

**labour**  
market  
**forum**



**forum** sur le  
marché du  
**travail**

FORWARD **TOGETHER.**

AVANCER **ENSEMBLE.**

labour  
market  
forum



forum sur le  
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travail

Funded by the  
Government  
of Canada

Financé par le  
gouvernement  
du Canada

Canada

Tourism HR Canada

MANDATE


Building a  
**Resilient, Competitive, and Inclusive**  
Labour Market

**labour market forum**  
**forum sur le marché du travail**

**WELCOME**



# Our Challenge

1 

## Structural and Systemic Workforce Issues

**Short Supply**  
of Workers

**Skills Mismatch**

Mobility, Employment  
**Barriers**

2 

## Institutional Policies and Practices

Provincial and Federal  
**Governments**

Public and Private  
**Education Systems**

Employer  
**HR Practices**

3 

## Image Liability

**Devalued Jobs**  
and Increasingly  
**Damaging Public**  
**Sentiment** of the Sector

Sustained + Amplified  
**Reputational Damage**

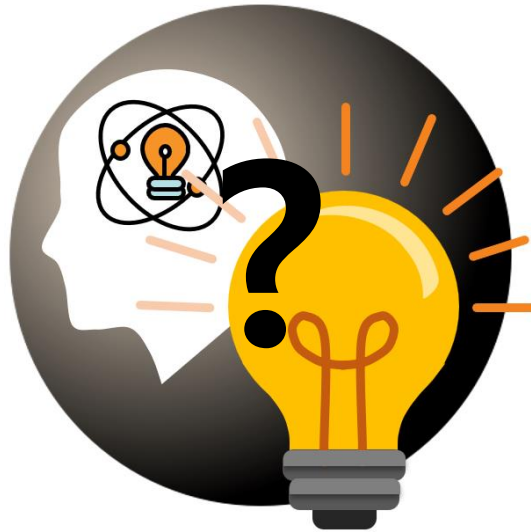
## COMPLEX WORKFORCE CHALLENGES

1

# Structural and Systemic Workforce Issues



**Short Supply**  
of Workers



**Skills Mismatch**



Mobility, Employment  
**Barriers**

## COMPLEX WORKFORCE CHALLENGES

# 2

# Institutional Policies and Practices



Provincial and Federal  
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Public and Private  
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Employer  
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## COMPLEX WORKFORCE CHALLENGES

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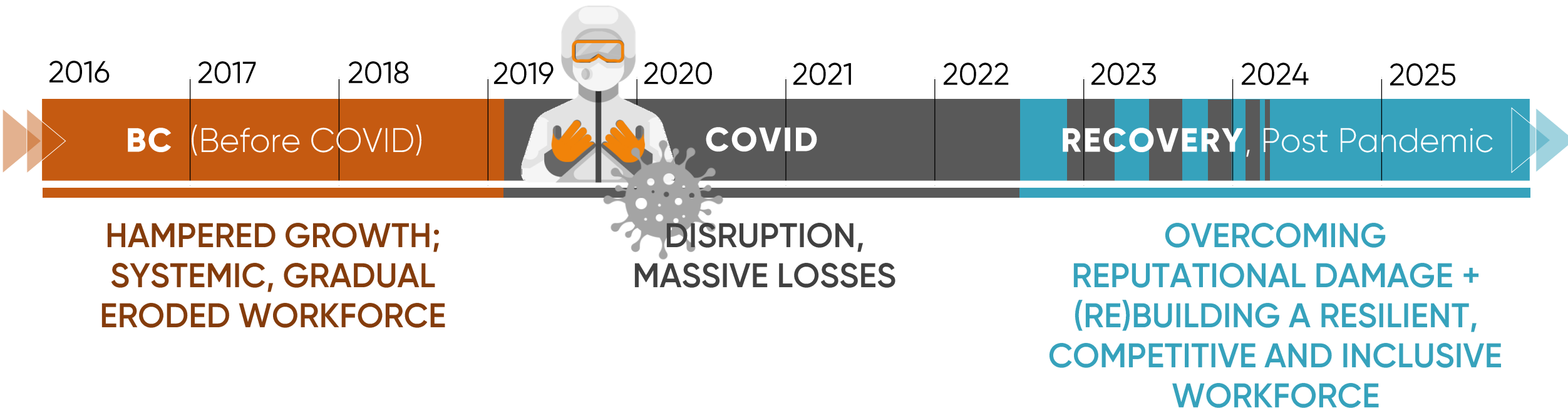
Sustained + Amplified  
**Reputational Damage**





