




# International Visitor Arrivals to New Zealand: December 2011



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



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## **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.

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## 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	2007	2008	2009	2010	2011	Change 2010 to 2011	
						Number	Percent
Jan	246,748	253,515	244,030	256,652	265,553	8,901	3.5
Feb	267,569	280,513	256,559	267,855	268,259	404	0.2
Mar	239,203	250,806	226,461	243,263	215,553	-27,710	-11.4
Apr	193,229	179,388	195,883	187,962	197,777	9,815	5.2
May	140,755	140,483	141,916	141,336	140,741	-595	-0.4
Jun	145,498	142,413	135,162	145,825	131,269	-14,556	-10.0
Jul	173,046	175,738	176,198	182,904	176,084	-6,820	-3.7
Aug	164,775	162,485	161,100	168,081	175,909	7,828	4.7
Sep	168,838	157,704	172,425	174,157	219,940	45,783	26.3
Oct	179,947	173,938	187,372	184,898	215,902	31,004	16.8
Nov	228,813	219,313	219,939	226,455	230,292	3,837	1.7
Dec	317,259	322,207	341,337	345,656	364,165	18,509	5.4

Source: Statistics New Zealand

Table 2

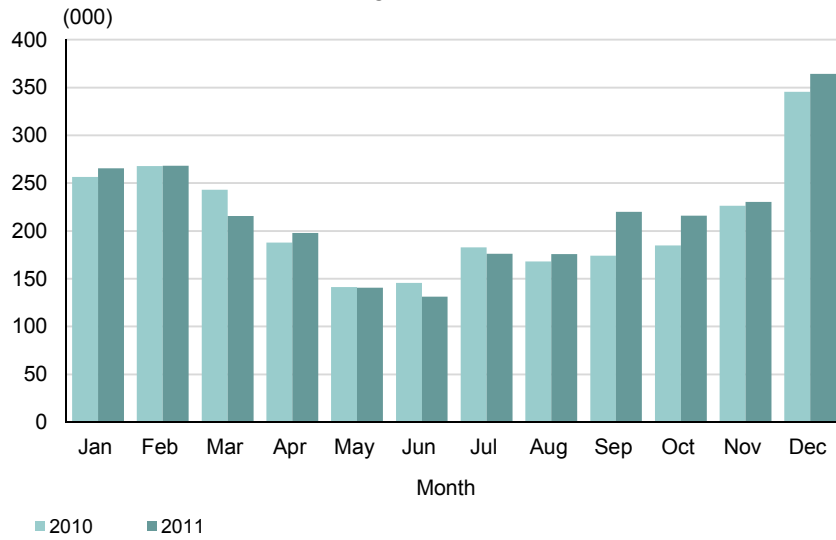
**Annual visitor arrivals**

Year ended December	Number	Change from previous year	
		Number	Percent
2001	1,909,809	120,731	6.7
2002	2,044,962	135,153	7.1
2003	2,106,229	61,267	3.0
2004	2,347,672	241,443	11.5
2005	2,382,950	35,278	1.5
2006	2,421,561	38,611	1.6
2007	2,465,680	44,119	1.8
2008	2,458,503	-7,177	-0.3
2009	2,458,382	-121	0.0
2010	2,525,044	66,662	2.7
2011	2,601,444	76,400	3.0

Source: Statistics New Zealand

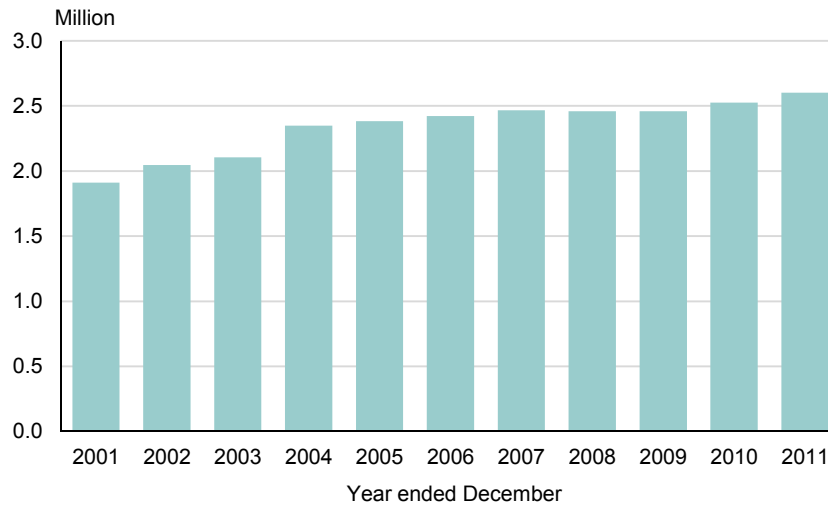


### Monthly visitor arrivals



Source: Statistics New Zealand

### Annual visitor arrivals



Source: Statistics New Zealand

Table 3

**Country of residence of visitors**  
December month 2007–11

	December month					Change 2010–11	
	2007	2008	2009	2010	2011	Number	Percent
<b>Total visitor arrivals<sup>(1)</sup></b>	<b>317,259</b>	<b>322,207</b>	<b>341,337</b>	<b>345,656</b>	<b>364,165</b>	<b>18,509</b>	<b>5.4</b>
<b>Top 30 countries of residence</b>							
Australia	125,766	132,867	146,880	151,351	161,504	10,153	6.7
United Kingdom	41,040	39,177	39,555	35,960	34,512	-1,448	-4.0
United States of America	23,841	23,625	26,379	24,186	24,672	486	2.0
China, People's Republic of	13,716	13,959	11,691	14,181	18,416	4,235	29.9
Germany	8,559	9,315	9,882	9,309	9,008	-301	-3.2
Singapore	5,292	5,562	6,777	6,438	8,128	1,690	26.3
Japan	10,908	9,342	8,883	8,294	7,840	-454	-5.5
Canada	6,561	6,615	6,723	6,583	6,608	25	0.4
Korea, Republic of	7,884	5,184	5,643	5,858	6,016	158	2.7
Malaysia	2,538	2,727	3,348	3,799	5,008	1,209	31.8
Netherlands	4,563	4,347	4,401	4,234	4,352	118	2.8
India	2,862	2,862	3,564	4,118	4,128	10	0.2
France	2,376	2,727	3,429	3,248	3,968	720	22.2
Hong Kong (SAR)	3,456	3,024	3,375	3,306	3,840	534	16.2
Fiji	3,537	4,320	3,753	3,828	3,744	-84	-2.2
South Africa	3,888	4,104	3,240	3,625	3,568	-57	-1.6
Samoa	3,132	3,159	3,024	2,494	3,072	578	23.2
Switzerland	2,592	2,511	2,997	2,668	2,800	132	4.9
Indonesia	1,512	1,269	1,674	1,798	2,512	714	39.7
French Polynesia	2,457	2,592	2,970	2,755	2,416	-339	-12.3
New Caledonia	1,431	1,755	2,052	2,030	2,240	210	10.3
Tonga	2,052	2,106	2,376	2,030	2,208	178	8.8
Sweden	2,241	2,241	2,052	2,146	2,096	-50	-2.3
Brazil	1,269	1,431	1,674	1,827	1,776	-51	-2.8
Taiwan	1,485	1,539	1,782	1,711	1,728	17	1.0
Ireland	2,700	2,295	2,052	1,827	1,712	-115	-6.3
Cook Islands	1,323	1,512	1,539	1,624	1,616	-8	-0.5
Thailand	1,323	1,188	1,620	1,827	1,392	-435	-23.8
Denmark	1,836	1,701	1,674	1,363	1,264	-99	-7.3
Italy	1,107	1,269	1,296	1,189	1,248	59	5.0
<b>Region of residence</b>							
Oceania	144,477	153,711	166,995	171,593	183,840	12,247	7.1
Asia	53,136	48,789	50,652	53,911	61,712	7,801	14.5
Europe	73,062	72,171	74,412	69,223	68,816	-407	-0.6
Americas	33,831	34,047	37,206	35,090	35,504	414	1.2
Africa and the Middle East	6,615	7,587	6,831	7,308	7,168	-140	-1.9
Not stated	4,455	3,780	3,753	5,626	6,256	630	11.2

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 December 2007–11

	Year ended December					Change 2010–11	
	2007	2008	2009	2010	2011	Number	Percent
<b>Total visitor arrivals<sup>(1)</sup></b>	<b>2,465,680</b>	<b>2,458,503</b>	<b>2,458,382</b>	<b>2,525,044</b>	<b>2,601,444</b>	<b>76,400</b>	<b>3.0</b>
<b>Top 30 countries of residence</b>							
Australia	950,206	976,200	1,082,680	1,119,879	1,156,426	36,547	3.3
United Kingdom	292,717	285,094	258,438	234,314	230,316	-3,998	-1.7
United States of America	216,027	212,410	197,792	189,709	184,714	-4,995	-2.6
China, People's Republic of	120,804	112,398	102,259	122,712	145,524	22,812	18.6
Japan	121,652	102,482	78,426	87,735	68,963	-18,772	-21.4
Germany	59,765	62,300	64,564	64,648	63,719	-929	-1.4
Korea, Republic of	99,453	79,061	52,921	67,309	52,787	-14,522	-21.6
Canada	47,792	53,267	48,656	48,942	49,154	212	0.4
Singapore	26,836	28,836	29,582	30,300	38,680	8,380	27.7
France	18,673	21,125	23,227	24,579	36,607	12,028	48.9
Malaysia	19,716	19,608	19,702	21,843	35,011	13,168	60.3
India	21,853	23,860	25,336	29,486	28,262	-1,224	-4.2
South Africa	21,628	25,346	19,214	17,401	26,286	8,885	51.1
Hong Kong (SAR)	22,687	21,776	23,572	24,287	25,397	1,110	4.6
Netherlands	25,889	25,536	24,300	23,378	23,608	230	1.0
Fiji	20,442	22,512	23,608	20,853	21,619	766	3.7
Taiwan	25,695	19,249	16,584	21,192	17,975	-3,217	-15.2
Thailand	20,349	18,356	19,728	21,434	17,523	-3,911	-18.2
Samoa	17,900	18,804	17,678	16,250	16,787	537	3.3
French Polynesia	16,830	16,868	19,632	19,090	16,785	-2,305	-12.1
New Caledonia	11,772	12,888	15,217	16,148	16,597	449	2.8
Ireland	20,792	21,153	17,055	13,290	16,302	3,012	22.7
Switzerland	14,387	14,533	14,997	15,368	16,176	808	5.3
Tonga	13,314	13,513	13,469	12,167	12,914	747	6.1
Brazil	10,446	11,413	11,355	11,796	11,587	-209	-1.8
Indonesia	7,758	7,569	9,506	9,787	11,450	1,663	17.0
Sweden	12,075	12,330	10,867	11,114	11,438	324	2.9
Cook Islands	10,782	11,346	11,042	10,577	11,309	732	6.9
Spain	8,867	9,502	10,539	10,747	9,946	-801	-7.5
Argentina	4,600	5,479	6,237	5,654	9,695	4,041	71.5
<b>Region of residence</b>							
Oceania	1,073,218	1,109,585	1,218,981	1,249,735	1,296,864	47,129	3.8
Asia	502,422	450,049	393,884	453,646	459,777	6,131	1.4
Europe	510,175	511,448	483,472	457,025	468,942	11,917	2.6
Americas	290,431	295,893	275,826	268,358	268,465	107	0.0
Africa and the Middle East	42,967	49,024	45,292	44,931	53,561	8,630	19.2
Not stated	36,071	31,236	30,077	37,064	46,587	9,523	25.7

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**

December month 2007–11

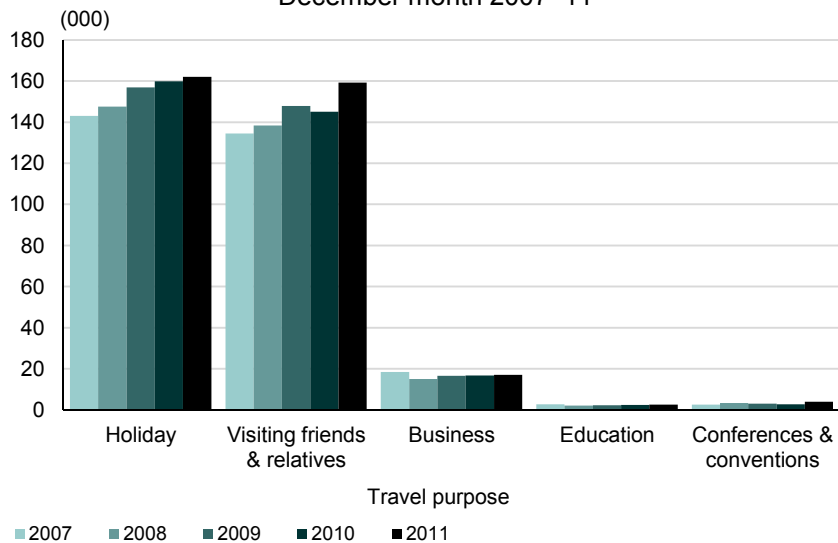
Key characteristic	December month					Change 2010–11	
	2007	2008	2009	2010	2011	Number	Percent
<b>Total visitor arrivals<sup>(1)</sup></b>	<b>317,259</b>	<b>322,207</b>	<b>341,337</b>	<b>345,656</b>	<b>364,165</b>	<b>18,509</b>	<b>5.4</b>
<b>Travel purpose</b>							
Holiday	142,965	147,555	156,924	159,935	162,080	2,145	1.3
Visiting friends & relatives	134,460	138,294	147,879	145,000	159,216	14,216	9.8
Business	18,495	14,985	16,578	16,733	17,056	323	1.9
Education	2,646	2,133	2,295	2,436	2,624	188	7.7
Conferences & conventions	2,619	3,321	3,024	2,755	4,000	1,245	45.2
<b>Age group (years)</b>							
Under 15	41,796	42,255	45,711	46,748	48,832	2,084	4.5
15–24	37,341	39,312	42,471	42,108	42,368	260	0.6
25–34	63,369	64,854	69,309	66,990	75,392	8,402	12.5
35–44	55,674	55,431	58,725	57,855	59,280	1,425	2.5
45–54	54,486	51,867	55,809	55,854	60,608	4,754	8.5
55–64	39,798	41,877	43,362	46,719	47,808	1,089	2.3
65+	23,112	24,489	24,462	26,477	29,008	2,531	9.6
<b>Length of stay (days)</b>							
1–3	33,183	29,079	30,537	31,929	38,944	7,015	22.0
4–7	49,977	55,269	53,406	55,941	63,296	7,355	13.1
8–14	77,166	82,350	92,016	93,989	98,640	4,651	4.9
15–21	60,777	62,802	70,011	67,599	69,808	2,209	3.3
22 and over	94,473	90,585	93,879	93,293	92,608	-685	-0.7
Median	14.4	14.1	14.2	14.0	13.7	...	...
<b>New Zealand port</b>							
Auckland airport	220,644	226,746	237,087	240,584	257,008	16,424	6.8
Christchurch airport	64,422	61,371	67,284	62,263	57,424	-4,839	-7.8
Wellington airport	17,955	18,954	21,600	23,461	26,240	2,779	11.8
Seaports	3,429	6,696	4,671	4,234	8,416	4,182	98.8
Queenstown airport	2,214	2,295	3,564	6,815	7,920	1,105	16.2
Dunedin airport	2,349	2,079	2,349	2,523	3,376	853	33.8
Hamilton airport	2,943	1,917	2,592	1,943	1,888	-55	-2.8
Rotorua airport	0	0	621	928	976	48	5.2
Palmerston North airport	1,593	0	0	0	0	0	...
<b>Overseas airport</b>							
Sydney	81,432	84,024	99,792	93,322	94,880	1,558	1.7
Melbourne	39,744	41,688	44,577	50,431	52,432	2,001	4.0
Brisbane	42,255	44,496	44,577	44,660	48,688	4,028	9.0
Singapore	21,843	19,764	19,224	19,169	21,392	2,223	11.6
Hong Kong	18,954	20,250	19,575	16,211	17,328	1,117	6.9
Los Angeles	17,037	13,986	16,092	15,138	13,664	-1,474	-9.7
Coolangatta	5,184	5,049	8,586	10,991	11,120	129	1.2
Seoul	6,696	8,397	6,561	6,293	9,840	3,547	56.4
Kuala Lumpur	4,185	3,510	5,265	5,075	8,320	3,245	63.9
Nadi	7,074	9,018	7,560	6,815	6,400	-415	-6.1
San Francisco	4,995	5,481	3,969	4,814	5,680	866	18.0
Dubai	3,240	2,808	3,753	4,408	5,344	936	21.2
<b>Citizenship</b>							
New Zealand	67,122	73,089	78,462	80,678	90,416	9,738	12.1
Australia	76,032	76,923	84,699	87,551	88,272	721	0.8
United Kingdom	38,799	36,342	37,206	33,466	33,632	166	0.5
United States of America	22,248	23,409	24,948	23,142	23,792	650	2.8
China, People's Republic of	13,392	13,257	10,719	13,601	17,744	4,143	30.5

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

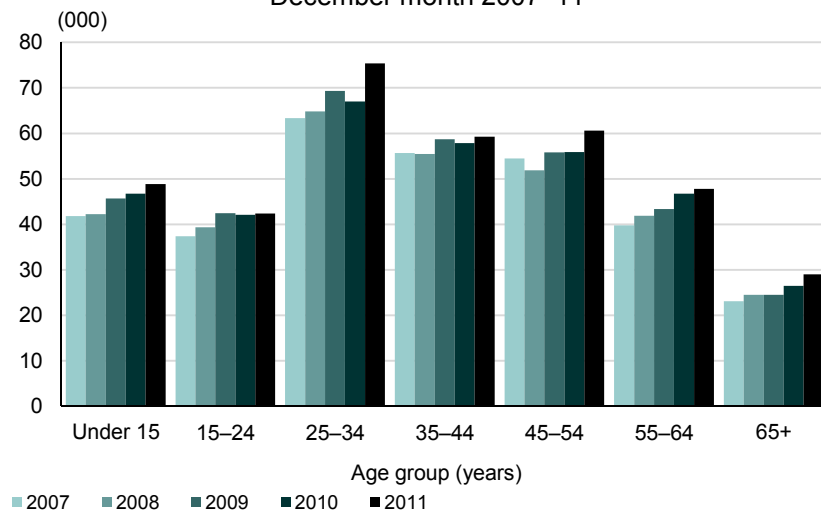
### Travel purpose of visitors December month 2007–11



Source: Statistics New Zealand

### Age of visitors

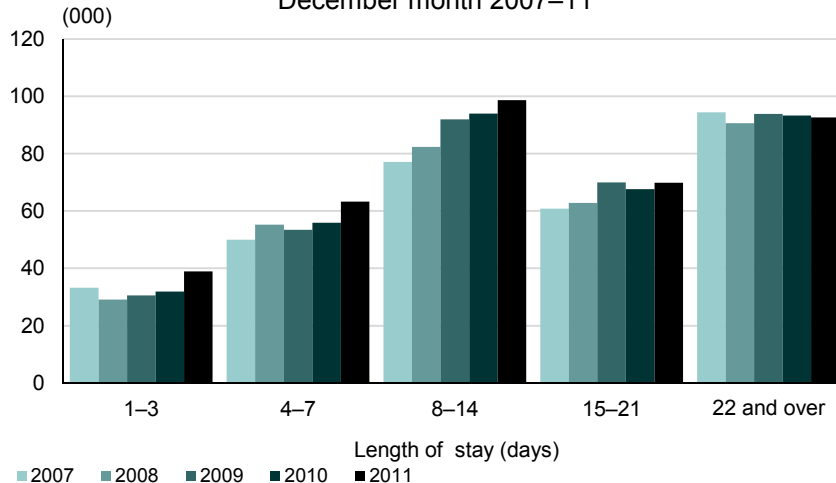
December month 2007–11



Source: Statistics New Zealand

### Length of stay of visitors

December month 2007–11



Source: Statistics New Zealand

Table 6

**Key characteristics of visitors**

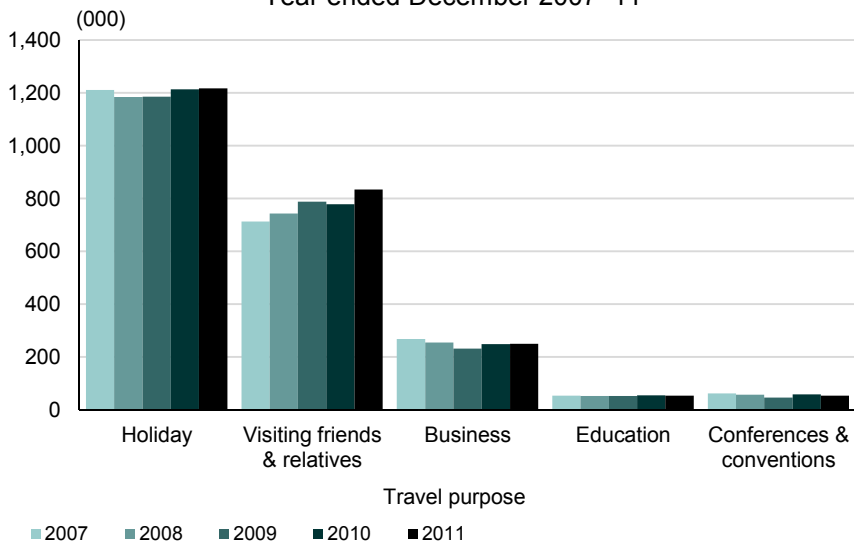
Year ended December 2007–11

Key characteristic	Year ended December					Change 2010–11	
	2007	2008	2009	2010	2011	Number	Percent
<b>Total visitor arrivals<sup>(1)</sup></b>	<b>2,465,680</b>	<b>2,458,503</b>	<b>2,458,382</b>	<b>2,525,044</b>	<b>2,601,444</b>	<b>76,400</b>	<b>3.0</b>
<b>Travel purpose</b>							
Holiday	1,211,040	1,184,250	1,185,434	1,213,460	1,216,521	3,061	0.3
Visiting friends & relatives	712,954	743,000	787,963	778,340	833,657	55,317	7.1
Business	267,875	254,396	231,387	249,334	249,803	469	0.2
Education	53,928	52,811	52,151	54,459	54,292	-167	-0.3
Conferences & conventions	61,888	57,245	46,245	59,247	53,808	-5,439	-9.2
<b>Age group (years)</b>							
Under 15	200,205	200,849	208,274	215,532	218,523	2,991	1.4
15–24	307,312	311,108	321,583	323,818	323,015	-803	-0.2
25–34	465,856	462,808	484,807	488,007	525,248	37,241	7.6
35–44	422,519	411,238	402,612	410,048	432,714	22,666	5.5
45–54	436,766	425,486	424,649	437,812	457,085	19,273	4.4
55–64	391,831	396,963	385,940	401,713	405,977	4,264	1.1
65+	230,795	238,783	219,667	233,829	231,634	-2,195	-0.9
<b>Length of stay (days)</b>							
1–3	388,596	375,334	366,364	391,571	448,392	56,821	14.5
4–7	619,704	607,417	602,078	638,098	652,664	14,566	2.3
8–14	614,861	619,595	659,020	658,387	667,954	9,567	1.5
15–21	326,213	328,499	328,958	326,096	327,168	1,072	0.3
22 and over	505,910	516,390	491,112	496,607	498,018	1,411	0.3
Median	9.7	9.8	9.8	9.6	9.3	...	...
<b>New Zealand port</b>							
Auckland airport	1,686,918	1,691,829	1,679,089	1,721,756	1,847,213	125,457	7.3
Christchurch airport	537,710	520,639	539,832	519,204	422,646	-96,558	-18.6
Wellington airport	128,125	131,363	141,888	149,172	176,245	27,073	18.1
Queenstown airport	27,932	33,749	41,904	64,053	89,707	25,654	40.1
Seaports	24,567	38,927	27,540	22,517	26,176	3,659	16.2
Dunedin airport	16,564	13,530	8,842	14,776	16,199	1,423	9.6
Hamilton airport	19,973	14,100	7,545	13,224	9,167	-4,057	-30.7
Rotorua airport	0	0	621	5,964	6,763	799	13.4
Palmerston North airport	13,375	2,970	0	0	0	0	...
<b>Overseas airport</b>							
Sydney	693,086	685,471	734,971	764,435	744,141	-20,294	-2.7
Melbourne	323,792	322,184	357,813	364,856	396,492	31,636	8.7
Brisbane	324,791	332,678	337,864	328,279	343,785	15,506	4.7
Singapore	141,985	138,010	118,700	119,918	126,045	6,127	5.1
Hong Kong	106,477	125,746	122,406	114,131	110,792	-3,339	-2.9
Los Angeles	139,686	130,955	121,164	117,095	109,703	-7,392	-6.3
Coolangatta	31,338	30,509	47,529	67,904	75,383	7,479	11.0
Kuala Lumpur	35,037	27,362	28,543	31,691	56,298	24,607	77.6
Seoul	66,338	56,363	49,244	47,738	50,936	3,198	6.7
Nadi	53,299	60,623	52,048	46,910	45,413	-1,497	-3.2
Perth	33,066	34,354	31,430	32,613	37,025	4,412	13.5
Tokyo	63,909	60,161	46,593	53,807	36,995	-16,812	-31.2
<b>Citizenship</b>							
Australia	670,943	676,745	735,858	765,071	762,356	-2,715	-0.4
New Zealand	345,103	372,500	406,698	413,225	460,202	46,977	11.4
United Kingdom	294,022	285,527	263,609	238,794	240,283	1,489	0.6
United States of America	208,736	206,341	192,359	184,655	179,702	-4,953	-2.7
China, People's Republic of	120,838	110,282	100,766	122,545	144,984	22,439	18.3

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

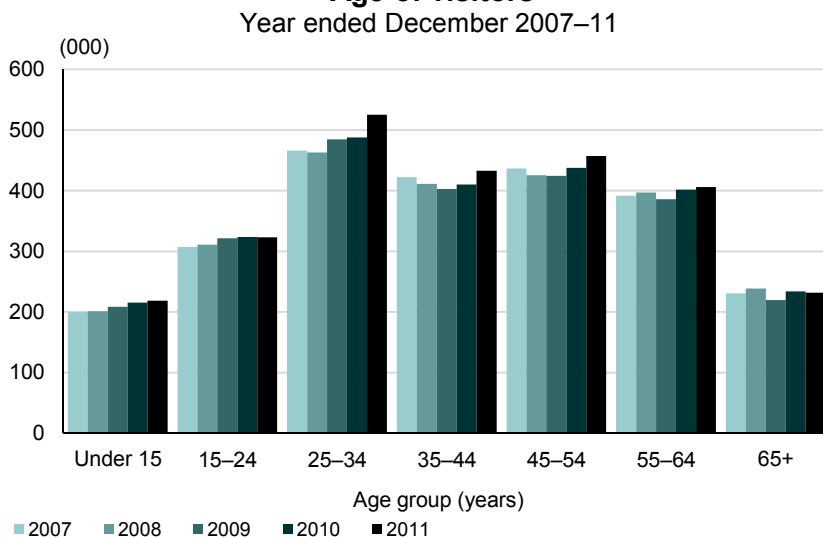
**Symbol:** ... not applicable**Source:** Statistics New Zealand

### Travel purpose of visitors Year ended December 2007–11



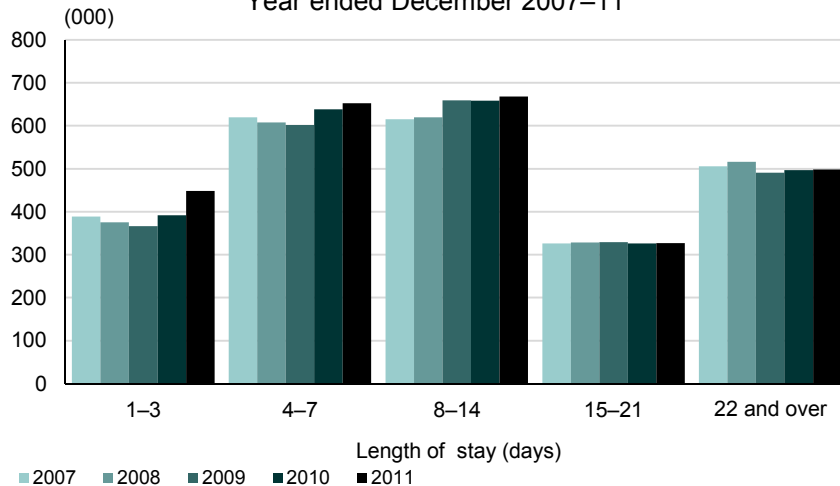
Source: Statistics New Zealand

### Age of visitors Year ended December 2007–11



Source: Statistics New Zealand

### Length of stay of visitors Year ended December 2007–11



Source: Statistics New Zealand

Table 7

**Key characteristics of visitors from Australia**

December month 2007–11

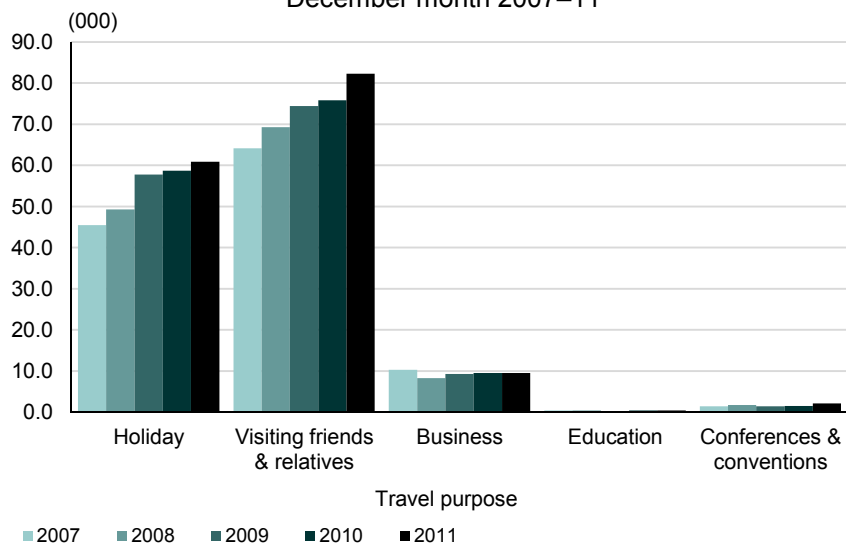
Key characteristic	December month					Change 2010–11	
	2007	2008	2009	2010	2011	Number	Percent
<b>Total visitor arrivals</b>	<b>125,766</b>	<b>132,867</b>	<b>146,880</b>	<b>151,351</b>	<b>161,504</b>	<b>10,153</b>	<b>6.7</b>
<b>Travel purpose</b>							
Holiday	45,468	49,248	57,726	58,725	60,880	2,155	3.7
Visiting friends & relatives	64,152	69,255	74,385	75,806	82,272	6,466	8.5
Business	10,314	8,262	9,288	9,483	9,472	-11	-0.1
Education	432	405	270	435	432	-3	-0.7
Conferences & conventions	1,404	1,728	1,377	1,508	2,144	636	42.2
<b>Age group (years)</b>							
Under 15	21,087	21,897	24,327	25,056	26,720	1,664	6.6
15–24	15,741	18,063	18,765	19,981	19,984	3	0.0
25–34	25,245	25,731	29,808	29,957	34,416	4,459	14.9
35–44	21,951	23,166	25,893	25,984	27,200	1,216	4.7
45–54	22,518	22,383	25,029	25,839	26,480	641	2.5
55–64	13,365	14,877	16,038	16,559	18,128	1,569	9.5
65+	5,859	6,750	7,020	7,975	8,576	601	7.5
<b>Length of stay (days)</b>							
1–3	14,013	12,825	13,635	15,457	17,344	1,887	12.2
4–7	20,304	24,003	24,867	27,579	32,256	4,677	17.0
8–14	40,122	44,361	51,894	51,214	54,608	3,394	6.6
15–21	26,757	27,405	32,130	31,146	32,048	902	2.9
22 and over	24,570	24,273	24,354	25,955	25,248	-707	-2.7
Median	13.0	12.4	12.5	12.2	11.6	...	...
<b>New Zealand port</b>							
Auckland airport	69,687	76,950	83,673	87,522	96,768	9,246	10.6
Christchurch airport	33,534	33,939	37,125	34,945	29,248	-5,697	-16.3
Wellington airport	13,878	14,688	16,902	17,980	20,432	2,452	13.6
Queenstown airport	1,404	1,701	2,673	4,959	5,792	833	16.8
Seaports	972	1,917	1,431	1,102	3,760	2,658	241.2
Dunedin airport	2,160	1,917	2,214	2,262	3,024	762	33.7
Hamilton airport	2,646	1,755	2,376	1,740	1,568	-172	-9.9
Rotorua airport	0	0	486	841	912	71	8.4
<b>Overseas airport</b>							
Sydney	49,950	52,785	62,856	59,827	63,280	3,453	5.8
Melbourne	29,268	31,536	33,750	37,758	39,056	1,298	3.4
Brisbane	31,455	33,480	33,399	35,235	36,560	1,325	3.8
Coolangatta	4,455	4,185	7,263	7,917	8,320	403	5.1
Perth	3,996	3,834	3,564	3,654	4,224	570	15.6
Adelaide	1,674	1,485	1,377	2,088	2,336	248	11.9
Cairns	648	837	594	1,305	1,136	-169	-13.0
<b>Citizenship</b>							
Australia	73,575	73,737	81,621	84,622	85,488	866	1.0
New Zealand	44,415	49,788	54,243	56,608	64,384	7,776	13.7
United Kingdom	2,079	1,998	2,754	2,581	2,896	315	12.2
United States of America	459	864	864	812	832	20	2.5

