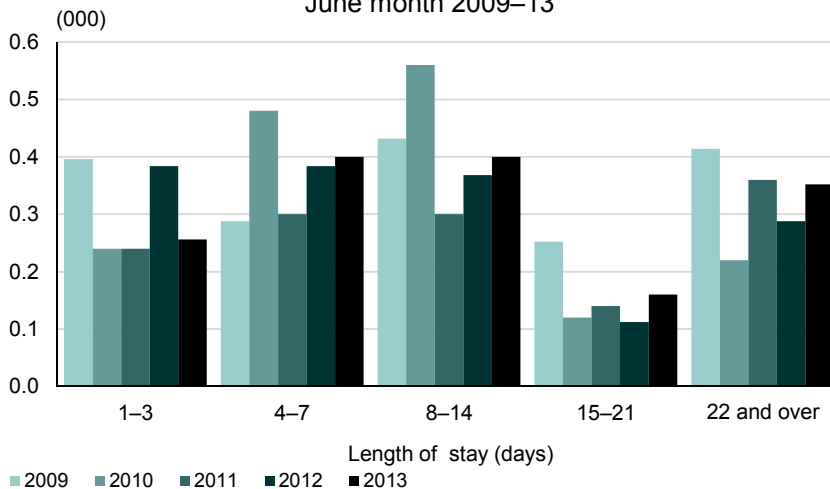
Source: Statistics New Zealand

### Age of visitors from Canada June month 2009–13



Source: Statistics New Zealand

### Length of stay of visitors from Canada June month 2009–13



Source: Statistics New Zealand

Table 48

**Key characteristics of visitors from Canada**

Year ended June 2009–13

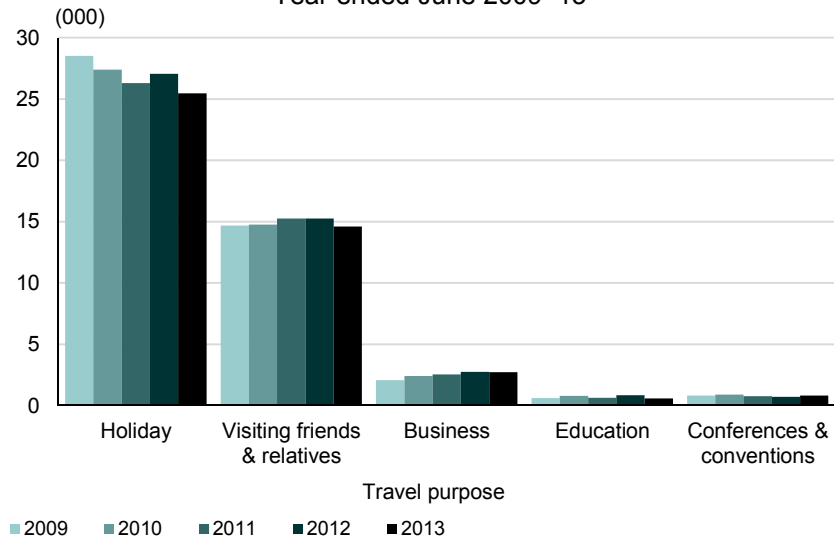
Key characteristic	Year ended June					Change 2012–13	
	2009	2010	2011	2012	2013	Number	Percent
<b>Total visitor arrivals</b>	<b>49,946</b>	<b>48,615</b>	<b>48,409</b>	<b>49,296</b>	<b>46,960</b>	<b>-2,336</b>	<b>-4.7</b>
<b>Travel purpose</b>							
Holiday	28,520	27,377	26,304	27,040	25,456	-1,584	-5.9
Visiting friends & relatives	14,690	14,758	15,247	15,264	14,592	-672	-4.4
Business	2,069	2,401	2,544	2,752	2,736	-16	-0.6
Education	609	801	640	848	576	-272	-32.1
Conferences & conventions	823	888	759	704	816	112	15.9
<b>Age group (years)</b>							
Under 15	2,465	2,562	2,737	2,592	2,336	-256	-9.9
15–24	7,881	7,694	7,183	6,816	6,448	-368	-5.4
25–34	7,907	9,095	9,110	8,512	7,760	-752	-8.8
35–44	5,310	4,414	4,638	5,664	4,736	-928	-16.4
45–54	7,475	6,478	6,993	7,200	6,400	-800	-11.1
55–64	10,318	11,232	9,530	9,840	10,368	528	5.4
65+	8,590	7,140	8,218	8,672	8,912	240	2.8
<b>Length of stay (days)</b>							
1–3	5,422	5,426	4,408	5,376	4,496	-880	-16.4
4–7	8,060	7,327	8,017	7,392	8,816	1,424	19.3
8–14	12,952	12,234	11,921	12,496	12,384	-112	-0.9
15–21	8,378	9,430	8,710	8,912	8,496	-416	-4.7
22 and over	15,134	14,198	15,353	15,120	12,768	-2,352	-15.6
Median	14.0	14.2	14.4	14.2	13.6	...	...
<b>New Zealand port</b>							
Auckland airport	40,095	40,067	40,493	41,296	39,648	-1,648	-4.0
Christchurch airport	6,054	6,287	5,166	4,368	3,024	-1,344	-30.8
Seaports	2,709	1,004	1,159	1,760	2,112	352	20.0
Wellington airport	937	849	950	1,200	1,376	176	14.7
Queenstown airport	95	313	570	560	736	176	31.4
<b>Overseas airport</b>							
Vancouver	12,553	12,462	12,040	13,312	13,952	640	4.8
Sydney	9,326	9,951	8,793	8,048	9,120	1,072	13.3
Los Angeles	8,315	10,099	9,218	8,208	5,168	-3,040	-37.0
Melbourne	3,271	3,019	2,778	3,024	3,184	160	5.3
Nadi	3,069	1,971	3,108	3,088	2,736	-352	-11.4
San Francisco	2,714	2,137	3,055	3,280	2,400	-880	-26.8
Brisbane	2,914	2,946	2,406	2,640	2,336	-304	-11.5
Honolulu	662	485	708	608	800	192	31.6
Hong Kong	1,116	763	682	784	640	-144	-18.4
Rarotonga	630	657	662	560	560	0	0.0
<b>Citizenship</b>							
Canada	44,637	43,710	42,422	43,184	41,696	-1,488	-3.4
New Zealand	2,568	2,303	2,777	3,024	2,416	-608	-20.1
Australia	681	787	951	1,008	672	-336	-33.3
United Kingdom	569	642	558	608	576	-32	-5.3

