TOURISM INDUSTRY AOTEAROA

WORKFORCE SURVEY REPORT

OCTOBER 2024





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BACKGROUND & METHODOLOGY

In 2022, Tourism Industry Aotearoa (TIA) surveyed tourism workforce and industry readiness post-Covid-19. Since then, with support and funding from Ringa Hora, TIA has commissioned Angus & Associates to conduct four additional workforce surveys. These findings will help TIA advocate for tourism businesses, identify opportunities, address workforce shortages, and assess readiness for upcoming seasons.

This report presents findings from the fourth survey, undertaken in September 2024. Findings from Survey #1 (March/April 2023), Survey #2 (July/August 2023) and Survey #3 (March 2024) have been incorporated into the report where relevant.

Methodology:

The online survey was distributed to 1,116 TIA members via an email to primary contacts. Non-members were also given the opportunity to 'opt-in' to participate in the survey. This process was facilitated through a weblink leading to an online opt-in page, which was shared across various industry organisations, as well as through industry social media channels and e-newsletters.

A total of 292 organisations (291 TIA members and 1 non-member) completed the online survey between 13–29 September 2024. The survey took approximately 7 minutes to complete and, to encourage participation, respondents were entered into a prize draw to win one of three \$100 Bunnings or Office Max vouchers.







KEY TAKEAWAYS: RECRUITMENT

Current Recruitment Situation

In September 2024, just under half (47%) of tourism organisations were actively recruiting. This proportion has been declining over the past 18 months, along with the average number of full-time equivalent (FTE) vacancies per organisation.

Vacancies were primarily for entry-level (44%) and mid-level (38%) roles, with only 18% designated for skilled positions.

Key job openings included roles in Customer Service/Frontline/Reception, Housekeeping, Food & Beverage, Chefs, and Charter and Tour Bus Drivers.

Recruitment Channels and Challenges

The majority of tourism organisations (80%) have either recruited or attempted to recruit staff in the past year. The most effective recruitment channels include Seek, staff referrals and, to a lesser extent, social media (Facebook, LinkedIn etc).

While the primary recruitment challenge remains a lack of quality applicants, the proportion of businesses citing this issue has declined over the past 18 months. Other recruitment challenges include unrealistic salary expectations and discrepancies between desired and available work hours.

Secondary Schools and Tertiary Providers

One in three organisations (37%) have engaged with, or planned to engage with, secondary schools or tertiary providers to recruit staff. Strategies for connecting with students include offering internship programmes, attending career expos or information sessions, advertising roles online, participating in gateway initiatives, and relying on word-of-mouth or staff referrals.

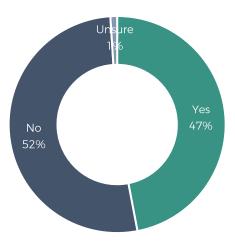
The main reason organisations do not engage with secondary schools and tertiary institutes is the lack of suitable positions and the need for experienced staff, as many roles require specific qualifications, such as a full driver's licence or relevant endorsements, which younger applicants typically lack. Logistical challenges, including remote locations, limited transportation options for students, and restricted working hours, further discourage hiring younger employees through educational institutes. Additionally, some organisations prefer more mature candidates due to past negative experiences with younger workers, underscoring the need for more structured pathways for youth entering the workforce.



CURRENT RECRUITMENT

Is your organisation currently recruiting for staff?

CURRENTLY RECRUITING FOR STAFF

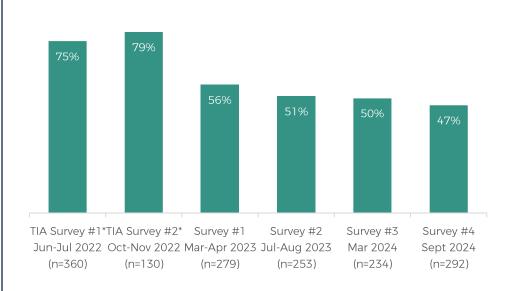


Base: Total Sample (n=292)

Organisations in the Attractions, Conferences and Events sector were more likely to be currently recruiting for staff than other sectors (75%)

Organisations in the Holiday Parks, Motels & Other Accommodation sector were less likely to be recruiting (33% currently recruiting)

CURRENTLY RECRUITING FOR STAFF



¹Source: TIA Workforce & Industry Readiness Survey Results



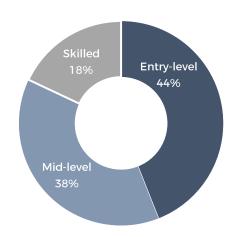
NUMBER OF VACANCIES

How many vacancies would your organisation be recruiting for if staff were readily available?

