

# Air New Zealand Ltd in Travel and Tourism (New Zealand)

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## Abstracts

Air New Zealand Ltd will continue to partner with Tourism New Zealand by promoting New Zealand as Middle Earth, utilising the popularity of the Hobbit film trilogy to stoke demand from inbound tourism markets. In addition, the company is likely to focus on North American and Chinese routes in order to boost inbound demand, whilst concentrating its regional efforts on domestic routes that are the most commercially viable.

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