



TIA WORKFORCE & INDUSTRY READINESS **SURVEY RESULTS**

TIA WORKFORCE & INDUSTRY READINESS SURVEY

The Workforce & Industry Readiness report presents the findings of research undertaken by Tourism Industry Aotearoa (TIA). Respondents included members of TIA and also operators from a wide range of sectors via survey distribution through TAN (Tourism Association Network). The survey was in market from 20 June -7 July 2022.

The survey is the first of a series of Workforce and Industry Readiness surveys TIA will be conducting quarterly over the next year to assess the state of the industry as we move forward into our recovery from the COVID-19 pandemic.

The June 2022 survey was conducted one month prior to the New Zealand borders fully reopening to all visa categories for international travellers. Australian visitors had been able to enter New Zealand for almost two and a half months prior to this survey, and visitors from other visa waiver countries like the UK and US had been arriving for almost two months prior. Domestic tourism has been recovering strongly.

The research is designed to gather feedback to help TIA plan its future work and approach in the workforce space and ensure it continues to deliver for its membership.

The response rate was 360, with 68% of respondents members of TIA and 32% non-members. The highest number of responses at 56 (16%) was from the Auckland region, followed by 47 (13%) from Queenstown and 41 (11%) from Christchurch/Canterbury. Just over 40% of respondents were from the accommodation sector (21% from Hotels and Lodges and 20% from Holiday Parks, Motels and Other Accommodation), 18% from the Adventure and Outdoor sector and 15% from the Hospitality sector.

THE BIG PICTURE



75%

OF TOURISM BUSINESSES ARE
**CURRENTLY
RECRUITING**

**MORE
THAN** **30**



**DIFFERENT
ROLE TYPES**
ARE ON OFFER

THE BIG PICTURE



70%

PAY AT LEAST THE

LIVING WAGE

63% OF TOURISM BUSINESSES OFFER
**FLEXIBLE WORKING
ARRANGEMENTS**



33% OF TOURISM BUSINESSES OFFER
FREE MEALS



22% OF TOURISM BUSINESSES OFFER
ACCOMMODATION



Others provide **free transportation, paid volunteer days, bonus payments** and more.

BUT...



59%

OF JOB APPLICATIONS ARE RECEIVING
LESS THAN 5 APPLICATIONS PER ROLE



AND ONLY

10%

ARE RECEIVING MORE THAN 10

CONFIDENCE

AMONG OPERATORS IS DIVIDED.

52% are not so confident
or not at all confident they
can attract and retain the
workforce they need.

48% are somewhat, very or
extremely confident.

THE MAIN ROLES CURRENTLY BEING RECRUITED ARE:



20%

HOUSEKEEPING
ATTENDANTS



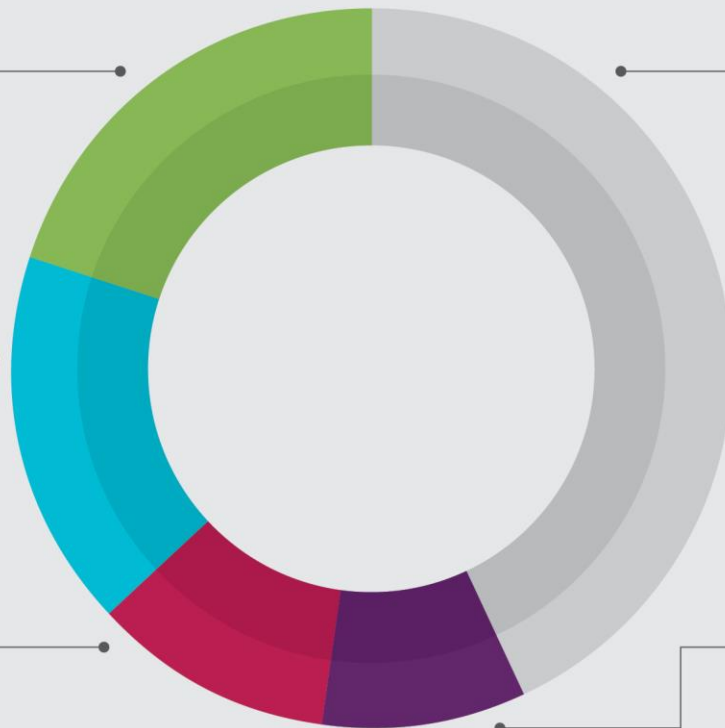
17%

FOOD & BEVERAGE
ATTENDANTS



11%

CUSTOMER SERVICE/
FRONTLINE



43%

OTHER

'Other' includes everything from mechanics, massage therapists, operations managers and sea kayak guides. There are over 30 roles currently recruiting in tourism.

9%

CHEFS



POTENTIAL IMPACTS OF WORKFORCE CHALLENGES



27%

OF BUSINESSES WILL HAVE TO CAP
OCCUPANCY OR CUSTOMER NUMBERS



29%

WILL HAVE TO REDUCE SERVICES
OR OFFERINGS

THE TOURISM INDUSTRY IS GOING THE

EXTRA MILE

TO ENSURE VISITORS HAVE A GREAT
EXPERIENCE. MANY OPERATORS AND
CURRENT STAFF ARE TAKING ON

EXTRA WORK

BUT THIS IS NOT SUSTAINABLE
IN THE LONG TERM, AND WE ARE
CONCERNED ABOUT

BURNOUT



WHAT CAN PEOPLE DO TO HELP?



BOOK

BOOK AHEAD

Enquiry levels and interest in visiting New Zealand is high, however until this is converted to confirmed bookings, it is impossible for employers to plan for staffing levels.

BE UNDERSTANDING

Tourism is restarting globally and the challenges the NZ industry is experiencing are consistent with those in other countries as tourism restarts.



GET INVOLVED

The industry needs great people - people passionate about New Zealand and providing amazing experiences.

→ [READ THE FULL REPORT](#)