

3 March 2026

Media release

11% of all jobs in NZ created by tourism

Figures released by Stats NZ today show tourism continues to be a driving force for the New Zealand economy with 327,888 people directly and indirectly employed in the sector – up nearly 9,000 jobs from the previous year. The collective effort of tourism businesses injected \$46.6 billion from international and domestic visitor spending, for the year to March 2025 across the country.

This number includes \$18.1 billion generated by international visitors here for a holiday, business or education – up from \$16.9 billion from the previous year.

The figures are from of the annual Tourism Satellite Account (TSA), which presents data on tourism’s economic contribution within New Zealand.

Tourism Industry Aotearoa (TIA) Chief Executive Rebecca Ingram says that while the TSA data is a ‘snapshot in time’, it is the most reliable evidence that tourism provides a vital economic and employment contribution to New Zealand.

“Tourism businesses love what they do, the information released today show that this passion translates to more jobs, valuable export earnings and continued growth,” Ms Ingram says.

“The TSA provides solid, comparable data on how tourism fits within the economy - and what’s driving some of the year-on-year trends that we’re seeing.”

“I was also very pleased to see a record lift from 22,548 to 23,919 tourism proprietors, which is a signal for kiwis creating and running their own businesses.”

Other headlines from today’s announcement include:

- Tourism contributed 7.7% of Aotearoa New Zealand’s GDP (directly and indirectly) for the period, holding steady on the previous year’s figure (7.7%).
- International visitors spend was up 7% to \$18.1 billion – an extra \$1.2 billion.
- Domestic tourism expenditure was up 1% to \$28.5 billion, reflecting the feedback TIA had from tourism businesses that kiwis were being careful with their discretionary spend.
- Tourism is the only export industry that generates GST for the Government. Total GST paid on purchases by visitors is at almost \$4.39 billion, up on the previous year (\$4.24 billion).
- International tourism holds its spot as New Zealand’s second largest export industry, at 17% of total exports. Tourism and Dairy combine to generate 38.6% of total exports of goods and services.
- Tourism is one of the country’s largest employers, directly and indirectly supporting 327,888 jobs for the year to March 2025 - which represents 11.4% of New Zealand’s entire jobs market.
- Tourism remains well on track to achieve its target of contributing \$55 billion a year by 2030 (currently at \$46.6 billion).

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Looking ahead, Ms Ingram says next year's data will paint an even stronger picture.

"The information released today covers the period including summer 2024/2025. Since then, significant effort has been injected into stimulating demand and getting New Zealand tourism back on the map. Credit to Minister Upston as Minister of Tourism and Hospitality, for her work alongside the industry to get tourism on the front foot.

"We have every confidence that next year's TSA data will be even better, and we look forward to seeing more standout contributions from the tourism industry in the future."

For more information, please contact TIA Communications Manager James Crow – james.craw@tia.org.nz or (021) 224 8056.

KEY FACTS

- Tourism Industry Aotearoa (TIA) is Aotearoa New Zealand tourism's peak industry body. We are the only independent association that represents all sectors of the country's large and diverse tourism industry.
- TIA has about 1,200 member businesses from across the industry, ranging from small owner/operators to large publicly listed tourism corporates and international hotel chains.
- TIA leads implementation of the industry's [Tourism Sustainability Commitment](#), which aims to see every tourism business in Aotearoa New Zealand contributing positively to our people and cultures, our environment and our economy.
- TIA delivers a comprehensive range of industry events including TRENZ, New Zealand Tourism Awards, Discussing Tourism regional events and Tourism Summit Aotearoa.

Visit www.tia.org.nz for more information.

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