Symbol: ... not applicable

Source: Statistics New Zealand

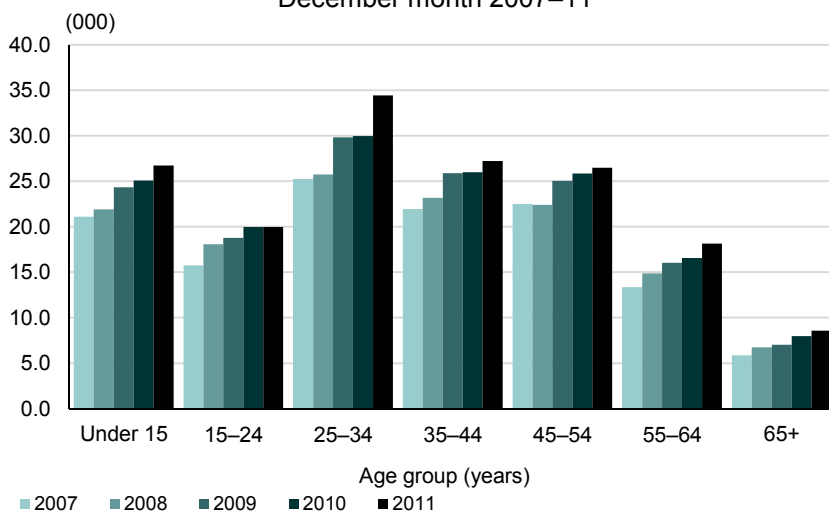


### Travel purpose of visitors from Australia December month 2007–11



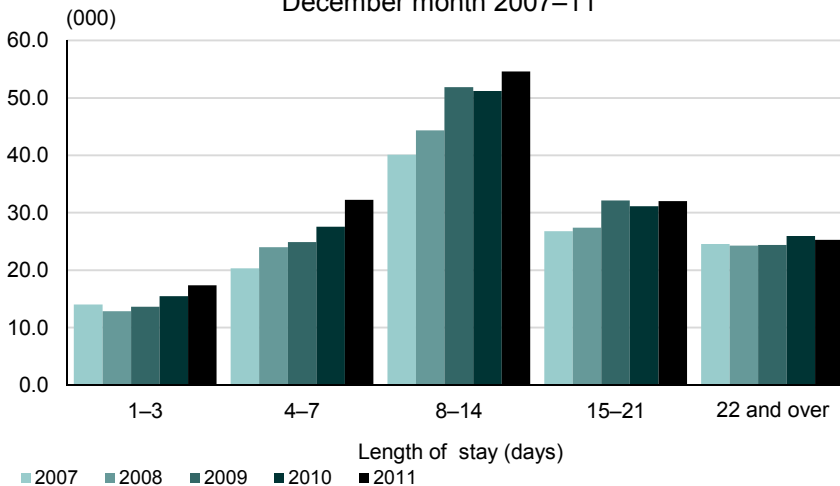
Source: Statistics New Zealand

### Age of visitors from Australia December month 2007–11



Source: Statistics New Zealand

### Length of stay of visitors from Australia December month 2007–11



Source: Statistics New Zealand

Table 8

**Key characteristics of visitors from Australia**

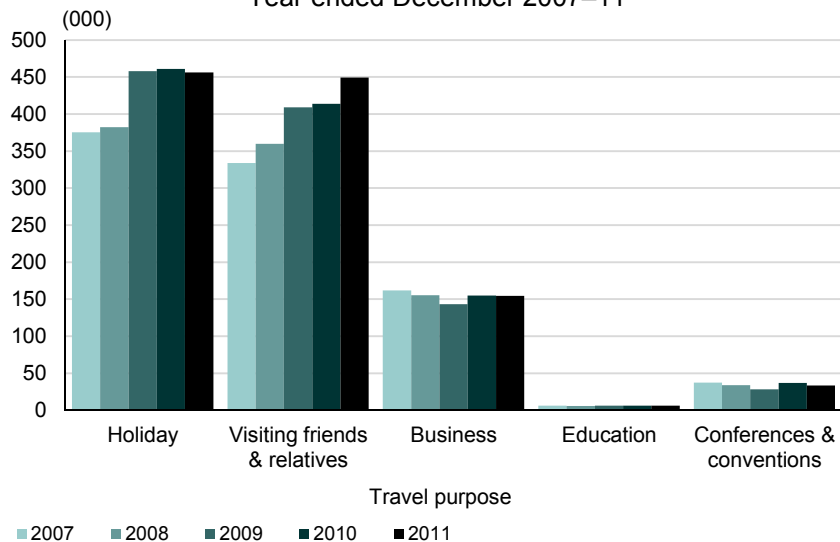
Year ended December 2007–11

Key characteristic	Year ended December					Change 2010–11	
	2007	2008	2009	2010	2011	Number	Percent
<b>Total visitor arrivals</b>	<b>950,206</b>	<b>976,200</b>	<b>1,082,680</b>	<b>1,119,879</b>	<b>1,156,426</b>	<b>36,547</b>	<b>3.3</b>
<b>Travel purpose</b>							
Holiday	375,464	382,138	457,958	461,023	456,425	-4,598	-1.0
Visiting friends & relatives	334,072	359,640	408,910	413,662	449,334	35,672	8.6
Business	161,868	155,494	143,277	155,053	154,317	-736	-0.5
Education	6,012	5,839	6,230	6,176	6,087	-89	-1.4
Conferences & conventions	37,169	33,923	28,321	36,862	33,179	-3,683	-10.0
<b>Age group (years)</b>							
Under 15	97,397	101,952	117,373	118,762	119,725	963	0.8
15–24	100,692	104,570	122,922	127,615	125,852	-1,763	-1.4
25–34	180,843	180,209	211,156	217,986	235,366	17,380	8.0
35–44	180,433	181,412	195,590	198,499	208,186	9,687	4.9
45–54	188,028	190,273	208,112	212,823	220,354	7,531	3.5
55–64	137,701	146,083	155,361	163,391	167,242	3,851	2.4
65+	65,112	71,701	72,166	80,803	79,701	-1,102	-1.4
<b>Length of stay (days)</b>							
1–3	183,071	181,774	189,004	207,392	242,321	34,929	16.8
4–7	266,944	280,156	320,120	333,517	360,926	27,409	8.2
8–14	300,355	309,691	366,813	358,851	349,531	-9,320	-2.6
15–21	120,027	123,350	130,011	133,208	122,908	-10,300	-7.7
22 and over	79,809	81,229	76,732	86,911	80,740	-6,171	-7.1
Median	8.0	8.0	8.0	7.8	7.3	...	...
<b>New Zealand port</b>							
Auckland airport	516,977	541,420	607,385	623,173	691,372	68,199	10.9
Christchurch airport	267,367	273,129	310,168	294,654	221,719	-72,935	-24.8
Wellington airport	92,795	96,624	108,082	114,066	132,358	18,292	16.0
Queenstown airport	22,318	27,818	34,077	51,264	72,662	21,398	41.7
Dunedin airport	14,975	12,159	7,963	13,668	14,426	758	5.5
Seaports	5,346	9,483	7,738	6,003	9,812	3,809	63.5
Hamilton airport	18,204	12,831	6,758	11,723	7,837	-3,886	-33.1
Rotorua airport	0	0	486	5,235	6,224	989	18.9
<b>Overseas airport</b>							
Sydney	388,192	398,831	451,944	466,919	467,411	492	0.1
Melbourne	229,630	233,092	266,422	271,164	287,875	16,711	6.2
Brisbane	224,482	235,167	249,508	253,793	255,095	1,302	0.5
Coolangatta	27,293	26,207	38,988	45,574	50,699	5,125	11.2
Perth	28,619	28,957	26,412	28,298	30,688	2,390	8.4
Adelaide	12,071	12,014	11,001	12,655	13,757	1,102	8.7
Cairns	3,474	3,622	3,165	5,561	8,291	2,730	49.1
Los Angeles	4,458	4,916	3,914	4,293	4,970	677	15.8
Rarotonga	4,413	3,843	4,756	4,874	4,515	-359	-7.4
Apia	2,097	2,268	1,887	1,950	2,340	390	20.0
<b>Citizenship</b>							
Australia	650,351	656,215	715,646	742,444	738,117	-4,327	-0.6
New Zealand	231,166	248,800	283,625	294,798	328,835	34,037	11.5
United Kingdom	22,861	22,160	24,833	24,369	25,970	1,601	6.6
United States of America	4,351	5,766	5,857	5,564	5,845	281	5.1

Symbol: ... not applicable

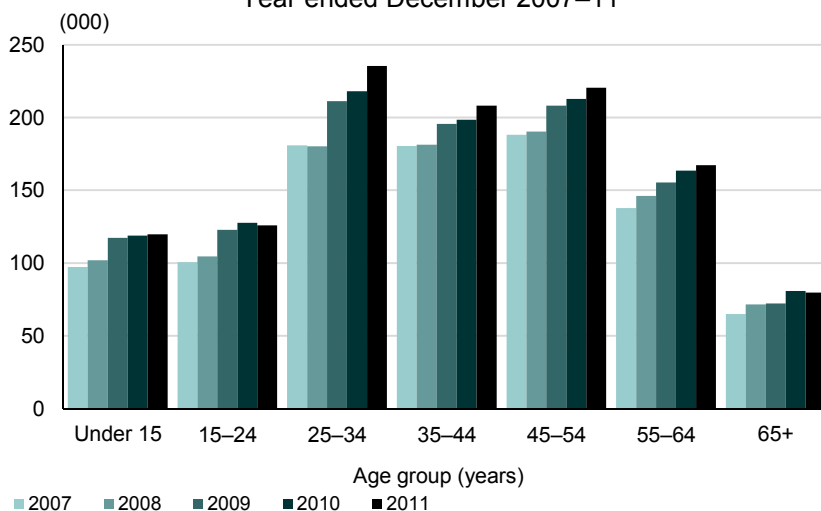
Source: Statistics New Zealand

### Travel purpose of visitors from Australia Year ended December 2007–11



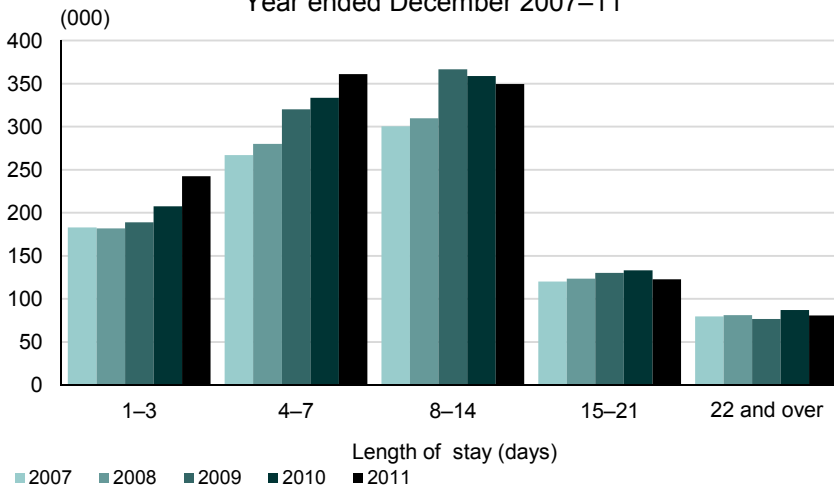
Source: Statistics New Zealand

### Age of visitors from Australia Year ended December 2007–11



Source: Statistics New Zealand

### Length of stay of visitors from Australia Year ended December 2007–11



Source: Statistics New Zealand

Table 9

**State of residence of visitors from Australia**  
December month 2007–11

	December month					Change 2010–11	
	2007	2008	2009	2010	2011	Number	Percent
<b>Total visitor arrivals</b>	<b>125,766</b>	<b>132,867</b>	<b>146,880</b>	<b>151,351</b>	<b>161,504</b>	<b>10,153</b>	<b>6.7</b>
New South Wales	43,767	45,954	51,408	51,069	54,160	3,091	6.1
Queensland	34,533	37,665	41,607	42,398	46,272	3,874	9.1
Victoria	26,406	27,945	30,132	33,350	34,512	1,162	3.5
Western Australia	9,747	10,638	11,745	12,470	13,840	1,370	11.0
South Australia	3,645	3,699	4,536	3,944	4,368	424	10.8
Australian Capital Territory	2,079	2,106	2,646	2,929	2,896	-33	-1.1
Northern Territory	999	837	945	1,363	1,120	-243	-17.8
Tasmania	1,053	864	1,323	1,189	1,072	-117	-9.8
Not stated	3,537	3,159	2,538	2,639	3,264	625	23.7

**Source:** Statistics New Zealand

Table 10

**State of residence of visitors from Australia**  
Year ended December 2007–11

	Year ended December					Change 2010–11	
	2007	2008	2009	2010	2011	Number	Percent
<b>Total visitor arrivals</b>	<b>950,206</b>	<b>976,200</b>	<b>1,082,680</b>	<b>1,119,879</b>	<b>1,156,426</b>	<b>36,547</b>	<b>3.3</b>
New South Wales	347,129	355,537	394,410	406,727	418,790	12,063	3.0
Queensland	242,671	256,242	288,218	297,762	306,301	8,539	2.9
Victoria	206,512	209,147	234,888	242,378	254,123	11,745	4.8
Western Australia	65,650	71,863	75,707	79,032	84,911	5,879	7.4
South Australia	32,326	32,402	35,411	37,334	34,930	-2,404	-6.4
Australian Capital Territory	15,718	16,565	17,819	18,851	20,205	1,354	7.2
Tasmania	11,603	10,785	12,270	13,400	12,117	-1,283	-9.6
Northern Territory	5,182	5,200	5,624	6,651	6,199	-452	-6.8
Not stated	23,415	18,459	18,333	17,744	18,850	1,106	6.2

Source: Statistics New Zealand

Table 11

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

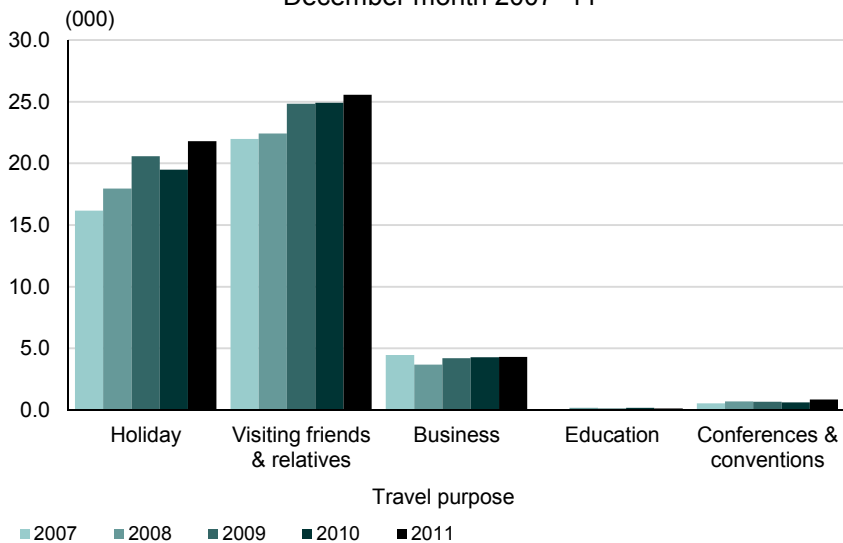
December month 2007–11

Key characteristic	December month					Change 2010–11	
	2007	2008	2009	2010	2011	Number	Percent
<b>Total visitor arrivals</b>	<b>43,767</b>	<b>45,954</b>	<b>51,408</b>	<b>51,069</b>	<b>54,160</b>	<b>3,091</b>	<b>6.1</b>
<b>Travel purpose</b>							
Holiday	16,173	17,955	20,574	19,488	21,792	2,304	11.8
Visiting friends & relatives	21,978	22,410	24,840	24,911	25,552	641	2.6
Business	4,455	3,699	4,212	4,292	4,304	12	0.3
Education	27	189	135	174	128	-46	-26.4
Conferences & conventions	540	702	675	638	864	226	35.4
<b>Age group (years)</b>							
Under 15	7,830	7,290	8,181	8,294	8,448	154	1.9
15–24	4,509	5,427	6,426	5,800	6,000	200	3.4
25–34	9,504	9,450	10,638	10,382	11,200	818	7.9
35–44	8,235	8,829	8,964	10,179	9,856	-323	-3.2
45–54	7,830	7,236	9,207	8,381	9,216	835	10.0
55–64	4,293	5,157	5,481	5,452	6,544	1,092	20.0
65+	1,566	2,565	2,511	2,581	2,896	315	12.2
<b>Length of stay (days)</b>							
1–3	5,616	5,319	6,615	6,438	7,648	1,210	18.8
4–7	8,289	9,666	10,044	11,107	12,608	1,501	13.5
8–14	14,202	16,659	18,576	17,835	18,448	613	3.4
15–21	8,208	8,154	9,774	9,077	9,216	139	1.5
22 and over	7,452	6,156	6,399	6,612	6,240	-372	-5.6
Median	11.2	10.7	10.5	10.4	10.0	...	...
<b>New Zealand port</b>							
Auckland airport	24,354	26,676	29,835	30,421	31,312	891	2.9
Christchurch airport	10,935	11,286	12,042	11,020	9,904	-1,116	-10.1
Wellington airport	5,022	4,779	5,913	5,858	7,248	1,390	23.7
Queenstown airport	837	1,107	1,458	1,711	2,416	705	41.2
Seaports	324	891	567	435	1,648	1,213	278.9
Dunedin airport	621	513	594	696	848	152	21.8
Rotorua airport	0	0	378	696	768	72	10.3
<b>Overseas airport</b>							
Sydney	40,041	40,905	47,385	46,197	48,752	2,555	5.5
Coolangatta	621	486	972	986	1,088	102	10.3
Brisbane	972	1,566	891	1,450	896	-554	-38.2
Melbourne	783	972	675	870	896	26	3.0
<b>Citizenship</b>							
Australia	25,245	26,865	31,563	30,943	31,584	641	2.1
New Zealand	15,174	15,336	15,228	15,863	18,160	2,297	14.5
United Kingdom	756	918	1,080	1,305	1,120	-185	-14.2

Symbol: ... not applicable

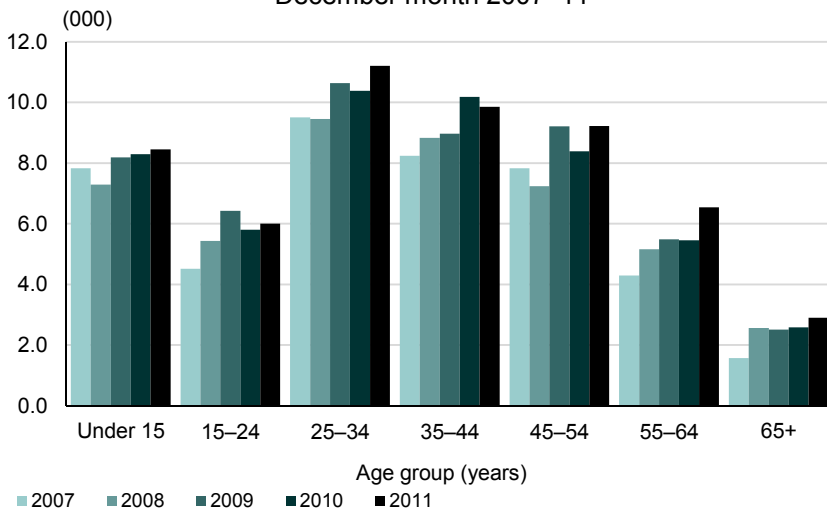
Source: Statistics New Zealand

### Travel purpose of visitors from New South Wales December month 2007–11



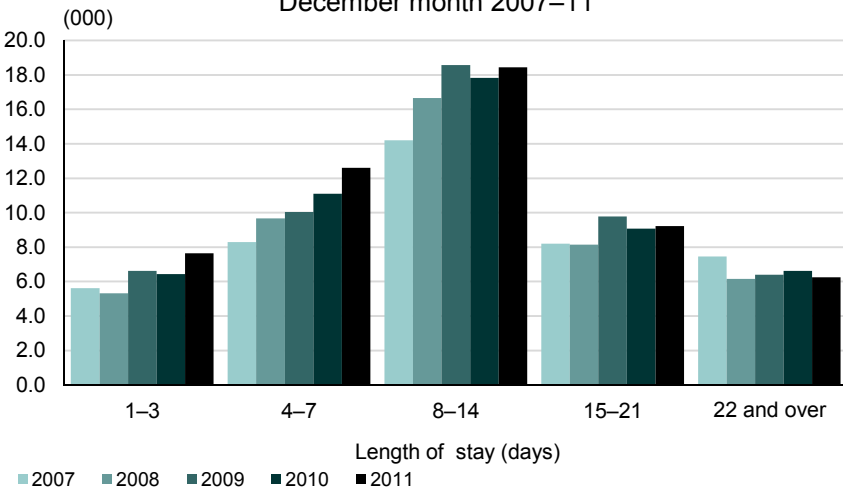
Source: Statistics New Zealand

### Age of visitors from New South Wales December month 2007–11



Source: Statistics New Zealand

### Length of stay of visitors from New South Wales December month 2007–11



Source: Statistics New Zealand

Table 12

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

Year ended December 2007–11

Key characteristic	Year ended December					Change 2010–11	
	2007	2008	2009	2010	2011	Number	Percent
<b>Total visitor arrivals</b>	<b>347,129</b>	<b>355,537</b>	<b>394,410</b>	<b>406,727</b>	<b>418,790</b>	<b>12,063</b>	<b>3.0</b>
<b>Travel purpose</b>							
Holiday	132,208	134,620	166,995	166,620	167,758	1,138	0.7
Visiting friends & relatives	114,983	122,401	139,175	138,696	145,503	6,807	4.9
Business	74,980	71,831	65,646	71,270	73,210	1,940	2.7
Education	1,775	2,112	1,940	1,826	2,429	603	33.0
Conferences & conventions	14,181	12,749	10,482	14,050	12,688	-1,362	-9.7
<b>Age group (years)</b>							
Under 15	34,637	35,205	40,843	42,402	40,151	-2,251	-5.3
15–24	32,440	34,079	39,704	41,691	42,188	497	1.2
25–34	72,086	71,475	82,504	82,438	86,978	4,540	5.5
35–44	71,527	71,893	77,166	79,069	83,493	4,424	5.6
45–54	70,088	68,791	76,204	77,860	81,082	3,222	4.1
55–64	46,331	50,307	52,943	56,139	58,111	1,972	3.5
65+	20,020	23,787	25,046	27,128	26,787	-341	-1.3
<b>Length of stay (days)</b>							
1–3	86,185	83,667	87,135	95,255	109,920	14,665	15.4
4–7	104,390	109,370	125,877	132,030	137,978	5,948	4.5
8–14	99,455	104,966	123,792	119,806	114,615	-5,191	-4.3
15–21	34,707	35,522	37,697	37,394	35,121	-2,273	-6.1
22 and over	22,392	22,012	19,909	22,242	21,156	-1,086	-4.9
Median	6.9	7.0	7.0	6.9	6.4	...	...
<b>New Zealand port</b>							
Auckland airport	191,130	197,273	223,761	230,541	249,001	18,460	8.0
Christchurch airport	89,688	93,727	109,284	99,931	77,408	-22,523	-22.5
Wellington airport	36,978	37,137	38,602	41,370	50,962	9,592	23.2
Queenstown airport	10,959	13,884	16,053	22,912	29,143	6,231	27.2
Rotorua airport	0	0	378	4,365	5,302	937	21.5
Seaports	1,729	3,193	2,855	2,206	4,122	1,916	86.9
Dunedin airport	5,547	4,528	1,746	2,288	2,475	187	8.2
Hamilton airport	6,500	4,583	1,708	3,114	377	-2,737	-87.9
<b>Overseas airport</b>							
Sydney	314,514	319,393	359,733	369,419	378,552	9,133	2.5
Brisbane	10,885	11,634	9,934	11,185	9,398	-1,787	-16.0
Coolangatta	5,090	5,110	6,524	8,000	8,596	596	7.5
Melbourne	5,903	6,737	6,931	6,495	7,686	1,191	18.3
Rarotonga	1,032	1,332	1,431	1,169	1,369	200	17.1
Los Angeles	890	1,374	895	686	1,062	376	54.8
Nadi	767	1,178	756	1,022	860	-162	-15.9
Tonga	280	306	519	451	685	234	51.9
Papeete	422	494	346	676	608	-68	-10.1
Singapore	152	219	115	237	511	274	115.6
<b>Citizenship</b>							
Australia	238,990	243,133	270,770	281,898	283,101	1,203	0.4
New Zealand	77,079	80,343	86,079	88,220	98,129	9,909	11.2
United Kingdom	9,906	10,205	11,072	10,706	11,237	531	5.0
Ireland	1,818	1,695	1,562	1,391	2,450	1,059	76.1

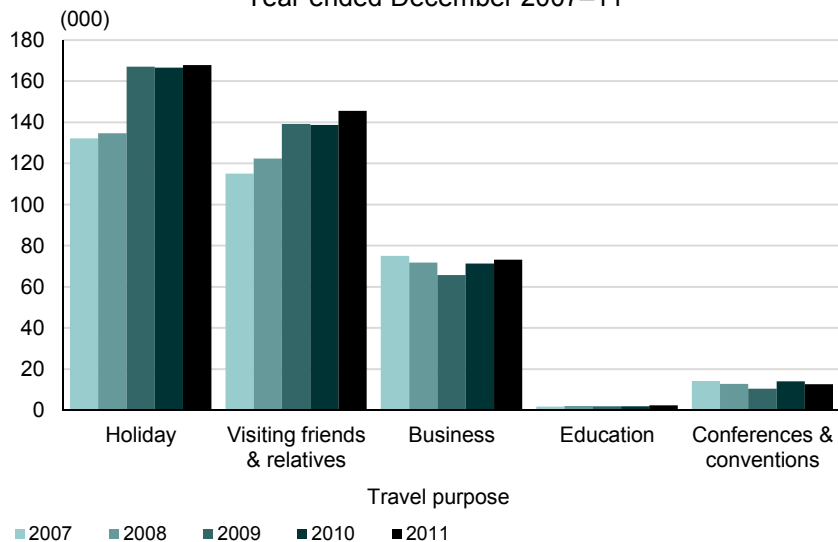
Symbol: ... not applicable

Source: Statistics New Zealand



### Travel purpose of visitors from New South Wales

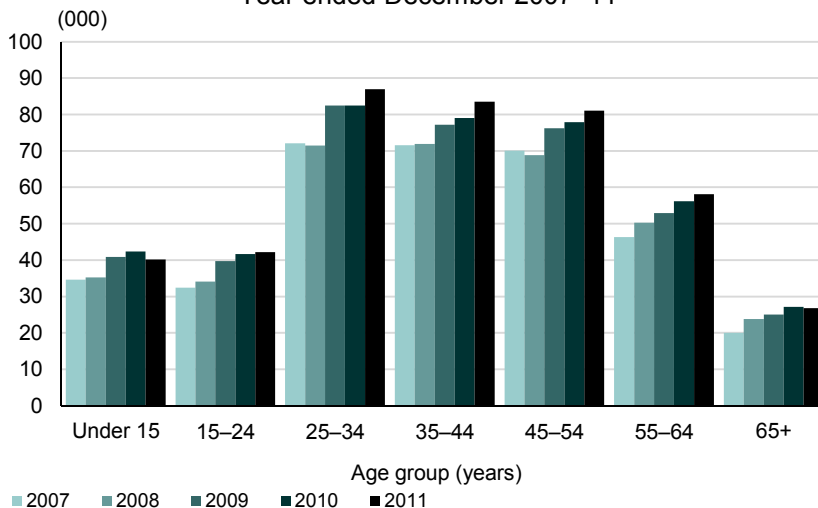
Year ended December 2007–11



Source: Statistics New Zealand

### Age of visitors from New South Wales

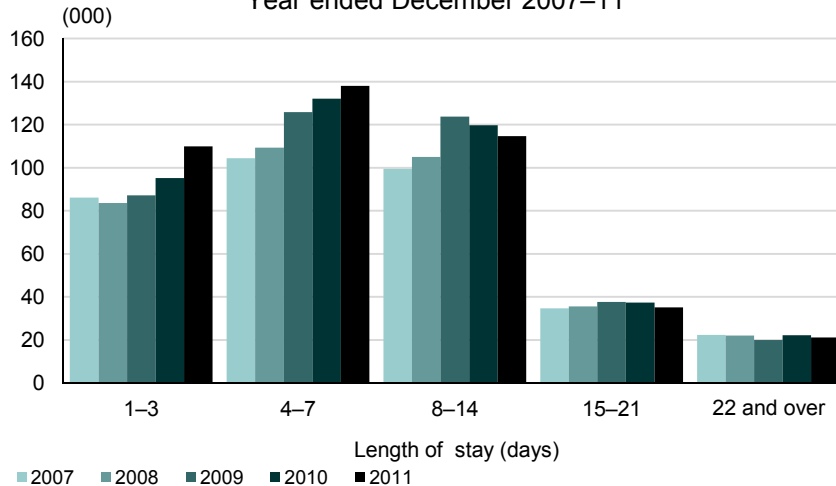
Year ended December 2007–11



Source: Statistics New Zealand

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

Year ended December 2007–11



Source: Statistics New Zealand

Table 13

### Key characteristics of visitors from Queensland

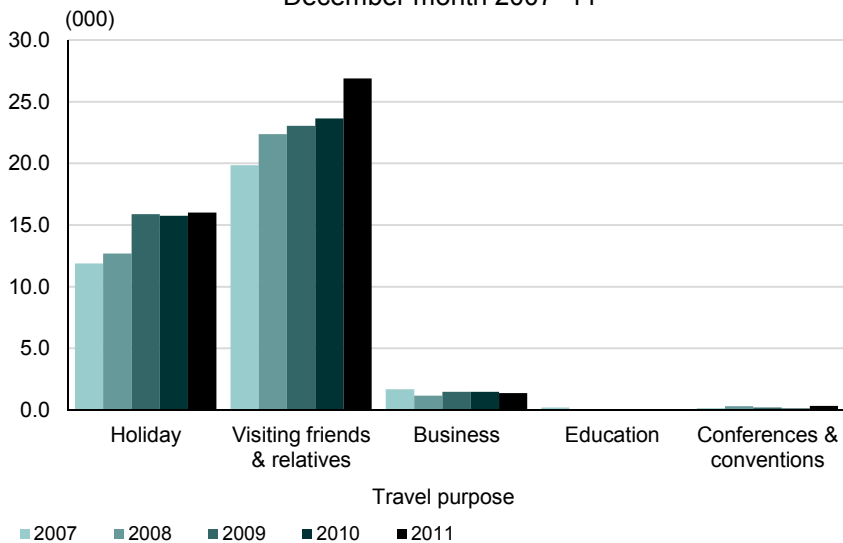
December month 2007–11

Key characteristic	December month					Change 2010–11	
	2007	2008	2009	2010	2011	Number	Percent
<b>Total visitor arrivals</b>	<b>34,533</b>	<b>37,665</b>	<b>41,607</b>	<b>42,398</b>	<b>46,272</b>	<b>3,874</b>	<b>9.1</b>
<b>Travel purpose</b>							
Holiday	11,880	12,690	15,876	15,747	16,000	253	1.6
Visiting friends & relatives	19,845	22,356	23,031	23,635	26,880	3,245	13.7
Business	1,701	1,161	1,485	1,479	1,376	-103	-7.0
Education	216	54	27	87	64	-23	-26.4
Conferences & conventions	162	324	216	145	352	207	142.8
<b>Age group (years)</b>							
Under 15	6,372	7,776	7,398	7,946	9,280	1,334	16.8
15–24	4,617	5,373	5,913	6,119	6,160	41	0.7
25–34	5,940	6,291	7,722	6,815	8,704	1,889	27.7
35–44	5,778	5,076	6,939	6,322	7,184	862	13.6
45–54	5,913	6,507	6,885	7,627	7,024	-603	-7.9
55–64	3,942	4,374	4,860	4,930	5,168	238	4.8
65+	1,971	2,268	1,890	2,639	2,752	113	4.3
<b>Length of stay (days)</b>							
1–3	2,781	2,673	2,349	3,190	3,312	122	3.8
4–7	4,860	6,210	6,129	6,699	8,928	2,229	33.3
8–14	11,664	12,447	15,471	14,094	15,888	1,794	12.7
15–21	7,830	8,856	9,774	9,860	10,144	284	2.9
22 and over	7,398	7,479	7,884	8,555	8,000	-555	-6.5
Median	13.8	13.7	13.7	13.8	12.7	...	...
<b>New Zealand port</b>							
Auckland airport	17,685	21,033	22,653	22,794	26,880	4,086	17.9
Christchurch airport	9,936	9,747	10,476	10,817	8,720	-2,097	-19.4
Wellington airport	3,618	4,428	4,941	4,843	5,680	837	17.3
Dunedin airport	756	837	999	1,015	1,424	409	40.3
Hamilton airport	1,485	945	1,512	1,334	1,392	58	4.3
Queenstown airport	81	27	486	1,247	1,152	-95	-7.6
Seaports	324	648	513	348	1,008	660	189.7
<b>Overseas airport</b>							
Brisbane	27,378	29,376	30,294	30,653	33,168	2,515	8.2
Coolangatta	3,645	3,510	5,913	6,757	6,656	-101	-1.5
Sydney	1,809	1,836	3,105	2,610	3,040	430	16.5
Cairns	594	783	594	1,160	1,088	-72	-6.2
<b>Citizenship</b>							
New Zealand	13,878	16,929	19,575	19,604	22,272	2,668	13.6
Australia	19,170	19,413	19,899	21,344	21,824	480	2.2
United Kingdom	486	324	486	377	544	167	44.3

