



### Specialist Area: Tourism Industry Research

The tourism sector is a leading contributor to a sustainable New Zealand economy and provides many opportunities for private enterprise together with national, regional and local government bodies.

Globally, the industry faces the impacts of climate change and oil prices on worldwide travel patterns, exchange rate fluctuations, global economic growth and aviation capacity amongst other factors. At a local level, challenges include the availability of appropriately qualified and skilled staff, increasing competition amongst New Zealand regions and Australian destinations, environmental management, accommodation capacity, domestic air capacity, transport links and local infrastructure demands.

Regular APR services include Visitor Attraction Monitors and Visiting Friend and Relations (VFR) surveys for a range of areas throughout New Zealand including Taranaki, Taupo, Gisborne, Hawkes Bay, Manawatu and Rotorua.

Visitor Attraction Monitors provide useful insights into the size, composition and characteristics of visitors to a tourist attraction market at both the regional level, when monitoring groups of attractions, and at the individual attraction level. VFR surveys complement the Tourism Research Commercial Accommodation Monitor by monitoring visitors to a region or district that stay overnight in private accommodation.

On a project basis, APR's wide portfolio of tourism projects includes:

- economic impact studies for regional events centres, airports and other tourism-related projects;
- demand analysis for accommodation, conference centre and entertainment providers, aviation services, and tourism attraction operators;
- regional tourism profiling and strategy formulation; and
- market assessments, feasibility studies and business plans for proposed tourism ventures, resorts and hotels.

APR Consultants offers public and private organisations a host of research, analytical and planning services specific to the tourism sector and customised to individual needs.

For more information, please contact APR Consultants on 0800-277-937.

*APR Consultants provides strategic information, analysis and advice to companies, entrepreneurs, industry bodies, local and central government, iwi groups and non-profit organisations throughout New Zealand.*

### APR Services:

#### Market Research

*This is one of a series of APR information sheets available for download.*

*For more information about the range of APR Consultants services, please visit our website.*

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