

# **Wellington - 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**

Wellington - Comprehensive Overview of the City, PEST Analysis and Analysis of Key Industries including Technology, Tourism and Hospitality, Construction and Retail

### **SUMMARY**

“City Profile - Wellington” 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 Wellington.

The report contains detailed tourism, retail, construction, technology and public infrastructure data and insight into economic, social, and industry trends.

Wellington region, also known as Greater Wellington, covers an area of 8,119km<sup>2</sup>. Wellington area's economy is more resilient compared to other areas economies in New Zealand and able to maintain its economy momentum beside falling commodity prices, majorly due to the presence of the government sector in the area. Growth is likely to be boosted by improvement in the tourism, construction, and retail sectors, which are key drivers of the city's economy. Increases in trade and investments are also likely to drive the growth.

### **SCOPE**

The service sector remains the key contributor to the city's economy - and the

major employer.

Wellington is a key tourist destination for both domestic and international tourists and experienced decline in 2020

## **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.

## Contents

City Snapshot  
PEST Analysis  
Political  
Economic  
Social  
Technology and Infrastructure  
Communications  
Internal Transport Networks  
Connectivity  
Airports  
Ports  
Business Environment Analysis  
Travel and Tourism  
Tourism Flows  
Hotels  
Attractions  
Events  
Construction and Real Estate  
Investment  
Real Estate Market  
Retail  
Retail Market  
Consumption, Income and Prices  
Appendix  
Sources  
Further Reading  
Ask the Analyst  
About MarketLine  
Disclaimer

## List Of Tables

### LIST OF TABLES

Table 1: Wellington urban area - key facts (estimates), 2020

Table 2: Wellington urban area - real GDP and real GDP growth, 2000-25

Table 3: Wellington urban area - economic growth comparison (Index 2010=100), 2000-25

Table 4: Wellington urban area - GDP per capita comparison, 2000-25 (US\$)

Table 5: Wellington urban area - employment structure, 2000-25 (% of total)

Table 6: Wellington urban area - main universities, 2022

Table 7: Wellington urban area - population comparison, 2000-25 (million)

Table 8: Wellington urban area - population by age, 2000-25 (% of total)

Table 9: Wellington urban area - mass transit network indicators, number of passengers (million)

Table 10: Wellington urban area - Wellington International Airport passenger's traffic, 2015-21\* (number)

Table 11: Wellington urban area - Wellington International Airport aircraft landing's traffic, 2015-21\* (number)

Table 12: Wellington city - office rents, Q2 2021

Table 13: Wellington region - tourist expenditure (\$ billion)

Table 14: Wellington urban area - MICE and other events

## List Of Figures

### LIST OF FIGURES

Figure 1: Wellington urban area - real GDP and real GDP growth, 2000-25

Figure 2: Wellington urban area - economic growth comparison (Index 2010=100), 2000-25

Figure 3: Wellington urban area - GDP per capita comparison, 2000-25

Figure 4: Wellington urban area - employment structure, 2000-25 (% of total)

Figure 5: Wellington urban area - population comparison, 2000-25

Figure 6: Wellington urban area - population by age, 2000-25 (% of total)

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