

# Tourism Flows Inbound in New Zealand

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## Abstracts

During 2013 inbound arrivals increased by 6% to reach 2.7 million trips. This was compared with the negative 2% growth seen during 2012 and the positive 2% CAGR witnessed over the review period. The negative growth seen in 2012 was due to inbound flows levelling out after the Rugby World Cup in 2011. Furthermore, 6% growth in 2013 was driven in part by the release of the second film (The Desolation of Smaug) in the trilogy of feature film adaptations of JRR Tolkien's classic fantasy novel, The...

Euromonitor International's Tourism Flows Inbound 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 2010-2014, 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 2019 illustrate how the market is set to change.

**Product coverage:** Arrivals, Arrivals by Mode of Transport, Arrivals by Purpose of Visit.

**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 Inbound 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.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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Asian Countries Drive Inbound Tourism Growth

New Zealand Continues To Capitalise on Its 'middle Earth' Label

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