

# Tourist Attractions in New Zealand

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## Abstracts

Retail value sales for tourist attractions declined by 1% during 2013. This was largely due to the decline in offline retail value sales, which fell by 2% to reach NZ\$447 million. In contrast, online retail value sales for tourist attractions grew by 4% to reach NZ\$54 million.

Euromonitor International's Tourist Attractions 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:** Tourist Attractions by Category, Tourist Attractions by Channel.

**Data coverage:** market sizes (historic and forecasts), company shares, brand shares and distribution data.

## Why buy this report?

Get a detailed picture of the Tourist Attractions 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

Domestic Tourism Outperforms Outbound Trips During 2013

Technology Represents A Key Trend in New Zealand Travel and Tourism

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