




International Visitor Arrivals to New Zealand: January 2014



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.

International Visitor Arrivals to New Zealand

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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.

Closest port of flight: 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

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

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/

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

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

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.

Closest port of flight: the last overseas airport of the passenger's flight before arriving into New Zealand. This may not be the person's port of origin, as they may have boarded the aircraft at an earlier port, or come from another port on a connecting flight.

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	2009/10	2010/11	2011/12	2012/13	2013/14	Change 2012/13 to 2013/14	
						Number	Percent
Feb	256,559	267,855	268,259	259,083	281,233	22,150	8.5
Mar	226,461	243,263	215,553	239,929	270,740	30,811	12.8
Apr	195,883	187,962	197,777	195,668	200,583	4,915	2.5
May	141,916	141,336	140,741	140,841	153,034	12,193	8.7
Jun	135,162	145,825	131,269	151,074	159,485	8,411	5.6
Jul	176,198	182,904	176,084	173,539	183,718	10,179	5.9
Aug	161,100	168,081	175,909	178,298	189,284	10,986	6.2
Sep	172,425	174,157	219,940	179,069	191,056	11,987	6.7
Oct	187,372	184,898	215,902	184,200	194,973	10,773	5.8
Nov	219,939	226,455	230,292	232,119	251,060	18,941	8.2
Dec	341,337	345,656	364,165	363,959	381,892	17,933	4.9
Jan	256,652	265,553	266,839	260,637	292,446	31,809	12.2

Source: Statistics New Zealand

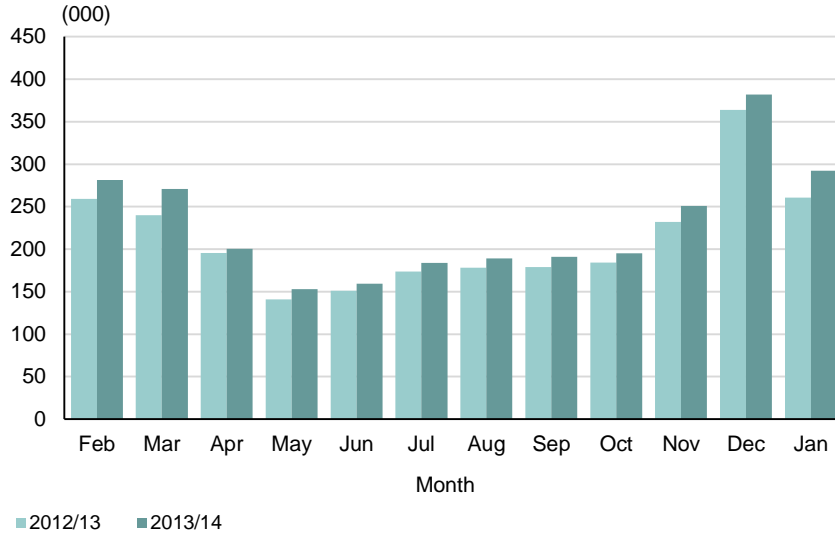
Table 2

Annual visitor arrivals

Year ended January	Number	Change from previous year	
		Number	Percent
2004	2,129,701	68,595	3.3
2005	2,353,272	223,571	10.5
2006	2,383,571	30,299	1.3
2007	2,417,755	34,184	1.4
2008	2,472,447	54,692	2.3
2009	2,449,018	-23,429	-0.9
2010	2,471,004	21,986	0.9
2011	2,533,945	62,941	2.5
2012	2,602,730	68,785	2.7
2013	2,558,416	-44,314	-1.7
2014	2,749,504	191,088	7.5

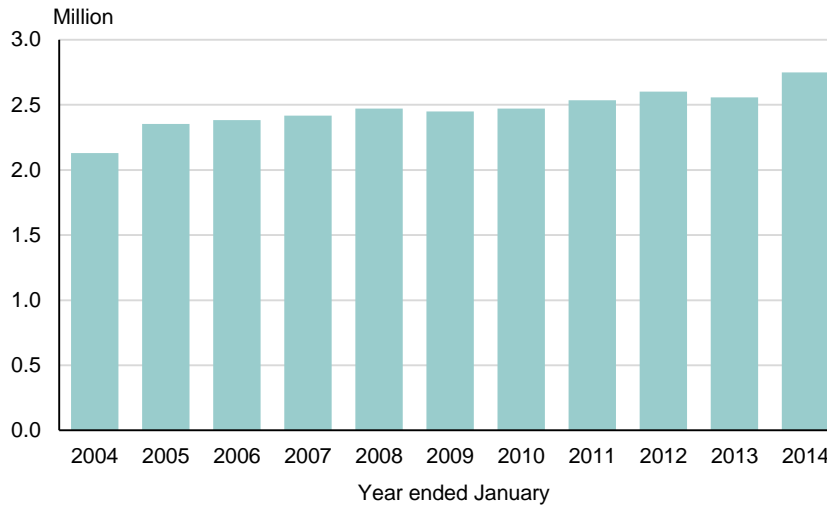
Source: Statistics New Zealand

Monthly visitor arrivals



Source: Statistics New Zealand

Annual visitor arrivals



Source: Statistics New Zealand

Table 3

Country of residence of visitors
January month 2010–14

	January month					Change 2013–14	
	2010	2011	2012	2013	2014	Number	Percent
Total visitor arrivals⁽¹⁾	256,652	265,553	266,839	260,637	292,446	31,809	12.2
Top 30 countries of residence							
Australia	95,700	97,440	98,976	101,136	109,568	8,432	8.3
United Kingdom	37,758	34,290	29,872	27,504	30,560	3,056	11.1
China, People's Republic of	9,425	14,550	23,344	18,768	30,128	11,360	60.5
United States of America	20,967	20,790	20,848	24,304	23,504	-800	-3.3
Germany	10,092	10,140	9,616	9,200	11,088	1,888	20.5
Korea, Republic of	8,178	8,700	7,648	7,536	8,080	544	7.2
Japan	8,700	9,570	6,544	7,120	6,912	-208	-2.9
Canada	6,989	7,290	6,768	6,672	6,688	16	0.2
Netherlands	4,524	4,470	4,112	3,632	3,760	128	3.5
France	3,306	3,150	3,152	3,056	3,744	688	22.5
Hong Kong (SAR)	1,479	2,130	3,088	1,568	3,072	1,504	95.9
Switzerland	2,842	3,030	2,768	2,640	3,008	368	13.9
New Caledonia	2,465	2,550	2,528	2,912	3,008	96	3.3
Taiwan	2,900	3,000	3,344	2,448	2,912	464	19.0
India	1,972	2,190	2,240	2,304	2,576	272	11.8
Sweden	2,059	2,190	2,016	1,968	2,448	480	24.4
Singapore	1,566	1,650	2,080	1,648	2,448	800	48.5
Brazil	2,204	2,400	1,968	1,904	1,920	16	0.8
Denmark	2,030	2,190	1,664	1,952	1,904	-48	-2.5
Fiji	1,798	1,530	1,568	1,936	1,728	-208	-10.7
Malaysia	783	1,020	2,016	960	1,520	560	58.3
Ireland	1,885	1,650	1,520	1,264	1,280	16	1.3
French Polynesia	1,624	1,740	1,696	1,232	1,248	16	1.3
South Africa	1,276	1,560	1,152	1,072	1,152	80	7.5
Austria	928	1,080	1,072	880	1,120	240	27.3
Russia	667	990	816	848	1,072	224	26.4
Thailand	957	810	800	784	976	192	24.5
Samoa	986	780	880	864	944	80	9.3
Israel	1,189	1,140	720	736	928	192	26.1
Italy	1,102	960	928	944	912	-32	-3.4
Region of residence							
Oceania	106,836	108,360	110,352	112,784	120,688	7,904	7.0
Asia	37,787	45,300	53,344	45,248	60,800	15,552	34.4
Europe	71,833	69,330	62,224	58,592	66,112	7,520	12.8
Americas	32,248	32,670	31,552	34,816	34,208	-608	-1.7
Africa and the Middle East	4,379	4,650	3,440	3,152	3,648	496	15.7
Not stated	2,262	4,710	5,408	4,832	6,528	1,696	35.1

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 January 2010–14

	Year ended January					Change 2013–14	
	2010	2011	2012	2013	2014	Number	Percent
Total visitor arrivals⁽¹⁾	2,471,004	2,533,945	2,602,730	2,558,416	2,749,504	191,088	7.5
Top 30 countries of residence							
Australia	1,095,696	1,121,619	1,157,962	1,157,952	1,226,448	68,496	5.9
China, People's Republic of	97,432	127,837	154,318	192,448	240,288	47,840	24.9
United States of America	197,843	189,532	184,772	181,136	200,624	19,488	10.8
United Kingdom	258,228	230,846	225,898	187,280	194,688	7,408	4.0
Japan	79,594	88,605	65,937	72,656	74,352	1,696	2.3
Germany	65,528	64,696	63,195	63,360	71,696	8,336	13.2
Korea, Republic of	54,799	67,831	51,735	52,784	51,536	-1,248	-2.4
Canada	48,953	49,243	48,632	46,352	48,208	1,856	4.0
Singapore	29,468	30,384	39,110	35,968	43,056	7,088	19.7
India	25,712	29,704	28,312	29,920	31,248	1,328	4.4
Hong Kong (SAR)	22,559	24,938	26,355	24,752	29,584	4,832	19.5
Malaysia	19,505	22,080	36,007	28,368	29,536	1,168	4.1
France	23,929	24,423	36,609	24,848	27,664	2,816	11.3
Fiji	23,026	20,585	21,657	22,800	23,904	1,104	4.8
Taiwan	16,936	21,292	18,319	17,744	22,240	4,496	25.3
Netherlands	24,372	23,324	23,250	20,944	21,376	432	2.1
Thailand	19,873	21,287	17,513	16,928	20,896	3,968	23.4
New Caledonia	15,554	16,233	16,575	17,136	17,376	240	1.4
Switzerland	15,403	15,556	15,914	15,568	16,688	1,120	7.2
Samoa	17,376	16,044	16,887	16,176	16,624	448	2.8
French Polynesia	19,772	19,206	16,741	15,088	15,392	304	2.0
South Africa	18,754	17,685	25,878	15,632	15,264	-368	-2.4
Tonga	13,527	11,927	12,892	13,376	14,272	896	6.7
Indonesia	9,694	9,627	11,558	12,384	13,616	1,232	9.9
Sweden	10,938	11,245	11,264	11,440	12,128	688	6.0
Brazil	11,963	11,992	11,155	10,208	10,640	432	4.2
Philippines	7,506	8,228	8,901	9,520	10,288	768	8.1
Ireland	16,532	13,055	16,172	10,864	10,224	-640	-5.9
Cook Islands	10,987	10,546	11,219	9,808	9,648	-160	-1.6
Denmark	9,962	10,014	8,668	8,544	8,816	272	3.2
Region of residence							
Oceania	1,231,317	1,251,259	1,298,856	1,298,896	1,365,312	66,416	5.1
Asia	391,855	461,159	467,821	502,928	577,216	74,288	14.8
Europe	484,633	454,522	461,836	402,000	425,888	23,888	5.9
Americas	276,826	268,780	267,347	256,336	278,592	22,256	8.7
Africa and the Middle East	45,471	45,202	52,351	37,408	38,688	1,280	3.4
Not stated	29,875	39,512	47,285	50,320	57,280	6,960	13.8

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

January month 2010–14

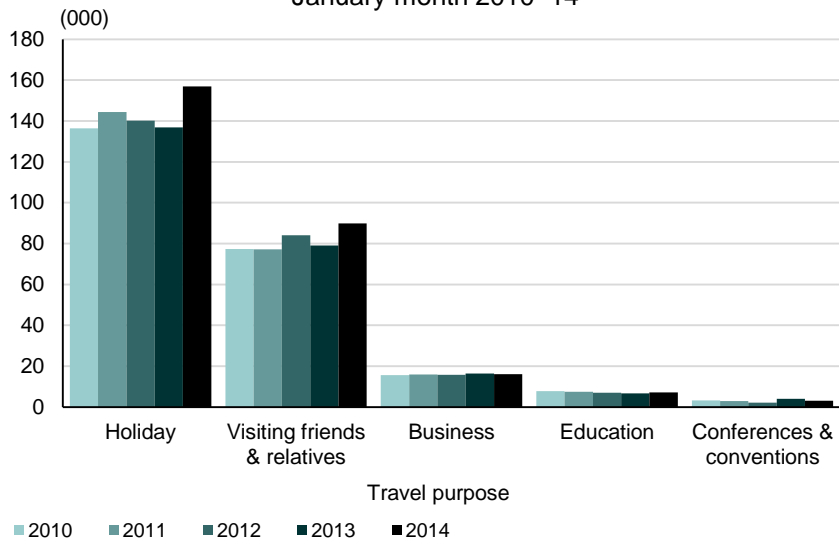
Key characteristic	January month					Change 2013–14	
	2010	2011	2012	2013	2014	Number	Percent
Total visitor arrivals⁽¹⁾	256,652	265,553	266,839	260,637	292,446	31,809	12.2
Travel purpose							
Holiday	136,474	144,420	140,176	136,832	156,880	20,048	14.7
Visiting friends & relatives	77,285	77,130	84,112	79,040	89,920	10,880	13.8
Business	15,573	15,900	15,744	16,368	16,096	-272	-1.7
Education	7,859	7,440	6,960	6,656	7,232	576	8.7
Conferences & conventions	3,248	2,970	2,128	4,064	3,072	-992	-24.4
Age group (years)							
Under 15	22,939	25,260	25,072	23,392	27,616	4,224	18.1
15–24	35,119	33,420	34,032	32,368	37,376	5,008	15.5
25–34	44,631	49,260	49,760	46,048	52,032	5,984	13.0
35–44	36,859	37,230	39,440	37,680	43,056	5,376	14.3
45–54	39,933	40,680	42,336	39,680	45,728	6,048	15.2
55–64	45,095	46,800	44,208	43,280	46,928	3,648	8.4
65+	30,769	32,370	31,472	36,976	39,248	2,272	6.1
Length of stay (days)							
1–3	25,230	28,650	32,688	31,456	34,160	2,704	8.6
4–7	54,056	58,830	62,432	63,424	64,032	608	1.0
8–14	64,293	69,450	73,152	69,584	83,600	14,016	20.1
15–21	40,600	39,690	35,008	33,472	40,032	6,560	19.6
22 and over	71,166	68,400	63,040	61,488	70,160	8,672	14.1
Median	12.9	12.1	10.7	10.4	11.0
New Zealand port							
Auckland airport	175,189	185,850	188,384	180,432	205,488	25,056	13.9
Christchurch airport	55,129	49,860	44,160	41,568	45,696	4,128	9.9
Wellington airport	12,934	14,310	15,424	16,496	17,216	720	4.4
Queenstown airport	4,582	7,620	8,448	9,600	12,720	3,120	32.5
Seaports	4,089	4,080	6,400	8,224	7,568	-656	-8.0
Dunedin airport	1,363	1,560	2,112	2,048	2,432	384	18.8
Rotorua airport	609	750	704	1,056	784	-272	-25.8
Hamilton airport	1,450	990	688	0	0	0	...
Closest port of flight							
Sydney	86,362	82,200	76,880	78,576	85,056	6,480	8.2
Melbourne	34,800	40,800	39,664	44,272	47,040	2,768	6.3
Brisbane	29,000	33,750	30,768	32,032	36,960	4,928	15.4
Singapore	11,600	10,800	13,712	11,824	14,992	3,168	26.8
Hong Kong	14,500	13,920	17,360	11,888	14,912	3,024	25.4
Los Angeles	16,878	15,570	12,832	8,480	9,296	816	9.6
Coolangatta	4,756	6,720	6,208	6,192	7,840	1,648	26.6
Seoul	4,930	4,980	8,080	5,776	6,512	736	12.7
Perth	2,668	2,610	3,488	3,600	6,016	2,416	67.1
Guangzhou	0	0	3,120	3,440	6,000	2,560	74.4
Nadi	5,104	4,620	4,896	5,248	5,280	32	0.6
Shanghai	1,508	2,100	3,072	3,376	5,168	1,792	53.1
Citizenship							
Australia	65,772	67,890	66,272	67,296	70,096	2,800	4.2
New Zealand	33,205	35,160	38,384	37,104	43,376	6,272	16.9
United Kingdom	37,149	34,470	29,632	28,496	30,992	2,496	8.8
China, People's Republic of	9,338	13,740	23,152	19,024	30,240	11,216	59.0
United States of America	20,358	21,090	20,896	24,016	23,536	-480	-2.0

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

Symbol: ... not applicable

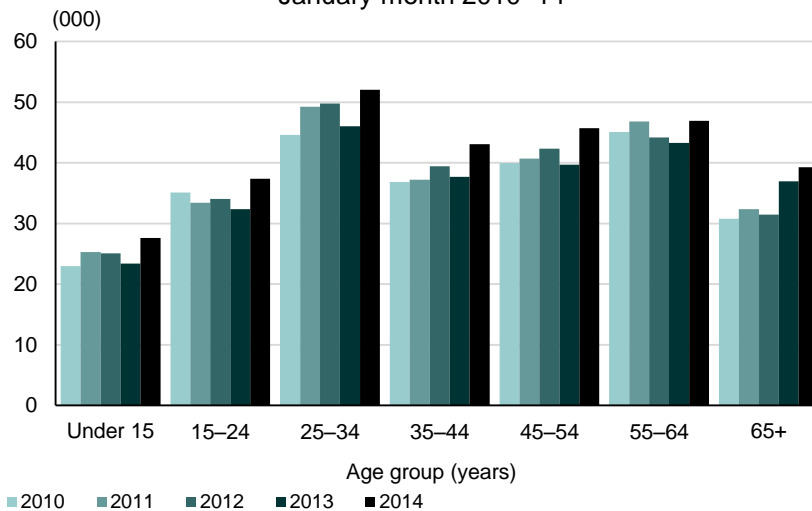
Source: Statistics New Zealand

Travel purpose of visitors January month 2010–14



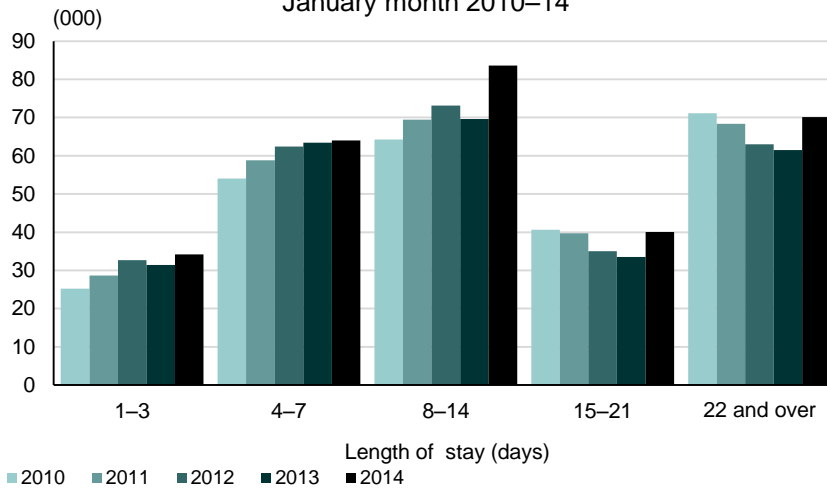
Source: Statistics New Zealand

Age of visitors January month 2010–14



Source: Statistics New Zealand

Length of stay of visitors January month 2010–14



Source: Statistics New Zealand

Table 6

Key characteristics of visitors

Year ended January 2010–14

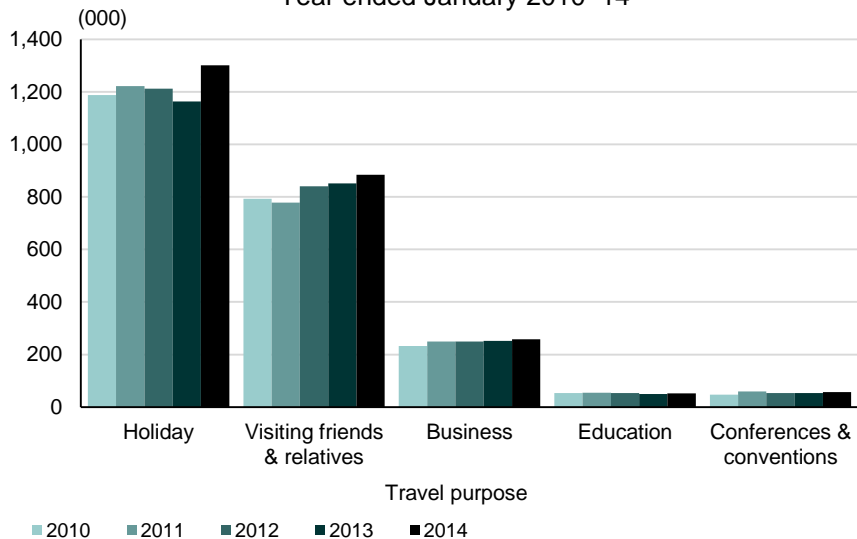
Key characteristic	Year ended January					Change 2013–14	
	2010	2011	2012	2013	2014	Number	Percent
Total visitor arrivals⁽¹⁾	2,471,004	2,533,945	2,602,730	2,558,416	2,749,504	191,088	7.5
Travel purpose							
Holiday	1,188,292	1,221,406	1,212,277	1,163,408	1,300,912	137,504	11.8
Visiting friends & relatives	793,260	778,185	840,639	851,472	883,712	32,240	3.8
Business	232,456	249,661	249,647	251,712	257,744	6,032	2.4
Education	53,654	54,040	53,812	50,160	52,448	2,288	4.6
Conferences & conventions	47,169	58,969	52,966	53,312	57,520	4,208	7.9
Age group (years)							
Under 15	210,857	217,853	218,335	217,632	238,496	20,864	9.6
15–24	324,222	322,119	323,627	312,976	338,144	25,168	8.0
25–34	486,486	492,636	525,748	511,440	541,248	29,808	5.8
35–44	404,247	410,419	434,924	415,392	441,120	25,728	6.2
45–54	425,942	438,559	458,741	446,048	466,320	20,272	4.5
55–64	386,431	403,418	403,385	403,376	440,304	36,928	9.2
65+	221,792	235,430	230,736	241,024	277,344	36,320	15.1
Length of stay (days)							
1–3	366,366	394,991	452,430	459,152	476,816	17,664	3.8
4–7	604,950	642,872	656,266	677,200	727,360	50,160	7.4
8–14	659,753	663,544	671,656	666,720	728,416	61,696	9.3
15–21	332,682	325,186	322,486	290,544	318,832	28,288	9.7
22 and over	496,226	493,841	492,658	454,272	491,552	37,280	8.2
Median	9.8	9.5	9.2	8.6	8.8
New Zealand port							
Auckland airport	1,684,178	1,732,417	1,849,747	1,814,272	1,958,352	144,080	7.9
Christchurch airport	545,569	513,935	416,946	399,568	401,616	2,048	0.5
Wellington airport	143,258	150,548	177,359	174,528	186,816	12,288	7.0
Queenstown airport	43,966	67,091	90,535	106,144	135,664	29,520	27.8
Seaports	24,265	22,508	28,496	24,400	37,696	13,296	54.5
Dunedin airport	9,141	14,973	16,751	15,680	15,952	272	1.7
Rotorua airport	1,230	6,105	6,717	7,024	6,624	-400	-5.7
Hamilton airport	8,127	12,764	8,865	6,000	0	-6,000	-100.0
Closest port of flight							
Sydney	775,628	793,210	770,886	767,792	821,600	53,808	7.0
Melbourne	372,105	386,395	411,700	433,808	471,360	37,552	8.7
Brisbane	345,397	340,801	357,971	360,832	384,592	23,760	6.6
Singapore	117,700	119,098	128,927	131,696	147,392	15,696	11.9
Hong Kong	137,659	126,396	128,168	106,752	113,968	7,216	6.8
Los Angeles	142,564	136,215	125,666	89,808	82,560	-7,248	-8.1
Coolangatta	49,597	69,868	74,851	74,064	75,984	1,920	2.6
Guangzhou	0	0	19,080	34,704	48,368	13,664	39.4
Perth	31,326	32,555	37,903	42,128	48,080	5,952	14.1
Seoul	47,174	47,788	54,020	43,792	47,216	3,424	7.8
Nadi	50,638	46,426	45,669	48,576	46,800	-1,776	-3.7
Tokyo	45,135	53,503	31,713	41,904	46,032	4,128	9.9
Citizenship							
Australia	745,014	767,189	760,738	735,424	779,168	43,744	5.9
New Zealand	409,383	415,180	463,426	481,232	500,048	18,816	3.9
China, People's Republic of	96,552	126,947	154,396	197,984	246,400	48,416	24.5
United Kingdom	262,370	236,115	235,445	197,792	206,928	9,136	4.6
United States of America	191,521	185,387	179,508	177,952	199,232	21,280	12.0

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

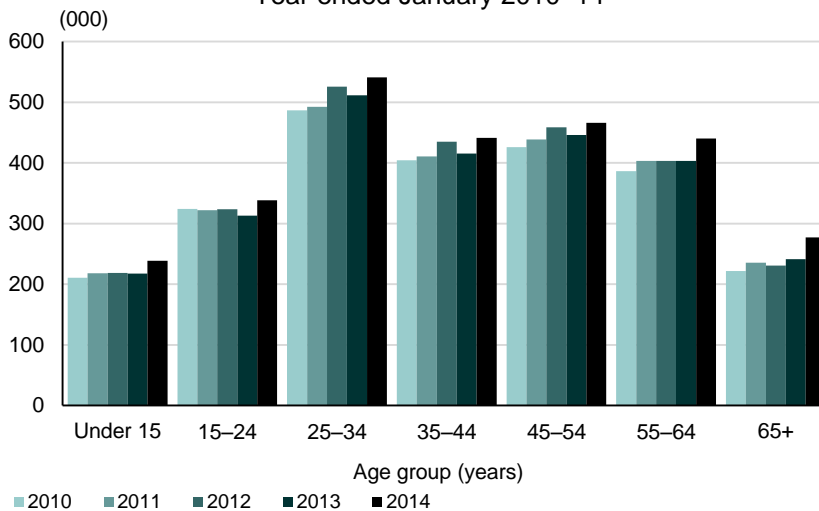
Travel purpose of visitors Year ended January 2010–14



Source: Statistics New Zealand

Age of visitors

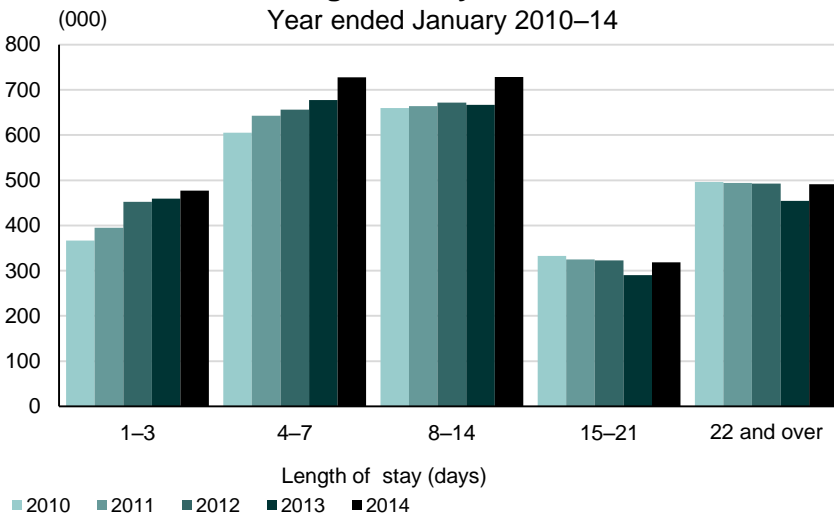
Year ended January 2010–14



Source: Statistics New Zealand

Length of stay of visitors

Year ended January 2010–14



Source: Statistics New Zealand

Table 7

Key characteristics of visitors from Australia

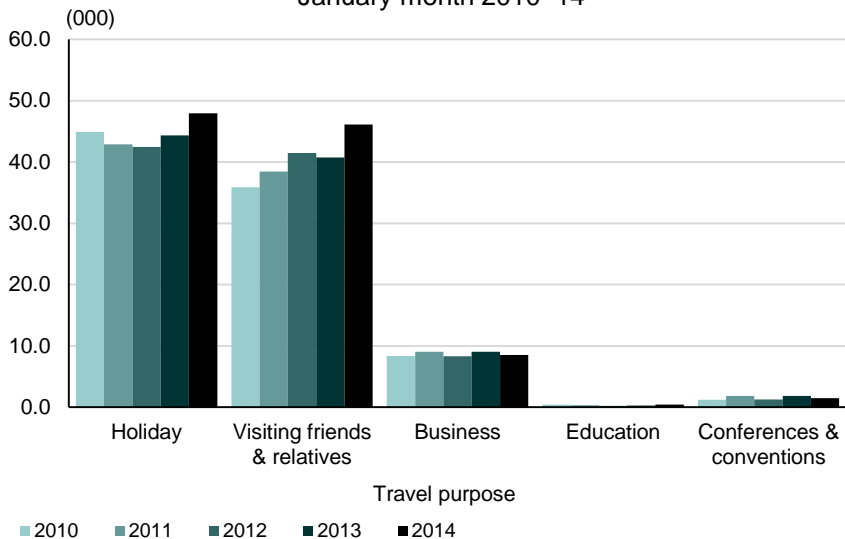
January month 2010–14

Key characteristic	January month					Change 2013–14	
	2010	2011	2012	2013	2014	Number	Percent
Total visitor arrivals	95,700	97,440	98,976	101,136	109,568	8,432	8.3
Travel purpose							
Holiday	44,921	42,870	42,448	44,336	47,936	3,600	8.1
Visiting friends & relatives	35,902	38,460	41,456	40,720	46,128	5,408	13.3
Business	8,352	9,060	8,320	9,072	8,528	-544	-6.0
Education	435	360	224	304	448	144	47.4
Conferences & conventions	1,247	1,830	1,264	1,856	1,504	-352	-19.0
Age group (years)							
Under 15	13,079	13,800	13,488	13,488	14,368	880	6.5
15–24	12,470	11,640	12,208	11,776	14,064	2,288	19.4
25–34	16,994	17,640	18,672	18,976	20,960	1,984	10.5
35–44	15,573	16,230	16,272	16,896	17,136	240	1.4
45–54	17,835	18,180	17,632	17,536	19,408	1,872	10.7
55–64	13,427	13,380	13,952	13,728	15,584	1,856	13.5
65+	6,322	6,570	6,752	8,736	8,048	-688	-7.9
Length of stay (days)							
1–3	11,078	13,530	13,392	13,744	14,912	1,168	8.5
4–7	25,636	28,200	30,016	30,592	32,848	2,256	7.4
8–14	36,540	35,280	37,312	36,672	40,144	3,472	9.5
15–21	15,022	13,170	11,168	12,864	13,808	944	7.3
22 and over	7,424	7,260	7,088	7,264	7,856	592	8.1
Median	9.6	8.8	8.5	8.5	8.5
New Zealand port							
Auckland airport	54,259	56,850	58,784	59,680	65,264	5,584	9.4
Christchurch airport	25,201	21,120	18,224	18,528	19,344	816	4.4
Wellington airport	9,193	10,380	11,200	11,776	11,616	-160	-1.4
Queenstown airport	2,900	5,280	6,048	6,512	8,048	1,536	23.6
Seaports	1,044	810	1,808	1,904	2,448	544	28.6
Dunedin airport	1,247	1,440	1,648	1,744	2,096	352	20.2
Rotorua airport	522	720	640	992	672	-320	-32.3
Closest port of flight							
Sydney	42,891	39,390	40,352	39,136	41,936	2,800	7.2
Melbourne	22,562	25,140	25,424	27,200	27,760	560	2.1
Brisbane	18,560	20,370	18,816	20,528	21,392	864	4.2
Coolangatta	3,596	4,050	3,920	4,080	5,104	1,024	25.1
Perth	2,204	2,160	2,912	3,024	4,832	1,808	59.8
Adelaide	1,102	1,380	1,664	1,312	2,272	960	73.2
Rarotonga	1,073	750	448	480	592	112	23.3
Apia	232	570	336	496	576	80	16.1
Citizenship							
Australia	63,742	65,790	64,192	65,056	67,696	2,640	4.1
New Zealand	23,867	24,690	27,280	27,584	33,040	5,456	19.8
United Kingdom	2,494	2,130	2,016	2,272	2,000	-272	-12.0
China, People's Republic of	319	450	416	448	752	304	67.9

