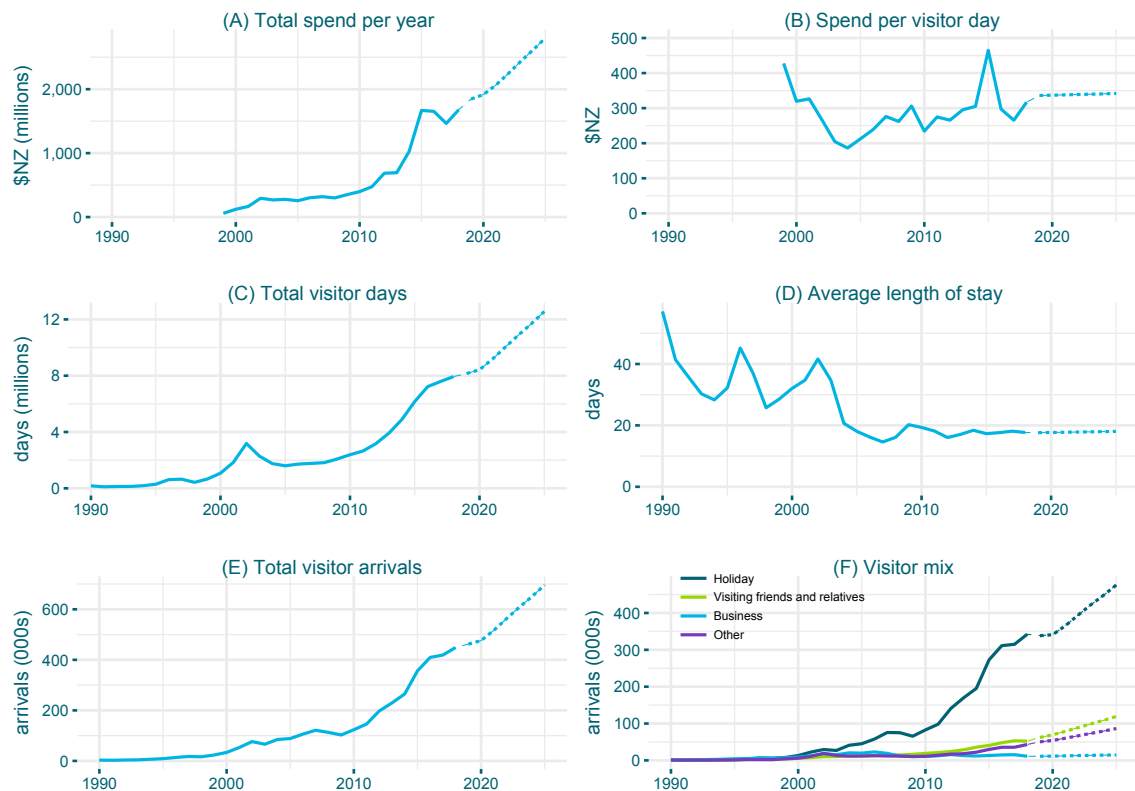


China



Summary	2018	2025	Visitor market characteristics ⁴	
Total spend (\$m) ¹	1,676	2,800	⬆️	GDP per capita (PPP) 16,842
Total visitors (000s) ²	449	696	⬆️	Population (millions) 1,386
Total days (000s) ²	7,938	12,561	⬆️	Outbound departures (millions) 143
Spend per day (\$) ³	317	342	⬆️	Outbound spend (USD mn) 257,733
Avg length of stay (days) ²	18	18	➡️	

Summary of forecasts: China



									Growth	
Year	2018	2019	2020	2021	2022	2023	2024	2025	Total	Annual ⁵
Total spend (\$m) ¹	1,676	1,846	1,916	2,063	2,242	2,432	2,612	2,800	67%	7.6%
Total visitors (000s) ²	449	462	476	517	563	608	650	696	55%	6.5%
Total days (000s) ²	7,938	8,150	8,426	9,178	10,039	10,884	11,688	12,561	58%	6.8%
Spend per day (\$) ³	317	336	337	338	339	340	341	342	8%	1.1%
Avg length of stay (days) ²	18	18	18	18	18	18	18	18	2%	0.3%

1. International Visitor Survey, MBIE; 2. International Travel & Migration data, Statistics New Zealand; 3. Derived from the International Visitor Survey; 4. World Bank data (<http://data.worldbank.org/indicator>); 5. Compound annual growth rate (2018-2025).