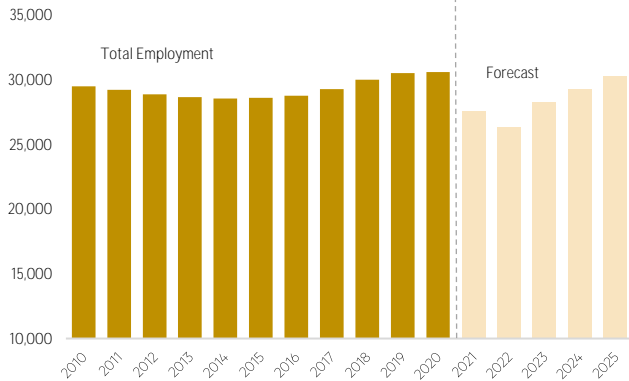


# Manawatū-Whanganui Service Sector



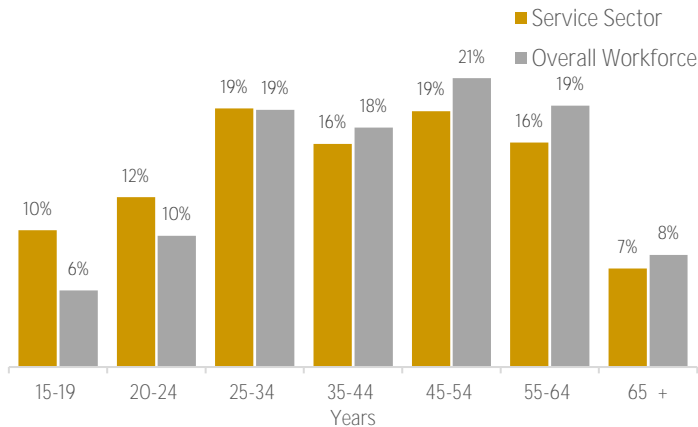
## Employment

2019 **30,518** Filled jobs  
**26,499** FTEs  
**26%** % of jobs



|                    | Service sector filled jobs |         |         | % change pa |       |
|--------------------|----------------------------|---------|---------|-------------|-------|
|                    | 2010                       | 2019    | 2025    | 10-19       | 19-25 |
| Manawatū-Whanganui | 29,503                     | 30,518  | 30,323  | 0.4%        | -0.1% |
| New Zealand        | 631,435                    | 730,648 | 742,625 | 1.6%        | 0.3%  |

## Age



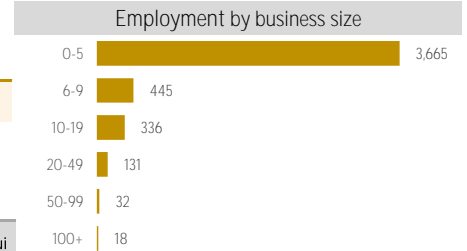
## Businesses and employment

|                                | Business units | Filled jobs   |               | Change      |
|--------------------------------|----------------|---------------|---------------|-------------|
|                                | 2019           | 2019          | 2025          | 19-25       |
| Accommodation                  | 331            | 1,373         | 1,139         | -234        |
| Aviation                       | 61             | 595           | 710           | 115         |
| Cafés, bars and restaurants    | 533            | 3,713         | 3,354         | -359        |
| Catering                       | 129            | 910           | 969           | 59          |
| Clubs                          | 54             | 332           | 303           | -29         |
| Museums                        | 19             | 123           | 127           | 4           |
| Quick Service Restaurants      | 276            | 1,459         | 1,492         | 33          |
| Tourism*                       | 1,095          | 7,272         | 7,164         | -108        |
| Travel                         | 67             | 219           | 209           | -10         |
| Retail and retail supply chain | 2,993          | 18,759        | 18,740        | -19         |
| <b>Total service sector</b>    | <b>4,834</b>   | <b>30,518</b> | <b>30,323</b> | <b>-195</b> |

\*Tourism includes overlap with the other sectors

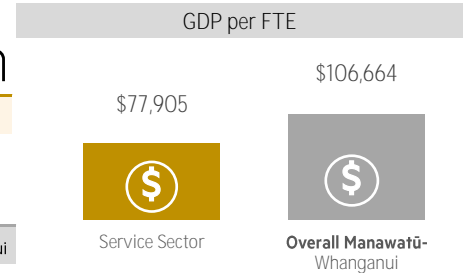
## Business Units

2019 **4,834** Business units  
 2019 **19%** % of Manawatū-Whanganui

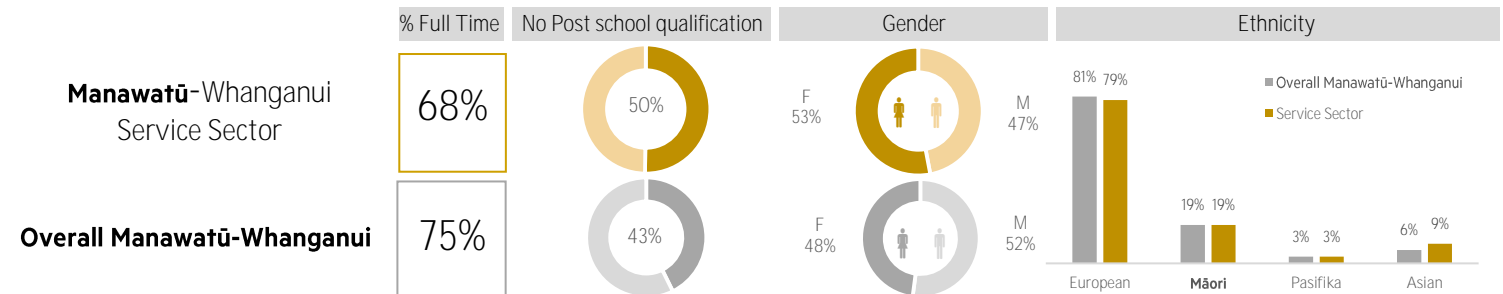


## Economic contribution

2019 **\$2,064m** GDP  
 2019 **18%** % of Manawatū-Whanganui



## Demographics



Data and forecasts supplied by Infometrics.  
 2020 jobs data is end of March 2020  
 Updated: Friday, August 7, 2020