



Mind the Gap

Canada's Labour Force Shortage • 2022 03 29

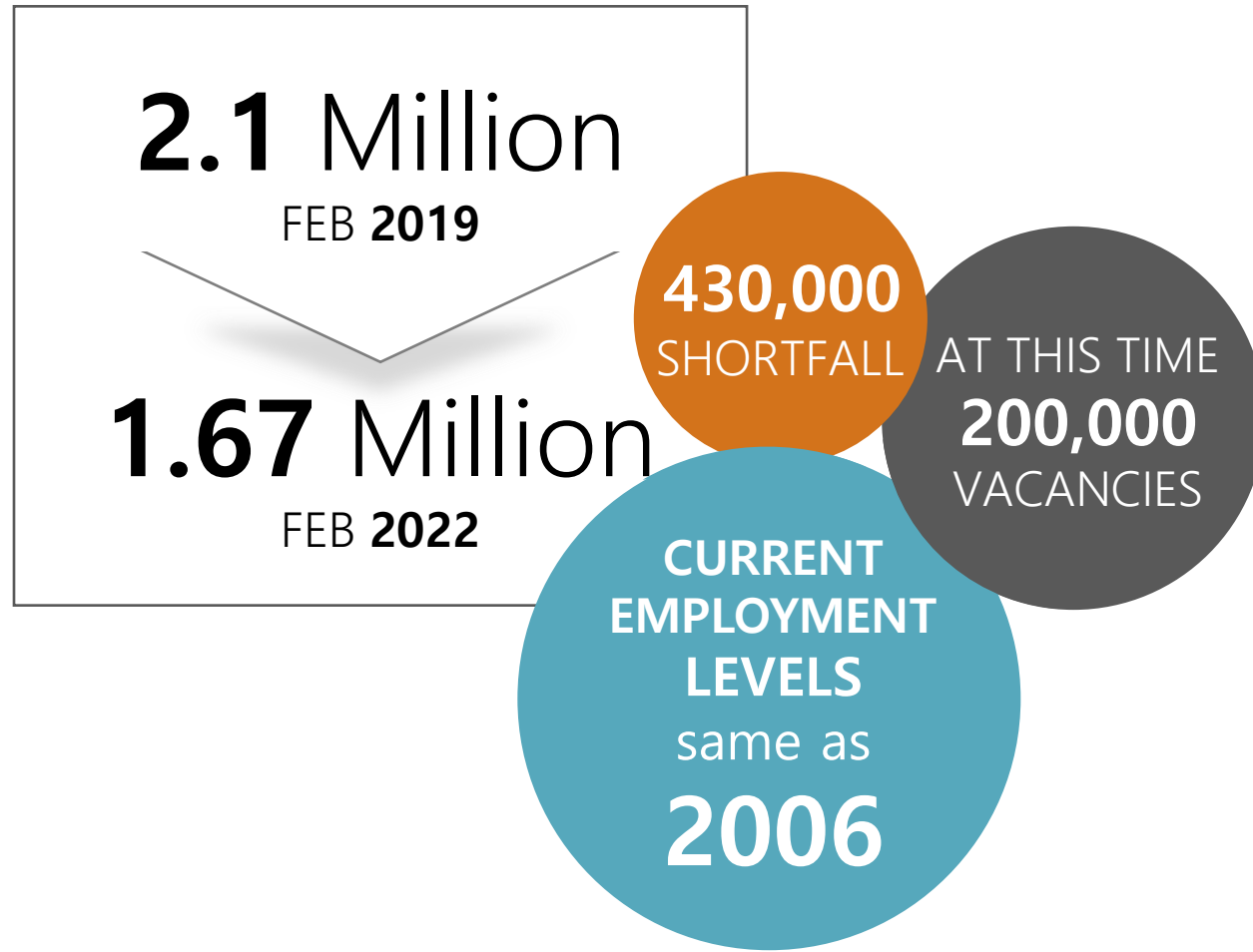
LANGUAGES CANADA

Tourism **HR**
Canada



RH Tourisme
Canada

THE HEADLINES



Less than 50% fully staffed

60% + working part time

Vacancies in most occupations in all five tourism industries, in every riding in Canada

Great exodus of people working in operations/supervisory and management-level occupations

'Pre pandemic levels' expected by 2025

Tourism unemployment rate roughly 2X the economy overall

WORKFORCE ISSUES

3 KEY DIMENSIONS



Short Supply of Workers

Today, 400,000+ fewer workers than pre-pandemic, with unfilled jobs in every region