Symbol: ... not applicable

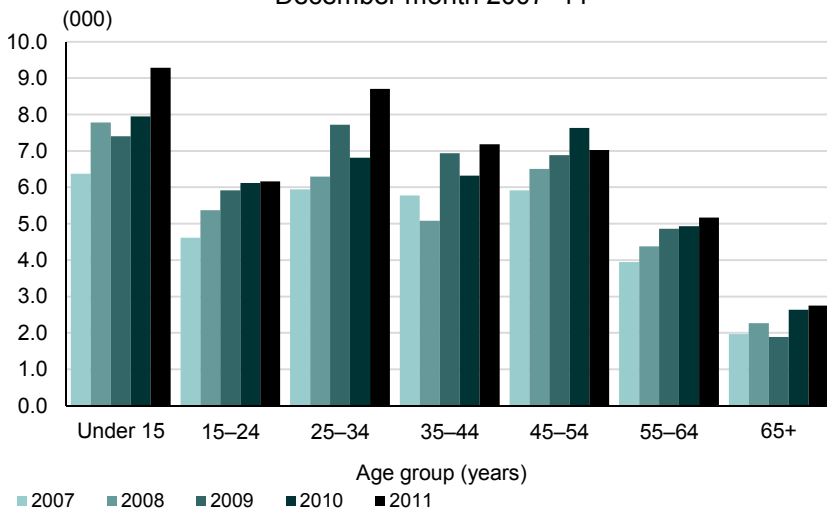
Source: Statistics New Zealand

### Travel purpose of visitors from Queensland December month 2007–11



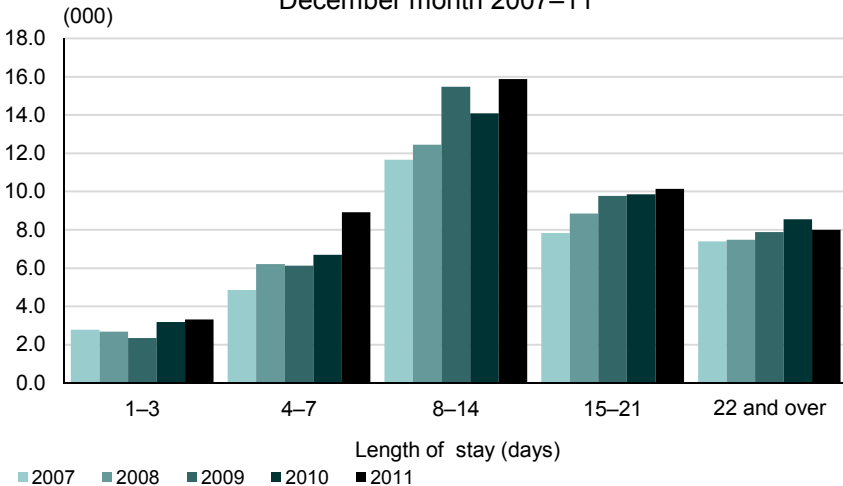
Source: Statistics New Zealand

### Age of visitors from Queensland December month 2007–11



Source: Statistics New Zealand

### Length of stay of visitors from Queensland December month 2007–11



Source: Statistics New Zealand

Table 14

**Key characteristics of visitors from Queensland**

Year ended December 2007–11

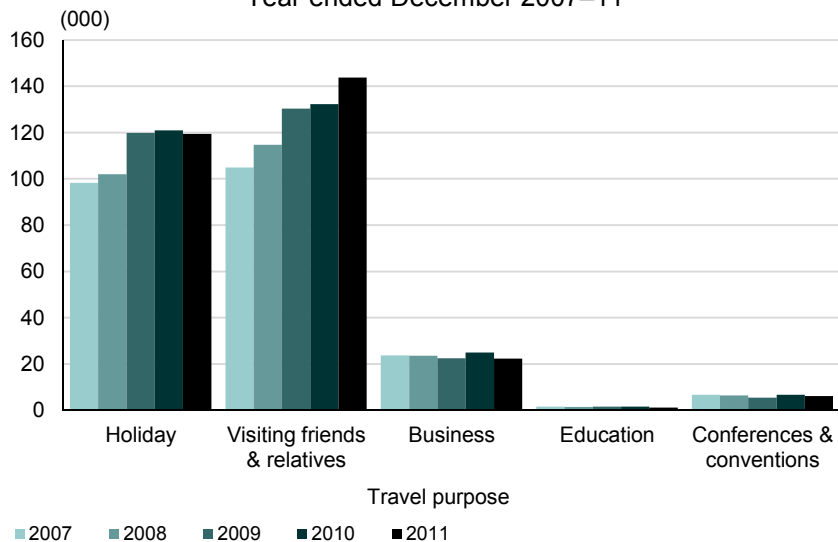
Key characteristic	Year ended December					Change 2010–11	
	2007	2008	2009	2010	2011	Number	Percent
<b>Total visitor arrivals</b>	<b>242,671</b>	<b>256,242</b>	<b>288,218</b>	<b>297,762</b>	<b>306,301</b>	<b>8,539</b>	<b>2.9</b>
<b>Travel purpose</b>							
Holiday	98,215	101,949	119,835	120,991	119,466	-1,525	-1.3
Visiting friends & relatives	104,857	114,664	130,392	132,328	143,854	11,526	8.7
Business	23,675	23,514	22,426	24,969	22,306	-2,663	-10.7
Education	1,598	1,348	1,481	1,565	1,173	-392	-25.0
Conferences & conventions	6,658	6,356	5,441	6,658	6,159	-499	-7.5
<b>Age group (years)</b>							
Under 15	29,609	33,573	36,811	36,906	38,585	1,679	4.5
15–24	29,231	31,043	37,153	38,631	36,887	-1,744	-4.5
25–34	38,995	41,380	49,418	50,786	55,454	4,668	9.2
35–44	42,828	41,329	47,389	47,625	50,089	2,464	5.2
45–54	46,178	48,978	54,117	55,729	56,554	825	1.5
55–64	36,896	39,975	43,407	44,742	45,561	819	1.8
65+	18,934	19,964	19,923	23,343	23,171	-172	-0.7
<b>Length of stay (days)</b>							
1–3	30,816	32,458	34,268	38,173	46,854	8,681	22.7
4–7	67,602	72,197	82,766	87,082	96,853	9,771	11.2
8–14	88,719	92,039	110,499	106,133	102,958	-3,175	-3.0
15–21	33,285	35,650	37,778	40,696	36,604	-4,092	-10.1
22 and over	22,249	23,898	22,907	25,678	23,032	-2,646	-10.3
Median	9.2	9.1	8.9	8.9	8.0	...	...
<b>New Zealand port</b>							
Auckland airport	117,730	129,516	149,429	150,939	170,721	19,782	13.1
Christchurch airport	76,762	80,539	90,569	86,202	64,748	-21,454	-24.9
Wellington airport	20,023	23,376	28,769	29,130	32,724	3,594	12.3
Queenstown airport	5,353	5,463	7,707	13,118	19,087	5,969	45.5
Dunedin airport	6,074	5,107	4,717	9,172	9,210	38	0.4
Hamilton airport	9,147	7,418	4,527	7,174	6,800	-374	-5.2
Seaports	1,486	3,477	2,473	1,882	2,835	953	50.6
<b>Overseas airport</b>							
Brisbane	193,896	206,616	224,064	225,559	229,981	4,422	2.0
Coolangatta	21,153	19,749	30,997	35,958	39,751	3,793	10.5
Sydney	13,145	13,470	18,730	19,446	16,684	-2,762	-14.2
Cairns	3,265	3,263	2,899	5,109	7,703	2,594	50.8
Melbourne	2,581	2,597	3,272	3,430	2,723	-707	-20.6
Rarotonga	1,060	805	1,059	1,303	1,268	-35	-2.7
Los Angeles	1,048	945	691	831	731	-100	-12.0
Apia	728	477	342	423	609	186	44.0
<b>Citizenship</b>							
Australia	155,029	159,256	172,869	180,431	175,923	-4,508	-2.5
New Zealand	75,889	85,224	100,670	103,891	113,697	9,806	9.4
United Kingdom	3,854	3,802	4,592	4,174	4,679	505	12.1
United States of America	668	697	800	893	1,112	219	24.5

Symbol: ... not applicable

Source: Statistics New Zealand

### Travel purpose of visitors from Queensland

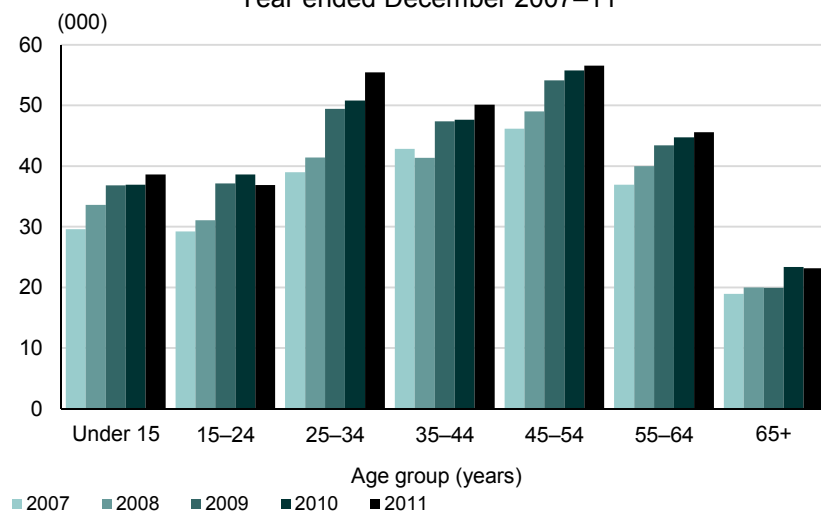
Year ended December 2007–11



Source: Statistics New Zealand

### Age of visitors from Queensland

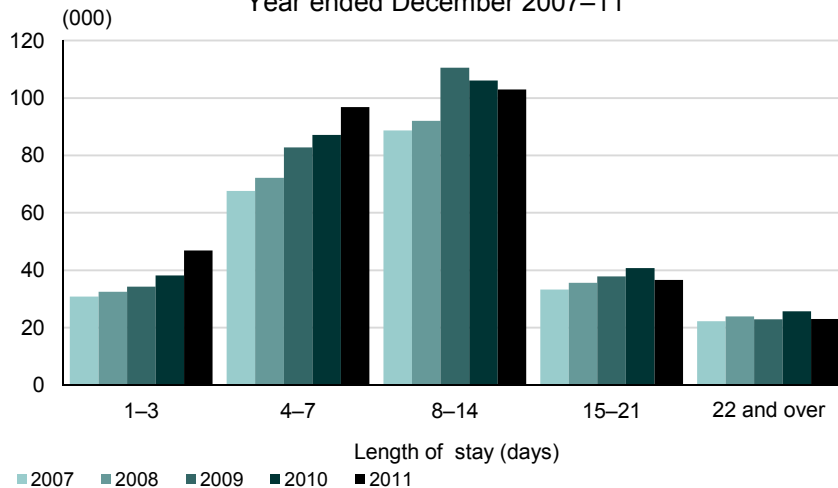
Year ended December 2007–11



Source: Statistics New Zealand

### Length of stay of visitors from Queensland

Year ended December 2007–11



Source: Statistics New Zealand

Table 15

**Key characteristics of visitors from Victoria**

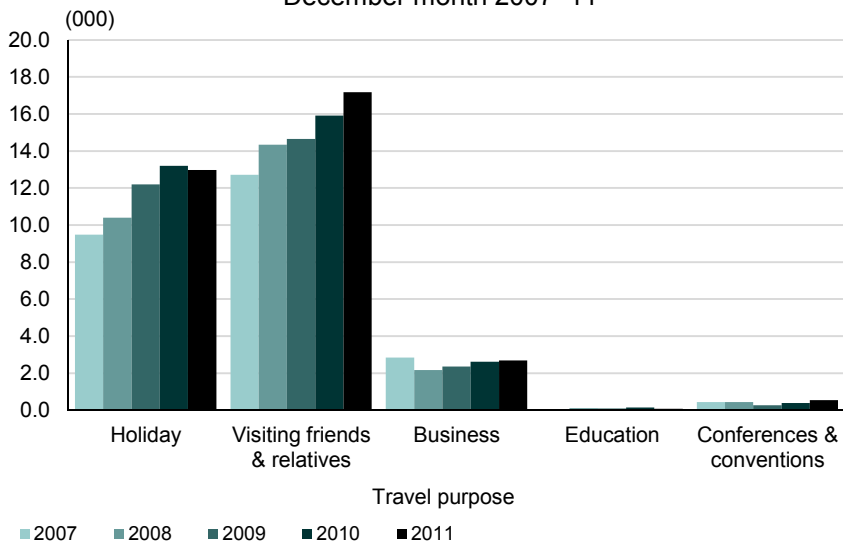
December month 2007–11

Key characteristic	December month					Change 2010–11	
	2007	2008	2009	2010	2011	Number	Percent
<b>Total visitor arrivals</b>	<b>26,406</b>	<b>27,945</b>	<b>30,132</b>	<b>33,350</b>	<b>34,512</b>	<b>1,162</b>	<b>3.5</b>
<b>Travel purpose</b>							
Holiday	9,477	10,395	12,204	13,195	12,976	-219	-1.7
Visiting friends & relatives	12,717	14,337	14,661	15,921	17,184	1,263	7.9
Business	2,835	2,160	2,349	2,610	2,688	78	3.0
Education	54	108	81	145	64	-81	-55.9
Conferences & conventions	432	432	270	377	544	167	44.3
<b>Age group (years)</b>							
Under 15	3,753	3,861	4,833	4,843	4,880	37	0.8
15–24	3,429	4,131	3,483	4,147	4,192	45	1.1
25–34	6,156	6,453	6,858	8,236	8,704	468	5.7
35–44	4,941	5,076	5,940	5,742	6,192	450	7.8
45–54	4,158	4,617	4,752	5,510	5,888	378	6.9
55–64	2,808	2,970	2,889	3,277	3,232	-45	-1.4
65+	1,161	837	1,377	1,595	1,424	-171	-10.7
<b>Length of stay (days)</b>							
1–3	3,564	2,889	3,348	4,205	4,192	-13	-0.3
4–7	4,752	5,373	5,535	6,409	6,880	471	7.3
8–14	8,532	9,531	10,638	11,310	12,384	1,074	9.5
15–21	5,670	5,697	6,480	6,641	7,104	463	7.0
22 and over	3,888	4,455	4,131	4,785	3,952	-833	-17.4
Median	11.8	11.5	11.5	11.3	10.9	...	...
<b>New Zealand port</b>							
Auckland airport	14,445	16,065	16,713	19,285	20,624	1,339	6.9
Christchurch airport	7,668	7,560	8,559	7,714	6,464	-1,250	-16.2
Wellington airport	3,348	3,456	3,942	4,350	4,944	594	13.7
Queenstown airport	297	270	243	1,450	1,408	-42	-2.9
Seaports	108	189	135	174	512	338	194.3
<b>Overseas airport</b>							
Melbourne	23,490	24,759	26,433	30,044	31,280	1,236	4.1
Sydney	1,188	1,863	2,835	2,175	1,712	-463	-21.3
<b>Citizenship</b>							
Australia	16,092	15,849	17,118	18,850	18,672	-178	-0.9
New Zealand	8,505	9,477	10,503	11,861	13,056	1,195	10.1
United Kingdom	486	378	702	580	720	140	24.1

Symbol: ... not applicable

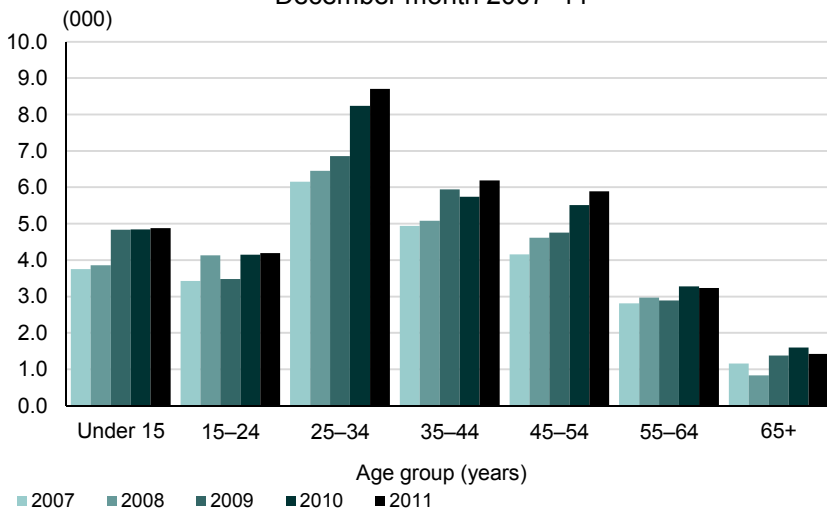
Source: Statistics New Zealand

### Travel purpose of visitors from Victoria December month 2007–11



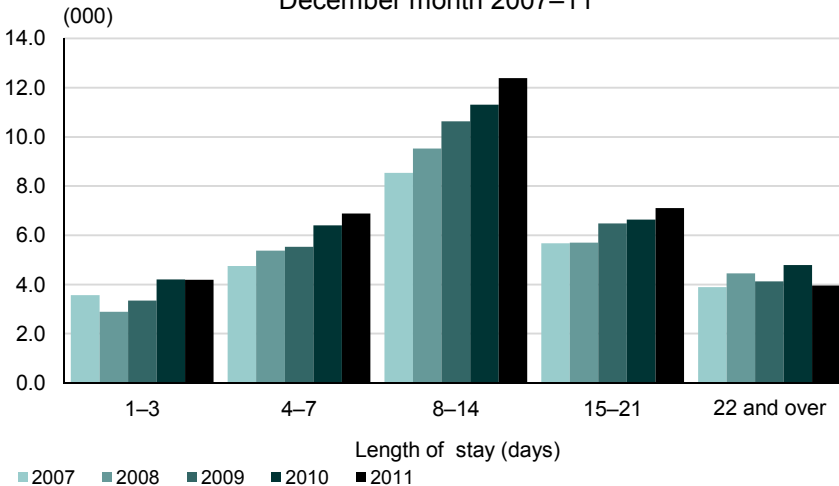
Source: Statistics New Zealand

### Age of visitors from Victoria December month 2007–11



Source: Statistics New Zealand

### Length of stay of visitors from Victoria December month 2007–11



Source: Statistics New Zealand

Table 16

**Key characteristics of visitors from Victoria**

Year ended December 2007–11

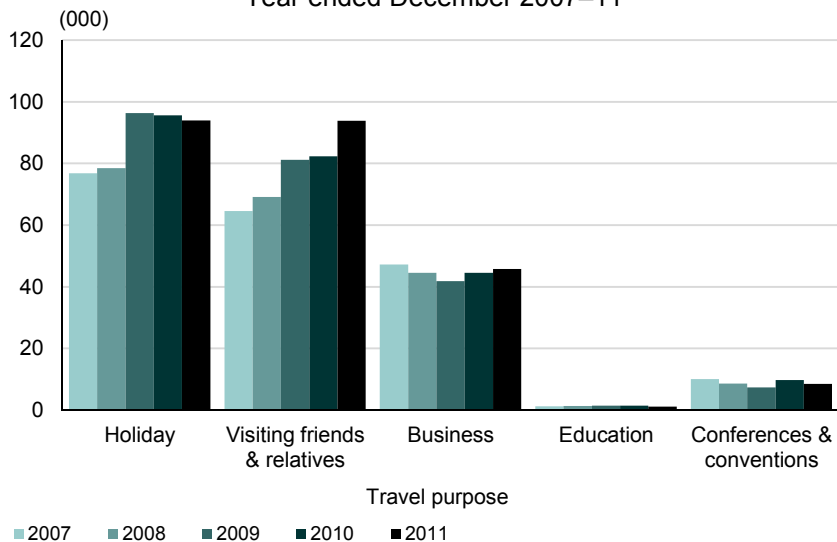
Key characteristic	Year ended December					Change 2010–11	
	2007	2008	2009	2010	2011	Number	Percent
<b>Total visitor arrivals</b>	<b>206,512</b>	<b>209,147</b>	<b>234,888</b>	<b>242,378</b>	<b>254,123</b>	<b>11,745</b>	<b>4.8</b>
<b>Travel purpose</b>							
Holiday	76,765	78,495	96,276	95,552	93,972	-1,580	-1.7
Visiting friends & relatives	64,523	69,170	81,123	82,263	93,826	11,563	14.1
Business	47,273	44,546	41,871	44,519	45,734	1,215	2.7
Education	1,313	1,315	1,511	1,498	1,139	-359	-24.0
Conferences & conventions	10,037	8,579	7,417	9,790	8,506	-1,284	-13.1
<b>Age group (years)</b>							
Under 15	17,336	18,612	22,632	21,352	24,011	2,659	12.5
15–24	19,485	20,227	25,003	25,277	25,122	-155	-0.6
25–34	43,878	42,862	50,658	52,787	58,147	5,360	10.2
35–44	42,395	41,538	45,486	45,615	48,860	3,245	7.1
45–54	41,228	40,929	44,604	46,906	48,373	1,467	3.1
55–64	29,339	30,951	32,697	34,905	34,445	-460	-1.3
65+	12,851	14,028	13,808	15,536	15,165	-371	-2.4
<b>Length of stay (days)</b>							
1–3	46,849	45,706	47,318	53,365	60,677	7,312	13.7
4–7	61,115	64,880	74,484	74,376	82,672	8,296	11.2
8–14	60,527	61,134	74,056	73,216	72,972	-244	-0.3
15–21	24,563	23,974	25,694	25,694	24,107	-1,587	-6.2
22 and over	13,458	13,453	13,336	15,727	13,695	-2,032	-12.9
Median	7.2	7.2	7.3	7.2	6.7	...	...
<b>New Zealand port</b>							
Auckland airport	115,706	119,391	133,224	137,199	156,130	18,931	13.8
Christchurch airport	59,130	58,716	68,381	65,503	47,994	-17,509	-26.7
Wellington airport	23,523	22,714	25,438	27,984	31,461	3,477	12.4
Queenstown airport	3,611	4,997	5,340	8,968	15,679	6,711	74.8
Seaports	712	1,566	1,303	1,121	1,399	278	24.8
Dunedin airport	2,007	1,518	979	1,069	1,231	162	15.2
<b>Overseas airport</b>							
Melbourne	182,588	186,205	212,138	215,829	231,232	15,403	7.1
Sydney	10,704	11,247	12,377	14,404	10,638	-3,766	-26.1
Brisbane	3,414	3,057	2,292	2,885	2,346	-539	-18.7
Los Angeles	983	959	776	1,055	1,343	288	27.3
Rarotonga	1,475	988	1,210	1,585	1,072	-513	-32.4
Apia	611	466	707	670	858	188	28.1
Nadi	626	515	427	355	581	226	63.7
<b>Citizenship</b>							
Australia	146,815	147,289	162,214	165,611	166,466	855	0.5
New Zealand	44,603	45,825	54,512	57,203	66,725	9,522	16.6
United Kingdom	5,514	4,782	5,610	5,827	5,929	102	1.8
Malaysia	1,011	1,081	1,058	1,356	1,447	91	6.7

Symbol: ... not applicable

Source: Statistics New Zealand

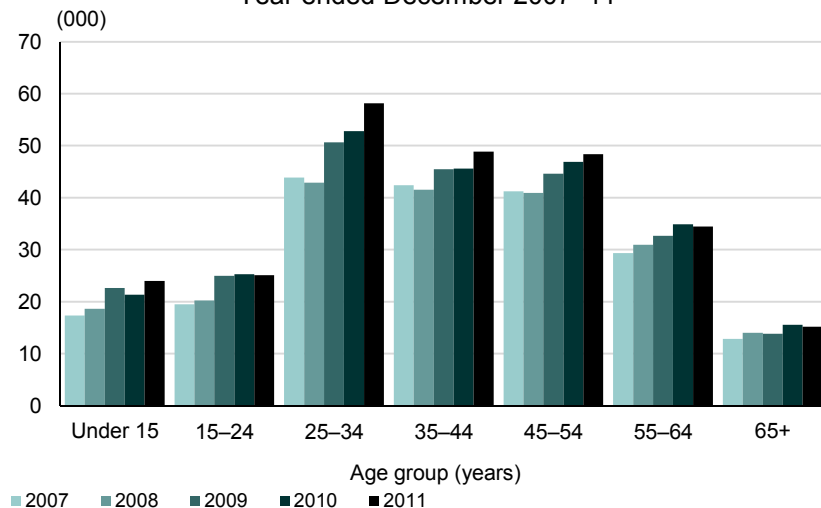


### Travel purpose of visitors from Victoria Year ended December 2007–11



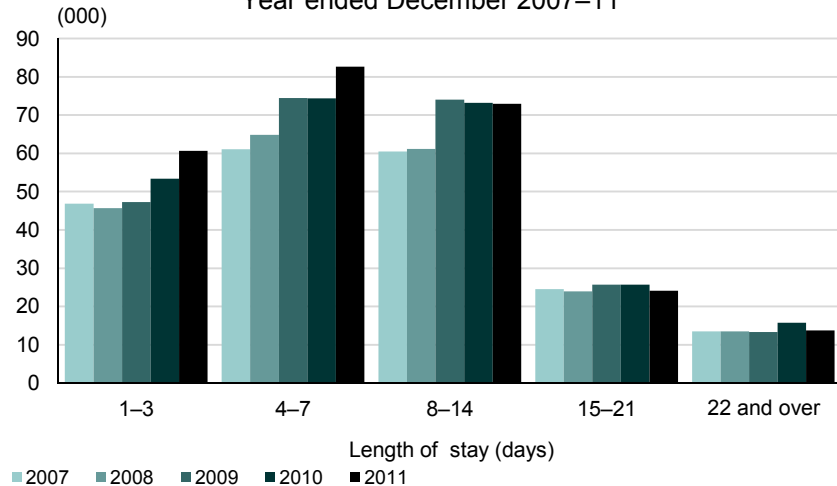
Source: Statistics New Zealand

### Age of visitors from Victoria Year ended December 2007–11



Source: Statistics New Zealand

### Length of stay of visitors from Victoria Year ended December 2007–11



Source: Statistics New Zealand

Table 17

**Key characteristics of visitors from Western Australia**

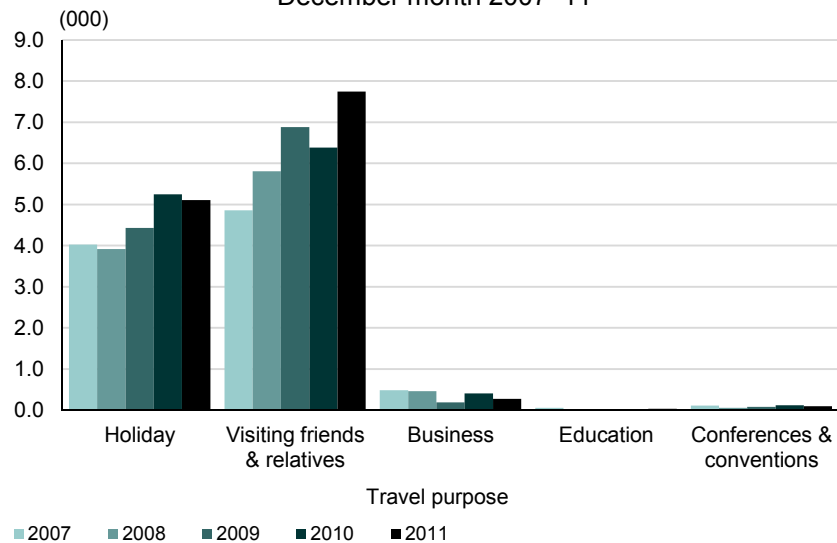
December month 2007–11

Key characteristic	December month					Change 2010–11	
	2007	2008	2009	2010	2011	Number	Percent
<b>Total visitor arrivals</b>	<b>9,747</b>	<b>10,638</b>	<b>11,745</b>	<b>12,470</b>	<b>13,840</b>	<b>1,370</b>	<b>11.0</b>
<b>Travel purpose</b>							
Holiday	4,023	3,915	4,428	5,249	5,104	-145	-2.8
Visiting friends & relatives	4,860	5,805	6,885	6,380	7,744	1,364	21.4
Business	486	459	189	406	272	-134	-33.0
Education	54	27	0	0	32	32	...
Conferences & conventions	108	54	81	116	96	-20	-17.2
<b>Age group (years)</b>							
Under 15	1,377	1,620	2,214	2,059	2,528	469	22.8
15–24	1,161	1,782	1,728	1,711	1,936	225	13.2
25–34	1,809	1,836	2,376	2,581	2,848	267	10.3
35–44	1,539	2,052	1,809	2,001	2,240	239	11.9
45–54	2,241	1,755	1,971	2,407	2,368	-39	-1.6
55–64	1,134	1,242	1,215	1,247	1,488	241	19.3
65+	486	351	432	464	432	-32	-6.9
<b>Length of stay (days)</b>							
1–3	810	810	351	667	960	293	43.9
4–7	459	1,026	1,026	1,363	1,312	-51	-3.7
8–14	2,349	2,646	3,213	3,364	3,520	156	4.6
15–21	3,078	2,727	3,564	3,364	3,456	92	2.7
22 and over	3,051	3,429	3,591	3,712	4,592	880	23.7
Median	17.9	16.4	16.9	16.6	16.8	...	...
<b>New Zealand port</b>							
Auckland airport	6,318	7,020	7,371	7,946	9,616	1,670	21.0
Christchurch airport	2,457	2,295	2,673	2,349	2,176	-173	-7.4
Wellington airport	702	1,026	1,080	1,595	1,280	-315	-19.7
<b>Overseas airport</b>							
Sydney	2,592	3,888	4,050	4,002	4,416	414	10.3
Perth	3,942	3,672	3,402	3,480	4,112	632	18.2
Melbourne	1,782	2,160	2,889	2,871	3,488	617	21.5
Brisbane	1,215	594	810	1,827	976	-851	-46.6
<b>Citizenship</b>							
New Zealand	3,213	4,941	5,319	6,148	7,232	1,084	17.6
Australia	6,102	5,022	5,886	5,626	5,664	38	0.7

Symbol: ... not applicable

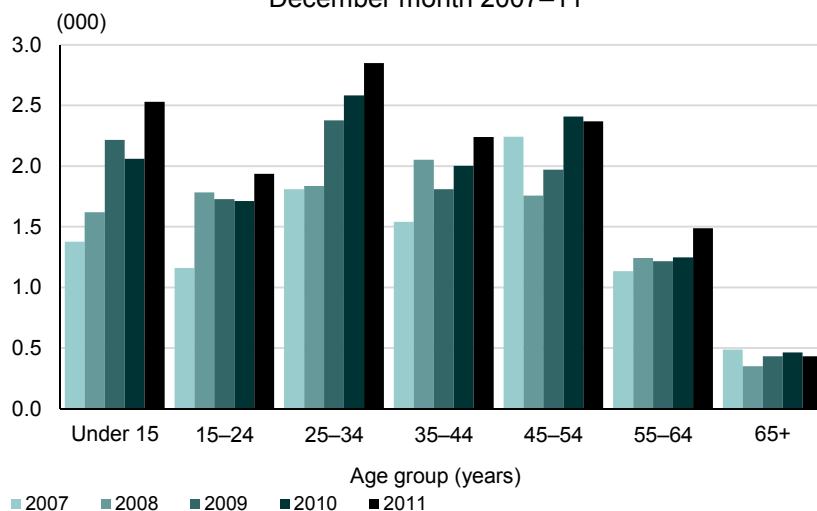
Source: Statistics New Zealand

### Travel purpose of visitors from Western Australia December month 2007–11



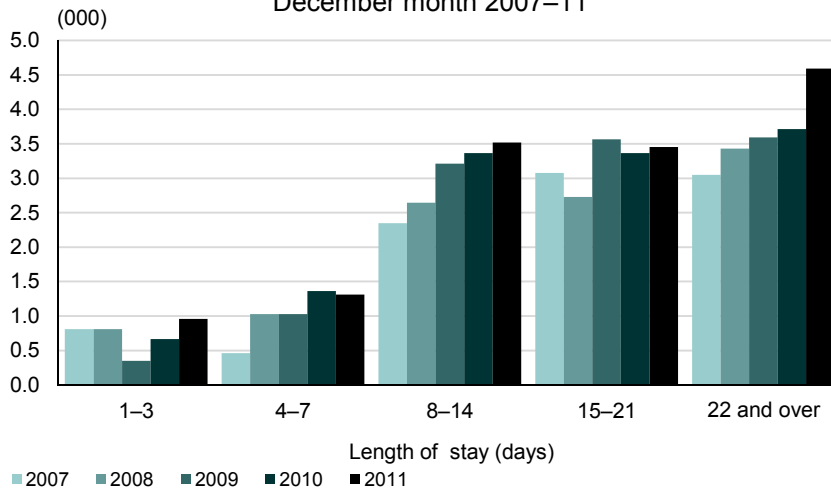
Source: Statistics New Zealand

### Age of visitors from Western Australia December month 2007–11



Source: Statistics New Zealand

### Length of stay of visitors from Western Australia December month 2007–11



Source: Statistics New Zealand

Table 18

**Key characteristics of visitors from Western Australia**

Year ended December 2007–11

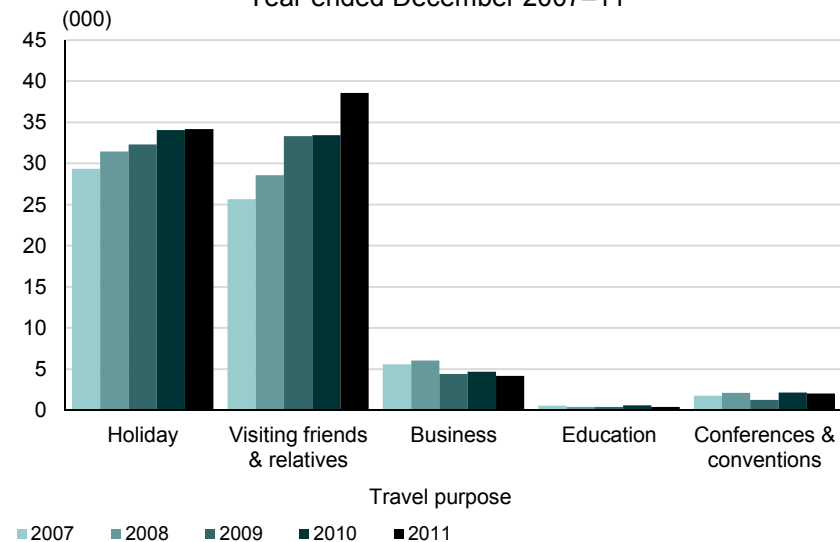
Key characteristic	Year ended December					Change 2010–11	
	2007	2008	2009	2010	2011	Number	Percent
<b>Total visitor arrivals</b>	<b>65,650</b>	<b>71,863</b>	<b>75,707</b>	<b>79,032</b>	<b>84,911</b>	<b>5,879</b>	<b>7.4</b>
<b>Travel purpose</b>							
Holiday	29,366	31,466	32,288	34,053	34,179	126	0.4
Visiting friends & relatives	25,645	28,580	33,329	33,421	38,569	5,148	15.4
Business	5,567	6,052	4,415	4,669	4,168	-501	-10.7
Education	536	401	413	580	411	-169	-29.1
Conferences & conventions	1,770	2,117	1,263	2,133	2,027	-106	-5.0
<b>Age group (years)</b>							
Under 15	7,542	7,318	8,289	8,853	8,530	-323	-3.6
15–24	8,448	9,560	10,214	9,702	10,953	1,251	12.9
25–34	11,604	11,609	13,235	15,034	16,260	1,226	8.2
35–44	10,486	12,939	11,735	13,142	13,117	-25	-0.2
45–54	12,903	14,491	15,539	15,203	16,818	1,615	10.6
55–64	9,901	10,309	11,647	11,201	13,495	2,294	20.5
65+	4,766	5,637	5,048	5,897	5,738	-159	-2.7
<b>Length of stay (days)</b>							
1–3	6,666	7,864	8,502	8,730	11,371	2,641	30.3
4–7	11,789	13,126	14,165	15,984	17,256	1,272	8.0
8–14	22,449	24,633	26,366	26,698	27,790	1,092	4.1
15–21	13,922	14,642	14,889	15,412	15,119	-293	-1.9
22 and over	10,824	11,598	11,785	12,208	13,375	1,167	9.6
Median	12.2	12.1	11.7	11.4	11.0	...	...
<b>New Zealand port</b>							
Auckland airport	42,819	47,163	48,827	50,795	58,124	7,329	14.4
Christchurch airport	16,760	16,878	17,986	17,095	14,075	-3,020	-17.7
Wellington airport	3,800	5,205	5,755	6,377	7,229	852	13.4
Queenstown airport	1,015	1,816	2,305	2,623	3,626	1,003	38.2
Dunedin airport	290	293	181	752	855	103	13.7
Seaports	570	390	482	391	542	151	38.6
Hamilton airport	298	118	144	733	284	-449	-61.3
<b>Overseas airport</b>							
Perth	27,449	27,945	25,456	27,490	29,837	2,347	8.5
Sydney	17,034	23,121	25,807	24,664	24,638	-26	-0.1
Melbourne	11,464	11,804	14,683	15,616	17,853	2,237	14.3
Brisbane	6,095	5,206	5,379	7,009	6,432	-577	-8.2
Los Angeles	786	984	1,020	1,190	1,483	293	24.6
Coolangatta	139	296	262	194	947	753	388.1
San Francisco	183	212	395	170	551	381	224.1
<b>Citizenship</b>							
Australia	44,359	46,303	45,037	45,834	47,233	1,399	3.1
New Zealand	17,440	21,233	25,602	27,843	31,978	4,135	14.9
United Kingdom	1,797	1,891	1,799	2,088	2,130	42	2.0
United States of America	163	330	345	309	538	229	74.1

