

Christchurch City - Comprehensive Overview, PEST Analysis and Analysis of Key Industries including Technology, Tourism and Hospitality, Construction and Retail

PEST Analysis | 2023-10-19 | 30 pages | MarketLine

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Report description:

Christchurch City - Comprehensive Overview, PEST Analysis and Analysis of Key Industries including Technology, Tourism and Hospitality, Construction and Retail

Summary

"City Profile - Christchurch" provides historical and forecast data on key city level metrics along with analytical coverage of the latest political, economic, social, technological, infrastructural, legal and environmental issues affecting Christchurch.

- The report contains detailed tourism, retail, construction, technology and public infrastructure data and insight into economic, social, and industry trends.

Christchurch urban area, located in South Island in New Zealand, is one of the sixteen main urban areas in the country. The Christchurch urban area played a significant role in the national GDP, contributing 7.4%, with key sectors such as advanced manufacturing, professional services, healthcare, construction, aerospace, and future transport driving economic growth. The government's introduction of a new Aerospace Strategy aimed at global competitiveness by 2030 further boosted the aerospace sector.

Scope

- The service sectors remain the key contributors to the regional economy and the major employers.
- Bordered by Southern Alps and Pacific Ocean, Christchurch city is one of the prime tourist destinations in New Zealand. The tourism sector in Christchurch, New Zealand, rebounded in 2022 and experienced a notable recovery in the total number of visitors. The government allocated funds in grants to Regional Tourism Organizations (RTOs) to support regional demand and increase industry capability.

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- The construction sector in Christchurch played a vital role, contributing 9.8% to the urban area's total GVA in 2022. The combination of housing growth, ongoing construction projects, and the forecasted sector expansion suggests a positive outlook for Christchurch's construction industry in the coming years.

Reasons to Buy

- Gain a comprehensive knowledge of future economic and demographic trends and understand the performance of various sectors within the city.
- Analyze and understand the business environment in the city to align your investment and expansion strategies.
- The report helps to drive a conclusion in choosing a suitable city to invest or expand according to your business structure.
- Explore new opportunities in the hospitality, tourism, construction, real estate and retail sectors.

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