	Survey #1 (Mar-Apr 2023)	Survey #2 (Jul-Aug 2023)	Survey #3 (Mar 2024)	Survey #4 (Sept 2024)
% of Organisations with Vacancies	54%	50%	50%	46%
Base: Total Sample	n=279	n=253	n=234	n=292

Survey #4 Survey #1 Survey #2 Survey #3 (Mar-Apr 2023) (Jul-Aug 2023) (Mar 2024) (Sept 2024) FTE Vacancies Per 5 4 3 3 Organisation (Median) Base: Organisations n=152 n=126 n=116 n=135 with Vacancies

SKILL LEVELS IN MOST DEMAND



Entry-level: Less than about 2 years of experience

Mid-level: Approximately 3-5 years of experience

Skilled: Approximately 8+ years of experience, with specific qualifications

Base: Total Sample (n=292)

SPECIFIC ROLES IN MOST DEMAND



Customer Service/Frontline / Reception (15%)



Housekeeping Attendant (12%)



Food & Beverage Attendant (7%)



Chef (7%)



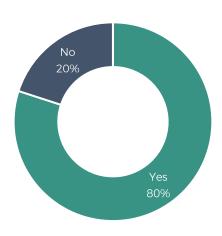
Charter and Tour Bus Drivers (7%)



RECRUITMENT IN PAST YEAR

Has your organisation employed or attempted to employ staff in the past year?

EMPLOYED OR ATTEMPTED TO EMPLOY STAFF IN THE PAST YEAR



Base: Total Sample (n=292)

Organisations in the Adventure & Outdoor sector and the Attractions, Conferences and Events sector were more likely than other sectors to have engaged in recruitment in the past year (90% and 100% respectively)

Organisations in the Holiday Parks, Motels & Other Accommodation sector are less likely to have engaged in recruitment in the past year (66%)

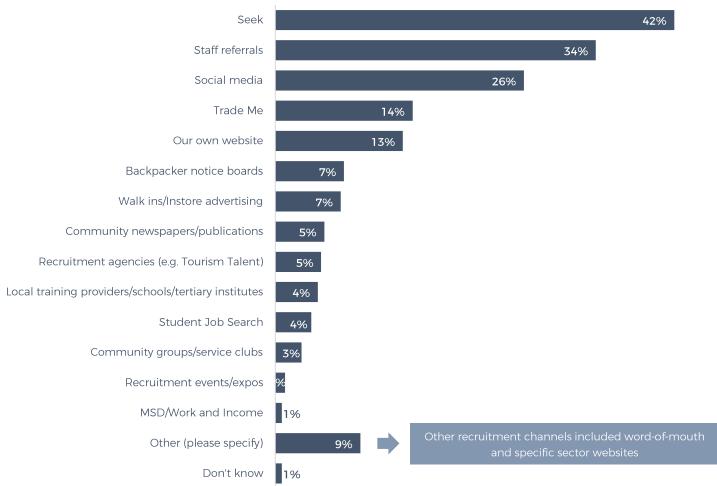
EMPLOYED OR ATTEMPTED TO EMPLOY STAFF IN THE PAST YEAR





MOST EFFECTIVE RECRUITMENT CHANNELS

What have been the most effective recruitment platforms/avenues for your organisation in the past year?





RECRUITMENT CHALLENGES

What are your organisation's biggest challenges in trying to recruit staff (aside from Accredited Employer Work Visa and median wage requirements)?

Recruitment Challenges	Survey #1 (Mar-Apr 2023)	Survey #2 (Jul-Aug 2023)	Survey #3 (Mar 2024)	Survey #4 (Sept 2024)
Lack of quality applicants	62%	54%	56%	43%
Unrealistic salary expectations	30%	31%	26%	26%
Providing enough hours for full time roles	24%	17%	21%	26%
Lack of available accommodation for jobseekers	29%	26%	25%	20%
Hours required unsuitable for applicants	26%	19%	23%	18%
Location of business creating challenges	19%	25%	18%	17%
We tend not to experience any challenges	8%	8%	11%	12%
Self-employed / owner-operated - don't have staff	-	6%	6%	7%
Other (please specify)	10%	6%	4%	9%
Don't know	1%	1%	2%	2%
Base: Total Sample	n=279	n=253	n=234	n=292

Other recruitment challenges included time and funding constraints, immigration and visa restrictions, and a limited talent pool in rural areas

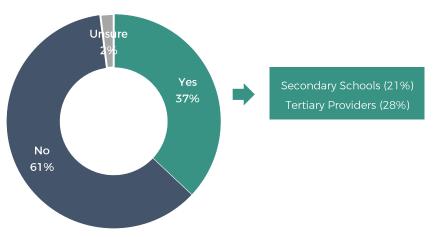




ENGAGEMENT WITH EDUCATION PROVIDERS

Has your organisation engaged with, or planned to engage with, local secondary schools or tertiary providers to recruit staff? How has your organisation engaged with, or how do you plan to engage with, local secondary schools or tertiary providers to recruit staff?