# The Problem is Not New

## But it has Become Worse

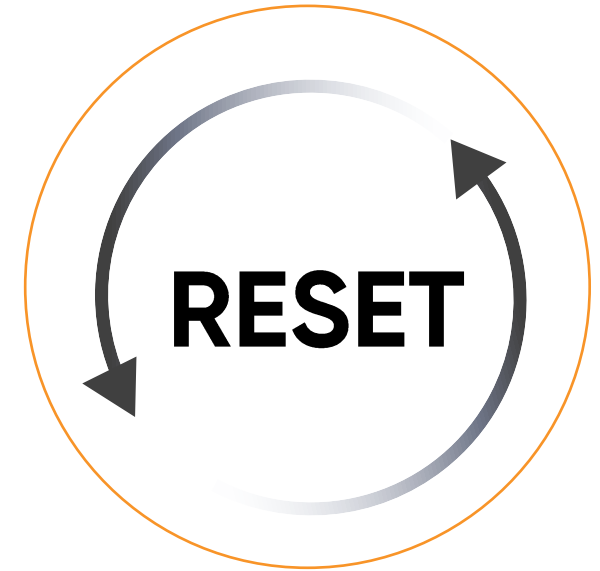


# Tighter Labour Market

Lowest job rates since 1970

# Work and Workplaces Have Changed

Unprecedented disruption and innovation



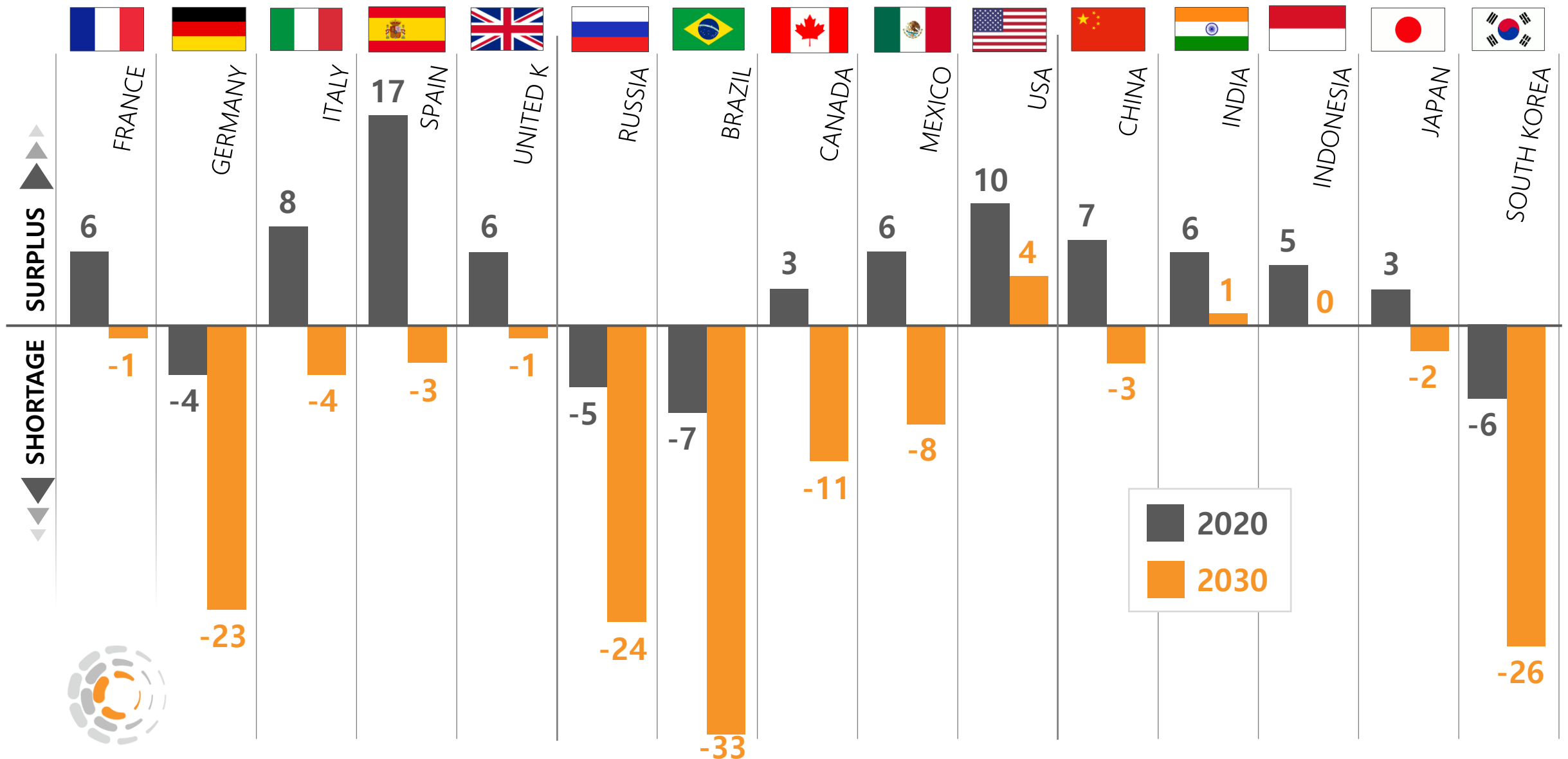