Symbol: ... not applicable

Source: Statistics New Zealand

### Travel purpose of visitors from Western Australia

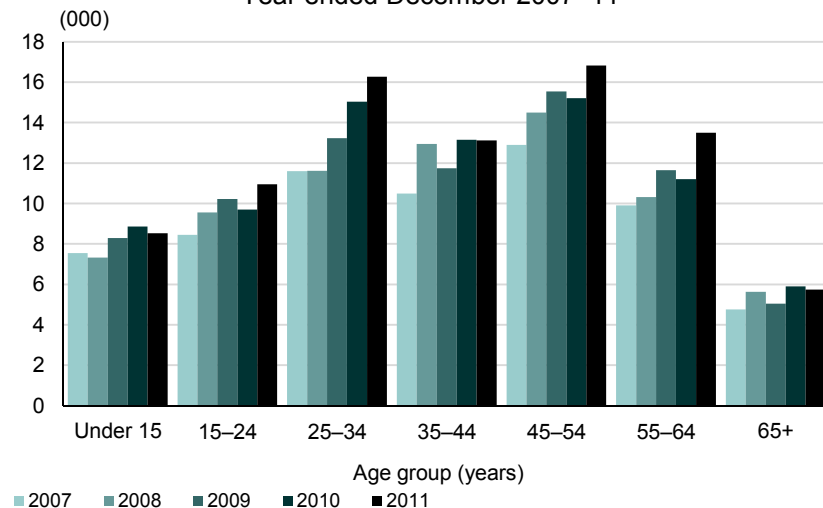
Year ended December 2007–11



Source: Statistics New Zealand

### Age of visitors from Western Australia

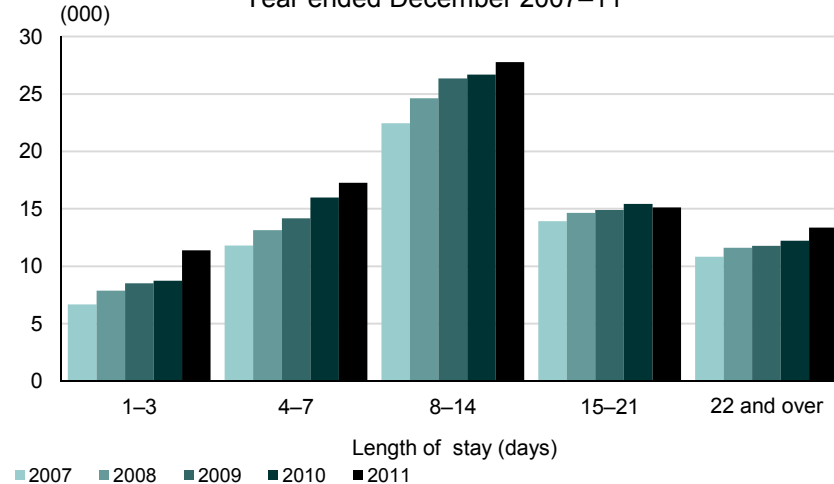
Year ended December 2007–11



Source: Statistics New Zealand

### Length of stay of visitors from Western Australia

Year ended December 2007–11



Source: Statistics New Zealand

Table 19

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

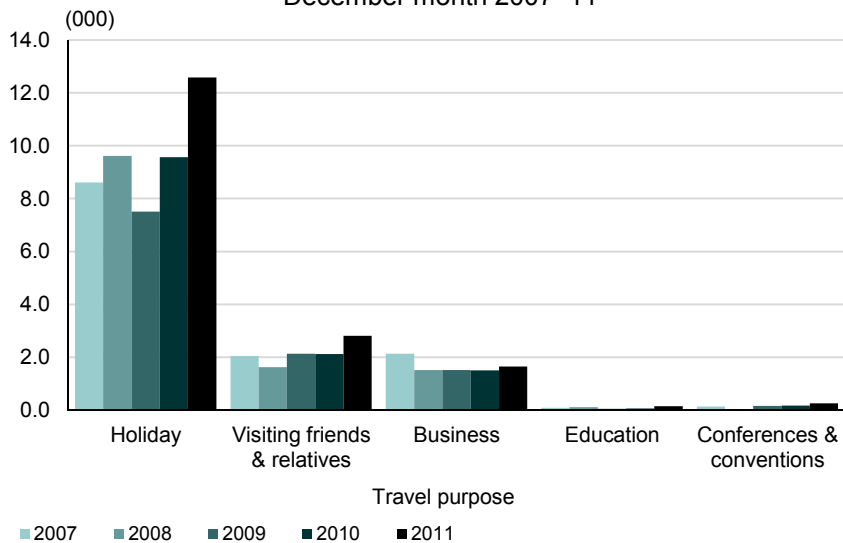
December month 2007–11

Key characteristic	December month					Change 2010–11	
	2007	2008	2009	2010	2011	Number	Percent
<b>Total visitor arrivals</b>	<b>13,716</b>	<b>13,959</b>	<b>11,691</b>	<b>14,181</b>	<b>18,416</b>	<b>4,235</b>	<b>29.9</b>
<b>Travel purpose</b>							
Holiday	8,613	9,612	7,506	9,570	12,576	3,006	31.4
Visiting friends & relatives	2,052	1,620	2,133	2,117	2,816	699	33.0
Business	2,133	1,512	1,512	1,508	1,648	140	9.3
Education	81	108	54	58	144	86	148.3
Conferences & conventions	135	27	162	174	256	82	47.1
<b>Age group (years)</b>							
Under 15	675	405	648	493	720	227	46.0
15–24	324	540	189	377	544	167	44.3
25–34	1,566	3,375	1,944	2,059	2,960	901	43.8
35–44	3,807	3,456	3,024	3,480	3,216	-264	-7.6
45–54	4,509	3,483	3,402	4,205	5,280	1,075	25.6
55–64	2,187	2,295	1,728	2,929	4,128	1,199	40.9
65+	648	405	756	638	1,568	930	145.8
<b>Length of stay (days)</b>							
1–3	7,749	6,858	5,805	6,699	9,712	3,013	45.0
4–7	2,457	4,590	2,322	3,422	3,408	-14	-0.4
8–14	999	837	1,026	1,595	1,760	165	10.3
15–21	783	540	810	812	1,088	276	34.0
22 and over	1,728	1,134	1,728	1,653	2,448	795	48.1
Median	3.3	3.5	3.5	3.7	3.4	...	...
<b>New Zealand port</b>							
Auckland airport	12,204	13,095	10,827	13,137	17,056	3,919	29.8
Christchurch airport	1,134	594	567	812	752	-60	-7.4
<b>Overseas airport</b>							
Brisbane	2,997	2,808	2,322	1,682	3,424	1,742	103.6
Sydney	2,322	3,024	1,809	3,016	2,672	-344	-11.4
Melbourne	3,402	1,998	1,917	1,943	2,512	569	29.3
Guangzhou	0	0	0	0	2,400	2,400	...
Hong Kong	1,944	2,241	2,133	1,943	1,840	-103	-5.3
Shanghai	1,674	1,323	1,539	1,682	1,760	78	4.6
Coolangatta	108	405	297	1,653	1,488	-165	-10.0
Beijing	0	486	864	1,044	976	-68	-6.5
<b>Citizenship</b>							
China, People's Republic of	12,339	12,609	9,990	12,325	16,544	4,219	34.2
New Zealand	378	324	486	667	528	-139	-20.8

Symbol: ... not applicable

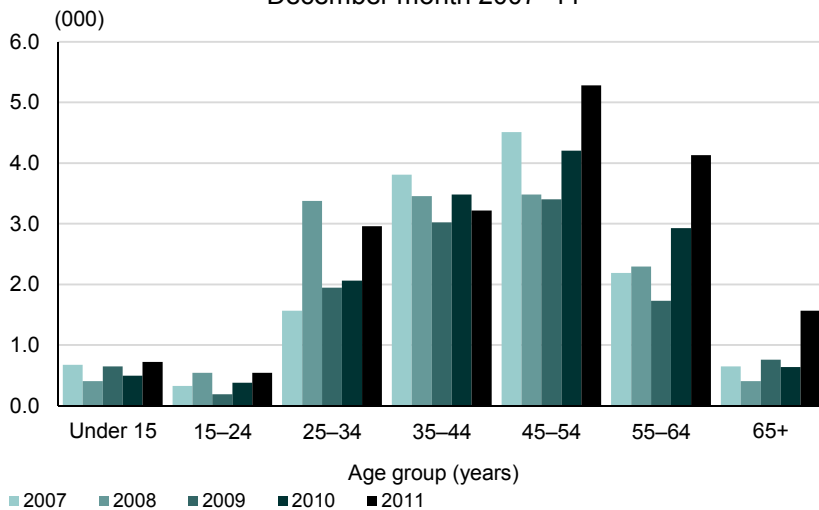
Source: Statistics New Zealand

### Travel purpose of visitors from China December month 2007–11



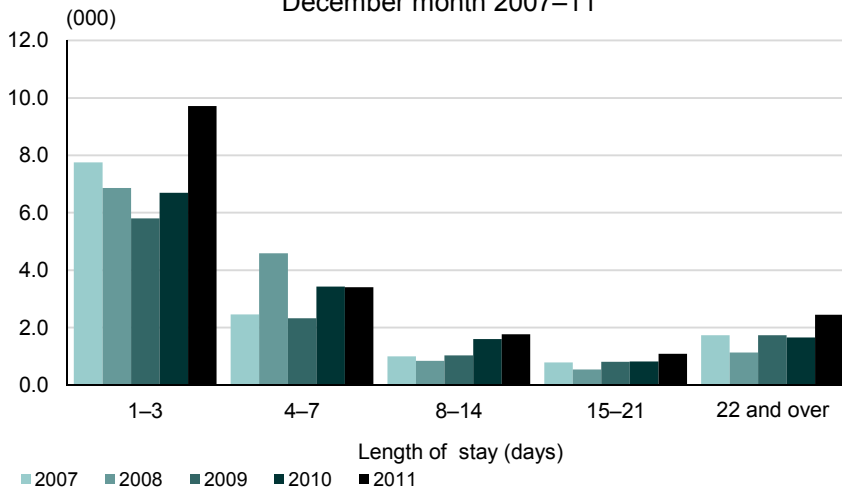
Source: Statistics New Zealand

### Age of visitors from China December month 2007–11



Source: Statistics New Zealand

### Length of stay of visitors from China December month 2007–11



Source: Statistics New Zealand

Table 20

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

Year ended December 2007–11

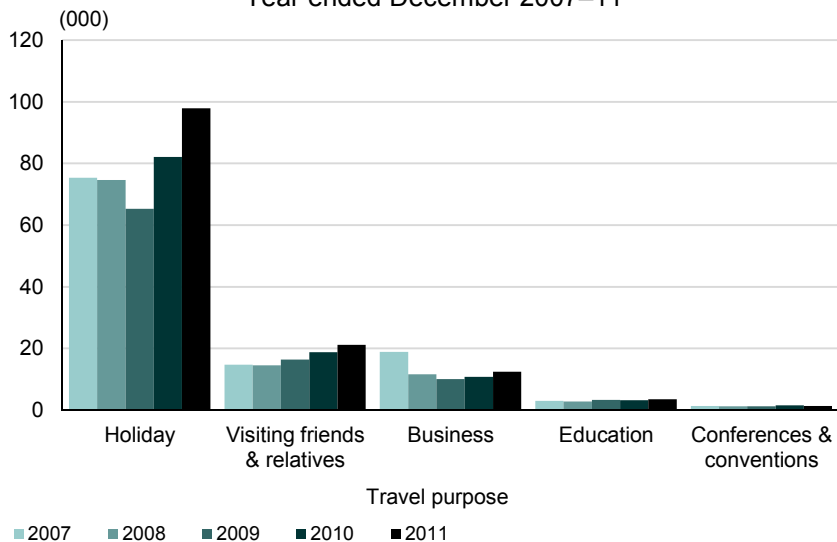
Key characteristic	Year ended December					Change 2010–11	
	2007	2008	2009	2010	2011	Number	Percent
<b>Total visitor arrivals</b>	<b>120,804</b>	<b>112,398</b>	<b>102,259</b>	<b>122,712</b>	<b>145,524</b>	<b>22,812</b>	<b>18.6</b>
<b>Travel purpose</b>							
Holiday	75,396	74,671	65,287	82,151	97,923	15,772	19.2
Visiting friends & relatives	14,710	14,550	16,374	18,841	21,216	2,375	12.6
Business	18,929	11,612	10,124	10,808	12,474	1,666	15.4
Education	3,022	2,798	3,330	3,206	3,561	355	11.1
Conferences & conventions	1,352	1,257	1,308	1,544	1,340	-204	-13.2
<b>Age group (years)</b>							
Under 15	4,759	4,254	3,936	5,557	7,329	1,772	31.9
15–24	6,269	6,575	6,975	8,099	9,173	1,074	13.3
25–34	15,641	16,754	14,795	18,406	22,376	3,970	21.6
35–44	36,454	31,070	22,159	26,071	29,754	3,683	14.1
45–54	35,905	31,627	29,504	34,324	37,945	3,621	10.5
55–64	16,334	16,702	18,229	22,562	28,895	6,333	28.1
65+	5,442	5,416	6,661	7,693	10,052	2,359	30.7
<b>Length of stay (days)</b>							
1–3	66,254	61,300	51,311	58,314	72,704	14,390	24.7
4–7	29,151	25,923	22,134	29,182	30,900	1,718	5.9
8–14	8,029	7,349	9,184	12,226	15,609	3,383	27.7
15–21	3,941	4,012	4,177	5,079	5,727	648	12.8
22 and over	13,429	13,814	15,453	17,911	20,584	2,673	14.9
Median	3.4	3.4	3.5	3.7	3.5	...	...
<b>New Zealand port</b>							
Auckland airport	110,087	104,009	93,558	112,714	134,444	21,730	19.3
Christchurch airport	8,363	6,821	7,047	8,055	8,288	233	2.9
Wellington airport	1,951	1,120	1,214	902	1,185	283	31.4
Queenstown airport	194	232	260	644	967	323	50.2
<b>Overseas airport</b>							
Brisbane	34,070	29,224	22,870	15,692	22,289	6,597	42.0
Melbourne	28,044	22,981	17,532	17,850	21,270	3,420	19.2
Sydney	14,706	16,774	14,572	22,592	20,478	-2,114	-9.4
Hong Kong	16,813	17,718	19,008	22,323	17,346	-4,977	-22.3
Shanghai	12,797	12,498	10,244	12,680	14,734	2,054	16.2
Coolangatta	251	567	2,216	12,624	14,615	1,991	15.8
Guangzhou	0	0	0	0	12,828	12,828	...
Beijing	0	2,006	6,147	8,712	8,822	110	1.3
Singapore	4,265	2,518	2,781	3,509	4,533	1,024	29.2
Seoul	3,356	3,553	2,577	1,468	1,367	-101	-6.9
<b>Citizenship</b>							
China, People's Republic of	113,900	104,958	95,194	114,816	136,632	21,816	19.0
New Zealand	1,567	2,012	2,219	2,414	3,335	921	38.2
United States of America	801	741	780	906	986	80	8.8
Hong Kong	1,317	1,043	764	1,020	868	-152	-14.9

Symbol: ... not applicable

Source: Statistics New Zealand

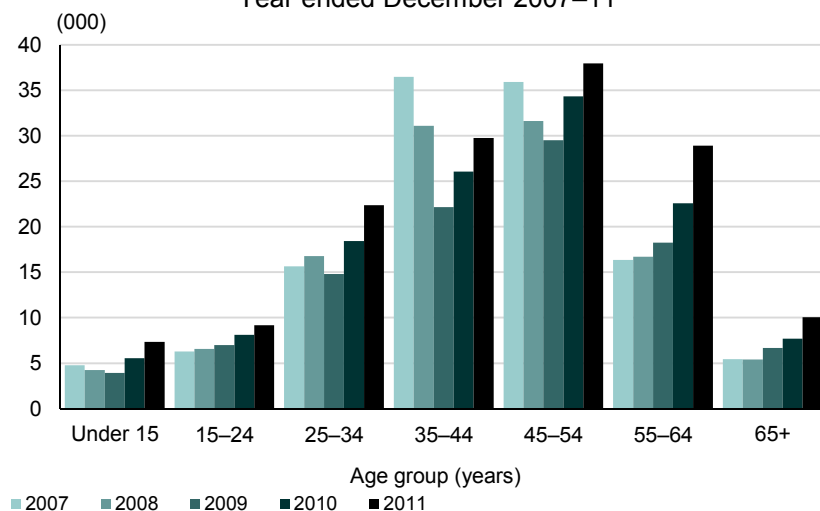


### Travel purpose of visitors from China Year ended December 2007–11



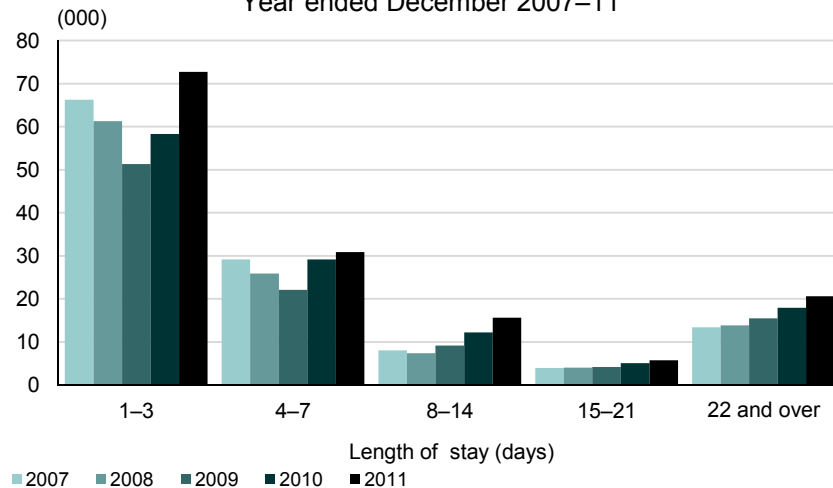
Source: Statistics New Zealand

### Age of visitors from China Year ended December 2007–11



Source: Statistics New Zealand

### Length of stay of visitors from China Year ended December 2007–11



Source: Statistics New Zealand

Table 21

**Province of residence of visitors from the People's Republic of China**  
December month 2007–11

	December month					Change 2010–11	
	2007	2008	2009	2010	2011	Number	Percent
<b>Total visitor arrivals</b>	<b>13,716</b>	<b>13,959</b>	<b>11,691</b>	<b>14,181</b>	<b>18,416</b>	<b>4,235</b>	<b>29.9</b>
Beijing	1,566	2,295	1,431	2,262	2,784	522	23.1
Shanghai	1,350	1,647	1,728	2,030	2,080	50	2.5
Guangdong	1,323	945	837	551	1,632	1,081	196.2
Jiangsu	486	459	432	493	752	259	52.5
Zhejiang	621	459	459	435	752	317	72.9
Liaoning	459	486	351	377	528	151	40.1
Not stated	4,833	4,428	3,726	4,727	4,912	185	3.9

**Source:** Statistics New Zealand

Table 22

**Province of residence of visitors from the People's Republic of China**  
Year ended December 2007–11

	Year ended December					Change 2010–11	
	2007	2008	2009	2010	2011	Number	Percent
<b>Total visitor arrivals</b>	<b>120,804</b>	<b>112,398</b>	<b>102,259</b>	<b>122,712</b>	<b>145,524</b>	<b>22,812</b>	<b>18.6</b>
Beijing	11,441	13,060	11,254	14,970	18,927	3,957	26.4
Shanghai	11,893	13,140	13,459	14,490	16,975	2,485	17.1
Guangdong	12,885	10,298	9,216	10,663	14,171	3,508	32.9
Zhejiang	6,438	6,122	5,167	7,999	10,003	2,004	25.1
Jiangsu	6,208	4,706	3,972	5,139	5,975	836	16.3
Liaoning	2,948	2,988	2,806	3,660	3,832	172	4.7
Shandong	2,647	2,576	2,640	2,737	3,581	844	30.8
Sichuan	2,232	1,729	1,844	2,860	3,253	393	13.7
Fujian	1,901	2,027	1,612	2,157	2,616	459	21.3
Hunan	1,728	1,309	1,056	1,340	2,190	850	63.4
Hubei	1,393	847	1,010	1,598	2,146	548	34.3
Yunnan	1,564	1,544	1,823	2,125	1,897	-228	-10.7
Henan	1,616	1,663	2,148	1,873	1,796	-77	-4.1
Shanxi	2,044	1,551	1,164	1,250	1,637	387	31.0
Heilongjiang	1,162	949	814	903	1,539	636	70.4
Tianjin	754	1,137	998	1,501	1,491	-10	-0.7
Chongqing	438	971	725	1,143	1,179	36	3.1
Hebei	1,085	1,379	894	1,060	1,144	84	7.9
Jilin	860	830	708	826	1,081	255	30.9
Guangxi	640	548	940	802	1,053	251	31.3
Shaanxi	470	696	424	877	1,041	164	18.7
Nei Monggol	531	607	254	482	1,023	541	112.2
Anhui	772	778	600	909	1,010	101	11.1
Jiangxi	732	662	630	423	632	209	49.4
Xinjiang	247	325	528	993	618	-375	-37.8
Guizhou	462	615	544	338	578	240	71.0
Not stated	44,605	38,582	34,310	38,527	42,920	4,393	11.4

Source: Statistics New Zealand

Table 23

### Key characteristics of visitors from Japan

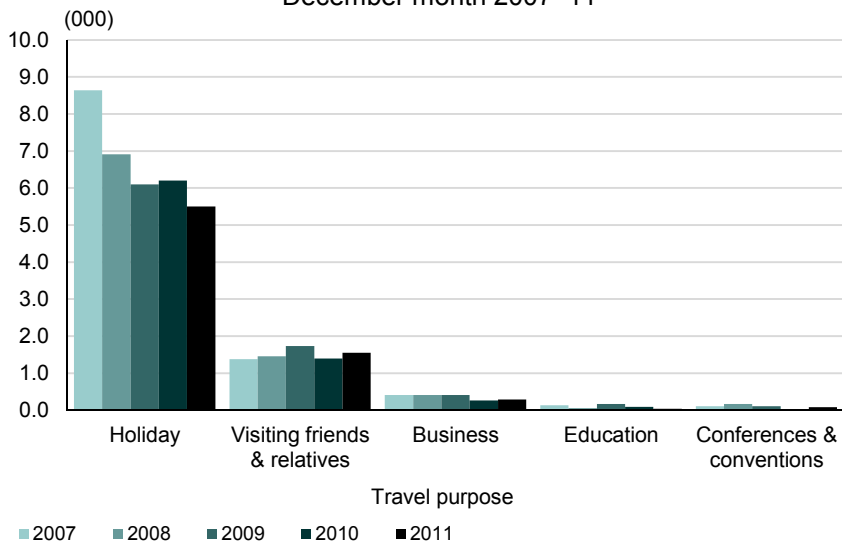
December month 2007–11

Key characteristic	December month					Change 2010–11	
	2007	2008	2009	2010	2011	Number	Percent
<b>Total visitor arrivals</b>	<b>10,908</b>	<b>9,342</b>	<b>8,883</b>	<b>8,294</b>	<b>7,840</b>	<b>-454</b>	<b>-5.5</b>
<b>Travel purpose</b>							
Holiday	8,640	6,912	6,102	6,206	5,504	-702	-11.3
Visiting friends & relatives	1,377	1,458	1,728	1,392	1,552	160	11.5
Business	405	405	405	261	288	27	10.3
Education	135	54	162	87	32	-55	-63.2
Conferences & conventions	108	162	108	29	80	51	175.9
<b>Age group (years)</b>							
Under 15	621	756	594	522	720	198	37.9
15–24	702	594	1,620	754	416	-338	-44.8
25–34	1,890	1,782	1,755	1,247	1,264	17	1.4
35–44	1,674	1,539	1,215	1,189	1,392	203	17.1
45–54	1,404	1,188	1,269	1,044	1,232	188	18.0
55–64	2,889	1,971	1,296	1,856	1,680	-176	-9.5
65+	1,728	1,512	1,134	1,682	1,136	-546	-32.5
<b>Length of stay (days)</b>							
1–3	540	594	594	377	512	135	35.8
4–7	5,589	4,752	4,698	3,886	3,728	-158	-4.1
8–14	2,997	2,241	1,782	2,349	2,224	-125	-5.3
15–21	756	945	837	841	816	-25	-3.0
22 and over	1,026	810	972	841	560	-281	-33.4
Median	7.1	7.0	6.8	7.4	7.0	...	...
<b>New Zealand port</b>							
Auckland airport	6,156	5,616	6,264	5,423	5,568	145	2.7
Christchurch airport	4,563	3,483	2,538	2,668	2,144	-524	-19.6
<b>Overseas airport</b>							
Tokyo	4,779	4,509	4,131	4,234	3,584	-650	-15.4
Osaka	2,943	2,052	2,133	1,363	1,296	-67	-4.9
Hong Kong	918	756	675	435	768	333	76.6
Seoul	594	540	324	87	528	441	506.9
<b>Citizenship</b>							
Japan	9,855	8,100	7,587	7,279	6,752	-527	-7.2
New Zealand	459	729	567	580	608	28	4.8

Symbol: ... not applicable

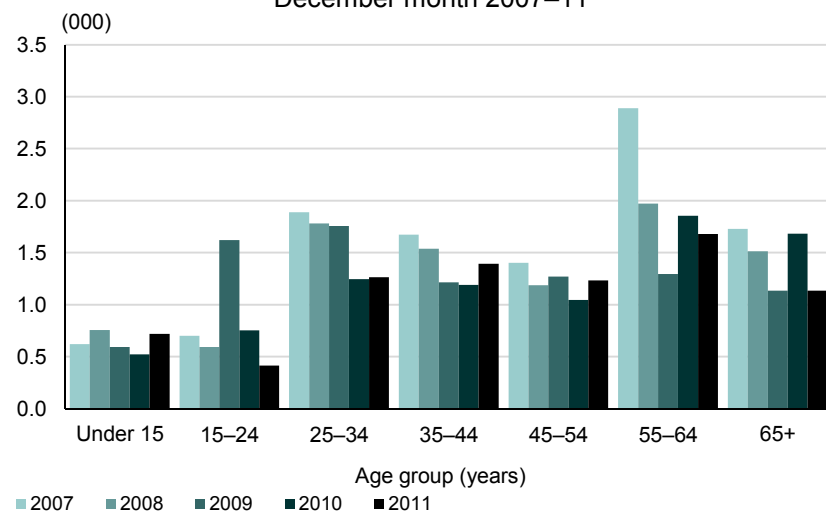
Source: Statistics New Zealand

### Travel purpose of visitors from Japan December month 2007–11



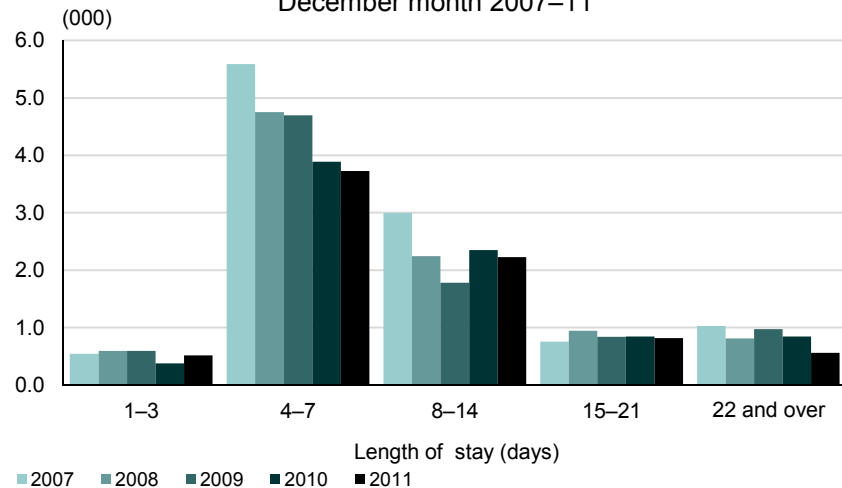
Source: Statistics New Zealand

### Age of visitors from Japan December month 2007–11



Source: Statistics New Zealand

### Length of stay of visitors from Japan December month 2007–11



Source: Statistics New Zealand

Table 24

**Key characteristics of visitors from Japan**

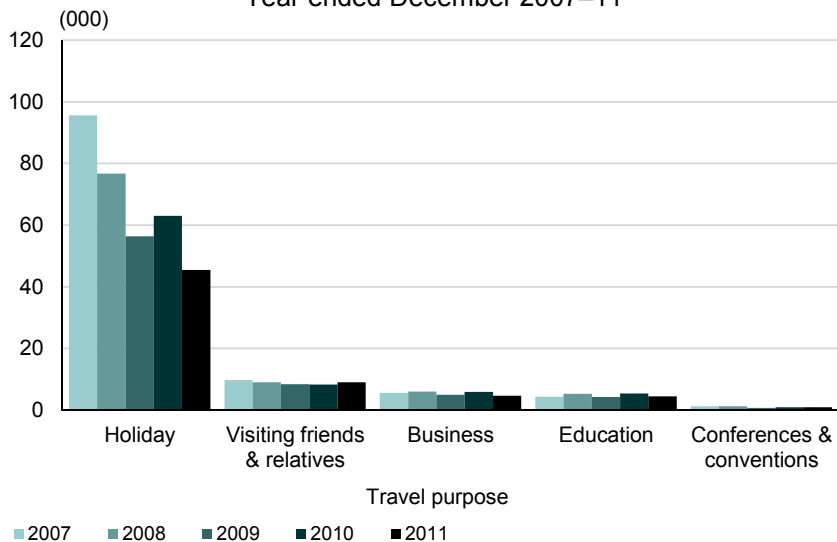
Year ended December 2007–11

Key characteristic	Year ended December					Change 2010–11	
	2007	2008	2009	2010	2011	Number	Percent
<b>Total visitor arrivals</b>	<b>121,652</b>	<b>102,482</b>	<b>78,426</b>	<b>87,735</b>	<b>68,963</b>	<b>-18,772</b>	<b>-21.4</b>
<b>Travel purpose</b>							
Holiday	95,552	76,677	56,402	63,042	45,423	-17,619	-27.9
Visiting friends & relatives	9,817	9,077	8,446	8,322	9,048	726	8.7
Business	5,658	6,061	5,014	5,892	4,685	-1,207	-20.5
Education	4,407	5,303	4,319	5,404	4,501	-903	-16.7
Conferences & conventions	1,278	1,290	783	996	906	-90	-9.0
<b>Age group (years)</b>							
Under 15	6,184	6,225	3,995	5,464	5,283	-181	-3.3
15–24	26,399	21,980	14,833	19,872	15,665	-4,207	-21.2
25–34	21,099	15,455	13,362	12,093	10,208	-1,885	-15.6
35–44	13,246	12,193	10,423	11,283	9,080	-2,203	-19.5
45–54	12,044	10,691	8,729	9,191	7,914	-1,277	-13.9
55–64	24,003	20,579	15,356	16,908	12,042	-4,866	-28.8
65+	18,677	15,359	11,728	12,924	8,771	-4,153	-32.1
<b>Length of stay (days)</b>							
1–3	8,268	7,863	6,789	6,899	6,853	-46	-0.7
4–7	67,989	54,161	39,868	45,210	31,852	-13,358	-29.5
8–14	25,529	22,621	16,643	18,987	15,412	-3,575	-18.8
15–21	7,207	6,216	4,924	5,913	5,086	-827	-14.0
22 and over	12,659	11,621	10,202	10,726	9,760	-966	-9.0
Median	6.4	6.5	6.5	6.4	6.8	...	...
<b>New Zealand port</b>							
Auckland airport	76,327	68,664	53,223	67,390	55,999	-11,391	-16.9
Christchurch airport	43,562	32,326	24,010	19,177	11,070	-8,107	-42.3
Wellington airport	797	528	644	510	738	228	44.7
Queenstown airport	253	116	222	316	640	324	102.5
<b>Overseas airport</b>							
Tokyo	53,827	49,340	37,844	44,042	29,872	-14,170	-32.2
Osaka	34,021	29,266	18,241	20,326	14,201	-6,125	-30.1
Sydney	5,572	3,774	3,899	3,986	4,222	236	5.9
Hong Kong	3,508	4,779	3,668	3,318	3,560	242	7.3
Singapore	7,551	5,714	4,458	5,659	3,546	-2,113	-37.3
Seoul	5,785	3,444	3,642	1,476	3,197	1,721	116.6
Coolangatta	102	135	877	3,213	2,715	-498	-15.5
Nagoya	0	0	162	638	2,105	1,467	229.9
Melbourne	1,101	705	983	893	864	-29	-3.2
Guangzhou	0	0	0	0	512	512	...
<b>Citizenship</b>							
Japan	116,287	97,341	73,353	82,958	64,746	-18,212	-22.0
New Zealand	2,195	2,394	2,133	1,870	1,837	-33	-1.8
United States of America	702	669	655	602	524	-78	-13.0

Symbol: ... not applicable

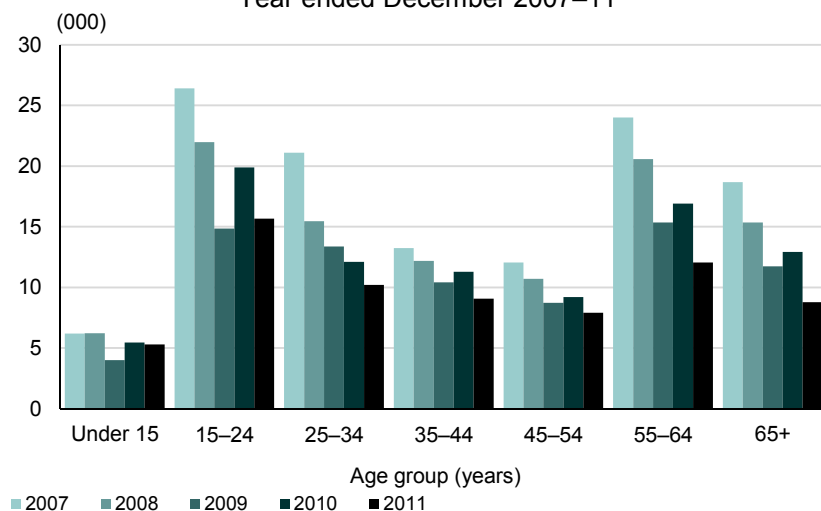
Source: Statistics New Zealand

### Travel purpose of visitors from Japan Year ended December 2007–11



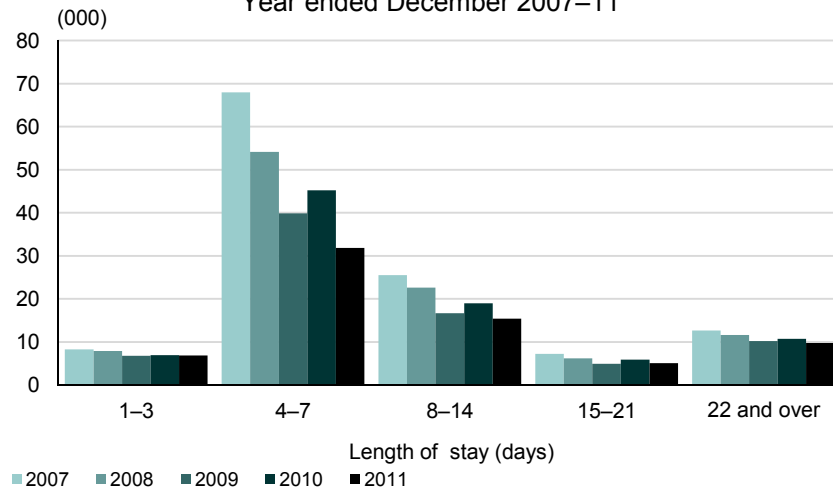
Source: Statistics New Zealand

### Age of visitors from Japan Year ended December 2007–11



Source: Statistics New Zealand

### Length of stay of visitors from Japan Year ended December 2007–11



Source: Statistics New Zealand

Table 25

**Prefecture of residence of visitors from Japan**  
December month 2007–11

	December month					Change 2010–11	
	2007	2008	2009	2010	2011	Number	Percent
<b>Total visitor arrivals</b>	<b>10,908</b>	<b>9,342</b>	<b>8,883</b>	<b>8,294</b>	<b>7,840</b>	<b>-454</b>	<b>-5.5</b>
Tokyo	2,187	1,917	1,998	1,914	2,016	102	5.3
Kanagawa	945	891	945	870	816	-54	-6.2
Osaka	486	594	675	696	560	-136	-19.5
Chiba	621	486	486	667	464	-203	-30.4
Aichi	1,242	756	594	783	416	-367	-46.9
Not stated	675	891	648	551	480	-71	-12.9

