

TOURISM JOBS MATTER | TRAVEL ECONOMY SERIES

Tourism employees are the backbone of the travel economy. Our ability to provide hospitality to all visitors to Canada, and its impact on visitor experience, keeps businesses thriving. Whether tourism is someone's first job, or their life long career, nearly all Canadians depend on tourism jobs at some point in their lives. In this edition of our Travel Economy Series, we're taking a look at how these jobs contribute to the economy, and how improving labour outlooks will grow the economy even more.



#1

Tourism is the top source of jobs for Canadian Youth



1.8 MILLION

total tourism employees in Canada



10.6%

of the total Canadian workforce

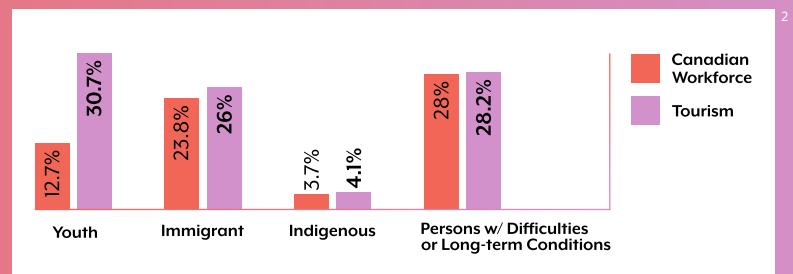
DID YOU KNOW?

Despite the growth of the tourism industry in Canada, Tourism HR Canada originally projected that shortages could cost the Canadian economy \$19.9B. While recent increases to immigration intake will fill some jobs that were expected to be in shortage, 60,000 sector jobs are still projected to go unstaffed. This will leave billions of dollars on the table unless ways are found to fill the remaining shortages. There is a perception that tourism jobs are low-paying unskilled work. The reality is, many skilled careers in tourism exist, and most tourism employees make over the legislated minimum wage.

JOBS ACROSS CANADA

Tourism is one of the only sectors that employs Canadians in every area of the country. This includes every province, territory and electoral riding.¹

A DIVERSE WORKFORCE



Tourism provides one of the most diversified workforces in the country. In addition to being the top employers of youth, tourism businesses also employ more women, indigenous peoples, new Canadians and seniors than most other sectors.

¹Statistics Canada Custom report, Dec. 2016 - Employment by Federal Electoral Districts.

²Labour market information based on Census 2016 data compiled by Tourism HR Canada <http://tourismhr.ca/labour-market-information/tourism-census-data/>