Symbol: ... not applicable

Source: Statistics New Zealand

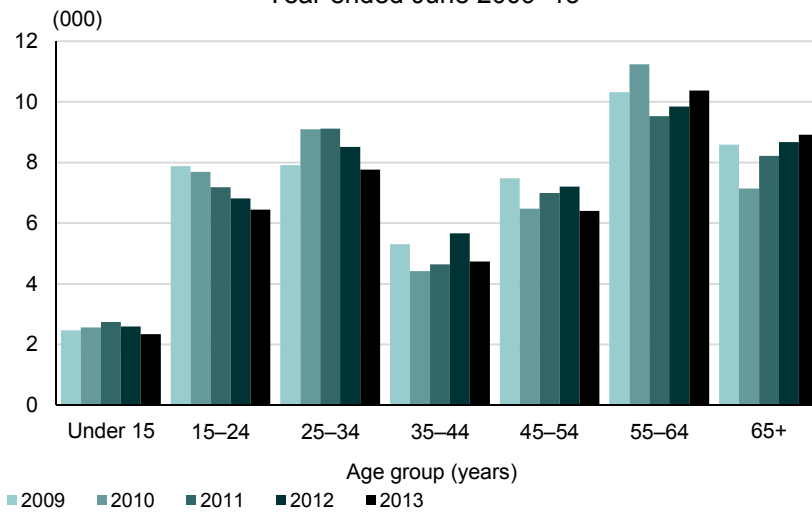


### Travel purpose of visitors from Canada Year ended June 2009–13



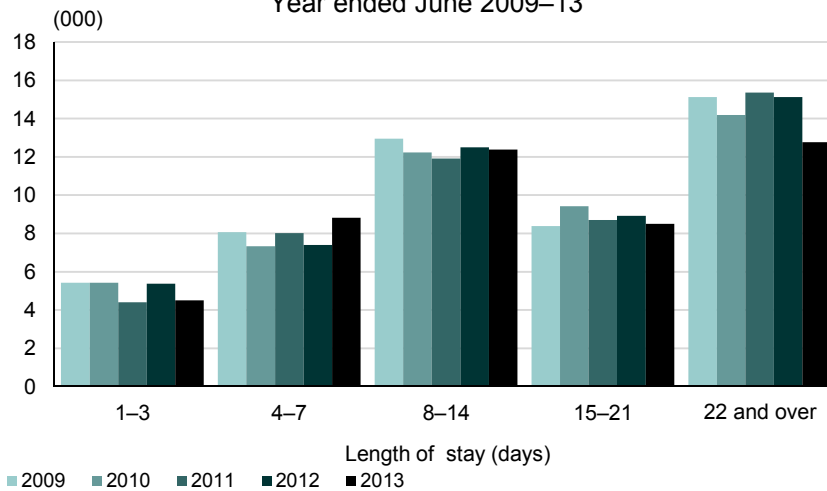
Source: Statistics New Zealand

### Age of visitors from Canada Year ended June 2009–13



Source: Statistics New Zealand

### Length of stay of visitors from Canada Year ended June 2009–13



Source: Statistics New Zealand

Table 49

**Province of residence of visitors from Canada**  
June month 2009–13

	June month					Change 2012–13	
	2009	2010	2011	2012	2013	Number	Percent
<b>Total visitor arrivals</b>	<b>1,782</b>	<b>1,620</b>	<b>1,340</b>	<b>1,536</b>	<b>1,568</b>	<b>32</b>	<b>2.1</b>
British Columbia	558	560	420	448	496	48	10.7
Ontario	648	640	380	480	464	-16	-3.3
Alberta	324	220	160	144	224	80	55.6
Not stated	72	40	40	48	64	16	33.3

---

**Source:** Statistics New Zealand

Table 50

**Province of residence of visitors from Canada**

Year ended June 2009–13

	Year ended June					Change 2012–13	
	2009	2010	2011	2012	2013	Number	Percent
<b>Total visitor arrivals</b>	<b>49,946</b>	<b>48,615</b>	<b>48,409</b>	<b>49,296</b>	<b>46,960</b>	<b>-2,336</b>	<b>-4.7</b>
Ontario	17,155	15,790	15,957	16,512	15,200	-1,312	-7.9
British Columbia	15,433	14,661	14,335	15,088	14,400	-688	-4.6
Alberta	8,199	8,687	7,746	8,576	8,128	-448	-5.2
Quebec	3,479	3,682	3,724	3,696	3,952	256	6.9
Saskatchewan	1,314	1,532	1,376	1,200	1,360	160	13.3
Manitoba	1,029	1,231	1,465	1,040	1,136	96	9.2
Nova Scotia	901	813	1,198	752	768	16	2.1
Not stated	1,680	1,293	1,425	1,088	944	-144	-13.2

---

**Source:** Statistics New Zealand