# Tourism Losing Ability to Compete

Hampered efforts

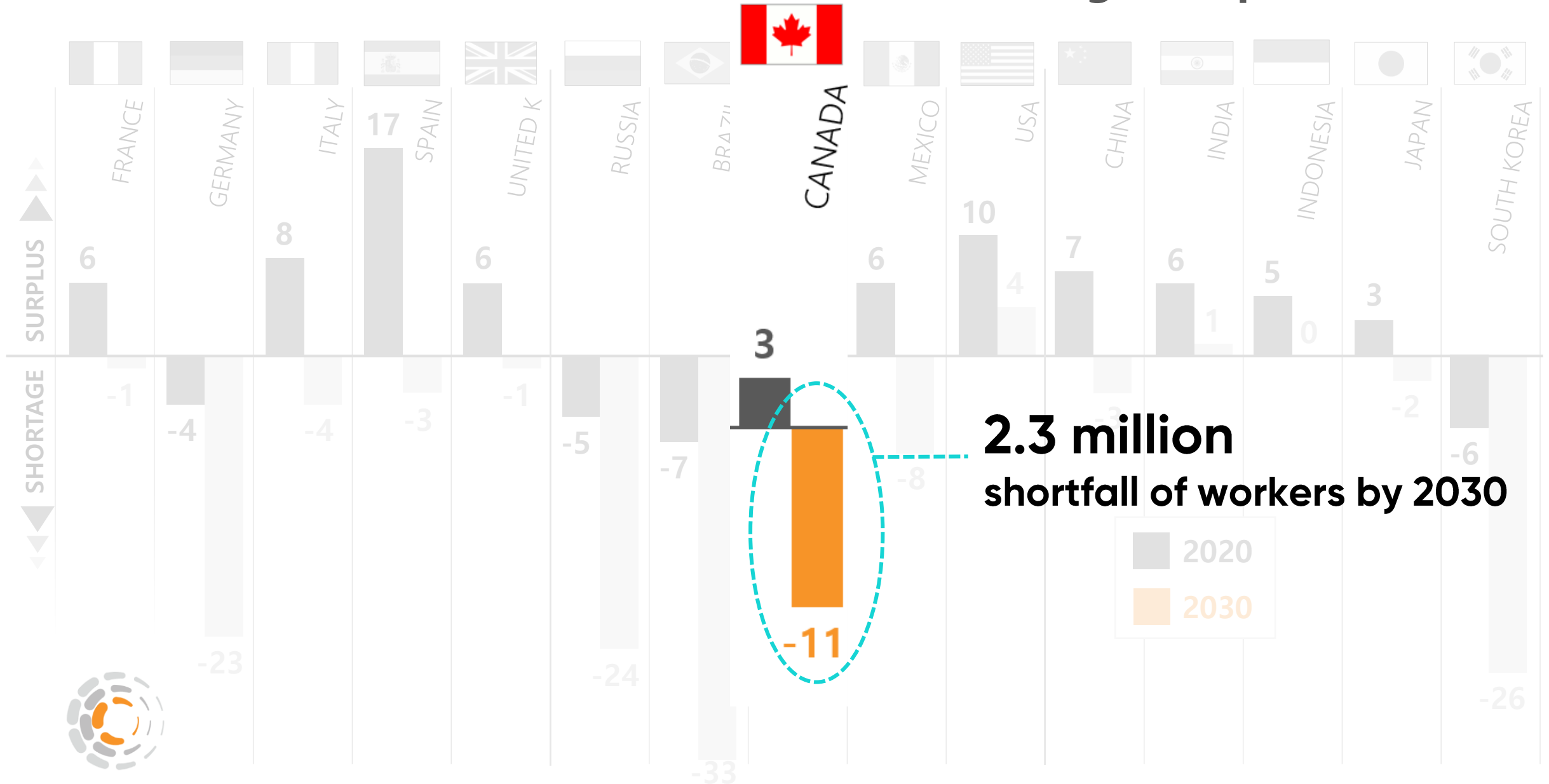


# Global Context

# Global Workforce Crisis › Labour Shortage/Surplus



# Global Workforce Crisis › Labour Shortage/Surplus





Apparel



Biotech



Construction



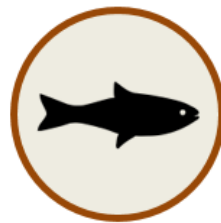
Agriculture



