

# Supplementary Data Sheet

**International Visitor Survey, year ended March 2009** (prepared by the Ministry of Tourism)

**Table 1: International Visitor Spend by Key Markets for year ended March 2009 (in \$NZm)**

Top 10 Markets	2005	2006	2007	2008	2009	2009/2008 Change	2009/2008 % Change
Australia	1,356	1,389	1,437	1,685	1,616	-69	-4.1%
UK	905	1,059	890	951	916	-36	-3.8%
USA	625	604	698	625	612	-14	-2.2%
China	313	222	278	276	308	32	11.6%
Japan	503	463	397	419	471	52	12.3%
Korea	236	188	247	249	207	-41	-16.6%
Germany	215	207	269	243	277	34	13.9%
Canada	118	126	110	124	164	39	31.8%
Taiwan	71	82	93	68	43	-25	-37.0%
Singapore	61	54	62	62	64	2	3.5%
Other	1,303	1,254	1,475	1,425	1,446	20	1.4%
<b>Total Spend</b>	<b>5,705</b>	<b>5,648</b>	<b>5,957</b>	<b>6,128</b>	<b>6,123</b>	<b>-5</b>	<b>-0.1%</b>

**Table 2: International Visitor Spend by Purpose of Visit for year ended March 2009 (in \$NZm)**

Purpose	2005	2006	2007	2008	2009	2009/2008 Change	2009/2008 % Change
Holiday	3,174	3,305	3,350	3,275	3,382	107	3.3%
VFR*	1,033	1,026	1,171	1,243	1,177	-66	-5.3%
Business	655	607	718	806	760	-45	-5.6%
Education	494	390	435	473	493	19	4.1%
Other	348	321	283	331	311	-20	-6.0%
<b>Total Spend</b>	<b>5,705</b>	<b>5,648</b>	<b>5,957</b>	<b>6,128</b>	<b>6,123</b>	<b>-5</b>	<b>-0.1%</b>

\*VFR Visiting Friends and Relatives