

New Zealand Tourism Report Q2 2016

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Abstracts

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BMI View: Tourism in New Zealand is experiencing strong growth. Tourist arrivals are increasing rapidly; regularly hitting record numbers, and fuelling high demand for accommodation and leisure services. Indeed, in some, particularly popular tourist destinations, resources are being so stretched that towns are experiencing water shortages and overcrowded roads. This growth in inbound tourism is, however, set to continue throughout the forecast period and requires strong investment in both travel infrastructure and the management of natural resources. Despite a strong presence from some of the major international hotel chains, there is significant opportunity for development in the mid-range sector and a number of domestic and international companies have major projects in the pipeline.

Key Updates And Forecasts

From the beginning of 2016, a border tax has come into force for all inbound tourists to New Zealand. This tax has been imposed by the government as tourism booms to account for the growing costs of border control. Although only a minimal amount, many experts feel the tax could be extremely negative for the lucrative tourism sector, discouraging as many as 35,000 tourists from visiting the country this year alone. It has been argued that other options should be explored to cover the border control expenses. The introduction of this tax has slightly lowered our forecast for inbound tourism numbers, from 3.9mn in 2020 to 3.7mn.

Contents

BMI Industry View

Table: Key Forecasts (New Zealand 2013-2012)

SWOT

Tourism

Industry Forecast

Table: Inbound Tourism (New Zealand 2013-2020)

Table: Tourism Receipts (New Zealand 2013-2020)

Table: Hotel Accommodation (New Zealand 2013-2020)

Table: Tourist Departures and Consumption (New Zealand 2013-2020)

Industry Risk/Reward Index

Table: Asia Tourism Risk/Reward Index

Rewards

Risks

Market Overview

Competitive Landscape

Domestic Hotel Groups

Table: Domestic Hotel Groups

International Hotel Groups

Table: International Hotel Groups

Methodology

Industry Forecast Methodology

Risk/Reward Index Methodology

Table: Weighting Of Indicators

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