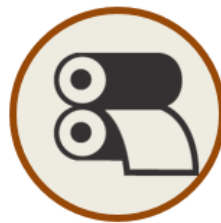
Automotive



Aviation  
Maintenance



Fish Harvest



Printing



Retail



Healthcare



Supply  
Chain



Tourism



Trucking



Child Care



Culture



Ecology



Electricity



Food  
Production



Public  
Admin



Finance



Forestry



International  
Trade



Technology



Mining



Motor  
Vehicle



Petro



Police



Wood  
Manufacturing



Steel

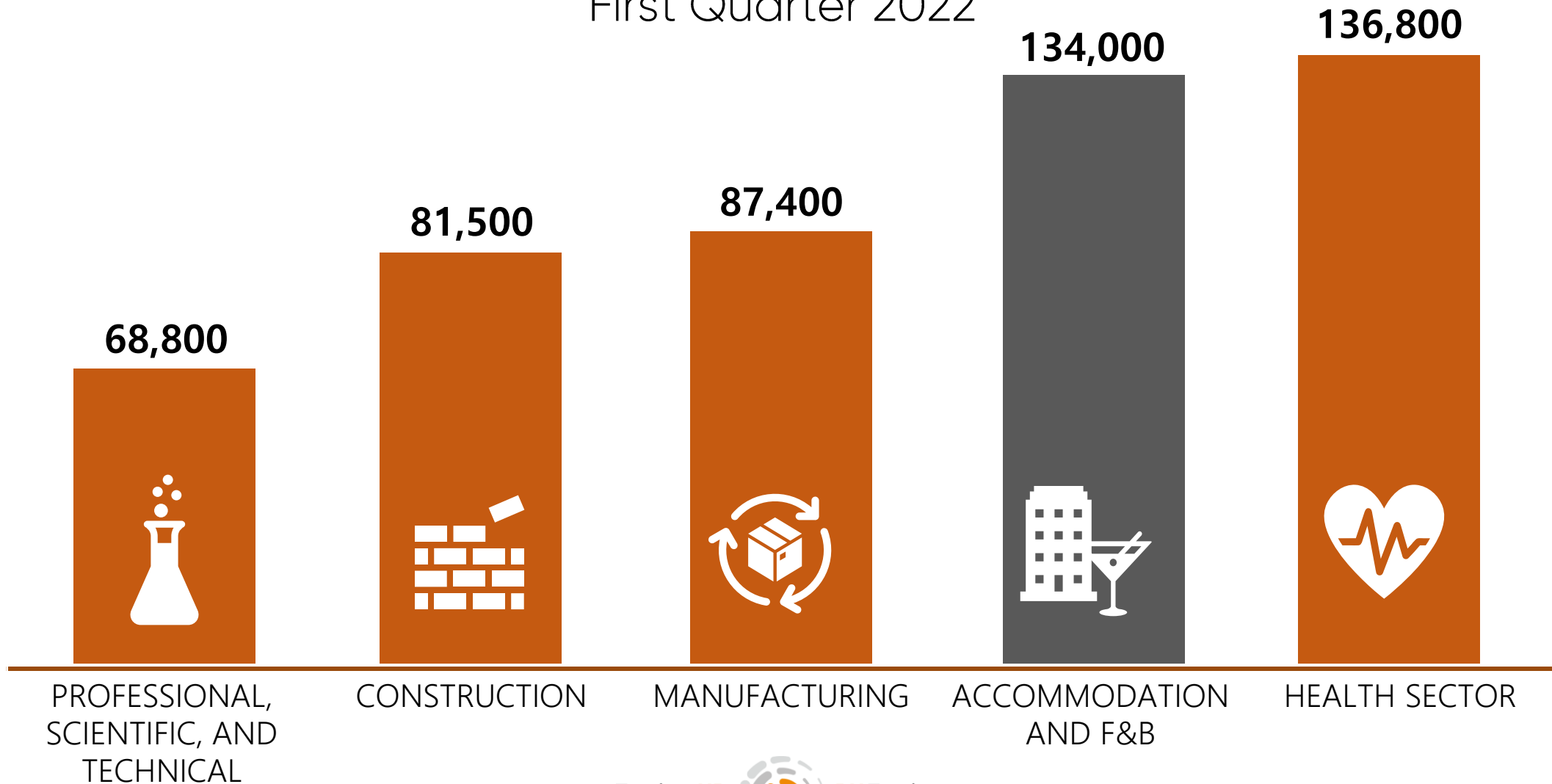


Education

# Broader Workforce Context

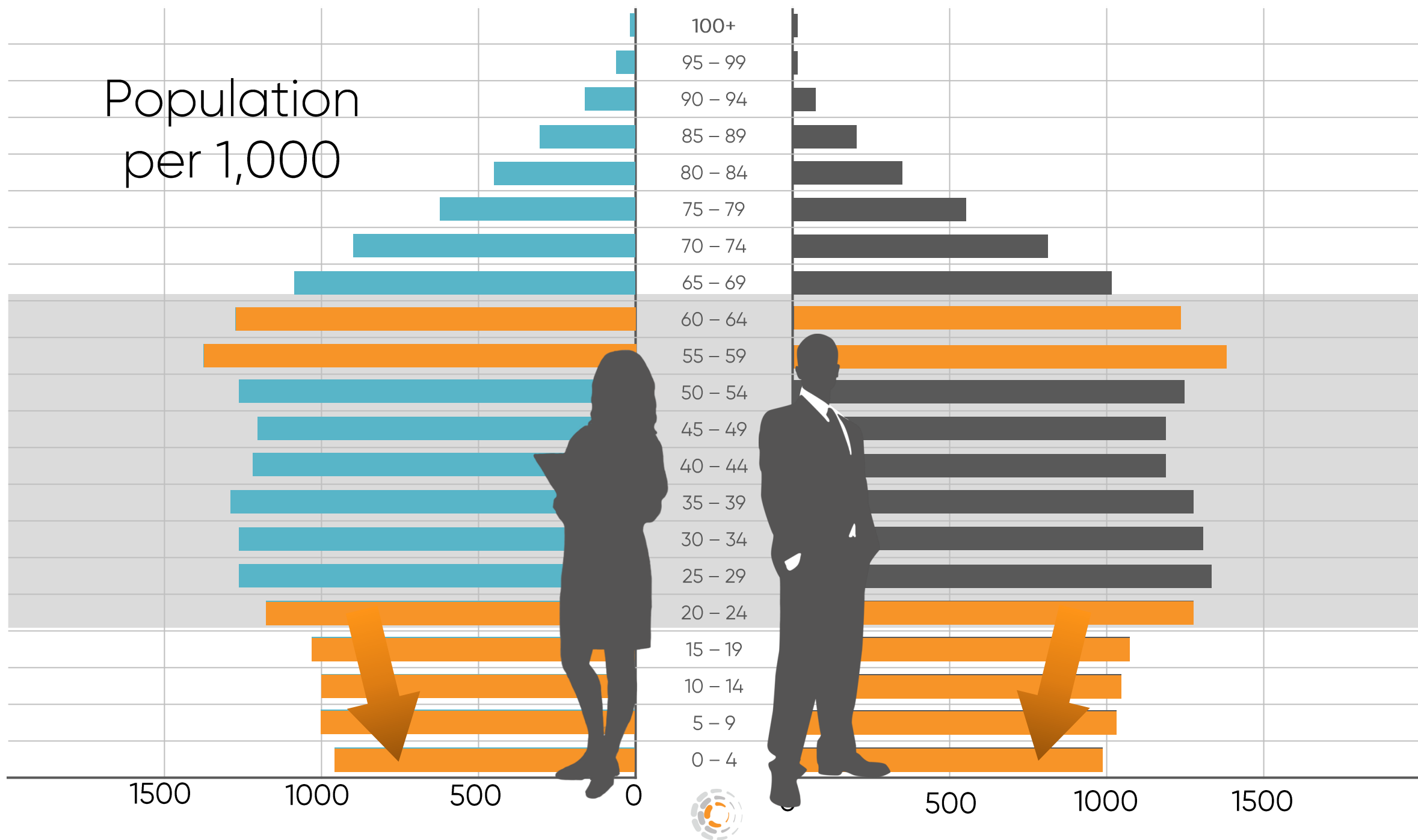
# Job Vacancies: Highest on Record

First Quarter 2022

