

	A	B	C	D	E	F	G	H	I	J	K
1	<b>NEW ZEALAND Profile</b>										
2	<b>Arrivals to the U.S.</b>										
3											
4	<b>TRENDS IN ARRIVALS (in thousands)</b>										
5	Year		2009	2010	2011	2012	2013	2014	2015 <sup>1</sup>	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	<b>TRENDS IN RECEIPTS (in millions)</b>										
10	Year		2009	2010	2011	2012	2013	2014 <sup>r</sup>	2015 <sup>r</sup>	2016 <sup>r</sup>	Change 2016 / 2009
11	<b>Total Travel &amp; Tourism Exports<sup>2</sup></b>		<b>\$510</b>	<b>\$614</b>	<b>\$707</b>	<b>\$850</b>	<b>\$940</b>	<b>\$1,155</b>	<b>\$1,288</b>	<b>\$1,257</b>	<b>\$747</b>
12	Travel Receipts (at U.S. destinations)		\$511	\$615	\$708	\$851	\$850	\$1,084	\$1,253	\$1,229	\$718
13	Education Receipts		\$29	\$31	\$35	\$37	\$44	\$47	\$54	\$61	\$32
14	Other Business/Personal Receipts		\$457	\$552	\$640	\$781	\$779	\$1,007	\$1,168	\$1,137	\$680
15	Health/Border/Seasonal		\$25	\$32	\$33	\$33	\$27	\$30	\$31	\$31	\$6
16	Passenger Fare Receipts (on U.S. carriers)		(1)	(1)	(1)	(1)	\$90	\$71	\$35	\$28	\$29
17	<b>% Change in Total Receipts</b>		<b>-13</b>	<b>20</b>	<b>15</b>	<b>20</b>	<b>11</b>	<b>23</b>	<b>12</b>	<b>-2</b>	<b>146</b>
18											
19	<b>SELECTED TRAVELER CHARACTERISTICS (by percentage point change)</b>										
20	<b>Information Sources Used to Plan Trip</b> (multiple response)		<b>2015</b> (Percent)	<b>2016</b> (Percent)	<b>% Point Change<sup>3</sup> (Points)</b>						
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	<b>Main Purpose of Trip</b>		<b>2015</b> (Percent)	<b>2016</b> (Percent)	<b>% Point Change<sup>3</sup> (Points)</b>						
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	<b>Purpose of Trip</b> (multiple response)		<b>2015</b> (Percent)	<b>2016</b> (Percent)	<b>% Point Change<sup>3</sup> (Points)</b>						
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	<b>Net Purposes of Trip:</b>										
52	Leisure & VFR		91	91	-0.4						
53	Business & Convention		14	16	1.5						
54											

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1	<b>NEW ZEALAND Profile</b>										
2	<b>Arrivals to the U.S.</b>										
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55	<b>Transportation Types Used in U.S.:</b> (multiple response)		<b>2015</b> (Percent)	<b>2016</b> (Percent)	<b>% Point</b> <b>Change <sup>3</sup></b> (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	<b>Activity Participation While Within U.S.</b> (multiple response)		<b>2015</b> (Percent)	<b>2016</b> (Percent)	<b>% Point</b> <b>Change <sup>3</sup></b> (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	<b>SELECTED TRAVELER CHARACTERISTICS</b>		<b>2015</b> (Percent)	<b>2016</b> (Percent)	<b>Change</b>						
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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1	<b>NEW ZEALAND Profile</b>										
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110	<b>VISITATION TO U.S. DESTINATIONS<sup>4</sup></b> (multiple response)		<b>Market Share 2015 (Percent)</b>	<b>Volume 2015 (000s)</b>	<b>Market Share 2016 (Percent)</b>	<b>Volume 2016<sup>1</sup> (000s)</b>					
111	No destinations meet the minimum sample requirement.										
112											
113	<b>Notes:</b>										
114	(1) 2015 arrivals and percent change reflect a combination of additional records counted and market conditions.										
115	(2) <i>Total Travel &amp; 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).										
116	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: <a href="http://travel.trade.gov/pdf/restructuring-travel.pdf">http://travel.trade.gov/pdf/restructuring-travel.pdf</a>										
117											
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	(-) No estimate available.										
123											
124	(n/a) Estimate not yet available.										
125											
126	(**) Estimate not shown due to sample size fewer than 400 for this year.										
127											
128	(r) Estimate was revised.										
129											
130	(p) Estimate is preliminary and subject to revision.										
131											
132	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: <a href="http://travel.trade.gov/research/index.html">http://travel.trade.gov/research/index.html</a>										
133											
134	For a list of the states that comprise each census region, please visit: <a href="http://travel.trade.gov/outreachpages/census_regions.html">http://travel.trade.gov/outreachpages/census_regions.html</a>										
135											
136	Interested in data for your destination? The NTTO sells custom reports. To learn more, go to:										
137	<a href="http://travel.trade.gov/research/reports/ifs/customized.asp">http://travel.trade.gov/research/reports/ifs/customized.asp</a>										
138											
139	Source: U.S. Department of Commerce, ITA, National Travel & Tourism Office; Bureau of Economic Analysis										
140											
141	Publication Date: November 2017										