



CANADIAN TOURISM  
HUMAN RESOURCE  
COUNCIL

MANITOBA

# DEMOGRAPHIC PROFILE OF TOURISM SECTOR EMPLOYEES

Manitoba's tourism sector consists of five component industry groups (food and beverage services, transportation, accommodation, recreation and entertainment, and travel services). Employing 60,360 people in 2006, tourism accounted for 10.4% of the province's employment. Winnipeg – the largest urban centre – accounted for 69.8% of tourism employment in the province.

The largest industry group was food and beverage services, which engaged 45.3% of all tourism employees in Manitoba. The most prevalent occupations in the sector reflect the size of this industry group, with food counter attendants and kitchen helpers accounting for 13.3% of all tourism employment, followed by food and beverage servers (11.2%), and cooks (8.6%). Similar trends were reported in Winnipeg where food counter attendants and kitchen helpers accounted for 13.7% of the tourism labour force, followed by food and beverage servers (10.3%) and cooks (7.4%). Two-thirds of the people working in the province's tourism sector were aged 15-24 years (37.9%). Aboriginal Peoples of all ages accounted for 11.5% of tourism employment in Manitoba and 8.3% in Winnipeg

## Tourism Sector Employment by Industry Group – Winnipeg and Manitoba

### Accommodation

10.6%

13.3%

### Food and Beverage Services

45.4%

45.3%

### Recreation and Entertainment

19.9%

19.3%

### Transportation

22.0%

20.2%

### Travel Services

2.0%

1.9%

■ Tourism employment in Winnipeg (n=42,115)  
■ Tourism employment in Manitoba (n=60,360)

SOURCE: Canadian Census 2006, Customized tabulation.

Five Largest Tourism Occupations in Winnipeg and Manitoba	Manitoba	Winnipeg
<b>TOTAL TOURISM EMPLOYMENT</b>	<b>60,360</b>	<b>42,115</b>
Food counter attendants, kitchen helpers and related occupations	13.3%	13.7%
Food and beverage servers	11.2%	10.3%
Cooks	8.6%	7.4%
Restaurant and food service managers	5.0%	5.0%
Bus drivers and subway and other transit operators	3.4%	3.4%
Cashiers		3.3%

SOURCE: Canadian Census 2006, Customized tabulation

## Demographic Characteristics for the Tourism Sector Labour Force in Manitoba\*

	Provincial Tourism Sector	Accommodations	Food & Beverage Services	Recreation & Entertainment	Transportation	Travel Services
<b>GENDER</b>						
Female	49.9%	60.6%	61.2%	43.6%	21.1%	78.2%
Male	50.1%	39.4%	38.8%	56.4%	78.9%	21.9%
<b>AGE</b>						
15-24 years old	37.9%	30.2%	59.7%	28.6%	5.3%	14.4%
25-34 years old	16.8%	19.8%	15.2%	19.6%	14.6%	29.8%
35-44 years old	15.3%	16.0%	10.5%	19.2%	21.6%	16.2%
45 years and older	30.0%	34.0%	14.6%	32.5%	58.5%	39.7%
<b>WORK PATTERNS**</b>						
Full-Time / Full-Year	44.8%	46.9%	33.2%	39.6%	71.3%	62.6%
Full-Time / Part-Year	18.4%	20.9%	14.4%	24.4%	19.5%	20.7%
Part-Time / Full-Year	13.7%	12.2%	20.0%	12.3%	3.4%	8.8%
Part-Time / Part-Year	23.0%	20.0%	32.5%	23.6%	5.8%	7.9%
Total Full-Time	63.2%	67.8%	47.5%	64.0%	90.7%	83.3%
Total Part-Time	36.8%	32.2%	52.5%	36.0%	9.3%	16.7%
Total Seasonal (Part-Year)	41.4%	41.0%	46.9%	48.1%	25.3%	28.6%
Total Year-Round	58.6%	59.0%	53.1%	51.9%	74.7%	71.4%
<b>PLACE OF BIRTH</b>						
Born in Canada	84.0%	82.9%	84.1%	88.5%	84.9%	85.5%
Born outside of Canada	15.0%	17.1%	15.9%	11.5%	15.1%	14.5%
<b>MOTHER TONGUE</b>						
English	79.2%	77.2%	79.4%	82.7%	76.8%	78.9%
French	3.5%	2.9%	2.4%	4.7%	5.0%	4.4%
Other Language	17.3%	19.9%	18.2%	12.6%	18.2%	16.7%
<b>EQUITY GROUPS</b>						
Visible minorities	12.6%	13.3%	15.3%	8.0%	11.0%	7.9%
Aboriginal Peoples	11.5%	15.9%	11.2%	11.4%	9.9%	5.3%
Disabled persons	12.6%	15.2%	10.2%	13.2%	16.3%	8.3%
<b>SCHOOL ATTENDANCE</b>						
Attended school (in 2005-06)	30.5%	22.3%	44.3%	29.6%	7.5%	9.6%
Did not attend school (in 2005-06)	69.5%	77.7%	55.7%	70.4%	92.5%	90.4%
<b>EDUCATION LEVELS</b>						
No certificate, diploma or degree	30.5%	29.6%	41.2%	21.3%	18.1%	7.5%
High school or equivalent	36.3%	38.4%	39.6%	33.1%	31.5%	26.8%
Apprenticeship/trades/College/ CEGEP certificate/diploma	21.2%	21.6%	11.9%	23.0%	38.0%	44.3%
University below bachelor level	2.7%	3.0%	1.5%	3.7%	4.1%	5.7%
University certificate or degree	9.2%	7.4%	5.7%	18.9%	8.3%	15.8%

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](http://www.cthrc.ca)

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