ENGAGED WITH SECONDARY SCHOOLS / TERTIARY PROVIDERS



Base: Total Sample (n=292)

Organisations in the Attractions, Conferences & Events sectors were more likely than other sectors to have engaged with secondary schools (46%)

Organisations in the Hotels & Lodges sector were more likely than other sectors to have engaged with tertiary providers (63%)

Organisations in the Holiday Parks, Motels & Other Accommodation sector were less likely than other sectors to have engaged with secondary schools or tertiary providers (17%)

Recruitment Channels	%
Internship programmes	46%
Career expos / information sessions	36%
Advertising roles through online job portals	30%
Gateway programmes	29%
Advertising roles with noticeboards	20%
Other (please specify)	13%
Don't know	4%
Base: Engaged with secondary schools / tertiary providers	n=108

Other channels included word of mouth / staff referrals, and student famils



BARRIERS TO RECRUITING VIA EDUCATION PROVIDERS

What are the barriers preventing you from engaging with secondary schools and tertiary providers to recruit staff?

"Country location. Part time positions. Demand dependent on bookings.

They would need a vehicle. They go away in school

They would need a vehicle. They go away in school holidays, not available for work."

"Few openings present no regular or guaranteed pathway for tertiary students. Do not want to promise what we cannot provide."

"Had not so good experiences with school students as cleaners in the past"

"Hours don't suit, we need morning help"

"Lack of life experience for the role expected to play in a challenging environment."

"Lack of resources to engage with secondary schools and train students"

" Lack of roles suitable for school leavers. Trainee guides normally come to us via word of mouth."

"Location, travel requirements"

"Mountain guides need to gain considerable personal mountaineering experience before commencing the NZMGA qualification pathway, leading to the IFMGA international certification."

"online advertising is quicker and easier to manage"

"Young students don't have the enthusiasm to work full time and require a lot of upskilling and training. We are looking for fulltime staff and students are only able to work weekends. We will have some high school students during the summer holidays, but they need to be balanced out with older mature team members."

"Young people don't know what they want, after couple weeks give up. no own transportation. no experience / skills, not keen to learn."

"None - but we need some sort of internship to be available to people to come into the industry without our operators having to pay minimum wage for people to learn on the job."

"No job vacancies at this time, and lack of knowledge of who to approach locally/connect with. Location makes this tricky - employees must travel a distance in own vehicles"

"Never thought about it"

"None. Wasn't on our radar."





KEY TAKEAWAYS: IMMIGRATION

Accredited Employer Work Visa (AEWV) Scheme

One in four organisations (26%) are accredited through the Accredited Employer Work Visa (AEWV) scheme, with the intention of hiring overseas workers. Accreditation is significantly higher in the Hotels & Lodges sector where 60% of organisations are accredited and in Queenstown where 70% are accredited. Among accredited organisations, two thirds (65%) are at least somewhat likely to hire workers through the AEWV scheme within the next 12 months.

In April 2024, Immigration NZ made significant changes to the AEWV, including stricter skill, experience, and English language requirements, reduced visa durations, mandatory minimum employment hours, and enhanced obligations for employers in the hiring and accreditation process. Two thirds of the AEWV accredited organisations felt that these changes have made it harder for them to hire workers.

Effective 8 September 2024, current AEWV holders in the Tourism and Hospitality sector can qualify for an exemption to the AEWV minimum skill requirement if: their organisation is exempt from the February 2023 median wage for that role, their visa expires by 31 March 2025, they are applying for a 1-year AEWV extension, and they are staying in the same occupation. This exemption will apply to AEWV holders in approximately one-third of accredited organisations. Among organisations with AEWV holders eligible for the exemption, 32% anticipate a significant reduction in staff shortages, while 44% expect a moderate impact.

Working Holiday Visas

Approximately one in three tourism organisations (29%) planned to hire Working Holiday Visa (WHV) holders to work during the 2024/25 summer period.

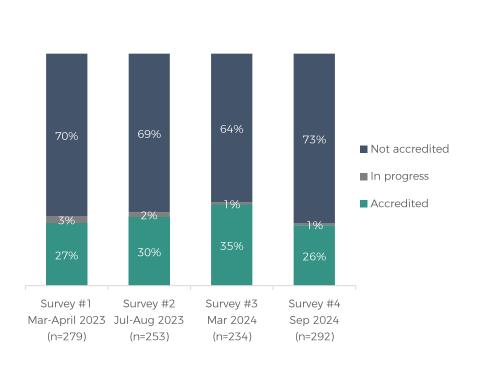
Suggestions for improvements to the WHV scheme include extending visa length and involving more countries in the scheme, reducing visa processing time and fees, adopting best practices from the UK or Australia, extending the upper age limits for applicants, and establishing clearer pathways to working visas.



