

TOURISM OVERVIEW

April 2025

This overview provides a summary of information about Tourism, including information on the workforce, training, qualifications, businesses and the economy.

Tourism covers businesses and the workforce that provides opportunities for tourists to experience leisure and recreational activities, entertainment, hospitality, retail, accommodation, and travel.

Key information about this overview

Counts presented as "no change" while there is a difference in the numbers presented represent differences that sit within the margin of applied random rounding.

Workforce, business, economic, training and qualifications data presented here may differ from other previously published work from Ringa Hora. Counts presented in this overview use different data sources than used in other overviews. All data presented for 2024 is provisional, and subject to future revision.

For more information on our methodology, or for more detailed breakdowns of the data presented here, please visit: www.ringahora.nz/service-sector-overviews

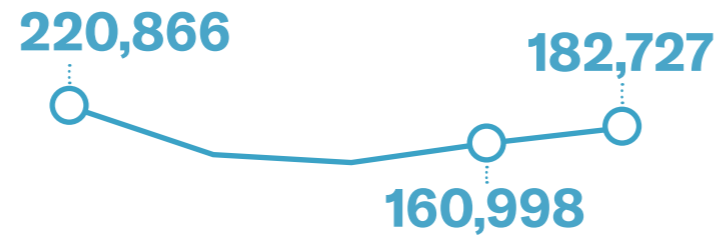
Integrated Data Infrastructure disclaimer

These statistics are not official statistics. They have been created for research purposes from the Integrated Data Infrastructure (IDI) and Longitudinal Business Database (LBD) which are carefully managed by Stats NZ. For more information about the IDI and/or LBD please visit www.stats.govt.nz/integrated-data

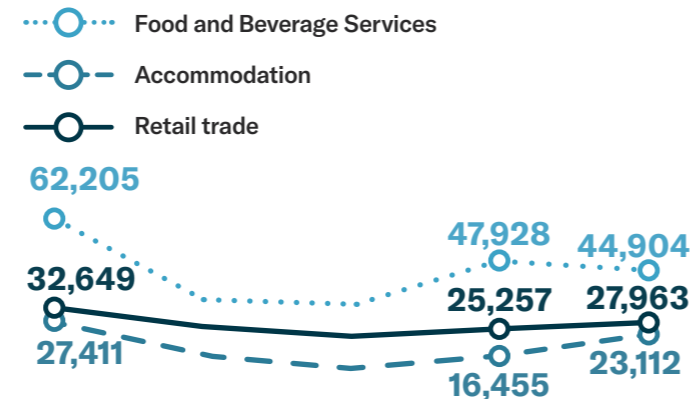
The statistics are based in part on tax data supplied by Inland Revenue to Stats NZ under the Tax Administration Act 1994 for statistical purposes. Any discussion of data limitations or weaknesses is in the context of using the IDI for statistical purposes and is not related to the data's ability to support Inland Revenue's core operational requirements.

Our Workforce

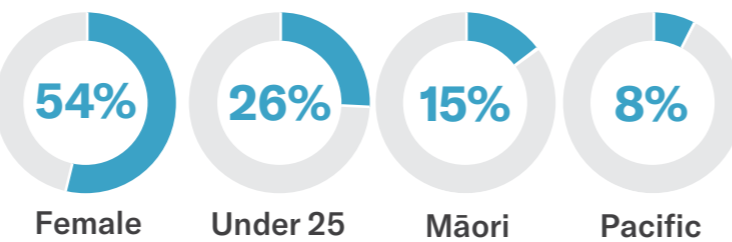
Increase in **workers directly employed in tourism** in year ended March 2024 v March 2023



Workforce by selected industries



Workforce demographics (2022)