**Source:** Statistics New Zealand



Table 26

**Prefecture of residence of visitors from Japan**  
Year ended December 2007–11

	Year ended December					Change 2010–11	
	2007	2008	2009	2010	2011	Number	Percent
<b>Total visitor arrivals</b>	<b>121,652</b>	<b>102,482</b>	<b>78,426</b>	<b>87,735</b>	<b>68,963</b>	<b>-18,772</b>	<b>-21.4</b>
Tokyo	21,327	18,071	14,763	17,640	14,269	-3,371	-19.1
Kanagawa	11,564	11,154	7,547	9,364	6,650	-2,714	-29.0
Osaka	10,702	8,896	7,296	6,825	5,564	-1,261	-18.5
Aichi	7,501	6,691	4,430	5,557	4,205	-1,352	-24.3
Hyogo	7,186	6,415	4,733	4,621	4,195	-426	-9.2
Chiba	6,988	5,910	4,570	4,759	4,049	-710	-14.9
Saitama	6,560	5,622	4,376	4,608	3,278	-1,330	-28.9
Kyoto	2,684	2,533	1,972	2,224	1,979	-245	-11.0
Fukuoka	5,473	2,765	2,389	3,258	1,935	-1,323	-40.6
Hokkaido	2,841	1,596	1,776	2,316	1,552	-764	-33.0
Shizuoka	2,788	2,297	1,614	1,803	1,193	-610	-33.8
Hiroshima	2,208	1,942	1,193	1,575	1,159	-416	-26.4
Ibaraki	2,099	1,791	1,363	1,496	1,128	-368	-24.6
Nara	1,784	1,628	1,301	819	1,011	192	23.4
Mie	1,465	1,240	741	745	771	26	3.5
Tochigi	1,193	634	468	763	721	-42	-5.5
Gunma	1,031	1,302	826	1,091	717	-374	-34.3
Gifu	1,583	1,378	898	1,038	712	-326	-31.4
Okinawa	559	390	507	610	594	-16	-2.6
Miyagi	560	523	519	703	588	-115	-16.4
Shiga	1,266	1,335	911	868	580	-288	-33.2
Okayama	1,208	953	655	754	534	-220	-29.2
Nagano	1,287	992	787	761	519	-242	-31.8
Kumamoto	778	767	524	573	463	-110	-19.2
Not stated	6,974	6,363	4,662	5,675	5,514	-161	-2.8

Source: Statistics New Zealand

Table 27

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

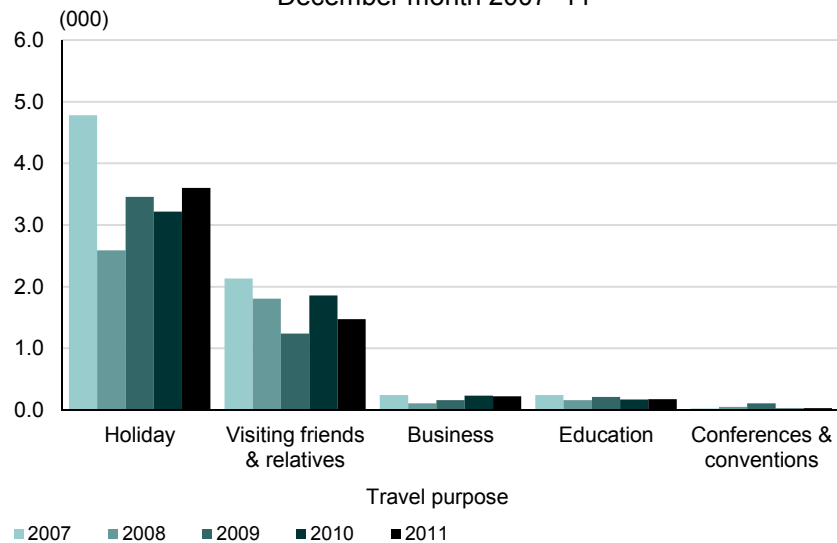
December month 2007–11

Key characteristic	December month					Change 2010–11	
	2007	2008	2009	2010	2011	Number	Percent
<b>Total visitor arrivals</b>	<b>7,884</b>	<b>5,184</b>	<b>5,643</b>	<b>5,858</b>	<b>6,016</b>	<b>158</b>	<b>2.7</b>
<b>Travel purpose</b>							
Holiday	4,779	2,592	3,456	3,219	3,600	381	11.8
Visiting friends & relatives	2,133	1,809	1,242	1,856	1,472	-384	-20.7
Business	243	108	162	232	224	-8	-3.4
Education	243	162	216	174	176	2	1.1
Conferences & conventions	27	54	108	29	32	3	10.3
<b>Age group (years)</b>							
Under 15	1,323	837	729	1,073	848	-225	-21.0
15–24	864	864	783	783	576	-207	-26.4
25–34	864	945	1,269	812	816	4	0.5
35–44	1,188	675	972	783	848	65	8.3
45–54	1,701	945	891	928	1,232	304	32.8
55–64	1,053	594	648	870	1,104	234	26.9
65+	891	324	351	609	592	-17	-2.8
<b>Length of stay (days)</b>							
1–3	1,134	405	594	406	1,072	666	164.0
4–7	2,862	1,566	1,944	1,943	2,240	297	15.3
8–14	1,026	837	756	841	944	103	12.2
15–21	621	567	351	580	288	-292	-50.3
22 and over	2,241	1,809	1,998	2,088	1,472	-616	-29.5
Median	7.4	12.0	9.3	12.0	6.7	...	...
<b>New Zealand port</b>							
Auckland airport	5,859	4,266	4,185	4,524	4,768	244	5.4
Christchurch airport	1,944	810	1,431	1,102	1,184	82	7.4
<b>Overseas airport</b>							
Seoul	3,726	2,565	2,754	3,161	3,504	343	10.9
Sydney	2,430	1,296	1,512	1,044	1,184	140	13.4
Osaka	405	108	270	667	464	-203	-30.4
<b>Citizenship</b>							
Korea, Republic of	7,533	4,590	5,346	5,481	5,664	183	3.3

Symbol: ... not applicable

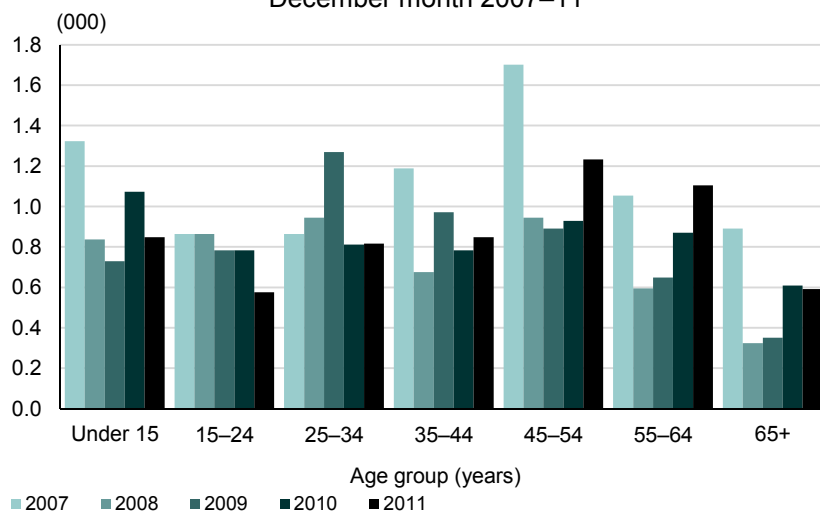
Source: Statistics New Zealand

### Travel purpose of visitors from Korea December month 2007–11



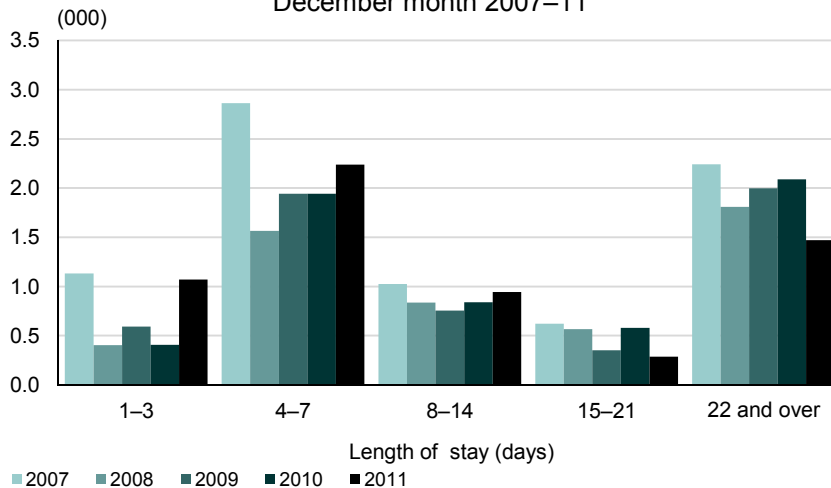
Source: Statistics New Zealand

### Age of visitors from Korea December month 2007–11



Source: Statistics New Zealand

### Length of stay of visitors from Korea December month 2007–11



Source: Statistics New Zealand

Table 28

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

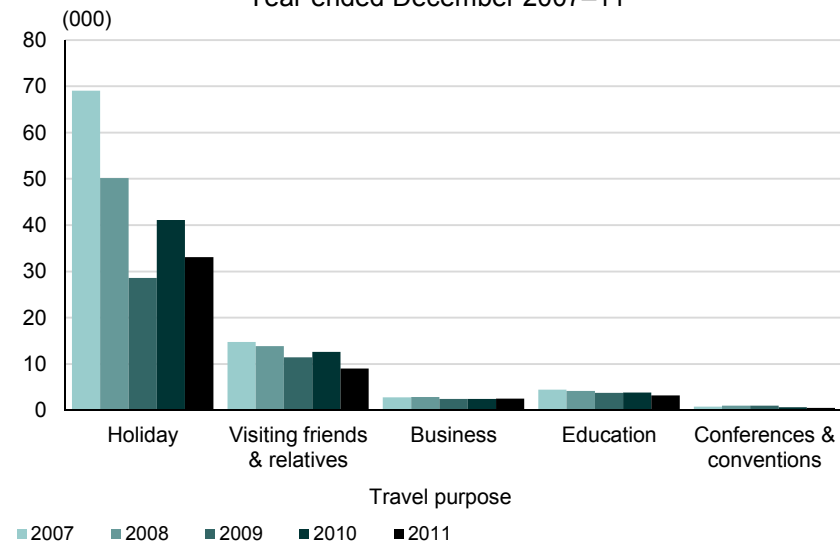
Year ended December 2007–11

Key characteristic	Year ended December					Change 2010–11	
	2007	2008	2009	2010	2011	Number	Percent
<b>Total visitor arrivals</b>	<b>99,453</b>	<b>79,061</b>	<b>52,921</b>	<b>67,309</b>	<b>52,787</b>	<b>-14,522</b>	<b>-21.6</b>
<b>Travel purpose</b>							
Holiday	69,024	50,175	28,550	41,105	33,095	-8,010	-19.5
Visiting friends & relatives	14,778	13,863	11,436	12,635	8,998	-3,637	-28.8
Business	2,792	2,824	2,408	2,449	2,518	69	2.8
Education	4,463	4,195	3,763	3,837	3,187	-650	-16.9
Conferences & conventions	805	980	972	633	522	-111	-17.5
<b>Age group (years)</b>							
Under 15	11,260	9,197	5,740	6,615	5,846	-769	-11.6
15–24	9,028	7,823	7,126	7,829	6,188	-1,641	-21.0
25–34	13,630	11,429	8,659	8,962	7,499	-1,463	-16.3
35–44	16,625	12,506	8,372	9,654	7,713	-1,941	-20.1
45–54	21,993	16,867	9,906	14,014	11,440	-2,574	-18.4
55–64	19,191	15,433	9,378	14,922	10,262	-4,660	-31.2
65+	7,726	5,806	3,740	5,313	3,839	-1,474	-27.7
<b>Length of stay (days)</b>							
1–3	19,957	11,503	7,390	10,187	9,043	-1,144	-11.2
4–7	49,406	40,146	21,836	32,490	23,101	-9,389	-28.9
8–14	8,936	7,947	6,412	6,365	6,655	290	4.6
15–21	3,710	3,053	2,876	2,924	2,795	-129	-4.4
22 and over	17,444	16,412	14,407	15,343	11,193	-4,150	-27.0
Median	5.8	6.1	6.6	6.1	6.2	...	...
<b>New Zealand port</b>							
Auckland airport	72,370	58,428	41,636	50,057	42,559	-7,498	-15.0
Christchurch airport	25,641	19,252	10,443	15,880	8,767	-7,113	-44.8
Wellington airport	833	756	512	679	716	37	5.4
Queenstown airport	468	392	261	619	713	94	15.2
<b>Overseas airport</b>							
Seoul	43,930	32,402	27,241	30,736	25,661	-5,075	-16.5
Sydney	38,267	30,953	15,060	23,342	15,900	-7,442	-31.9
Hong Kong	2,811	3,948	3,044	2,814	3,157	343	12.2
Osaka	2,487	1,988	1,277	2,382	2,016	-366	-15.4
Tokyo	2,749	2,725	1,783	2,034	1,147	-887	-43.6
Melbourne	1,038	499	554	740	928	188	25.4
Brisbane	1,058	1,233	665	868	708	-160	-18.4
Nadi	1,612	1,198	476	1,016	501	-515	-50.7
Kuala Lumpur	715	445	614	973	466	-507	-52.1
Singapore	1,715	985	1,221	1,000	348	-652	-65.2
<b>Citizenship</b>							
Korea, Republic of	98,172	77,119	51,442	65,771	51,187	-14,584	-22.2
New Zealand	564	917	541	657	704	47	7.2

Symbol: ... not applicable

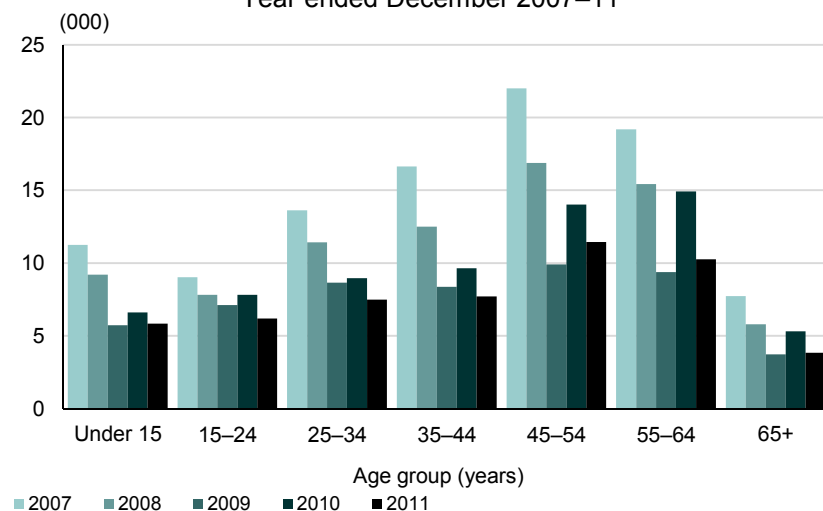
Source: Statistics New Zealand

### Travel purpose of visitors from Korea Year ended December 2007–11



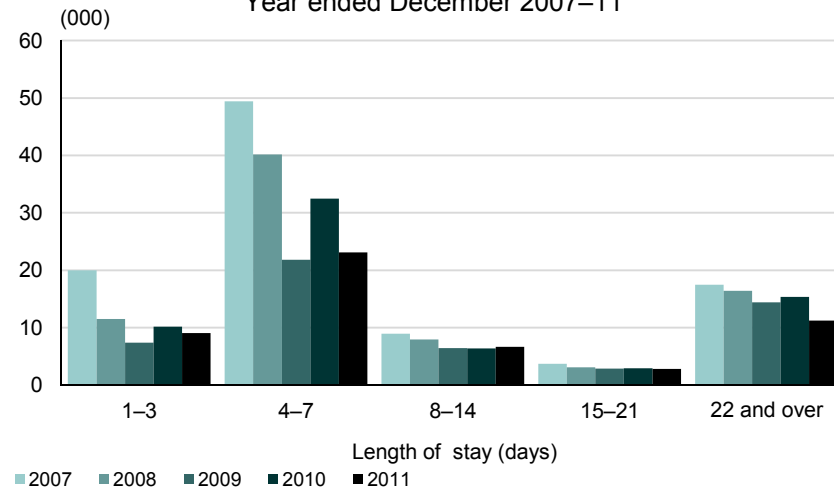
Source: Statistics New Zealand

### Age of visitors from Korea Year ended December 2007–11



Source: Statistics New Zealand

### Length of stay of visitors from Korea Year ended December 2007–11



Source: Statistics New Zealand

Table 29

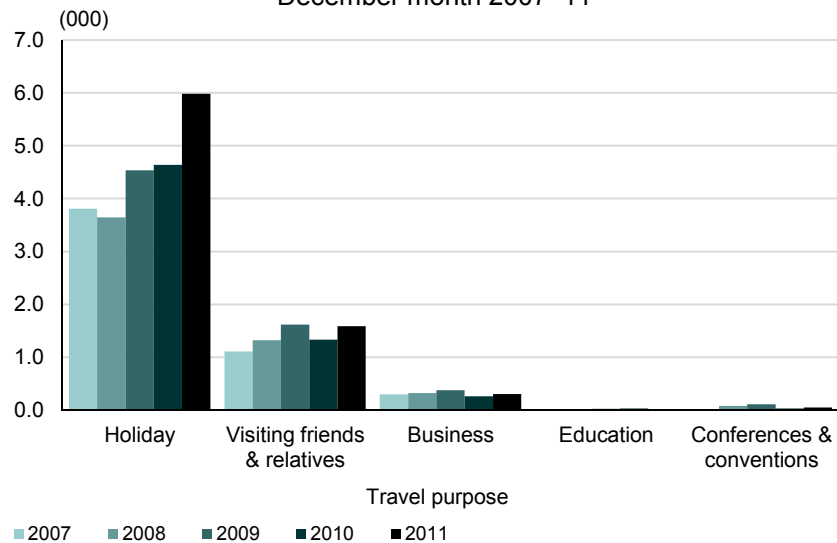
**Key characteristics of visitors from Singapore**

December month 2007–11

Key characteristic	December month					Change 2010–11	
	2007	2008	2009	2010	2011	Number	Percent
<b>Total visitor arrivals</b>	<b>5,292</b>	<b>5,562</b>	<b>6,777</b>	<b>6,438</b>	<b>8,128</b>	<b>1,690</b>	<b>26.3</b>
<b>Travel purpose</b>							
Holiday	3,807	3,645	4,536	4,640	5,984	1,344	29.0
Visiting friends & relatives	1,107	1,323	1,620	1,334	1,584	250	18.7
Business	297	324	378	261	304	43	16.5
Education	0	0	27	29	0	-29	-100.0
Conferences & conventions	0	81	108	29	48	19	65.5
<b>Age group (years)</b>							
Under 15	1,269	1,404	1,323	1,450	1,952	502	34.6
15–24	756	513	891	580	800	220	37.9
25–34	972	918	1,134	1,073	1,200	127	11.8
35–44	1,215	1,080	1,323	1,537	1,600	63	4.1
45–54	756	1,026	1,350	1,102	1,712	610	55.4
55–64	216	459	432	406	592	186	45.8
65+	108	162	324	290	272	-18	-6.2
<b>Length of stay (days)</b>							
1–3	54	216	297	319	304	-15	-4.7
4–7	1,080	864	999	609	1,200	591	97.0
8–14	2,538	2,835	3,321	3,161	4,000	839	26.5
15–21	1,080	1,080	1,512	1,566	1,792	226	14.4
22 and over	540	567	648	783	832	49	6.3
Median	11.3	11.7	11.3	12.4	11.4	...	...
<b>New Zealand port</b>							
Auckland airport	2,673	2,862	3,456	3,480	4,880	1,400	40.2
Christchurch airport	2,430	2,322	3,159	2,436	2,912	476	19.5
<b>Overseas airport</b>							
Singapore	3,672	3,834	5,103	3,886	6,032	2,146	55.2
Sydney	918	1,107	1,215	1,479	1,184	-295	-19.9
<b>Citizenship</b>							
Singapore	2,808	2,862	3,726	3,277	4,208	931	28.4
New Zealand	891	918	972	957	1,024	67	7.0
United Kingdom	324	162	405	232	528	296	127.6

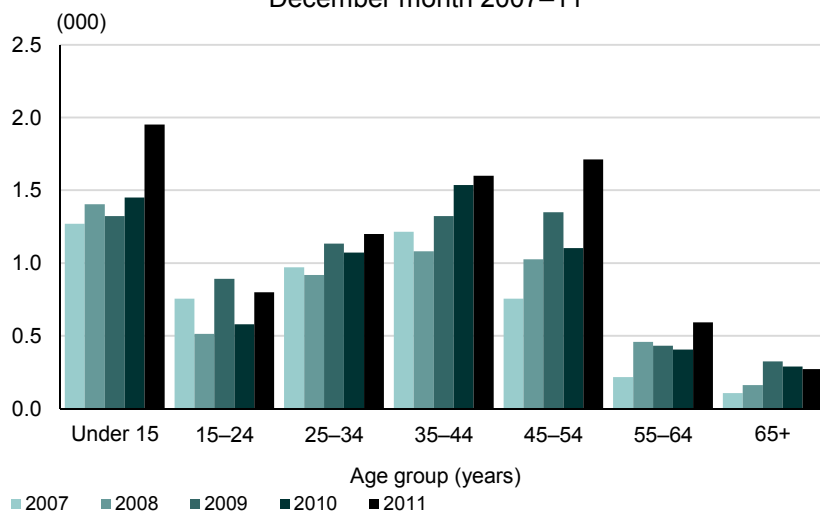
**Symbol:** ... not applicable**Source:** Statistics New Zealand

### Travel purpose of visitors from Singapore December month 2007–11



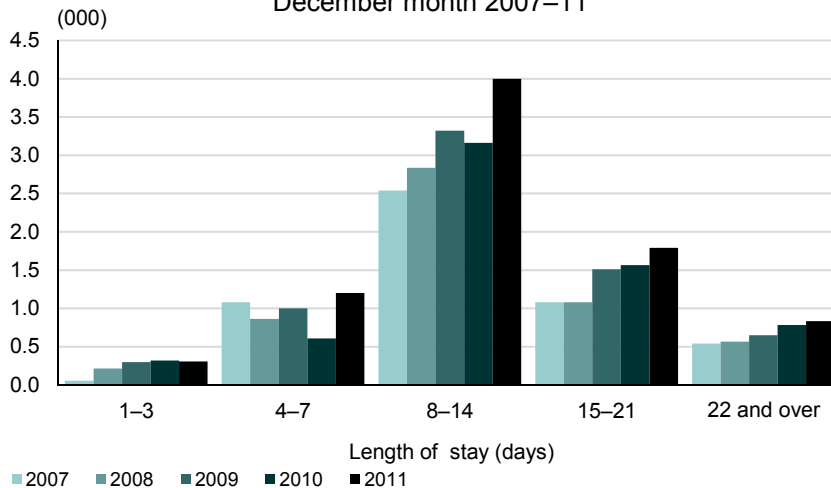
Source: Statistics New Zealand

### Age of visitors from Singapore December month 2007–11



Source: Statistics New Zealand

### Length of stay of visitors from Singapore December month 2007–11



Source: Statistics New Zealand

Table 30

**Key characteristics of visitors from Singapore**  
Year ended December 2007–11

Key characteristic	Year ended December					Change 2010–11	
	2007	2008	2009	2010	2011	Number	Percent
<b>Total visitor arrivals</b>	<b>26,836</b>	<b>28,836</b>	<b>29,582</b>	<b>30,300</b>	<b>38,680</b>	<b>8,380</b>	<b>27.7</b>
<b>Travel purpose</b>							
Holiday	13,514	14,933	16,390	16,072	22,803	6,731	41.9
Visiting friends & relatives	5,204	5,122	5,632	5,291	6,822	1,531	28.9
Business	4,747	5,141	4,461	5,048	5,231	183	3.6
Education	930	770	612	820	518	-302	-36.8
Conferences & conventions	794	922	596	631	735	104	16.5
<b>Age group (years)</b>							
Under 15	3,446	3,713	3,871	4,179	5,599	1,420	34.0
15–24	3,043	2,814	2,803	2,430	3,463	1,033	42.5
25–34	5,514	5,972	6,249	6,603	8,758	2,155	32.6
35–44	6,810	7,392	7,027	7,902	8,974	1,072	13.6
45–54	4,873	5,304	5,790	5,548	6,783	1,235	22.3
55–64	2,356	2,785	2,639	2,719	3,823	1,104	40.6
65+	794	856	1,203	919	1,280	361	39.3
<b>Length of stay (days)</b>							
1–3	3,388	3,706	4,180	4,325	5,741	1,416	32.7
4–7	7,132	6,918	6,649	7,107	8,788	1,681	23.7
8–14	10,253	11,122	11,709	11,920	15,608	3,688	30.9
15–21	3,435	4,090	4,599	4,189	5,134	945	22.6
22 and over	2,628	3,000	2,445	2,759	3,409	650	23.6
Median	9.0	9.2	9.4	9.3	9.3	...	...
<b>New Zealand port</b>							
Auckland airport	16,164	17,347	17,155	17,668	27,541	9,873	55.9
Christchurch airport	9,511	10,169	11,347	10,732	9,191	-1,541	-14.4
Wellington airport	972	873	692	1,233	1,075	-158	-12.8
Queenstown airport	96	327	291	563	752	189	33.6
<b>Overseas airport</b>							
Singapore	17,918	20,262	20,853	19,097	27,892	8,795	46.1
Sydney	4,993	4,584	4,426	5,990	4,678	-1,312	-21.9
Melbourne	1,105	1,207	1,324	1,709	2,068	359	21.0
Brisbane	1,382	1,033	1,196	1,627	1,747	120	7.4
Kuala Lumpur	278	398	324	415	1,080	665	160.2
<b>Citizenship</b>							
Singapore	15,247	16,277	16,837	16,202	20,610	4,408	27.2
New Zealand	2,745	2,969	3,212	3,138	3,740	602	19.2
Malaysia	1,570	1,761	1,368	2,075	3,171	1,096	52.8
United Kingdom	1,306	1,630	1,441	1,263	2,300	1,037	82.1

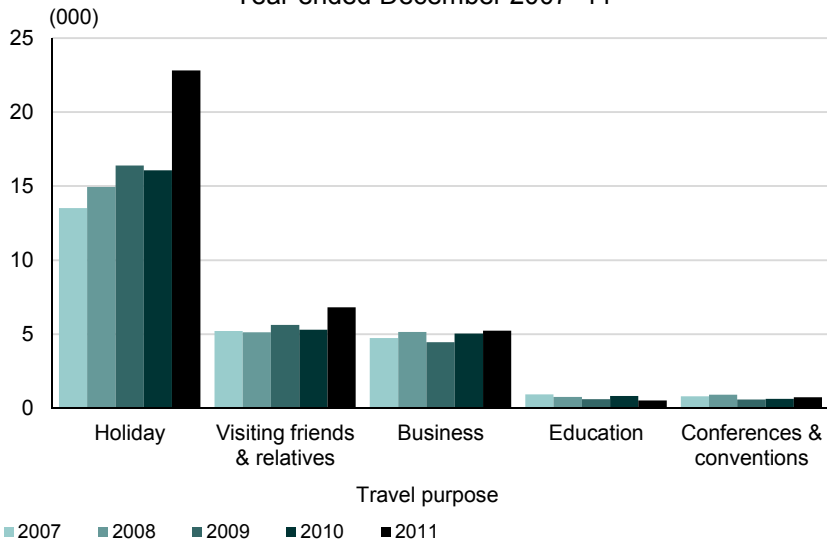
**Symbol:** ... not applicable

**Source:** Statistics New Zealand



### Travel purpose of visitors from Singapore

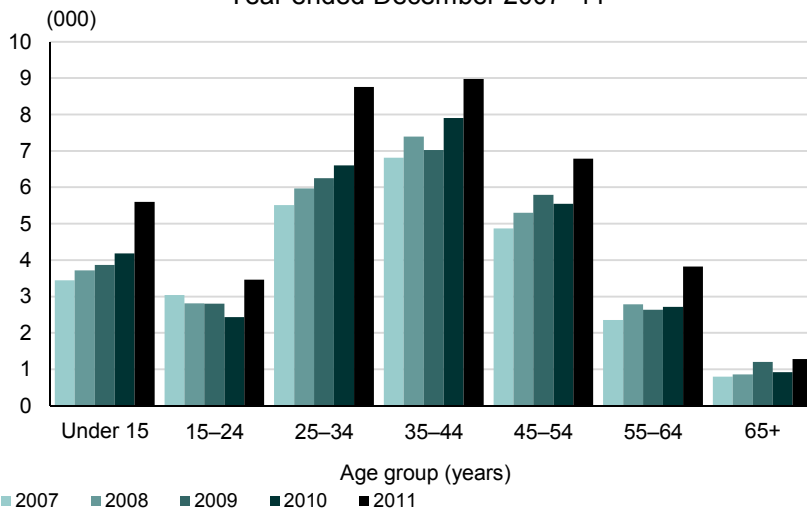
Year ended December 2007–11



Source: Statistics New Zealand

### Age of visitors from Singapore

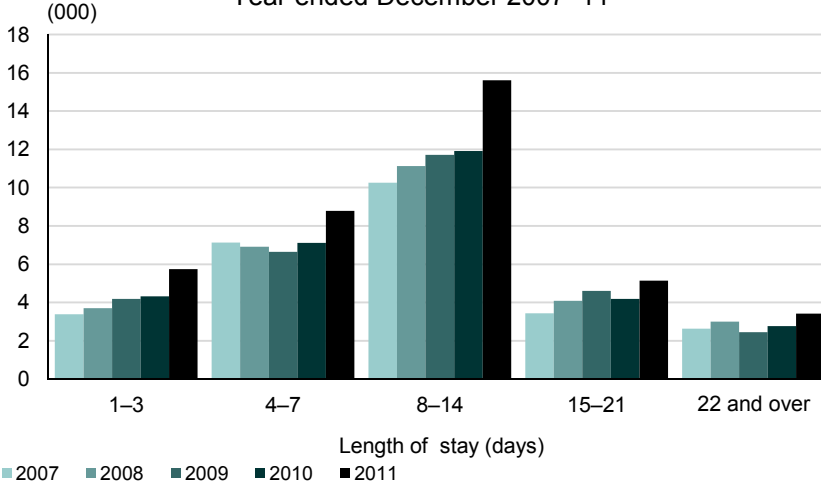
Year ended December 2007–11



Source: Statistics New Zealand

### Length of stay of visitors from Singapore

Year ended December 2007–11



Source: Statistics New Zealand

Table 31

**Key characteristics of visitors from Hong Kong**

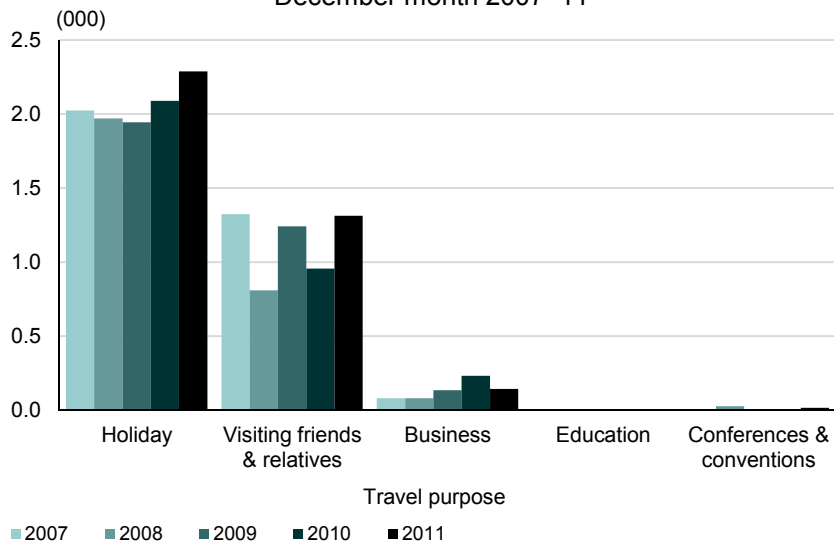
December month 2007–11

Key characteristic	December month					Change 2010–11	
	2007	2008	2009	2010	2011	Number	Percent
<b>Total visitor arrivals</b>	<b>3,456</b>	<b>3,024</b>	<b>3,375</b>	<b>3,306</b>	<b>3,840</b>	<b>534</b>	<b>16.2</b>
<b>Travel purpose</b>							
Holiday	2,025	1,971	1,944	2,088	2,288	200	9.6
Visiting friends & relatives	1,323	810	1,242	957	1,312	355	37.1
Business	81	81	135	232	144	-88	-37.9
Education	0	0	0	0	0	0	...
Conferences & conventions	0	27	0	0	16	16	...
<b>Age group (years)</b>							
Under 15	459	513	567	580	624	44	7.6
15–24	135	162	27	145	240	95	65.5
25–34	675	621	648	551	608	57	10.3
35–44	945	810	972	928	1,056	128	13.8
45–54	621	432	702	522	640	118	22.6
55–64	486	432	351	435	480	45	10.3
65+	135	54	108	145	192	47	32.4
<b>Length of stay (days)</b>							
1–3	0	162	108	232	320	88	37.9
4–7	918	594	864	812	816	4	0.5
8–14	1,566	1,323	1,269	1,508	1,696	188	12.5
15–21	621	621	702	290	576	286	98.6
22 and over	351	324	432	464	432	-32	-6.9
Median	11.8	12.3	10.8	10.2	10.2	...	...
<b>New Zealand port</b>							
Auckland airport	3,213	2,754	3,051	3,016	3,488	472	15.6
<b>Overseas airport</b>							
Hong Kong	2,889	2,457	2,457	2,523	2,960	437	17.3
<b>Citizenship</b>							
Hong Kong	1,377	1,107	1,431	1,276	1,456	180	14.1
New Zealand	702	594	891	493	912	419	85.0