Skills Mismatch

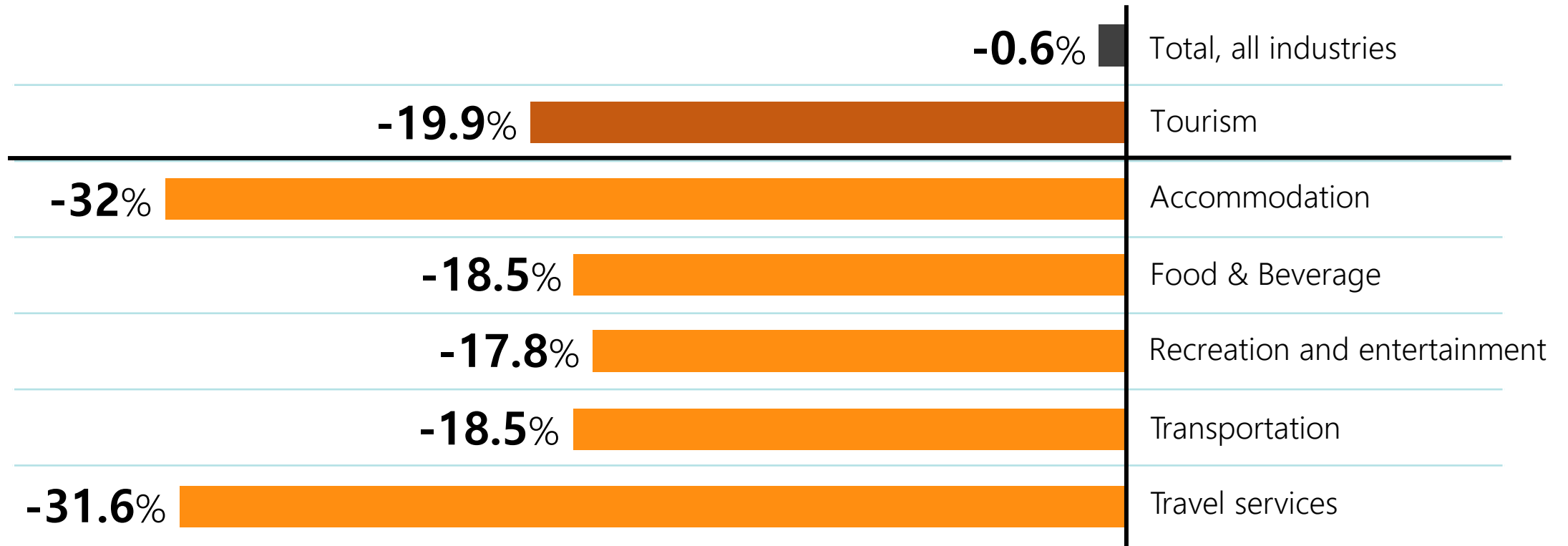
25-40% without the skills needed = impacting productivity, retention, service quality, inability to compete