Symbol: ... not applicable

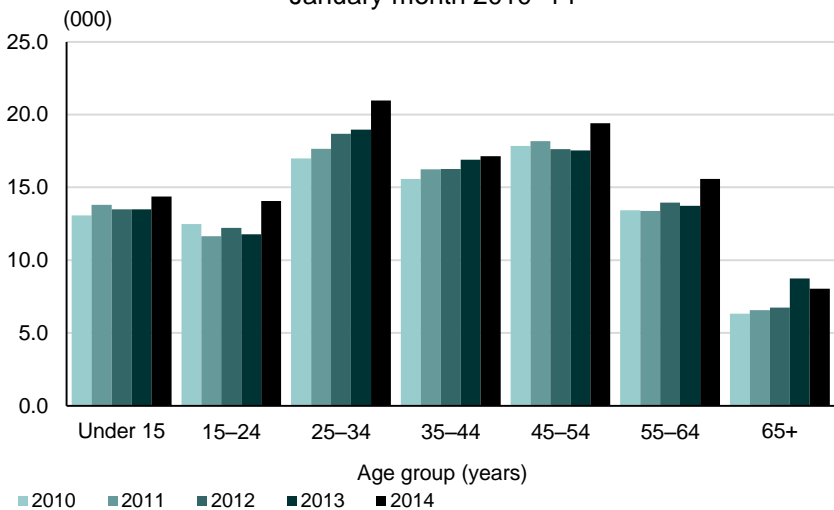
Source: Statistics New Zealand

Travel purpose of visitors from Australia January month 2010–14



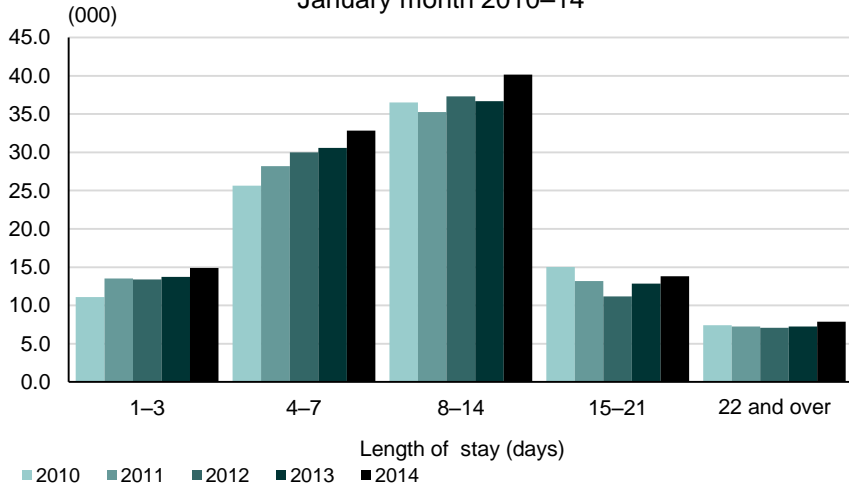
Source: Statistics New Zealand

Age of visitors from Australia January month 2010–14



Source: Statistics New Zealand

Length of stay of visitors from Australia January month 2010–14



Source: Statistics New Zealand

Table 8

Key characteristics of visitors from Australia

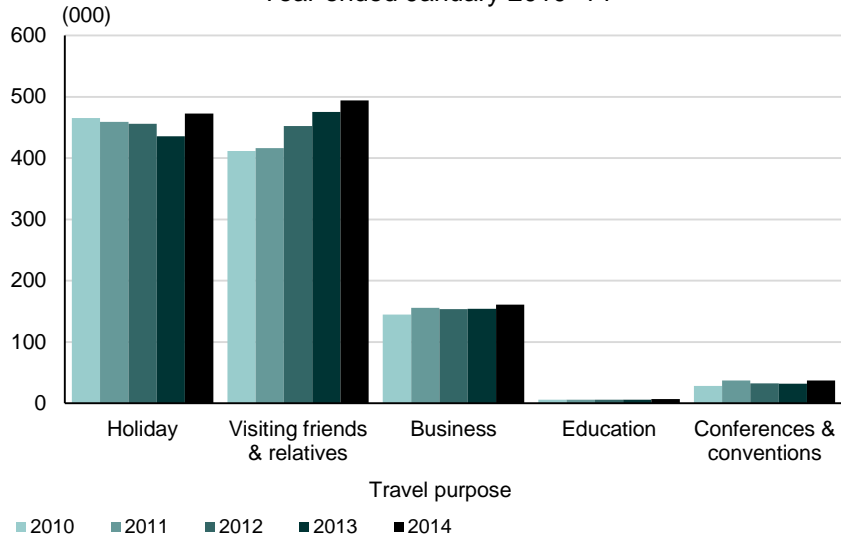
Year ended January 2010–14

Key characteristic	Year ended January					Change 2013–14	
	2010	2011	2012	2013	2014	Number	Percent
Total visitor arrivals	1,095,696	1,121,619	1,157,962	1,157,952	1,226,448	68,496	5.9
Travel purpose							
Holiday	465,387	458,972	456,003	435,632	472,496	36,864	8.5
Visiting friends & relatives	411,688	416,220	452,330	475,344	494,080	18,736	3.9
Business	144,685	155,761	153,577	154,464	161,120	6,656	4.3
Education	6,217	6,101	5,951	6,192	7,280	1,088	17.6
Conferences & conventions	28,392	37,445	32,613	32,000	37,232	5,232	16.4
Age group (years)							
Under 15	119,308	119,483	119,413	122,352	131,200	8,848	7.2
15–24	125,144	126,785	126,420	129,872	137,136	7,264	5.6
25–34	213,646	218,632	236,398	240,448	254,224	13,776	5.7
35–44	197,275	199,156	208,228	206,528	212,720	6,192	3.0
45–54	210,239	213,168	219,806	210,864	222,128	11,264	5.3
55–64	156,496	163,344	167,814	165,664	176,448	10,784	6.5
65+	73,588	81,051	79,883	82,224	92,592	10,368	12.6
Length of stay (days)							
1–3	190,394	209,844	242,183	235,712	243,264	7,552	3.2
4–7	323,048	336,081	362,742	371,424	401,104	29,680	8.0
8–14	371,293	357,591	351,563	357,824	372,720	14,896	4.2
15–21	132,741	131,356	120,906	114,720	122,304	7,584	6.6
22 and over	78,220	86,747	80,568	78,272	87,056	8,784	11.2
Median	8.0	7.7	7.2	7.2	7.2
New Zealand port							
Auckland airport	615,304	625,764	693,306	697,376	737,792	40,416	5.8
Christchurch airport	312,913	290,573	218,823	211,536	209,328	-2,208	-1.0
Wellington airport	109,015	115,253	133,178	134,256	142,448	8,192	6.1
Queenstown airport	35,325	53,644	73,430	83,440	105,984	22,544	27.0
Dunedin airport	8,398	13,861	14,634	14,272	14,160	-112	-0.8
Seaports	6,318	5,769	10,810	5,616	10,608	4,992	88.9
Rotorua airport	1,008	5,433	6,144	6,528	6,016	-512	-7.8
Closest port of flight							
Sydney	464,430	466,294	471,271	463,216	487,536	24,320	5.3
Melbourne	269,918	275,816	289,482	300,512	320,832	20,320	6.8
Brisbane	250,878	256,595	254,765	253,680	265,200	11,520	4.5
Coolangatta	40,428	46,028	50,549	49,696	53,552	3,856	7.8
Perth	26,460	28,254	31,440	36,256	41,456	5,200	14.3
Adelaide	11,179	12,933	14,041	13,872	16,320	2,448	17.6
Rarotonga	5,240	4,576	4,219	4,400	4,336	-64	-1.5
Cairns	3,318	5,814	8,173	7,824	3,952	-3,872	-49.5
Papeete	1,381	1,360	2,022	2,944	3,280	336	11.4
Apia	1,767	2,259	2,028	2,624	2,992	368	14.0
Citizenship							
Australia	724,704	744,492	736,519	713,360	755,632	42,272	5.9
New Zealand	286,576	295,621	331,425	353,328	375,488	22,160	6.3
United Kingdom	24,919	24,005	25,856	25,392	25,120	-272	-1.1
China, People's Republic of	3,058	4,223	3,854	6,048	7,488	1,440	23.8

Symbol: ... not applicable

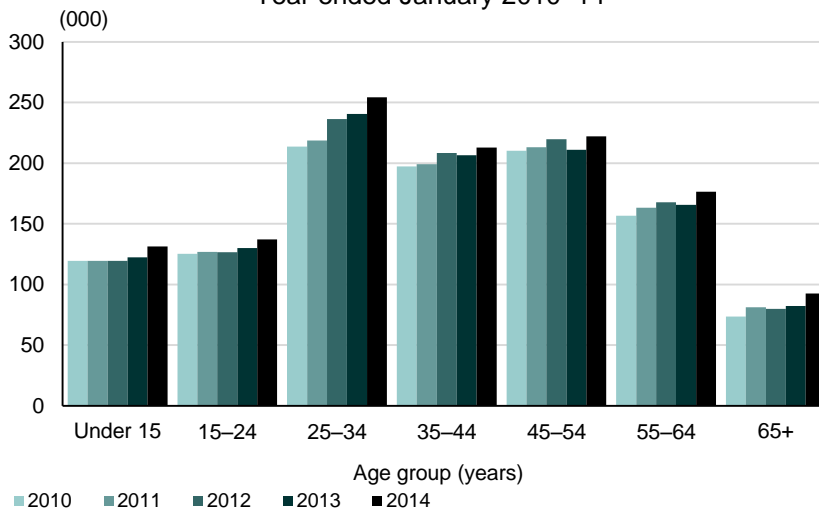
Source: Statistics New Zealand

Travel purpose of visitors from Australia Year ended January 2010–14



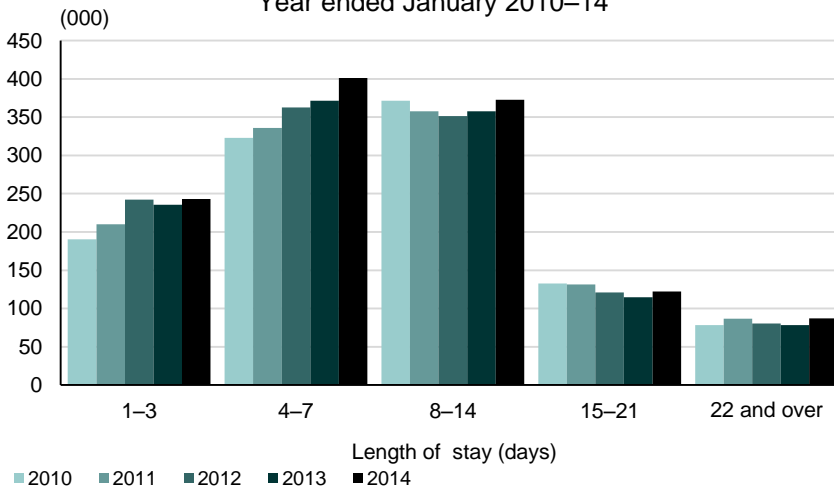
Source: Statistics New Zealand

Age of visitors from Australia Year ended January 2010–14



Source: Statistics New Zealand

Length of stay of visitors from Australia Year ended January 2010–14



Source: Statistics New Zealand

Table 9

State of residence of visitors from Australia
January month 2010–14

	January month					Change 2013–14	
	2010	2011	2012	2013	2014	Number	Percent
Total visitor arrivals	95,700	97,440	98,976	101,136	109,568	8,432	8.3
New South Wales	36,975	34,860	36,864	35,472	37,872	2,400	6.8
Queensland	22,040	24,180	22,192	24,768	26,448	1,680	6.8
Victoria	20,532	22,290	21,984	22,816	24,160	1,344	5.9
Western Australia	7,337	7,650	9,008	9,696	11,280	1,584	16.3
South Australia	2,871	2,880	3,248	2,912	4,144	1,232	42.3
Australian Capital Territory	1,914	2,190	1,856	2,192	2,368	176	8.0
Tasmania	1,479	990	1,072	1,088	1,152	64	5.9
Northern Territory	667	720	864	688	864	176	25.6
Not stated	1,885	1,680	1,888	1,504	1,280	-224	-14.9

Source: Statistics New Zealand

Table 10

State of residence of visitors from Australia

Year ended January 2010–14

	Year ended January					Change 2013–14	
	2010	2011	2012	2013	2014	Number	Percent
Total visitor arrivals	1,095,696	1,121,619	1,157,962	1,157,952	1,226,448	68,496	5.9
New South Wales	400,697	404,612	420,794	403,056	422,912	19,856	4.9
Queensland	290,182	299,902	304,313	307,408	322,368	14,960	4.9
Victoria	236,828	244,136	253,817	257,680	274,848	17,168	6.7
Western Australia	76,520	79,345	86,269	97,248	108,224	10,976	11.3
South Australia	35,930	37,343	35,298	35,440	39,328	3,888	11.0
Australian Capital Territory	18,333	19,127	19,871	20,160	21,840	1,680	8.3
Tasmania	12,965	12,911	12,199	12,960	12,464	-496	-3.8
Northern Territory	5,899	6,704	6,343	6,496	7,728	1,232	19.0
Not stated	18,342	17,539	19,058	17,504	16,736	-768	-4.4

Source: Statistics New Zealand

Table 11

Key characteristics of visitors from New South Wales
January month 2010–14

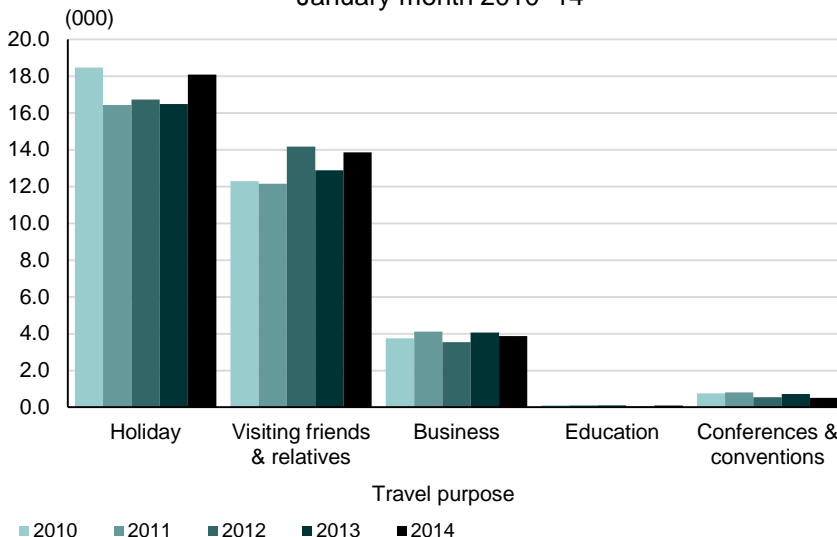
Key characteristic	January month					Change 2013–14	
	2010	2011	2012	2013	2014	Number	Percent
Total visitor arrivals	36,975	34,860	36,864	35,472	37,872	2,400	6.8
Travel purpose							
Holiday	18,473	16,440	16,720	16,480	18,080	1,600	9.7
Visiting friends & relatives	12,296	12,150	14,176	12,880	13,856	976	7.6
Business	3,741	4,110	3,536	4,064	3,872	-192	-4.7
Education	116	120	112	48	96	48	100.0
Conferences & conventions	754	810	544	720	512	-208	-28.9
Age group (years)							
Under 15	5,394	4,980	5,296	4,400	4,848	448	10.2
15–24	4,350	4,140	4,112	3,680	4,256	576	15.7
25–34	6,525	6,300	7,040	6,240	6,880	640	10.3
35–44	6,119	6,540	6,592	6,608	6,704	96	1.5
45–54	7,105	6,420	6,544	6,784	6,656	-128	-1.9
55–64	5,133	4,350	4,912	4,528	5,824	1,296	28.6
65+	2,349	2,130	2,368	3,232	2,704	-528	-16.3
Length of stay (days)							
1–3	5,220	5,880	5,664	5,888	6,352	464	7.9
4–7	11,745	11,400	12,512	12,000	12,480	480	4.0
8–14	13,949	12,420	13,648	12,480	13,232	752	6.0
15–21	4,321	3,690	3,280	3,312	3,968	656	19.8
22 and over	1,740	1,470	1,760	1,792	1,840	48	2.7
Median	8.2	7.6	7.6	7.5	7.5
New Zealand port							
Auckland airport	20,706	19,800	21,312	20,000	22,000	2,000	10.0
Christchurch airport	9,193	7,410	6,880	6,512	6,224	-288	-4.4
Queenstown airport	1,711	2,550	2,832	2,992	3,680	688	23.0
Wellington airport	3,335	3,630	4,000	3,920	3,680	-240	-6.1
Seaports	464	360	768	816	1,248	432	52.9
Rotorua airport	435	660	592	864	544	-320	-37.0
Closest port of flight							
Sydney	33,263	30,990	32,400	31,760	33,456	1,696	5.3
Coolangatta	725	900	960	832	848	16	1.9
Melbourne	435	870	576	528	768	240	45.5
Brisbane	1,073	630	912	576	496	-80	-13.9
Citizenship							
Australia	25,723	24,750	25,120	25,008	25,808	800	3.2
New Zealand	7,192	7,140	8,720	7,072	8,512	1,440	20.4
United Kingdom	1,189	810	896	944	832	-112	-11.9

Symbol: ... not applicable

Source: Statistics New Zealand

Travel purpose of visitors from New South Wales

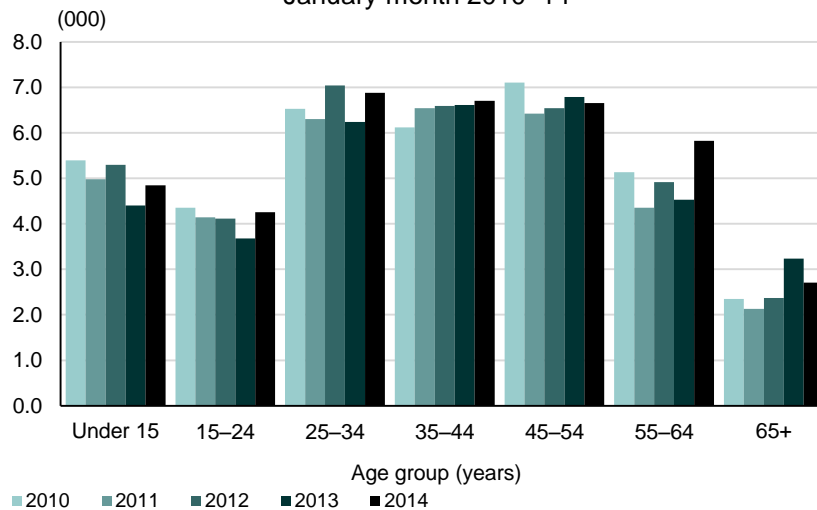
January month 2010–14



Source: Statistics New Zealand

Age of visitors from New South Wales

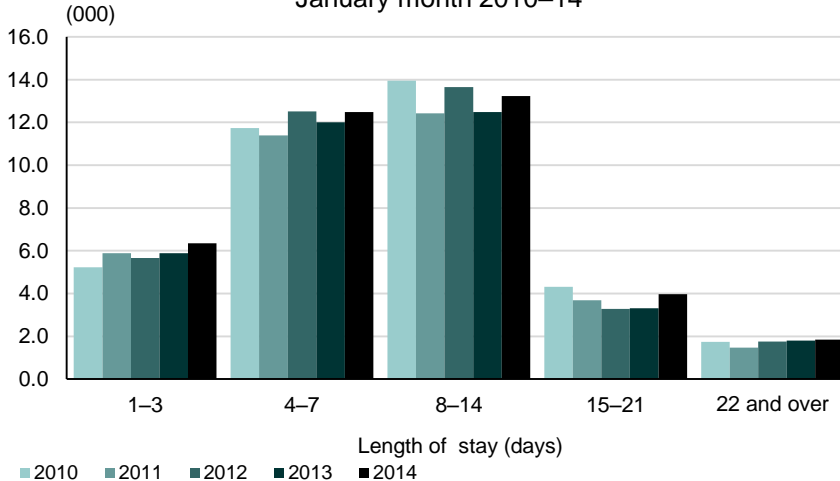
January month 2010–14



Source: Statistics New Zealand

Length of stay of visitors from New South Wales

January month 2010–14



Source: Statistics New Zealand

Table 12

Key characteristics of visitors from New South Wales

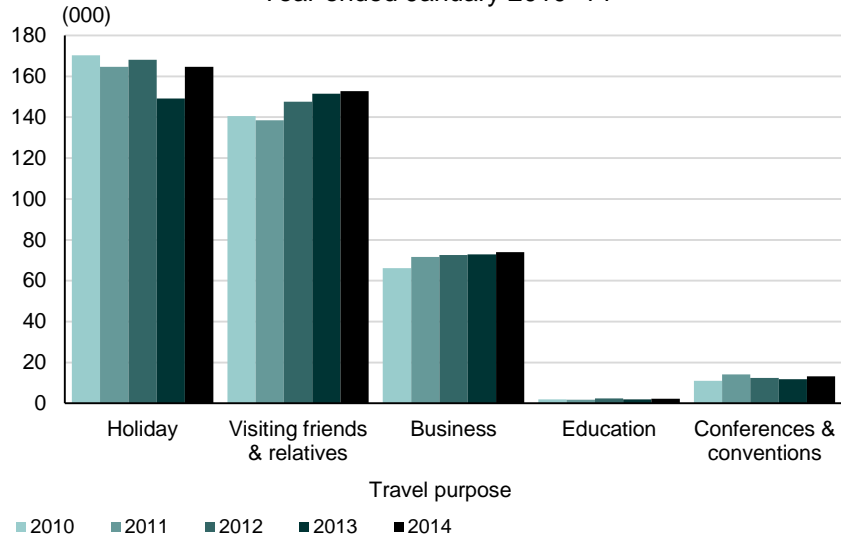
Year ended January 2010–14

Key characteristic	Year ended January					Change 2013–14	
	2010	2011	2012	2013	2014	Number	Percent
Total visitor arrivals	400,697	404,612	420,794	403,056	422,912	19,856	4.9
Travel purpose							
Holiday	170,292	164,587	168,038	149,088	164,592	15,504	10.4
Visiting friends & relatives	140,551	138,550	147,529	151,424	152,816	1,392	0.9
Business	66,111	71,639	72,636	72,848	73,920	1,072	1.5
Education	1,944	1,830	2,421	1,920	2,256	336	17.5
Conferences & conventions	10,984	14,106	12,422	11,808	13,264	1,456	12.3
Age group (years)							
Under 15	42,373	41,988	40,467	40,880	43,744	2,864	7.0
15–24	40,666	41,481	42,160	39,968	41,792	1,824	4.6
25–34	83,401	82,213	87,718	81,952	85,424	3,472	4.2
35–44	77,517	79,490	83,545	80,816	82,672	1,856	2.3
45–54	77,569	77,175	81,206	76,848	76,944	96	0.1
55–64	53,316	55,356	58,673	55,552	61,008	5,456	9.8
65+	25,855	26,909	27,025	27,040	31,328	4,288	15.9
Length of stay (days)							
1–3	87,707	95,915	109,704	105,184	108,304	3,120	3.0
4–7	128,858	131,685	139,090	138,528	144,992	6,464	4.7
8–14	125,701	118,277	115,843	109,632	116,768	7,136	6.5
15–21	38,210	36,763	34,711	29,936	32,416	2,480	8.3
22 and over	20,221	21,972	21,446	19,776	20,432	656	3.3
Median	7.0	6.8	6.4	6.2	6.4
New Zealand port							
Auckland airport	227,331	229,635	250,513	237,664	246,896	9,232	3.9
Christchurch airport	110,721	98,148	76,878	72,368	72,576	208	0.3
Wellington airport	38,661	41,665	51,332	48,496	50,144	1,648	3.4
Queenstown airport	16,728	23,751	29,425	35,184	42,400	7,216	20.5
Rotorua airport	813	4,590	5,234	5,072	4,976	-96	-1.9
Seaports	2,367	2,102	4,530	2,192	4,288	2,096	95.6
Dunedin airport	1,960	2,156	2,517	1,984	1,616	-368	-18.5
Closest port of flight							
Sydney	368,712	369,607	382,467	369,696	387,344	17,648	4.8
Coolangatta	6,941	8,175	8,656	8,720	8,560	-160	-1.8
Brisbane	10,127	10,766	9,783	7,968	7,632	-336	-4.2
Melbourne	6,427	6,984	7,479	6,800	7,024	224	3.3
Papeete	348	619	694	1,280	1,248	-32	-2.5
Rarotonga	1,381	1,295	1,275	1,040	1,104	64	6.2
Apia	386	555	425	672	832	160	23.8
Tonga	542	456	677	608	800	192	31.6
Nadi	673	1,023	958	768	624	-144	-18.8
Los Angeles	847	809	1,064	480	608	128	26.7
Citizenship							
Australia	275,297	280,925	283,471	263,920	281,712	17,792	6.7
New Zealand	87,055	88,168	99,709	100,912	102,592	1,680	1.7
United Kingdom	11,309	10,327	11,323	11,120	10,720	-400	-3.6
China, People's Republic of	1,532	2,355	1,672	2,864	3,376	512	17.9

Symbol: ... not applicable

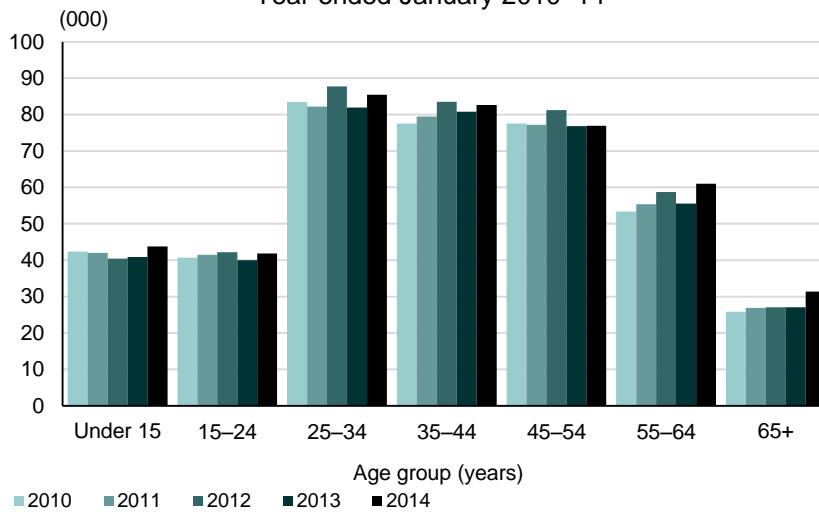
Source: Statistics New Zealand

Travel purpose of visitors from New South Wales Year ended January 2010–14



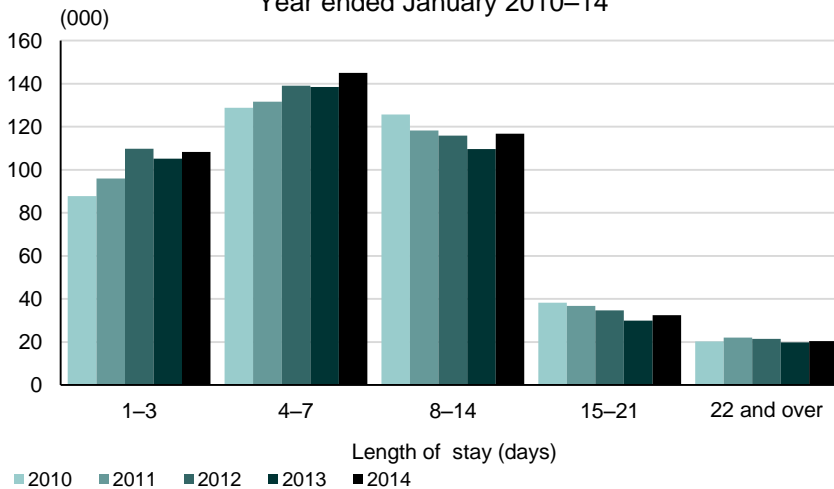
Source: Statistics New Zealand

Age of visitors from New South Wales Year ended January 2010–14



Source: Statistics New Zealand

Length of stay of visitors from New South Wales Year ended January 2010–14



Source: Statistics New Zealand

Table 13

Key characteristics of visitors from Queensland

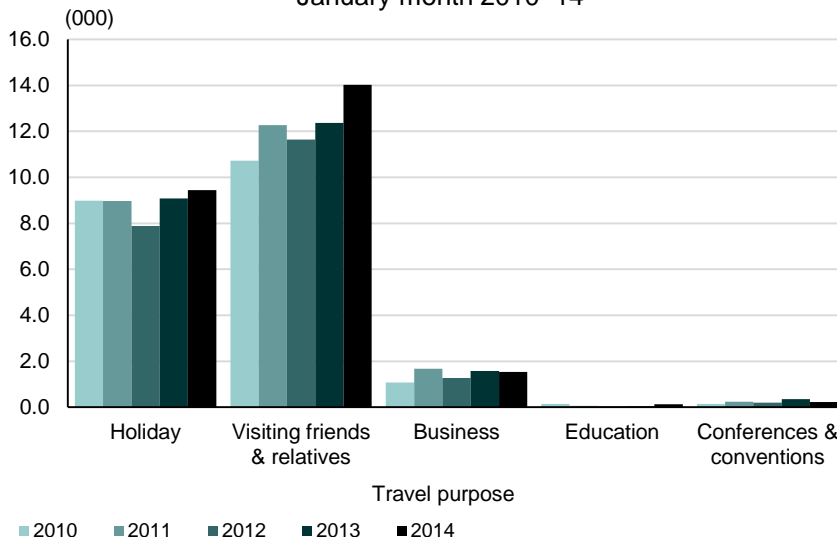
January month 2010–14

Key characteristic	January month					Change 2013–14	
	2010	2011	2012	2013	2014	Number	Percent
Total visitor arrivals	22,040	24,180	22,192	24,768	26,448	1,680	6.8
Travel purpose							
Holiday	8,990	8,970	7,888	9,088	9,440	352	3.9
Visiting friends & relatives	10,730	12,270	11,648	12,368	14,016	1,648	13.3
Business	1,073	1,680	1,280	1,584	1,536	-48	-3.0
Education	145	60	48	48	128	80	166.7
Conferences & conventions	145	240	208	352	224	-128	-36.4
Age group (years)							
Under 15	3,190	3,390	2,944	3,584	3,440	-144	-4.0
15–24	2,900	2,970	2,720	2,976	3,136	160	5.4
25–34	3,654	4,080	3,760	4,048	4,608	560	13.8
35–44	3,393	3,450	3,280	3,824	4,400	576	15.1
45–54	3,683	4,650	4,208	4,352	5,152	800	18.4
55–64	3,335	3,780	3,584	3,664	3,536	-128	-3.5
65+	1,885	1,860	1,696	2,320	2,176	-144	-6.2
Length of stay (days)							
1–3	1,972	2,490	2,432	2,848	3,216	368	12.9
4–7	5,945	7,110	6,832	7,696	7,888	192	2.5
8–14	8,178	8,970	8,816	9,088	9,664	576	6.3
15–21	3,799	3,660	2,416	3,200	3,392	192	6.0
22 and over	2,146	1,950	1,696	1,936	2,288	352	18.2
Median	9.9	9.4	8.8	8.7	8.8
New Zealand port							
Auckland airport	12,064	13,230	13,104	14,512	15,776	1,264	8.7
Christchurch airport	6,061	5,700	4,128	4,544	4,736	192	4.2
Wellington airport	2,204	2,670	2,464	3,264	3,328	64	2.0
Queenstown airport	319	1,020	896	1,168	1,184	16	1.4
Dunedin airport	435	690	688	896	928	32	3.6
Closest port of flight							
Brisbane	15,979	18,330	16,384	18,528	19,152	624	3.4
Coolangatta	2,755	3,030	2,656	3,008	4,000	992	33.0
Sydney	1,537	1,230	1,440	1,264	1,456	192	15.2
Citizenship							
Australia	13,079	14,430	12,624	13,728	14,288	560	4.1
New Zealand	7,888	8,310	8,336	9,552	10,768	1,216	12.7