Symbol: ... not applicable

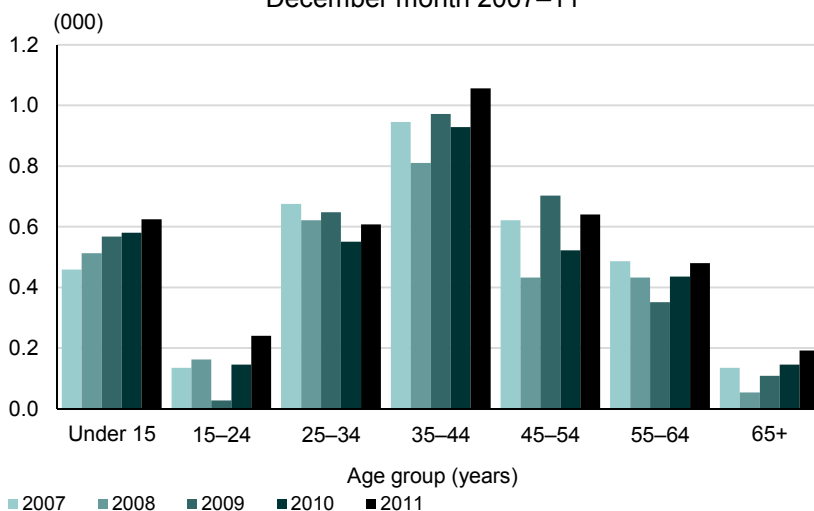
Source: Statistics New Zealand

### Travel purpose of visitors from Hong Kong December month 2007–11



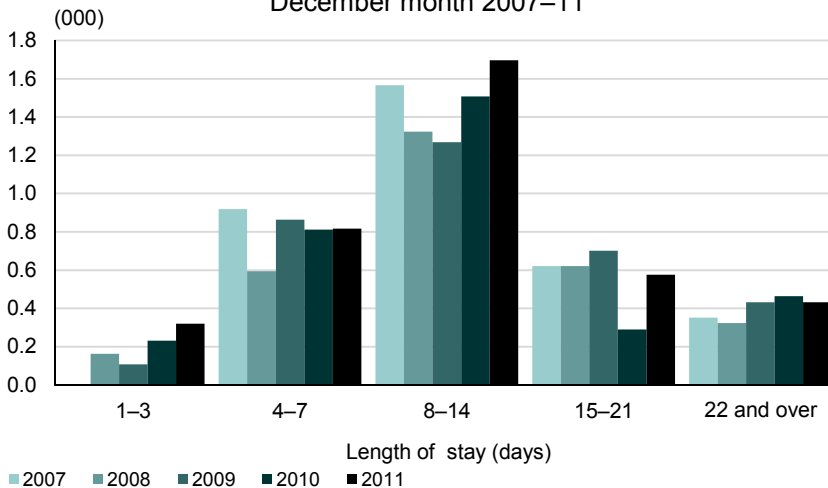
Source: Statistics New Zealand

### Age of visitors from Hong Kong December month 2007–11



Source: Statistics New Zealand

### Length of stay of visitors from Hong Kong December month 2007–11



Source: Statistics New Zealand

Table 32

**Key characteristics of visitors from Hong Kong**

Year ended December 2007–11

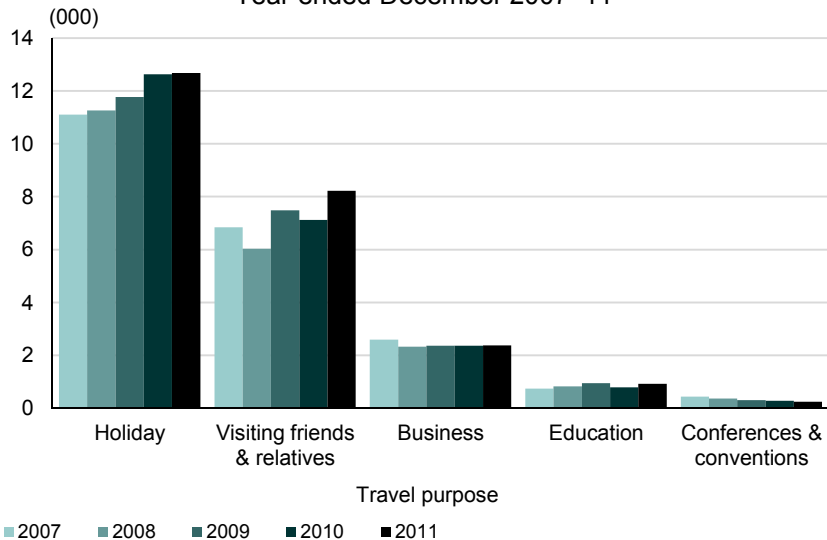
Key characteristic	Year ended December					Change 2010–11	
	2007	2008	2009	2010	2011	Number	Percent
<b>Total visitor arrivals</b>	<b>22,687</b>	<b>21,776</b>	<b>23,572</b>	<b>24,287</b>	<b>25,397</b>	<b>1,110</b>	<b>4.6</b>
<b>Travel purpose</b>							
Holiday	11,102	11,260	11,770	12,631	12,677	46	0.4
Visiting friends & relatives	6,845	6,037	7,486	7,119	8,227	1,108	15.6
Business	2,593	2,329	2,367	2,362	2,377	15	0.6
Education	744	826	952	789	920	131	16.6
Conferences & conventions	440	371	300	281	247	-34	-12.1
<b>Age group (years)</b>							
Under 15	2,453	2,474	2,434	2,660	2,933	273	10.3
15–24	1,395	1,595	1,440	1,593	1,690	97	6.1
25–34	3,564	3,944	4,691	4,844	4,655	-189	-3.9
35–44	5,550	5,374	5,533	5,951	6,236	285	4.8
45–54	5,543	4,437	4,836	4,760	4,713	-47	-1.0
55–64	2,878	3,068	3,296	3,230	3,801	571	17.7
65+	1,304	884	1,342	1,249	1,369	120	9.6
<b>Length of stay (days)</b>							
1–3	2,008	2,307	2,448	2,686	2,999	313	11.7
4–7	7,356	6,262	6,957	7,205	6,663	-542	-7.5
8–14	8,206	7,410	8,343	8,711	9,136	425	4.9
15–21	2,219	2,903	3,057	2,741	2,866	125	4.6
22 and over	2,898	2,894	2,767	2,944	3,733	789	26.8
Median	8.7	9.1	9.1	8.9	9.2	...	...
<b>New Zealand port</b>							
Auckland airport	20,652	19,726	21,137	21,897	23,303	1,406	6.4
Christchurch airport	1,332	1,175	1,848	1,751	1,154	-597	-34.1
<b>Overseas airport</b>							
Hong Kong	16,468	16,645	16,454	16,956	18,719	1,763	10.4
Sydney	2,515	2,040	2,629	2,819	2,261	-558	-19.8
Singapore	521	440	1,508	1,571	1,320	-251	-16.0
Melbourne	852	647	944	800	737	-63	-7.9
<b>Citizenship</b>							
Hong Kong	11,027	10,379	11,324	12,206	12,313	107	0.9
New Zealand	4,080	3,939	4,737	4,132	5,232	1,100	26.6
United Kingdom	2,752	2,646	2,935	2,758	3,075	317	11.5
Australia	1,346	1,206	1,099	1,058	988	-70	-6.6

Symbol: ... not applicable

Source: Statistics New Zealand

### Travel purpose of visitors from Hong Kong

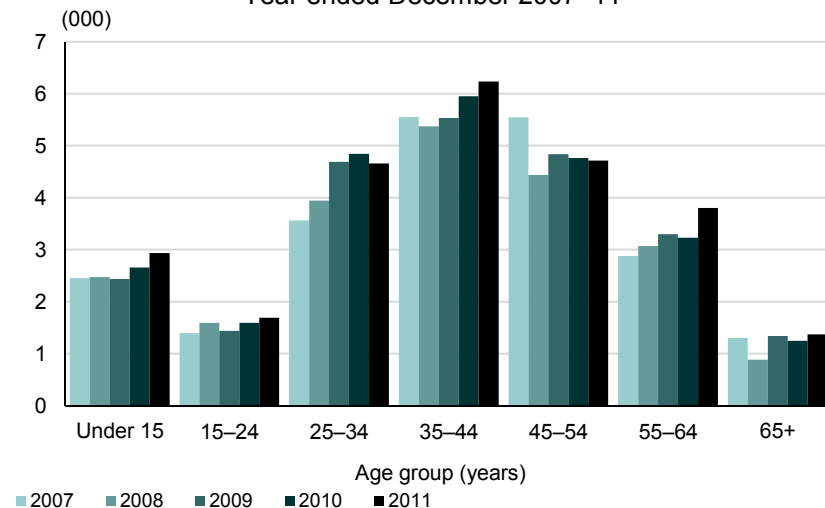
Year ended December 2007–11



Source: Statistics New Zealand

### Age of visitors from Hong Kong

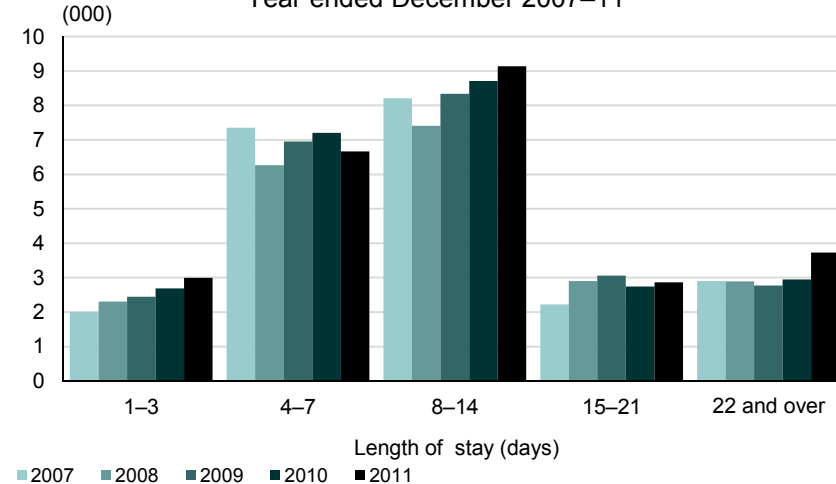
Year ended December 2007–11



Source: Statistics New Zealand

### Length of stay of visitors from Hong Kong

Year ended December 2007–11



Source: Statistics New Zealand

Table 33

**Key characteristics of visitors from Thailand**

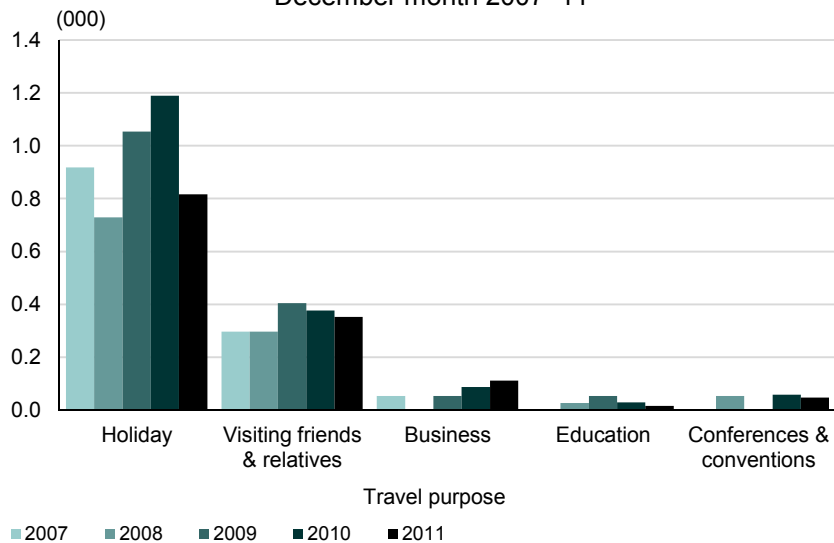
December month 2007–11

Key characteristic	December month					Change 2010–11	
	2007	2008	2009	2010	2011	Number	Percent
<b>Total visitor arrivals</b>	<b>1,323</b>	<b>1,188</b>	<b>1,620</b>	<b>1,827</b>	<b>1,392</b>	<b>-435</b>	<b>-23.8</b>
<b>Travel purpose</b>							
Holiday	918	729	1,053	1,189	816	-373	-31.4
Visiting friends & relatives	297	297	405	377	352	-25	-6.6
Business	54	0	54	87	112	25	28.7
Education	0	27	54	29	16	-13	-44.8
Conferences & conventions	0	54	0	58	48	-10	-17.2
<b>Age group (years)</b>							
Under 15	189	162	189	203	160	-43	-21.2
15–24	81	54	243	116	16	-100	-86.2
25–34	297	243	297	290	336	46	15.9
35–44	297	432	432	406	320	-86	-21.2
45–54	162	162	297	319	256	-63	-19.7
55–64	189	81	135	319	256	-63	-19.7
65+	108	54	27	174	48	-126	-72.4
<b>Length of stay (days)</b>							
1–3	108	0	54	145	144	-1	-0.7
4–7	297	405	459	377	288	-89	-23.6
8–14	459	351	486	667	496	-171	-25.6
15–21	189	216	378	319	272	-47	-14.7
22 and over	270	216	243	319	192	-127	-39.8
Median	10.8	9.9	11.5	9.8	9.9	...	...
<b>New Zealand port</b>							
Auckland airport	945	999	1,107	1,189	944	-245	-20.6
<b>Overseas airport</b>							
Bangkok	783	783	810	1,189	784	-405	-34.1
<b>Citizenship</b>							
Thailand	729	756	945	1,392	944	-448	-32.2

Symbol: ... not applicable

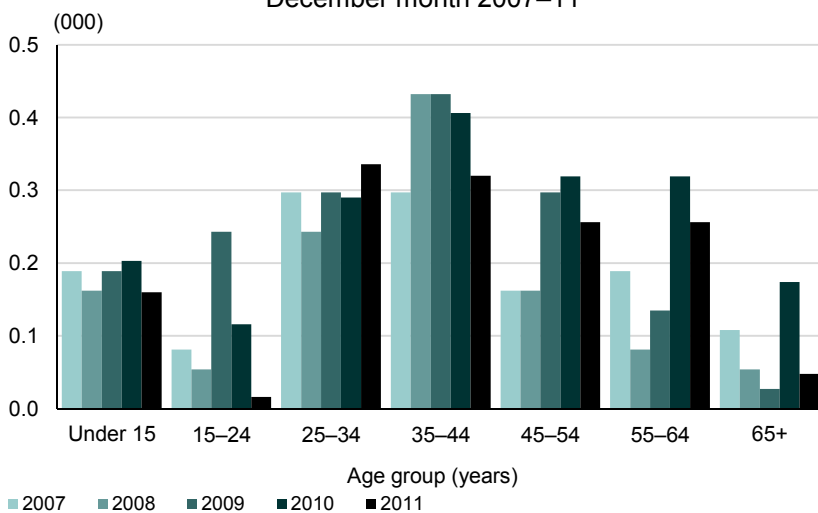
Source: Statistics New Zealand

### Travel purpose of visitors from Thailand December month 2007–11



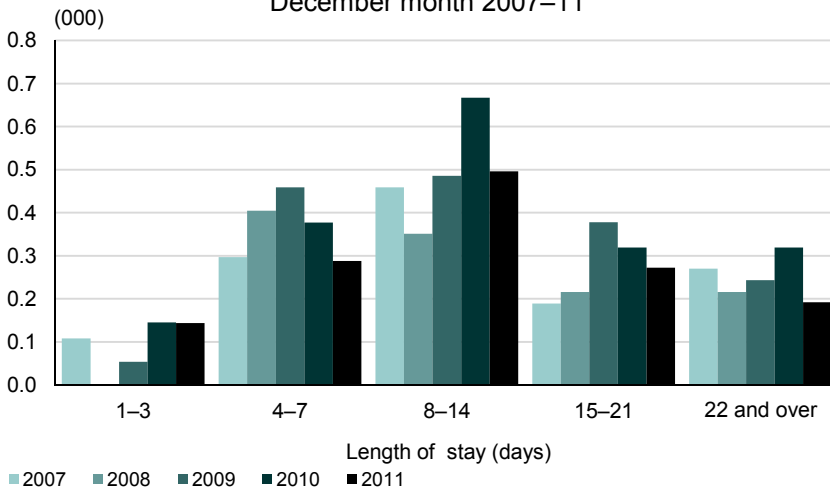
Source: Statistics New Zealand

### Age of visitors from Thailand December month 2007–11



Source: Statistics New Zealand

### Length of stay of visitors from Thailand December month 2007–11



Source: Statistics New Zealand

Table 34

**Key characteristics of visitors from Thailand**

Year ended December 2007–11

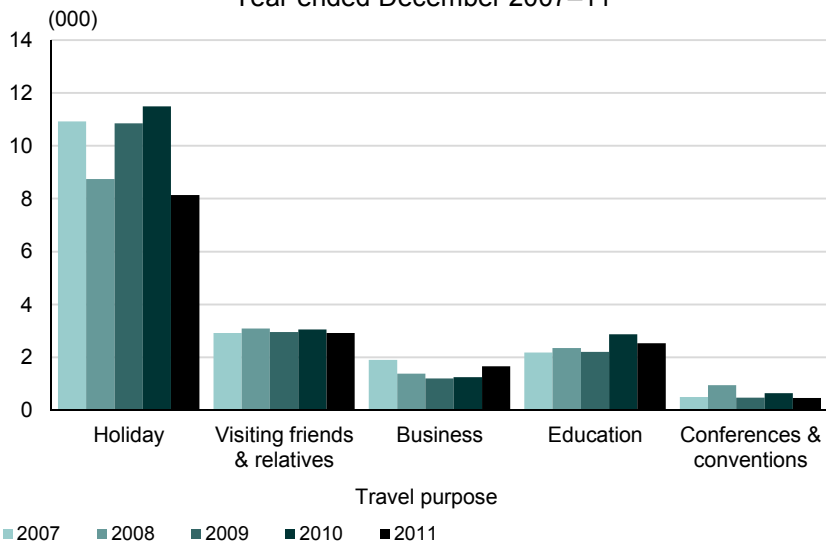
Key characteristic	Year ended December					Change 2010–11	
	2007	2008	2009	2010	2011	Number	Percent
<b>Total visitor arrivals</b>	<b>20,349</b>	<b>18,356</b>	<b>19,728</b>	<b>21,434</b>	<b>17,523</b>	<b>-3,911</b>	<b>-18.2</b>
<b>Travel purpose</b>							
Holiday	10,923	8,748	10,853	11,489	8,135	-3,354	-29.2
Visiting friends & relatives	2,915	3,087	2,959	3,055	2,917	-138	-4.5
Business	1,903	1,381	1,201	1,249	1,658	409	32.7
Education	2,178	2,347	2,205	2,866	2,532	-334	-11.7
Conferences & conventions	493	947	479	641	465	-176	-27.5
<b>Age group (years)</b>							
Under 15	2,352	2,288	2,615	2,614	1,986	-628	-24.0
15–24	2,154	2,241	2,366	2,869	2,071	-798	-27.8
25–34	3,553	2,869	3,052	3,526	3,446	-80	-2.3
35–44	4,434	4,093	4,510	4,841	3,458	-1,383	-28.6
45–54	4,704	4,122	3,967	3,765	3,436	-329	-8.7
55–64	2,512	2,229	2,494	2,902	2,519	-383	-13.2
65+	640	514	724	917	607	-310	-33.8
<b>Length of stay (days)</b>							
1–3	1,923	1,440	1,297	1,550	2,200	650	41.9
4–7	8,305	7,142	7,293	7,780	4,837	-2,943	-37.8
8–14	4,521	3,876	4,966	5,667	4,281	-1,386	-24.5
15–21	1,305	1,752	1,510	1,442	1,390	-52	-3.6
22 and over	4,295	4,146	4,662	4,995	4,815	-180	-3.6
Median	7.5	8.2	8.7	8.5	9.5	...	...
<b>New Zealand port</b>							
Auckland airport	13,946	12,867	11,739	13,126	11,404	-1,722	-13.1
Christchurch airport	6,112	4,786	7,462	7,616	5,353	-2,263	-29.7
<b>Overseas airport</b>							
Bangkok	11,084	9,283	11,694	12,892	9,745	-3,147	-24.4
Sydney	2,809	2,530	3,480	3,230	2,051	-1,179	-36.5
Kuala Lumpur	274	212	170	310	1,630	1,320	425.8
Singapore	4,955	4,121	2,351	2,545	1,255	-1,290	-50.7
Bandar Seri Begawan	23	568	718	560	674	114	20.4
Hong Kong	359	583	237	560	566	6	1.1
Melbourne	273	449	395	429	510	81	18.9
<b>Citizenship</b>							
Thailand	16,968	15,454	16,449	18,173	14,230	-3,943	-21.7
New Zealand	1,036	1,012	1,134	1,203	1,030	-173	-14.4

Symbol: ... not applicable

Source: Statistics New Zealand

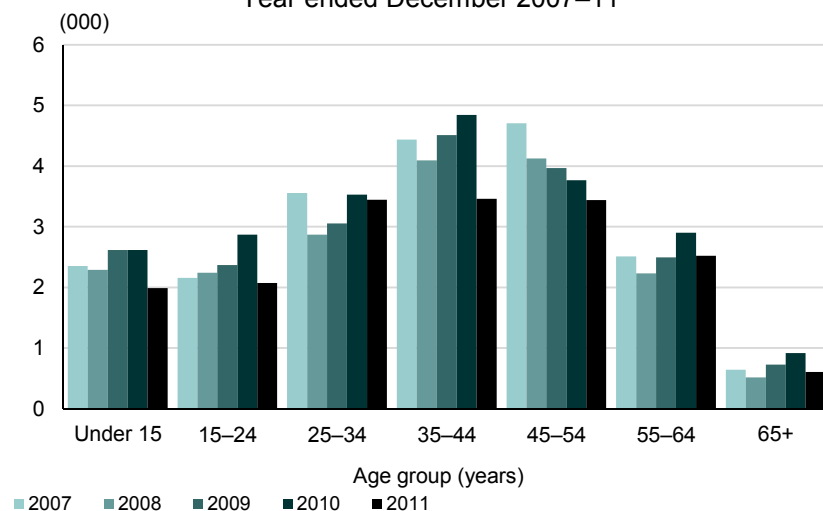


### Travel purpose of visitors from Thailand Year ended December 2007–11



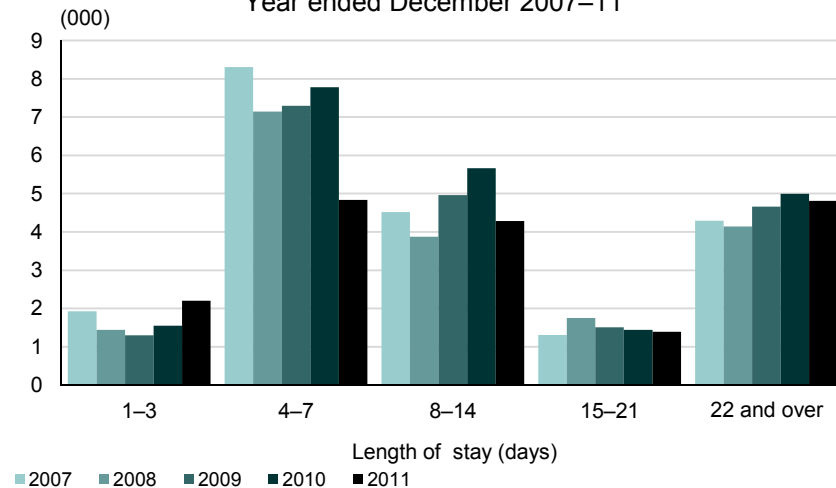
Source: Statistics New Zealand

### Age of visitors from Thailand Year ended December 2007–11



Source: Statistics New Zealand

### Length of stay of visitors from Thailand Year ended December 2007–11



Source: Statistics New Zealand

Table 35

**Key characteristics of visitors from India**

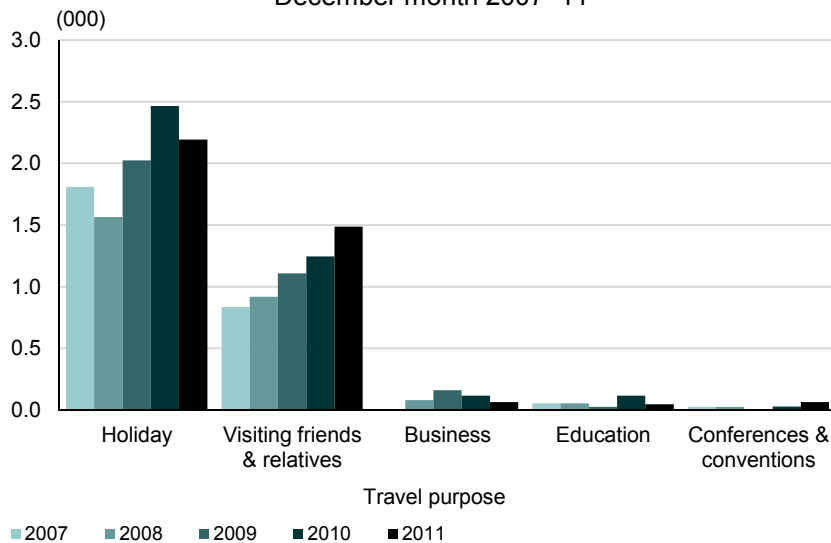
December month 2007–11

Key characteristic	December month					Change 2010–11	
	2007	2008	2009	2010	2011	Number	Percent
<b>Total visitor arrivals</b>	<b>2,862</b>	<b>2,862</b>	<b>3,564</b>	<b>4,118</b>	<b>4,128</b>	<b>10</b>	<b>0.2</b>
<b>Travel purpose</b>							
Holiday	1,809	1,566	2,025	2,465	2,192	-273	-11.1
Visiting friends & relatives	837	918	1,107	1,247	1,488	241	19.3
Business	0	81	162	116	64	-52	-44.8
Education	54	54	27	116	48	-68	-58.6
Conferences & conventions	27	27	0	29	64	35	120.7
<b>Age group (years)</b>							
Under 15	216	270	189	435	272	-163	-37.5
15–24	621	351	405	348	544	196	56.3
25–34	567	1,026	1,215	1,218	1,184	-34	-2.8
35–44	432	297	486	435	464	29	6.7
45–54	486	351	513	696	528	-168	-24.1
55–64	243	324	432	609	656	47	7.7
65+	297	243	324	377	480	103	27.3
<b>Length of stay (days)</b>							
1–3	243	162	135	87	224	137	157.5
4–7	567	351	567	696	416	-280	-40.2
8–14	783	1,161	1,053	1,682	1,424	-258	-15.3
15–21	351	243	648	551	784	233	42.3
22 and over	918	945	1,161	1,102	1,280	178	16.2
Median	12.2	13.3	14.6	12.4	14.5	...	...
<b>New Zealand port</b>							
Auckland airport	2,241	2,241	2,700	3,219	3,408	189	5.9
Christchurch airport	540	486	756	696	560	-136	-19.5
<b>Overseas airport</b>							
Singapore	1,026	837	837	1,160	1,216	56	4.8
Hong Kong	378	945	891	609	1,120	511	83.9
<b>Citizenship</b>							
India	2,673	2,673	3,321	3,799	3,888	89	2.3

Symbol: ... not applicable

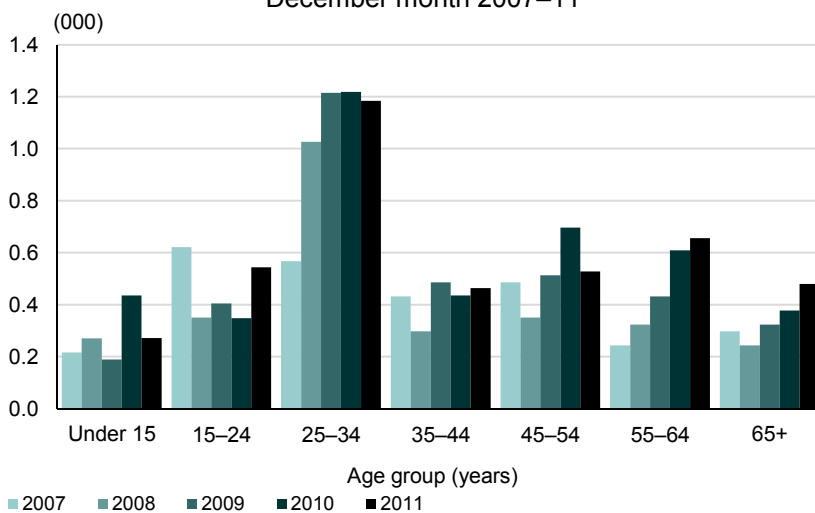
Source: Statistics New Zealand

### Travel purpose of visitors from India December month 2007–11



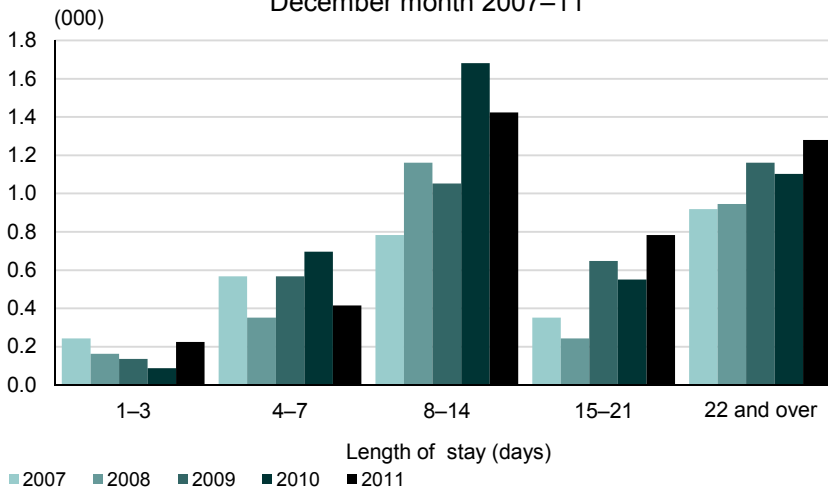
Source: Statistics New Zealand

### Age of visitors from India December month 2007–11



Source: Statistics New Zealand

### Length of stay of visitors from India December month 2007–11



Source: Statistics New Zealand

Table 36

**Key characteristics of visitors from India**

Year ended December 2007–11

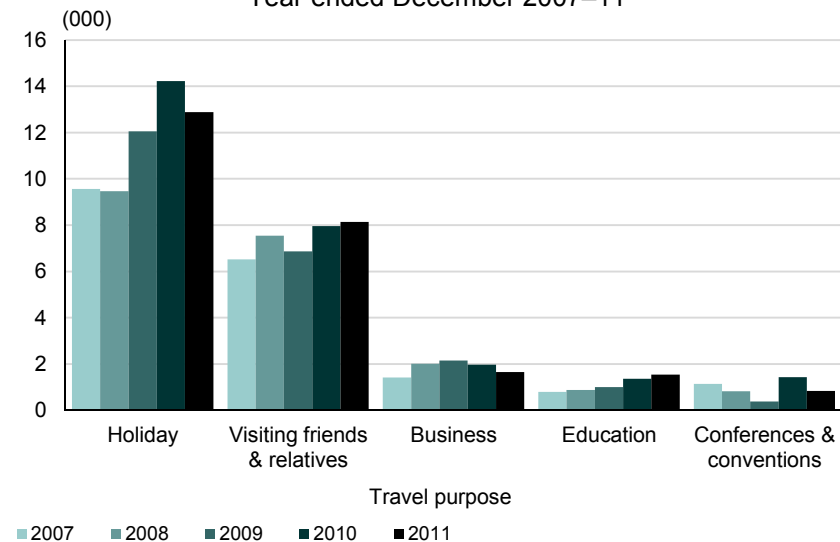
Key characteristic	Year ended December					Change 2010–11	
	2007	2008	2009	2010	2011	Number	Percent
<b>Total visitor arrivals</b>	<b>21,853</b>	<b>23,860</b>	<b>25,336</b>	<b>29,486</b>	<b>28,262</b>	<b>-1,224</b>	<b>-4.2</b>
<b>Travel purpose</b>							
Holiday	9,558	9,460	12,057	14,227	12,881	-1,346	-9.5
Visiting friends & relatives	6,520	7,548	6,868	7,952	8,135	183	2.3
Business	1,411	2,006	2,149	1,973	1,644	-329	-16.7
Education	787	868	1,001	1,356	1,536	180	13.3
Conferences & conventions	1,136	824	370	1,429	839	-590	-41.3
<b>Age group (years)</b>							
Under 15	1,510	1,548	1,938	2,176	1,442	-734	-33.7
15–24	2,881	2,975	3,310	3,075	4,026	951	30.9
25–34	4,695	5,294	6,662	7,681	6,966	-715	-9.3
35–44	3,524	4,033	3,427	5,049	3,757	-1,292	-25.6
45–54	3,451	4,045	3,900	4,543	4,660	117	2.6
55–64	3,830	3,786	3,948	4,452	4,646	194	4.4
65+	1,962	2,179	2,151	2,510	2,765	255	10.2
<b>Length of stay (days)</b>							
1–3	1,356	1,666	1,159	1,414	1,865	451	31.9
4–7	5,073	4,329	5,176	5,912	5,069	-843	-14.3
8–14	5,495	6,516	7,583	9,665	8,499	-1,166	-12.1
15–21	2,078	2,324	2,761	3,260	3,308	48	1.5
22 and over	7,851	9,025	8,657	9,235	9,521	286	3.1
Median	12.4	13.7	12.9	12.2	13.0	...	...
<b>New Zealand port</b>							
Auckland airport	17,518	18,032	19,464	22,670	22,612	-58	-0.3
Christchurch airport	3,651	4,926	5,094	5,480	4,168	-1,312	-23.9
Queenstown airport	137	216	413	695	701	6	0.9
<b>Overseas airport</b>							
Singapore	8,251	7,732	6,573	10,034	9,662	-372	-3.7
Hong Kong	2,186	4,595	5,700	4,912	3,896	-1,016	-20.7
Sydney	3,892	4,357	4,746	4,359	3,797	-562	-12.9
Kuala Lumpur	1,832	1,371	1,242	2,167	3,527	1,360	62.8
Bangkok	2,298	1,666	3,193	3,336	2,269	-1,067	-32.0
Melbourne	1,036	1,571	1,658	1,454	1,660	206	14.2
Brisbane	1,394	1,508	1,427	1,643	1,622	-21	-1.3
<b>Citizenship</b>							
India	20,983	22,571	24,004	27,957	27,177	-780	-2.8