AEWV ACCREDITATION

Has your organisation become accredited through the Accredited Employer Work Visa (AEWV) scheme with the intention of hiring overseas workers?

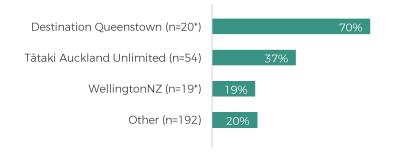
AEWV ACCREDITATION



AEWV ACCREDITATION BY SECTOR



AEWV ACCREDITATION BY PRIMARY RTO

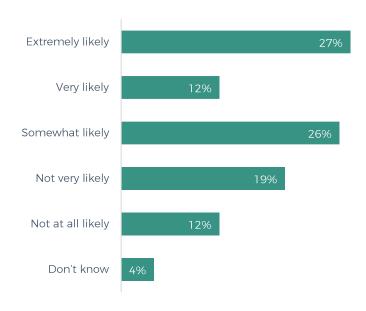




PROPENSITY TO HIRE THROUGH AEWV SCHEME IN NEXT 12 MONTHS

How likely is your organisation to hire workers through the AEWV scheme in the next 12 months?

PROPENSITY TO HIRE THROUGH AEWV SCHEME IN NEXT 12 MONTHS



Base: AEWV Accredited Organisations (n=77)



IMPACT OF AEWV CHANGES

How have these changes affected your ability to hire workers through the AEWV scheme? What impacts, if any, would there be for your organisation if the current exemption rate of \$28.18 is removed and increases to the full median wage rate of \$31.61?

In April 2024, Immigration NZ made significant changes to the AEWV, including stricter skill, experience, and English language requirements, reduced visa durations, mandatory minimum employment hours, and enhanced obligations for employers in the hiring and accreditation process.

IMPACT OF AEWV CHANGES



Base: AEWV Accredited Organisations (n=77)

IMPACT IF CURRENT EXEMPTION RATE WAS REMOVED

"Definitely a budgetary impact whilst also creating a discrepancy in the job scales. We will have senior employees on a lower pay rate in comparison to a new joiner on an AFWV"

"We would not be able to hire staff on the visa"

"It will impact on cashflow and sustainability."

"Huge issues - close the business. Our business can not financially employ staff at the levels required. If we were to employ a visa person, it would create a need to increase wages across the whole team and this would not be sustainable. The cost of regularly having to train new staff due to lack of NZ applicants and housing - is already a large financial issue for our ongoing operation."

"Unrealistic wage requirements for entry level jobs is ridiculous!"



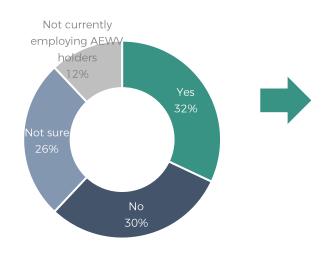
IMPACT OF NEW AEWV EXEMPTION

Will this exemption impact any AEWV holders in your organisation?
What level of impact do you expect this exemption will have on alleviating workforce shortages in your organisation?

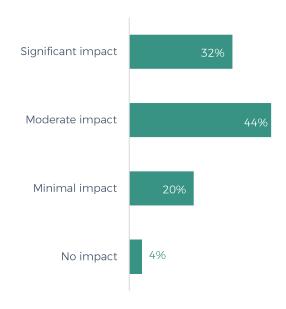
From 8 September 2024, an exemption to the AEWV minimum skill requirement will be available for existing visa holders in the Tourism and Hospitality sector if:

The organisation is exempt from paying the February 2023 median wage in that role, their visa is expiring on or before 31 March 2025, they are applying for a further 1year duration AEWV, and their application is for the same occupation.

WILL THIS EXEMPTION IMPACT ANY AEWV HOLDERS IN YOUR ORGANISATION?



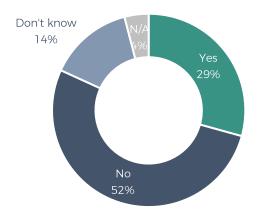
AEWV EXEMPTION IMPACT





INTENTION TO HIRE WHV HOLDERS

Do you plan to hire any Working Holiday Visa Holders (WHV) to work during the 2024/25 summer period?



Base: Total Sample (n=292)



WORKING HOLIDAY VISA (WHV) SCHEME — SUGGESTED IMPROVEMENTS

In what ways, if any, could the Working Holiday Visa (WHV) scheme be improved by the Government?

"Remove the 3-month limitation on some countries WHV"

"Allow WHV people work for same employee 12 month. Approve more WHV by beginning of summer, say Nov."

"Allowing WHV holders to work for up to 1 year in the same location and organisation for citizens of all nations eligible for WHV"

"Consideration to regional differences and demand"

"Easier transfer from someone who is in working holiday visa for the last couple of years onto a working visa"

"Extended visa length and more countries involved in the scheme"

"Keep fees low as it makes it more affordable for people to come over then they will work and contribute to the economy in bucket loads." "Help speed the process of recognizing driving experience from overseas. You cannot start the process of a p endorsement if you're not in the country which can take 4 to 6 weeks."

