



CANADIAN TOURISM
HUMAN RESOURCE
COUNCIL

PRINCE EDWARD ISLAND

DEMOGRAPHIC PROFILE OF TOURISM SECTOR EMPLOYEES

Prince Edward Island's tourism sector consists of five component industry groups (food and beverage services, transportation, accommodation, recreation and entertainment, and travel services). Employing 7,145 people in 2006, tourism accounted for 10.7% of the province's employment.

The largest industry group was food and beverage services, which engaged 50.7% of all tourism employees in Prince Edward Island. The most prevalent occupations in the sector reflect the size of the food and beverage services industry group. Food counter attendants and kitchen helpers accounted for 14.9% of all tourism employment, followed by food and beverage servers (12.2%), and cooks (9.0%).

With 71.4% under the age of 35 years, food and beverage services had the youngest labour force in the tourism sector. Despite this young labour force, work patterns did not vary significantly from those reported in other tourism industries. In fact, 50.5% of food and beverage services workers were employed year-round, compared to 48.7% in the province's tourism sector overall.

Tourism Sector Employment by Industry Group – Prince Edward Island

Accommodation

18.3%

Food and Beverage Services

50.7%

Recreation and Entertainment

19.9%

Transportation

9.0%

Travel Services

2.1%

Tourism employment
in PEI (n=7,145)

SOURCE: Canadian Census 2006, Customized tabulation.

Five Largest Tourism Occupations in Prince Edward Island	PEI
TOTAL TOURISM EMPLOYMENT	7,145
Food counter attendants, kitchen helpers and related occupations	14.9%
Food and beverage servers	12.2%
Cooks	9.0%
Cashiers	4.8%
Restaurant and food service managers	4.5%

SOURCE: Canadian Census 2006, Customized tabulation

Demographic Characteristics for the Tourism Sector Labour Force in Prince Edward Island*

	Provincial Tourism Sector	Accommodations	Food & Beverage Services	Recreation & Entertainment	Transportation	Travel Services
GENDER						
Female	57.5%	59.5%	68.6%	44.4%	19.7%	55.2%
Male	42.5%	40.5%	31.4%	55.6%	80.3%	44.8%
AGE						
15-24 years old	38.2%	23.8%	55.7%	22.3%	7.8%	24.1%
25-34 years old	15.7%	18.4%	15.7%	15.2%	10.9%	20.7%
35-44 years old	16.5%	20.3%	12.4%	25.4%	13.3%	13.8%
45 years and older	29.5%	37.5%	16.1%	37.1%	68.0%	41.4%
WORK PATTERNS**						
Full-Time / Full-Year	36.0%	35.2%	34.0%	32.7%	53.7%	45.2%
Full-Time / Part-Year	31.6%	42.2%	26.0%	40.4%	25.2%	19.4%
Part-Time / Full-Year	12.7%	7.0%	16.5%	12.0%	5.7%	6.5%
Part-Time / Part-Year	19.7%	15.6%	23.5%	14.9%	15.4%	29.0%
Total Full-Time	67.6%	77.5%	59.9%	73.1%	78.9%	64.5%
Total Part-Time	32.4%	22.5%	40.1%	26.9%	21.1%	35.5%
Total Seasonal (Part-Year)	51.3%	57.8%	49.5%	55.3%	40.7%	48.4%
Total Year-Round	48.7%	42.2%	50.5%	44.7%	59.3%	51.6%
PLACE OF BIRTH						
Born in Canada	95.0%	92.0%	97.0%	93.3%	94.5%	93.1%
Born outside of Canada	5.0%	8.0%	3.0%	6.7%	5.5%	6.9%
MOTHER TONGUE						
English	92.6%	94.3%	93.1%	92.2%	92.1%	80.6%
French	3.8%	2.7%	2.9%	5.7%	5.5%	12.9%
Other Language	3.6%	3.1%	4.0%	2.1%	2.4%	6.5%
EQUITY GROUPS						
Visible minorities	2.0%	2.7%	2.5%	0.7%	--	--
Aboriginal Peoples	1.0%	--	1.2%	1.4%	--	--
Disabled persons	11.7%	17.2%	9.8%	10.6%	14.1%	6.9%
SCHOOL ATTENDANCE						
Attended school (in 2005-06)	30.4%	22.1%	40.5%	23.9%	6.3%	23.3%
Did not attend school (in 2005-06)	69.6%	77.6%	59.4%	76.4%	93.7%	76.7%
EDUCATION LEVELS						
No certificate, diploma or degree	24.7%	14.9%	33.7%	15.8%	15.0%	18.8%
High school or equivalent	38.2%	34.9%	43.6%	32.7%	27.6%	37.5%
Apprenticeship/trades/College/ CEGEP certificate/diploma	24.2%	29.1%	15.2%	29.9%	49.6%	31.3%
University below bachelor level	2.0%	2.7%	1.2%	3.5%	1.6%	6.3%
University certificate or degree	10.9%	18.4%	6.3%	18.0%	6.3%	6.3%

SOURCE: Canadian Census 2006, Customized tabulation.

*due to rounding, data may not equal 100%

**data is for the employed labour force as of Census Day: May 16, 2006.

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 and demographic statistics for the industry groups within the tourism sector.

The detailed "Demographic Profile of Tourism Sector Employees" reports as well as regional, occupational and industrial summary documents are available on the CTHRC website: www.cthrc.ca

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