

Mature Workers

Demographic Profile of Tourism Sector Employees 2011*



Tourism **HR**
Canada

In 2011, Canada's tourism sector had an employed labour force of 1,651,440 workers. This represented 10% of Canada's employed workers, making tourism the third largest sector in terms of total employment share, ahead of manufacturing (9.2%), educational services (7.5%) and public administration (7.3%).¹ The following demographic profile presents tourism sector data from the 2011 National Household Survey, and represents only a sample of the available data. For more information, contact Tourism HR Canada at research@tourismhr.ca.

Mature Workers

The 2011 National Household Survey showed that workers over the age of 55 increased their share of total employment from 15.5% to 18.7% since 2006. The aging of the *baby boom* generation and increased participation in the workforce by older workers caused this increase in mature workers.²

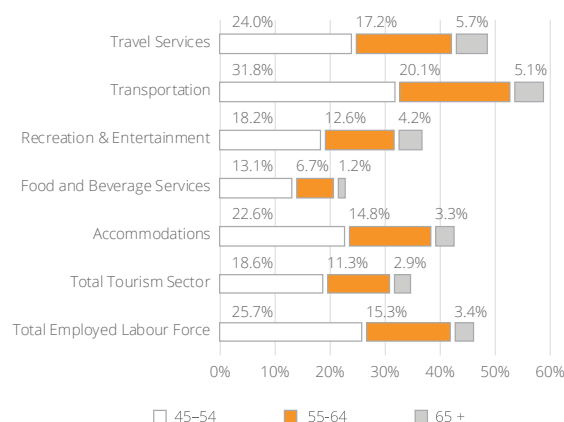
Within the tourism sector, the percentage of workers over the age of 45 increased to 32.8% in 2011 from 30.2% in 2006. Tourism had a smaller proportion of mature workers in its labour force, than the overall Canadian labour force, in which 44.4% of workers are over the age of 45.

However, this trend varies by industry group. Food and beverage services had a much smaller share of mature workers (21.0%), while the transportation and travel services industry groups employed a higher share of mature workers than the overall labour force, including over 5% of the workforce that continued working past the age of 65 (See Figure 1).

Gender

Men made up a slightly larger share of the overall workforce (52.0% males to 48.0% females) and this share increases as the age of the workforce increases, particularly among the oldest group of workers (over 65). This trend towards a greater share of males in older age brackets occurs in the tourism sector and all five of its industry groups, even in industries such as travel services that employ a majority of female workers.

Figure 1: Percentage of Tourism Workforce Over 45 – By Industry Group and Age Group



Disability

As the workforce ages, employees are more likely to report some form of disability. In the overall labour force, 12.8% of workers reported a disability, slightly higher than the 12.3% of tourism employees reporting a disability. This is not entirely surprising since tourism employs a large number of young workers and youth are less likely than mature workers to report a disability. In both the overall labour force and the tourism labour force, the percentage of workers reporting a disability increased with age. Tourism workers were more likely to report a disability than their counterparts in the general labour force, with the exception of those over 65 years of age (See Table 1).

¹ Statistics Canada, 2011 National Household Survey, Portrait of Canada's Labour Force.

² Statistics Canada, 2011 National Household Survey, Portrait of Canada's Labour Force.

* Customized Tabulations: National Household Survey, 2011.

Table 1: Workers Reporting a Disability – By Age Group

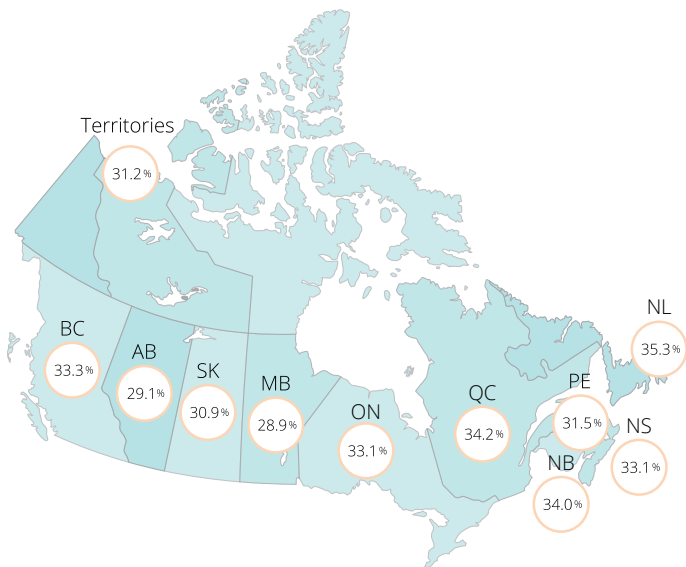
Age Cohort	Total Labour Force (%)	Total Tourism (%)
15 to 24	6.4	6.7
25 to 34	7.6	8.8
35 to 44	9.9	11.4
45 to 54	14.7	16.3
55 to 64	21.6	23.0
65 +	32.8	32.2

Provincially

Provincially, the percentage of workers over the age of 45 remained fairly stable across Canada. Alberta had the smallest percentage of tourism workers over the age of 45 at 29.1% and Newfoundland and Labrador had the largest percentage of mature tourism workers at 35.3% (See Figure 2).