"It could be made cheaper to apply and the tenure increased. The Australian model is a good example, where WHV holders are viewed not as holidaymakers but rather for their long-term contribution to the Aussie economy"

"Lift the age in certain circumstances and sectors."

"Longer extensions possible for working that want to live and work in NZ (and therefore pay a lot of tax rather than just travel) and remove the 3- or 6-month limit for one employer that certain country visas have - e.g. Italy is 3-month limit, meaning we wouldn't hire them as cannot work long enough term to be worthwhile employing due to long training periods for the required 5* standards.

More of the UK style 3-year visas would be great."

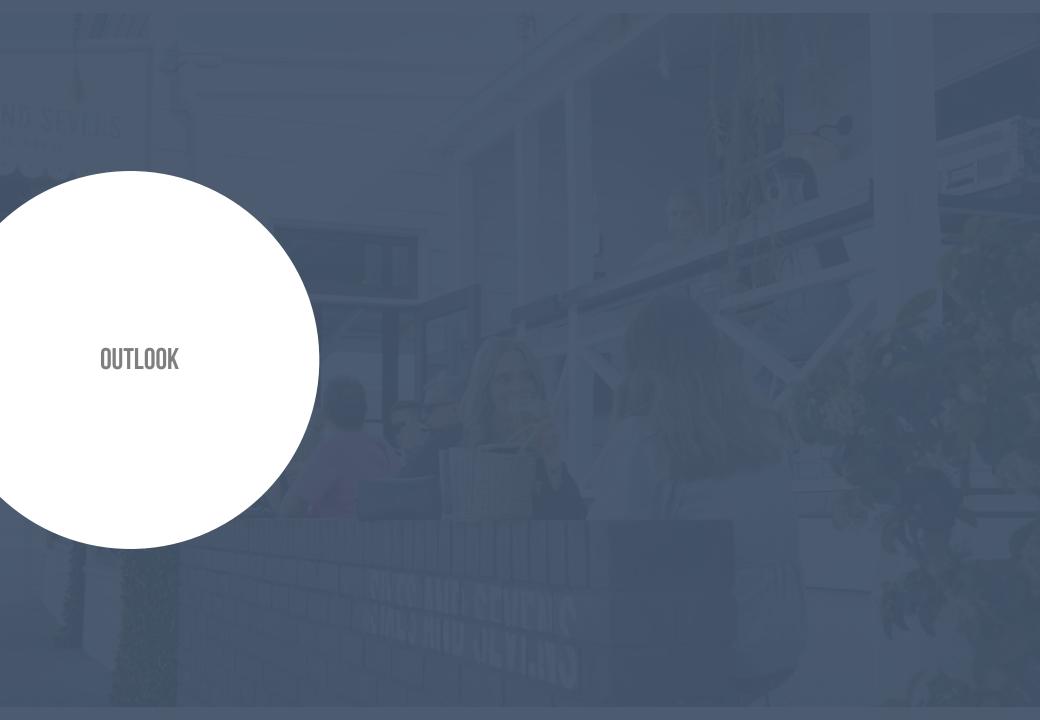
"Make rules a bit stricter, we hire WHV holders and train them and they just leave after a week. It makes it extremely difficult to find staff who would stay for few months"

"Short working windows. Maximum working times can make it difficult to train someone to the standard we need before they depart, which makes it hard to justify the time we sink into them. On the flipside, we like that some countries like the UK have much more generous allowances."

"There are different countries with different durations of WHV. Some 3 months or 6 months. If the duration could be consistent, it can balance the workload and rosters. Encourage and propagate WHV for East Asian countries"

"We just need it simpler and faster to get. Tourism really depends on employing WHV people to help in busy parts of the year and do jobs that New Zealanders don't like doing."





KEY TAKEAWAYS : OUTLOOK

Business Confidence - Next 12 Months

Most tourism organisations are confident about business over the next 12 months, with 15% 'very' optimistic, 33% 'optimistic,' and 27% 'somewhat' optimistic. 15% of organisations are pessimistic. There are no significant differences in confidence by sector. Organisations in Queenstown are more confident about business, with 100% of the 20 organisations surveyed feeling at least somewhat optimistic. In contrast, organisations in Wellington are less confident, with 31% feeling at least somewhat pessimistic.

Business confidence in the tourism sector has remained stable compared to the previous two surveys.

Concerns / Challenges - Next 12 Months

The primary challenge facing tourism organisations in the next 12 months is the rise in costs and pricing. Additional concerns include weather-related challenges and cash flow management.

