

Help Wanted

We are currently facing a **debilitating shortage of labour** compounded by accelerated demand for tourism products and services.

The supply of qualified workers is far short of demand and it will only get worse. This has an impact not only on the economy, but also to social and political stability.

More than ever, tourism employers across Canada report that the critical shortage of skilled labour has led to:



And all of this has led to increased workloads, lower morale, higher staff turnover, and eroded image

TOURISM DEMOGRAPHIC ESSENTIALS

1.7 Million Workers =
10% of Canadian
labour market

More than **50%** of
workers are in the **food
& beverage** sector

32% of workforce is
15-24 year-olds
(Canada = 13%)

26% of employees are
immigrants; tourism
sector more diverse
than most others

KEY FIGURES & INTERESTING FACTS

1

If nothing is done to increase the supply of labour, the **shortfall in revenues** for the tourism sector is estimated at **\$27.4 billion by 2035**, and **240,000 jobs will go unfilled**.

2

Potential **spending at tourism businesses** could reach **\$287 billion by 2035**, and this spending **would require a 31% increase in tourism jobs**, or an additional 538,000 jobs

3

The number of **jobs** in Canada's tourism sector **has grown 12.2% since 2007** (vs Canadian economy at 7.3%). **80% of 25-64 year-olds** are working in **full time** jobs in the sector.

4

Tourism employers paid **\$46 billion in wages and salaries, plus \$6 billion in supplementary labour income**. The **average hourly wage**: FT = **\$19.96**; PT = **\$13.16**.

5 Things that Need to be Done

1	Improved investments by governments and employers	> Investments need to go beyond infrastructure and marketing > Funds towards workforce planning, detailed studies, coordination
2	Boost productivity	> Increased incentives and smart funding to enable employers to invest in training and skills development, and improved human capital practices
3	Further diversify the tourism workforce	> Increase participation rate of under-represented groups, in particular: Indigenous peoples, refugees, immigrants
4	Increase immigration and improve mobility	> Favourable immigration policies which support the talent supply required by tourism; increased flexibility and improved efficiency
5	Transform education and training programs	> Programs better fit to employment needs, more responsive to demand; broad-based skills development: product development, managerial

Tourism's ability to grow and compete is dependent on its ability to attract and retain qualified workers.

The Ask

1 Promote the need to prioritize tourism as a sector to benefit from the new investments in skills upgrading

Ask how we can access these funds

2 'Growing Aboriginal Tourism Business and Job Opportunity' proposal has been with ESDC since July, aimed at increasing Indigenous worker participation in tourism jobs

Promote urgency and need to move on this project

3 Re: Federal announcement on 'new organization' to support skills development and measurement

Reinforce role/mandate of Tourism HR Canada and need for more reliable, stable funding to address needs (and not to duplicate the work)

Perhaps promoting the idea that **2% of the marketing budget go to labour matters** coordinated/facilitated by Tourism HR Canada

Recent GOC Announcements

MARCH 22

2017 Federal Budget

New investments to help adult learners retrain or upgrade skills to adapt to changing labour market

Significant funds for underrepresented groups to help increase workforce participation

Youth Employment Strategy (395 million over 3 years)

\$50 million to Indigenous Skills and Employment Training Strategy

\$225 million over 4 years and \$75 million thereafter to establish a new organization to support skills development and measurement in Canada

MAY 11

Canada's New Tourism Vision

ACTION ITEM 19

Investing in tourism sector jobs and skills training

ACTION ITEM 20

Strengthening Canada's tourism data and metrics

OVERALL AIM OF INVESTMENTS IN TOURISM LABOUR MARKET... TO CREATE A More Resilient and Inclusive Labour Market