Symbol: ... not applicable

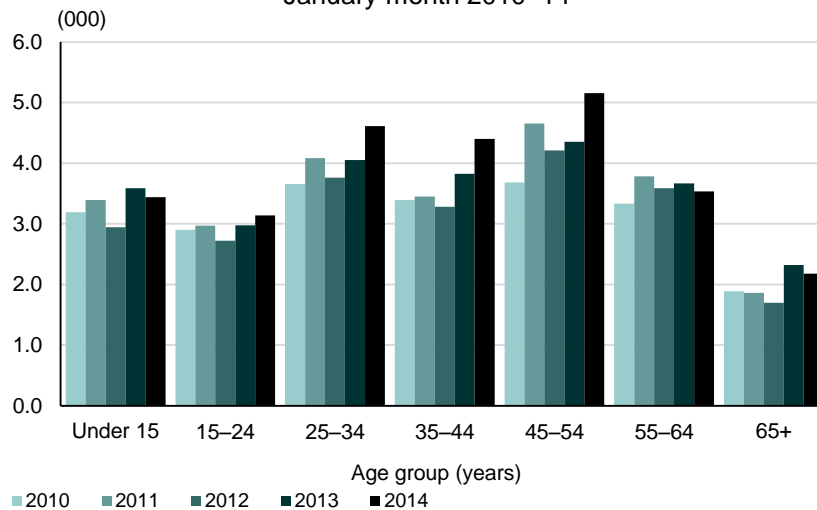
Source: Statistics New Zealand

Travel purpose of visitors from Queensland January month 2010–14



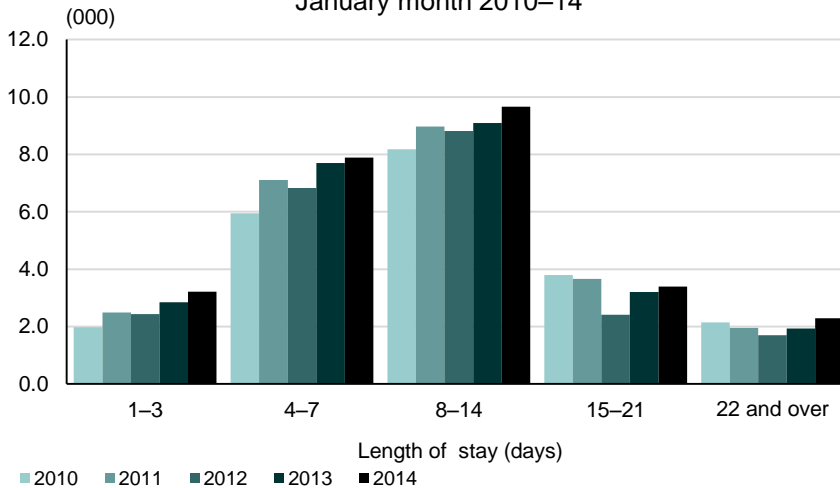
Source: Statistics New Zealand

Age of visitors from Queensland January month 2010–14



Source: Statistics New Zealand

Length of stay of visitors from Queensland January month 2010–14



Source: Statistics New Zealand

Table 14

Key characteristics of visitors from Queensland

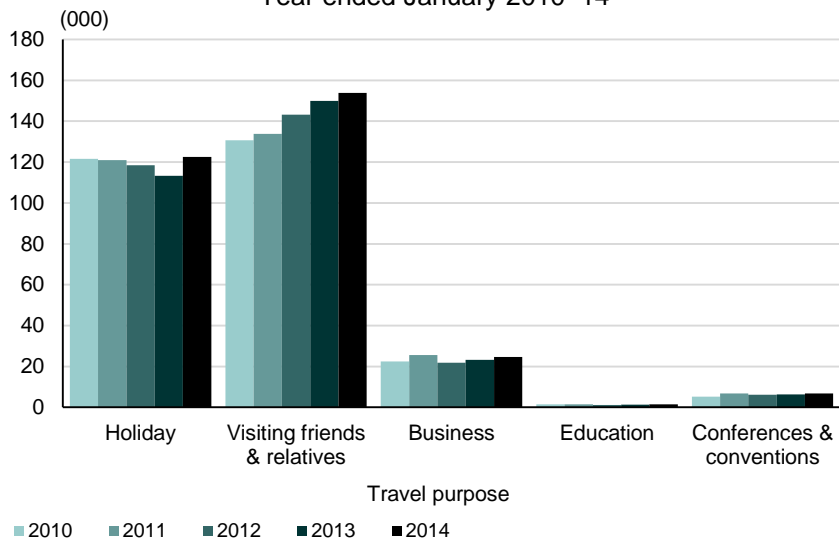
Year ended January 2010–14

Key characteristic	Year ended January					Change 2013–14	
	2010	2011	2012	2013	2014	Number	Percent
Total visitor arrivals	290,182	299,902	304,313	307,408	322,368	14,960	4.9
Travel purpose							
Holiday	121,545	120,971	118,384	113,296	122,528	9,232	8.1
Visiting friends & relatives	130,622	133,868	143,232	149,984	153,792	3,808	2.5
Business	22,491	25,576	21,906	23,200	24,624	1,424	6.1
Education	1,486	1,480	1,161	1,312	1,424	112	8.5
Conferences & conventions	5,306	6,753	6,127	6,320	6,848	528	8.4
Age group (years)							
Under 15	36,921	37,106	38,139	39,056	41,040	1,984	5.1
15–24	37,393	38,701	36,637	36,496	38,544	2,048	5.6
25–34	50,188	51,212	55,134	57,856	60,464	2,608	4.5
35–44	47,786	47,682	49,919	49,296	50,496	1,200	2.4
45–54	53,964	56,696	56,112	55,120	57,216	2,096	3.8
55–64	43,718	45,187	45,365	45,328	47,872	2,544	5.6
65+	20,212	23,318	23,007	24,256	26,736	2,480	10.2
Length of stay (days)							
1–3	34,812	38,691	46,796	45,552	46,832	1,280	2.8
4–7	83,139	88,247	96,575	99,664	107,712	8,048	8.1
8–14	110,333	106,925	102,804	106,880	108,832	1,952	1.8
15–21	38,553	40,557	35,360	32,544	34,432	1,888	5.8
22 and over	23,345	25,482	22,778	22,768	24,560	1,792	7.9
Median	9.0	8.8	8.0	8.0	7.8
New Zealand port							
Auckland airport	150,909	152,105	170,595	177,760	191,648	13,888	7.8
Christchurch airport	90,302	85,841	63,176	60,704	56,272	-4,432	-7.3
Wellington airport	29,125	29,596	32,518	35,216	36,624	1,408	4.0
Queenstown airport	7,998	13,819	18,963	17,248	24,928	7,680	44.5
Dunedin airport	4,900	9,427	9,208	10,048	10,000	-48	-0.5
Seaports	2,118	1,681	3,095	1,440	2,736	1,296	90.0
Closest port of flight							
Brisbane	225,455	228,801	229,047	231,456	242,112	10,656	4.6
Coolangatta	32,044	36,233	39,377	38,240	42,848	4,608	12.1
Sydney	19,310	19,139	16,942	19,824	20,432	608	3.1
Melbourne	3,465	3,351	2,867	2,832	4,176	1,344	47.5
Cairns	3,052	5,332	7,535	7,264	3,552	-3,712	-51.1
Rarotonga	1,123	1,161	1,242	1,072	1,136	64	6.0
Apia	343	455	647	832	864	32	3.8
Papeete	393	268	494	704	768	64	9.1
Citizenship							
Australia	174,356	181,782	174,117	170,608	180,704	10,096	5.9
New Zealand	101,390	104,313	113,723	120,544	125,136	4,592	3.8
United Kingdom	4,352	4,276	4,581	4,384	4,240	-144	-3.3
United States of America	716	983	1,070	896	1,120	224	25.0

Symbol: ... not applicable

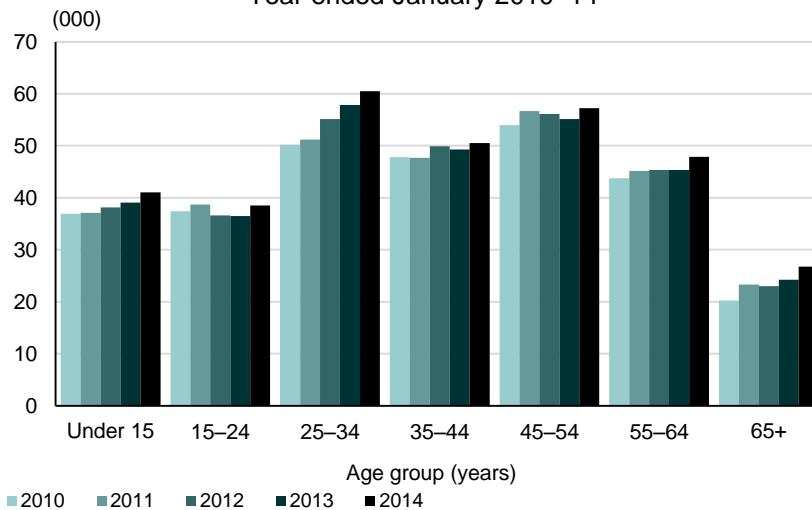
Source: Statistics New Zealand

Travel purpose of visitors from Queensland Year ended January 2010–14



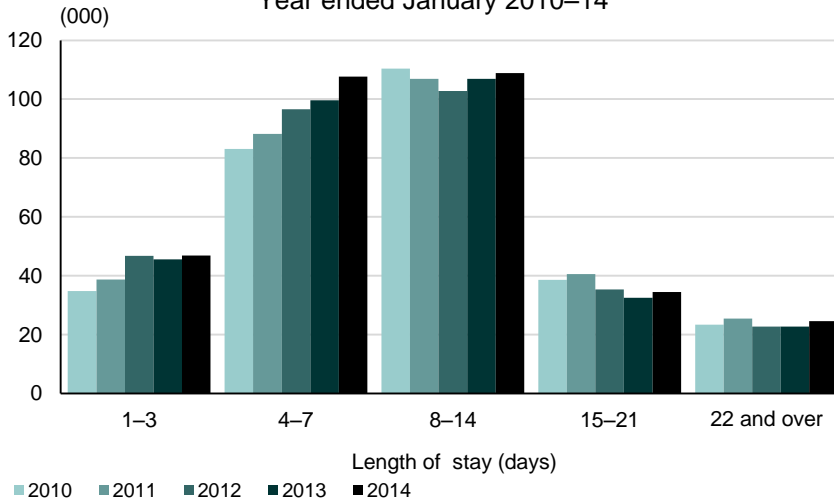
Source: Statistics New Zealand

Age of visitors from Queensland Year ended January 2010–14



Source: Statistics New Zealand

Length of stay of visitors from Queensland Year ended January 2010–14



Source: Statistics New Zealand

Table 15

Key characteristics of visitors from Victoria

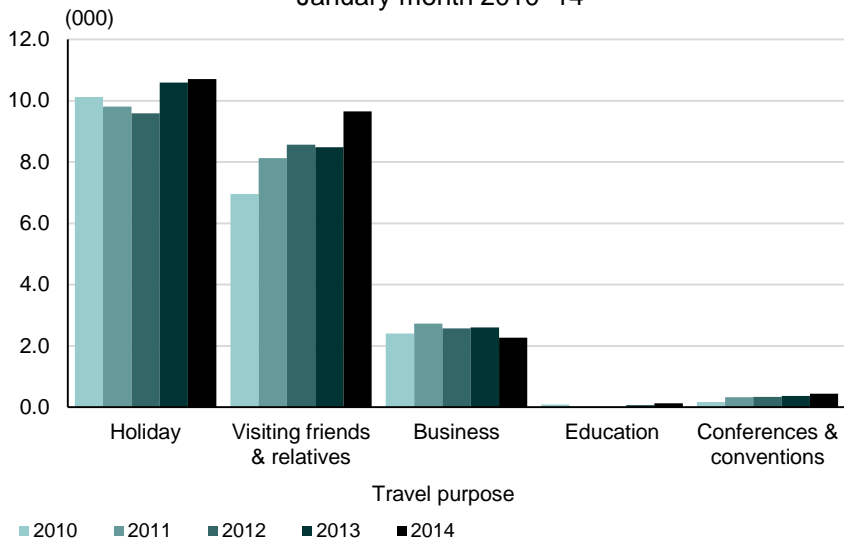
January month 2010–14

Key characteristic	January month					Change 2013–14	
	2010	2011	2012	2013	2014	Number	Percent
Total visitor arrivals	20,532	22,290	21,984	22,816	24,160	1,344	5.9
Travel purpose							
Holiday	10,121	9,810	9,584	10,592	10,704	112	1.1
Visiting friends & relatives	6,960	8,130	8,560	8,480	9,648	1,168	13.8
Business	2,407	2,730	2,576	2,608	2,272	-336	-12.9
Education	87	30	16	64	128	64	100.0
Conferences & conventions	174	330	336	368	448	80	21.7
Age group (years)							
Under 15	2,349	3,030	2,944	2,944	3,168	224	7.6
15–24	2,668	2,370	2,640	2,912	3,664	752	25.8
25–34	4,147	4,380	4,448	5,024	5,264	240	4.8
35–44	3,654	3,930	3,824	4,080	3,520	-560	-13.7
45–54	3,944	4,230	3,936	3,440	3,904	464	13.5
55–64	2,639	2,970	2,976	2,960	3,072	112	3.8
65+	1,131	1,380	1,216	1,456	1,568	112	7.7
Length of stay (days)							
1–3	2,726	3,630	3,344	3,440	3,616	176	5.1
4–7	5,162	6,270	6,944	6,928	7,856	928	13.4
8–14	7,975	8,430	8,256	8,304	8,560	256	3.1
15–21	3,190	2,430	2,208	2,896	2,752	-144	-5.0
22 and over	1,479	1,530	1,232	1,248	1,376	128	10.3
Median	9.4	8.4	8.0	8.2	7.9
New Zealand port							
Auckland airport	11,484	13,560	12,848	13,520	13,728	208	1.5
Christchurch airport	5,887	4,860	4,160	4,560	4,880	320	7.0
Wellington airport	2,349	2,370	2,832	2,560	2,624	64	2.5
Queenstown airport	464	1,050	1,552	1,568	2,128	560	35.7
Dunedin airport	174	180	304	320	512	192	60.0
Closest port of flight							
Melbourne	17,545	19,740	19,760	20,800	21,744	944	4.5
Sydney	1,624	1,230	928	704	880	176	25.0
Citizenship							
Australia	14,094	15,750	14,864	15,648	15,136	-512	-3.3
New Zealand	4,727	5,100	5,456	5,184	6,752	1,568	30.2

Symbol: ... not applicable

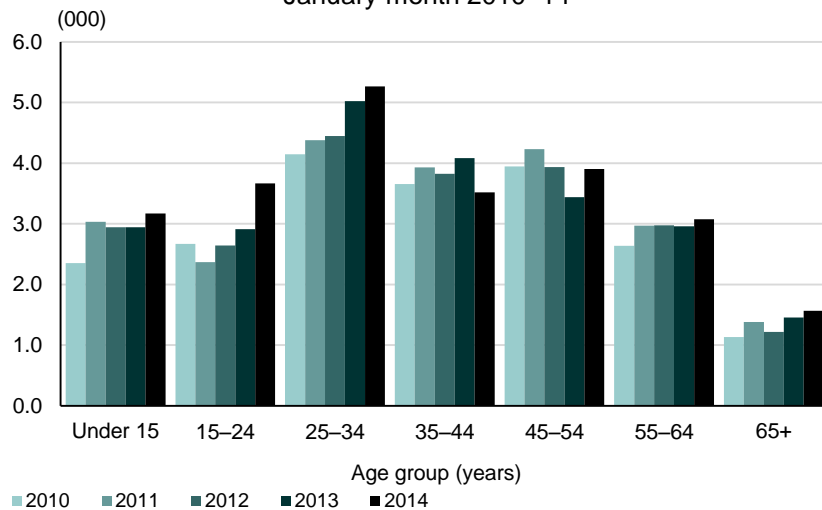
Source: Statistics New Zealand

Travel purpose of visitors from Victoria January month 2010–14



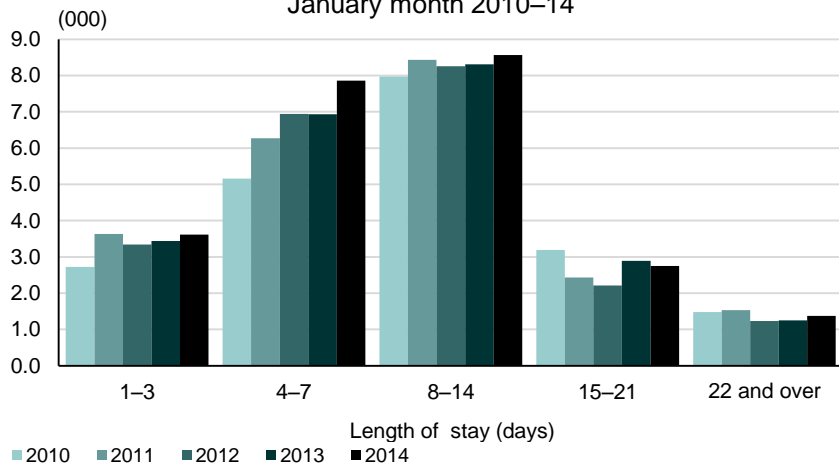
Source: Statistics New Zealand

Age of visitors from Victoria January month 2010–14



Source: Statistics New Zealand

Length of stay of visitors from Victoria January month 2010–14



Source: Statistics New Zealand

Table 16

Key characteristics of visitors from Victoria

Year ended January 2010–14

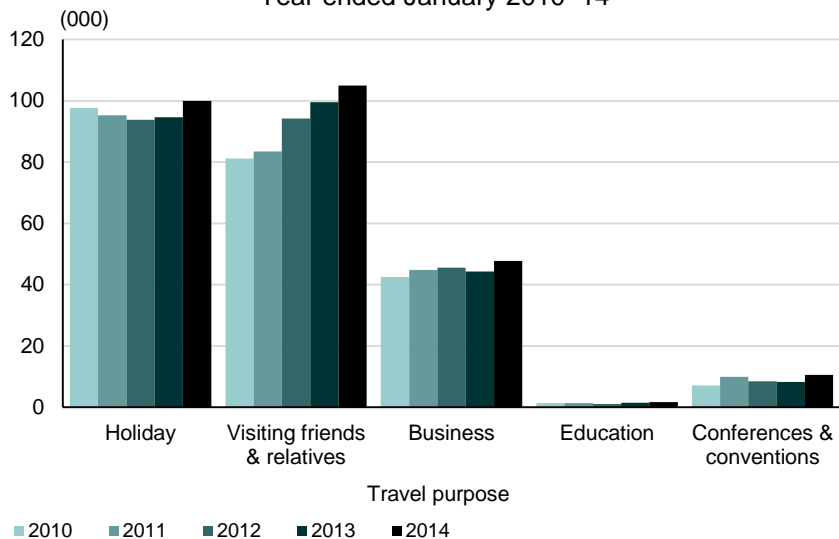
Key characteristic	Year ended January					Change 2013–14	
	2010	2011	2012	2013	2014	Number	Percent
Total visitor arrivals	236,828	244,136	253,817	257,680	274,848	17,168	6.7
Travel purpose							
Holiday	97,689	95,241	93,746	94,672	99,952	5,280	5.6
Visiting friends & relatives	81,139	83,433	94,256	99,584	104,960	5,376	5.4
Business	42,486	44,842	45,580	44,336	47,792	3,456	7.8
Education	1,458	1,441	1,125	1,536	1,712	176	11.5
Conferences & conventions	7,115	9,946	8,512	8,288	10,624	2,336	28.2
Age group (years)							
Under 15	22,545	22,033	23,925	23,584	25,168	1,584	6.7
15–24	25,655	24,979	25,392	27,008	29,776	2,768	10.2
25–34	50,801	53,020	58,215	60,768	65,184	4,416	7.3
35–44	45,864	45,891	48,754	49,200	50,784	1,584	3.2
45–54	45,104	47,192	48,079	45,472	50,080	4,608	10.1
55–64	32,704	35,236	34,451	35,152	35,744	592	1.7
65+	14,155	15,785	15,001	16,496	18,112	1,616	9.8
Length of stay (days)							
1–3	47,692	54,269	60,391	60,432	64,896	4,464	7.4
4–7	74,186	75,484	83,346	86,112	95,216	9,104	10.6
8–14	75,059	73,671	72,798	75,344	75,024	-320	-0.4
15–21	26,084	24,934	23,885	22,640	24,176	1,536	6.8
22 and over	13,807	15,778	13,397	13,152	15,536	2,384	18.1
Median	7.3	7.1	6.7	6.7	6.5
New Zealand port							
Auckland airport	134,236	139,275	155,418	156,672	162,880	6,208	4.0
Christchurch airport	69,004	64,476	47,294	46,928	49,424	2,496	5.3
Wellington airport	25,967	28,005	31,923	32,784	35,920	3,136	9.6
Queenstown airport	5,496	9,554	16,181	19,264	24,016	4,752	24.7
Seaports	944	1,246	1,417	816	1,376	560	68.6
Dunedin airport	929	1,075	1,355	1,040	1,152	112	10.8
Closest port of flight							
Melbourne	214,618	219,859	232,243	239,712	254,112	14,400	6.0
Sydney	13,098	14,032	10,423	8,736	10,704	1,968	22.5
Brisbane	2,046	2,861	2,356	1,984	2,096	112	5.6
Rarotonga	1,618	1,357	984	1,152	1,024	-128	-11.1
Apia	659	823	730	640	720	80	12.5
Los Angeles	814	1,105	1,397	816	688	-128	-15.7
Papeete	327	198	404	496	608	112	22.6
San Francisco	158	210	168	176	528	352	200.0
Citizenship							
Australia	163,540	167,267	165,580	164,800	172,000	7,200	4.4
New Zealand	54,787	57,576	67,081	70,320	78,000	7,680	10.9
United Kingdom	5,714	5,727	5,865	6,240	6,400	160	2.6
China, People's Republic of	809	966	1,078	1,664	2,048	384	23.1

Symbol: ... not applicable

Source: Statistics New Zealand

Travel purpose of visitors from Victoria

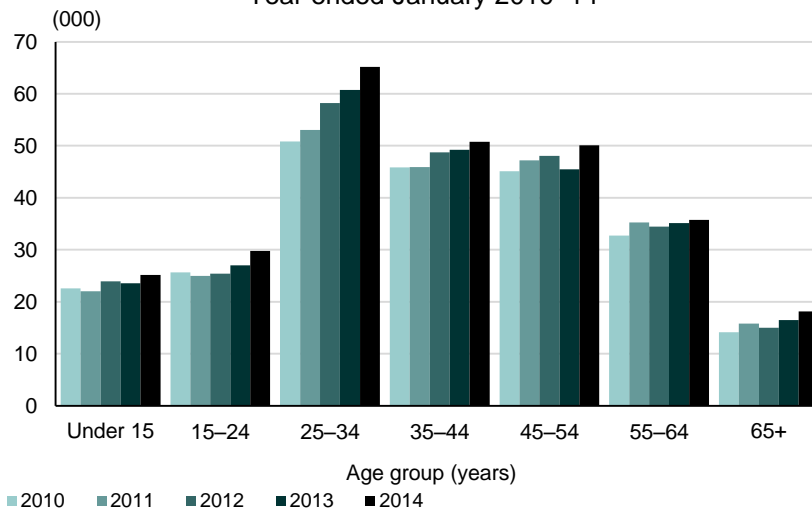
Year ended January 2010–14



Source: Statistics New Zealand

Age of visitors from Victoria

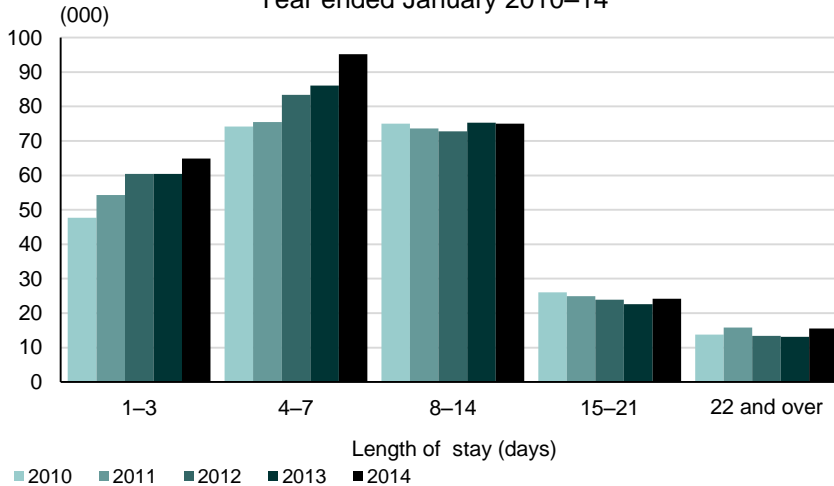
Year ended January 2010–14



Source: Statistics New Zealand

Length of stay of visitors from Victoria

Year ended January 2010–14



Source: Statistics New Zealand

Table 17

Key characteristics of visitors from Western Australia
January month 2010–14

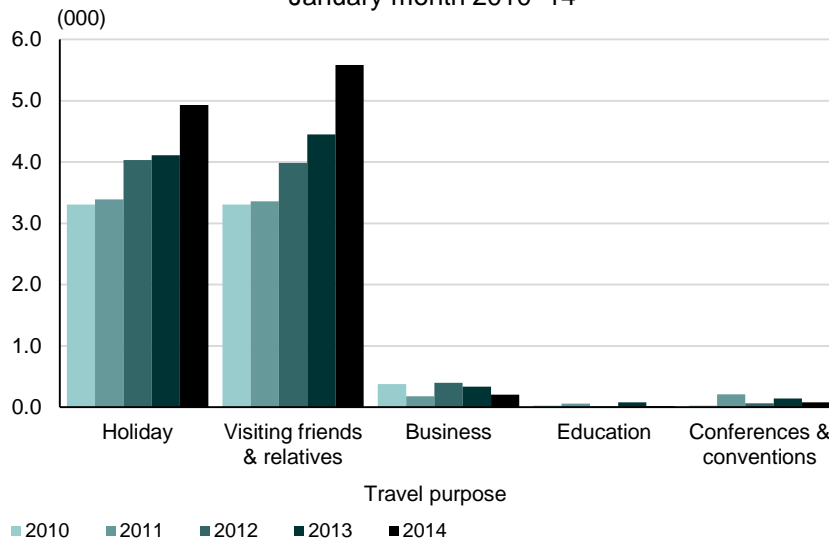
Key characteristic	January month					Change 2013–14	
	2010	2011	2012	2013	2014	Number	Percent
Total visitor arrivals	7,337	7,650	9,008	9,696	11,280	1,584	16.3
Travel purpose							
Holiday	3,306	3,390	4,032	4,112	4,928	816	19.8
Visiting friends & relatives	3,306	3,360	3,984	4,448	5,584	1,136	25.5
Business	377	180	400	336	208	-128	-38.1
Education	29	60	16	80	16	-64	-80.0
Conferences & conventions	29	210	64	144	80	-64	-44.4
Age group (years)							
Under 15	1,218	1,110	1,152	1,440	1,744	304	21.1
15–24	841	1,170	1,376	1,024	1,728	704	68.8
25–34	1,189	1,200	1,792	1,984	2,464	480	24.2
35–44	1,160	1,140	1,088	1,312	1,232	-80	-6.1
45–54	1,508	1,380	1,584	1,712	1,904	192	11.2
55–64	1,073	1,050	1,328	1,280	1,360	80	6.3
65+	348	600	688	944	848	-96	-10.2
Length of stay (days)							
1–3	319	780	1,072	864	672	-192	-22.2
4–7	928	1,230	1,584	1,808	2,064	256	14.2
8–14	3,132	2,550	3,024	3,424	4,512	1,088	31.8
15–21	2,030	1,680	1,888	2,032	2,496	464	22.8
22 and over	928	1,410	1,440	1,568	1,536	-32	-2.0
Median	13.3	12.9	12.2	12.0	12.1
New Zealand port							
Auckland airport	4,930	4,740	6,144	6,560	7,632	1,072	16.3
Christchurch airport	1,595	1,740	1,456	1,376	1,936	560	40.7
Wellington airport	493	840	816	1,040	880	-160	-15.4
Closest port of flight							
Perth	2,204	2,040	2,848	2,880	4,624	1,744	60.6
Sydney	2,436	2,160	2,368	2,128	2,656	528	24.8
Melbourne	1,624	1,980	2,240	3,168	2,416	-752	-23.7
Brisbane	725	780	608	656	832	176	26.8
Citizenship							
Australia	3,973	4,650	5,280	4,896	5,536	640	13.1
New Zealand	2,813	2,610	3,184	4,144	5,072	928	22.4

Symbol: ... not applicable

Source: Statistics New Zealand

Travel purpose of visitors from Western Australia

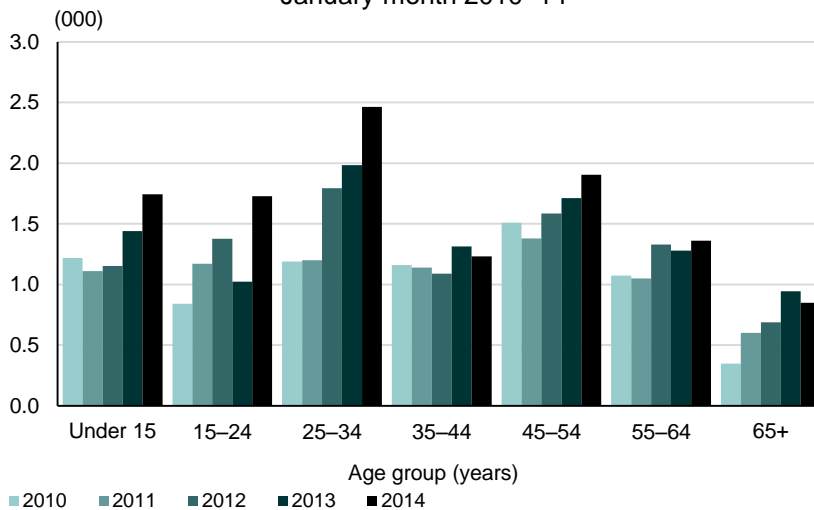
January month 2010–14



Source: Statistics New Zealand

Age of visitors from Western Australia

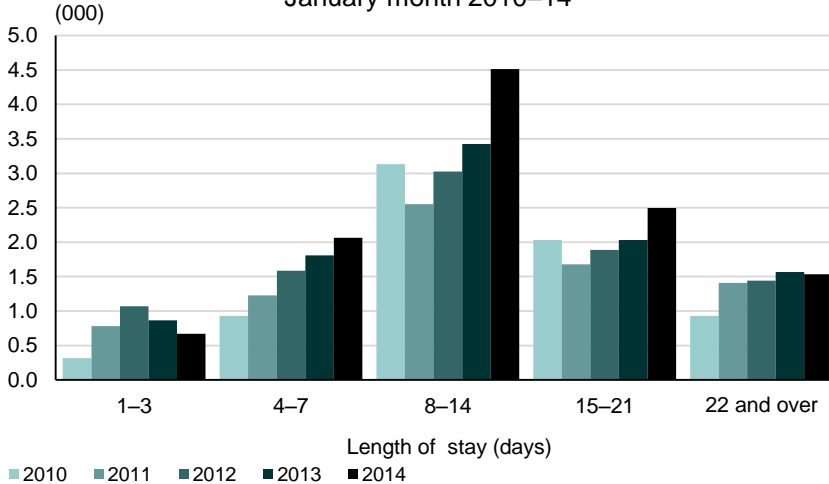
January month 2010–14



Source: Statistics New Zealand

Length of stay of visitors from Western Australia

January month 2010–14



Source: Statistics New Zealand

Table 18

Key characteristics of visitors from Western Australia

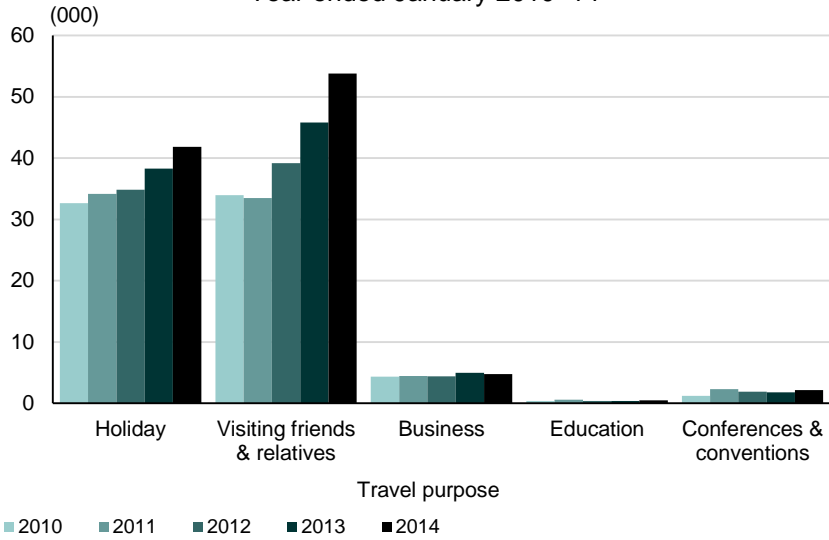
Year ended January 2010–14

Key characteristic	Year ended January					Change 2013–14	
	2010	2011	2012	2013	2014	Number	Percent
Total visitor arrivals	76,520	79,345	86,269	97,248	108,224	10,976	11.3
Travel purpose							
Holiday	32,654	34,137	34,821	38,288	41,808	3,520	9.2
Visiting friends & relatives	33,947	33,475	39,193	45,808	53,792	7,984	17.4
Business	4,344	4,472	4,388	5,008	4,752	-256	-5.1
Education	386	611	367	400	496	96	24.0
Conferences & conventions	1,236	2,314	1,881	1,824	2,176	352	19.3
Age group (years)							
Under 15	8,667	8,745	8,572	10,288	12,112	1,824	17.7
15–24	10,019	10,031	11,159	13,984	14,160	176	1.3
25–34	13,304	15,045	16,852	22,384	25,040	2,656	11.9
35–44	12,223	13,122	13,065	13,664	14,704	1,040	7.6
45–54	15,423	15,075	17,022	17,088	19,568	2,480	14.5
55–64	11,768	11,178	13,773	13,760	15,776	2,016	14.7
65+	5,116	6,149	5,826	6,080	6,864	784	12.9
Length of stay (days)							
1–3	8,177	9,191	11,663	11,552	9,168	-2,384	-20.6
4–7	13,833	16,286	17,610	20,560	24,000	3,440	16.7
8–14	27,314	26,116	28,264	34,272	39,040	4,768	13.9
15–21	15,519	15,062	15,327	17,408	19,536	2,128	12.2
22 and over	11,677	12,690	13,405	13,456	16,480	3,024	22.5
Median	11.9	11.1	11.0	10.7	11.1
New Zealand port							
Auckland airport	49,529	50,605	59,528	68,752	75,152	6,400	9.3
Christchurch airport	17,985	17,240	13,791	14,048	15,488	1,440	10.3
Wellington airport	5,772	6,724	7,205	7,104	8,592	1,488	20.9
Queenstown airport	2,423	2,659	3,720	5,408	6,944	1,536	28.4
Seaports	372	363	672	576	928	352	61.1
Dunedin airport	239	754	907	832	688	-144	-17.3
Closest port of flight							
Perth	25,504	27,326	30,645	34,944	40,304	5,360	15.3
Sydney	26,031	24,412	24,862	25,760	27,904	2,144	8.3
Melbourne	15,267	16,020	18,177	23,936	27,216	3,280	13.7
Brisbane	5,628	7,088	6,260	5,424	7,024	1,600	29.5
Coolangatta	291	195	1,077	1,632	864	-768	-47.1
Rarotonga	405	228	309	672	704	32	4.8
Los Angeles	908	1,392	1,508	1,408	592	-816	-58.0
Citizenship							
Australia	44,810	46,511	47,863	49,424	51,744	2,320	4.7
New Zealand	26,651	27,640	32,552	41,760	49,856	8,096	19.4
United Kingdom	1,778	2,005	2,106	2,032	2,016	-16	-0.8
United States of America	318	340	574	544	688	144	26.5