Confidence in Staffing

Tourism organisations generally hold a positive outlook on staff attraction and retention in the medium term (next 3 years), with 9% 'completely' confident, 26% 'very' confident, and 42% 'somewhat' confident. Organisations in the Tourism Services/Services to Tourism sector have the highest confidence in their ability to attract and retain staff, with 17% rating themselves as 'completely' confident.

Additional FTE Roles - Next 3 Years

Most tourism organisations expect to need additional staff in the medium term, with 73% likely to recruit for at least one extra FTE role over the next three years. This need is particularly evident in the Hotels & Lodges sector, where 86% of organisations anticipate hiring additional staff within this period.

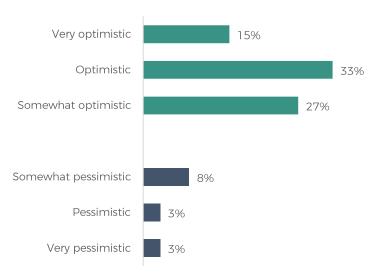




BUSINESS CONFIDENCE

How confident do you feel about business for your organisation over the next year?

BUSINESS CONFIDENCE OVER THE NEXT YEAR



Base: Total Sample (n=292)

Organisations in Queenstown are more confident about business, with 100% of those surveyed feeling at least somewhat optimistic.

Organisations in Wellington are less confident, with 31% feeling at least

Organisations in Wellington are less confident, with 31% feeling at least somewhat pessimistic.

	Survey #2 Jul-Aug 2023	Survey #3 Mar 2024	Survey #4 Sept 2024
Very optimistic	17%	21%	15%
Optimistic	27%	34%	33%
Somewhat optimistic	28%	25%	27%
Neither	8%	5%	9%
Somewhat pessimistic	13%	8%	8%
Pessimistic	2%	3%	3%
Very pessimistic	2%	1%	3%
Don't know / NA	3%	3%	2%
Optimistic (NET)	72%	80%	75%
Pessimistic (NET)	17%	12%	15%
Base: Total Sample	n=253	n=234	n=292

CONCERNS / CHALLENGES

What are the main general concerns/challenges for your organisation over the next year (if any)?

Concerns / Challenges	Survey #1 (Mar-Apr 2023)	Survey #2 (Jul-Aug 2023)	Survey #3 (Mar 2024)	Survey #4 (Sep 2024)
Increased costs / product pricing	46%	59%	59%	61%
Weather related challenges	31%	40%	29%	33%
Cashflow management	18%	24%	17%	25%
Managing burnout / mental wellbeing of staff	50%	30%	26%	22%
Ensuring quality of product/services	18%	20%	20%	18%
Staff retention	-	-	35%	17%
Immigration delays / challenges	8%	8%	9%	13%
Lack of staff	44%	27%	19%	12%
Lack of time to train new staff	17%	13%	10%	7%
We do not expect any challenges	6%	4%	4%	4%
Other (please specify)	7%	11%	9%	14%
Don't know	0%	1%	2%	2%
Base: Total Sample	n=279	n=253	n=234	n=292

Dash symbol (-) indicates that the statement was not included in that survey

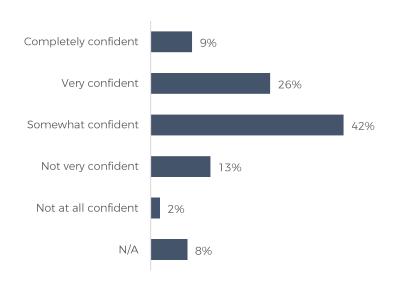
Other challenges included changes to immigration policies, increasing council rates, lack of supportive policy from government and reduction in demand/customers due to recession



CONFIDENCE IN STAFFING

In the Medium Term (3 years), how confident do you feel in your ability to attract and retain the necessary staff to effectively run your business?

CONFIDENCE IN STAFFING - IN THE MEDIUM TERM



Organisations in the Tourism Services/Services to Tourism sector have the highest confidence in their ability to attract and retain staff, with 17% feeling 'completely' confident.

Base: Total Sample (n=292)



FTE ROLES — NEXT 3 YEARS

In the next 3 years, how many extra full-time equivalent (FTE) roles do you expect that your organisation will need to recruit for?

FTE Recruitment - Next 3 Years	%
None	14%
1 - 5	47%
6 - 10	12%
11 - 20	9%
21 - 50	3%
51 - 100	1%
100 - 200	1%
Don't know	7%
Not applicable	6%
Recruiting for extra roles in next 3 years (NET)	73%
Base: Total Sample	n=292

Organisations In the Attractions, Conferences & Events, and Hotels & Lodges sectors are more likely to anticipate needing additional staff within the next 3 years than other sectors (with 88% and 86% respectively expecting to recruit for extra roles)

Organisations in the Holiday Parks, Motels & Other Accommodation sector are less likely to anticipate the need for additional staff in the next 3 years (with 59% likely to recruit for extra roles)





KEY TAKEAWAYS: STAFF DEVELOPMENT & BENEFITS

Employer of Choice

The primary actions that organisations are taking to establish themselves as an Employer of Choice include ensuring staff receive at least the living wage, providing flexible working hours and promoting equal opportunities for career progression. These actions consistently ranked as the top three across all three workforce surveys conducted in 2023/2024. The proportion of organisations paying their staff at least the living wage dropped significantly following the September 2023 increase to the hourly rate. The most recent survey results indicates a slight improvement, though it has not yet returned to 2023 levels.

