

	A	B	C	D	E	F	G	H	I	J	K
1	NEW ZEALAND Profile										
2	Arrivals to the U.S.										
3											
4	TRENDS IN ARRIVALS (in thousands)										
5	Year		2009	2010	2011	2012	2013	2014	2015 ¹	2016	Change 2016 / 2009
6	Arrivals		131	175	189	186	209	263	296	292	161
7		% Change	-10	33	8	-2	13	26	12	-1	123
8											
9	TRENDS IN RECEIPTS (in millions)										
10	Year		2009	2010	2011	2012	2013	2014	2015	2016 ^P	Change 2016 / 2009
11	Total Travel & Tourism Exports ²		\$511	\$615	\$708	\$851	\$940	\$1,151	\$1,294	n/a	n/a
12	Travel Receipts (at U.S. destinations)		\$511	\$615	\$708	\$851	\$850	\$1,083	\$1,260	n/a	n/a
13	Education Receipts		\$29	\$31	\$35	\$37	\$44	\$47	\$55	n/a	n/a
14	Other Business/Personal Receipts		\$457	\$552	\$640	\$781	\$779	\$1,007	\$1,176	n/a	n/a
15	Health/Border/Seasonal		\$25	\$32	\$33	\$33	\$27	\$29	\$29	n/a	n/a
16	Passenger Fare Receipts (on U.S. carriers)		\$0	\$0	\$0	\$0	\$90	\$68	\$34	n/a	n/a
17		% Change in Total Receipts	-13	20	15	20	10	22	12	n/a	n/a
18											
19	SELECTED TRAVELER CHARACTERISTICS (by percentage point change)										
20	Information Sources Used to Plan Trip (multiple response)		2015 (Percent)	2016 (Percent)	% Point Change ³ (Points)						
21		Airlines	44	47	2.9						
22		Travel Agency Office	50	44	-6.2						
23		Online Travel Agency	35	40	5.5						
24		Personal Recommendation	33	32	-1.0						
25		Travel Guides	11	12	1.9						
26		Corporate Travel Dept.	7	8	1.2						
27		Tour Operator/Travel Club	4	6	1.4						
28		National/State/City Travel Office	4	4	0.1						
29		Other	4	5	0.9						
30											
31	Main Purpose of Trip		2015 (Percent)	2016 (Percent)	% Point Change ³ (Points)						
32		Vacation/Holiday	63	64	1.5						
33		Visit Friends/Relatives	21	21	-0.7						
34		Convention/Conference/Trade Show	8	8	0.1						
35		Business	5	5	-0.2						
36		Religion/Pilgrimages	0.3	2	1.2						
37		Education	2	1	-1.8						
38		Health Treatment	0.0	0.0	0.0						
39		Other	0.4	0.3	-0.1						
40											
41	Purpose of Trip (multiple response)		2015 (Percent)	2016 (Percent)	% Point Change ³ (Points)						
42		Vacation/Holiday	82	80	-1.7						
43		Visit Friends/Relatives	39	39	0.0						
44		Convention/Conference/Trade Show	9	10	1.0						
45		Business	6	8	1.8						
46		Education	6	3	-2.8						
47		Religion/Pilgrimages	1	1	0.8						
48		Health Treatment	0.2	0.3	0.1						
49		Other	1	0.0	-0.8						
50											
51	Net Purposes of Trip:										
52		Leisure & VFR	91	91	-0.4						
53		Business & Convention	14	16	1.5						
54											

