

Tourism Flows in New Zealand

Market Direction | 2024-09-13 | 24 pages | Euromonitor

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Report description:

Despite the significant cost-of-living pressures and rising travel costs, outbound tourism from New Zealand continues to flourish, defying expectations and reaching unprecedented levels in early 2024. Data from Statistics New Zealand highlights that in January 2024, the number of New Zealand-resident travellers returning after short-term absences reached 328,100, marking an all-time high for this month. This figure surpasses the pre-COVID numbers of January 2019, which recorded 320,900 arrivals,...

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 2019-2023, 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 2028 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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