

ACCOMMODATIONS INDUSTRY SUMMARY

Demographic Profile of Tourism Sector Employees

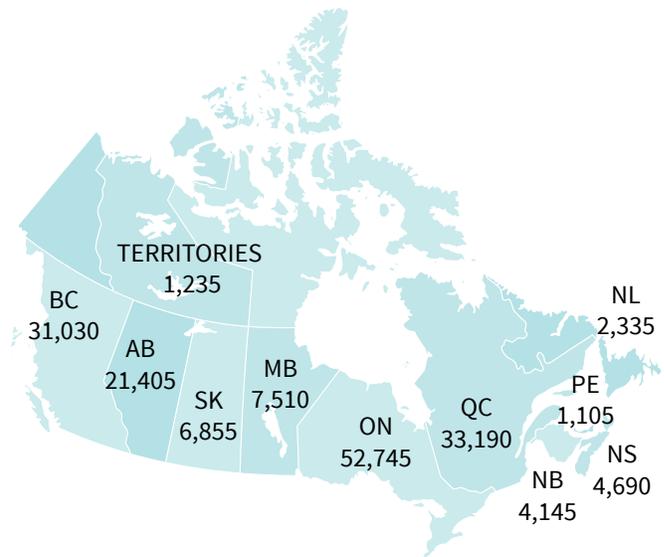
2011*

The accommodations industry group is comprised of traveller accommodation and recreational vehicle (RV) parks and camps. With a total labour force of 166,245 people, it accounted for 10.1% of employment within the tourism sector in 2011.

More than half of the accommodations labour force were employed in Ontario (31.7%) and Québec (20.0%), which is not surprising considering the number of properties located in these provinces.

In 2011, three-quarters (74.6%) of accommodations businesses in Canada had fewer than 20 employees, and there were just over 3,700 businesses with 1-4 employees.¹ The proportion of unionized employees in accommodations was 19.5%, greater than the share in the tourism sector overall (15.4%).²

People Employed In Accommodations by Province



Occupations in the Accommodations Industry

The top ten occupations—in terms of absolute size—listed in the following table represent 71.5% of employment in the accommodations industry group.

| NOC 2011 | Occupations in the Accommodations Industry Group | Total Tourism Sector Employment | Employed in Accommodations | % of Accommodations Labour Force |
|----------|--|---------------------------------|----------------------------|----------------------------------|
| 6731 | Light duty cleaners | 43,590 | 34,225 | 20.6% |
| 6525 | Hotel front desk clerks | 22,850 | 22,850 | 13.7% |
| 0632 | Accommodation service managers | 16,600 | 15,425 | 9.3% |
| 6513 | Food and beverage servers | 165,990 | 14,535 | 8.7% |
| 6322 | Cooks | 143,635 | 9,105 | 5.5% |
| 6733 | Janitors, caretakers and building superintendents | 14,490 | 6,135 | 3.7% |
| 6711 | Food counter attendants, kitchen helpers and related support occupations | 236,615 | 6,020 | 3.6% |
| 6321 | Chefs | 39,235 | 4,685 | 2.8% |
| 6512 | Bartenders | 32,445 | 3,290 | 2.0% |
| 5254 | Program leaders and instructors in recreation, sport and fitness | 40,475 | 2,685 | 1.6% |
| | Subtotal | 755,925 | 118,955 | 71.5% |
| | All other tourism occupations | 895,515 | 47,290 | 28.5% |
| | TOTAL EMPLOYMENT | 1,651,440 | 166,245 | 100.0% |

¹ Statistics Canada, Business Register, 2011. Reproduced and distributed on an "as is" basis with the permission of Statistics Canada

² Adapted from Statistics Canada, Labour Force Survey, annual averages 2011. This does not constitute an endorsement by Statistics Canada of this product.

* Customized Tabulations: National Household Survey, 2011.

Demographic Characteristics of People Employed in Accommodations

Accommodations employed a larger percentage of women than the Canadian labour force as a whole. The occupations with the highest percentage of female employees were light duty cleaners, cashiers, travel counsellors, and conference and event planners.

The accommodations industry workforce includes a larger percentage of older workers than tourism in general. Over three percent of accommodations workers are above the age of 65 and 63% of them worked full-time. A large number of mature workers were accommodation service managers.

Almost half (49.8%), of employees in the accommodations industry worked full-time, year-round.

English was the mother tongue for 55.8% percent of the labour force across Canada.* In Québec, 75.6% of the labour force had French as a mother tongue and 17.1% had a mother tongue that was neither English nor French. Outside Québec, French was the mother tongue for 3.1% of the labour force.

