

# **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.

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