

Supplementary Data Sheet

IVS year ended December 2008 (prepared by the Ministry of Tourism)

Table 1: International Visitor Spend by Key Markets for year ended December 2008 (in \$NZm)

Top 10 Markets	2004	2005	2006	2007	2008	2008/2007 Change	2008/2007 % Change
Australia	1,367	1,360	1,434	1,610	1,591	-19	-1.2%
UK	870	1,019	906	979	912	-67	-6.8%
USA	633	563	655	667	617	-50	-7.5%
China	318	239	264	273	265	-8	-2.8%
Japan	559	477	412	419	419	0	0.1%
Korea	242	218	250	257	200	-57	-22.3%
Germany	196	220	266	246	239	-7	-2.7%
Canada	122	104	133	116	141	24	21.0%
Taiwan	64	83	95	73	48	-25	-34.1%
Singapore	63	55	56	61	65	4	5.8%
Other	1,290	1,231	1,440	1,446	1,450	4	0.3%
Total Spend	5,723	5,569	5,911	6,147	5,947	-200	-3.2%

Table 2: International Visitor Spend by Purpose of Visit for year ended December 2008 (in \$NZm)

Purpose	2004	2005	2006	2007	2008	2008/2007 Change	2008/2007 % Change
Holiday	3,053	3,199	3,377	3,304	3,263	-41	-1.2%
VFR*	1,142	991	1,101	1,224	1,189	-35	-2.9%
Business	592	684	656	794	808	14	1.8%
Education	565	385	473	507	378	-129	-25.4%
Other	371	310	305	317	309	-8	-2.6%
Total Spend	5,723	5,569	5,911	6,147	5,947	-200	-3.2%

*VFR Visiting Friends and Relatives