

New Zealand Tourism Report Q3 2016

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Abstracts

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BMI View: Although a relatively small market, New Zealand presents a highly attractive tourism destination and we expect to see healthy growth across a number of key indicators over the five year forecast period, including overall visitor numbers and hotel industry value. As well as boasting a broad range of tourism attractions, New Zealand's open and welcoming economy facilitates investments by hotel groups and we are seeing a definite uptick in the project pipeline with a number of quality mid-range and luxury hotels under development. The government remains highly supportive of the tourism industry, and effective wide-reaching marketing campaigns will continue to effectively attract more visitors, while expansion of air travel connections and international transport infrastructure will ensure the country remains accessible.

Key Updates And Forecasts

Rising tourism figures along with a healthy investment environment mean that we are seeing a slight uptick in developer interest in new hotels in New Zealand, addressing concerns that the market will experience a lack of capacity in coming years. Major hotel groups such as Wyndham and Accor have new hotels due to open in 2016 and 2017.

The growth in travel to New Zealand is proving particularly strong for more remote destinations in the South Island such as Mackenzie and Wanaka. The Ministry of Business, Innovation and Employment (MBIE) reports that the number of guest nights booked on the South Island grew by almost double the rate of that of the North Island in 2015.

New Zealand continues to utilise film-linked marketing campaigns to raise

awareness of its many attractions. Building on highly successful 'Home of Middle Earth' campaigns, in April 2016 the MBIE, Tourism New Zealand, Callaghan Innovation and New Zealand Film Commission entered a marketing agreement with Paramount Pictures and DreamWorks Pictures to promote the growing film industry and market the country globally.

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