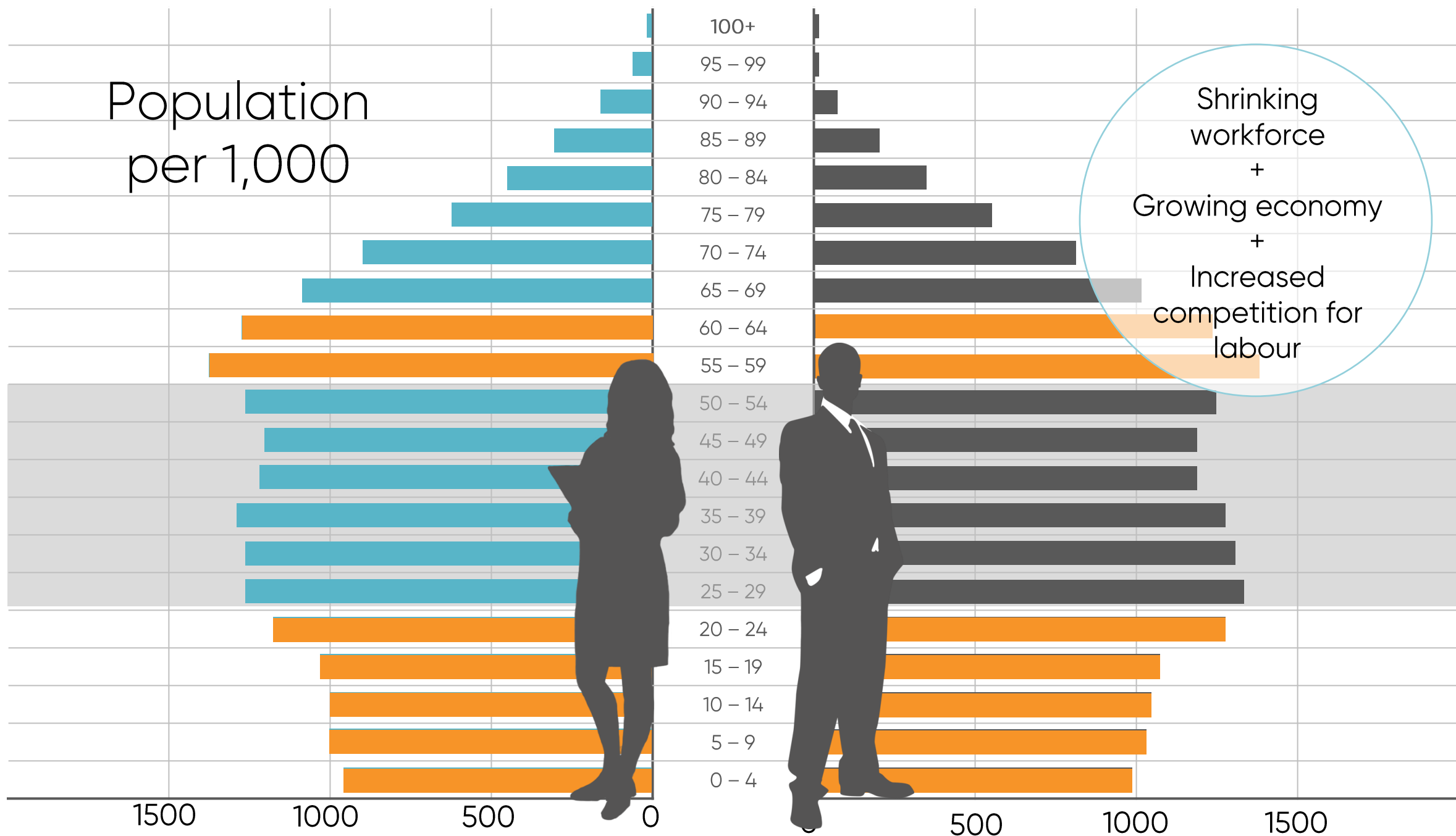




Population  
per 1,000

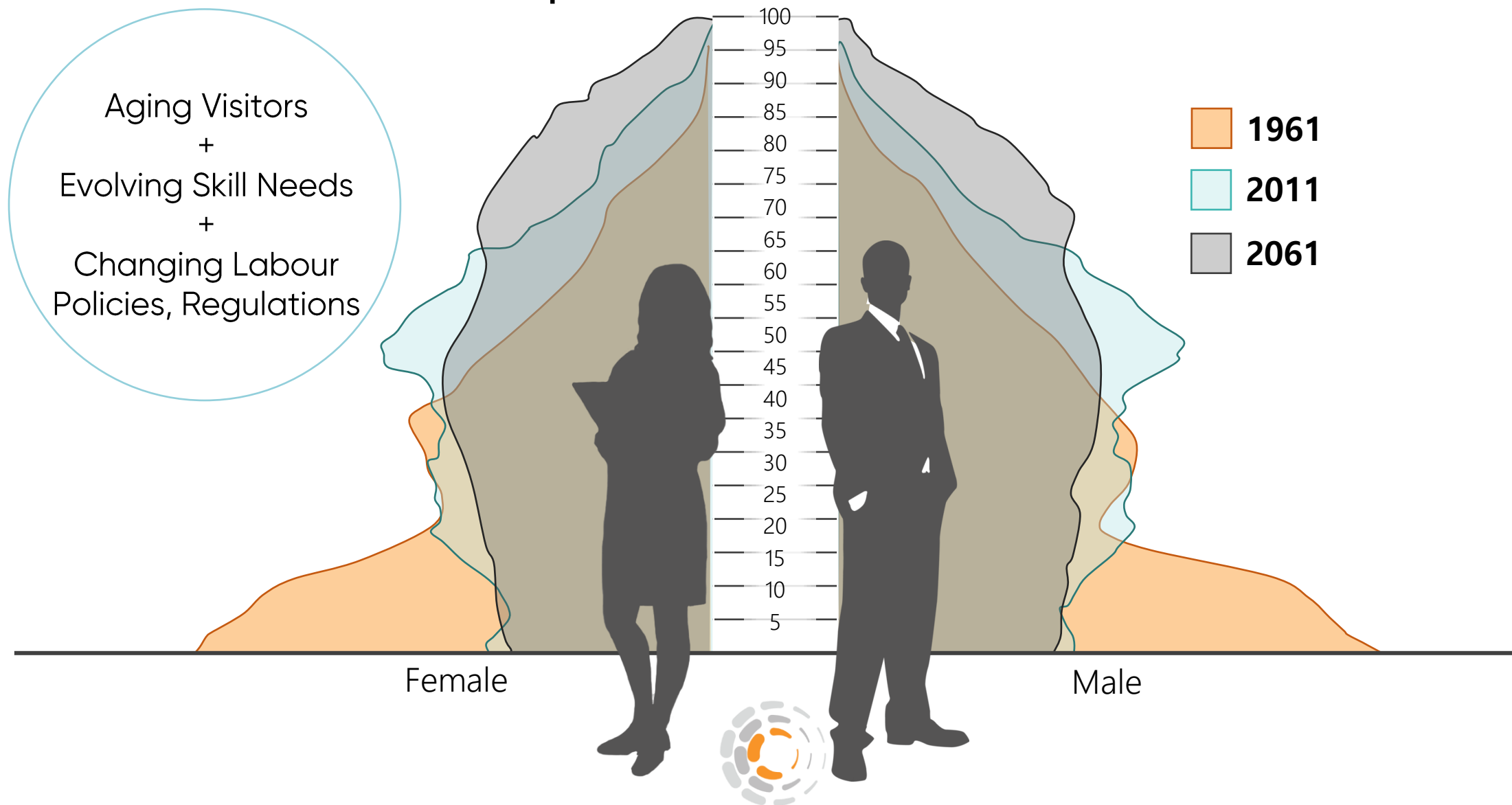


Population  
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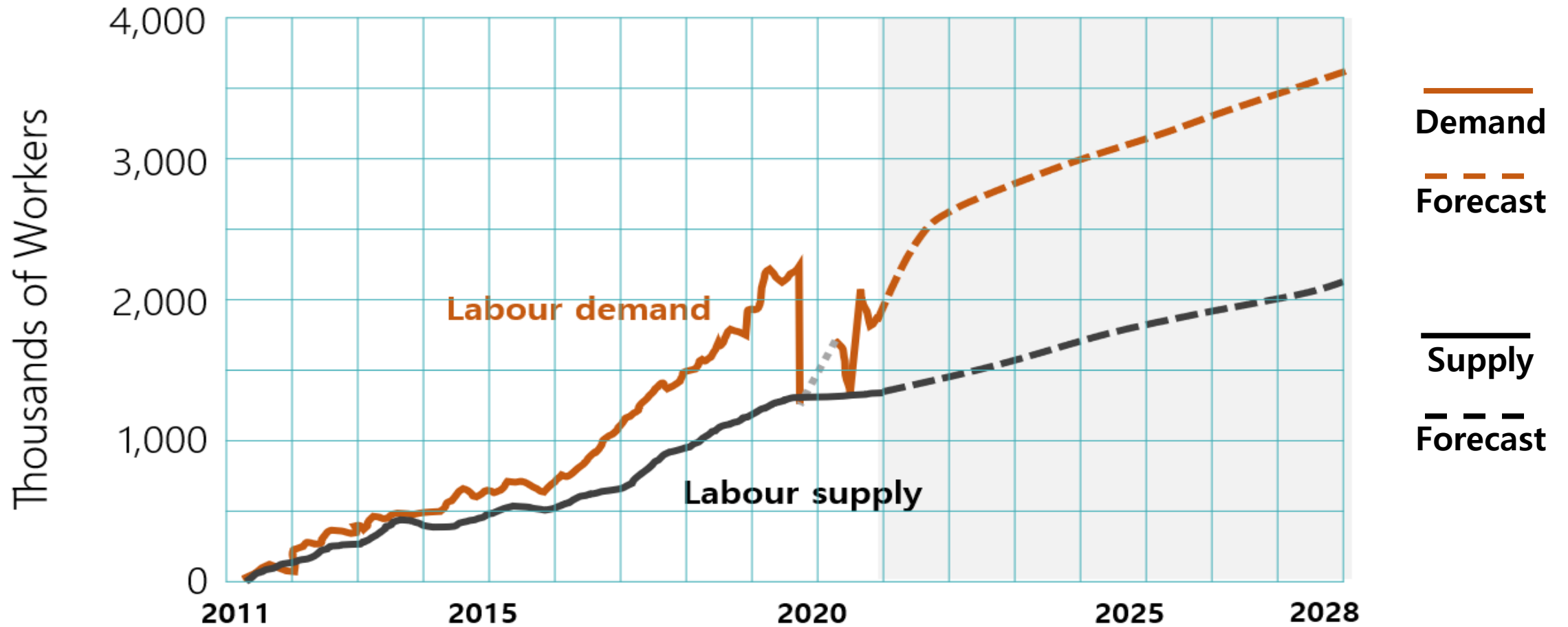
Shrinking  
workforce  
+  
Growing economy  
+  
Increased  
competition for  
labour