Qualifications / Training

Organisations provided a range of perspectives on enhancing qualifications and work-based training to better suit their employees. There is a strong emphasis on improving accessibility and efficiency in obtaining relevant certifications, particularly for drivers, along with enhancing language and customer service skills. Organisations also advocate for more practical, on-the-job training opportunities, a combination of training and real-world experience, and better government support for recognised training programmes, especially in areas like bike mechanics and outdoor leadership. Additionally, there is a call for streamlined processes in licensing and training to accommodate the transient nature of the workforce in tourism-related roles.

Upskilling

More than half of the organisations (57%) have either already engaged with or are intending to engage with an organisation to upskill their staff or to provide training.





EMPLOYER OF CHOICE

What is your organisation currently doing to ensure it is an employer of choice?

	Survey #1 (Mar-Apr 2023)	Survey #2 (Jul-Aug 2023)	Survey #3 (Mar 2024)	Survey #4 (Sept 2024)
Pays staff at least the living wage	76%	74%	58%	65%
Offers flexible working hours	59%	55%	55%	54%
Offers equal opportunities for career progression within our organisation	38%	41%	49%	38%
We enable staff to attend relevant conferences and events	33%	39%	35%	37%
Adopting new technology to boost business efficiencies leading to better work	-	-	35%	32%
Bonus/Incentive Payments	28%	22%	30%	29%
We have a professional development budget for all staff	24%	25%	26%	20%
Offers flexible working location	17%	16%	15%	17%
Provides accommodation	22%	22%	19%	17%
Provides meals	20%	18%	27%	16%
We have a professional development budget for key staff	14%	18%	18%	15%
Subsidises accommodation	14%	12%	10%	15%
Offers paid volunteer days	8%	8%	9%	14%
Provides transport or subsidises transport to/from work	10%	11%	9%	13%
Parental leave provisions above legislative requirements	5%	5%	6%	7%
Provides subsidised meals	6%	10%	5%	7%
Other (please specify)	9%	10%	12%	7%
None of the above	4%	2%	3%	3%
Not applicable (e.g. self-employed, don't have staff etc.)	-	8%	7%	8%
Base: Total Sample	n=279	n=253	n=234	n=292

The Living Wage increased from \$23.65 to \$26.00 in September 2023 and to \$27.80 in September 2024

Other actions included providing birthday leave, additional leave benefits, discounts, health and medical insurance, staff buying privileges, free car parking.



QUALIFICATIONS / TRAINING

If you could change the qualifications or type of work-based training available specifically to your organisation's employees, what would this look like?

"A complete revamp of Bike Mechanics qualifications so that young people see it as a viable option through the apprenticeship scheme, i.e., that a Bike Mechanic in training feels the same as a young person completing a building or plumbing apprenticeship. Our government is championing cycle tourism, but the key element is the bike and key to that is the person who is working on it."

"An all-round employee training in all area not just one, so reception to cleaning, dealing with customers to problem solving."

"Better iwi input to help staff understand and share Māori history in the area"

"Bigger focus on sales and marketing. Use of new technologies"

"Finding a way of having students driving experienced and recognized by NZTA. Tricky"

"For new employees, better preparedness for working every day and understanding that tourism businesses are open 7 days a week, which requires weekend work and rostered days. Resilience around attendance, reliability and work ethics."

"Government recognition of the NZMGA training and qualification scheme and financial support for that training would help."

"I would make the P Licence process a very quick and efficient process. Takes weeks to get anything through - medical followed by a long Civil Service wait for the actual P Licence. Staff will be gone by then."

"Younger people: need training on basic in-person interaction; straightforward things we used to take for granted such as 'smiling' and not being glued to a device are now major issues. It's one of the reasons we do not employ youth. We don't have the time to train workers who only stay for one or two seasons on the basics of the workplace."

"We used to use ServicelQ extensively, but it has no become cost prohibitive for staff generally only here for 3 months"

"Simplify the Skills Active Level 5 outdoor leadership (mountain biking) course. It's far too convoluted & complicated with minimal source material"

"Training for wildlife rangers that are interacting with public a lot. Focus on customer service"

"Make it easier for drivers to get passenger endorsement so we can recruit international staff."

