



CANADIAN TOURISM
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NEWCOMERS TO CANADA EMPLOYED IN TOURISM

As Canada's population ages and the birth rate declines, the potential labour shortage for the tourism sector is projected to balloon to a quarter-million jobs by 2025. By 2011, Statistics Canada predicts that the growth of Canada's overall labour force and, by extension, the vitality of the national economy will depend entirely on immigration.¹

Canada's Tourism Sector: a quick overview

Canada's tourism sector consists of five component industry groups: food and beverage services, transportation, accommodation, recreation and entertainment, and travel services. A large and dynamic contributor to the nation's economy, tourism spending in Canada reached \$75 billion in 2008 and the sector's contribution to Canada's GDP was 2.2%.

According to the 2008 Labour Force Survey, 1.75 million people were employed in Canada's tourism sector, which represents 10.2% of all employment in the country. Among the five tourism industry groups, food and beverage services was the largest employer, employing 827,900 people (47% of the tourism labour force).

While there are over 400 occupations in the tourism sector, over three-quarters of the tourism workforce is employed in one of 38 occupations. One-third of all tourism workers are employed as food counter attendants and kitchen helpers, food and beverage servers, and cooks.

One in four tourism workers is foreign-born

One-quarter (24%) of the people working in the tourism sector were born outside of Canada. While this proportion is similar to the number of foreign-born workers in the overall Canadian work force (22%), it points to the tourism sector's dependence on immigration to help meet the demand for labour.

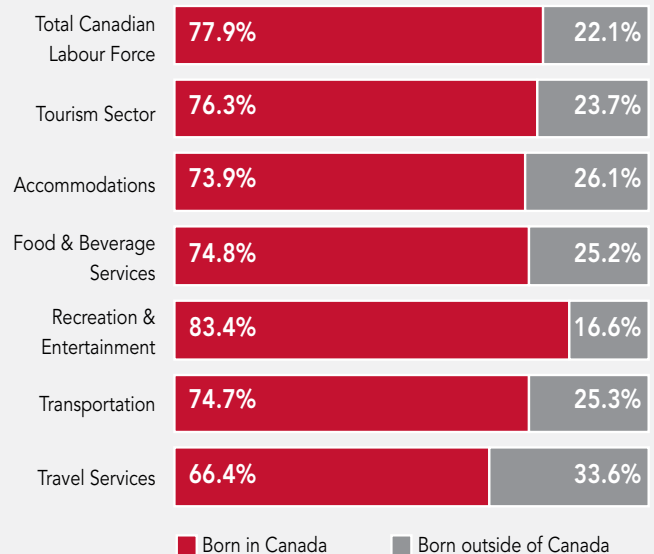
To attract and retain workers from outside of Canada, tourism employers are using Canada's Temporary Foreign Worker Program and the provincial/territorial nominee programs more than in the past.

The travel services industry group had the largest proportion of foreign-born workers

In the travel services industry group, one out of every three workers was born outside of Canada, the highest number of newcomers of

all five industry groups. The recreation and entertainment industry group had the fewest foreign-born employees.

Place of Birth of the Tourism Sector's Employed Labour Force, 2006



SOURCE: Canadian Census 2006, Customized tabulation.

The six occupations in the tourism sector that had the most foreign-born workers in 2006 were: taxi and limousine drivers and chauffeurs (58%), chefs (48%), executive housekeepers (38%), restaurant and food service managers (36%), light-duty cleaners (35%), and, travel counselors (34%).

Foreign-born men were more likely than foreign-born women to work in tourism

While the gender distribution of all immigrants in the Canadian labour force in 2006 was equal, a higher percentage of immigrant men (26%) were employed in the tourism sector than foreign-born women (20%).

Within the industry groups, travel services had the highest share of foreign-born men (38%).

¹ Statistics Canada, Study: Canada's immigrant labour market, *The Daily*, Monday, September 10, 2007.

² According to the 2006 Census, Canada's foreign-born population includes both permanent and non-permanent residents. The latter refers to individuals who held a study or work permit or who were refugee claimants at the time of the census.

