

National Summary

Profile of Canada's Tourism Employees

Table 1: People Employed in Tourism, by Occupation

NOC 2016	Occupation	People	% of Tourism Employment
6711	Food counter attendants, kitchen helpers and related support occupations	270,070	14.7%
6513	Food and beverage servers	203,230	11.1%
6322	Cooks	160,055	8.7%
0631	Restaurant and food service managers	114,860	6.3%
7512	Bus drivers, subway operators and other transit operators	70,565	3.8%
6611	Cashiers	70,270	3.8%
5254	Program leaders and instructors in recreation, sport and fitness	47,975	2.6%
7513	Taxi and limousine drivers and chauffeurs	46,625	2.5%
6321	Chefs	45,955	2.5%
6731	Light duty cleaners	43,080	2.4%
6512	Bartenders	34,820	1.9%
6311	Food service supervisors	33,550	1.8%
6511	Maitres d'hôtel and hosts/hostesses	25,500	1.4%
6521	Travel counsellors	21,930	1.2%
6525	Hotel front desk clerks	20,545	1.1%
0632	Accommodation service managers	20,395	1.1%
6722	Operators and attendants in amusement, recreation and sport	18,565	1.0%
6733	Janitors, caretakers and building superintendents	17,295	0.9%
8612	Landscaping and grounds maintenance labourers	17,205	0.9%
6421	Retail salespersons	16,320	0.9%
6522	Pursers and flight attendants	14,135	0.8%
6552	Other customer and information services representatives	13,535	0.7%
2271	Air pilots, flight engineers and flying instructors	13,240	0.7%
6533	Casino occupations	12,995	0.7%
6332	Bakers	10,640	0.6%
6523	Airline ticket and service agents	10,265	0.6%
0731	Managers in transportation	7,365	0.4%
1431	Accounting and related clerks	5,700	0.3%
0124	Advertising, marketing and public relations managers	4,350	0.2%
5212	Technical occupations related to museums and art galleries	3,860	0.2%
1226	Conference and event planners	3,660	0.2%
0112	Human resources managers	2,675	0.1%
6531	Tour and travel guides	2,630	0.1%
6721	Support occupations in accommodation, travel and facilities set-up services	2,470	0.1%
6532	Outdoor sport and recreational guides	2,435	0.1%
6211	Retail sales supervisors	2,185	0.1%
6524	Ground and water transport ticket agents, cargo service representatives and related clerks	2,040	0.1%
0621	Retail and wholesale trade managers	2,030	0.1%
	All other tourism occupations	418,165	
	TOTAL TOURISM SECTOR EMPLOYMENT	1,833,190	
	Total Employed Labour Force in Canada	17,230,035	

Canada's tourism sector is a diverse and growing driver of our economy. In 2016, 1.8 million Canadians worked in the sector's five industry groups: accommodations, food and beverage services, recreation and entertainment, transportation, and travel services. Those 1.8 million individuals make up 10.6% of the entire employed labour force in Canada.

In 2017, domestic and international tourists spent \$97.4 billion in Canada. But the tourism sector provides services to local residents as well. When spending by both tourists and residents is measured, projections show spending within the tourism sector could reach \$287 billion by 2035.

As a service sector, the individuals who work for us are key to tourism in Canada continuing to grow and thrive. To ensure our sector is not just a destination for tourists, but also a destination for Canadian workers, we must understand who works for us now.

This report provides an overview of the demographics of the tourism labour force. It draws on customized tabulations of the 2016 census to profile the labour force based on age, gender, immigration status, work patterns, equity group status, and level of education.

The tourism workforce tends to be young and employ a greater share of immigrants, Indigenous peoples, and visible minorities than the overall labour force does. It has a greater share of individuals working part-time, many of whom are youth aged 15 to 24. As a sector, it was the third largest employer of Canadians in 2016, employing more individuals than manufacturing, education services, construction, professional, scientific and technical services, or public administration!