Symbol: ... not applicable

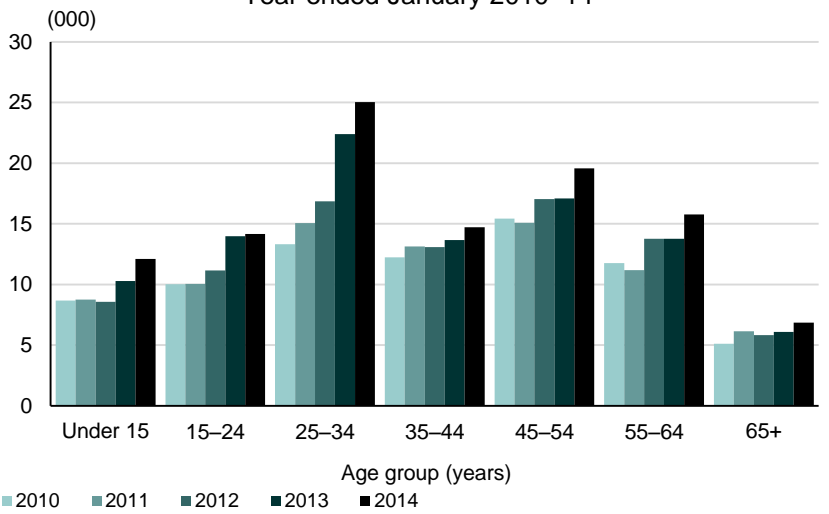
Source: Statistics New Zealand

Travel purpose of visitors from Western Australia Year ended January 2010–14



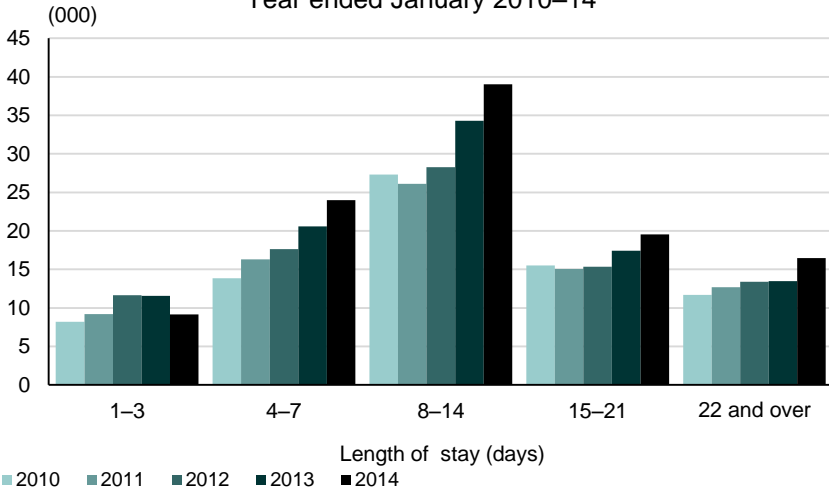
Source: Statistics New Zealand

Age of visitors from Western Australia Year ended January 2010–14



Source: Statistics New Zealand

Length of stay of visitors from Western Australia Year ended January 2010–14



Source: Statistics New Zealand

Table 19

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

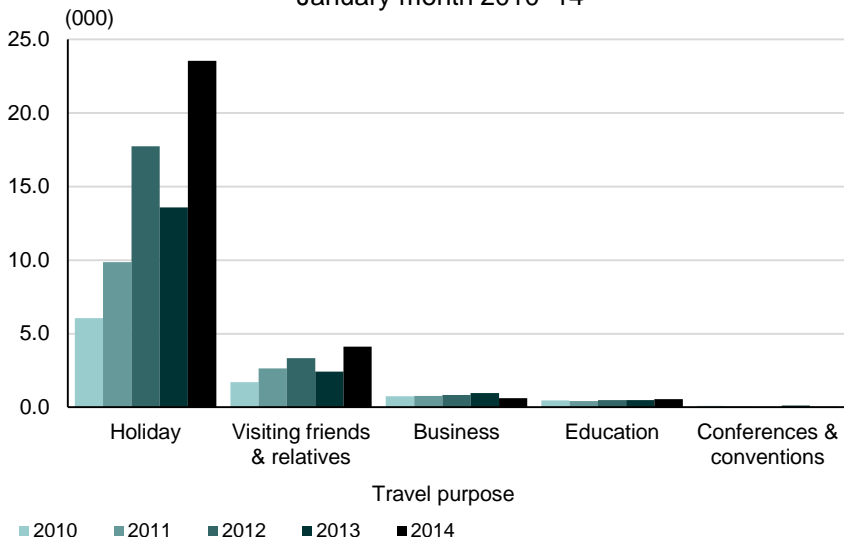
January month 2010–14

Key characteristic	January month					Change 2013–14	
	2010	2011	2012	2013	2014	Number	Percent
Total visitor arrivals	9,425	14,550	23,344	18,768	30,128	11,360	60.5
Travel purpose							
Holiday	6,061	9,870	17,744	13,584	23,536	9,952	73.3
Visiting friends & relatives	1,711	2,640	3,344	2,432	4,112	1,680	69.1
Business	754	780	832	960	624	-336	-35.0
Education	464	420	480	496	544	48	9.7
Conferences & conventions	87	60	32	128	32	-96	-75.0
Age group (years)							
Under 15	609	1,590	2,992	1,824	4,544	2,720	149.1
15–24	725	1,140	2,208	1,424	2,416	992	69.7
25–34	1,044	2,370	3,552	3,008	4,080	1,072	35.6
35–44	2,204	3,150	5,712	4,112	8,576	4,464	108.6
45–54	2,784	3,420	5,056	4,352	5,376	1,024	23.5
55–64	1,595	2,160	3,008	3,008	3,232	224	7.4
65+	464	720	816	1,040	1,904	864	83.1
Length of stay (days)							
1–3	4,263	6,000	8,560	8,048	8,304	256	3.2
4–7	2,117	2,850	4,944	3,888	4,416	528	13.6
8–14	812	1,890	4,800	2,160	8,368	6,208	287.4
15–21	261	1,350	2,192	1,728	4,624	2,896	167.6
22 and over	1,972	2,460	2,848	2,944	4,416	1,472	50.0
Median	3.9	4.3	5.9	4.1	9.5
New Zealand port							
Auckland airport	8,816	13,080	20,944	17,488	26,960	9,472	54.2
Christchurch airport	493	1,200	2,144	848	2,576	1,728	203.8
Closest port of flight							
Hong Kong	2,233	2,670	4,672	2,976	5,216	2,240	75.3
Guangzhou	0	0	2,256	1,760	4,576	2,816	160.0
Shanghai	1,044	1,740	2,608	2,592	4,112	1,520	58.6
Sydney	1,653	2,490	3,280	3,344	4,016	672	20.1
Brisbane	1,682	1,770	2,768	2,560	2,976	416	16.3
Melbourne	1,160	1,770	2,384	2,720	2,752	32	1.2
Singapore	174	780	1,424	688	2,704	2,016	293.0
Coolangatta	261	1,530	1,376	1,344	1,552	208	15.5
Seoul	0	90	240	400	656	256	64.0
Citizenship							
China, People's Republic of	8,932	12,930	21,936	17,808	28,192	10,384	58.3

Symbol: ... not applicable

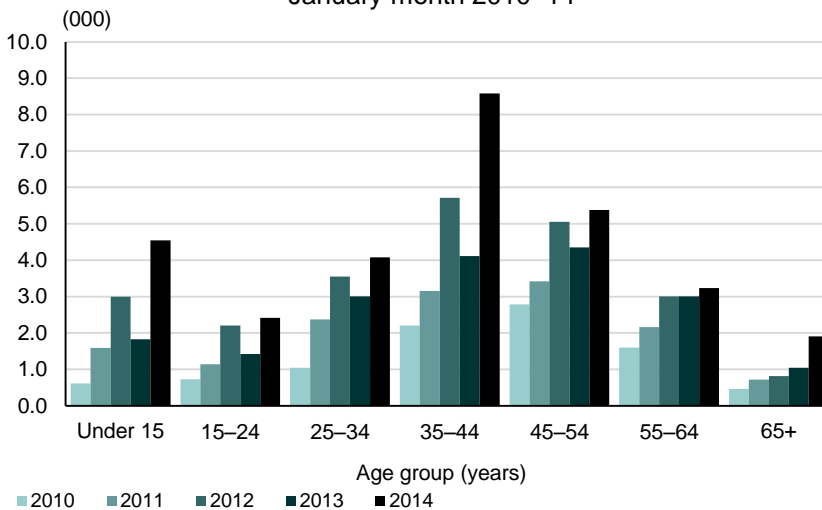
Source: Statistics New Zealand

Travel purpose of visitors from China January month 2010–14



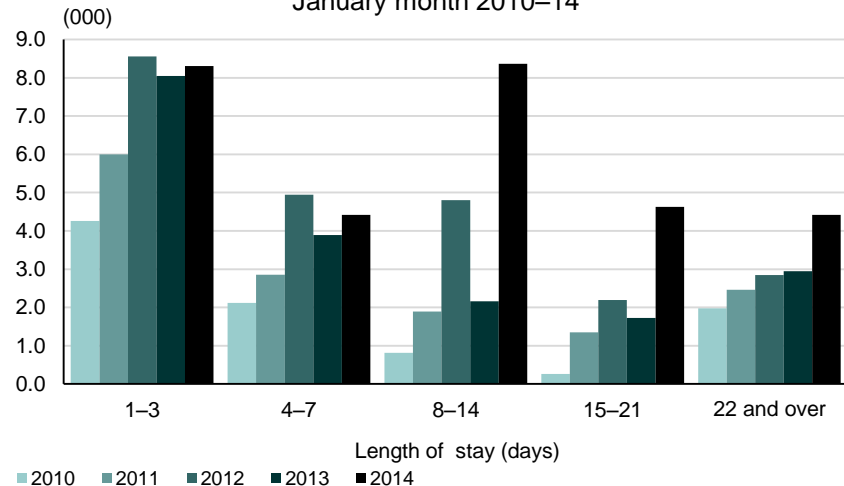
Source: Statistics New Zealand

Age of visitors from China January month 2010–14



Source: Statistics New Zealand

Length of stay of visitors from China January month 2010–14



Source: Statistics New Zealand

Table 20

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

Year ended January 2010–14

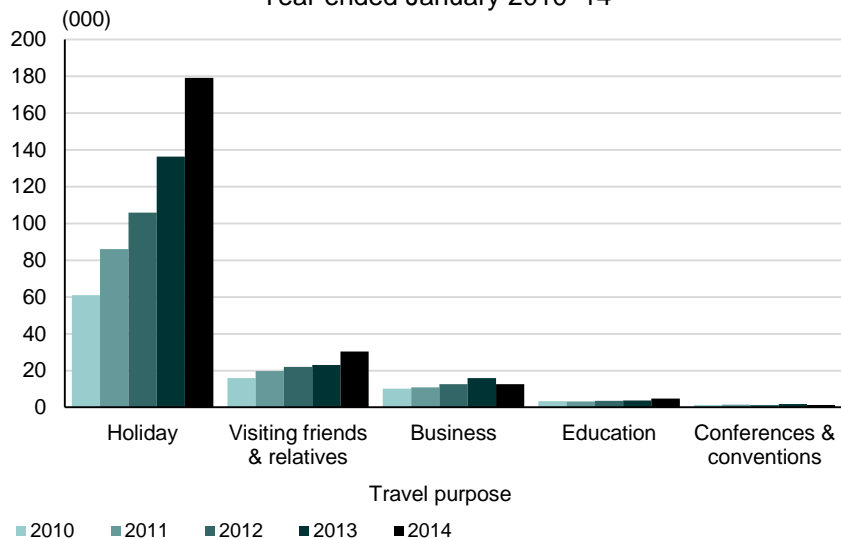
Key characteristic	Year ended January					Change 2013–14	
	2010	2011	2012	2013	2014	Number	Percent
Total visitor arrivals	97,432	127,837	154,318	192,448	240,288	47,840	24.9
Travel purpose							
Holiday	60,960	85,960	105,797	136,256	179,184	42,928	31.5
Visiting friends & relatives	15,957	19,770	21,920	23,040	30,288	7,248	31.5
Business	10,234	10,834	12,526	15,856	12,576	-3,280	-20.7
Education	3,458	3,162	3,621	3,776	4,784	1,008	26.7
Conferences & conventions	1,339	1,517	1,312	1,840	1,296	-544	-29.6
Age group (years)							
Under 15	3,145	6,538	8,731	7,856	16,144	8,288	105.5
15–24	6,272	8,514	10,241	10,880	14,864	3,984	36.6
25–34	14,019	19,732	23,558	30,192	38,416	8,224	27.2
35–44	20,247	27,017	32,316	38,464	49,392	10,928	28.4
45–54	28,956	34,960	39,581	49,088	52,032	2,944	6.0
55–64	18,396	23,127	29,743	41,792	50,896	9,104	21.8
65+	6,397	7,949	10,148	14,176	18,544	4,368	30.8
Length of stay (days)							
1–3	49,106	60,051	75,264	96,864	103,472	6,608	6.8
4–7	20,947	29,915	32,994	42,240	47,600	5,360	12.7
8–14	8,036	13,304	18,519	21,792	42,896	21,104	96.8
15–21	3,486	6,168	6,569	8,928	16,576	7,648	85.7
22 and over	15,857	18,399	20,972	22,624	29,744	7,120	31.5
Median	3.5	3.8	3.6	3.5	4.6
New Zealand port							
Auckland airport	89,130	116,978	142,308	178,112	220,592	42,480	23.9
Christchurch airport	6,644	8,762	9,232	9,616	15,696	6,080	63.2
Queenstown airport	290	676	941	1,984	2,416	432	21.8
Wellington airport	1,187	933	1,253	1,632	1,104	-528	-32.4
Closest port of flight							
Sydney	13,815	23,973	21,855	28,176	36,896	8,720	30.9
Guangzhou	0	0	15,084	24,736	34,576	9,840	39.8
Hong Kong	18,505	22,904	19,446	22,048	34,432	12,384	56.2
Brisbane	22,114	16,129	24,050	31,408	33,968	2,560	8.2
Shanghai	9,888	13,376	15,602	23,696	33,200	9,504	40.1
Melbourne	17,385	18,714	22,494	31,600	31,584	-16	-0.1
Coolangatta	2,309	13,893	14,461	15,616	13,040	-2,576	-16.5
Singapore	2,675	4,115	5,177	5,680	12,960	7,280	128.2
Seoul	2,213	1,558	1,517	1,520	3,296	1,776	116.8
Nadi	209	190	834	560	1,664	1,104	197.1
Citizenship							
China, People's Republic of	90,966	118,814	145,638	184,368	228,752	44,384	24.1
New Zealand	2,026	2,867	3,291	2,800	3,632	832	29.7
Hong Kong	596	1,230	786	784	1,376	592	75.5
United States of America	756	1,000	1,000	880	1,152	272	30.9

Symbol: ... not applicable

Source: Statistics New Zealand

Travel purpose of visitors from China

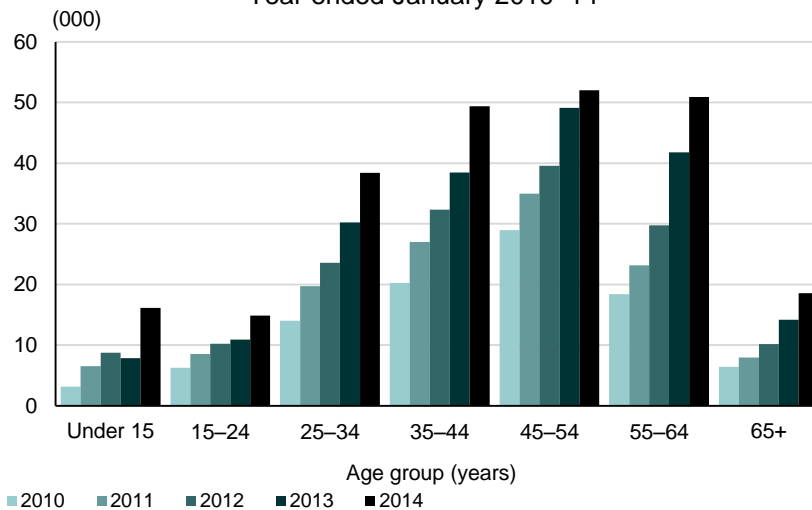
Year ended January 2010–14



Source: Statistics New Zealand

Age of visitors from China

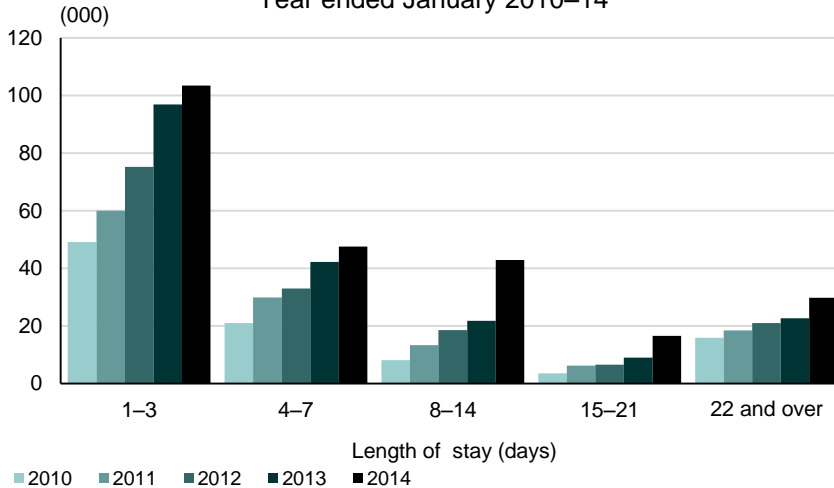
Year ended January 2010–14



Source: Statistics New Zealand

Length of stay of visitors from China

Year ended January 2010–14



Source: Statistics New Zealand

Table 21

Province of residence of visitors from the People's Republic of China
January month 2010–14

	January month					Change 2013–14	
	2010	2011	2012	2013	2014	Number	Percent
Total visitor arrivals	9,425	14,550	23,344	18,768	30,128	11,360	60.5
Shanghai	986	2,580	3,872	2,496	6,128	3,632	145.5
Guangdong	696	1,440	3,312	2,112	5,024	2,912	137.9
Beijing	1,276	2,190	3,520	2,416	4,048	1,632	67.5
Zhejiang	406	780	1,600	512	1,456	944	184.4
Sichuan	174	270	576	400	1,120	720	180.0
Jiangsu	348	480	848	576	976	400	69.4
Liaoning	377	600	624	688	752	64	9.3
Shandong	261	180	480	576	432	-144	-25.0
Not stated	3,161	4,020	5,456	4,992	5,296	304	6.1

Source: Statistics New Zealand

Table 22

Province of residence of visitors from the People's Republic of China
Year ended January 2010–14

	Year ended January					Change 2013–14	
	2010	2011	2012	2013	2014	Number	Percent
Total visitor arrivals	97,432	127,837	154,318	192,448	240,288	47,840	24.9
Shanghai	12,177	16,084	18,267	24,048	35,024	10,976	45.6
Beijing	10,430	15,884	20,257	23,072	29,920	6,848	29.7
Guangdong	8,204	11,407	16,043	19,280	29,424	10,144	52.6
Zhejiang	4,873	8,373	10,823	12,496	14,768	2,272	18.2
Jiangsu	4,180	5,271	6,343	8,832	11,200	2,368	26.8
Sichuan	1,878	2,956	3,559	5,328	8,384	3,056	57.4
Shandong	2,453	2,656	3,881	5,248	6,448	1,200	22.9
Liaoning	2,763	3,883	3,856	5,648	5,696	48	0.8
Fujian	1,558	2,339	2,584	2,864	4,512	1,648	57.5
Hunan	1,086	1,372	2,260	3,472	3,312	-160	-4.6
Hubei	1,043	1,603	2,220	2,608	3,264	656	25.2
Yunnan	1,978	1,780	2,095	2,960	3,168	208	7.0
Henan	2,065	1,874	2,006	2,400	3,088	688	28.7
Shaanxi	426	939	985	2,192	3,088	896	40.9
Shanxi	1,027	1,433	1,607	2,544	2,880	336	13.2
Chongqing	642	1,174	1,327	2,240	2,784	544	24.3
Guangxi	912	832	1,135	1,600	2,496	896	56.0
Tianjin	1,031	1,476	1,563	2,256	2,496	240	10.6
Hebei	926	1,034	1,246	1,616	2,048	432	26.7
Heilongjiang	733	936	1,659	1,600	1,728	128	8.0
Jilin	796	860	1,043	1,904	1,648	-256	-13.4
Anhui	601	970	968	1,168	1,360	192	16.4
Xinjiang	560	907	684	1,264	1,296	32	2.5
Jiangxi	518	453	634	1,152	1,136	-16	-1.4
Guizhou	516	368	692	848	1,120	272	32.1
Nei Monggol	312	544	951	1,360	912	-448	-32.9
Gansu	220	474	477	736	832	96	13.0
Hainan	144	181	138	512	544	32	6.3
Ningxia	220	164	251	560	528	-32	-5.7
Not stated	32,991	39,386	44,356	50,160	54,848	4,688	9.3

Source: Statistics New Zealand

Table 23

Key characteristics of visitors from Japan

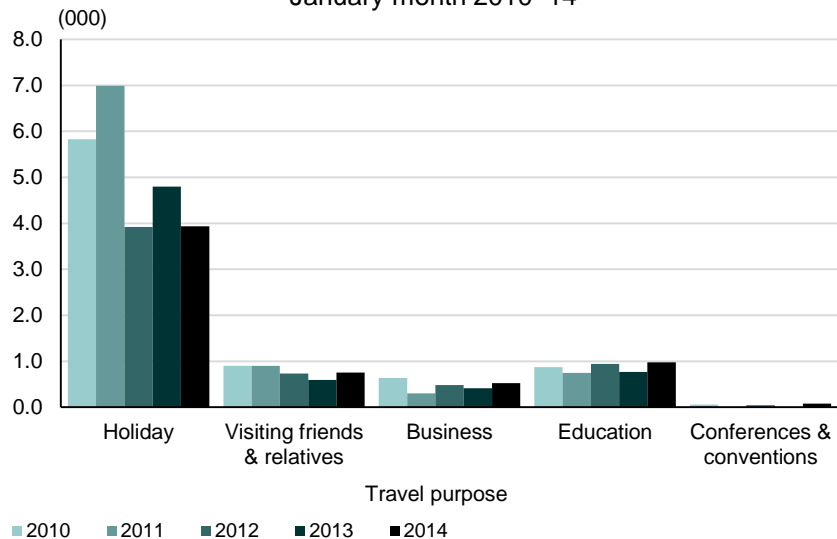
January month 2010–14

Key characteristic	January month					Change 2013–14	
	2010	2011	2012	2013	2014	Number	Percent
Total visitor arrivals	8,700	9,570	6,544	7,120	6,912	-208	-2.9
Travel purpose							
Holiday	5,829	6,990	3,920	4,800	3,936	-864	-18.0
Visiting friends & relatives	899	900	736	592	752	160	27.0
Business	638	300	480	416	528	112	26.9
Education	870	750	944	768	976	208	27.1
Conferences & conventions	58	0	48	0	80	80	...
Age group (years)							
Under 15	435	240	192	256	208	-48	-18.8
15–24	1,363	1,470	1,344	1,264	1,424	160	12.7
25–34	957	1,500	832	880	704	-176	-20.0
35–44	1,479	780	672	800	720	-80	-10.0
45–54	696	780	720	464	688	224	48.3
55–64	2,204	2,550	1,456	1,504	1,312	-192	-12.8
65+	1,566	2,250	1,328	1,952	1,856	-96	-4.9
Length of stay (days)							
1–3	290	330	736	400	576	176	44.0
4–7	4,524	5,160	2,832	3,392	3,120	-272	-8.0
8–14	1,595	2,400	1,088	1,344	1,296	-48	-3.6
15–21	348	120	240	192	208	16	8.3
22 and over	1,943	1,560	1,648	1,792	1,712	-80	-4.5
Median	7.0	7.0	7.2	7.2	7.0
New Zealand port							
Auckland airport	6,061	6,390	4,480	4,384	3,920	-464	-10.6
Christchurch airport	2,494	2,790	1,808	2,576	2,704	128	5.0
Closest port of flight							
Tokyo	4,118	4,380	3,056	3,296	3,504	208	6.3
Sydney	580	450	400	416	720	304	73.1
Nagoya	435	810	192	1,008	592	-416	-41.3
Seoul	145	30	368	400	592	192	48.0
Osaka	1,914	2,220	1,376	1,040	512	-528	-50.8
Citizenship							
Japan	8,236	9,360	6,240	6,800	6,720	-80	-1.2

Symbol: ... not applicable

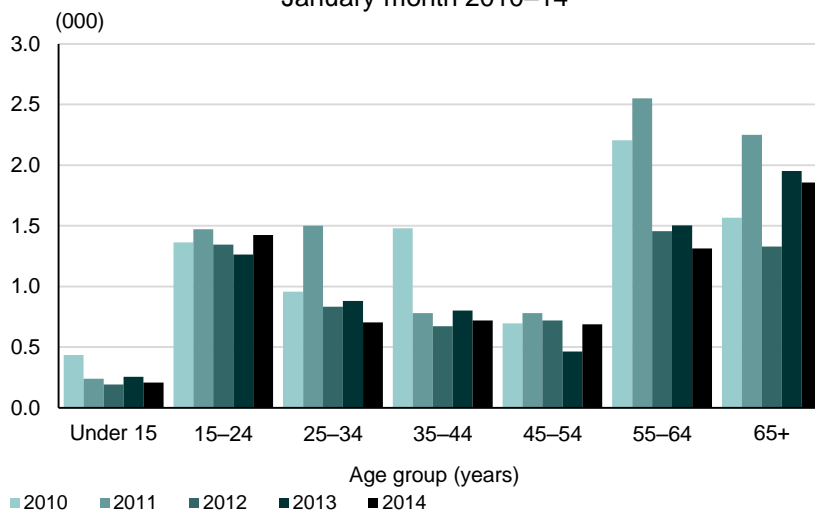
Source: Statistics New Zealand

Travel purpose of visitors from Japan January month 2010–14



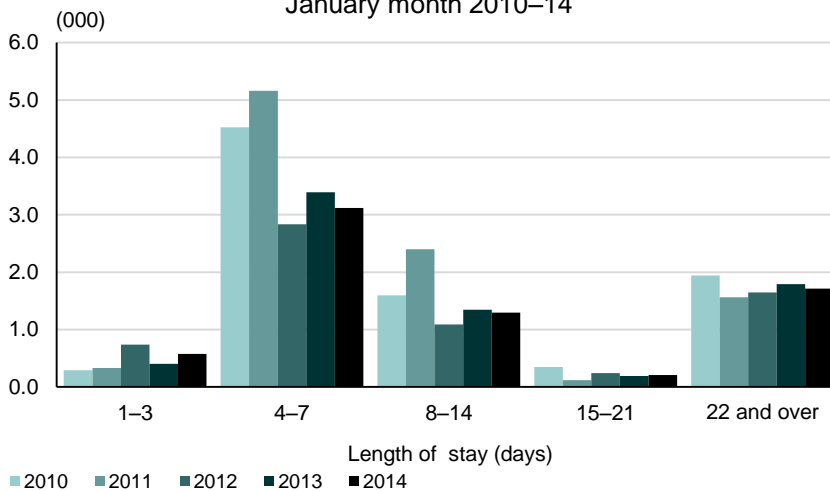
Source: Statistics New Zealand

Age of visitors from Japan January month 2010–14



Source: Statistics New Zealand

Length of stay of visitors from Japan January month 2010–14



Source: Statistics New Zealand

Table 24

Key characteristics of visitors from Japan

Year ended January 2010–14

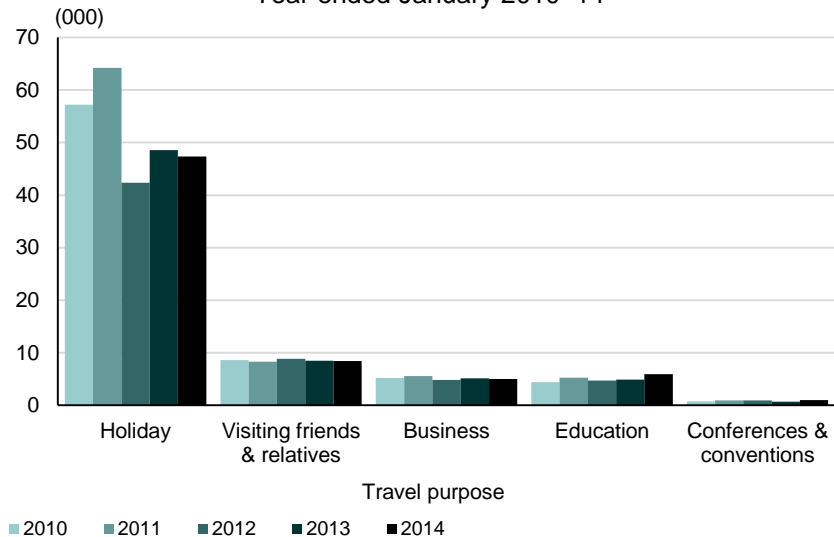
Key characteristic	Year ended January					Change 2013–14	
	2010	2011	2012	2013	2014	Number	Percent
Total visitor arrivals	79,594	88,605	65,937	72,656	74,352	1,696	2.3
Travel purpose							
Holiday	57,219	64,203	42,353	48,544	47,344	-1,200	-2.5
Visiting friends & relatives	8,589	8,323	8,884	8,512	8,448	-64	-0.8
Business	5,204	5,554	4,865	5,168	5,024	-144	-2.8
Education	4,405	5,284	4,695	4,880	5,952	1,072	22.0
Conferences & conventions	757	938	954	672	976	304	45.2
Age group (years)							
Under 15	4,206	5,269	5,235	5,264	5,408	144	2.7
15–24	14,796	19,979	15,539	17,216	18,000	784	4.6
25–34	13,227	12,636	9,540	9,856	9,856	0	0.0
35–44	11,230	10,584	8,972	9,824	9,456	-368	-3.7
45–54	8,473	9,275	7,854	8,048	8,496	448	5.6
55–64	15,796	17,254	10,948	12,272	10,992	-1,280	-10.4
65+	11,866	13,608	7,849	10,176	12,144	1,968	19.3
Length of stay (days)							
1–3	6,687	6,939	7,259	6,944	7,536	592	8.5
4–7	41,088	45,846	29,524	34,608	35,472	864	2.5
8–14	16,334	19,792	14,100	16,368	16,816	448	2.7
15–21	4,880	5,685	5,206	4,736	4,672	-64	-1.4
22 and over	10,605	10,343	9,848	10,000	9,856	-144	-1.4
Median	6.5	6.4	6.8	6.7	6.7
New Zealand port							
Auckland airport	54,412	67,719	54,089	59,472	60,304	832	1.4
Christchurch airport	23,900	19,473	10,088	11,360	12,192	832	7.3
Queenstown airport	281	289	692	880	768	-112	-12.7
Wellington airport	645	601	682	720	656	-64	-8.9
Closest port of flight							
Tokyo	36,657	44,064	25,056	34,432	38,032	3,600	10.5
Osaka	19,148	20,872	17,229	14,672	11,088	-3,584	-24.4
Sydney	4,087	3,856	4,197	4,560	5,408	848	18.6
Seoul	3,507	1,361	3,535	3,328	5,056	1,728	51.9
Singapore	4,612	5,703	3,384	3,008	3,920	912	30.3
Hong Kong	3,792	3,270	3,536	1,856	1,600	-256	-13.8
Coolangatta	1,053	3,311	2,529	1,904	1,488	-416	-21.8
Melbourne	1,070	866	900	752	992	240	31.9
Brisbane	908	444	638	832	912	80	9.6
Guangzhou	0	0	576	1,728	880	-848	-49.1
Citizenship							
Japan	74,533	84,082	61,626	68,416	69,968	1,552	2.3
New Zealand	2,083	1,786	1,827	1,776	1,888	112	6.3
United States of America	628	663	498	704	784	80	11.4

Symbol: ... not applicable

Source: Statistics New Zealand

Travel purpose of visitors from Japan

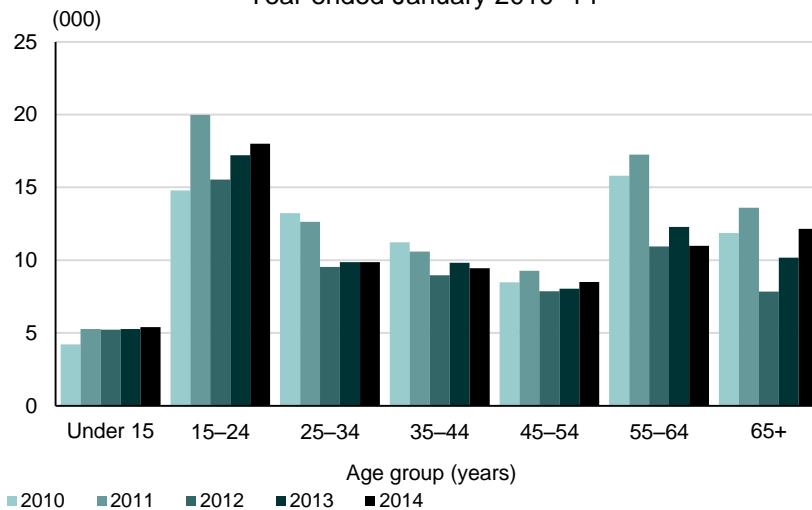
Year ended January 2010–14



Source: Statistics New Zealand

Age of visitors from Japan

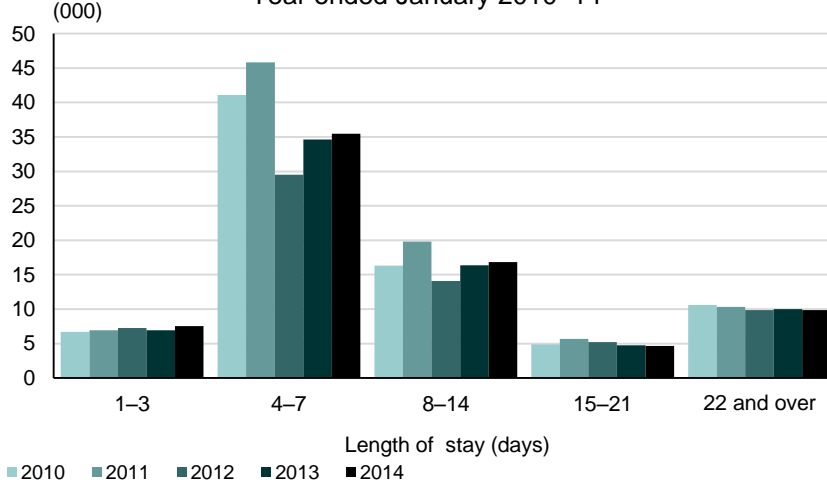
Year ended January 2010–14



Source: Statistics New Zealand

Length of stay of visitors from Japan

Year ended January 2010–14



Source: Statistics New Zealand

Table 25

Prefecture of residence of visitors from Japan
January month 2010–14

	January month					Change 2013–14	
	2010	2011	2012	2013	2014	Number	Percent
Total visitor arrivals	8,700	9,570	6,544	7,120	6,912	-208	-2.9
Tokyo	1,682	1,560	1,168	1,168	1,280	112	9.6
Aichi	754	900	656	1,232	640	-592	-48.1
Osaka	667	720	480	400	640	240	60.0
Kanagawa	841	900	528	800	608	-192	-24.0
Not stated	580	750	656	528	432	-96	-18.2

