

The Tourism Services Industry

The Tourism industry includes a range of businesses that provide services to tourists. It is a cross-cutting industry that is defined differently to other Ringa Hora industries and includes parts of other industries such as hospitality, retail, and aviation.



Workforce

1. Number of workers

146,349

There are 146,349 people employed in Tourism, or about 6% of all NZ workers.

↑1.1%
change pa 2016 - 2021

The number of workers in the Tourism sector grew by 1.1% per year from 2016 - 2021, slower than growth of 2.1% in the NZ economy overall.

2. Age

23% aged 15 - 24

23% of people in Tourism are 15-24, higher than the NZ total of 15%.

39.8 Average age

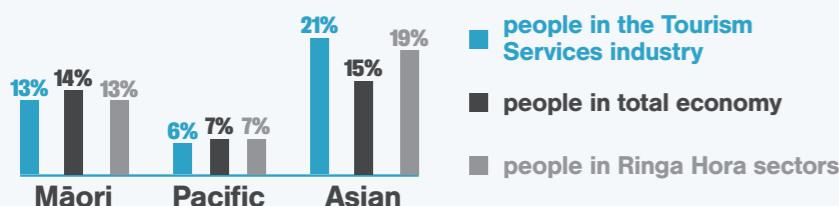
The average age in Tourism is about 3 years younger than in the NZ economy as a whole.

3. Gender

58% female

58% of people in Tourism are women, considerably higher than the 47% in the NZ economy.

4. Ethnicity



Maori and Pacific representation within the Tourism sector is marginally lower in the total economy sectors. Asian has a higher percentage of Tourism workers for both economy and Ringa Hora sectors.

Businesses

1. Number of business

23,453

There are 23,453 businesses in Tourism, or about 4% of all NZ businesses.

↑0.9%
from 2016 - 2021

The number of businesses in the Tourism sector grew by 0.9% per year from 2016 - 2021, slower than growth of 1.6% in the NZ economy overall.

2. Self-employment

13%
self employed

13% of people in Tourism are self-employed, higher than the 17% in NZ overall.

3. Business size - FTE per business

6 Jobs per business

On average 6 people work in each business in Tourism compared with 4 in the NZ economy as a whole.

Economic contribution

1. GDP

\$9.2 Billion

The Tourism sector contributes \$9.2 Billion to GDP. This is 2.8% of NZ's GDP.

2. GDP per FTE

\$75,841
per full time equivalent worker

The Tourism sector generates around \$75,800 per full time equivalent worker. This is only 54% of the total across the NZ economy.

3. Change in GDP

↓1.8%
change pa 2016 - 2021

GDP generated by the Tourism sector fell by 1.8% per annum from 2016 - 2021, considerably lower than the NZ total of 2.3%.

4. Earnings

Average earnings 2020
\$48,800

The average worker in Tourism earned \$48,800 in 2020. This is lower than the NZ average of \$64,000.

Education and Training

1. Highest qualification of workers

39.6% no post school qualification

Almost 40% of all workers in Tourism have no post-school qualification. This compares to 38% of workers across the NZ economy.

2. No. of qualifications and standards by level

10 No. of qualifications

There are 10 qualifications relating to Tourism, spread across levels 2-6. These make up 9% of all of Ringa Hora's qualifications.

185 No. of standards

There are 185 standards relating to the Tourism sector, mostly at levels 3 - 5 with a small number at levels 1, 2 and 6.

3. No. of learners in 2021

2,565
No. of learners in 2021

There were 2565 people undertaking qualifications relating to Tourism in 2021. This is less than 5% of all learners undertaking qualifications in Ringa Hora's coverage.

4. Mode of provision – off job, on job remote

90% on-site provider

4% remote provider

6% workplace learning

Around 90% of provision of qualifications relating to Tourism was done at providers, on-site with the remaining done through small amounts of extramural and workplace learning in 2021.

5. Major providers

More than 70% of provision of qualifications relating to Tourism was done through NZ School of Tourism in 2021 with the remaining provision done by ServicelQ and a number of ITPs and PTEs.

For more information please contact us:

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