

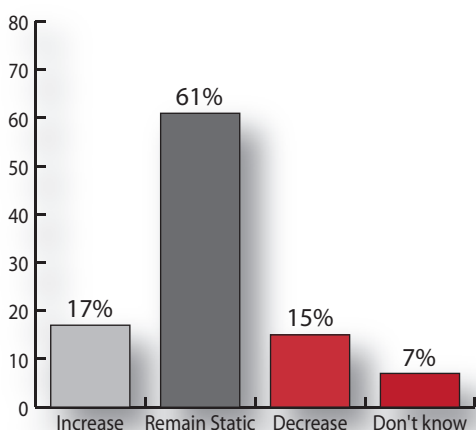
In 2008, The Alliance of Sector Councils (TASC) initiated a trends analysis project with its members. To date, 16 sector councils—including the CTHRC—have participated in this project. To help TASC collect relevant, current intelligence about human resources in the economy, the Council distributes a five-question quarterly survey to members of its Workplace Matters Panel. The simple questions are designed to generate key intelligence on human resource trends. Results

from all sectors are compiled by TASC and used to help inform relevant discussions and communications. These are the tourism sector results for the 3rd quarter of 2010.

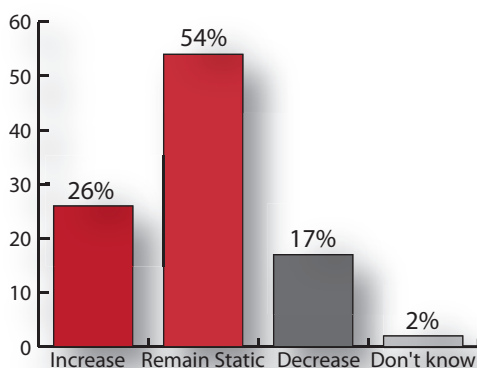
The current trend seems to be one of stability. Similar to previous quarters, panellists report that both hiring (54%) and layoffs (61%) will remain static. In addition, 50% of respondents indicated that their investment in training was unchanged from a year ago.

Where change was expected, the overall picture was fairly positive.

Q1. Do you anticipate that hiring in your organization will be up, down or static during the current quarter (October - December)?



Q2. Do you anticipate that layoffs in your organization will be up, down or static during the current quarter (October - December)?



More panellists expected hiring to increase (26%) than decrease (17%), and more businesses had increased their investment in training (35%) rather than decreasing it (11%).

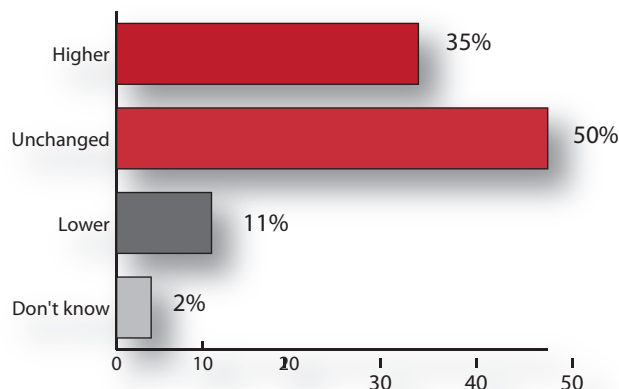
Of hiring, layoffs and training, most panellists (61%) indicated that training was the key human resource challenge currently facing their organizations. Another one-third indicated they were facing an HR challenge different than the three listed.

Q4. Which of the following do you consider to be the key HR challenge currently facing your organization?



When asked to describe the other issue, respondents identified a variety of challenges, including staff retention, minimum wage increases and finding qualified staff in rural areas.

Q3. During the current quarter, is the planned investment in training in your organization higher, lower or the same as this time last year?



ABOUT THIS STUDY

Workplace Matters Panel reports are written solely by the CTHRC, and do not reflect the opinions of Ipsos. For More Information go to www.cthrc.ca. To become a member, please visit <http://www.join.workplacematterspanel.ca>

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