Source: Statistics New Zealand

Table 26

Prefecture of residence of visitors from Japan
Year ended January 2010–14

	Year ended January					Change 2013–14	
	2010	2011	2012	2013	2014	Number	Percent
Total visitor arrivals	79,594	88,605	65,937	72,656	74,352	1,696	2.3
Tokyo	14,961	17,518	13,877	14,560	15,216	656	4.5
Kanagawa	7,828	9,423	6,278	6,928	7,872	944	13.6
Osaka	7,123	6,878	5,324	5,488	5,744	256	4.7
Saitama	4,275	4,649	3,206	4,224	4,368	144	3.4
Chiba	4,501	4,834	3,955	4,304	4,096	-208	-4.8
Aichi	4,792	5,703	3,961	4,864	3,968	-896	-18.4
Hyogo	4,632	4,932	3,805	3,968	3,952	-16	-0.4
Fukuoka	2,311	3,264	1,963	2,592	2,528	-64	-2.5
Kyoto	1,954	2,174	1,947	1,968	2,016	48	2.4
Hokkaido	2,011	2,447	1,358	1,472	1,776	304	20.7
Ibaraki	1,309	1,468	1,226	1,568	1,568	0	0.0
Hiroshima	1,197	1,669	997	1,328	1,504	176	13.3
Shizuoka	1,673	1,926	1,079	1,424	1,504	80	5.6
Gunma	942	1,065	691	832	880	48	5.8
Miyagi	666	710	442	464	880	416	89.7
Okayama	516	815	476	560	800	240	42.9
Mie	802	780	639	768	784	16	2.1
Nagano	732	762	537	592	784	192	32.4
Shiga	970	841	536	656	752	96	14.6
Gifu	903	1,043	658	944	656	-288	-30.5
Nara	1,161	999	879	864	624	-240	-27.8
Kumamoto	582	575	435	368	560	192	52.2
Tochigi	470	855	667	656	560	-96	-14.6
Niigata	515	290	299	464	528	64	13.8
Not stated	4,626	5,845	5,420	5,152	4,432	-720	-14.0

Source: Statistics New Zealand

Table 27

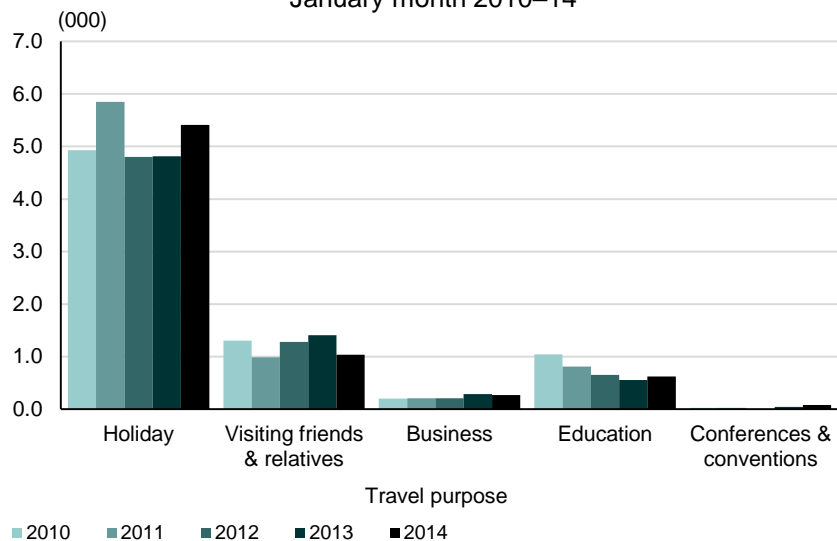
Key characteristics of visitors from the Republic of Korea
January month 2010–14

Key characteristic	January month					Change 2013–14	
	2010	2011	2012	2013	2014	Number	Percent
Total visitor arrivals	8,178	8,700	7,648	7,536	8,080	544	7.2
Travel purpose							
Holiday	4,930	5,850	4,800	4,816	5,408	592	12.3
Visiting friends & relatives	1,305	990	1,280	1,408	1,040	-368	-26.1
Business	203	210	208	288	272	-16	-5.6
Education	1,044	810	656	560	624	64	11.4
Conferences & conventions	29	30	0	48	80	32	66.7
Age group (years)							
Under 15	1,392	1,650	1,456	1,216	1,360	144	11.8
15–24	1,653	1,470	1,392	1,440	1,232	-208	-14.4
25–34	812	1,440	1,024	832	992	160	19.2
35–44	1,421	1,200	1,136	1,152	1,104	-48	-4.2
45–54	1,566	1,440	1,264	1,472	1,840	368	25.0
55–64	1,044	1,290	992	1,136	1,152	16	1.4
65+	290	210	384	288	400	112	38.9
Length of stay (days)							
1–3	783	780	528	912	704	-208	-22.8
4–7	3,364	3,570	2,976	2,976	3,744	768	25.8
8–14	870	1,200	1,392	1,008	1,376	368	36.5
15–21	377	930	576	576	448	-128	-22.2
22 and over	2,784	2,220	2,176	2,064	1,808	-256	-12.4
Median	7.4	7.5	9.1	7.2	6.7
New Zealand port							
Auckland airport	5,713	6,090	5,376	5,552	5,856	304	5.5
Christchurch airport	2,233	2,280	2,000	1,760	1,936	176	10.0
Closest port of flight							
Seoul	2,784	3,150	3,408	3,200	3,456	256	8.0
Sydney	3,306	3,480	2,384	2,672	2,864	192	7.2
Citizenship							
Korea, Republic of	8,062	8,460	7,440	7,312	7,808	496	6.8

Symbol: ... not applicable

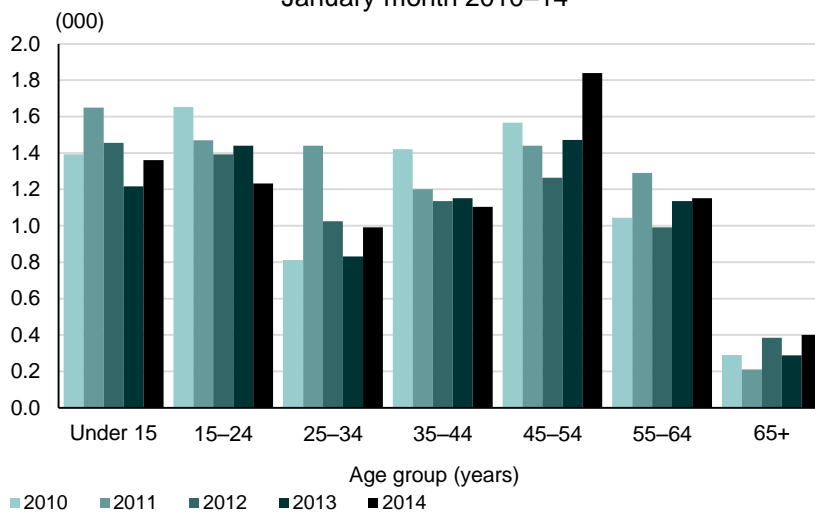
Source: Statistics New Zealand

Travel purpose of visitors from Korea January month 2010–14



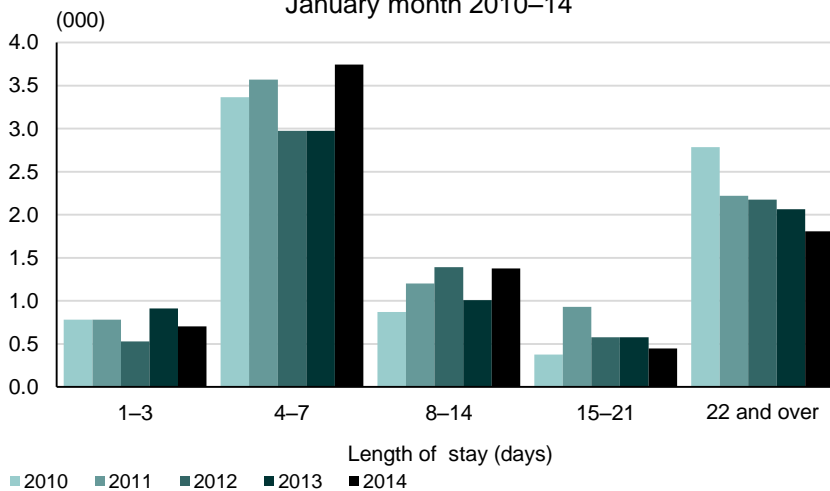
Source: Statistics New Zealand

Age of visitors from Korea January month 2010–14



Source: Statistics New Zealand

Length of stay of visitors from Korea January month 2010–14



Source: Statistics New Zealand

Table 28

Key characteristics of visitors from the Republic of Korea

Year ended January 2010–14

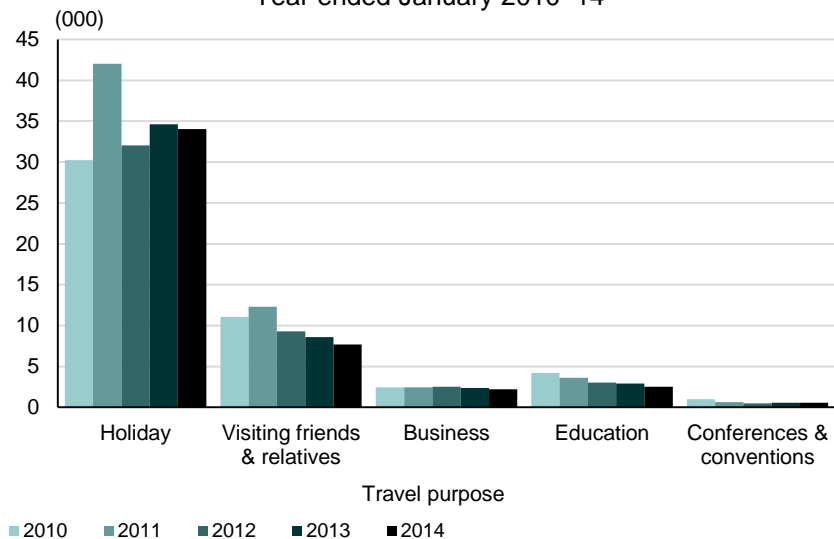
Key characteristic	Year ended January					Change 2013–14	
	2010	2011	2012	2013	2014	Number	Percent
Total visitor arrivals	54,799	67,831	51,735	52,784	51,536	-1,248	-2.4
Travel purpose							
Holiday	30,232	42,025	32,045	34,608	34,048	-560	-1.6
Visiting friends & relatives	11,061	12,320	9,288	8,592	7,696	-896	-10.4
Business	2,443	2,456	2,516	2,384	2,208	-176	-7.4
Education	4,219	3,603	3,033	2,896	2,512	-384	-13.3
Conferences & conventions	1,001	634	492	576	576	0	0.0
Age group (years)							
Under 15	6,068	6,873	5,652	5,520	4,944	-576	-10.4
15–24	7,547	7,646	6,110	5,424	5,424	0	0.0
25–34	8,575	9,590	7,083	6,576	6,464	-112	-1.7
35–44	8,757	9,433	7,649	7,360	7,248	-112	-1.5
45–54	10,408	13,888	11,264	11,552	10,544	-1,008	-8.7
55–64	9,582	15,168	9,964	12,432	12,512	80	0.6
65+	3,862	5,233	4,013	3,920	4,400	480	12.2
Length of stay (days)							
1–3	7,837	10,184	8,791	8,144	7,584	-560	-6.9
4–7	23,072	32,696	22,507	26,400	25,648	-752	-2.8
8–14	6,274	6,695	6,847	5,616	6,672	1,056	18.8
15–21	2,805	3,477	2,441	2,752	2,112	-640	-23.3
22 and over	14,811	14,779	11,149	9,872	9,520	-352	-3.6
Median	6.4	6.1	6.2	6.0	6.1
New Zealand port							
Auckland airport	42,645	50,434	41,845	39,680	39,152	-528	-1.3
Christchurch airport	11,164	15,927	8,487	11,456	10,704	-752	-6.6
Queenstown airport	321	713	631	1,024	992	-32	-3.1
Wellington airport	600	683	676	544	512	-32	-5.9
Closest port of flight							
Seoul	27,029	31,102	25,903	24,000	24,096	96	0.4
Sydney	16,950	23,963	15,401	18,384	18,320	-64	-0.3
Hong Kong	2,903	2,820	3,393	3,104	2,032	-1,072	-34.5
Melbourne	587	775	956	976	1,312	336	34.4
Singapore	1,198	885	334	1,024	1,184	160	15.6
Brisbane	722	874	608	656	896	240	36.6
Tokyo	1,671	2,045	1,229	1,312	896	-416	-31.7
Guangzhou	0	0	148	416	704	288	69.2
Osaka	1,531	2,541	1,990	1,312	480	-832	-63.4
Citizenship							
Korea, Republic of	53,372	66,169	50,167	51,232	49,536	-1,696	-3.3
New Zealand	543	659	772	704	688	-16	-2.3
United States of America	233	346	262	304	576	272	89.5

Symbol: ... not applicable

Source: Statistics New Zealand

Travel purpose of visitors from Korea

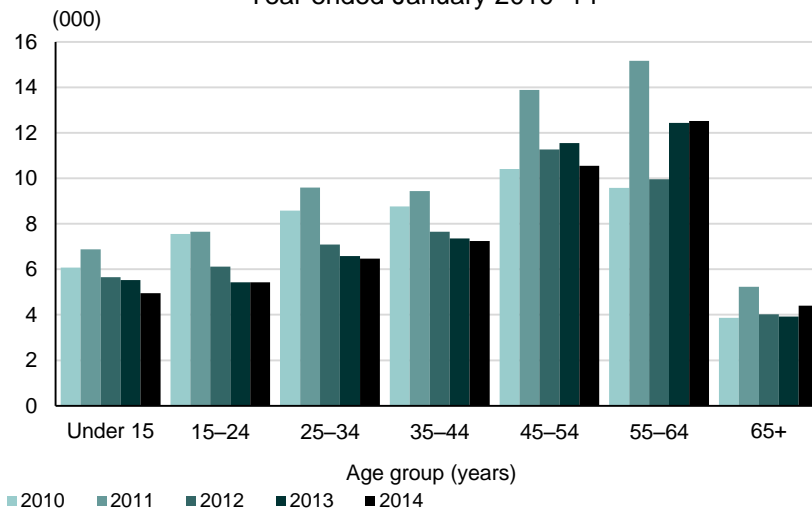
Year ended January 2010–14



Source: Statistics New Zealand

Age of visitors from Korea

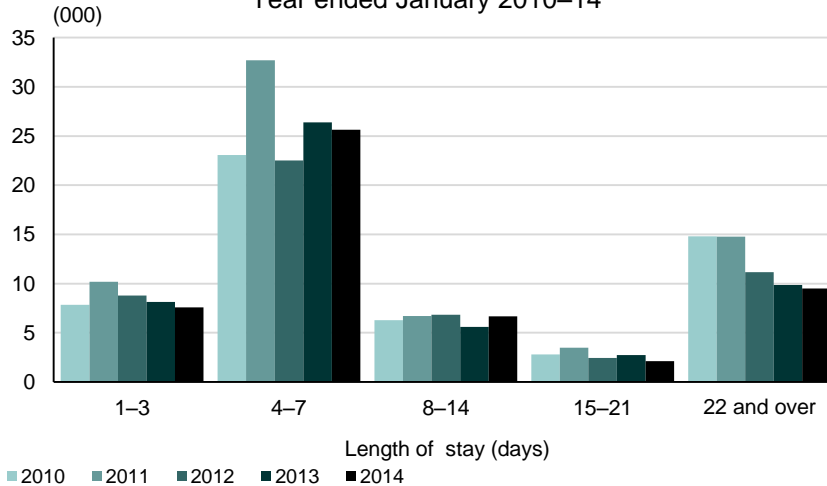
Year ended January 2010–14



Source: Statistics New Zealand

Length of stay of visitors from Korea

Year ended January 2010–14



Source: Statistics New Zealand

Table 29

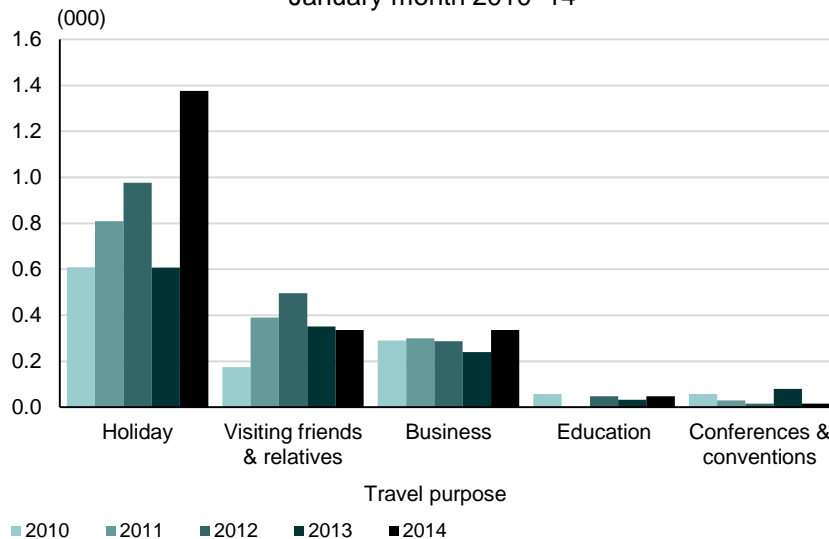
Key characteristics of visitors from Singapore
January month 2010–14

Key characteristic	January month					Change 2013–14	
	2010	2011	2012	2013	2014	Number	Percent
Total visitor arrivals	1,566	1,650	2,080	1,648	2,448	800	48.5
Travel purpose							
Holiday	609	810	976	608	1,376	768	126.3
Visiting friends & relatives	174	390	496	352	336	-16	-4.5
Business	290	300	288	240	336	96	40.0
Education	58	0	48	32	48	16	50.0
Conferences & conventions	58	30	16	80	16	-64	-80.0
Age group (years)							
Under 15	174	150	128	96	128	32	33.3
15–24	261	180	208	256	368	112	43.8
25–34	348	420	624	320	448	128	40.0
35–44	464	180	464	352	576	224	63.6
45–54	174	360	304	256	528	272	106.3
55–64	87	330	256	272	256	-16	-5.9
65+	58	30	96	96	144	48	50.0
Length of stay (days)							
1–3	145	270	224	304	368	64	21.1
4–7	377	480	432	416	608	192	46.2
8–14	464	540	800	480	912	432	90.0
15–21	348	210	416	112	224	112	100.0
22 and over	232	150	208	336	336	0	0.0
Median	9.5	8.3	10.7	8.9	9.0
New Zealand port							
Auckland airport	957	1,170	1,472	1,296	1,504	208	16.0
Christchurch airport	522	390	512	240	688	448	186.7
Closest port of flight							
Singapore	725	840	1,520	896	1,296	400	44.6
Sydney	348	300	240	288	512	224	77.8
Citizenship							
Singapore	783	990	1,040	1,056	1,248	192	18.2

Symbol: ... not applicable

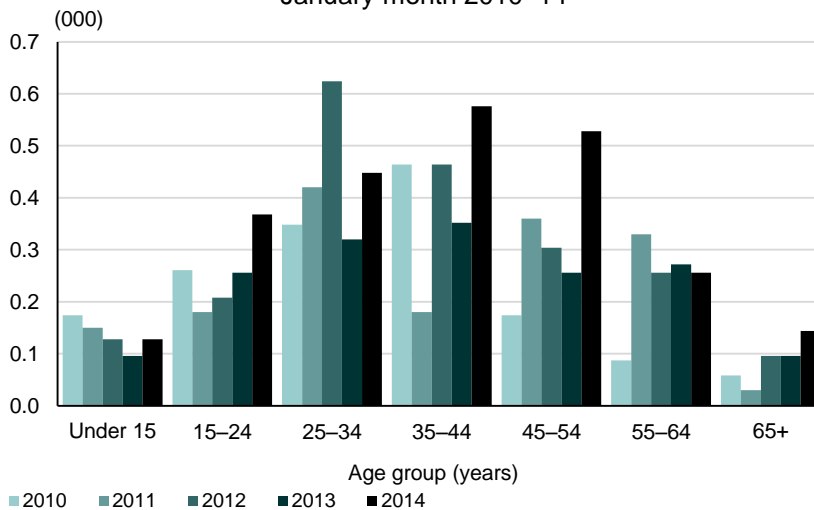
Source: Statistics New Zealand

Travel purpose of visitors from Singapore January month 2010–14



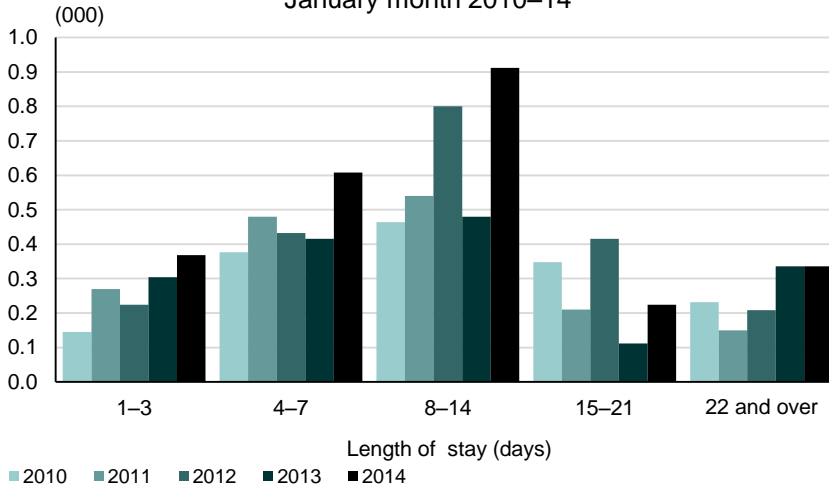
Source: Statistics New Zealand

Age of visitors from Singapore January month 2010–14



Source: Statistics New Zealand

Length of stay of visitors from Singapore January month 2010–14



Source: Statistics New Zealand

Table 30

Key characteristics of visitors from Singapore

Year ended January 2010–14

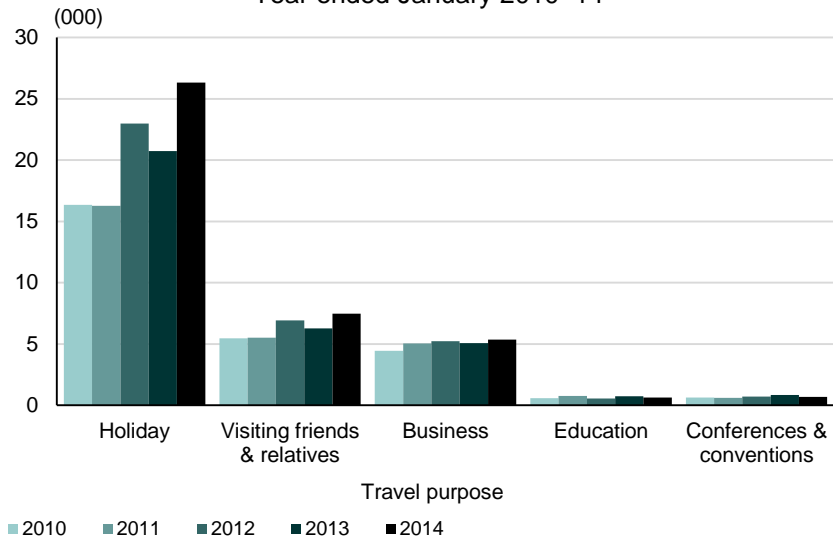
Key characteristic	Year ended January					Change 2013–14	
	2010	2011	2012	2013	2014	Number	Percent
Total visitor arrivals	29,468	30,384	39,110	35,968	43,056	7,088	19.7
Travel purpose							
Holiday	16,355	16,273	22,969	20,736	26,320	5,584	26.9
Visiting friends & relatives	5,470	5,507	6,928	6,272	7,472	1,200	19.1
Business	4,443	5,058	5,219	5,072	5,360	288	5.7
Education	586	762	566	752	640	-112	-14.9
Conferences & conventions	626	603	721	848	688	-160	-18.9
Age group (years)							
Under 15	4,017	4,155	5,577	4,944	5,952	1,008	20.4
15–24	2,812	2,349	3,491	3,424	4,048	624	18.2
25–34	6,261	6,675	8,962	7,776	8,992	1,216	15.6
35–44	7,211	7,618	9,258	8,144	9,600	1,456	17.9
45–54	5,572	5,734	6,727	6,960	8,032	1,072	15.4
55–64	2,390	2,962	3,749	3,504	4,832	1,328	37.9
65+	1,205	891	1,346	1,216	1,600	384	31.6
Length of stay (days)							
1–3	4,185	4,450	5,695	5,296	5,408	112	2.1
4–7	6,746	7,210	8,740	8,640	10,864	2,224	25.7
8–14	11,445	11,996	15,868	14,240	17,952	3,712	26.1
15–21	4,611	4,051	5,340	4,688	5,232	544	11.6
22 and over	2,481	2,677	3,467	3,104	3,600	496	16.0
Median	9.3	9.3	9.4	9.2	9.1
New Zealand port							
Auckland airport	17,048	17,881	27,843	22,928	25,456	2,528	11.0
Christchurch airport	11,365	10,600	9,313	11,104	14,272	3,168	28.5
Wellington airport	666	1,205	1,125	976	1,616	640	65.6
Queenstown airport	292	594	708	912	1,456	544	59.6
Closest port of flight							
Singapore	20,598	19,212	28,572	22,992	25,952	2,960	12.9
Sydney	4,494	5,942	4,618	7,600	9,520	1,920	25.3
Melbourne	1,356	1,833	1,956	1,744	3,200	1,456	83.5
Brisbane	1,373	1,576	1,673	1,984	2,480	496	25.0
Citizenship							
Singapore	16,668	16,409	20,660	19,504	24,288	4,784	24.5
New Zealand	3,218	3,114	3,862	3,920	4,240	320	8.2
Malaysia	1,372	2,049	3,225	2,288	2,272	-16	-0.7
United Kingdom	1,302	1,324	2,306	1,840	1,984	144	7.8

Symbol: ... not applicable

Source: Statistics New Zealand

Travel purpose of visitors from Singapore

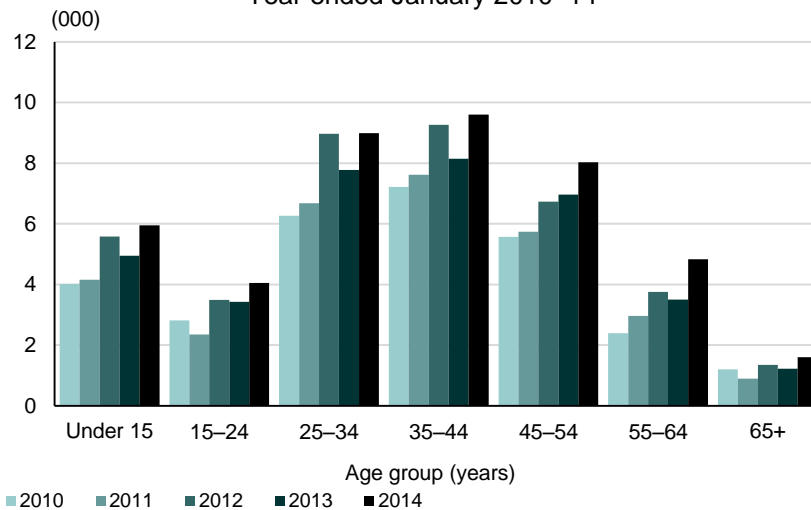
Year ended January 2010–14



Source: Statistics New Zealand

Age of visitors from Singapore

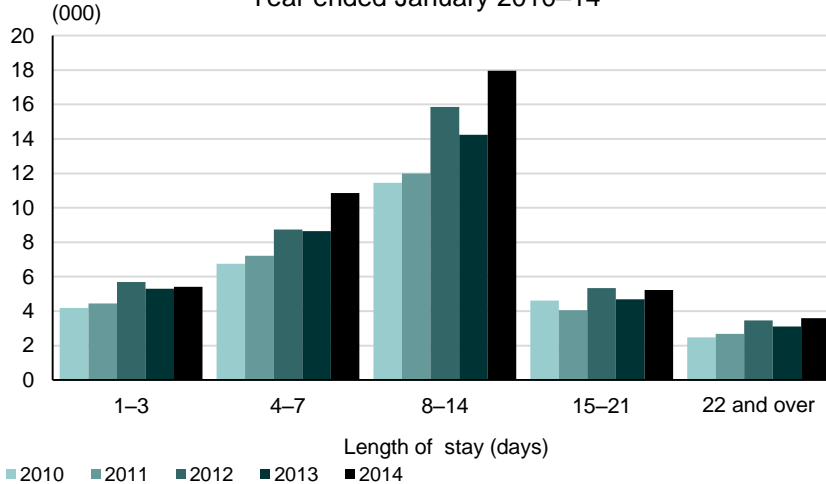
Year ended January 2010–14



Source: Statistics New Zealand

Length of stay of visitors from Singapore

Year ended January 2010–14



Source: Statistics New Zealand

Table 31

Key characteristics of visitors from Hong Kong

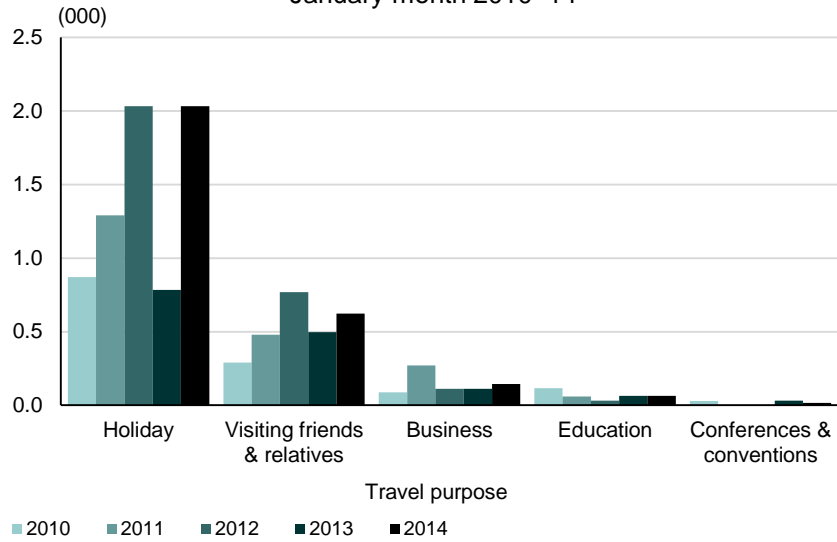
January month 2010–14

Key characteristic	January month					Change 2013–14	
	2010	2011	2012	2013	2014	Number	Percent
Total visitor arrivals	1,479	2,130	3,088	1,568	3,072	1,504	95.9
Travel purpose							
Holiday	870	1,290	2,032	784	2,032	1,248	159.2
Visiting friends & relatives	290	480	768	496	624	128	25.8
Business	87	270	112	112	144	32	28.6
Education	116	60	32	64	64	0	0.0
Conferences & conventions	29	0	0	32	16	-16	-50.0
Age group (years)							
Under 15	58	180	192	112	240	128	114.3
15–24	116	150	64	112	240	128	114.3
25–34	493	330	416	240	544	304	126.7
35–44	406	450	832	352	528	176	50.0
45–54	174	360	928	384	560	176	45.8
55–64	58	510	432	256	736	480	187.5
65+	174	150	224	112	224	112	100.0
Length of stay (days)							
1–3	58	120	208	128	224	96	75.0
4–7	435	420	1,088	528	672	144	27.3
8–14	435	990	1,184	496	1,424	928	187.1
15–21	261	210	304	128	432	304	237.5
22 and over	290	390	304	288	320	32	11.1
Median	11.0	10.0	8.5	9.1	10.0
New Zealand port							
Auckland airport	1,334	1,920	2,896	1,216	2,432	1,216	100.0
Closest port of flight							
Hong Kong	1,102	1,650	2,464	768	1,712	944	122.9
Sydney	145	180	192	320	672	352	110.0
Citizenship							
Hong Kong	754	1,020	1,744	800	1,552	752	94.0