At the provincial level, the province with the smallest percentage of mature workers was only 3.6 percentage points below the national average. Numerous census metropolitan areas³ (CMAs) showed shares of mature workers that were four percentage points or more below the Canadian average, including Regina where only 25.7% of tourism workers were over 45, seven percentage points below the Canadian average. While rural areas were not specifically measured, this suggests that tourism businesses in rural areas rely much more on mature workers than businesses in cities (Table 2).

Figure 2: Percentage of Tourism Workers Over 45–By Province



³ A census metropolitan area is formed by one or more adjacent municipalities centred on a population centre. A CMA must have a total population of 100,000 of which 50,000 must live in the core.

Table 2: Percentage of Tourism Workforce over 45 – By Census Metropolitan Area

CMA	% Over 45	+/- Canada Average
Saint John	36.9	4.2
Toronto	34.3	1.5
Vancouver	33.2	0.4
Montreal	33.2	0.5
St. Catharines	32.6	-0.2
Victoria	30.8	-2
Quebec City	29.1	-3.7
Calgary	29.0	-3.7
Edmonton	28.7	-4.1
Ottawa-Gatineau	28.6	-4.1
Halifax	28.2	-4.6
Charlottetown	28.0	-4.7
Winnipeg	27.5	-5.3
St. John's	27.2	-5.6
Regina	25.7	-7
Saskatoon	23.6	-9.1

Full-Time Part-Time

Generally, young workers are the most likely to work on a part-time basis. As they age, workers become more likely to work full-time. However, once tourism workers reach the age of 55, part-time work significantly increases. Workers over the age of 65 are almost as likely to be working part-time (48.4%) as full-time (51.6%). (See Table 3).

Table 3: Percentage of Tourism Employees Working Part-Time – By Age Group

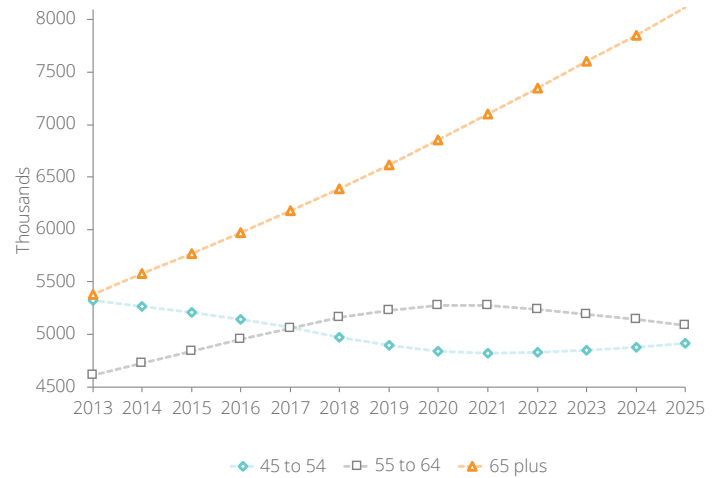
Tourism Sector	15-24 (%)	25-35 (%)	35-44 (%)	45-54 (%)	55-64 (%)	65+ (%)
All Tourism Sectors	69.5	23.1	18.3	16.7	24.4	48.4
Accommodations	49.7	16.7	15.1	14.5	18.8	34.5
Food & Beverage Services	73.8	28.2	21.9	19.8	26.5	42.6
Recreation & Entertainment	67.1	23.6	20.8	20.7	29.0	51.6
Transportation	30.7	12.1	11.9	11.4	21.3	54.7
Travel Services	34.9	9.2	11.7	13.1	22.9	46.9

Moving Towards the Future

In the coming years, the number of mature workers will increase both as a percentage of the population and of the overall labour force. Over the next several years, the number of people aged 45 to 54 will decline slightly and those aged 55 to 64 will increase slightly, while the number of people over the age of 65 will increase rapidly (See Figure 3). Traditionally, 65 is considered

the age of retirement, however, given this demographic group's expansion as a proportion of the population, tourism businesses would be well advised to view this group as a potential source of future employees.

Figure 3: Population Growth By Age Group (2013-2025)⁴



4 Adapted from Statistics Canada, Population Projections for Canada (2013 to 2063) Projection scenario M1: medium-growth, 1991/1992 to 2010/2011 trends, May 26, 2015, Catalogue no. 91-520-X