

National Summary

Demographic Profile of Tourism Sector Employees 2011*



Tourism **HR**
Canada

Table 1: People in Tourism Employment by Occupation

NOC 2011	Occupation	People	% of Tourism Employment
6711	Food counter attendants, kitchen helpers, and related support occupations	236,615	14.3%
6513	Food and beverage servers	165,990	10.1%
6322	Cooks	143,635	8.7%
0631	Restaurant and food service managers	98,515	6.0%
7512	Bus drivers, subway operators, other transit operators	67,405	4.1%
6611	Cashiers	62,370	3.8%
6731	Light duty cleaners	43,590	2.6%
5254	Program leaders and instructors in recreation, sport, and fitness	40,475	2.5%
6321	Chefs	39,235	2.4%
7513	Taxi and limousine drivers and chauffeurs	37,695	2.3%
6512	Bartenders	32,445	2.0%
6311	Food service supervisors	28,940	1.8%
6521	Travel counsellors	23,380	1.4%
6525	Hotel front desk clerks	22,850	1.4%
6511	Maîtres d'hôtel and hosts/hostesses	20,985	1.3%
6722	Operators and attendants in amusement, recreation, and sport	17,670	1.1%
8612	Landscaping and grounds maintenance labourers	16,825	1.0%
6421	Retail salespersons	16,700	1.0%
0632	Accommodation service managers	16,600	1.0%
6733	Janitors, caretakers, and building superintendents	14,490	0.9%
6533	Casino occupations	12,490	0.8%
2271	Air pilots, flight engineers, and flying instructors	12,090	0.7%
6522	Pursers and flight attendants	11,885	0.7%
6523	Airline ticket and service agents	10,480	0.6%
6332	Bakers	10,070	0.6%
0621	Retail and wholesale trade managers	9,610	0.6%
6552	Other customer and information services representatives	8,135	0.5%
0731	Managers in transportation	7,040	0.4%
1431	Accounting and related clerks	6,160	0.4%
0124	Advertising, marketing, and public relations managers	3,830	0.2%
5212	Technical occupations related to museums and art galleries	3,495	0.2%
1226	Conference and event planners	3,320	0.2%
6531	Tour and travel guides	3,260	0.2%
0112	Human resources managers	2,895	0.2%
6721	Support occupations in accommodation, travel, and facilities set-up services	2,550	0.2%
6211	Retail sales supervisors	2,230	0.1%
6524	Ground and water transport ticket agents, cargo service representatives and related clerks	2,165	0.1%
6532	Outdoor sport and recreational guides	1,670	0.1%
	Subtotal	1,259,790	76.3%
	All other tourism occupations	391,650	23.7%
	TOTAL TOURISM SECTOR EMPLOYMENT	1,651,440	
	Total Employed Labour Force in Canada	16,595,030	10.0%

Canada's tourism sector consists of five component industry groups: food and beverage services, transportation, accommodations, recreation and entertainment, and travel services. Tourism is a large and dynamic contributor to the nation's economy. In 2010, total tourism demand was estimated at \$167 billion, a number that could potentially grow to \$287 million by 2035.

The National Household Survey showed that Canada's tourism sector employed 1.65 million people. This represents 10.0% of the 16.6 million people in Canada's employed labour force. The largest tourism industry was food and beverage services, which included over 800,000 tourism employees. Not surprisingly, the four occupations employing the largest numbers of tourism workers were those associated with food and beverage services. Food counter attendants and kitchen helpers accounted for 14.3% of all tourism employment, followed by food and beverage servers (10.1%), cooks (8.7%), and restaurant and food service managers (6.0%).

As a percentage of the workforce, the tourism sector employs more young workers than the Canadian labour force as a whole. Across Canada, 13.1% of workers are between the ages of 15 and 24. In tourism, 30.7% of workers are 15 to 24 years of age. Tourism also has a relatively high percentage of workers that attended school within the past year (26.7%) as well as a higher percentage of workers with a high school diploma as their highest earned certificate, diploma or degree.

* SOURCE: Customized Tabulations: National Household Survey, 2011.