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55	Transportation Types Used in U.S.: (multiple response)		2015 (Percent)	2016 (Percent)	% Point Change ³ (Points)						
56	Air Travel between U.S. Cities		57	56	-1.5						
57	Taxicab/Limousine		45	45	-0.4						
58	Auto, Private or Company		42	37	1.3						
59	Bus between Cities		20	18	17.5						
60	Rented Auto		33	36	2.5						
61	City Subway/Tram/Bus		43	43	0.1						
62	Ride-Sharing Service		-	16	-						
63	Ferry/River Taxi/Short Scenic Cruise		18	13	-5.4						
64	Railroad between Cities		12	13	0.2						
65	Cruise Ship/River Boat 1+ Nights		7	5	-1.8						
66	Rented Bicycle/Motorcycle/Moped		4	4	0.4						
67	Motor Home/Camper		3	1	-1.6						
68	Activity Participation While Within U.S. (multiple response)		2015 (Percent)	2016 (Percent)	% Point Change ³ (Points)						
69	Shopping		92	94	2.1						
70	Sightseeing		91	90	-1.3						
71	National Parks/Monuments		55	51	-4.0						
72	Historical Locations		48	43	-4.8						
73	Guided Tours		51	43	-7.8						
74	Small Towns/Countryside		51	43	-8.7						
75	Art Gallery/Museum		39	39	-0.3						
76	Amusement/Theme Parks		35	36	0.8						
77	Experience Fine Dining		36	34	-2.5						
78	Cultural / Ethnic Heritage Sites		25	23	-2.1						
79	Concert/Play/Musical		25	22	-2.7						
80	Sporting Event		22	17	-5.3						
81	Casinos/Gamble		14	12	-2.3						
82	Water Sports		16	12	-3.9						
83	Camping/Hiking		9	10	1.4						
84	Nightclubbing/Dancing		14	10	-4.1						
85	Environ./Eco. Excursions		6	5	-1.7						
86	American Indian Communities		7	3	-4.3						
87	Hunting/Fishing		3	2	-1.2						
88	Golfing/Tennis		2	1	-0.9						
89	Snow Sports		3	1	-1.8						
90	Other		2	1	-0.7						
91											
92	SELECTED TRAVELER CHARACTERISTICS		2015 (Percent)	2016 (Percent)	Change						
93	Advance Trip Decision Time (mean days)		166	155	-11.1						
94	Advance Trip Decision Time (median days)		120	120	0.0						
95	Prepaid Package		8	7	-0.7						
96	First International Trip to the U.S.		29	18	-11.2						
97	Length of Stay in U.S. (mean nights)		21.1	16.2	-4.9						
98	Length of Stay in U.S. (median nights)		14	12	-2.0						
99	Number of States Visited (% 1 state)		51	58	6.6						
100	Average Number of States Visited		2.0	1.8	-0.2						
101	Hotel/Motel (% 1+ nights)		84	88	4.3						
102	Average # of Nights in Hotel/Motel		11.3	10.5	-0.8						
103	Travel Party Size (mean # of persons)		1.8	1.9	0.1						
104	Gender: % Male (among adults)		48	47	-0.8						
105	Household Income (mean average)		\$ 95,658	\$ 95,875	\$217						
106	Household Income (median average)		\$ 81,194	\$ 85,438	\$4,244						
107	Average Age: Female (among adults)		43	43	0.4						
108	Average Age: Male (among adults)		48	48	0.1						
109											

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110	VISITATION TO U.S. DESTINATIONS⁴ (multiple response)		Market Share 2015 (Percent)	Volume 2015 (000s)	Market Share 2016 (Percent)	Volume 2016¹ (000s)					
111	No destinations meet the minimum sample requirement.										
112											
113	Notes:										
114	(1) 2015 arrivals and percent change reflect a combination of additional records counted and market conditions.										
115											
116	(2) <i>Total Travel & Tourism Exports</i> = travel receipts (purchase of travel and tourism-related goods and services, to include food, lodging, recreation, gifts, entertainment, local transportation in the country of travel, and other items incident to a foreign visit) + passenger fare receipts (fares paid to U.S. air carriers and vessel operators for travel between the United States and foreign countries and between two foreign points).										
117	International standards now use a broader definition of travel than previously used, which includes education-related and health-related travel, as well as expenditures on goods and services by border, seasonal, and other short-term workers in the United States. For more information, please visit: http://travel.trade.gov/pdf/restructuring-travel.pdf										
118	(3) Percentage-point and percentage changes are based on non-rounded data.										
119											
120	(4) Only census region, state, and city destinations having a sample size of 400 or more are displayed.										
121											
122	(n/a) Estimate not yet available.										
123											
124	(r) Estimate was revised.										
125											
126	(p) Estimate is preliminary and subject to revision.										
127											
128	Note: This profile shows only a portion of the 37 travel characteristics data reported on international arrivals to the U.S. Additional information may be obtained for a fee. To learn more, please visit our website: http://travel.trade.gov/research/index.html										
129											
130	For a list of the states that comprise each census region, please visit: http://travel.trade.gov/outreachpages/census_regions.html										
131											
132	Interested in data for your destination? The NTTO sells custom reports. To learn more, go to:										
133	http://travel.trade.gov/research/reports/ifs/customized.asp										
134											
135	Source: U.S. Department of Commerce, ITA, National Travel & Tourism Office; Bureau of Economic Analysis										
136											
137	Publication Date: August 2017										