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Media release

Tourism industry launches careers package to attract New Zealanders

A three-year package of initiatives designed to attract New Zealanders to tourism careers has been launched today at TRENZ 2019.

Building on the range of workforce development activities already underway across the industry, the package is designed to:

- improve knowledge and perceptions of tourism and tourism careers
- make it easier for young people to experience tourism careers through activities like industry open days and placement programmes
- ensure those entering tourism employment have a positive experience so they stay in the industry. This will include activities like employer support and mentoring programmes.

The package aims to help attract the estimated 40,000 new employees needed to support tourism growth over the next five years.

It will complement and expand on the work already being done through other programmes to attract and retain talent such as **YoungTEC professional development programme** and the Go With Tourism programme launched earlier this year by Auckland Tourism, Events and Economic Development (ATEED). Focused on the Auckland region, this game-changing new job platform at www.gowithtourism.co.nz aims to match young job-seekers with quality employers within the tourism industry. It also provides information about the variety of roles available in tourism.

In 2018, TIA partnered with ATEED to undertake perceptions research to better understand what young Kiwis think about working in tourism and who influences their thinking.

This research offered new insights for industry employers and educators so they can attract more young people and effectively retain and develop them into sustainable career pathways. It found that parents and teachers are enormously influential in career choice. Tourism jobs are also perceived as having average pay and being short-term.

“The perceptions research provided the basis for our business case. After extensive consultation with industry members around the country, we are excited to launch this package of eight initiatives today,” TIA Chief Executive Chris Roberts says.

The complete package is estimated to cost \$1.9 million and TIA is currently seeking funding from government and other sources.

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"This package has the potential to make a real difference to our industry's future. Other industries are well advanced in programmes to attract talent and tourism can't afford to be left behind. By taking a coordinated approach, we can become more competitive in attracting the talent we need to continue offering world-class visitor experiences," Mr Roberts says.

To read *Careers in Tourism: A Business Case*, go to

<https://tia.org.nz/assets/c988157abd/Careers-in-Tourism-Business-Case-FINAL-MAY-2019.pdf>

About TRENZ 2019 www.trenz.co.nz

TRENZ brings together about 300 New Zealand tourism operators (sellers) with targeted international travel and tourism buyers and media from New Zealand's key established and emerging tourism markets. The event directly helps to grow New Zealand's \$39.1 billion tourism industry. Hosted in Rotorua, TRENZ 2019 is being held at Energy Events Centre, Rotorua, 13-16 May. Tourism Industry Aotearoa (TIA) manages TRENZ on behalf of the Tourism Industry New Zealand Trust. TRENZ is supported by Tourism New Zealand, Air New Zealand, Destination Rotorua, Auckland Airport, AccorHotels, Millennium Hotels and Resorts, QT/Rydges New Zealand, Sudima Hotels and Resorts, Christchurch International Airport, The Great Journeys of New Zealand, and Tranzit Group.

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KEY FACTS

- Tourism in New Zealand is a \$107 million per day industry. Tourism delivers around \$44 million in foreign exchange to the New Zealand economy each day of the year. Domestic tourism contributes another \$63 million in economic activity every day.
- Tourism is New Zealand's biggest export earner, contributing \$16.2 billion or 20.6% of New Zealand's foreign exchange earnings (year ended March 2018).
- 13.5% of the total number of people employed in New Zealand work directly or indirectly in tourism. That means 365,316 people are working in the visitor economy.
- The [Tourism 2025](#) growth framework has a goal of growing total tourism revenue to \$41 billion a year by 2025.

Visit www.tia.org.nz for more information

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