

# DESTINATION EMPLOYMENT

YOUR FUTURE BEGINS HERE



## THE CHALLENGE

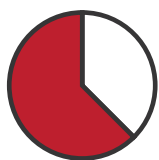
If the labour shortage is not addressed, the accommodations industry could experience a labour shortfall of



**10,000** BY 2030

**33% GROWTH**  
IN AVAILABLE JOBS

supported through growing consumer demand for accommodation services by 2035.



**66%**

of accommodation businesses surveyed identified labour issues as a significant impediment currently impacting business operation.

## LABOUR SHORTAGES CAUSE CONSEQUENCES

- ⊗ Hotel rooms are going unsold
- ⊗ Business is being turned away
- ⊗ Expansion plans are being curtailed
- ⊗ Operations are being scaled back
- ⊗ Doors are opening with insufficient staff



## SOLUTION

In order to address the industry's labour shortage, the Hotel Association of Canada, together with its project partner Tourism HR Canada, has partnered with the Government of Canada to build a bridge program, Destination Employment, that will mobilize new Canadians into available hotel jobs. Hotel jobs are meaningful and offer a variety of positions, strong upward mobility, training and investment in employees.

## NEW AVENUE TO RECRUIT SKILLED AND ELIGIBLE EMPLOYEES

“ We had labour shortage issues at the hotel. It made sense to put those two things together. Destination Employment is another avenue to get access to qualified workers. ”

**David Clark**, General Manager of the Atlantica Hotel Halifax

## GETTING STARTED IS SIMPLE

Complete application

Sign participation agreement

Offer mentorship workshop

Be ready to receive newcomers

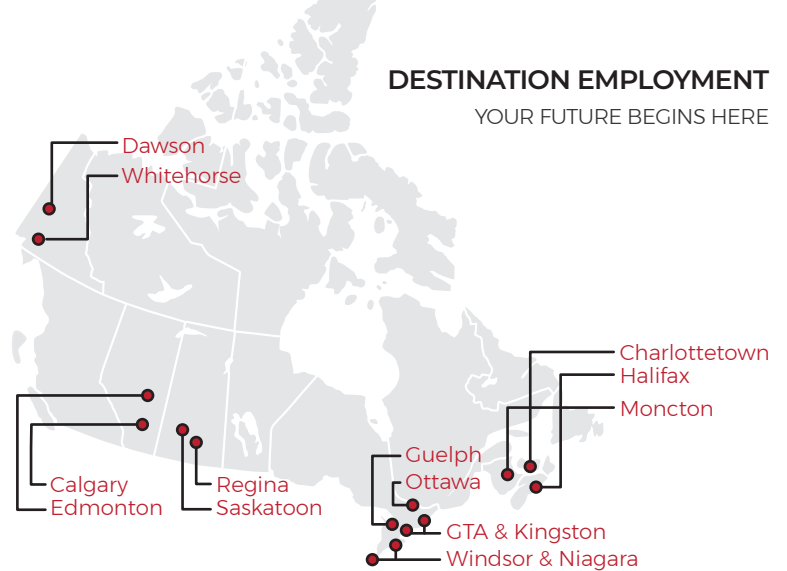
Ensure proper onboarding

Report progress & challenges

# EMPLOYING NEW CANADIANS

## 1,300 NEWCOMERS IN 5 KEY REGIONS ACROSS CANADA

Yukon, Atlantic Canada, Ontario, Saskatchewan, Alberta



### 1 MEANINGFUL EMPLOYMENT FOR NEWCOMERS

- › Enhance connection to community
- › Improve language skills
- › Build transferable skills
- › Gain stability and income security
- › Integrate into a great industry
- › Normalize tourism careers
- › Choose flexible employment options

### 2 A SOLUTION FOR THE HOTEL INDUSTRY

- › Access qualified workers
- › Improve business & HR practices
- › Reduce fragmentation in service delivery
- › Build partnerships
- › Expand delivery
- › Challenge mindsets creating constraints
- › Increase language abilities to serve clients with limited English or French

### 3 SUPPORTING CANADA & OUR COMMUNITIES

- › Access essential services
- › Enhance rural infrastructure
- › Increase tourism network opportunities
- › Address and identify settlement issues
- › Highlight rural advantages for placements
- › Build community awareness
- › Innovate employment programming
- › Opportunity to implement a new approach to help integrate all newcomers
- › Empower new Canadians

## HELPING YOUR HOTEL