"Rotation of the same trainees around a number of organisations, so they learn within multiple workplaces"

"Professional Organisation. Tertiary quals are relevant.

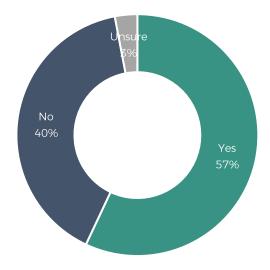
However, also a firm believer in experience at the
coalface. The combination is best. No change to qual
pathway though, gives good foundation."



UPSKILLING

Has your organisation engaged with, or planned to engage with, any organisation to upskill your staff / provide training?

HAS YOUR ORGANISATION ENGAGED WITH AN **ORGANISATION TO UPSKILL STAFF / PROVIDE TRAINING?**







SAMPLE PROFILE

Sector	%	#
Holiday Parks, Motels, & Other Accommodation	28%	82
Tourism Services & Services to Tourism	20%	59
Adventure & Outdoor	20%	58
Hotels & Lodges	10%	30
Attractions, Conferences & Events	8%	24
Land Transport	5%	14
Regional Tourism Organisations	4%	11
Air Transport	2%	6
Culture and Heritage	1%	4
Water Transport	1%	2
Hospitality	0%	1
ITO (Inbound Tour Operator)	0%	1
Travel	0%	0
Base: Total Sample	n=	292

TIA Member	%	#	
Yes	100%	291	
No	0%	1	
Base: Total Sample	n=292		

Primary RTO	%	#
Tātaki Auckland Unlimited	18%	54
WellingtonNZ	9%	26
Destination Queenstown	7%	20
ChristchurchNZ	6%	18
RotoruaNZ	5%	15
Hamilton and Waikato Tourism	5%	15
Northland Inc	5%	14
Development West Coast	4%	13
Nelson Tasman	4%	12
Tourism Bay of Plenty	4%	11
Lake Wānaka Tourism	3%	9
Destination Marlborough	2%	7
Destination Great Lake Taupō	2%	6
Hawke's Bay Tourism	2%	6
Visit Hurunui	2%	5
Tourism Central Otago	2%	5
Venture Taranaki	2%	5
Destination Hauraki Coromandel	1%	4
CEDA - Central Economic Development Agency	1%	4
Mackenzie Tourism	1%	4
Destination Wairarapa	1%	4
Visit Fiordland	1%	4
Visit Southland	1%	4
Visit Ruapehu	1%	4
Whanganui & Partners	1%	4
Enterprise Dunedin	1%	3
Destination Kaikōura	1%	3
Clutha Development	1%	2
Tourism Waitaki	1%	2
Venture Timaru	0%	1
Other	3%	8
Base: Total Sample	n=2	292





VACANCIES BY ROLE AND SKILL LEVEL

	Total	Entry	Mid	Skilled
Barista	37	23	11	3
Bike Mechanic	10	4	3	3
Caravan Park and Camping Ground Manager		0	4	3
Cave and Canyoning Guides	19	2	12	5
Charter and Tour Bus Drivers	59	13	25	21
Chef	60	18	25	17
Concierge		2	3	2
Conference and Event Organiser		0	4	0
Cook	18	10	8	0
Customer Service/Frontline/Reception	135	70	57	8
Day Spa/Massage Therapists		3	0	0
Deckhands	29	13	12	4
Diving Instructor (Open Water)	15	4	5	6
F & B Attendant	66	29	30	7
Finance/HR	13	1	6	6
Gallery or Museum Technician	0	0	0	0
Hotel or Motel Manager	6	0	2	4
Hotel Service Manager	3	0	1	2
Housekeeping Attendant	106	71	27	8
Hunting Guide	0	0	0	0
Kitchenhand	29	23	4	2
Maintenance Staff/Groundsman	20	9	9	2

	Total	Entry	Mid	Skilled
Outdoor Adventure Guides	39	20	15	4
Outdoor Adventure Instructors (e.g. rock-climbing/abseiling)		0	0	1
Passenger Coach Drivers		3	1	0
Porter	10	5	5	0
Sales and Marketing/Digital	16	3	5	8
Shuttle Drivers	14	6	7	1
Skippers/Jetboat Drivers	14	2	1	11
Ski Technician	0	0	0	0
Snow Groomer	0	0	0	0
Snow Maker	О	0	0	0
Snowsport Instructor	0	0	0	0
Tour Guide	45	19	19	7
Tourist Information Officer	7	3	4	0
Travel Agency Manager	2	1	0	1
Travel Consultant	30	15	10	5
Trekking Guide		0	4	0
Vehicle Detailers	6	2	2	2
Vehicle Mechanic		0	0	1
White Water Rafting Guides/Safety Kayakers	2	0	1	1
Other	46	28	11	7
Outdoor Adventure Guides	39	20	15	4
Total Vacancies	906	402	342	162