Symbol: ... not applicable

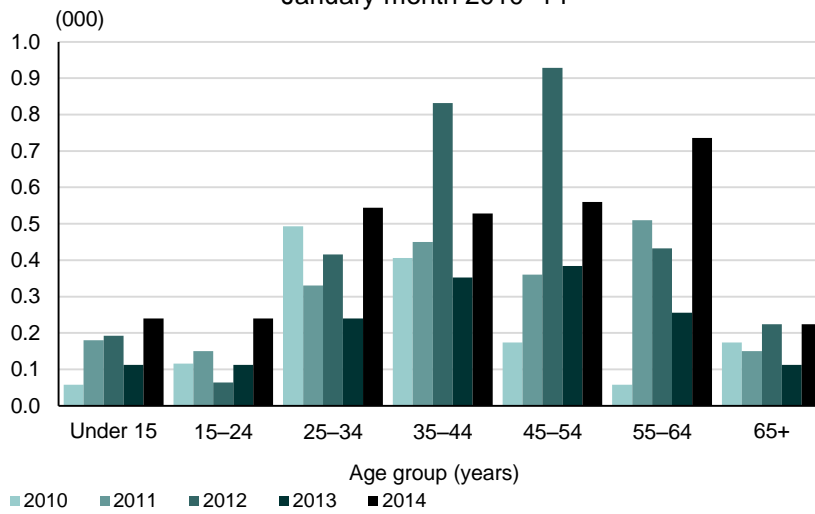
Source: Statistics New Zealand

Travel purpose of visitors from Hong Kong January month 2010–14



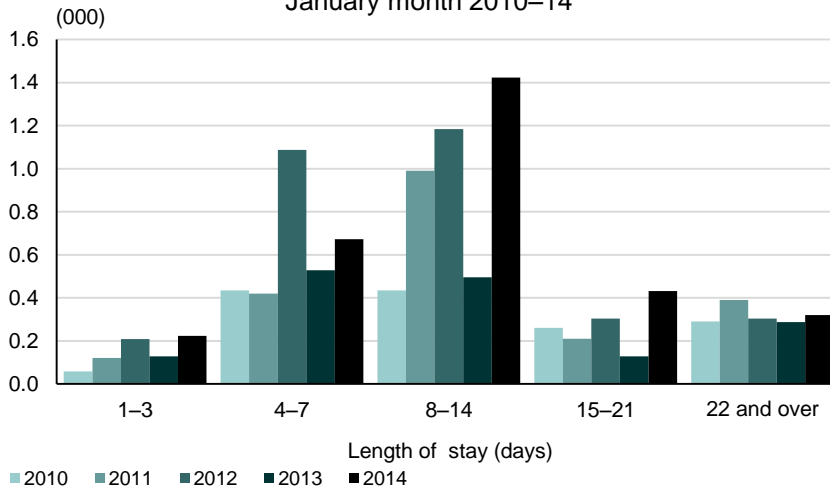
Source: Statistics New Zealand

Age of visitors from Hong Kong January month 2010–14



Source: Statistics New Zealand

Length of stay of visitors from Hong Kong January month 2010–14



Source: Statistics New Zealand

Table 32

Key characteristics of visitors from Hong Kong

Year ended January 2010–14

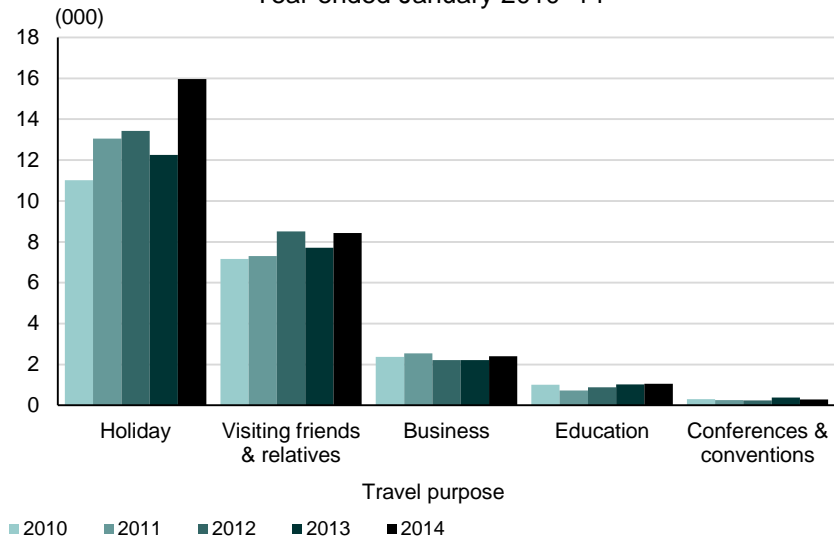
Key characteristic	Year ended January					Change 2013–14	
	2010	2011	2012	2013	2014	Number	Percent
Total visitor arrivals	22,559	24,938	26,355	24,752	29,584	4,832	19.5
Travel purpose							
Holiday	11,016	13,051	13,419	12,256	15,968	3,712	30.3
Visiting friends & relatives	7,160	7,309	8,515	7,712	8,432	720	9.3
Business	2,370	2,545	2,219	2,208	2,400	192	8.7
Education	1,012	733	892	1,024	1,056	32	3.1
Conferences & conventions	301	252	247	384	288	-96	-25.0
Age group (years)							
Under 15	2,324	2,782	2,945	2,624	3,216	592	22.6
15–24	1,388	1,627	1,604	1,904	2,240	336	17.6
25–34	4,596	4,681	4,741	4,368	5,248	880	20.1
35–44	5,323	5,995	6,618	5,584	6,112	528	9.5
45–54	4,534	4,946	5,281	5,152	5,840	688	13.4
55–64	3,074	3,682	3,723	3,616	5,056	1,440	39.8
65+	1,320	1,225	1,443	1,504	1,872	368	24.5
Length of stay (days)							
1–3	2,338	2,748	3,087	2,736	2,816	80	2.9
4–7	6,636	7,190	7,331	7,216	8,448	1,232	17.1
8–14	7,742	9,266	9,330	8,752	11,600	2,848	32.5
15–21	3,066	2,690	2,960	2,816	3,392	576	20.5
22 and over	2,777	3,044	3,647	3,232	3,328	96	3.0
Median	9.2	8.9	9.1	9.0	9.1
New Zealand port							
Auckland airport	20,147	22,483	24,279	21,312	25,184	3,872	18.2
Christchurch airport	1,880	1,785	1,148	2,288	2,528	240	10.5
Queenstown airport	209	345	416	448	1,024	576	128.6
Closest port of flight							
Hong Kong	15,728	17,702	19,765	16,528	19,024	2,496	15.1
Sydney	2,632	2,905	2,273	2,896	4,032	1,136	39.2
Singapore	1,596	1,515	1,388	2,048	2,128	80	3.9
Melbourne	1,026	743	867	1,056	1,456	400	37.9
Brisbane	336	511	415	592	1,088	496	83.8
Citizenship							
Hong Kong	10,790	12,472	13,037	12,720	15,392	2,672	21.0
New Zealand	4,462	4,407	5,308	4,560	5,344	784	17.2
United Kingdom	2,800	2,853	3,123	2,272	2,848	576	25.4
Australia	1,073	1,000	1,100	1,232	1,408	176	14.3

Symbol: ... not applicable

Source: Statistics New Zealand

Travel purpose of visitors from Hong Kong

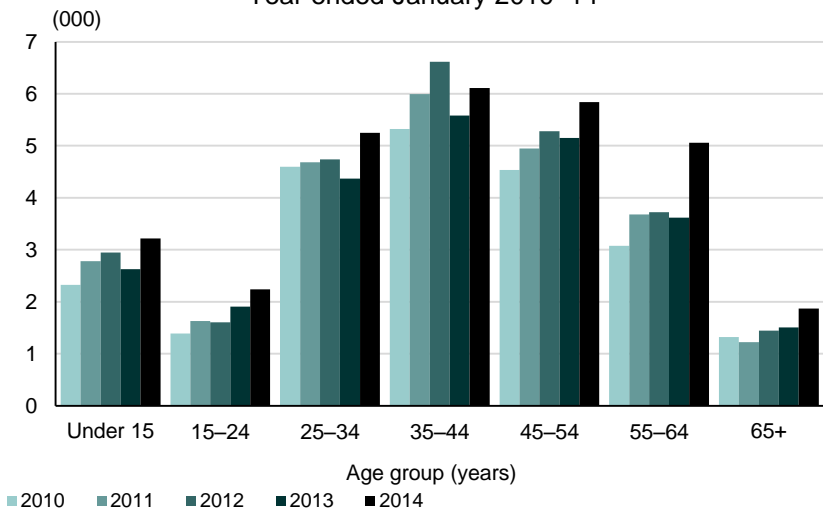
Year ended January 2010–14



Source: Statistics New Zealand

Age of visitors from Hong Kong

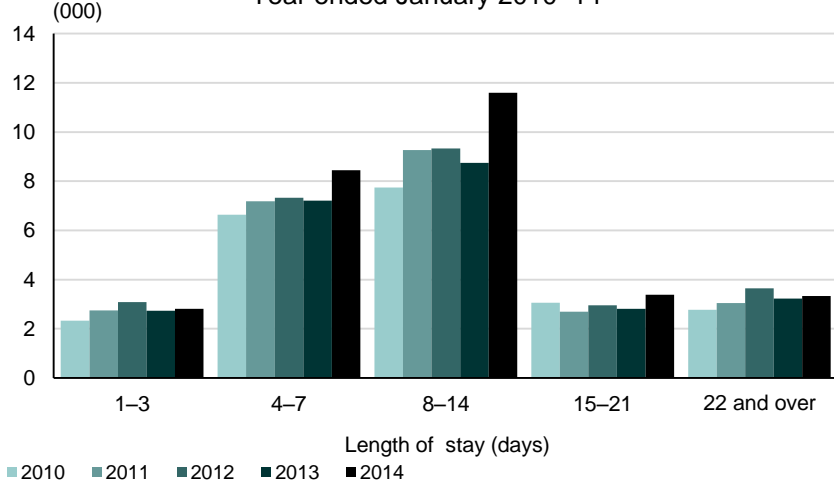
Year ended January 2010–14



Source: Statistics New Zealand

Length of stay of visitors from Hong Kong

Year ended January 2010–14



Source: Statistics New Zealand

Table 33

Key characteristics of visitors from Thailand

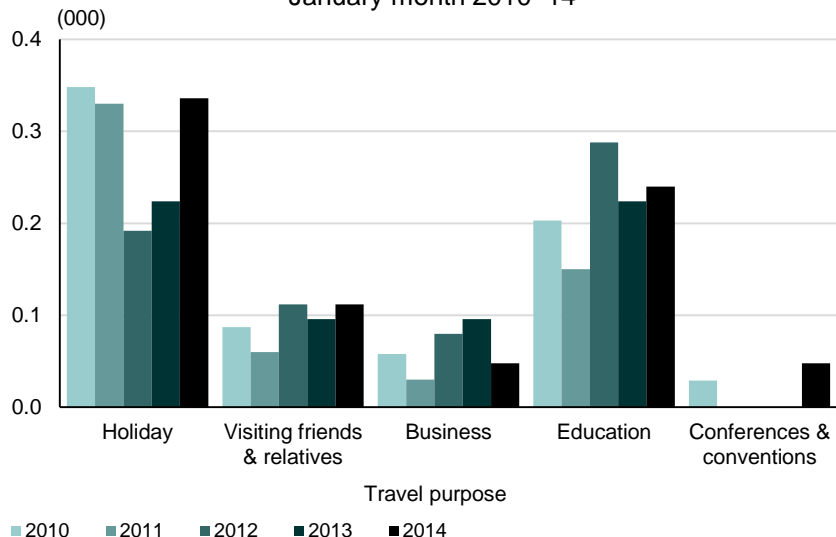
January month 2010–14

Key characteristic	January month					Change 2013–14	
	2010	2011	2012	2013	2014	Number	Percent
Total visitor arrivals	957	810	800	784	976	192	24.5
Travel purpose							
Holiday	348	330	192	224	336	112	50.0
Visiting friends & relatives	87	60	112	96	112	16	16.7
Business	58	30	80	96	48	-48	-50.0
Education	203	150	288	224	240	16	7.1
Conferences & conventions	29	0	0	0	48	48	...
Age group (years)							
Under 15	58	30	112	32	80	48	150.0
15–24	203	180	224	224	240	16	7.1
25–34	174	240	192	176	96	-80	-45.5
35–44	203	120	96	144	224	80	55.6
45–54	145	90	112	96	144	48	50.0
55–64	145	120	48	112	112	0	0.0
65+	29	30	16	0	80	80	...
Length of stay (days)							
1–3	87	60	64	80	32	-48	-60.0
4–7	203	120	224	112	288	176	157.1
8–14	290	270	80	176	160	-16	-9.1
15–21	29	30	48	32	16	-16	-50.0
22 and over	348	330	384	384	480	96	25.0
Median	11.3	13.8	18.5	18.3	15.0
New Zealand port							
Auckland airport	522	480	672	624	672	48	7.7
Closest port of flight							
Bangkok	435	300	480	432	496	64	14.8
Citizenship							
Thailand	638	660	656	640	800	160	25.0

Symbol: ... not applicable

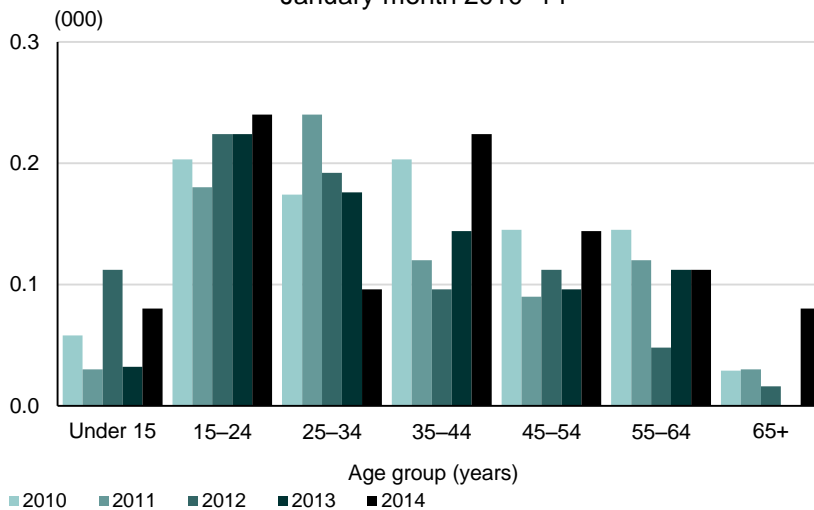
Source: Statistics New Zealand

Travel purpose of visitors from Thailand January month 2010–14



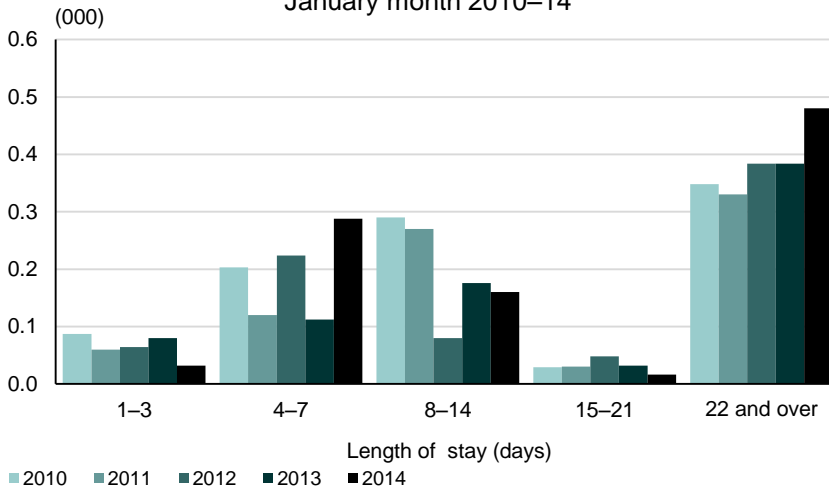
Source: Statistics New Zealand

Age of visitors from Thailand January month 2010–14



Source: Statistics New Zealand

Length of stay of visitors from Thailand January month 2010–14



Source: Statistics New Zealand

Table 34

Key characteristics of visitors from Thailand

Year ended January 2010–14

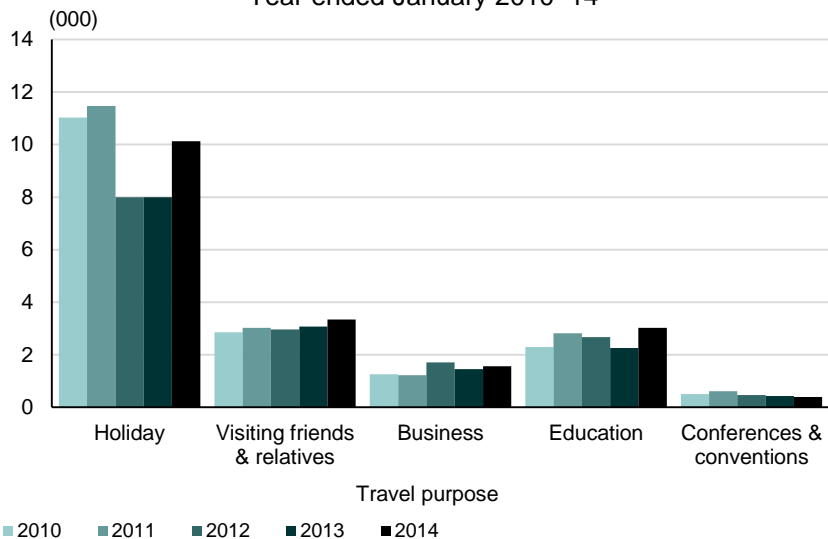
Key characteristic	Year ended January					Change 2013–14	
	2010	2011	2012	2013	2014	Number	Percent
Total visitor arrivals	19,873	21,287	17,513	16,928	20,896	3,968	23.4
Travel purpose							
Holiday	11,033	11,471	7,997	8,000	10,128	2,128	26.6
Visiting friends & relatives	2,850	3,028	2,969	3,072	3,344	272	8.9
Business	1,259	1,221	1,708	1,456	1,568	112	7.7
Education	2,296	2,813	2,670	2,256	3,024	768	34.0
Conferences & conventions	508	612	465	432	400	-32	-7.4
Age group (years)							
Under 15	2,589	2,586	2,068	1,728	2,544	816	47.2
15–24	2,485	2,846	2,115	1,984	2,848	864	43.5
25–34	3,002	3,592	3,398	3,328	3,184	-144	-4.3
35–44	4,545	4,758	3,434	3,472	4,352	880	25.3
45–54	3,916	3,710	3,458	3,376	4,096	720	21.3
55–64	2,583	2,877	2,447	2,304	2,736	432	18.8
65+	753	918	593	736	1,136	400	54.3
Length of stay (days)							
1–3	1,328	1,523	2,204	1,184	1,360	176	14.9
4–7	7,356	7,697	4,941	5,728	7,072	1,344	23.5
8–14	5,032	5,647	4,091	4,624	5,664	1,040	22.5
15–21	1,539	1,443	1,408	1,680	1,760	80	4.8
22 and over	4,618	4,977	4,869	3,712	5,040	1,328	35.8
Median	8.7	8.5	9.5	9.0	9.2
New Zealand port							
Auckland airport	11,673	13,084	11,596	11,216	13,792	2,576	23.0
Christchurch airport	7,585	7,537	5,177	5,184	6,288	1,104	21.3
Closest port of flight							
Bangkok	8,901	9,858	8,339	8,640	10,704	2,064	23.9
Sydney	6,878	6,283	4,093	4,336	6,896	2,560	59.0
Singapore	2,270	2,548	1,197	1,584	1,808	224	14.1
Kuala Lumpur	199	281	1,646	1,120	160	-960	-85.7
Citizenship							
Thailand	16,471	18,195	14,226	13,744	17,280	3,536	25.7
New Zealand	1,137	1,206	988	1,072	1,152	80	7.5
United States of America	466	329	416	528	496	-32	-6.1

Symbol: ... not applicable

Source: Statistics New Zealand

Travel purpose of visitors from Thailand

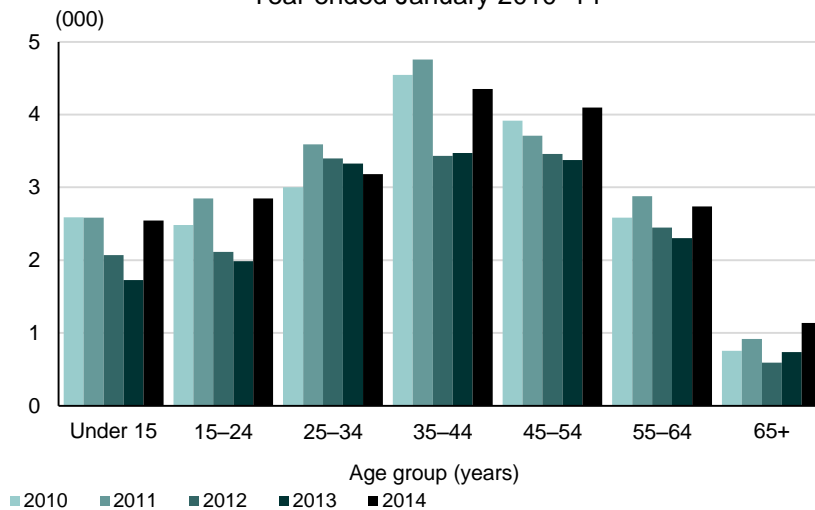
Year ended January 2010–14



Source: Statistics New Zealand

Age of visitors from Thailand

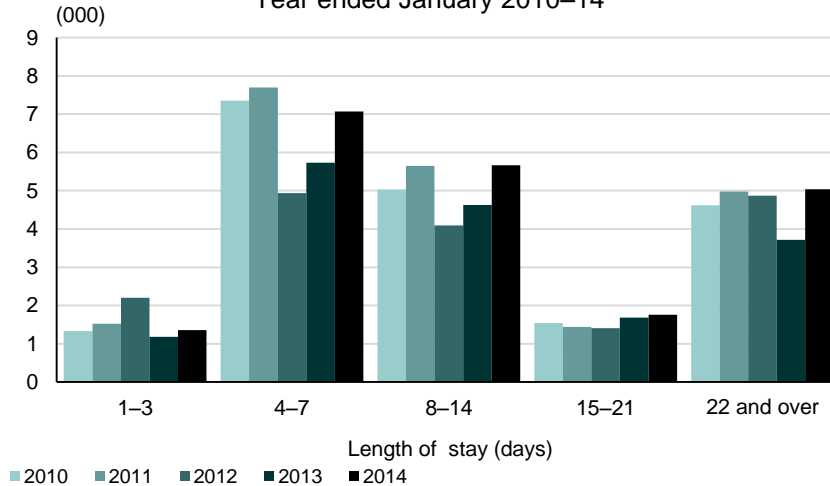
Year ended January 2010–14



Source: Statistics New Zealand

Length of stay of visitors from Thailand

Year ended January 2010–14



Source: Statistics New Zealand

Table 35

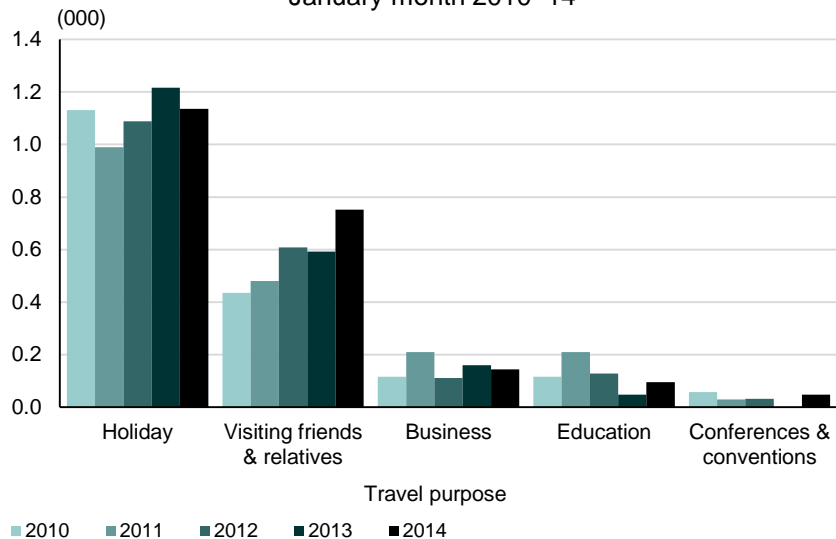
Key characteristics of visitors from India
January month 2010–14

Key characteristic	January month					Change 2013–14	
	2010	2011	2012	2013	2014	Number	Percent
Total visitor arrivals	1,972	2,190	2,240	2,304	2,576	272	11.8
Travel purpose							
Holiday	1,131	990	1,088	1,216	1,136	-80	-6.6
Visiting friends & relatives	435	480	608	592	752	160	27.0
Business	116	210	112	160	144	-16	-10.0
Education	116	210	128	48	96	48	100.0
Conferences & conventions	58	30	32	0	48	48	...
Age group (years)							
Under 15	29	90	48	64	48	-16	-25.0
15–24	261	330	336	256	400	144	56.3
25–34	580	660	768	816	816	0	0.0
35–44	261	210	192	224	192	-32	-14.3
45–54	406	420	288	288	368	80	27.8
55–64	319	300	400	464	432	-32	-6.9
65+	116	180	208	192	320	128	66.7
Length of stay (days)							
1–3	87	60	192	160	208	48	30.0
4–7	377	300	352	512	464	-48	-9.4
8–14	783	570	848	752	624	-128	-17.0
15–21	145	270	192	240	272	32	13.3
22 and over	580	990	656	640	1,008	368	57.5
Median	11.5	17.8	11.6	12.3	14.4
New Zealand port							
Auckland airport	1,305	1,830	1,632	1,808	2,080	272	15.0
Closest port of flight							
Singapore	348	510	800	352	528	176	50.0
Kuala Lumpur	58	120	336	384	512	128	33.3
Citizenship							
India	1,856	2,070	2,160	2,256	2,496	240	10.6

Symbol: ... not applicable

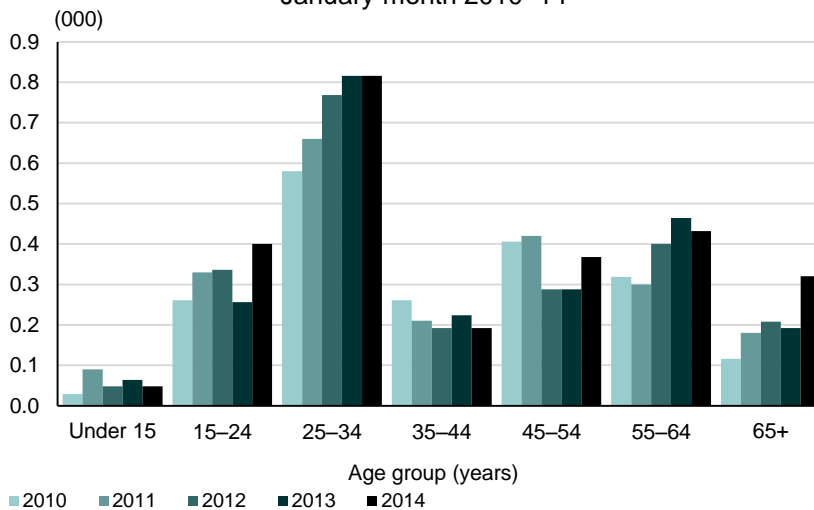
Source: Statistics New Zealand

Travel purpose of visitors from India January month 2010–14



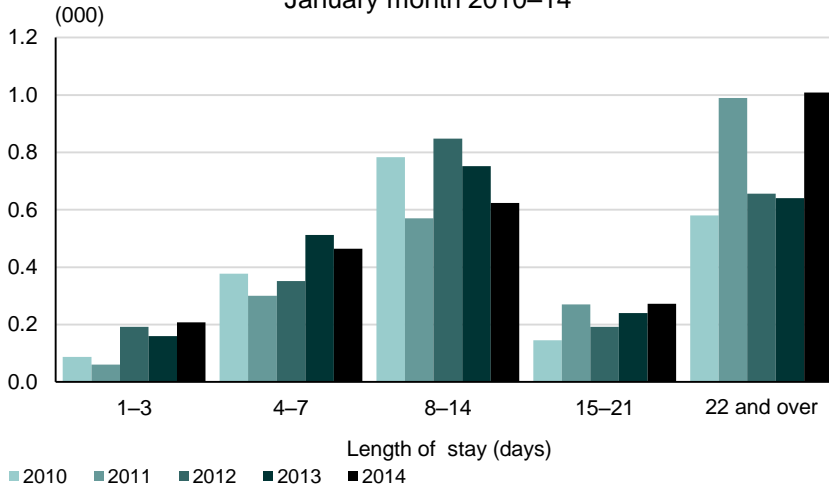
Source: Statistics New Zealand

Age of visitors from India January month 2010–14



Source: Statistics New Zealand

Length of stay of visitors from India January month 2010–14



Source: Statistics New Zealand

Table 36

Key characteristics of visitors from India

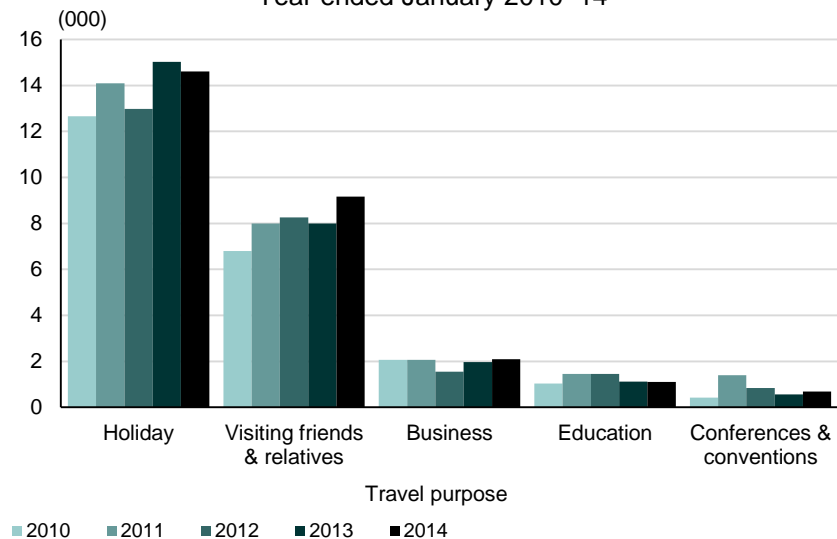
Year ended January 2010–14

Key characteristic	Year ended January					Change 2013–14	
	2010	2011	2012	2013	2014	Number	Percent
Total visitor arrivals	25,712	29,704	28,312	29,920	31,248	1,328	4.4
Travel purpose							
Holiday	12,656	14,086	12,979	15,024	14,608	-416	-2.8
Visiting friends & relatives	6,799	7,997	8,263	8,000	9,168	1,168	14.6
Business	2,069	2,067	1,546	1,968	2,096	128	6.5
Education	1,033	1,450	1,454	1,120	1,104	-16	-1.4
Conferences & conventions	428	1,401	841	560	688	128	22.9
Age group (years)							
Under 15	1,855	2,237	1,400	2,112	1,968	-144	-6.8
15–24	3,291	3,144	4,032	3,504	3,808	304	8.7
25–34	6,794	7,761	7,074	7,264	7,584	320	4.4
35–44	3,520	4,998	3,739	4,080	4,208	128	3.1
45–54	4,138	4,557	4,528	4,416	5,296	880	19.9
55–64	4,043	4,433	4,746	5,744	5,680	-64	-1.1
65+	2,071	2,574	2,793	2,800	2,704	-96	-3.4
Length of stay (days)							
1–3	1,162	1,387	1,997	1,968	1,840	-128	-6.5
4–7	5,245	5,835	5,121	5,344	6,928	1,584	29.6
8–14	7,974	9,452	8,777	10,576	8,432	-2,144	-20.3
15–21	2,794	3,385	3,230	2,976	3,520	544	18.3
22 and over	8,537	9,645	9,187	9,056	10,528	1,472	16.3
Median	12.7	12.6	12.4	11.9	13.0
New Zealand port							
Auckland airport	19,481	23,195	22,414	23,152	25,552	2,400	10.4
Christchurch airport	5,423	5,111	4,392	5,120	3,776	-1,344	-26.3
Queenstown airport	414	696	735	1,024	944	-80	-7.8
Wellington airport	248	453	395	256	544	288	112.5
Closest port of flight							
Singapore	6,641	10,196	9,952	11,888	11,152	-736	-6.2
Sydney	4,890	4,460	4,096	3,888	5,024	1,136	29.2
Kuala Lumpur	1,272	2,229	3,743	4,656	4,992	336	7.2
Bangkok	3,268	3,293	2,019	2,240	2,976	736	32.9
Melbourne	1,705	1,475	1,768	1,856	1,920	64	3.4
Hong Kong	5,720	4,865	3,840	2,288	1,888	-400	-17.5
Brisbane	1,557	1,959	1,550	1,248	976	-272	-21.8
Guangzhou	0	0	64	224	720	496	221.4
Citizenship							
India	24,292	28,171	27,267	28,608	29,968	1,360	4.8

