

TRAVEL SERVICES INDUSTRY SUMMARY

Demographic Profile of Tourism Sector Employees

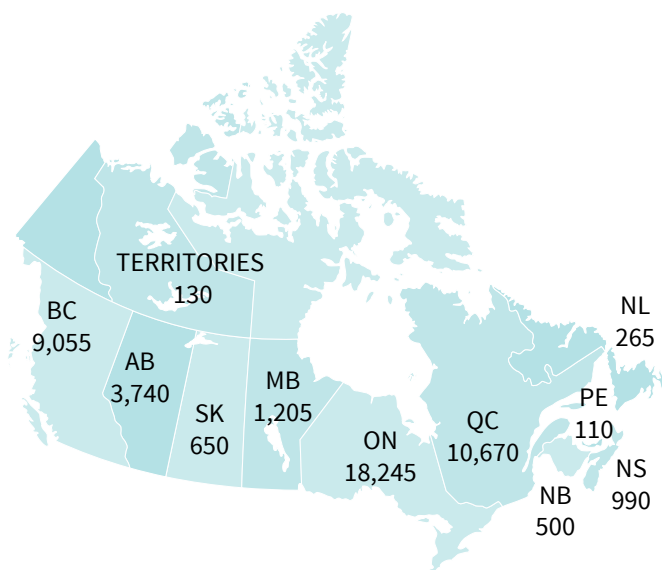
2011*

The travel services industry group is comprised of a single industry, travel arrangement and reservation services. With a total labour force of 45,560 people, it accounted for 2.8% of tourism sector employment in 2011.

Among the five tourism industry groups, travel services had the highest proportion of small businesses, and 93.1% employed less than twenty workers.¹ Most businesses employed less than five workers. The percentage of unionized employees in travel services was 5.8%, the second lowest among tourism industries, behind food and beverage services.²

A relatively high percentage of travel services workers were located in British Columbia. That province accounted for 16.3% of the tourism workforce, but 19.9% of the travel services workforce was located there.

People Employed in Travel Services by Province



Occupations in the travel services industry

The top ten occupations—in terms of absolute size—listed in the following table represent 68.1% of all employment in the travel services industry group.

NOC 2011	Occupations in the Travel Services Industry Group	Total Tourism Sector Employment	Employed in Travel Services	% of Travel Services Labour Force
6521	Travel counsellors	23,380	22,715	49.9%
0621	Retail and wholesale trade managers	9,610	2,585	5.7%
6531	Tour and travel guides	3,260	1,850	4.1%
6552	Other customer and information services representatives	8,135	1,170	2.6%
1431	Accounting and related clerks	6,160	655	1.4%
6523	Airline ticket and service agents	10,485	515	1.1%
7512	Bus drivers, subway operators and other transit operators	67,405	460	1.0%
6421	Retail salespersons	16,700	445	1.0%
0124	Advertising, marketing and public relations managers	3,830	370	0.8%
1226	Conference and event planners	3,320	240	0.5%
	Subtotal	152,285	31,010	68.1%
	All other tourism occupations	1,499,155	14,550	31.9%
	TOTAL EMPLOYMENT	1,651,440	45,560	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 Travel Services

Travel services employed a high percentage of females relative to males, with almost three-quarters of the workforce being women. Travel counsellors and conference and event planners had a workforce that was over 80% female. Of the ten largest occupations in the industry, only two—tour and travel guides and bus drivers—have a workforce with a majority of males.

The travel service industry relies on young workers to a lesser degree than tourism in general. The industry also has a much greater percentage of its workforce over the age of 65.

Travel services has a smaller seasonal and part-time workforce than the other tourism industry groups. Over 80.0% of travel service employees work full-time and the majority of those employees also work year-round. The occupation of tour and travel guides did have a significant seasonal component however, with 79.2% of the 1,850 tour and travel guides in the travel services industry working on a seasonal basis.

Over one-third (35.1%) of the travel services workforce was born outside of Canada and over 30 percent report a mother tongue* other than English or French. These were higher proportions than was seen in the broader labour force. The proportions were particularly high in British Columbia, where 45.8% of workers reported being born outside of Canada and 38.4% reported a mother tongue other than English or French.

The travel services workforce had a higher proportion of workers with post-secondary diplomas or degrees compared to the general tourism workforce. This is likely due to an older workforce that has had more time to complete college or university programs. Specific occupations that rely on younger workers, such as tour and travel guides and customer information representatives tended to have a higher percentage of workers with only a high school diploma, or no degree/diploma at all.

National Household Survey data on the travel services 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	Travel Services Industry Group
Total Employees	16,595,030	1,651,440	45,560
GENDER			
Male	52.0%	48.9%	30.2%
Female	48.0%	51.1%	69.8%
AGE			
15 to 24 years old	13.1%	30.7%	8.3%
25 to 34 years old	20.5%	19.5%	22.8%
35 to 44 years old	22.0%	17.0%	22.1%
45 to 54 years	25.7%	18.6%	24.0%
55 to 64 years	15.3%	11.3%	17.2%
65 years and over	3.4%	2.9%	5.7%
WORK ACTIVITY IN 2010			
Full-Time / Full-Year	58.6%	42.6%	57.8%
Full-Time / Part-Year	22.2%	21.8%	24.9%
Part-Time / Full-Year	8.1%	13.7%	7.0%
Part-Time / Part-Year	11.1%	21.9%	10.2%
Total Full-Time	80.8%	64.3%	82.7%
Total Part-Time	19.2%	35.7%	17.3%
Total Seasonal (Part-Year)	33.4%	43.7%	35.2%
Total Year-Round	66.6%	56.3%	64.9%
PLACE OF BIRTH			
Born in Canada	76.7%	74.1%	64.9%
Born outside of Canada	23.3%	25.9%	35.1%
MOTHER TONGUE			
English	57.5%	57.1%	52.6%
French	21.5%	19.0%	17.1%
Other Language	20.9%	23.9%	30.3%
EQUITY GROUPS			
Disabled Persons	12.8%	12.3%	11.9%
Aboriginal Peoples	3.2%	3.5%	1.5%
Visible Minority	17.7%	22.6%	25.0%
SCHOOL ATTENDANCE			
Attended school (in 2010-11)	14.9%	26.7%	10.4%
Did not attend school (in 2010-11)	85.1%	73.3%	89.6%
EDUCATION LEVELS			
No certificate, diploma or degree	11.2%	18.6%	3.1%
High school diploma or equivalent	24.9%	35.3%	20.9%
Apprenticeship or trades certificate or diploma	11.8%	8.8%	8.0%
College, CEGEP or other non-university certificate or diploma	21.6%	18.3%	36.1%
University certificate or diploma below bachelor level	4.8%	4.3%	7.7%
Bachelor's degree	16.6%	10.9%	17.7%
University certificate, diploma or degree above bachelor level	9.2%	3.8%	6.5%

*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.