A greater proportion of accommodations workers were born outside of Canada compared to the tourism labour force and the overall labour force. Immigrants to Canada made up 27.6% of the accommodations labour force and non-permanent residents made up 2.2%.

Persons reporting a disability made up a larger proportion of accommodations employees (14.2%) than in the tourism sector (12.3%) and the Canadian labour force as a whole (12.8%).

The greatest proportion of accommodation workers (32.8%) had a high school diploma as their highest achieved level of education. Among the youngest group of workers (those aged 15-24), 46.8% had a high school diploma. Of employees aged 25 to 34, 15.7% held a Bachelor's degree. Among workers over 65, 32.1% had no certificate or degree, while 5.3% has a degree above the bachelor level, such as a Master's degree or PhD.

National Household Survey data on the accommodations industry is available for the provinces and for certain major cities. Data is also available for specific occupations, and demographic groups. To request data, please email research@tourismhr.ca

| | Canadian Labour Force | Tourism Sector | Accommodations Industry Group |
|--|-----------------------|------------------|-------------------------------|
| Total Employees | 16,595,030 | 1,651,440 | 166,245 |
| GENDER | | | |
| Male | 52.0% | 48.9% | 39.4% |
| Female | 48.0% | 51.1% | 60.6% |
| AGE | | | |
| 15 to 24 years old | 13.1% | 30.7% | 18.9% |
| 25 to 34 years old | 20.5% | 19.5% | 21.2% |
| 35 to 44 years old | 22.0% | 17.0% | 19.1% |
| 45 to 54 years | 25.7% | 18.6% | 22.6% |
| 55 to 64 years | 15.3% | 11.3% | 14.8% |
| 65 years and over | 3.4% | 2.9% | 3.3% |
| WORK ACTIVITY IN 2010 | | | |
| Full-Time / Full-Year | 58.6% | 42.6% | 49.8% |
| Full-Time / Part-Year | 22.2% | 21.8% | 27.3% |
| Part-Time / Full-Year | 8.1% | 13.7% | 8.5% |
| Part-Time / Part-Year | 11.1% | 21.9% | 14.4% |
| Total Full-Time | 80.8% | 64.3% | 77.1% |
| Total Part-Time | 19.2% | 35.7% | 22.9% |
| Total Seasonal (Part-Year) | 33.4% | 43.7% | 41.7% |
| Total Year-Round | 66.6% | 56.3% | 58.4% |
| PLACE OF BIRTH | | | |
| Born in Canada | 76.7% | 74.1% | 69.9% |
| Born outside of Canada | 23.3% | 25.9% | 30.1% |
| MOTHER TONGUE | | | |
| English | 57.5% | 57.1% | 55.8% |
| French | 21.5% | 19.0% | 17.6% |
| Other Language | 20.9% | 23.9% | 26.6% |
| EQUITY GROUPS | | | |
| Disabled Persons | 12.8% | 12.3% | 14.2% |
| Aboriginal Peoples | 3.2% | 3.5% | 4.7% |
| Visible Minority | 17.7% | 22.6% | 24.1% |
| SCHOOL ATTENDANCE | | | |
| Attended school (in 2010-11) | 14.9% | 26.7% | 17.0% |
| Did not attend school (in 2010-11) | 85.1% | 73.3% | 83.0% |
| EDUCATION LEVELS | | | |
| No certificate, diploma or degree | 11.2% | 18.6% | 16.8% |
| High school diploma or equivalent | 24.9% | 35.3% | 32.8% |
| Apprenticeship or trades certificate or diploma | 11.8% | 8.8% | 10.7% |
| College, CEGEP or other non-university certificate or diploma | 21.6% | 18.3% | 20.7% |
| University certificate or diploma below bachelor level | 4.8% | 4.3% | 5.0% |
| Bachelor's degree | 16.6% | 10.9% | 10.5% |
| University certificate, diploma or degree above bachelor level | 9.2% | 3.8% | 3.6% |

*Mother tongue refers to the first language learned at home in childhood and still understood by the person at the time data was collected.

Canada

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Tourism HR Canada seeks to improve the quality of the Canadian labour force. To that end, we analyse the latest data on compensation, labour supply, and productivity and provide innovative analysis of that information for the tourism sector. To request specific information, please email research@tourismhr.ca or visit our website tourismhr.ca

SOURCE: Adapted from Statistics Canada, Customized Tabulations: National Household Survey, 2011. This does not constitute an endorsement by Statistics Canada of this product.