Symbol: ... not applicable

Source: Statistics New Zealand

### Travel purpose of visitors from India

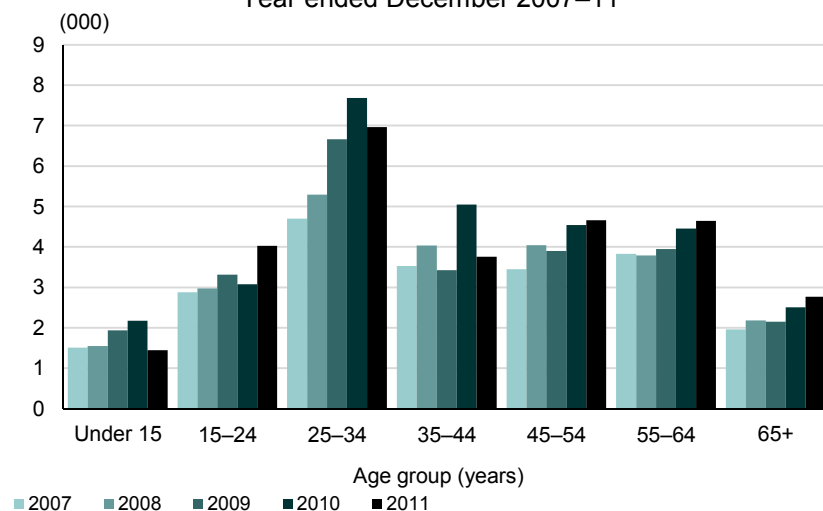
Year ended December 2007–11



Source: Statistics New Zealand

### Age of visitors from India

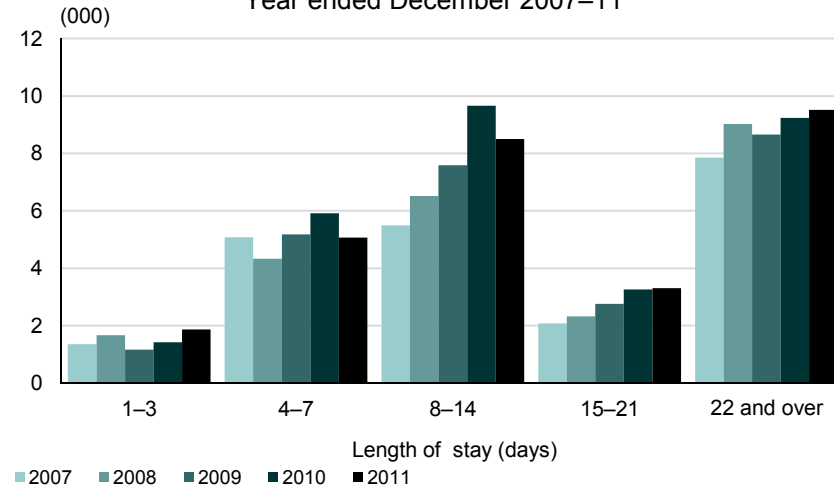
Year ended December 2007–11



Source: Statistics New Zealand

### Length of stay of visitors from India

Year ended December 2007–11



Source: Statistics New Zealand

Table 37

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

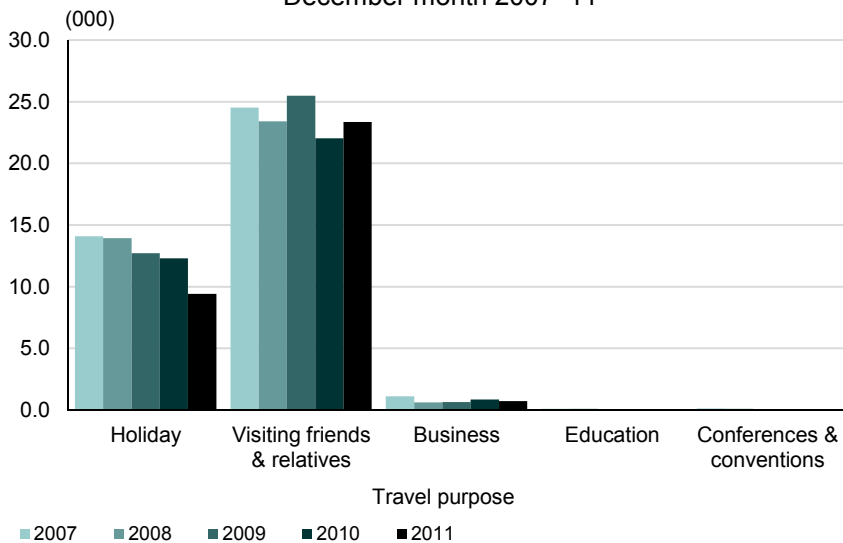
December month 2007–11

Key characteristic	December month					Change 2010–11	
	2007	2008	2009	2010	2011	Number	Percent
<b>Total visitor arrivals</b>	<b>41,040</b>	<b>39,177</b>	<b>39,555</b>	<b>35,960</b>	<b>34,512</b>	<b>-1,448</b>	<b>-4.0</b>
<b>Travel purpose</b>							
Holiday	14,094	13,932	12,717	12,296	9,424	-2,872	-23.4
Visiting friends & relatives	24,516	23,409	25,488	22,040	23,344	1,304	5.9
Business	1,107	621	648	870	736	-134	-15.4
Education	108	108	54	87	16	-71	-81.6
Conferences & conventions	135	108	54	29	64	35	120.7
<b>Age group (years)</b>							
Under 15	4,131	3,942	3,645	3,886	3,920	34	0.9
15–24	3,105	2,673	3,699	3,335	2,752	-583	-17.5
25–34	9,693	8,829	8,289	7,743	7,520	-223	-2.9
35–44	7,776	7,344	7,236	5,858	5,552	-306	-5.2
45–54	5,778	5,022	5,211	4,321	4,336	15	0.3
55–64	5,643	6,264	6,453	5,684	5,008	-676	-11.9
65+	4,914	5,103	5,022	5,133	5,424	291	5.7
<b>Length of stay (days)</b>							
1–3	1,053	1,053	1,107	1,131	864	-267	-23.6
4–7	2,511	2,484	2,241	1,624	1,936	312	19.2
8–14	6,264	6,372	6,318	6,148	5,408	-740	-12.0
15–21	10,557	10,692	10,908	10,556	10,416	-140	-1.3
22 and over	20,655	18,576	18,981	16,501	15,888	-613	-3.7
Median	21.6	21.2	21.2	21.0	21.0	...	...
<b>New Zealand port</b>							
Auckland airport	32,562	31,536	31,941	28,855	27,072	-1,783	-6.2
Christchurch airport	6,723	5,994	5,940	5,046	5,024	-22	-0.4
Wellington airport	1,161	810	1,161	1,508	1,312	-196	-13.0
Seaports	243	594	270	232	592	360	155.2
<b>Overseas airport</b>							
Sydney	7,398	6,372	8,505	6,148	6,256	108	1.8
Singapore	6,507	5,400	4,563	4,350	4,432	82	1.9
London	5,265	5,103	4,698	4,292	3,744	-548	-12.8
Hong Kong	5,805	5,238	5,589	4,437	3,360	-1,077	-24.3
Melbourne	1,998	2,619	2,349	2,929	2,960	31	1.1
Los Angeles	4,131	2,538	3,294	3,277	2,512	-765	-23.3
Dubai	1,512	1,647	1,404	1,363	2,112	749	55.0
Seoul	405	1,134	999	1,276	1,840	564	44.2
Brisbane	1,728	1,971	2,187	1,595	1,760	165	10.3
Kuala Lumpur	783	648	1,458	1,015	1,184	169	16.7
<b>Citizenship</b>							
United Kingdom	32,400	30,456	30,024	27,405	26,576	-829	-3.0
New Zealand	6,507	6,480	7,074	6,322	5,984	-338	-5.3

Symbol: ... not applicable

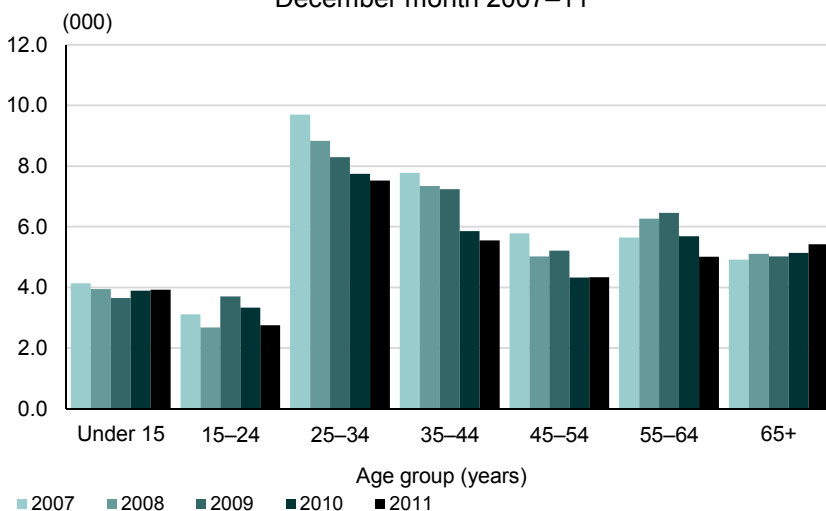
Source: Statistics New Zealand

### Travel purpose of visitors from the United Kingdom December month 2007–11



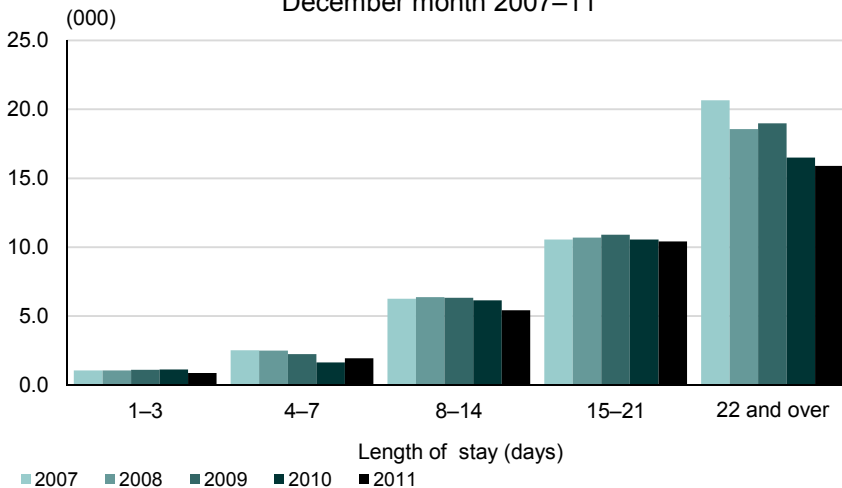
Source: Statistics New Zealand

### Age of visitors from the United Kingdom December month 2007–11



Source: Statistics New Zealand

### Length of stay of visitors from the United Kingdom December month 2007–11



Source: Statistics New Zealand

Table 38

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

Year ended December 2007–11

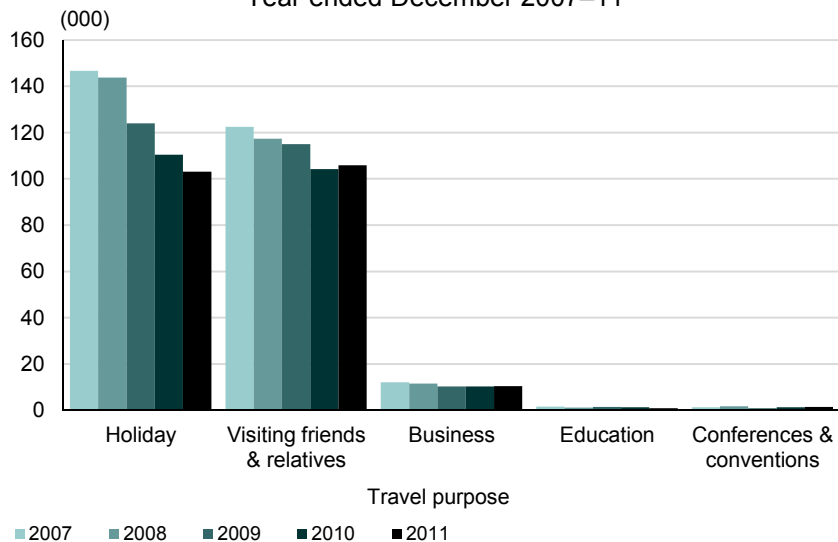
Key characteristic	Year ended December					Change 2010–11	
	2007	2008	2009	2010	2011	Number	Percent
<b>Total visitor arrivals</b>	<b>292,717</b>	<b>285,094</b>	<b>258,438</b>	<b>234,314</b>	<b>230,316</b>	<b>-3,998</b>	<b>-1.7</b>
<b>Travel purpose</b>							
Holiday	146,741	143,800	123,949	110,386	103,064	-7,322	-6.6
Visiting friends & relatives	122,534	117,329	115,026	104,182	105,872	1,690	1.6
Business	12,030	11,520	10,208	10,211	10,398	187	1.8
Education	1,522	1,190	1,353	1,320	891	-429	-32.5
Conferences & conventions	1,200	1,670	850	1,326	1,387	61	4.6
<b>Age group (years)</b>							
Under 15	16,477	14,794	13,077	12,791	12,543	-248	-1.9
15–24	37,305	36,675	34,942	29,738	26,721	-3,017	-10.1
25–34	62,540	60,252	53,047	49,699	47,800	-1,899	-3.8
35–44	38,427	35,264	33,817	27,893	28,870	977	3.5
45–54	35,612	33,859	29,483	27,270	28,732	1,462	5.4
55–64	58,587	59,528	54,431	47,715	45,939	-1,776	-3.7
65+	43,769	44,722	39,641	39,208	39,711	503	1.3
<b>Length of stay (days)</b>							
1–3	13,027	14,656	12,464	12,040	12,664	624	5.2
4–7	28,073	26,196	25,270	21,131	21,801	670	3.2
8–14	59,194	55,016	49,822	44,580	44,031	-549	-1.2
15–21	71,028	69,565	64,090	58,255	55,969	-2,286	-3.9
22 and over	121,395	119,661	106,792	98,308	95,851	-2,457	-2.5
Median	19.8	20.1	19.8	20.0	19.9	...	...
<b>New Zealand port</b>							
Auckland airport	217,902	215,053	193,136	175,972	175,745	-227	-0.1
Christchurch airport	61,105	55,773	52,829	45,160	38,964	-6,196	-13.7
Wellington airport	8,690	8,507	8,498	8,475	10,051	1,576	18.6
Queenstown airport	1,212	1,364	1,562	2,301	3,013	712	30.9
Seaports	2,590	3,687	2,079	1,649	2,012	363	22.0
<b>Overseas airport</b>							
Sydney	73,031	65,174	70,278	63,550	61,676	-1,874	-2.9
Melbourne	21,104	20,920	21,522	20,420	23,308	2,888	14.1
London	30,170	30,166	25,709	22,653	20,949	-1,704	-7.5
Hong Kong	24,659	29,866	25,576	22,181	20,584	-1,597	-7.2
Singapore	42,995	40,637	29,684	22,745	19,631	-3,114	-13.7
Los Angeles	24,241	19,947	16,245	15,455	15,693	238	1.5
Brisbane	18,272	17,866	17,052	14,171	14,146	-25	-0.2
Dubai	8,988	9,530	10,325	10,745	11,495	750	7.0
Seoul	2,342	4,511	2,943	4,172	6,305	2,133	51.1
Kuala Lumpur	5,979	3,755	5,058	5,594	5,266	-328	-5.9
<b>Citizenship</b>							
United Kingdom	248,802	241,417	216,482	194,134	190,387	-3,747	-1.9
New Zealand	28,976	28,809	28,159	26,097	25,174	-923	-3.5
Australia	4,727	4,549	4,461	4,148	4,154	6	0.1
Ireland	2,797	2,721	2,293	2,425	2,770	345	14.2

Symbol: ... not applicable

Source: Statistics New Zealand

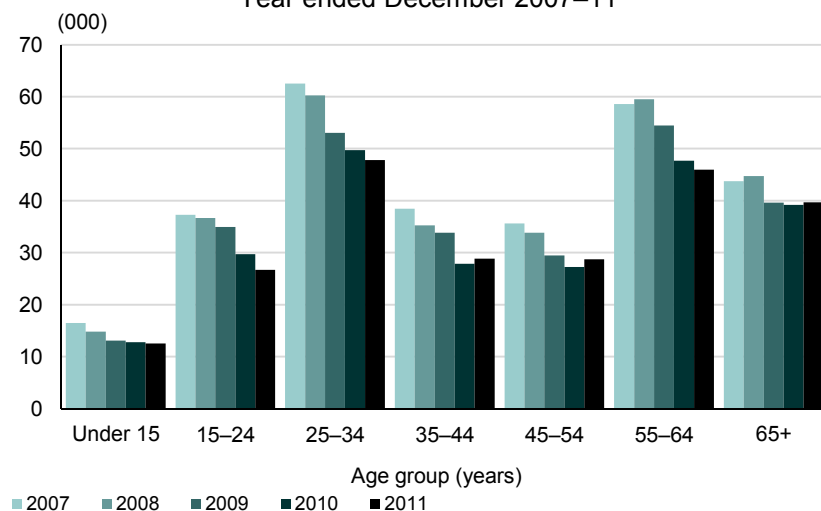


### Travel purpose of visitors from the United Kingdom Year ended December 2007–11



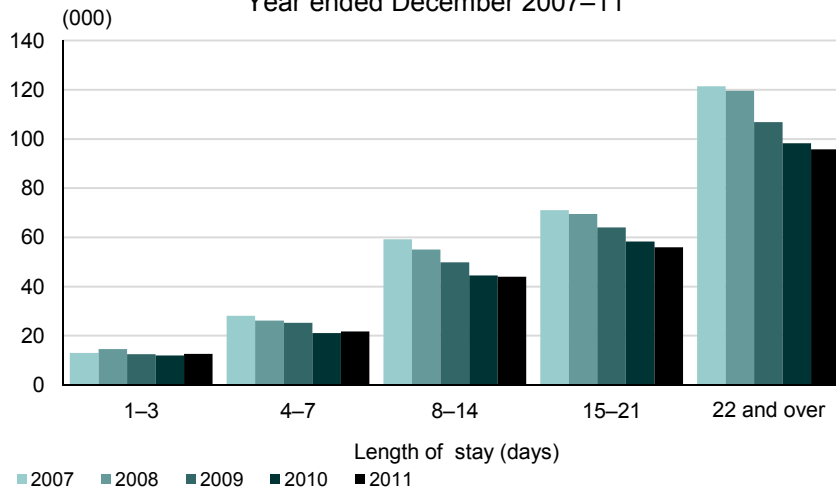
Source: Statistics New Zealand

### Age of visitors from the United Kingdom Year ended December 2007–11



Source: Statistics New Zealand

### Length of stay of visitors from the United Kingdom Year ended December 2007–11



Source: Statistics New Zealand

Table 39

**Country of residence of visitors from the United Kingdom**  
December month 2007–11

	December month					Change 2010–11	
	2007	2008	2009	2010	2011	Number	Percent
<b>Total visitor arrivals</b>	<b>41,040</b>	<b>39,177</b>	<b>39,555</b>	<b>35,960</b>	<b>34,512</b>	<b>-1,448</b>	<b>-4.0</b>
England	35,478	33,372	33,966	31,204	29,680	-1,524	-4.9
Scotland	2,403	2,484	2,646	2,030	2,336	306	15.1
Wales	972	945	999	928	832	-96	-10.3
Not stated	1,593	1,647	1,188	1,247	960	-287	-23.0

Source: Statistics New Zealand

Table 40

**Country of residence of visitors from the United Kingdom**  
Year ended December 2007–11

	Year ended December					Change 2010–11	
	2007	2008	2009	2010	2011	Number	Percent
<b>Total visitor arrivals</b>	<b>292,717</b>	<b>285,094</b>	<b>258,438</b>	<b>234,314</b>	<b>230,316</b>	<b>-3,998</b>	<b>-1.7</b>
England	248,637	238,894	217,058	198,762	193,919	-4,843	-2.4
Scotland	18,450	19,701	17,708	15,994	16,688	694	4.3
Wales	8,262	8,404	7,424	7,971	8,530	559	7.0
Northern Ireland	3,289	3,579	3,294	3,037	2,724	-313	-10.3
Channel Islands	1,191	1,225	1,226	1,245	1,420	175	14.1
Isle of Man	518	441	475	518	526	8	1.5
Not stated	12,370	12,850	11,253	6,787	6,509	-278	-4.1

Source: Statistics New Zealand

Table 41

**Key characteristics of visitors from Germany**

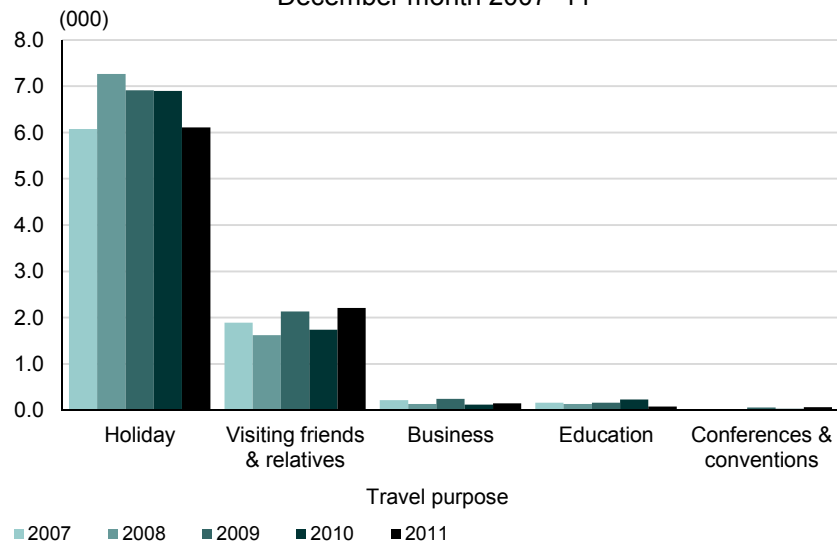
December month 2007–11

Key characteristic	December month					Change 2010–11	
	2007	2008	2009	2010	2011	Number	Percent
<b>Total visitor arrivals</b>	<b>8,559</b>	<b>9,315</b>	<b>9,882</b>	<b>9,309</b>	<b>9,008</b>	<b>-301</b>	<b>-3.2</b>
<b>Travel purpose</b>							
Holiday	6,075	7,263	6,912	6,902	6,112	-790	-11.4
Visiting friends & relatives	1,890	1,620	2,133	1,740	2,208	468	26.9
Business	216	135	243	116	144	28	24.1
Education	162	135	162	232	80	-152	-65.5
Conferences & conventions	0	0	54	29	64	35	120.7
<b>Age group (years)</b>							
Under 15	297	432	351	609	496	-113	-18.6
15–24	1,134	1,134	1,701	1,421	1,488	67	4.7
25–34	1,917	2,619	2,619	2,291	2,928	637	27.8
35–44	1,917	1,728	1,539	1,566	1,104	-462	-29.5
45–54	2,052	1,917	2,025	1,479	1,632	153	10.3
55–64	702	1,026	837	1,102	832	-270	-24.5
65+	540	459	810	841	528	-313	-37.2
<b>Length of stay (days)</b>							
1–3	297	351	297	232	208	-24	-10.3
4–7	513	432	459	348	384	36	10.3
8–14	1,026	864	945	783	1,008	225	28.7
15–21	1,647	2,322	2,133	1,972	1,808	-164	-8.3
22 and over	5,076	5,346	6,048	5,974	5,600	-374	-6.3
Median	24.8	23.7	24.4	27.3	25.7	...	...
<b>New Zealand port</b>							
Auckland airport	6,237	7,182	7,560	7,076	6,976	-100	-1.4
Christchurch airport	1,998	1,647	1,809	1,798	1,536	-262	-14.6
<b>Overseas airport</b>							
Sydney	1,485	1,728	2,565	2,233	1,776	-457	-20.5
Singapore	1,512	1,809	1,323	1,218	1,280	62	5.1
Seoul	405	1,404	972	319	1,088	769	241.1
Hong Kong	1,026	1,026	783	783	608	-175	-22.3
Dubai	432	189	459	609	592	-17	-2.8
Melbourne	729	324	540	667	592	-75	-11.2
Tokyo	216	405	432	406	576	170	41.9
<b>Citizenship</b>							
Germany	7,830	8,748	9,342	8,729	8,432	-297	-3.4

Symbol: ... not applicable

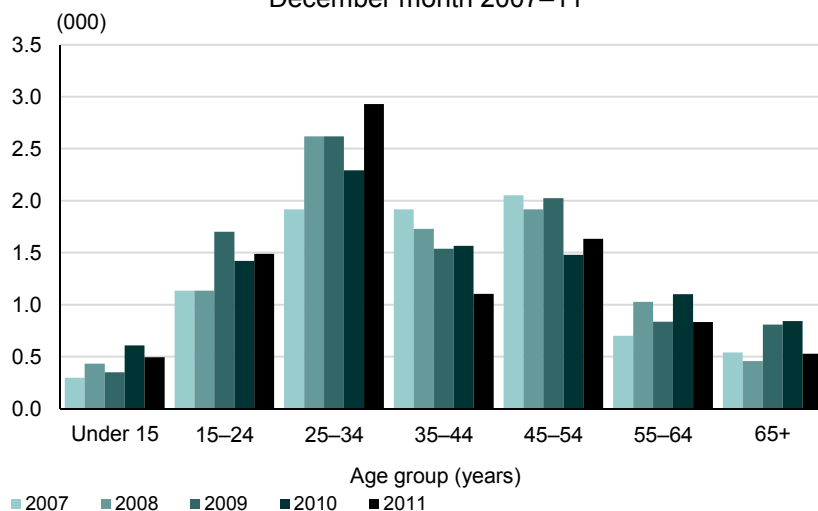
Source: Statistics New Zealand

### Travel purpose of visitors from Germany December month 2007–11



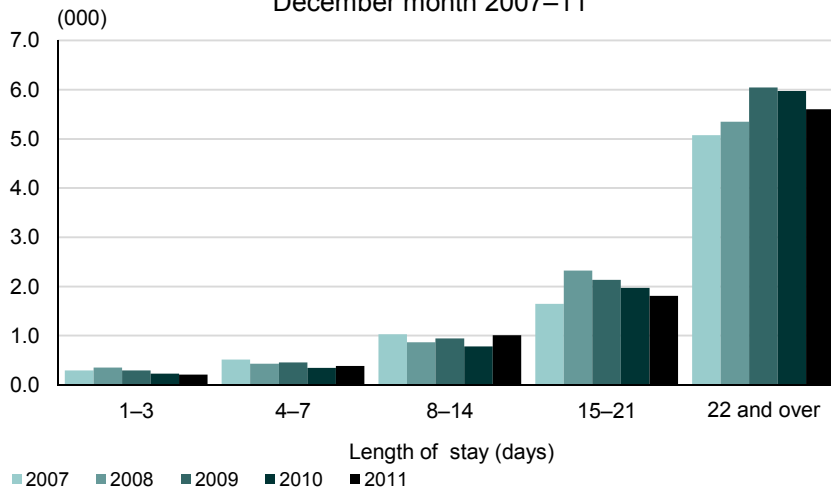
Source: Statistics New Zealand

### Age of visitors from Germany December month 2007–11



Source: Statistics New Zealand

### Length of stay of visitors from Germany December month 2007–11



Source: Statistics New Zealand

Table 42

**Key characteristics of visitors from Germany**

Year ended December 2007–11

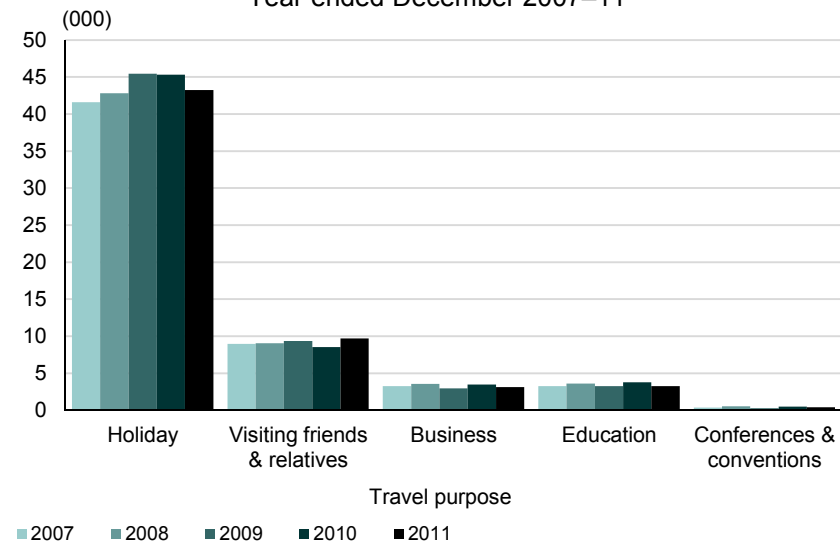
Key characteristic	Year ended December					Change 2010–11	
	2007	2008	2009	2010	2011	Number	Percent
<b>Total visitor arrivals</b>	<b>59,765</b>	<b>62,300</b>	<b>64,564</b>	<b>64,648</b>	<b>63,719</b>	<b>-929</b>	<b>-1.4</b>
<b>Travel purpose</b>							
Holiday	41,618	42,819	45,458	45,331	43,246	-2,085	-4.6
Visiting friends & relatives	8,951	9,062	9,330	8,518	9,711	1,193	14.0
Business	3,244	3,556	2,933	3,468	3,135	-333	-9.6
Education	3,246	3,585	3,235	3,759	3,254	-505	-13.4
Conferences & conventions	343	519	287	473	379	-94	-19.9
<b>Age group (years)</b>							
Under 15	1,269	1,882	1,624	2,220	2,255	35	1.6
15–24	12,685	13,358	15,557	14,991	16,950	1,959	13.1
25–34	14,725	15,892	15,597	15,328	16,400	1,072	7.0
35–44	9,468	8,644	8,644	8,342	7,529	-813	-9.7
45–54	9,121	8,844	9,562	9,611	9,200	-411	-4.3
55–64	7,416	7,552	7,406	7,705	6,968	-737	-9.6
65+	5,081	6,128	6,174	6,451	4,417	-2,034	-31.5
<b>Length of stay (days)</b>							
1–3	3,547	4,944	5,010	4,175	3,969	-206	-4.9
4–7	4,599	5,069	5,246	5,241	4,324	-917	-17.5
8–14	7,120	7,403	7,047	8,077	7,739	-338	-4.2
15–21	11,612	11,104	12,172	11,246	11,953	707	6.3
22 and over	32,887	33,780	35,089	35,909	35,734	-175	-0.5
Median	23.3	23.1	23.1	23.7	24.3	...	...
<b>New Zealand port</b>							
Auckland airport	42,710	45,929	48,986	47,365	48,259	894	1.9
Christchurch airport	14,305	13,004	12,161	13,920	12,538	-1,382	-9.9
Wellington airport	1,954	2,125	2,300	2,270	1,833	-437	-19.3
Queenstown airport	121	148	244	273	565	292	107.0
Seaports	634	1,043	852	744	391	-353	-47.4
<b>Overseas airport</b>							
Sydney	18,241	16,534	19,621	19,611	16,232	-3,379	-17.2
Dubai	4,309	3,938	2,860	5,952	6,539	587	9.9
Singapore	7,335	7,235	6,726	6,565	6,128	-437	-6.7
Melbourne	3,961	3,492	4,715	4,954	5,459	505	10.2
Brisbane	2,997	3,245	2,881	3,190	4,001	811	25.4
Hong Kong	4,409	5,812	5,339	3,734	3,281	-453	-12.1
Seoul	1,708	3,359	4,677	2,005	3,135	1,130	56.4
Bangkok	2,055	1,340	1,051	1,335	1,820	485	36.3
London	1,808	2,736	2,099	1,777	1,699	-78	-4.4
Los Angeles	1,824	2,782	2,357	1,749	1,552	-197	-11.3
<b>Citizenship</b>							
Germany	56,443	58,924	61,524	61,834	60,301	-1,533	-2.5
New Zealand	733	812	633	585	771	186	31.8
United Kingdom	848	657	671	551	480	-71	-12.9

Symbol: ... not applicable

Source: Statistics New Zealand

### Travel purpose of visitors from Germany

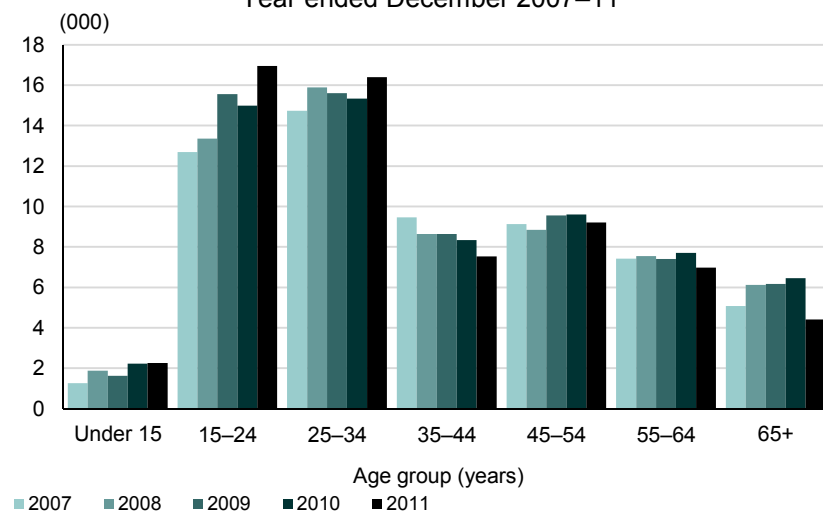
Year ended December 2007–11



Source: Statistics New Zealand

### Age of visitors from Germany

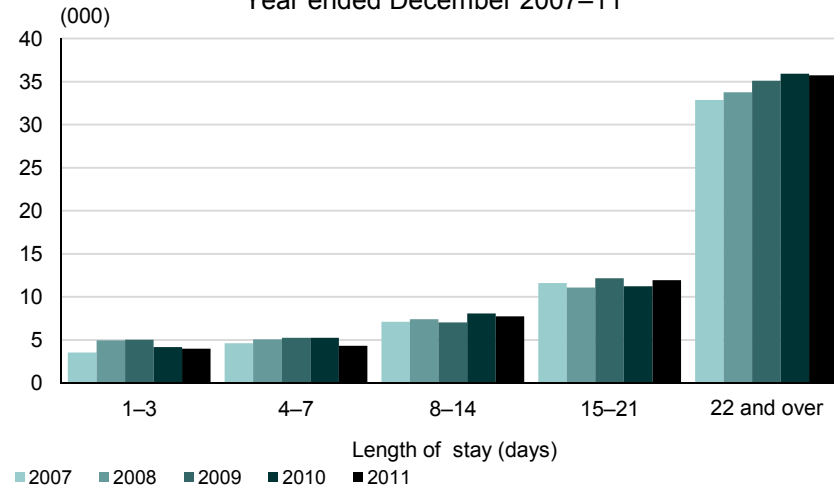
Year ended December 2007–11



Source: Statistics New Zealand

### Length of stay of visitors from Germany

Year ended December 2007–11



Source: Statistics New Zealand

Table 43

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

December month 2007–11

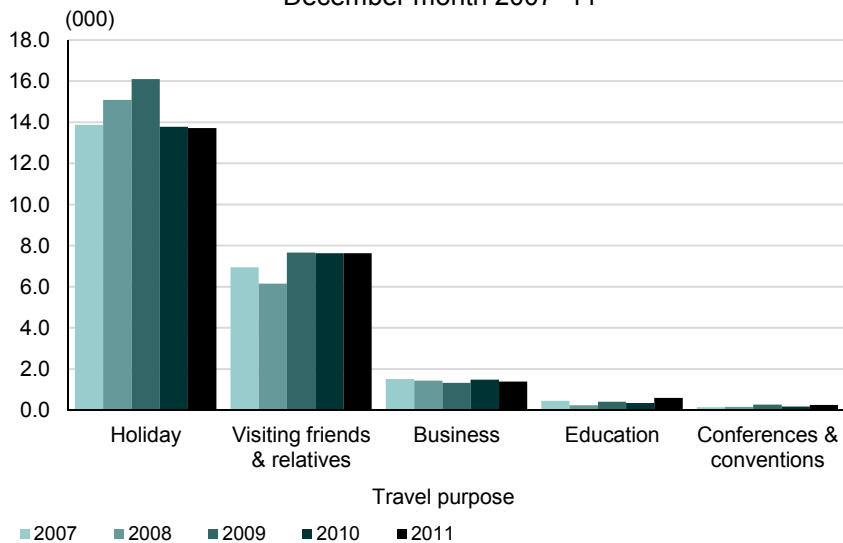
Key characteristic	December month					Change 2010–11	
	2007	2008	2009	2010	2011	Number	Percent
<b>Total visitor arrivals</b>	<b>23,841</b>	<b>23,625</b>	<b>26,379</b>	<b>24,186</b>	<b>24,672</b>	<b>486</b>	<b>2.0</b>
<b>Travel purpose</b>							
Holiday	13,878	15,093	16,092	13,775	13,712	-63	-0.5
Visiting friends & relatives	6,939	6,156	7,668	7,627	7,632	5	0.1
Business	1,512	1,431	1,323	1,479	1,392	-87	-5.9
Education	459	243	405	348	592	244	70.1
Conferences & conventions	135	162	270	174	256	82	47.1
<b>Age group (years)</b>							
Under 15	1,917	1,782	2,187	2,291	2,224	-67	-2.9
15–24	3,375	3,024	3,753	3,335	3,520	185	5.5
25–34	4,644	3,591	4,428	4,466	4,816	350	7.8
35–44	3,348	3,294	3,537	3,654	3,280	-374	-10.2
45–54	3,591	3,591	4,239	3,770	3,792	22	0.6
55–64	4,158	4,212	4,779	3,944	3,856	-88	-2.2
65+	2,808	4,131	3,456	2,726	3,184	458	16.8
<b>Length of stay (days)</b>							
1–3	2,592	1,701	2,025	1,972	2,096	124	6.3
4–7	4,239	6,075	5,346	4,379	4,944	565	12.9
8–14	7,371	7,695	9,045	8,555	8,368	-187	-2.2
15–21	4,968	4,023	5,103	5,220	4,912	-308	-5.9
22 and over	4,671	4,131	4,860	4,060	4,352	292	7.2
Median	12.4	10.4	12.3	12.5	12.0	...	...
<b>New Zealand port</b>							
Auckland airport	19,629	18,117	20,412	18,937	19,392	455	2.4
Seaports	1,053	2,511	1,944	1,189	2,048	859	72.2
Christchurch airport	2,457	2,673	3,213	3,016	1,904	-1,112	-36.9
Wellington airport	405	135	486	609	784	175	28.7
<b>Overseas airport</b>							
Los Angeles	9,828	8,127	9,774	8,613	8,320	-293	-3.4
Sydney	4,374	3,861	5,886	4,959	4,256	-703	-14.2
San Francisco	3,483	3,483	3,240	3,596	4,112	516	14.3
Brisbane	648	567	1,134	1,044	1,632	588	56.3
Nadi	1,620	2,133	1,215	754	1,056	302	40.1
Melbourne	486	837	945	1,508	944	-564	-37.4
Honolulu	648	459	675	609	512	-97	-15.9
<b>Citizenship</b>							
United States of America	19,818	20,304	22,356	20,126	20,624	498	2.5
New Zealand	2,403	1,728	2,241	2,523	2,192	-331	-13.1

