

Tourism Flows in New Zealand

Market Direction | 2023-09-04 | 24 pages | Euromonitor

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Report description:

In March 2023, New Zealand was announced as one of the select few countries granted approved destination status (ADS) by China's Ministry of Culture and Tourism, as China began re-opening its borders. Before the pandemic, China stood as New Zealand's second-largest international market and a significant contributor to the country's tourism spending. Much of the tourism infrastructure in the country was geared towards Chinese tourists. In response, the number of return flights among the three mai...

Euromonitor International's Tourism Flows in New Zealand report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest market size data 2018-2022, allowing you to identify the sectors driving growth. It identifies the leading companies and offers strategic analysis of key factors influencing the market - be they new legislative, technology or pricing issues. Background information on disposable income, annual leave and holiday taking habits is also included. Forecasts to 2027 illustrate how the market is set to change.

Product coverage: Domestic Tourism, Inbound Arrivals, Outbound Departures.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- * Get a detailed picture of the Tourism Flows market;
- * Pinpoint growth sectors and identify factors driving change;
- * Understand the competitive environment, the market's major players and leading brands;
- * Use five-year forecasts to assess how the market is predicted to develop.

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reliable information resources to help drive informed strategic planning.

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Increasing connectivity drives the sustained growth of outbound departures, while the revival of live touring events helps maintain domestic tourism demand

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