# Population Canada



# Shortfall is Here to Stay

Cumulative Change in Labour Demand and Supply  
Since April 2011 (all sectors, not tourism-specific)



# labour market forum

## forum sur le marché du travail

### TODAY



Current Labour Market Context



Strategies to Attract & Retain Talent

### TOMORROW



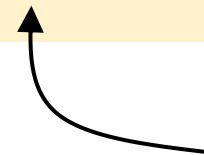
Future skills, skill mismatch



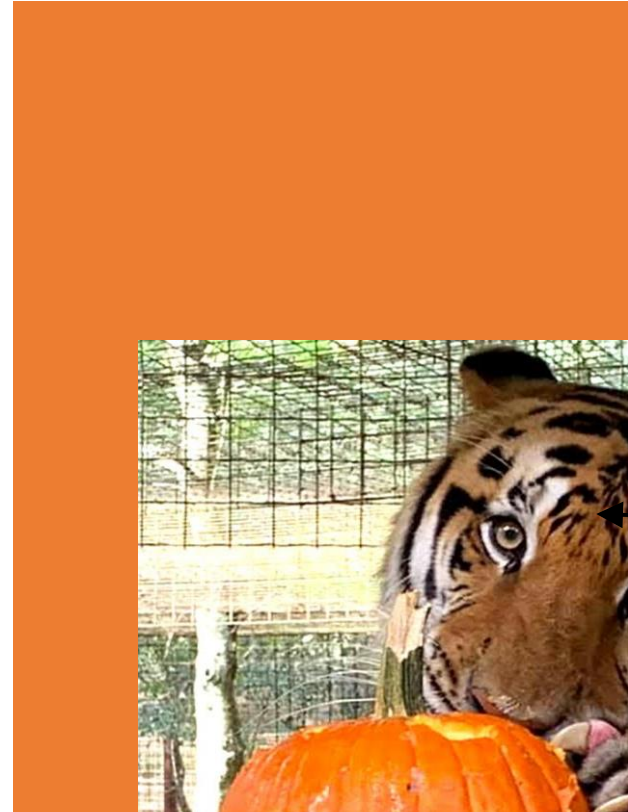
Role of advocacy, policy

Olha  
Zubco

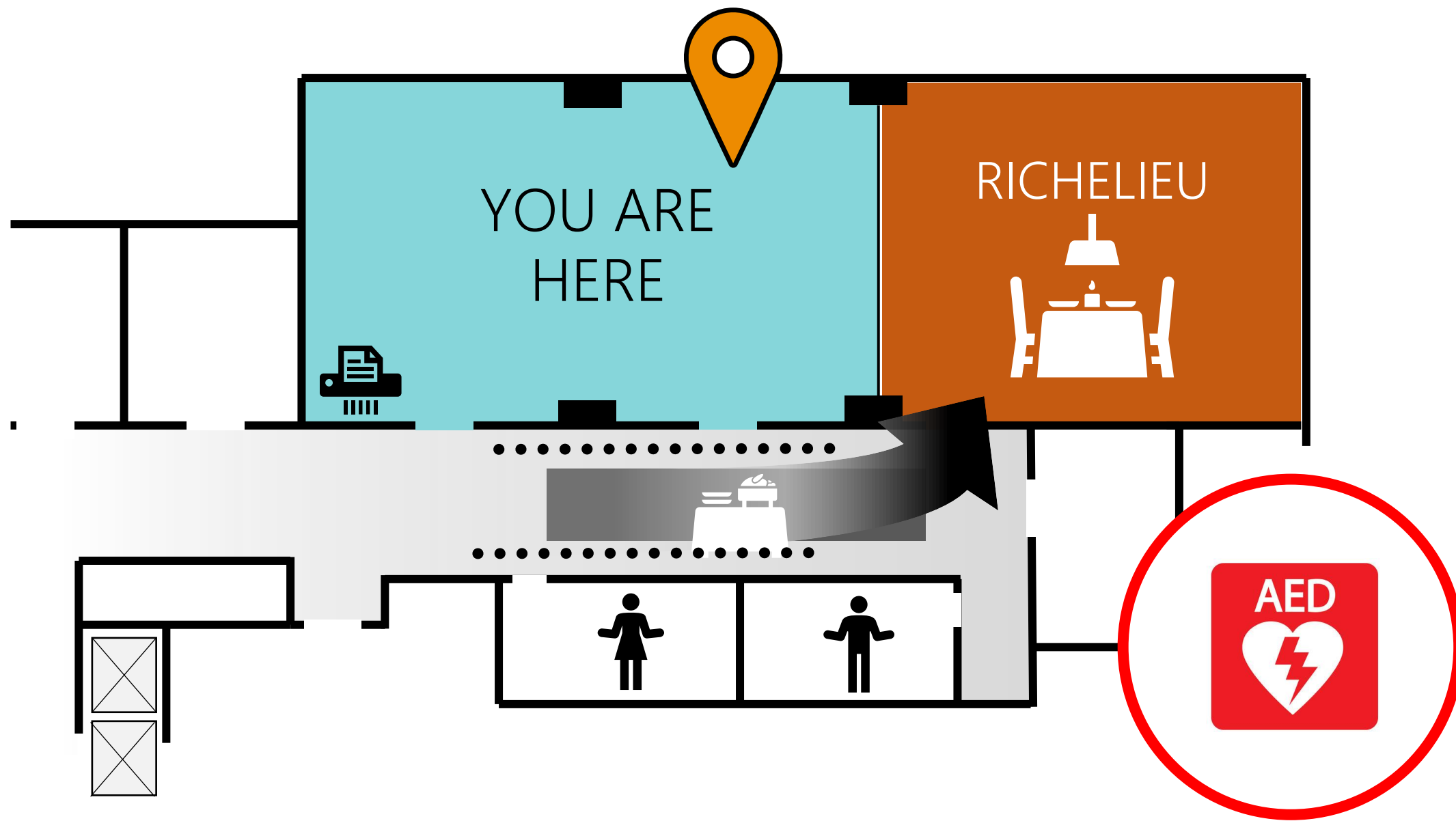
Allan  
Kehler

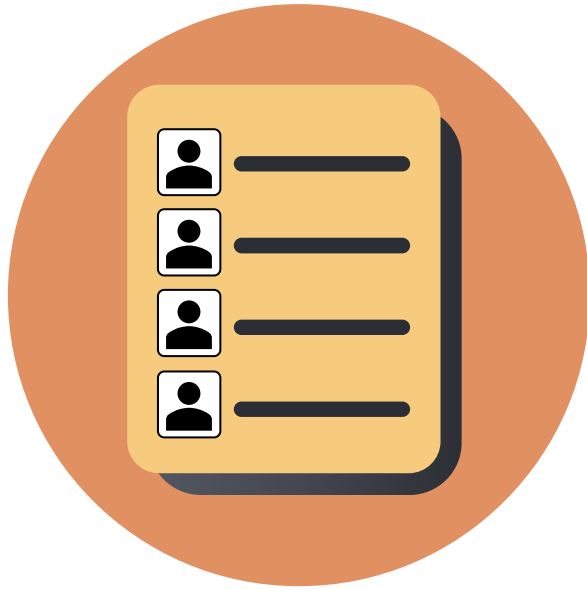


Flaxen



Tiger/Squash







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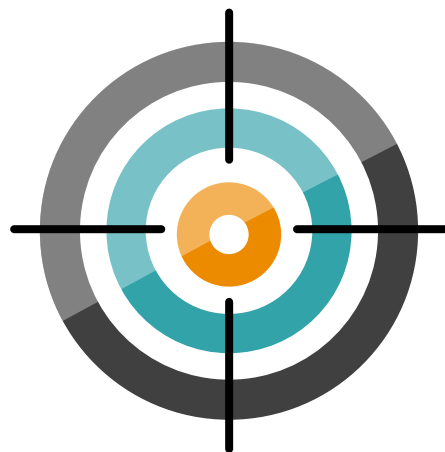
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# #LMF22

Please include tag:  
**@TourismHRCanada**



# Help Wanted: Labour Market in Crisis

A Careful Look at the Current Context

# TOURISM EMPLOYMENT IN 2022

AN UNEVEN RECOVERY

Tourism HR  
Canada



RH Tourisme  
Canada



Employment demand in the tourism sector is projected to surpass pre-pandemic levels by 2025 growing by 2.5% over 2019's employment level.

Tourism HR  
Canada



RH Tourisme  
Canada

## IMMIGRANT TOURISM EMPLOYMENT RECOVERS FASTER OVERALL

Tourism HR  
Canada



RH Tourisme  
Canada

## CANADA'S INDIGENOUS TOURISM WORKFORCE



Tourism HR  
Canada



RH Tourisme  
Canada

## YOUTH REMAIN A VITAL PART OF THE TOURISM LABOUR FORCE




1,900+ entrepreneurs and organizations participated in Canada's Indigenous tourism sector pre-pandemic.