Symbol: ... not applicable

Source: Statistics New Zealand

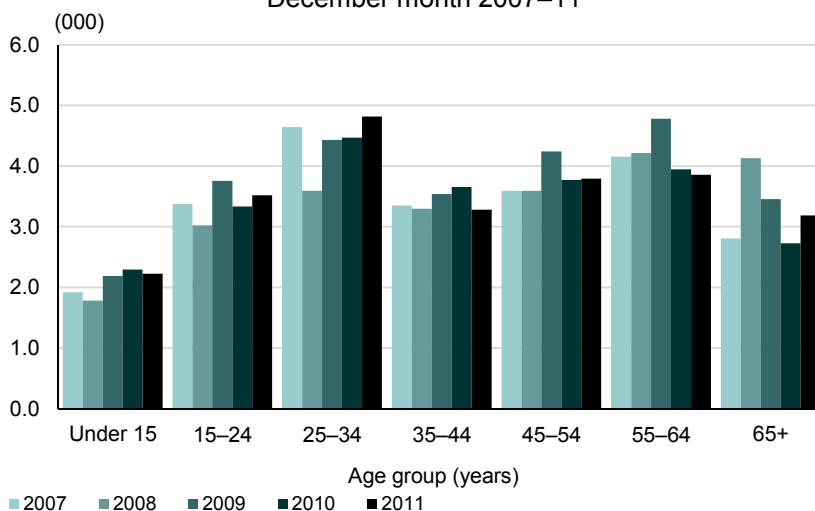


### Travel purpose of visitors from the United States December month 2007–11



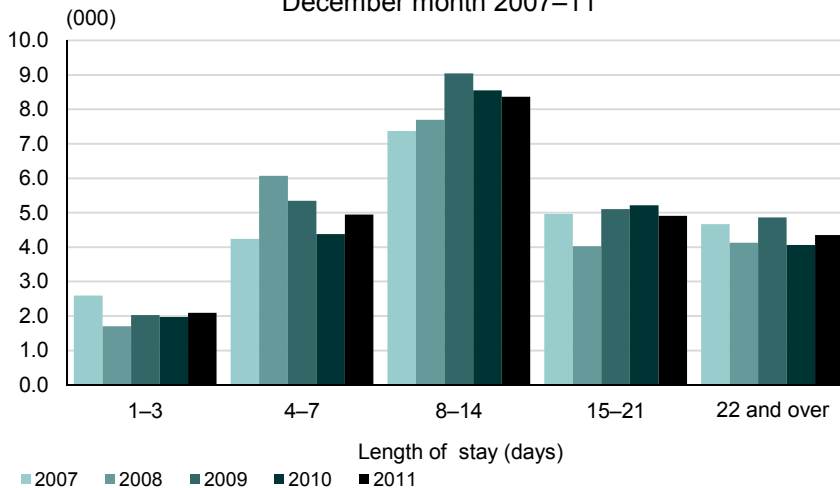
Source: Statistics New Zealand

### Age of visitors from the United States December month 2007–11



Source: Statistics New Zealand

### Length of stay of visitors from the United States December month 2007–11



Source: Statistics New Zealand

Table 44

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

Year ended December 2007–11

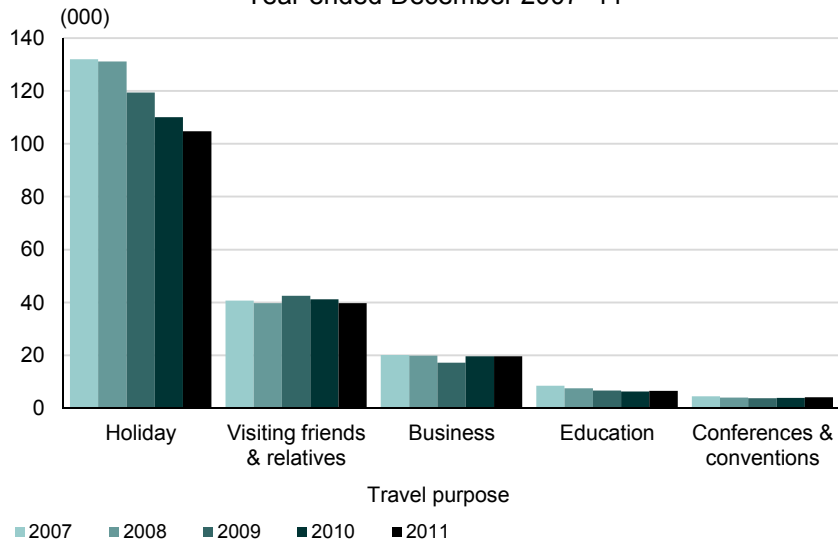
Key characteristic	Year ended December					Change 2010–11	
	2007	2008	2009	2010	2011	Number	Percent
<b>Total visitor arrivals</b>	<b>216,027</b>	<b>212,410</b>	<b>197,792</b>	<b>189,709</b>	<b>184,714</b>	<b>-4,995</b>	<b>-2.6</b>
<b>Travel purpose</b>							
Holiday	132,017	131,153	119,399	110,057	104,791	-5,266	-4.8
Visiting friends & relatives	40,737	39,776	42,508	41,175	39,706	-1,469	-3.6
Business	20,120	19,845	17,188	19,678	19,589	-89	-0.5
Education	8,479	7,565	6,642	6,266	6,503	237	3.8
Conferences & conventions	4,538	4,041	3,812	3,898	4,091	193	5.0
<b>Age group (years)</b>							
Under 15	11,421	9,947	10,018	9,546	9,234	-312	-3.3
15–24	28,872	29,417	27,914	25,712	24,194	-1,518	-5.9
25–34	30,218	27,370	31,960	30,669	32,143	1,474	4.8
35–44	26,913	25,518	24,722	24,887	23,854	-1,033	-4.2
45–54	33,827	33,449	31,410	30,665	28,377	-2,288	-7.5
55–64	45,765	44,027	39,106	36,779	36,504	-275	-0.7
65+	39,011	42,682	32,662	31,451	30,408	-1,043	-3.3
<b>Length of stay (days)</b>							
1–3	27,332	25,240	23,661	22,541	22,765	224	1.0
4–7	53,075	58,656	50,615	49,478	46,372	-3,106	-6.3
8–14	73,389	70,140	64,451	61,683	60,251	-1,432	-2.3
15–21	30,578	26,684	27,594	25,693	25,521	-172	-0.7
22 and over	31,653	31,690	31,471	30,314	29,805	-509	-1.7
Median	9.5	9.0	9.6	9.6	9.9	...	...
<b>New Zealand port</b>							
Auckland airport	171,487	162,601	152,970	149,089	149,709	620	0.4
Christchurch airport	29,079	29,565	28,791	25,743	18,550	-7,193	-27.9
Seaports	9,849	15,012	10,528	7,514	6,523	-991	-13.2
Wellington airport	3,998	3,576	3,259	4,301	5,184	883	20.5
Queenstown airport	1,237	1,364	1,866	2,878	4,275	1,397	48.5
<b>Overseas airport</b>							
Los Angeles	87,785	82,207	79,671	76,379	69,173	-7,206	-9.4
Sydney	45,132	43,165	43,532	44,050	41,381	-2,669	-6.1
San Francisco	23,898	23,677	20,546	20,490	23,578	3,088	15.1
Melbourne	9,905	9,958	9,448	9,303	10,921	1,618	17.4
Brisbane	8,102	7,588	7,701	7,443	7,955	512	6.9
Nadi	10,110	12,443	8,368	6,813	6,453	-360	-5.3
Honolulu	5,137	3,768	3,769	3,333	3,902	569	17.1
Papeete	2,511	1,924	1,209	1,679	1,893	214	12.7
Cairns	1,344	1,266	988	866	1,370	504	58.2
Singapore	1,152	1,009	770	976	1,279	303	31.0
<b>Citizenship</b>							
United States of America	193,597	189,271	175,649	167,304	161,616	-5,688	-3.4
New Zealand	10,810	11,122	11,173	11,603	10,994	-609	-5.2
United Kingdom	2,252	2,057	2,350	1,749	2,155	406	23.2
Australia	1,943	1,876	1,726	2,226	2,035	-191	-8.6

Symbol: ... not applicable

Source: Statistics New Zealand

### Travel purpose of visitors from the United States

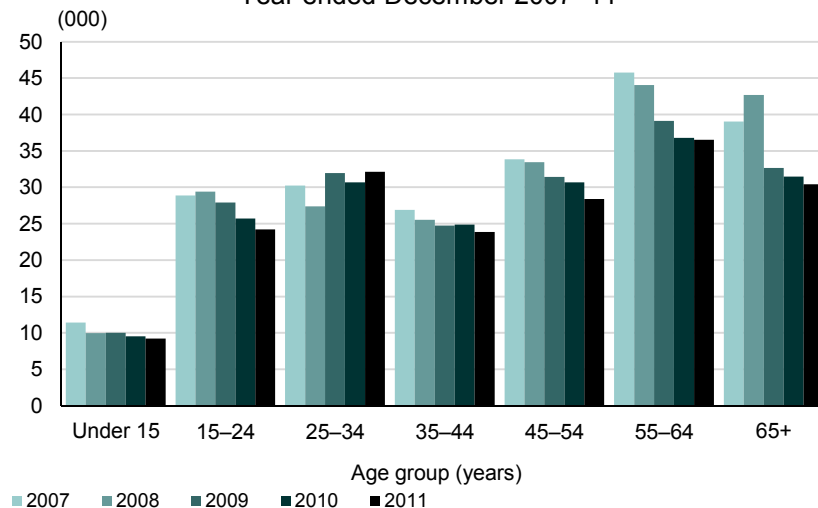
Year ended December 2007–11



Source: Statistics New Zealand

### Age of visitors from the United States

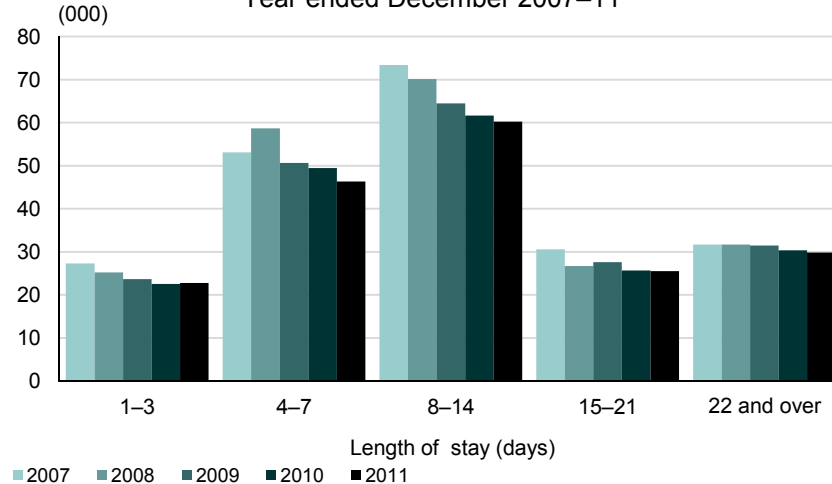
Year ended December 2007–11



Source: Statistics New Zealand

### Length of stay of visitors from the United States

Year ended December 2007–11



Source: Statistics New Zealand

Table 45

**State of residence of visitors from the United States of America**  
December month 2007–11

	December month					Change 2010–11	
	2007	2008	2009	2010	2011	Number	Percent
<b>Total visitor arrivals</b>	<b>23,841</b>	<b>23,625</b>	<b>26,379</b>	<b>24,186</b>	<b>24,672</b>	<b>486</b>	<b>2.0</b>
California	5,859	7,020	7,533	6,264	6,736	472	7.5
New York	1,566	1,458	1,377	1,653	1,760	107	6.5
Texas	783	1,107	1,296	1,508	1,328	-180	-11.9
Washington	945	999	1,323	841	1,072	231	27.5
Colorado	702	432	918	754	1,040	286	37.9
Illinois	1,053	594	810	812	928	116	14.3
Florida	1,026	864	999	754	752	-2	-0.3
Michigan	324	513	324	464	592	128	27.6
Virginia	459	513	945	754	544	-210	-27.9
Arizona	675	594	729	493	528	35	7.1
Oregon	540	459	594	435	528	93	21.4
Massachusetts	594	756	648	754	512	-242	-32.1
Pennsylvania	513	486	567	493	512	19	3.9
Hawaii	783	459	648	580	496	-84	-14.5
New Jersey	378	540	324	551	480	-71	-12.9
Not stated	864	999	702	522	656	134	25.7

Source: Statistics New Zealand

Table 46

**State of residence of visitors from the United States of America**  
Year ended December 2007–11

	Year ended December					Change 2010–11	
	2007	2008	2009	2010	2011	Number	Percent
<b>Total visitor arrivals</b>	<b>216,027</b>	<b>212,410</b>	<b>197,792</b>	<b>189,709</b>	<b>184,714</b>	<b>-4,995</b>	<b>-2.6</b>
California	50,358	50,371	47,933	44,889	43,162	-1,727	-3.8
New York	11,951	11,554	10,656	11,667	12,007	340	2.9
Texas	9,386	11,184	9,787	10,266	10,952	686	6.7
Florida	10,164	9,932	8,808	8,336	8,223	-113	-1.4
Washington	9,051	9,288	8,935	8,074	7,241	-833	-10.3
Colorado	7,470	7,518	7,906	6,686	6,704	18	0.3
Illinois	6,905	6,602	6,666	6,068	6,353	285	4.7
Massachusetts	5,723	4,985	4,579	4,570	5,012	442	9.7
Virginia	4,970	5,009	5,166	4,983	4,513	-470	-9.4
New Jersey	4,586	4,432	3,934	4,216	4,465	249	5.9
Pennsylvania	5,146	5,406	4,756	4,999	4,266	-733	-14.7
Arizona	6,180	6,171	5,073	4,420	4,213	-207	-4.7
Hawaii	5,934	5,473	5,147	4,090	4,205	115	2.8
Oregon	4,734	4,516	4,172	4,308	3,969	-339	-7.9
Minnesota	4,403	4,001	3,509	3,556	3,960	404	11.4
Michigan	4,423	4,157	3,311	3,465	3,613	148	4.3
Georgia	4,165	3,678	3,672	3,417	3,449	32	0.9
North Carolina	4,457	3,216	3,032	3,269	3,440	171	5.2
Maryland	4,033	3,888	3,609	3,150	3,023	-127	-4.0
Utah	3,211	3,430	3,874	3,330	3,017	-313	-9.4
Ohio	4,014	3,534	2,914	3,523	2,932	-591	-16.8
Wisconsin	3,033	2,905	3,302	3,025	2,857	-168	-5.6
Connecticut	2,571	2,856	1,700	2,352	2,340	-12	-0.5
Nevada	2,826	2,364	2,221	2,251	2,212	-39	-1.7
Indiana	2,159	2,072	2,092	1,702	1,896	194	11.4
Tennessee	1,728	2,170	2,211	1,676	1,878	202	12.1
Missouri	2,131	2,307	1,841	2,062	1,791	-271	-13.1
Iowa	1,575	1,228	1,604	1,340	1,544	204	15.2
Louisiana	1,744	1,625	1,688	1,529	1,352	-177	-11.6
Washington D.C.	627	1,077	929	1,235	1,302	67	5.4
Kansas	1,310	1,070	1,151	1,079	1,115	36	3.3
New Mexico	1,287	1,771	1,284	1,319	1,103	-216	-16.4
Alaska	1,148	1,151	1,285	1,420	1,081	-339	-23.9
South Carolina	1,459	1,541	1,577	1,163	1,070	-93	-8.0
Montana	993	1,258	868	833	990	157	18.8
Kentucky	1,259	1,142	1,203	812	828	16	2.0
Oklahoma	1,088	870	1,227	835	826	-9	-1.1
New Hampshire	1,114	949	939	978	802	-176	-18.0
Idaho	1,707	1,610	1,040	1,437	686	-751	-52.3
Maine	960	1,156	647	1,158	649	-509	-44.0
Wyoming	638	727	775	555	622	67	12.1
Arkansas	908	805	578	300	610	310	103.3
Vermont	632	765	616	773	608	-165	-21.3
Nebraska	375	429	415	394	598	204	51.8
Rhode Island	770	487	488	695	598	-97	-14.0
Alabama	752	883	814	1,081	538	-543	-50.2
Mississippi	464	352	354	307	503	196	63.8
Not stated	8,113	7,345	6,236	4,750	4,616	-134	-2.8

Source: Statistics New Zealand

Table 47

**Key characteristics of visitors from Canada**

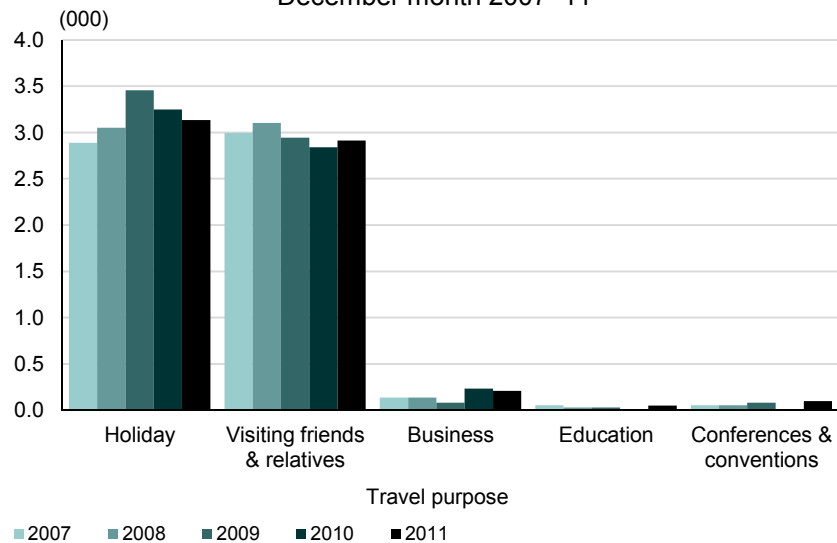
December month 2007–11

Key characteristic	December month					Change 2010–11	
	2007	2008	2009	2010	2011	Number	Percent
<b>Total visitor arrivals</b>	<b>6,561</b>	<b>6,615</b>	<b>6,723</b>	<b>6,583</b>	<b>6,608</b>	<b>25</b>	<b>0.4</b>
<b>Travel purpose</b>							
Holiday	2,889	3,051	3,456	3,248	3,136	-112	-3.4
Visiting friends & relatives	2,997	3,105	2,943	2,842	2,912	70	2.5
Business	135	135	81	232	208	-24	-10.3
Education	54	27	27	0	48	48	...
Conferences & conventions	54	54	81	0	96	96	...
<b>Age group (years)</b>							
Under 15	648	594	540	696	592	-104	-14.9
15–24	918	999	675	812	880	68	8.4
25–34	945	999	1,728	1,508	1,248	-260	-17.2
35–44	891	810	702	754	784	30	4.0
45–54	1,080	1,026	1,026	899	960	61	6.8
55–64	1,188	1,107	1,134	1,102	1,104	2	0.2
65+	891	1,080	918	812	1,040	228	28.1
<b>Length of stay (days)</b>							
1–3	756	486	432	319	480	161	50.5
4–7	810	810	648	957	832	-125	-13.1
8–14	1,242	1,377	1,404	1,189	1,296	107	9.0
15–21	1,539	1,458	1,728	1,682	1,296	-386	-22.9
22 and over	2,214	2,484	2,511	2,436	2,704	268	11.0
Median	16.7	18.4	18.6	19.9	19.6	...	...
<b>New Zealand port</b>							
Auckland airport	5,724	5,535	5,454	5,742	5,440	-302	-5.3
Christchurch airport	459	594	783	522	544	22	4.2
<b>Overseas airport</b>							
Vancouver	2,214	2,295	2,079	2,349	2,304	-45	-1.9
Los Angeles	864	1,107	1,269	1,218	1,008	-210	-17.2
Sydney	1,026	1,053	1,269	783	768	-15	-1.9
San Francisco	486	297	243	348	528	180	51.7
<b>Citizenship</b>							
Canada	5,778	5,670	5,724	5,713	5,472	-241	-4.2
New Zealand	351	648	621	464	704	240	51.7

Symbol: ... not applicable

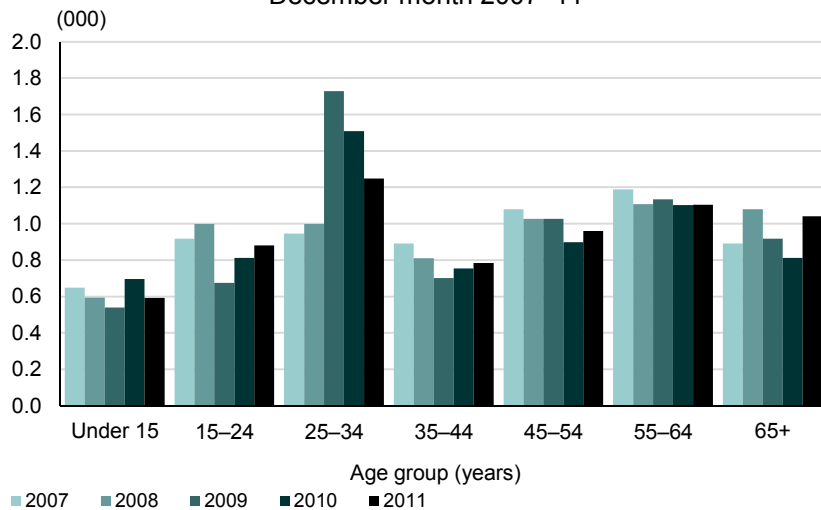
Source: Statistics New Zealand

### Travel purpose of visitors from Canada December month 2007–11



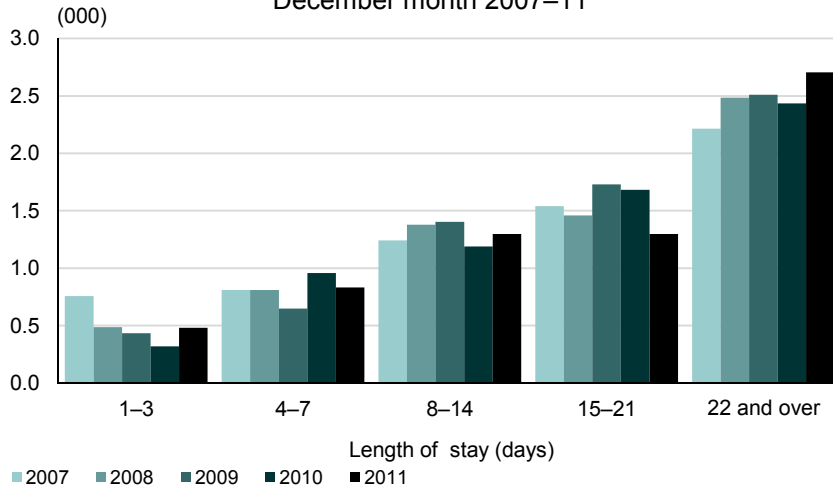
Source: Statistics New Zealand

### Age of visitors from Canada December month 2007–11



Source: Statistics New Zealand

### Length of stay of visitors from Canada December month 2007–11



Source: Statistics New Zealand

Table 48

**Key characteristics of visitors from Canada**

Year ended December 2007–11

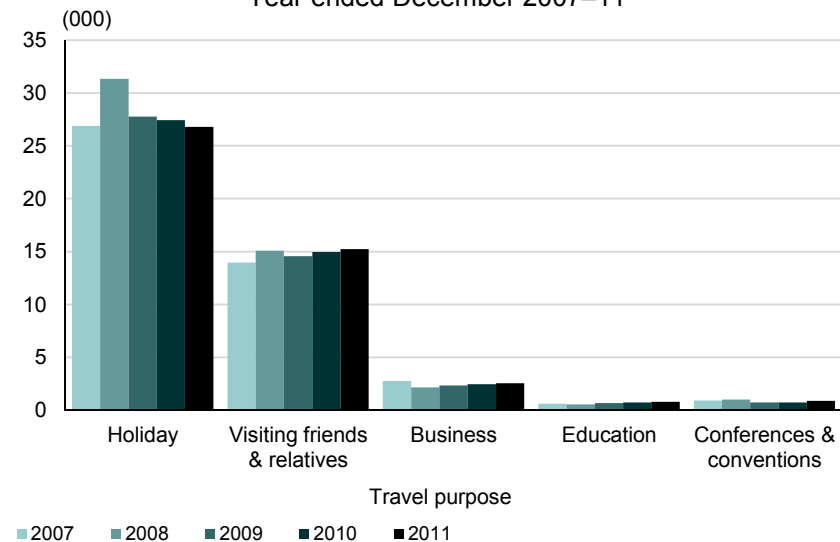
Key characteristic	Year ended December					Change 2010–11	
	2007	2008	2009	2010	2011	Number	Percent
<b>Total visitor arrivals</b>	<b>47,792</b>	<b>53,267</b>	<b>48,656</b>	<b>48,942</b>	<b>49,154</b>	<b>212</b>	<b>0.4</b>
<b>Travel purpose</b>							
Holiday	26,895	31,345	27,767	27,420	26,791	-629	-2.3
Visiting friends & relatives	13,969	15,083	14,553	14,944	15,240	296	2.0
Business	2,755	2,164	2,344	2,460	2,562	102	4.1
Education	619	561	669	716	794	78	10.9
Conferences & conventions	911	1,017	716	738	888	150	20.3
<b>Age group (years)</b>							
Under 15	2,581	2,316	2,365	2,758	2,693	-65	-2.4
15–24	6,285	7,433	7,150	7,813	7,092	-721	-9.2
25–34	7,211	7,194	8,894	8,732	9,318	586	6.7
35–44	5,483	5,857	4,545	4,747	5,218	471	9.9
45–54	7,233	7,938	7,346	6,265	7,062	797	12.7
55–64	10,714	12,935	10,610	10,791	9,360	-1,431	-13.3
65+	8,285	9,594	7,746	7,836	8,411	575	7.3
<b>Length of stay (days)</b>							
1–3	5,040	5,331	5,724	4,657	4,675	18	0.4
4–7	8,166	9,967	7,295	8,378	7,167	-1,211	-14.5
8–14	11,313	13,723	12,198	11,859	12,309	450	3.8
15–21	8,923	8,802	8,917	9,209	8,603	-606	-6.6
22 and over	14,350	15,444	14,522	14,839	16,400	1,561	10.5
Median	14.2	13.5	14.2	14.3	14.8	...	...
<b>New Zealand port</b>							
Auckland airport	39,630	43,005	39,944	40,081	41,328	1,247	3.1
Christchurch airport	4,955	5,566	6,077	6,110	4,748	-1,362	-22.3
Wellington airport	1,319	960	758	856	1,288	432	50.5
Seaports	1,623	3,509	1,632	1,308	1,141	-167	-12.8
Queenstown airport	94	173	139	495	545	50	10.1
<b>Overseas airport</b>							
Vancouver	3,678	12,192	12,349	12,647	12,633	-14	-0.1
Los Angeles	11,596	9,386	9,036	9,685	8,867	-818	-8.4
Sydney	9,060	9,583	9,682	9,325	8,824	-501	-5.4
Nadi	4,253	3,992	2,082	2,569	3,216	647	25.2
San Francisco	5,886	3,445	2,262	2,523	3,105	582	23.1
Melbourne	2,127	2,809	3,080	2,855	3,064	209	7.3
Brisbane	2,860	2,706	3,049	2,619	2,548	-71	-2.7
Hong Kong	1,181	1,195	897	768	842	74	9.6
Rarotonga	693	704	766	573	597	24	4.2
Honolulu	888	734	644	608	573	-35	-5.8
<b>Citizenship</b>							
Canada	42,900	47,882	43,426	43,670	42,536	-1,134	-2.6
New Zealand	1,933	2,611	2,309	2,606	2,994	388	14.9
Australia	735	703	811	737	1,114	377	51.2
United Kingdom	906	574	748	523	683	160	30.6

Symbol: ... not applicable

Source: Statistics New Zealand

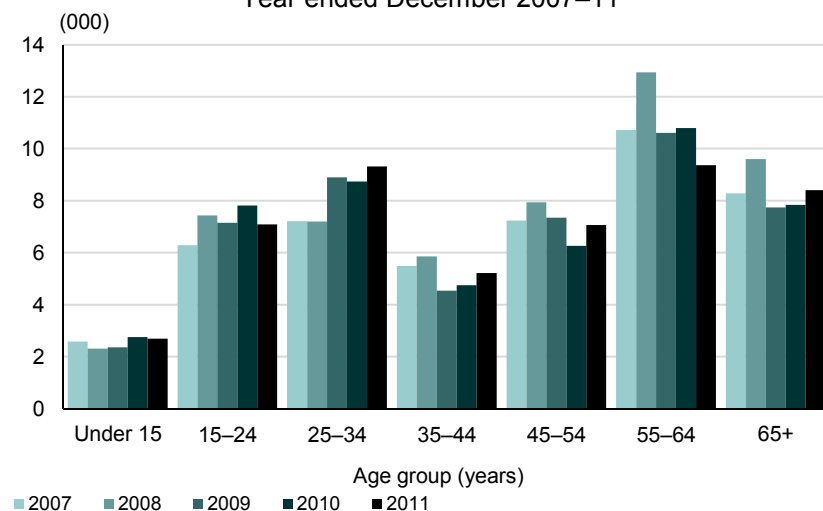


### Travel purpose of visitors from Canada Year ended December 2007–11



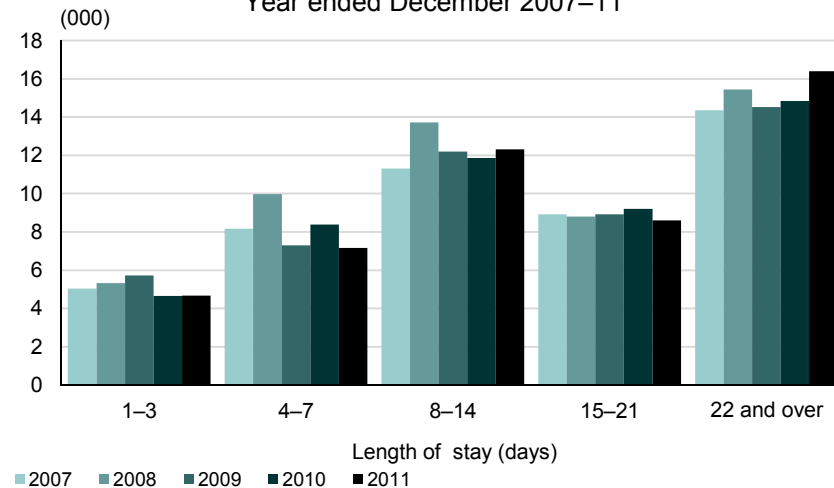
Source: Statistics New Zealand

### Age of visitors from Canada Year ended December 2007–11



Source: Statistics New Zealand

### Length of stay of visitors from Canada Year ended December 2007–11



Source: Statistics New Zealand

Table 49

**Province of residence of visitors from Canada**  
December month 2007–11

	December month					Change 2010–11	
	2007	2008	2009	2010	2011	Number	Percent
<b>Total visitor arrivals</b>	<b>6,561</b>	<b>6,615</b>	<b>6,723</b>	<b>6,583</b>	<b>6,608</b>	<b>25</b>	<b>0.4</b>
Ontario	1,809	2,241	2,052	2,320	2,176	-144	-6.2
British Columbia	2,214	2,187	2,133	1,885	1,952	67	3.6
Alberta	1,242	1,161	1,296	1,160	1,168	8	0.7
Quebec	432	513	540	580	560	-20	-3.4
Not stated	324	54	189	261	160	-101	-38.7

**Source:** Statistics New Zealand

Table 50

**Province of residence of visitors from Canada**  
Year ended December 2007–11

	Year ended December					Change 2010–11	
	2007	2008	2009	2010	2011	Number	Percent
<b>Total visitor arrivals</b>	<b>47,792</b>	<b>53,267</b>	<b>48,656</b>	<b>48,942</b>	<b>49,154</b>	<b>212</b>	<b>0.4</b>
Ontario	16,606	18,733	16,421	16,093	15,720	-373	-2.3
British Columbia	14,000	16,200	14,796	14,570	14,992	422	2.9
Alberta	7,870	9,184	8,008	8,502	8,089	-413	-4.9
Quebec	3,079	3,362	3,853	3,538	3,713	175	4.9
Saskatchewan	1,457	1,515	1,381	1,381	1,597	216	15.6
Manitoba	968	1,080	1,070	1,301	1,382	81	6.2
Nova Scotia	779	836	756	893	1,189	296	33.1
Not stated	2,307	1,781	1,646	1,469	1,270	-199	-13.5

**Source:** Statistics New Zealand