

Transportation in New Zealand

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Abstracts

During December 2013 Air New Zealand Ltd unveiled its Hobbit-themed Boeing 777-300 aircraft, with a 54-metre dragon (Smaug) emblazoned on both sides of the plane. The dragon represents a character from the second Hobbit film, *The Hobbit: The Desolation of Smaug*, which was released in December 2013. The plane was flown to Los Angeles to attend the worldwide premiere of the film.

Euromonitor International's Transportation 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: Transportation by Category, Transportation 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 Transportation 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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