	Born Outside of Canada	
	MALE	FEMALE
CANADA	22%	22%
TOURISM	26%	20%
Accommodations	26%	22%
Food & Beverage Services	30%	21%
Transportation	27%	19%
Recreation & Entertainment	16%	16%
Travel Services	38%	31%

SOURCE: Canadian Census 2006, Customized tabulation.

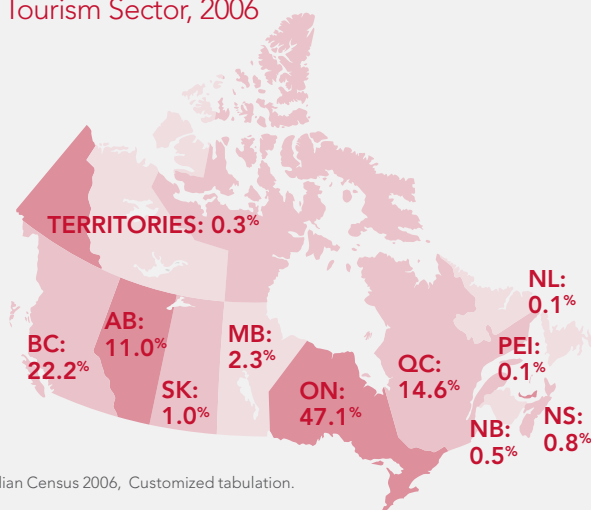
One in three tourism workers born outside of Canada are over the age of 35

Foreign-born tourism employees were more likely to be older than immigrants in the overall labour force. Foreign-born workers age 35 years and older represented one-quarter of workers in the overall Canadian economy and about one-third of the tourism labour force.

Nearly half of all tourism workers born outside of Canada work in Ontario

Foreign-born workers employed in tourism were most likely to be working in Ontario (47%), British Columbia (22%), and Quebec (15%). This reflects the size of the labour force in these provinces and the fact that most newcomers settle in Toronto, Vancouver and Montreal.

Geographic Distribution of Foreign-born Workers in Canada's Tourism Sector, 2006



SOURCE: Canadian Census 2006, Customized tabulation.

When comparing the number of foreign-born workers in tourism with each province's overall share of foreign-born workers, a different trend appears. The participation rates of foreign-born workers in tourism were the greatest in Alberta, Quebec, and Saskatchewan.

In Alberta and Saskatchewan, tourism workers born outside of Canada were more likely to be employed in food and beverage services. In Quebec, the majority of this group was employed in travel services.

Cities in Alberta had the largest proportion of tourism workers born outside of Canada

At the city level, most tourism workers born outside of Canada were employed in Toronto (50%), Vancouver (46%), and Calgary (31%).

When the percentage of immigrants working in tourism is compared to a city's overall share of foreign-born workers, a different story emerges. In this scenario, tourism employees born outside of Canada were proportionally greater in Calgary, Edmonton, and Ottawa-Gatineau than in other cities. In these three metropolitan areas, immigrant workers were primarily employed in the accommodations industry group. In Calgary and Ottawa-Gatineau, foreign-born tourism workers were also employed in food and beverage services.

One in five tourism workers has a mother tongue other than English or French

Tourism workers were slightly more likely to have a mother tongue other than English or French (22%) compared to the overall Canadian workforce (20%). Men (23%) were more likely than women (18%) to speak a language other than English or French.

Along with foreign language skills, newcomers to Canada offer a unique perspective into attracting and serving customers from other parts of the world. As Canada's tourism sector becomes more reliant on non-traditional visitor markets, the foreign-born workforce is a valuable resource for employers seeking to provide inclusive and culturally diverse service.

ABOUT THIS STUDY

The "Demographic Profile of Tourism Sector Employees" report is produced every five years as new Census data is made available. This summary was developed using specialized tabulations from the 2006 Census and offers employment statistics for demographic groups within the tourism labour force.

The detailed "Demographic Profile of Tourism Sector Employees" report is available on the CTHRC website: www.cthrc.ca

For more information contact: research@cthrc.ca



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