Symbol: ... not applicable

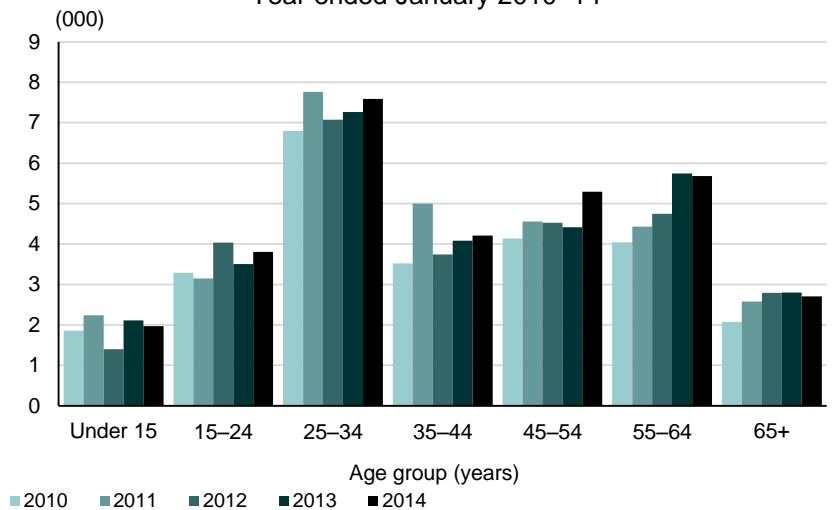
Source: Statistics New Zealand

Travel purpose of visitors from India Year ended January 2010–14



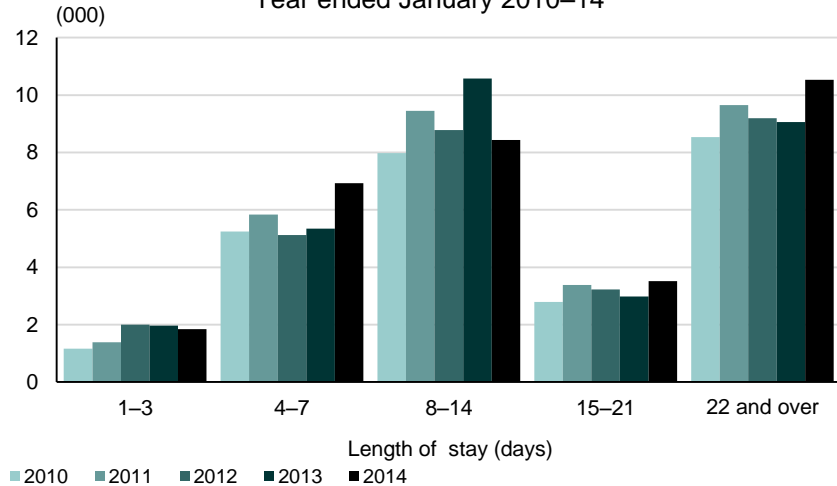
Source: Statistics New Zealand

Age of visitors from India Year ended January 2010–14



Source: Statistics New Zealand

Length of stay of visitors from India Year ended January 2010–14



Source: Statistics New Zealand

Table 37

Key characteristics of visitors from the United Kingdom

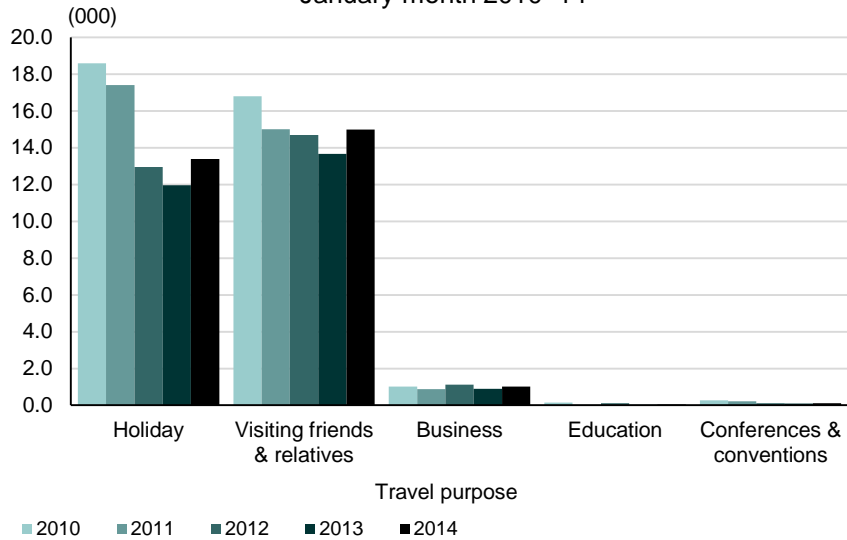
January month 2010–14

Key characteristic	January month					Change 2013–14	
	2010	2011	2012	2013	2014	Number	Percent
Total visitor arrivals	37,758	34,290	29,872	27,504	30,560	3,056	11.1
Travel purpose							
Holiday	18,589	17,400	12,944	11,968	13,392	1,424	11.9
Visiting friends & relatives	16,791	15,000	14,688	13,664	14,992	1,328	9.7
Business	1,015	870	1,120	896	1,024	128	14.3
Education	145	30	112	32	48	16	50.0
Conferences & conventions	261	210	112	96	112	16	16.7
Age group (years)							
Under 15	1,305	1,290	832	688	624	-64	-9.3
15–24	3,364	2,490	2,048	2,464	2,080	-384	-15.6
25–34	6,322	5,430	5,088	4,224	4,480	256	6.1
35–44	3,625	3,180	2,912	2,384	2,640	256	10.7
45–54	3,973	3,990	3,184	2,768	3,344	576	20.8
55–64	9,715	9,390	7,792	6,192	7,664	1,472	23.8
65+	9,454	8,520	8,016	8,784	9,728	944	10.7
Length of stay (days)							
1–3	1,305	930	1,232	784	976	192	24.5
4–7	2,610	2,550	2,848	2,304	2,624	320	13.9
8–14	5,075	6,000	5,248	4,640	5,360	720	15.5
15–21	9,483	7,950	5,936	5,392	6,064	672	12.5
22 and over	19,285	16,860	14,608	14,384	15,536	1,152	8.0
Median	22.0	21.4	21.3	22.5	21.8
New Zealand port							
Auckland airport	27,985	26,400	22,064	20,304	21,744	1,440	7.1
Christchurch airport	7,946	6,000	5,232	4,896	5,408	512	10.5
Wellington airport	957	1,170	1,248	1,312	1,920	608	46.3
Queenstown airport	522	360	480	432	736	304	70.4
Seaports	203	330	656	496	608	112	22.6
Closest port of flight							
Sydney	12,470	11,430	8,576	8,048	10,048	2,000	24.9
Melbourne	3,509	3,480	3,408	4,064	4,560	496	12.2
Hong Kong	4,669	4,020	3,584	3,216	3,456	240	7.5
Singapore	4,002	2,070	3,232	4,384	3,344	-1,040	-23.7
Brisbane	3,132	3,240	2,752	2,000	3,248	1,248	62.4
Los Angeles	5,046	4,830	2,832	992	1,296	304	30.6
Kuala Lumpur	1,218	990	1,376	1,072	1,232	160	14.9
Citizenship							
United Kingdom	32,828	30,090	25,472	24,096	26,592	2,496	10.4
New Zealand	2,639	2,730	2,880	2,160	2,448	288	13.3

Symbol: ... not applicable

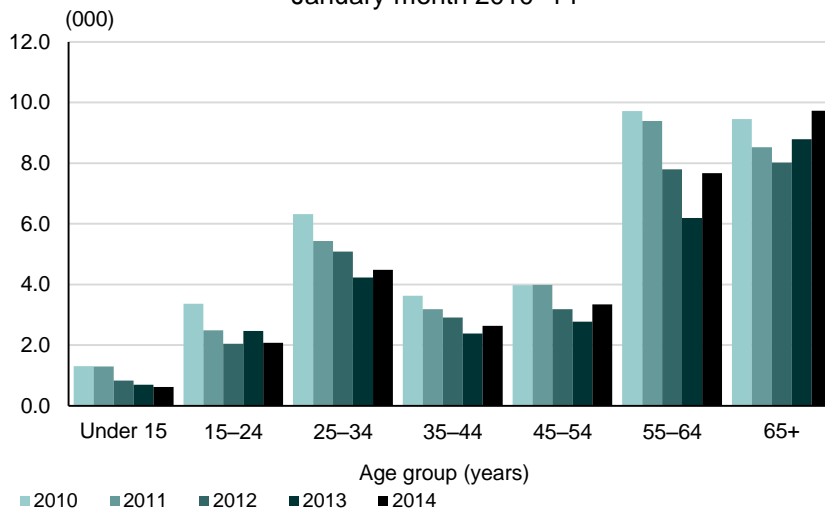
Source: Statistics New Zealand

Travel purpose of visitors from the United Kingdom January month 2010–14



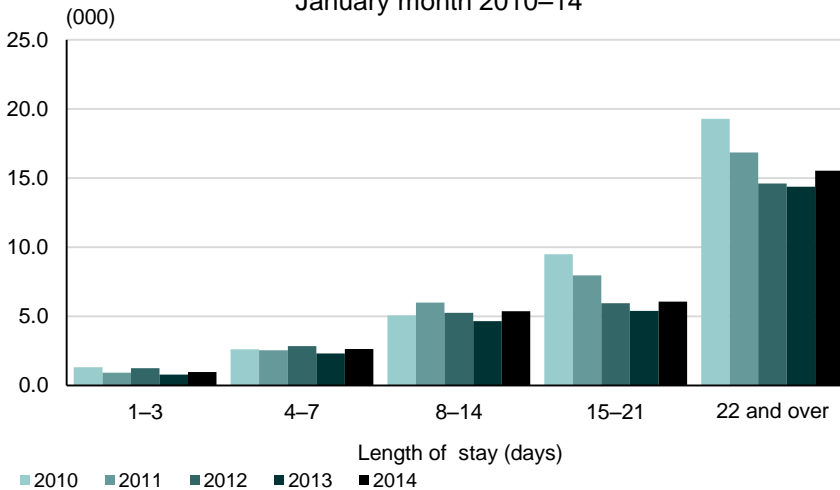
Source: Statistics New Zealand

Age of visitors from the United Kingdom January month 2010–14



Source: Statistics New Zealand

Length of stay of visitors from the United Kingdom January month 2010–14



Source: Statistics New Zealand

Table 38

Key characteristics of visitors from the United Kingdom

Year ended January 2010–14

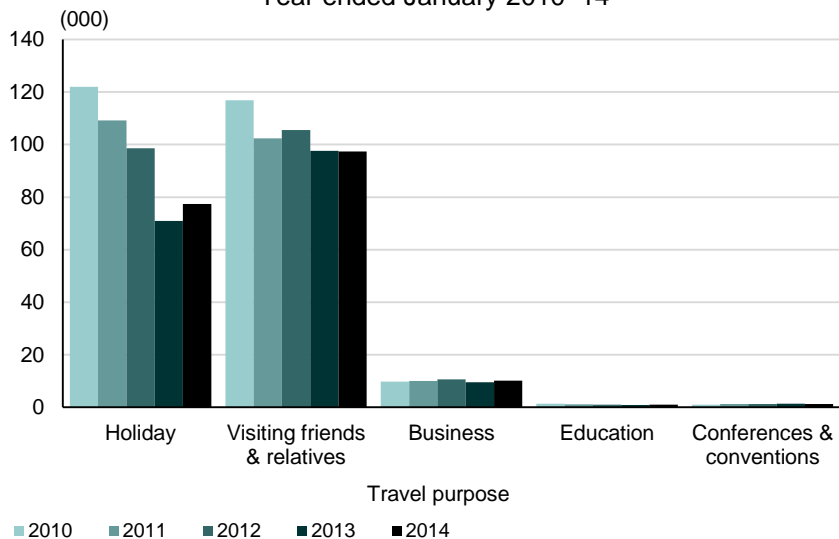
Key characteristic	Year ended January					Change 2013–14	
	2010	2011	2012	2013	2014	Number	Percent
Total visitor arrivals	258,228	230,846	225,898	187,280	194,688	7,408	4.0
Travel purpose							
Holiday	121,986	109,197	98,608	70,960	77,440	6,480	9.1
Visiting friends & relatives	116,865	102,391	105,560	97,664	97,376	-288	-0.3
Business	9,823	10,066	10,648	9,520	10,128	608	6.4
Education	1,442	1,205	973	960	1,040	80	8.3
Conferences & conventions	999	1,275	1,289	1,392	1,216	-176	-12.6
Age group (years)							
Under 15	13,346	12,776	12,085	10,736	10,368	-368	-3.4
15–24	35,254	28,864	26,279	20,336	22,224	1,888	9.3
25–34	52,845	48,807	47,458	38,944	36,704	-2,240	-5.8
35–44	33,998	27,448	28,602	21,776	22,800	1,024	4.7
45–54	29,340	27,287	27,926	23,024	23,616	592	2.6
55–64	52,890	47,390	44,341	35,552	38,608	3,056	8.6
65+	40,555	38,274	39,207	36,912	40,368	3,456	9.4
Length of stay (days)							
1–3	12,705	11,665	12,966	10,160	10,368	208	2.0
4–7	24,800	21,071	22,099	18,880	19,904	1,024	5.4
8–14	48,849	45,505	43,279	36,944	39,264	2,320	6.3
15–21	65,145	56,722	53,955	42,576	45,056	2,480	5.8
22 and over	106,729	95,883	93,599	78,720	80,096	1,376	1.7
Median	19.9	19.9	19.8	20.0	19.7
New Zealand port							
Auckland airport	192,617	174,387	171,409	141,872	144,944	3,072	2.2
Christchurch airport	52,795	43,214	38,196	31,648	32,256	608	1.9
Wellington airport	8,587	8,688	10,129	8,640	10,240	1,600	18.5
Queenstown airport	1,888	2,139	3,133	2,960	4,032	1,072	36.2
Seaports	1,974	1,776	2,338	1,760	2,672	912	51.8
Closest port of flight							
Sydney	79,369	71,007	66,216	56,224	57,760	1,536	2.7
Melbourne	25,672	24,895	28,072	24,704	28,336	3,632	14.7
Singapore	29,234	20,813	20,793	25,200	25,392	192	0.8
Brisbane	20,477	17,192	17,010	13,504	17,264	3,760	27.8
Hong Kong	37,760	30,189	28,742	23,424	17,216	-6,208	-26.5
Los Angeles	30,620	30,437	27,237	14,960	13,424	-1,536	-10.3
Kuala Lumpur	5,520	5,366	5,652	6,320	8,208	1,888	29.9
Guangzhou	0	0	304	2,224	3,664	1,440	64.7
Seoul	2,944	4,021	7,087	2,976	3,120	144	4.8
Shanghai	1,154	784	630	1,360	2,528	1,168	85.9
Citizenship							
United Kingdom	215,822	191,396	185,769	153,472	161,264	7,792	5.1
New Zealand	28,026	26,188	25,324	22,640	21,904	-736	-3.3
Australia	4,514	3,873	4,088	3,120	3,120	0	0.0
Ireland	2,333	2,527	2,592	2,144	2,608	464	21.6

Symbol: ... not applicable

Source: Statistics New Zealand

Travel purpose of visitors from the United Kingdom

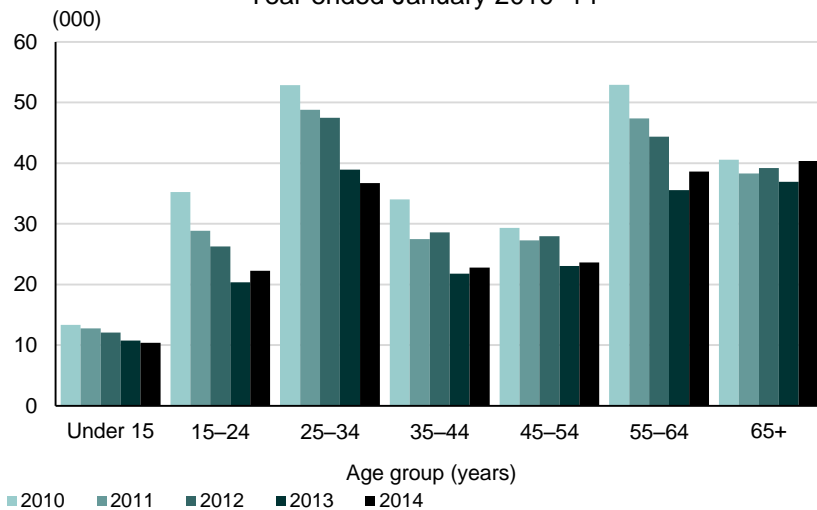
Year ended January 2010–14



Source: Statistics New Zealand

Age of visitors from the United Kingdom

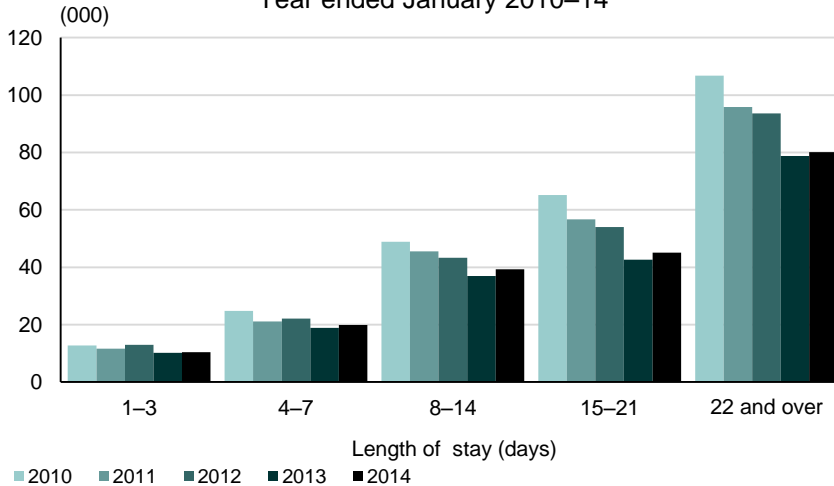
Year ended January 2010–14



Source: Statistics New Zealand

Length of stay of visitors from the United Kingdom

Year ended January 2010–14



Source: Statistics New Zealand

Table 39

Country of residence of visitors from the United Kingdom
January month 2010–14

	January month					Change 2013–14	
	2010	2011	2012	2013	2014	Number	Percent
Total visitor arrivals	37,758	34,290	29,872	27,504	30,560	3,056	11.1
England	31,842	29,430	25,088	23,200	25,568	2,368	10.2
Scotland	2,842	2,460	2,080	1,984	2,256	272	13.7
Wales	1,276	1,170	1,136	928	1,088	160	17.2
Not stated	986	510	960	768	960	192	25.0

Source: Statistics New Zealand

Table 40

Country of residence of visitors from the United Kingdom
Year ended January 2010–14

	Year ended January					Change 2013–14	
	2010	2011	2012	2013	2014	Number	Percent
Total visitor arrivals	258,228	230,846	225,898	187,280	194,688	7,408	4.0
England	216,868	196,350	189,577	157,968	162,560	4,592	2.9
Scotland	18,030	15,612	16,308	13,632	14,208	576	4.2
Wales	7,804	7,865	8,496	6,688	6,720	32	0.5
Northern Ireland	3,252	3,081	2,562	2,272	2,656	384	16.9
Channel Islands	1,263	1,134	1,510	1,008	1,072	64	6.3
Not stated	10,475	6,311	6,959	5,328	7,056	1,728	32.4

Source: Statistics New Zealand

Table 41

Key characteristics of visitors from Germany

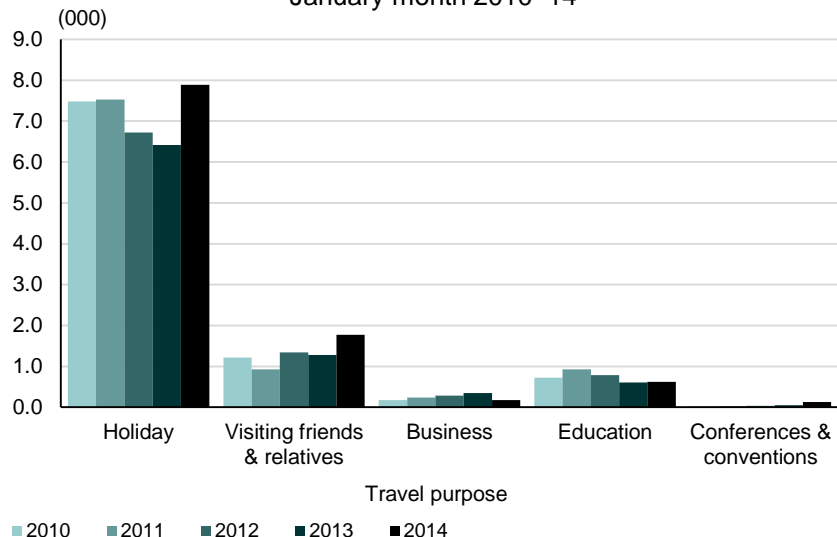
January month 2010–14

Key characteristic	January month					Change 2013–14	
	2010	2011	2012	2013	2014	Number	Percent
Total visitor arrivals	10,092	10,140	9,616	9,200	11,088	1,888	20.5
Travel purpose							
Holiday	7,482	7,530	6,720	6,416	7,888	1,472	22.9
Visiting friends & relatives	1,218	930	1,344	1,280	1,776	496	38.8
Business	174	240	288	352	176	-176	-50.0
Education	725	930	784	608	624	16	2.6
Conferences & conventions	29	30	32	48	128	80	166.7
Age group (years)							
Under 15	290	510	320	368	528	160	43.5
15–24	2,146	2,460	2,288	2,000	2,864	864	43.2
25–34	2,378	2,400	2,320	2,240	2,480	240	10.7
35–44	1,189	1,260	992	992	944	-48	-4.8
45–54	1,479	1,200	1,376	1,664	1,600	-64	-3.8
55–64	1,218	1,560	1,296	1,104	1,424	320	29.0
65+	1,392	750	1,024	832	1,248	416	50.0
Length of stay (days)							
1–3	290	240	272	416	192	-224	-53.8
4–7	609	390	640	720	368	-352	-48.9
8–14	1,073	1,080	1,040	1,008	992	-16	-1.6
15–21	1,682	1,830	1,648	1,424	1,632	208	14.6
22 and over	6,438	6,600	6,016	5,632	7,904	2,272	40.3
Median	26.5	28.3	27.8	25.2	30.5
New Zealand port							
Auckland airport	6,989	7,290	6,896	6,576	7,728	1,152	17.5
Christchurch airport	2,668	2,520	2,192	2,064	2,656	592	28.7
Closest port of flight							
Sydney	4,263	4,140	3,488	4,128	4,128	0	0.0
Melbourne	1,392	1,380	1,168	1,424	1,920	496	34.8
Singapore	957	930	1,232	736	1,344	608	82.6
Brisbane	580	1,320	704	944	1,216	272	28.8
Citizenship							
Germany	9,744	9,540	9,248	8,640	10,656	2,016	23.3

Symbol: ... not applicable

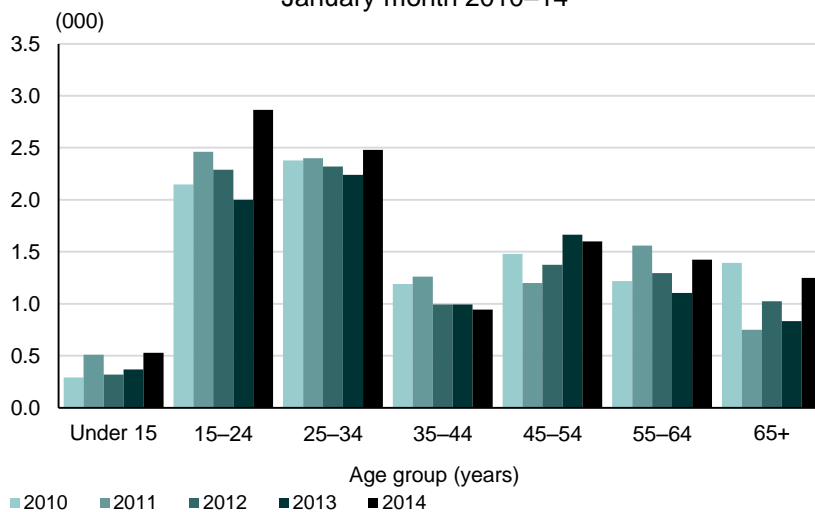
Source: Statistics New Zealand

Travel purpose of visitors from Germany January month 2010–14



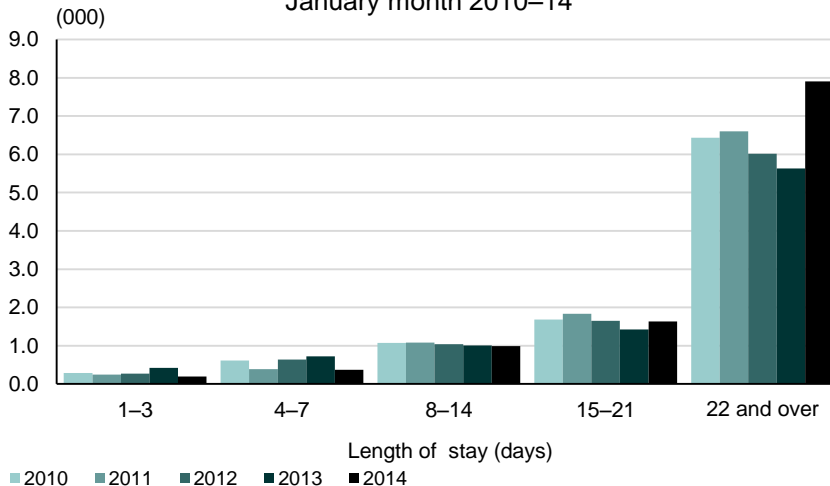
Source: Statistics New Zealand

Age of visitors from Germany January month 2010–14



Source: Statistics New Zealand

Length of stay of visitors from Germany January month 2010–14



Source: Statistics New Zealand

Table 42

Key characteristics of visitors from Germany

Year ended January 2010–14

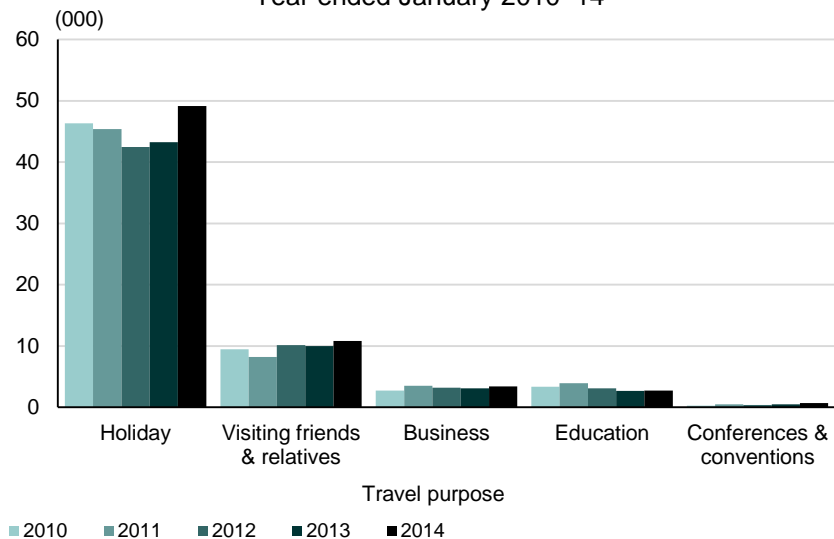
Key characteristic	Year ended January					Change 2013–14	
	2010	2011	2012	2013	2014	Number	Percent
Total visitor arrivals	65,528	64,696	63,195	63,360	71,696	8,336	13.2
Travel purpose							
Holiday	46,332	45,379	42,436	43,264	49,136	5,872	13.6
Visiting friends & relatives	9,456	8,230	10,125	9,984	10,832	848	8.5
Business	2,715	3,534	3,183	3,104	3,424	320	10.3
Education	3,344	3,964	3,108	2,672	2,752	80	3.0
Conferences & conventions	288	474	381	512	704	192	37.5
Age group (years)							
Under 15	1,606	2,440	2,065	2,016	2,416	400	19.8
15–24	15,547	15,305	16,778	16,656	20,384	3,728	22.4
25–34	16,323	15,350	16,320	16,048	17,984	1,936	12.1
35–44	8,601	8,413	7,261	7,344	7,792	448	6.1
45–54	9,753	9,332	9,376	10,784	10,096	-688	-6.4
55–64	7,168	8,047	6,704	6,224	7,920	1,696	27.2
65+	6,530	5,809	4,691	4,288	5,104	816	19.0
Length of stay (days)							
1–3	4,656	4,125	4,001	4,672	4,144	-528	-11.3
4–7	5,239	5,022	4,574	5,216	4,896	-320	-6.1
8–14	7,420	8,084	7,699	7,136	8,304	1,168	16.4
15–21	12,398	11,394	11,771	10,544	12,464	1,920	18.2
22 and over	35,815	36,071	35,150	35,792	41,888	6,096	17.0
Median	23.2	23.8	24.1	24.1	25.4
New Zealand port							
Auckland airport	49,843	47,666	47,865	47,200	52,544	5,344	11.3
Christchurch airport	12,645	13,772	12,210	12,688	15,088	2,400	18.9
Wellington airport	2,143	2,161	1,863	2,128	2,464	336	15.8
Seaports	630	716	521	720	800	80	11.1
Queenstown airport	217	274	631	544	736	192	35.3
Closest port of flight							
Sydney	22,934	24,659	21,317	23,408	23,776	368	1.6
Melbourne	6,691	7,315	7,768	8,304	11,328	3,024	36.4
Singapore	6,675	6,538	6,430	7,664	9,760	2,096	27.3
Brisbane	3,640	4,615	5,049	5,536	7,312	1,776	32.1
Hong Kong	6,245	4,581	4,635	3,920	3,984	64	1.6
Seoul	3,989	1,867	3,341	2,656	1,920	-736	-27.7
Kuala Lumpur	851	1,401	1,150	944	1,792	848	89.8
Nadi	1,644	1,890	1,647	1,760	1,648	-112	-6.4
Bangkok	946	1,172	1,630	1,328	1,392	64	4.8
Shanghai	518	313	565	528	1,216	688	130.3
Citizenship							
Germany	62,420	61,630	60,009	60,080	67,648	7,568	12.6
New Zealand	634	676	715	1,136	1,184	48	4.2

Symbol: ... not applicable

Source: Statistics New Zealand

Travel purpose of visitors from Germany

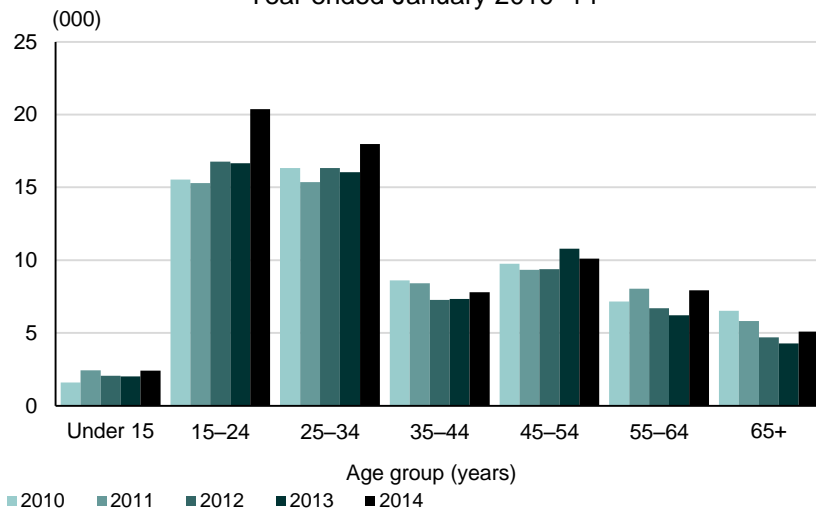
Year ended January 2010–14



Source: Statistics New Zealand

Age of visitors from Germany

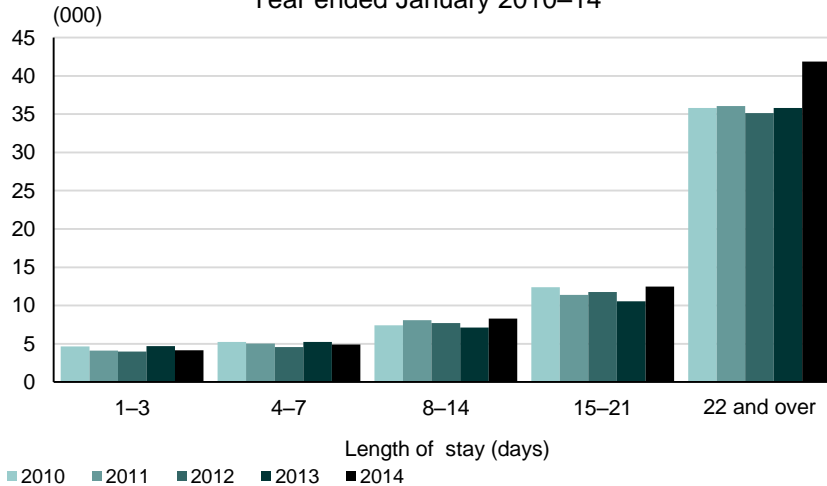
Year ended January 2010–14



Source: Statistics New Zealand

Length of stay of visitors from Germany

Year ended January 2010–14



Source: Statistics New Zealand

Table 43

Key characteristics of visitors from the United States of America

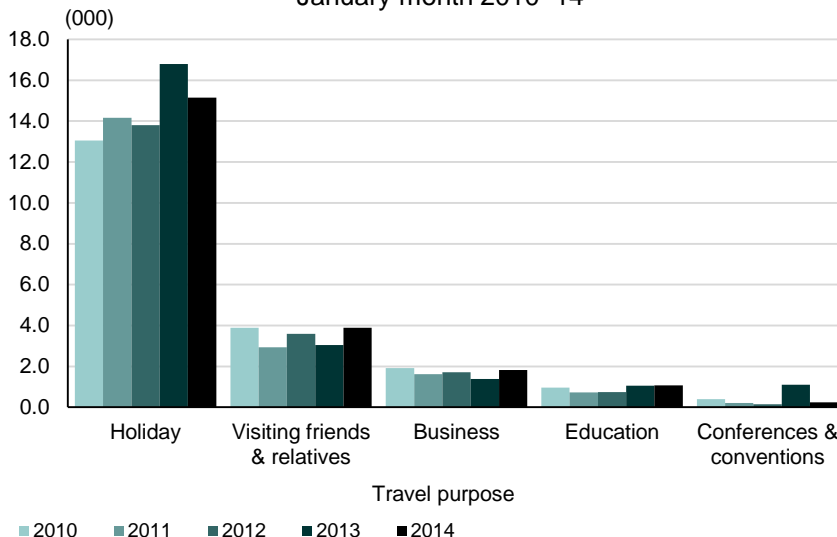
January month 2010–14

Key characteristic	January month					Change 2013–14	
	2010	2011	2012	2013	2014	Number	Percent
Total visitor arrivals	20,967	20,790	20,848	24,304	23,504	-800	-3.3
Travel purpose							
Holiday	13,050	14,160	13,808	16,800	15,152	-1,648	-9.8
Visiting friends & relatives	3,886	2,940	3,600	3,040	3,888	848	27.9
Business	1,914	1,620	1,712	1,392	1,824	432	31.0
Education	957	720	736	1,056	1,072	16	1.5
Conferences & conventions	406	210	144	1,104	240	-864	-78.3
Age group (years)							
Under 15	667	480	464	560	576	16	2.9
15–24	2,871	2,280	2,208	2,240	2,576	336	15.0
25–34	2,929	3,420	3,568	3,040	3,440	400	13.2
35–44	2,175	2,100	2,016	2,192	2,256	64	2.9
45–54	2,755	2,250	2,208	2,624	2,656	32	1.2
55–64	5,133	4,740	4,784	5,632	5,072	-560	-9.9
65+	4,437	5,520	5,600	8,016	6,928	-1,088	-13.6
Length of stay (days)							
1–3	1,740	1,650	1,776	1,440	2,272	832	57.8
4–7	5,423	6,450	5,632	8,112	5,680	-2,432	-30.0
8–14	5,771	5,820	6,544	8,160	8,016	-144	-1.8
15–21	3,103	2,640	3,168	2,912	3,152	240	8.2
22 and over	4,930	4,230	3,728	3,680	4,384	704	19.1
Median	11.0	10.1	10.0	9.2	10.0
New Zealand port							
Auckland airport	15,660	15,300	16,048	17,024	17,536	512	3.0
Seaports	1,682	1,590	2,016	3,744	2,368	-1,376	-36.8
Christchurch airport	2,639	2,550	1,616	1,888	1,904	16	0.8
Queenstown airport	290	780	752	832	1,056	224	26.9
Wellington airport	667	540	352	736	576	-160	-21.7
Closest port of flight							
Los Angeles	7,946	6,990	6,912	5,712	6,096	384	6.7
Sydney	4,640	5,070	3,808	4,992	4,656	-336	-6.7
San Francisco	2,233	2,310	2,912	3,632	2,944	-688	-18.9
Honolulu	290	240	224	320	1,664	1,344	420.0
Melbourne	986	1,710	944	1,600	1,488	-112	-7.0
Nadi	1,102	1,110	1,136	1,424	1,456	32	2.2
Brisbane	551	450	912	944	992	48	5.1
Papeete	435	300	544	544	608	64	11.8
Citizenship							
United States of America	18,995	19,050	19,200	22,320	21,392	-928	-4.2
New Zealand	870	660	832	768	864	96	12.5

