

# TOURISM SERVICES

References:

1. Workforce demographic, businesses, and economy data is from Infometrics and relates to 2022 unless noted
2. Education and training data is from TEC administrative data and relates to 2022.

## WORKFORCE



### 1. Number of workers

The total workforce in Tourism Services is about 5.4% of the NZ total workforce.

#### Workforce change

The workforce in Tourism Services has increased by 1.0% compared to 2021, but 3.0% lower than 2019.

### 2. Proportion of rangatahi (aged 15 -24)

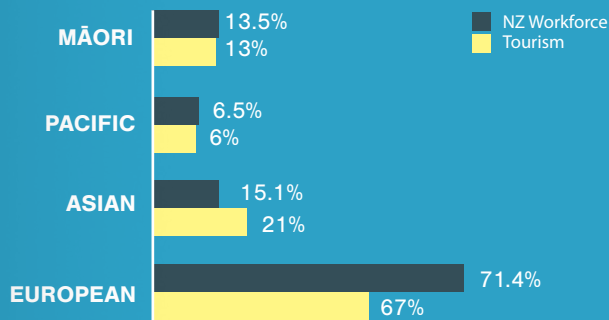
**23%**

The percentage of rangatahi in Tourism is higher than the 14% in the NZ workforce.

### 3. Participation of wāhine



### 4. Ethnicity



### 5. Tāngata whaikaha

**2.1%**

This is compared to 3.1% of tāngata whaikaha in the wider New Zealand workforce.

### 6. Average annual income

**\$48,600**

The average annual income in Tourism Services is lower than New Zealand's \$65,800.

### 7. Average annual income growth (2011-2022)



### 8. Workforce by Region



**21%**  
Auckland



**10%**  
Wellington



**14%**  
Canterbury



## BUSINESSES



### 1. Number of businesses

The number of businesses in Tourism Services has remained relatively stable over the past few years, ranging from 23,000 to 23,600.

### 2. Māori-owned business

Approximately 6% of businesses are Māori-owned in 2022.



## ECONOMY

**\$10.3 Billion**

In 2022, Tourism Services contributed \$10.3 billion to NZ's Gross Domestic Product (GDP).

## INDUSTRY



**\$27 Billion**

1. Tourism expenditure 2022



**\$47 Billion**

2. Pre-pandemic tourism expenditure 2019



**200,700**

3. International arrivals April 2023



**279,500**

3. International arrivals April 2019

## EDUCATION AND TRAINING



1. Number of Learners

2. Proportion of workers with no post-school qualifications

**39.6%**

New Zealand Certificate in Tourism (Introductory Skills) (Level 2)

**65**

New Zealand Certificate in Tourism (Level 3) with strands in Aviation, Tourism and Travel, and Visitor Experience

**338**

New Zealand Certificate in Tourism (Level 4)

**405**

New Zealand Certificate in Travel (Level 4)

**102**

New Zealand Diploma in Tourism and Travel (Level 6)

**224**