



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

YEAR ENDED Dec 2012							
	Visitors ⁽²⁾	Days in New Zealand (IVA)			Trip Expenditure in New Zealand (IVS)		
		Total	Average	Median	Total	Average	Median
	'000	'000			NZ\$million ⁽¹⁾		
TOTAL ⁽³⁾	2,565	48,734	19.1	9	5,423	2,300	1,400
KEY MARKETS:							
Australia	1,156	12,154	10.5	7	1,637	1,500	1,100
China, People's Republic of	197	3,159	16.0	4	651	3,600	2,000
United Kingdom	190	5,669	29.9	20	469	2,700	1,900
United States of America	178	3,269	18.4	10	416	2,600	1,700
Japan	72	1,325	18.4	7	273	4,100	2,600
Germany	64	3,197	50.1	24	196	3,200	2,600
Korea, Republic of	53	1,066	20.2	6	156	3,100	1,800
Canada	46	1,118	24.1	14	98	2,300	1,700
Singapore	36	508	14.0	9	88	2,700	1,900
Taiwan	19	369	19.8	9	69	3,500	2,300
Other	544	16,899	31.0	13	1,370	2,800	1,700
PURPOSE OF VISIT:							
Holiday	1,167	18,369	15.7	9	2,702	2,700	2,100
VFR	857	17,471	20.4	11	1,112	1,300	900
Business	251	2,840	11.3	4	569	1,700	1,300
Other	290	10,054	35.9	7	1,041	5,600	2,100

YEAR ENDED Dec 2011							
	Visitors ⁽²⁾	Days in New Zealand (IVA)			Trip Expenditure in New Zealand (IVS)		
		Total	Average	Median	Total	Average	Median
	'000	'000			NZ\$million ⁽¹⁾		
TOTAL ⁽³⁾	2,601	51,626	19.9	9	5,763	2,400	1,500
KEY MARKETS:							
Australia	1,156	12,277	10.6	7	1,669	1,600	1,100
China, People's Republic of	146	2,642	18.2	4	457	3,400	2,200
United Kingdom	230	6,652	28.9	20	593	2,800	2,100
United States of America	185	3,493	18.9	10	447	2,600	1,800
Japan	69	1,291	18.7	7	209	3,200	2,100
Germany	64	3,211	50.4	24	229	3,800	2,900
Korea, Republic of	53	1,171	22.2	6	199	4,100	2,700
Canada	49	1,347	27.4	15	122	2,700	1,900
Singapore	39	534	13.8	9	79	2,400	2,000
Taiwan	18	383	21.3	9	60	3,400	2,200
Other	586	18,626	31.8	14	1,698	3,200	2,000
PURPOSE OF VISIT:							
Holiday	1,217	20,484	16.8	10	3,022	2,800	2,100
VFR	834	17,321	20.8	11	1,085	1,400	900
Business	250	2,726	10.9	4	633	1,900	1,200
Other	301	11,095	37.7	8	1,023	5,300	2,500

Percentage Changes from YEAR ENDED Dec 2011							
	Visitors ⁽²⁾	Days in New Zealand (IVA)			Trip Expenditure in New Zealand (IVS)		
		Total	Average	Median	Total	Average	Median
TOTAL	-1	-6	-4	0	-6	-5	-7
KEY MARKETS:							
Australia	0	-1	-1	0	-2	-2	1
China, People's Republic of	35	20	-12	0	42	3	-8
United Kingdom	-18	-15	4	0	-21	-5	-11
United States of America	-4	-6	-3	0	-7	-1	-5
Japan	5	3	-2	0	31	29	24
Germany	0	0	-1	0	↓	↓	↓
Korea, Republic of	0	-9	-9	0	↓	↓	↓
Canada	-6	-17	-12	-7	↓	↓	↓
Singapore	-6	-5	1	0	↑	↑	↓
Taiwan	4	-4	-7	0	↑	↑	↑
Other	-7	-9	-2	-7	-19	-12	-11
PURPOSE OF VISIT:							
Holiday	-4	-10	-7	-10	-11	-4	-3
VFR	3	1	-2	0	3	-4	-2
Business	1	4	4	0	-10	-9	0
Other	-4	-9	-5	-13	2	5	-17

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

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

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

(4) Percentage changes in total, average and median spend are calculated using unrounded figures.