Mobility and Employment Barriers

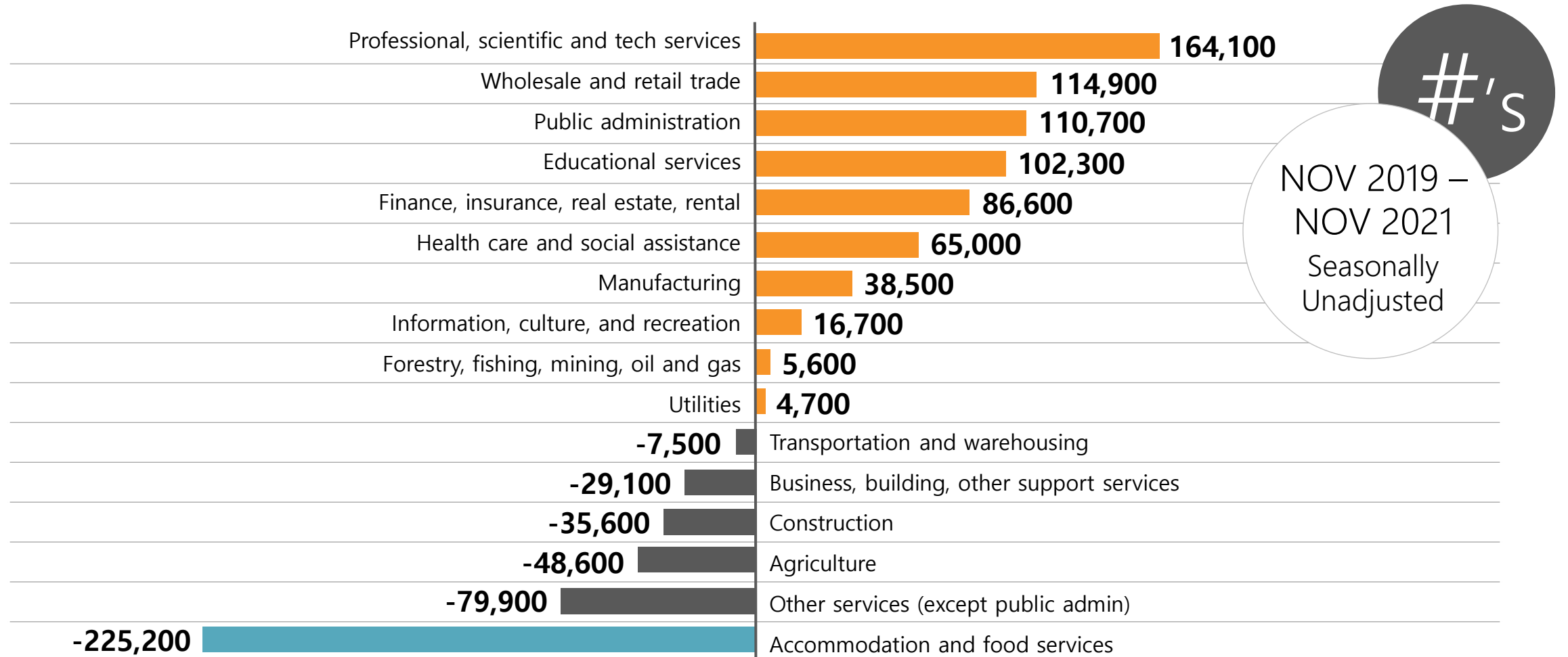
Structural constraints that inhibit job seekers from gainful employment in tourism

FIRST & HARDEST HIT, PROTRACTED RECOVERY



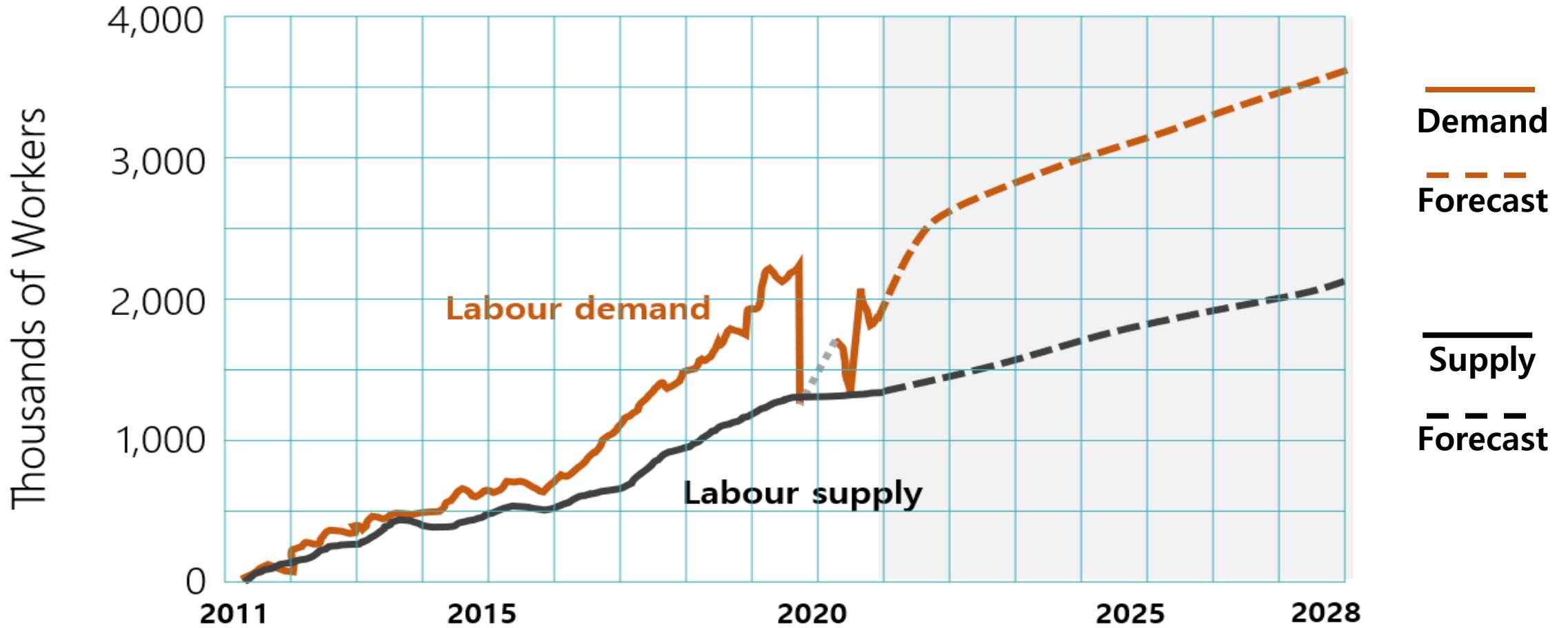
(Employment 2021 compared to 2019)