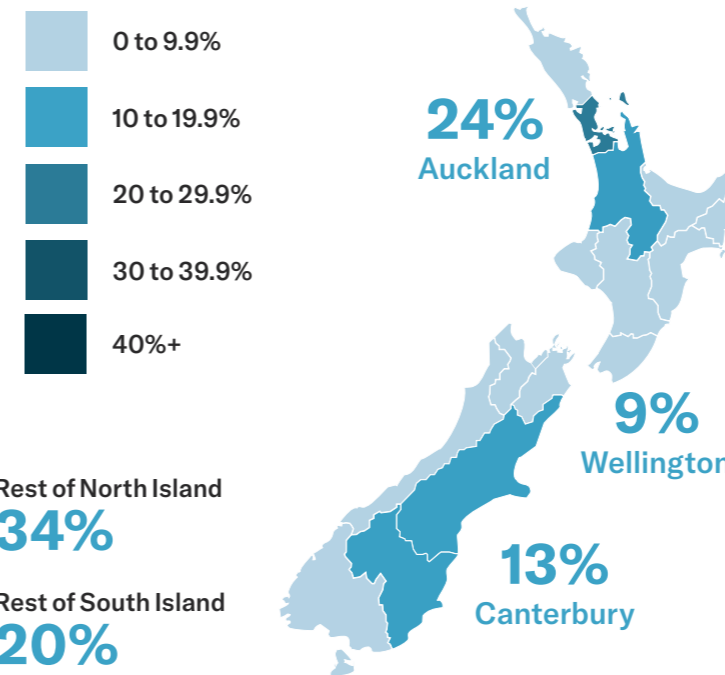


Business and Economy

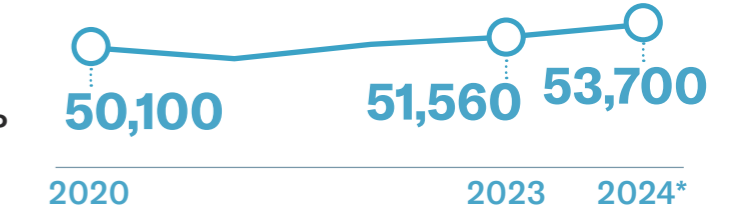
Direct contribution to GDP in 2024 **\$17.0 billion** 4.4% Of total NZ GDP

Total contribution to GDP in 2024 **\$28.7 billion** 7.5% Of total NZ GDP

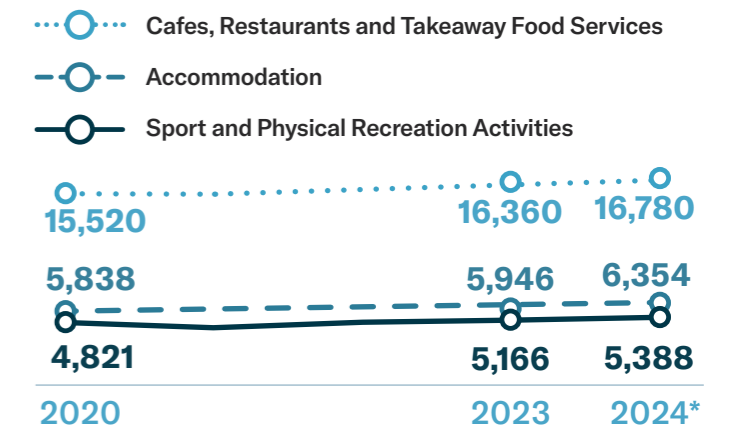
Regional distribution of tourism spend in 2024



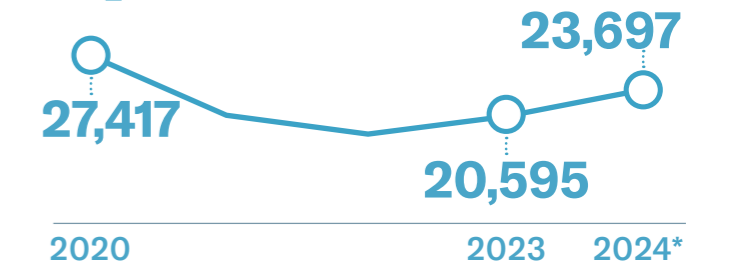
Increase of total "tourism characteristic" businesses between February 2023 and February 2024



Businesses by selected industries



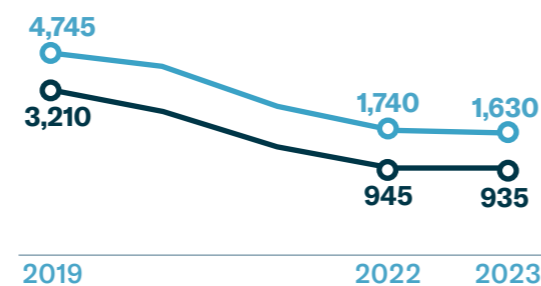
Increase in **self-employed workers** in year ended March 2024 v March 2023



Training and Qualifications

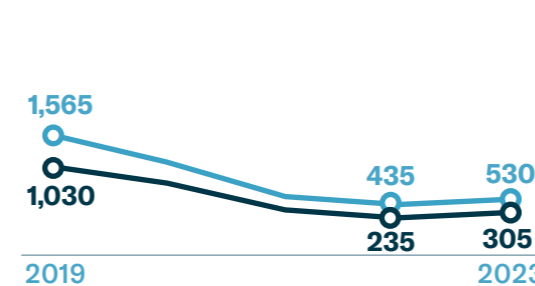
In 2023 compared to 2022

↓ Total enrolments ↓ Total completions



Qualification level breakdowns

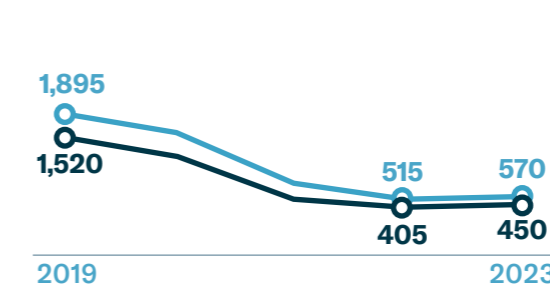
▼ Level 2/3



○ Enrolments

○ Completions

▼ Level 4



▼ Level 5/6

