

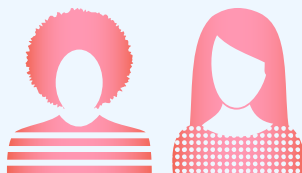
WOMEN & TOURISM | TRAVEL ECONOMY SERIES

Building upon the last edition of our Travel Economy series, we're now taking a look at the demographic make up of tourism in Canada, particularly tourism employment. Enjoy the following glance at how women are having an impact on the Canadian tourism industry.



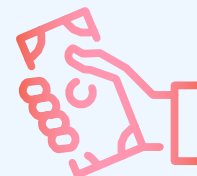
25+

Tourism businesses who signed the Catalyst Accord 2020 at TIAC's 2018 Tourism Congress



51.4%

The percentage of women in the Canadian Tourism workforce¹



82%

The percentage of travel decisions made by women – that's a lot of buying power!²

WHY FOCUS ON WOMEN IN TOURISM?

Because it's better business for everyone.

While women make up over 50% of the tourism workforce in Canada (higher than the G20 average of 46.4%), like many other industries, there is a significant gap between the number of male and female executives in tourism businesses.³ In North America, hospitality organizations boast rates of only about 5% women CEOs. This is even though women overwhelmingly are the ones making spending decisions on travel, and are a growing demographic of business travellers.⁴

In general, companies that have a more even gender distribution on their executive teams and boards, produce results that are more sustained and predictable.⁵

DID YOU KNOW?

In the fall of 2018, TIAC put out a call to action for businesses in the Tourism sector to commit to the Catalyst Accord principles for growing female leadership in tourism. Earlier this year, Catalyst announced that together, Catalyst Accord signatory companies are significantly outperforming their peers in Canada -- averaging 32.8% women on boards and 36% women executive officers, versus TSX-listed companies, which average only 16.4% women on boards and 15.8% women executive officers.

Now that's a step in the right direction and something to be proud of!

¹Table 2: Demographic Characteristics of the Tourism Sector Employed Labour Force. National Summary - Profile of Canada's Tourism Employees. THRC

²"Tourism Marketing Tip: Women Make Most Travel Decisions", Girl Power Marketing, <https://girlpowermarketing.com/tourism-marketing-women-make-decisions/>

³TRAVEL & TOURISM: DRIVING WOMEN'S SUCCESS, World Travel and Tourism Council, March 2019

⁴Marisa Garcia + Skift Team, "The Rise of Female Business Travelers", SKIFT Research, June 2014 - <https://research.skift.com/report/the-rise-of-female-business-travelers/>

⁵Michel Landel, "Gender balance and the link to performance", McKinsey Quarterly, February 2015 <https://www.mckinsey.com/featured-insights/leadership/gender-balance-and-the-link-to-performance>