Employment Change by Industry



Shortfall is Here to Stay

Cumulative Change in Labour Demand and Supply
Since April 2011 (all sectors, not tourism-specific)



THE HEADLINES

Labour crisis is more acute in tourism than any other industry

Insufficient immigration rates to meet demand

Current immigration streams are a mismatch for *skills* needed for tourism

The youth demographic we've relied on for workers is increasingly shrinking (and will for at least another decade)

Demand Increase 2019 - 2035

15 – 20%

21 – 25%

26 – 30%

31 – 40%

Food & Beverage Servers	Railway conductors	Bakers	Attendants Amusement Parks
Cashiers	Dining Rm Hosts/Hostess	Janitors, Superintendents	Recreation Program Leaders
Bartenders	Security Employees	Front Desk Agents	Rec & Sport Program Directors
Cooks	Casino Occupations	Light Duty Cleaners	Delivery Drivers
Airline Service Agents	Accom Service Managers	Restaurant Managers	Food Service Supervisors
Aircraft Mechanics, Inspectors	Bus & Subway Drivers	Travel Counsellors	Air Transport Ramp Attendants
Landscaping, Grounds Keepers	Vehicle Mechanics	Museum Technical Roles	
Retail Salespersons	Transport Managers	Pilots, Flight Instructors	
Counter Att, Kitchen Helpers	Taxi & Limo Drivers	Retail Trade Managers	
Flight Attendants		Chefs	
Railway Engineers			



All sectors are impacted; 'high volume occupations' often hardest to fill

PAN CANADIAN TOURISM WORKFORCE Recovery and Growth Task Force

FOCUS OF THE TASK FORCE



RELIABLE
SOURCE OF
WORKERS



OPTIMIZE
CURRENT
WORKERS



TACKLE
BARRIERS TO
EMPLOYMENT



RECOMMEND
WAYS TO IMPROVE
HR PRACTICES &
SUPPORTS



ADVISE ON
STRATEGIES TO
ADDRESS
REPUTATIONAL
DAMAGE

Tourism HR Canada

MANDATE

Building a
Resilient, Competitive, and Inclusive
Labour Market

Thank You

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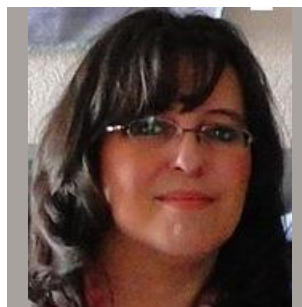
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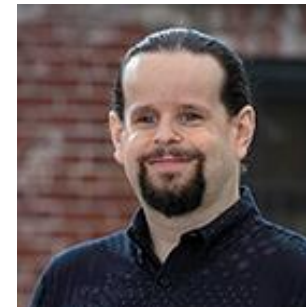
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Tourism HR Canada is a pan-Canadian organization with a mandate aimed at building a world-leading tourism workforce. Tourism HR Canada facilitates, coordinates, and enables human resource development activities that support a globally competitive and sustainable industry and foster the development of a dynamic and resilient workforce.

Tourism HR Canada is your source for current human resources issues and solutions, and works with the industry to attract, train, and retain valuable tourism professionals by giving them the tools and resources they need to succeed in their careers and entrepreneurial endeavours.

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