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

	Canadian Labour Force	Tourism Sector	Accommodations	Food & Beverage Services	Recreation & Entertainment	Transportation	Travel Services
Total Employees	16,595,030	1,651,440	166,245	804,815	360,730	274,085	45,560
GENDER							
Male	52.0%	48.9%	39.4%	42.3%	52.8%	72.0%	30.2%
Female	48.0%	51.1%	60.6%	57.7%	47.2%	28.0%	69.8%
AGE							
15 to 24 years	13.1%	30.7%	18.9%	45.2%	26.0%	5.2%	8.3%
25 to 34 years	20.5%	19.5%	21.2%	20.0%	20.4%	15.4%	22.8%
35 to 44 years	22.0%	17.0%	19.1%	13.8%	18.6%	22.4%	22.1%
45 to 54 years	25.7%	18.6%	22.6%	13.1%	18.2%	31.8%	24.0%
55 to 64 years	15.3%	11.3%	14.8%	6.7%	12.6%	20.1%	17.2%
65 years and over	3.4%	2.9%	3.3%	1.2%	4.2%	5.1%	5.7%
WORK ACTIVITY IN 2010							
Full-Time / Full-Year	58.6%	42.6%	49.8%	36.4%	38.7%	58.1%	57.8%
Full-Time / Part-Year	22.2%	21.8%	27.3%	17.2%	26.0%	25.1%	24.9%
Part-Time / Full-Year	8.1%	13.7%	8.5%	19.4%	11.8%	4.6%	7.0%
Part-Time / Part-Year	11.1%	21.9%	14.4%	27.0%	23.5%	12.2%	10.2%
Total Full-Time	80.8%	64.3%	77.1%	53.6%	64.7%	83.2%	82.7%
Total Part-Time	19.2%	35.7%	22.9%	46.4%	35.3%	16.8%	17.3%
Total Seasonal (Part-Year)	33.4%	43.7%	41.7%	44.2%	49.5%	37.3%	35.2%
Total Year-Round	66.6%	56.3%	58.4%	55.8%	50.5%	62.7%	64.9%
PLACE OF BIRTH							
Born in Canada	76.7%	74.1%	69.9%	72.4%	82.3%	72.3%	64.9%
Born outside of Canada	23.3%	25.9%	30.1%	27.6%	17.7%	27.7%	35.1%
MOTHER TONGUE							
English	57.5%	57.1%	55.8%	54.1%	66.5%	55.1%	52.6%
French	21.5%	19.0%	17.6%	18.9%	19.2%	20.0%	17.1%
Other Language	20.9%	23.9%	26.6%	27.0%	14.3%	24.8%	30.3%
EQUITY GROUPS							
Disabled Persons	12.8%	12.3%	14.2%	11.2%	12.0%	14.5%	11.9%
Aboriginal Peoples	3.2%	3.5%	4.7%	3.4%	3.7%	3.0%	1.5%
Visible Minorities	17.7%	22.6%	24.1%	26.8%	13.2%	21.2%	25.0%
SCHOOL ATTENDANCE							
Attended school (in 2010-11)	14.9%	26.7%	17.0%	36.7%	25.3%	7.8%	10.4%
Did not attend school (in 2010-11)	85.1%	73.3%	83.0%	63.3%	74.7%	92.2%	89.6%
EDUCATION LEVELS							
No certificate, diploma or degree	11.2%	18.6%	16.8%	25.4%	11.8%	11.2%	3.1%
High school diploma or equivalent	24.9%	35.3%	32.8%	40.7%	30.0%	30.8%	20.9%
Apprenticeship or trades certificate or diploma	11.8%	8.8%	10.7%	6.9%	6.9%	16.1%	8.0%
College, CEGEP or other non-university certificate or diploma	21.6%	18.3%	20.7%	14.1%	21.0%	22.9%	36.1%
University certificate or diploma below bachelor level	4.8%	4.3%	5.0%	3.3%	5.2%	4.8%	7.7%
Bachelor's degree	16.6%	10.9%	10.5%	7.5%	17.9%	10.5%	17.7%
University certificate, diploma or degree above bachelor level	9.2%	3.8%	3.6%	2.2%	7.1%	3.8%	6.5%

Source: 2011 National Household Survey, Customized Tabulations