

Travel in New Zealand

<https://marketpublishers.com/r/TFAF5975098EN.html>

Date: September 2023

Pages: 43

Price: US\$ 2,100.00 (Single User License)

ID: TFAF5975098EN

Abstracts

In March 2023, New Zealand garnered a spot among a select group of countries granted Approved Destination Status (ADS) by China's Ministry of Culture and Tourism. This development marked the country's phased reopening of its borders. In the pre-pandemic era, China held the distinction of being New Zealand's second-largest international market and a vital contributor to tourism spending within the nation. The country's tourism infrastructure was heavily tailored towards accommodating Chinese tour...

Euromonitor International's Travel 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 2018-2022, 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 2027 illustrate how the market is set to change.

Product coverage: Booking, In-Destination Spending, Lodging (Destination), Tourism Flows, Travel Modes.

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

Why buy this report?

Get a detailed picture of the Travel 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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