This brochure presents a fraction of the available data—there is also information for each province and territory and for 20 census metropolitan areas. For details on your region, email research@tourismhr.ca

Table 2: Demographic Characteristics of the Tourism Sector Employed Labour Force

	Canadian Labour Force	Tourism Sector	Accommodations	Food & Beverage Services	Recreation & Entertainment	Transportation	Travel Services
Total Employees	17,230,035	1,833,190	162,770	949,405	394,250	286,780	39,985
GENDER							
Male	51.8%	48.6%	39.7%	42.3%	52.8%	71.8%	29.3%
Female	48.2%	51.4%	60.3%	57.7%	47.2%	28.2%	70.7%
AGE							
15 to 24 years	12.7%	30.7%	16.8%	44.0%	25.4%	4.9%	6.5%
25 to 34 years	20.9%	20.6%	20.4%	21.4%	21.9%	16.1%	21.1%
35 to 44 years	21.4%	16.1%	18.5%	13.3%	17.7%	20.8%	22.1%
45 to 54 years	23.4%	16.6%	21.4%	12.1%	16.5%	27.6%	24.4%
55 to 64 years	17.1%	12.4%	17.8%	7.6%	13.2%	23.1%	18.8%
65 years and over	4.4%	3.7%	5.1%	1.6%	5.4%	7.3%	7.2%
WORK ACTIVITY							
Total full-time	79.9%	63.0%	76.0%	53.7%	63.7%	81.6%	81.7%
<i>Full-time/full-year</i>	55.2%	39.0%	46.4%	33.6%	36.1%	53.4%	55.1%
<i>Full-time/part-year</i>	24.8%	24.1%	29.5%	20.2%	27.6%	28.2%	26.6%
Total part-time	20.1%	37.0%	24.0%	46.2%	36.3%	18.4%	18.3%
<i>Part-time/full-year</i>	7.6%	12.8%	8.1%	17.2%	11.1%	4.6%	6.8%
<i>Part-time/part-year</i>	12.4%	24.2%	15.9%	29.1%	25.2%	13.8%	11.5%
IMMIGRANTS STATUS							
Non-immigrant	74.8%	71.5%	65.6%	69.5%	82.0%	68.2%	62.4%
Immigrant	23.8%	26.0%	31.7%	27.1%	16.2%	31.1%	35.3%
Non-permanent resident	1.4%	2.6%	2.7%	3.4%	1.8%	0.6%	2.3%
MOTHER TONGUE							
English	56.1%	55.1%	53.6%	52.1%	66.1%	51.7%	50.0%
French	20.5%	18.0%	15.9%	17.8%	18.7%	18.9%	16.8%
Other Language	23.4%	26.9%	30.5%	30.1%	15.2%	29.4%	33.2%
EQUITY GROUPS							
Persons with difficulties/ long-term conditions	28.2%	28.2%	30.9%	27.6%	29.4%	27.6%	26.8%
Indigenous identity	3.7%	4.1%	5.6%	4.1%	4.2%	3.5%	1.4%
Visible minority population	21.3%	27.5%	29.2%	32.3%	15.4%	27.0%	29.3%
SCHOOL ATTENDANCE							
Attended school	14.2%	27.1%	15.5%	36.7%	24.8%	7.2%	8.9%
Did not attend school	85.8%	72.9%	84.5%	63.3%	75.2%	92.8%	91.1%
EDUCATION LEVELS							
No certificate, diploma or degree	10.1%	17.2%	14.9%	23.3%	10.7%	9.4%	2.7%
High school diploma or equivalent	25.3%	36.6%	33.8%	42.0%	29.7%	32.2%	20.3%
Apprenticeship or trades certificate or diploma	10.5%	7.5%	8.8%	6.1%	5.8%	13.6%	6.6%
College, CEGEP or other non-university certificate or diploma	22.5%	18.9%	22.1%	14.6%	22.0%	24.4%	35.5%
University certificate or diploma below bachelor level	3.0%	2.7%	3.3%	2.2%	3.2%	3.2%	4.7%
Bachelor's level	19.1%	13.4%	13.8%	9.8%	21.3%	13.1%	23.0%
University certificate, diploma or degree above Bachelor's level	9.4%	3.7%	3.3%	2.1%	7.2%	4.2%	7.1%

Source: Statistics Canada, Customized Tabulations, Census 2016



Tourism HR Canada is a pan-Canadian organization with a mandate aimed at 'building a world-leading tourism workforce'. Tourism HR Canada facilitates, coordinates and enables human resource development activities which support a globally competitive and sustainable industry and foster the development of a dynamic and resilient workforce. For more information, email research@tourismhr.ca

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