Symbol: ... not applicable

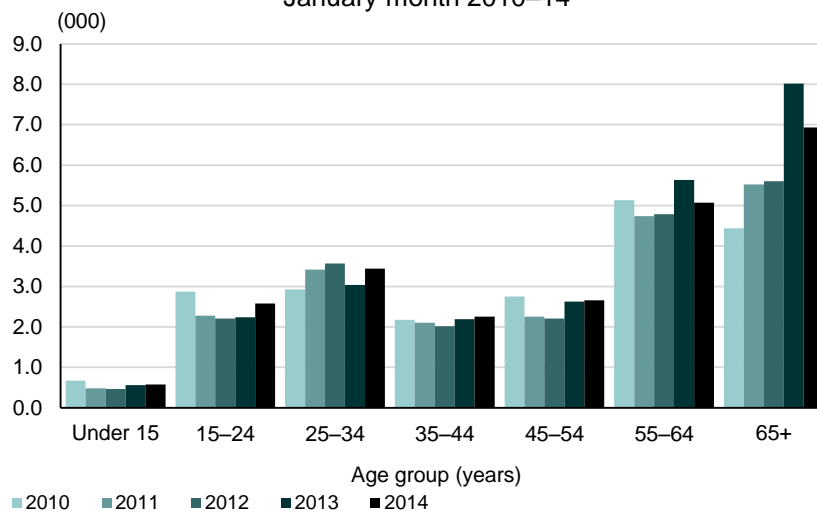
Source: Statistics New Zealand

Travel purpose of visitors from the United States January month 2010–14



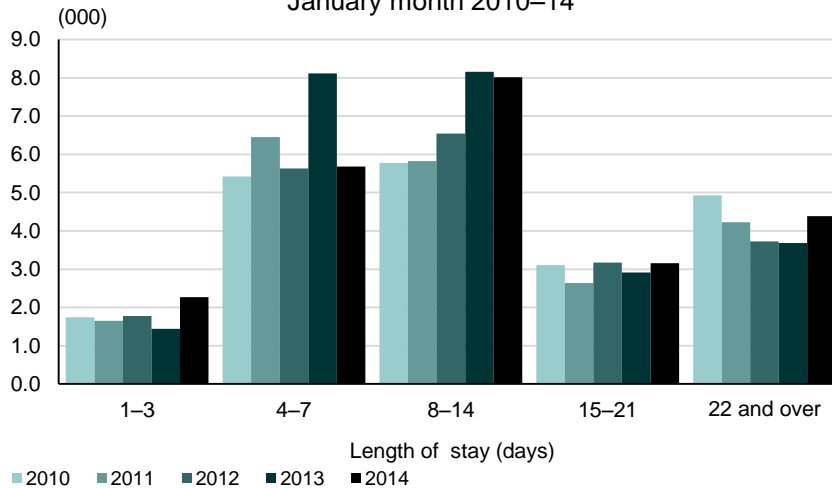
Source: Statistics New Zealand

Age of visitors from the United States January month 2010–14



Source: Statistics New Zealand

Length of stay of visitors from the United States January month 2010–14



Source: Statistics New Zealand

Table 44

Key characteristics of visitors from the United States of America

Year ended January 2010–14

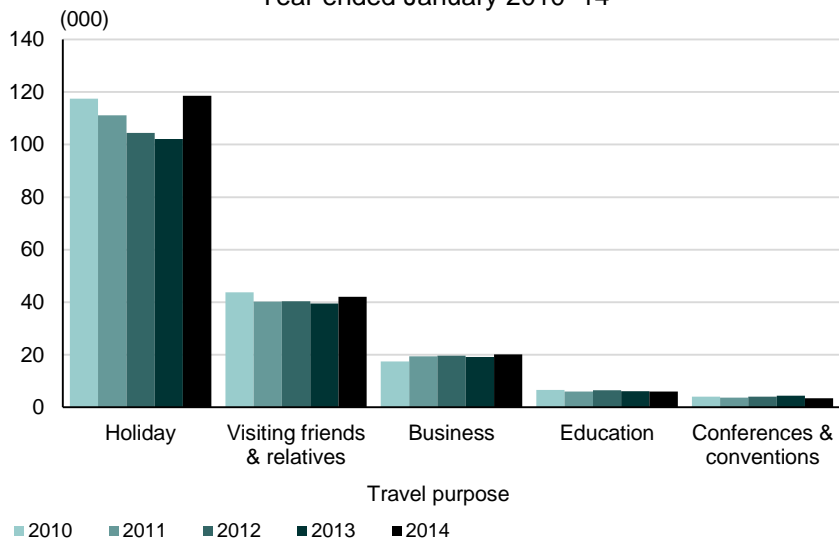
Key characteristic	Year ended January					Change 2013–14	
	2010	2011	2012	2013	2014	Number	Percent
Total visitor arrivals	197,843	189,532	184,772	181,136	200,624	19,488	10.8
Travel purpose							
Holiday	117,497	111,167	104,439	102,080	118,576	16,496	16.2
Visiting friends & relatives	43,790	40,229	40,366	39,520	42,080	2,560	6.5
Business	17,506	19,384	19,681	19,216	20,192	976	5.1
Education	6,675	6,029	6,519	6,144	6,016	-128	-2.1
Conferences & conventions	4,050	3,702	4,025	4,416	3,472	-944	-21.4
Age group (years)							
Under 15	10,181	9,359	9,218	8,464	9,104	640	7.6
15–24	28,153	25,121	24,122	22,960	25,136	2,176	9.5
25–34	32,677	31,160	32,291	29,808	32,656	2,848	9.6
35–44	25,273	24,812	23,770	21,680	24,880	3,200	14.8
45–54	31,393	30,160	28,335	27,888	28,688	800	2.9
55–64	38,359	36,386	36,548	35,040	39,008	3,968	11.3
65+	31,807	32,534	30,488	35,296	41,152	5,856	16.6
Length of stay (days)							
1–3	23,749	22,451	22,891	21,424	23,056	1,632	7.6
4–7	50,214	50,505	45,554	47,216	52,832	5,616	11.9
8–14	63,502	61,732	60,975	61,376	68,944	7,568	12.3
15–21	27,813	25,230	26,049	23,632	26,192	2,560	10.8
22 and over	32,565	29,614	29,303	27,488	29,600	2,112	7.7
Median	9.8	9.5	9.9	9.5	9.6
New Zealand port							
Auckland airport	153,398	148,729	150,457	143,072	156,560	13,488	9.4
Christchurch airport	29,050	25,654	17,616	17,296	16,624	-672	-3.9
Seaports	9,382	7,422	6,949	8,576	12,544	3,968	46.3
Queenstown airport	2,044	3,368	4,247	6,640	7,904	1,264	19.0
Wellington airport	3,702	4,174	4,996	5,312	6,640	1,328	25.0
Closest port of flight							
Los Angeles	81,091	75,936	69,779	55,680	52,704	-2,976	-5.3
Sydney	44,540	45,021	40,344	42,960	47,744	4,784	11.1
San Francisco	20,735	20,567	24,180	26,576	28,992	2,416	9.1
Honolulu	3,847	3,283	3,886	3,600	13,920	10,320	286.7
Melbourne	9,638	10,254	10,309	10,720	11,120	400	3.7
Brisbane	7,659	7,418	8,545	8,544	10,112	1,568	18.4
Nadi	7,628	6,821	6,479	9,648	8,336	-1,312	-13.6
Papeete	1,504	1,697	2,292	2,944	2,672	-272	-9.2
Rarotonga	1,311	1,301	882	864	1,312	448	51.9
Cairns	1,019	899	1,426	1,488	1,184	-304	-20.4
Citizenship							
United States of America	175,072	167,359	161,766	160,320	178,640	18,320	11.4
New Zealand	11,511	11,393	11,166	10,432	10,768	336	3.2
Australia	1,759	2,261	2,063	1,936	2,080	144	7.4
United Kingdom	2,327	1,754	2,149	1,664	1,808	144	8.7

Symbol: ... not applicable

Source: Statistics New Zealand

Travel purpose of visitors from the United States

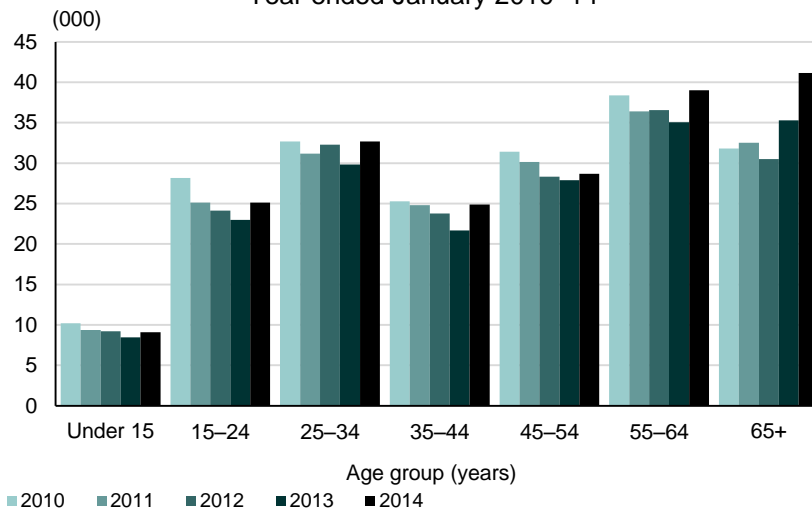
Year ended January 2010–14



Source: Statistics New Zealand

Age of visitors from the United States

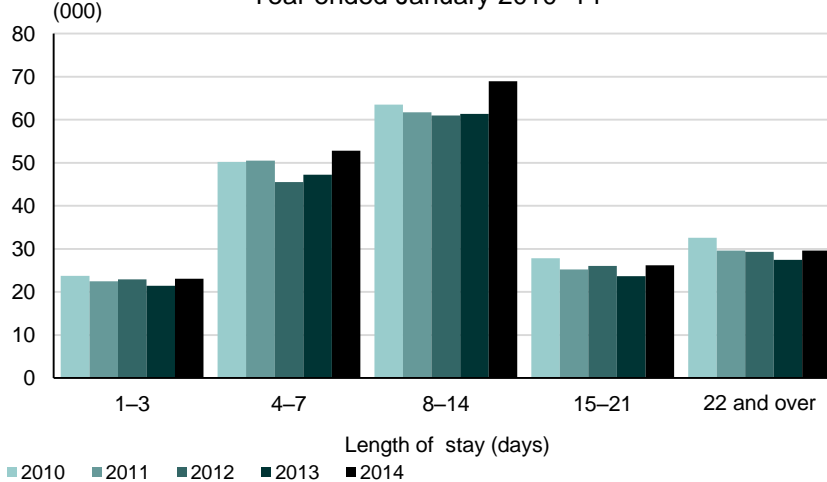
Year ended January 2010–14



Source: Statistics New Zealand

Length of stay of visitors from the United States

Year ended January 2010–14



Source: Statistics New Zealand

Table 45

State of residence of visitors from the United States of America
January month 2010–14

	January month					Change 2013–14	
	2010	2011	2012	2013	2014	Number	Percent
Total visitor arrivals	20,967	20,790	20,848	24,304	23,504	-800	-3.3
California	4,321	4,140	4,352	5,296	4,304	-992	-18.7
Florida	1,073	1,230	1,248	1,456	1,520	64	4.4
New York	1,247	1,680	1,376	1,600	1,456	-144	-9.0
Texas	928	960	960	1,280	1,296	16	1.3
Washington	957	750	1,024	736	1,088	352	47.8
Colorado	667	510	688	928	864	-64	-6.9
Massachusetts	667	690	768	496	832	336	67.7
Illinois	667	840	720	1,024	784	-240	-23.4
Virginia	638	390	592	656	736	80	12.2
Hawaii	493	240	304	448	704	256	57.1
Arizona	493	570	304	528	592	64	12.1
Maryland	348	450	320	608	544	-64	-10.5
Oregon	580	480	512	448	528	80	17.9
Georgia	203	330	400	320	512	192	60.0
New Jersey	551	420	496	624	512	-112	-17.9
Pennsylvania	551	540	592	752	512	-240	-31.9
Not stated	696	390	496	368	528	160	43.5

Source: Statistics New Zealand

Table 46

State of residence of visitors from the United States of America
Year ended January 2010–14

	Year ended January					Change 2013–14	
	2010	2011	2012	2013	2014	Number	Percent
Total visitor arrivals	197,843	189,532	184,772	181,136	200,624	19,488	10.8
California	48,054	44,708	43,374	42,608	46,384	3,776	8.9
New York	10,503	12,100	11,703	11,008	12,512	1,504	13.7
Texas	9,623	10,298	10,952	9,952	10,560	608	6.1
Florida	8,593	8,493	8,241	8,528	9,840	1,312	15.4
Washington	9,080	7,867	7,515	7,088	7,792	704	9.9
Hawaii	5,248	3,837	4,269	4,304	7,664	3,360	78.1
Illinois	6,549	6,241	6,233	6,384	7,232	848	13.3
Colorado	7,761	6,529	6,882	7,472	7,216	-256	-3.4
Massachusetts	4,798	4,593	5,090	4,272	5,776	1,504	35.2
Virginia	5,076	4,735	4,715	5,088	5,360	272	5.3
Pennsylvania	4,803	4,988	4,318	4,720	4,896	176	3.7
Arizona	5,174	4,497	3,947	3,712	4,656	944	25.4
New Jersey	4,149	4,085	4,541	4,160	4,368	208	5.0
Minnesota	3,440	3,961	3,536	3,264	3,872	608	18.6
Oregon	4,388	4,208	4,001	3,760	3,872	112	3.0
Georgia	3,567	3,544	3,519	3,360	3,584	224	6.7
Utah	3,720	3,344	2,901	3,200	3,568	368	11.5
North Carolina	3,245	3,106	3,382	3,328	3,520	192	5.8
Michigan	3,357	3,243	3,681	3,584	3,504	-80	-2.2
Ohio	2,752	3,829	2,868	3,216	3,360	144	4.5
Maryland	3,481	3,252	2,893	3,872	3,008	-864	-22.3
Wisconsin	3,342	3,157	2,633	2,528	2,896	368	14.6
Connecticut	1,565	2,597	2,142	2,240	2,464	224	10.0
Missouri	1,961	2,070	1,823	1,664	2,304	640	38.5
Nevada	2,311	2,227	2,270	1,904	2,080	176	9.2
Indiana	2,103	1,743	1,744	1,808	1,792	-16	-0.9
Tennessee	2,194	1,567	1,860	1,808	1,760	-48	-2.7
Alaska	1,260	1,423	1,103	1,008	1,712	704	69.8
Washington D.C.	820	1,178	1,432	1,328	1,552	224	16.9
South Carolina	1,442	1,168	1,144	1,520	1,392	-128	-8.4
Alabama	934	849	698	896	1,248	352	39.3
Louisiana	1,719	1,532	1,438	1,280	1,216	-64	-5.0
Iowa	1,695	1,257	1,600	1,248	1,200	-48	-3.8
Kansas	1,068	1,170	1,107	992	1,168	176	17.7
New Mexico	1,345	1,294	1,111	928	1,168	240	25.9
Idaho	990	1,353	708	800	976	176	22.0
Montana	843	896	984	1,104	976	-128	-11.6
Oklahoma	1,118	778	908	784	944	160	20.4
Kentucky	1,206	935	810	800	912	112	14.0
Maine	851	956	715	832	800	-32	-3.8
New Hampshire	943	1,042	750	1,040	784	-256	-24.6
Arkansas	636	422	478	688	560	-128	-18.6
Delaware	261	521	227	416	544	128	30.8
Rhode Island	490	697	634	528	512	-16	-3.0
Vermont	646	775	644	496	512	16	3.2
Wyoming	778	528	658	624	496	-128	-20.5
Nebraska	388	395	616	672	464	-208	-31.0
Not stated	6,064	4,444	4,722	3,264	4,320	1,056	32.4

Source: Statistics New Zealand

Table 47

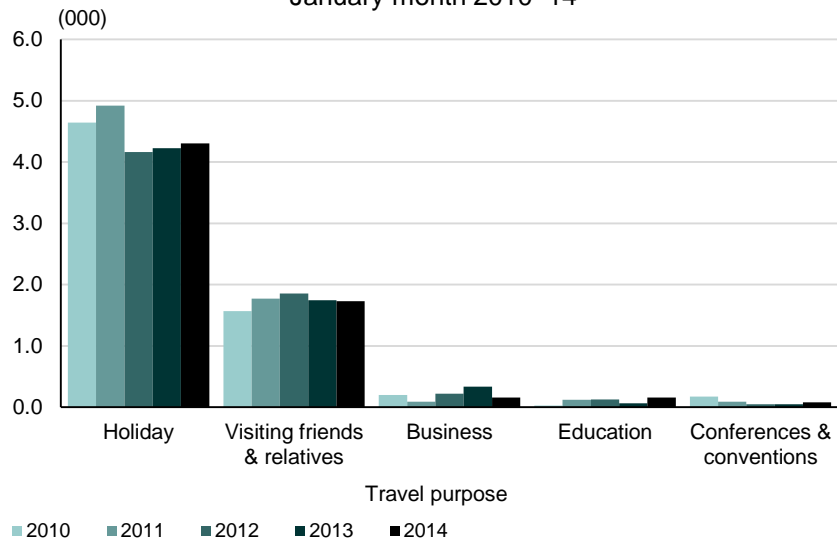
Key characteristics of visitors from Canada
January month 2010–14

Key characteristic	January month					Change 2013–14	
	2010	2011	2012	2013	2014	Number	Percent
Total visitor arrivals	6,989	7,290	6,768	6,672	6,688	16	0.2
Travel purpose							
Holiday	4,640	4,920	4,160	4,224	4,304	80	1.9
Visiting friends & relatives	1,566	1,770	1,856	1,744	1,728	-16	-0.9
Business	203	90	224	336	160	-176	-52.4
Education	29	120	128	64	160	96	150.0
Conferences & conventions	174	90	48	48	80	32	66.7
Age group (years)							
Under 15	232	390	256	336	128	-208	-61.9
15–24	1,073	990	736	560	656	96	17.1
25–34	1,044	1,110	928	912	1,008	96	10.5
35–44	580	420	688	464	400	-64	-13.8
45–54	696	1,050	816	704	928	224	31.8
55–64	1,914	1,440	1,616	1,968	1,664	-304	-15.4
65+	1,450	1,890	1,728	1,728	1,904	176	10.2
Length of stay (days)							
1–3	551	300	512	512	464	-48	-9.4
4–7	841	930	944	1,312	800	-512	-39.0
8–14	1,334	1,830	1,504	1,568	1,808	240	15.3
15–21	1,334	1,110	1,232	976	848	-128	-13.1
22 and over	2,929	3,120	2,576	2,304	2,768	464	20.1
Median	19.8	18.6	16.9	14.4	16.8
New Zealand port							
Auckland airport	5,539	6,120	5,568	5,536	5,568	32	0.6
Seaports	232	240	432	480	528	48	10.0
Closest port of flight							
Vancouver	1,885	1,680	1,648	1,808	1,872	64	3.5
Sydney	1,392	1,260	976	1,440	1,120	-320	-22.2
Los Angeles	1,479	1,500	1,120	624	864	240	38.5
Citizenship							
Canada	6,467	6,450	6,288	6,096	6,160	64	1.0

Symbol: ... not applicable

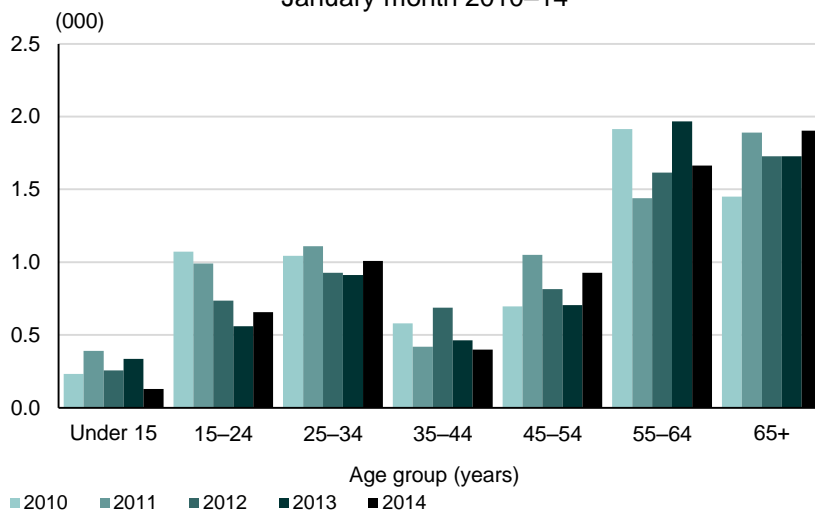
Source: Statistics New Zealand

Travel purpose of visitors from Canada January month 2010–14



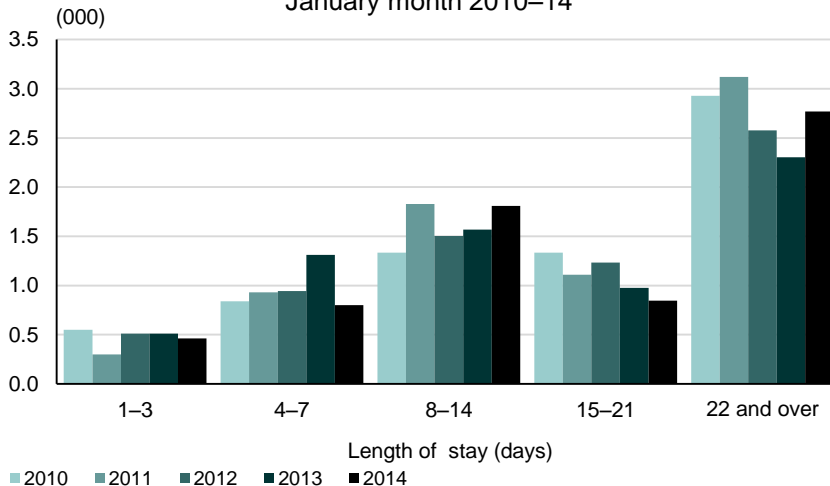
Source: Statistics New Zealand

Age of visitors from Canada January month 2010–14



Source: Statistics New Zealand

Length of stay of visitors from Canada January month 2010–14



Source: Statistics New Zealand

Table 48

Key characteristics of visitors from Canada

Year ended January 2010–14

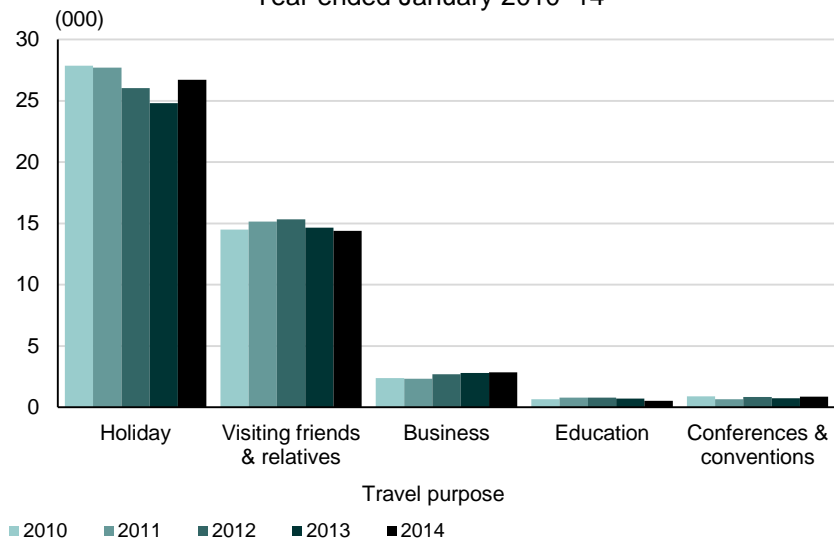
Key characteristic	Year ended January					Change 2013–14	
	2010	2011	2012	2013	2014	Number	Percent
Total visitor arrivals	48,953	49,243	48,632	46,352	48,208	1,856	4.0
Travel purpose							
Holiday	27,871	27,700	26,031	24,800	26,720	1,920	7.7
Visiting friends & relatives	14,495	15,148	15,326	14,656	14,400	-256	-1.7
Business	2,379	2,347	2,696	2,816	2,848	32	1.1
Education	670	807	802	720	544	-176	-24.4
Conferences & conventions	890	654	846	736	864	128	17.4
Age group (years)							
Under 15	2,373	2,916	2,559	2,512	2,080	-432	-17.2
15–24	7,383	7,730	6,838	6,352	6,336	-16	-0.3
25–34	9,042	8,798	9,136	7,728	8,304	576	7.5
35–44	4,537	4,587	5,486	4,880	4,608	-272	-5.6
45–54	7,230	6,619	6,828	6,960	6,464	-496	-7.1
55–64	10,956	10,317	9,536	9,888	10,224	336	3.4
65+	7,432	8,276	8,249	8,032	10,192	2,160	26.9
Length of stay (days)							
1–3	5,855	4,406	4,887	4,976	4,736	-240	-4.8
4–7	7,184	8,467	7,181	8,000	8,864	864	10.8
8–14	12,216	12,355	11,983	12,352	12,528	176	1.4
15–21	9,075	8,985	8,725	8,288	8,352	64	0.8
22 and over	14,623	15,030	15,856	12,736	13,728	992	7.8
Median	14.2	14.3	14.7	13.6	13.6
New Zealand port							
Auckland airport	40,303	40,662	40,776	39,408	40,416	1,008	2.6
Christchurch airport	6,141	5,816	4,654	3,344	3,024	-320	-9.6
Seaports	1,500	1,316	1,333	1,648	2,464	816	49.5
Queenstown airport	197	557	457	608	1,120	512	84.2
Wellington airport	762	800	1,308	1,248	1,120	-128	-10.3
Closest port of flight							
Vancouver	12,414	12,442	12,601	13,456	14,880	1,424	10.6
Sydney	9,917	9,392	8,661	8,432	8,880	448	5.3
Los Angeles	9,588	9,677	8,462	6,416	5,216	-1,200	-18.7
Melbourne	3,169	3,088	2,930	3,104	3,312	208	6.7
Nadi	2,003	2,824	2,974	2,912	2,448	-464	-15.9
Brisbane	3,227	2,539	2,570	2,448	2,288	-160	-6.5
San Francisco	2,215	2,742	3,169	2,832	2,224	-608	-21.5
Honolulu	628	610	577	640	1,104	464	72.5
Hong Kong	735	704	848	656	784	128	19.5
Cairns	385	425	527	512	576	64	12.5
Citizenship							
Canada	43,621	43,653	42,374	40,960	42,272	1,312	3.2
New Zealand	2,318	2,675	2,936	2,560	2,608	48	1.9
Australia	840	768	1,134	752	784	32	4.3
United Kingdom	837	528	565	576	592	16	2.8

Symbol: ... not applicable

Source: Statistics New Zealand

Travel purpose of visitors from Canada

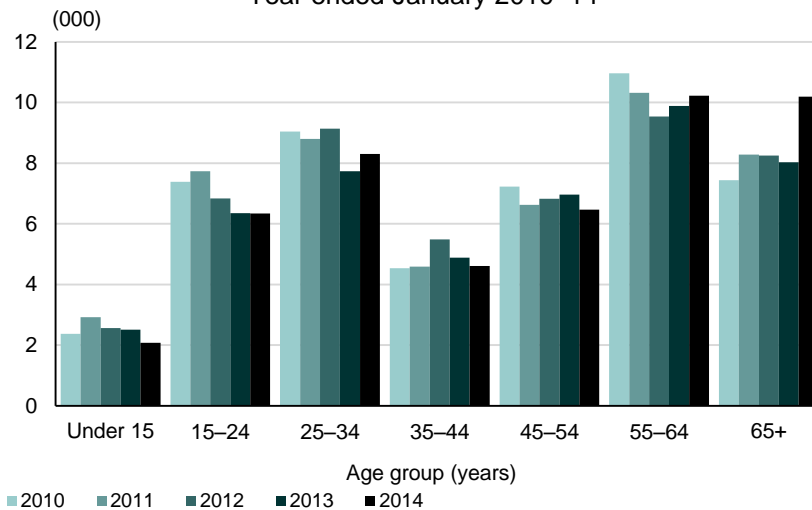
Year ended January 2010–14



Source: Statistics New Zealand

Age of visitors from Canada

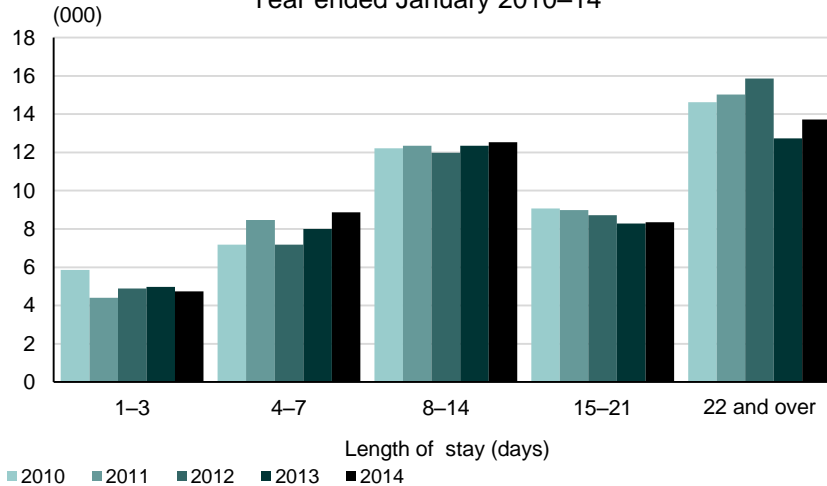
Year ended January 2010–14



Source: Statistics New Zealand

Length of stay of visitors from Canada

Year ended January 2010–14



Source: Statistics New Zealand

Table 49

Province of residence of visitors from Canada
January month 2010–14

	January month					Change 2013–14	
	2010	2011	2012	2013	2014	Number	Percent
Total visitor arrivals	6,989	7,290	6,768	6,672	6,688	16	0.2
Ontario	2,117	2,070	2,608	2,208	2,448	240	10.9
British Columbia	2,001	2,190	2,016	1,872	1,776	-96	-5.1
Alberta	1,247	1,260	944	1,312	1,200	-112	-8.5
Quebec	638	420	560	640	592	-48	-7.5
Not stated	174	180	80	112	112	0	0.0

Source: Statistics New Zealand

Table 50

Province of residence of visitors from Canada

Year ended January 2010–14

	Year ended January					Change 2013–14	
	2010	2011	2012	2013	2014	Number	Percent
Total visitor arrivals	48,953	49,243	48,632	46,352	48,208	1,856	4.0
Ontario	15,990	16,046	16,258	15,168	16,640	1,472	9.7
British Columbia	14,893	14,759	14,818	13,792	14,192	400	2.9
Alberta	8,443	8,515	7,773	8,400	8,288	-112	-1.3
Quebec	3,987	3,320	3,853	3,824	4,096	272	7.1
Saskatchewan	1,507	1,455	1,293	1,248	1,264	16	1.3
Manitoba	1,190	1,339	1,304	1,024	1,104	80	7.8
Nova Scotia	730	985	1,071	800	704	-96	-12.0
Not stated	1,484	1,475	1,170	928	976	48	5.2

Source: Statistics New Zealand