

# City Profile - Auckland; Comprehensive overview of the city, PEST analysis and analysis of key industries including technology, tourism and hospitality, construction and retail

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## Abstracts

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### Summary

“City Profile %li%Auckland” provides historical and forecast data on key city level metrics along with analytical coverage of the latest political, economic, social, technological, infrastructural, legal and environmental issues affecting Auckland. The report contains detailed tourism, retail, construction, technology and public infrastructure data and insight into economic, social, and industry trends.

Auckland urban area is the economic hub of New Zealand, contributed over 29.6% to the national economy in 2023. The 'Create Auckland 2030' plan aims to enhance the city's status as a global creative capital, with the creative sector anticipated to grow significantly, including the creation of over 6,800 new jobs by 2027

### Scope

The service sector remains the key contributor to the economy of Auckland urban area and the major employer.

Auckland is a key tourist destination in the country for both domestic and

international tourists. Auckland's tourism sector accounted for 3.1% of Auckland's total GDP. New tourism projects are expected to create 76,000 jobs by 2025 and boost related sectors.

The construction sector in Auckland contributed 8.0% to the city's GDP in 2023. The sector is expected to continue growing due to significant infrastructure and residential projects in the forecast period.

## Reasons to Buy

Gain a comprehensive knowledge of future economic and demographic trends and understand the performance of various sectors within the city.

Analyze and understand the business environment in the city to align your investment and expansion strategies.

The report helps to drive a conclusion in choosing a suitable city to invest or expand according to your business structure.

Explore new opportunities in the hospitality, tourism, construction, real estate and retail sectors.

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