



CANADIAN TOURISM
HUMAN RESOURCE
COUNCIL

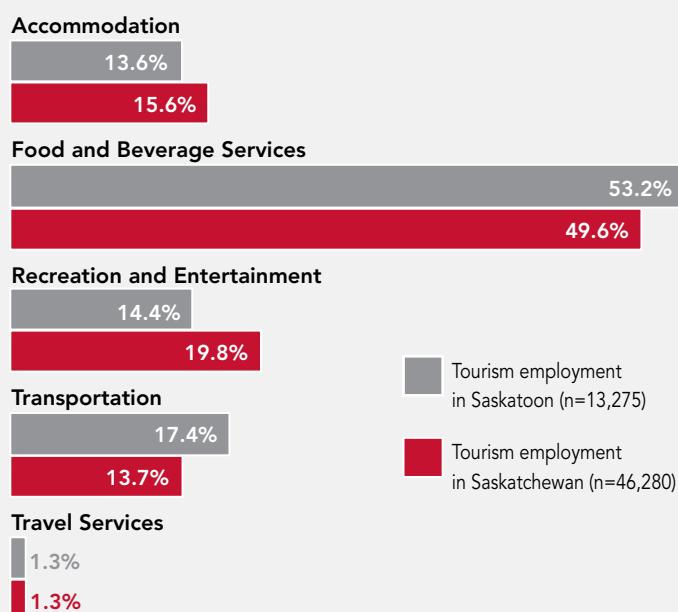
SASKATCHEWAN

DEMOGRAPHIC PROFILE OF TOURISM SECTOR EMPLOYEES

Saskatchewan's tourism sector consists of five component industry groups (food and beverage services, transportation, accommodation, recreation and entertainment, and travel services). Employing 46,280 people in 2006, tourism accounted for 9.4% of the province's total employment. Saskatoon – one of the largest urban centres – accounted for 28.7% of tourism employment in the province.

The largest industry group in Saskatchewan was food and beverage services, which engaged 49.6% of the tourism labour force. The most prevalent occupations in the sector reflect the size of this industry group, with food counter attendants and kitchen helpers accounting for 10.9% of all tourism employment, followed by food and beverage servers (10.2%), and cooks (7.8%). Similar trends were reported in Saskatoon where food counter attendants and kitchen helpers accounted for 16.1% of the tourism labour force, followed by food and beverage servers (11.8%) and cooks (10.0%). Four in ten (39.4%) people in the province's tourism labour force are young workers between the ages of 15 and 24 years. Aboriginal Peoples accounted for 11.8% of tourism employees in Saskatchewan and 8.2% in Saskatoon.

Tourism Sector Employment by Industry Group – Saskatoon and Saskatchewan



SOURCE: Canadian Census 2006, Customized tabulation.

Five Largest Tourism Occupations in Saskatoon and Saskatchewan	Saskatchewan	Saskatoon
TOTAL TOURISM EMPLOYMENT	60,360	13,275
Food counter attendants, kitchen helpers and related occupations	10.9%	16.1%
Food and beverage servers	10.2%	11.8%
Cooks	7.8%	10.0%
Restaurant and food service managers	4.6%	6.4%
Bus drivers and subway and other transit operators	3.2%	3.6%

SOURCE: Canadian Census 2006, Customized tabulation

Demographic Characteristics for the Tourism Sector Labour Force in Saskatchewan*

	Provincial Tourism Sector	Accommodations	Food & Beverage Services	Recreation & Entertainment	Transportation	Travel Services
GENDER						
Female	56.7%	70.2%	64.5%	48.3%	23.2%	79.3%
Male	43.3%	29.8%	35.5%	51.7%	76.8%	20.7%
AGE						
15-24 years old	39.4%	26.0%	55.7%	33.8%	6.7%	9.1%
25-34 years old	16.1%	19.9%	15.7%	17.3%	11.7%	17.4%
35-44 years old	15.0%	17.7%	10.8%	17.8%	22.2%	28.9%
45 years and older	29.4%	36.4%	17.9%	31.1%	59.4%	44.6%
WORK PATTERNS**						
Full-Time / Full-Year	42.2%	48.5%	36.0%	38.8%	59.3%	64.1%
Full-Time / Part-Year	20.2%	22.7%	17.0%	24.3%	22.3%	21.4%
Part-Time / Full-Year	13.0%	11.1%	16.5%	11.5%	6.0%	4.3%
Part-Time / Part-Year	24.7%	17.8%	30.5%	25.4%	12.4%	10.3%
Total Full-Time	62.4%	71.1%	53.0%	63.1%	81.6%	85.5%
Total Part-Time	37.6%	28.9%	47.0%	36.9%	18.4%	14.5%
Total Seasonal (Part-Year)	44.8%	40.4%	47.5%	49.7%	34.7%	31.6%
Total Year-Round	55.2%	59.6%	52.5%	50.3%	65.3%	68.4%
PLACE OF BIRTH						
Born in Canada	91.1%	91.8%	88.3%	95.3%	94.7%	91.7%
Born outside of Canada	8.9%	8.2%	11.7%	4.7%	5.3%	8.3%
MOTHER TONGUE						
English	86.5%	85.0%	85.5%	89.7%	87.4%	86.8%
French	1.3%	1.2%	0.8%	1.5%	2.6%	5.8%
Other Language	12.1%	13.8%	13.7%	8.7%	10.0%	7.4%
EQUITY GROUPS						
Visible minorities	6.9%	6.6%	10.1%	2.6%	2.3%	--
Aboriginal Peoples	11.8%	13.0%	9.7%	18.5%	8.5%	10.0%
Disabled persons	13.6%	15.3%	11.8%	14.0%	17.9%	10.8%
SCHOOL ATTENDANCE						
Attended school (in 2005-06)	28.5%	19.0%	38.6%	27.0%	6.4%	9.1%
Did not attend school (in 2005-06)	71.5%	81.0%	61.4%	73.0%	93.6%	90.9%
EDUCATION LEVELS						
No certificate, diploma or degree	32.2%	31.7%	39.9%	22.3%	21.2%	7.5%
High school or equivalent	38.6%	34.3%	40.8%	36.0%	40.2%	32.5%
Apprenticeship/trades/College/ CEGEP certificate/diploma	19.8%	25.1%	13.8%	20.9%	31.6%	47.5%
University below bachelor level	2.5%	2.8%	1.7%	4.0%	2.5%	3.3%
University certificate or degree	6.9%	6.0%	3.8%	16.7%	4.4%	9.2%

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

For more information contact: research@cthrc.ca

Canada

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