In 2019, Indigenous tourism employed 37,000 to 39,000 workers and brought in an estimated \$1.8 billion in direct GDP.<sup>2</sup>



Due to the impacts of COVID-19, in 2020, Canada's Indigenous tourism sector has experienced a 65.9% decline in direct GDP (down to \$555 million) and a 59.4% decline in employment (down to 14,624 jobs) compared to 2019.<sup>3</sup>



Estimates for 2021, showed that just over 18,000 people worked in the Indigenous tourism industries with an economic footprint of over \$774 million in GDP.<sup>4</sup>



ITAC anticipates that by 2025 the Canadian GDP impact of Indigenous tourism will increase to \$1.9 billion; and the Indigenous tourism workforce to 40,000.<sup>5</sup>



With targeted investments, Indigenous tourism is expected to recover more quickly than the rest of the tourism sector due to increased consumer demand.<sup>6</sup>



Youth (age 15-24) have long been a vital part of the tourism labour force, comprising almost one third of total tourism employment. After the COVID-19 pandemic hit Canada in March 2020, the number of young people employed in the tourism sector plummeted in summer 2020 and summer 2021.

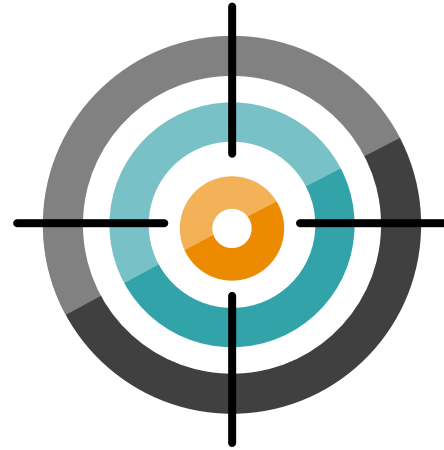
### COVID-19 Impact on Youth Employment

- Youth unemployment rate remains the highest among all age groups
- 40,400 unemployed youth in the tourism sector as of May 2022
- Youth employment in the tourism sector has not yet returned to pre-pandemic levels

# Help Wanted: Labour Market in Crisis

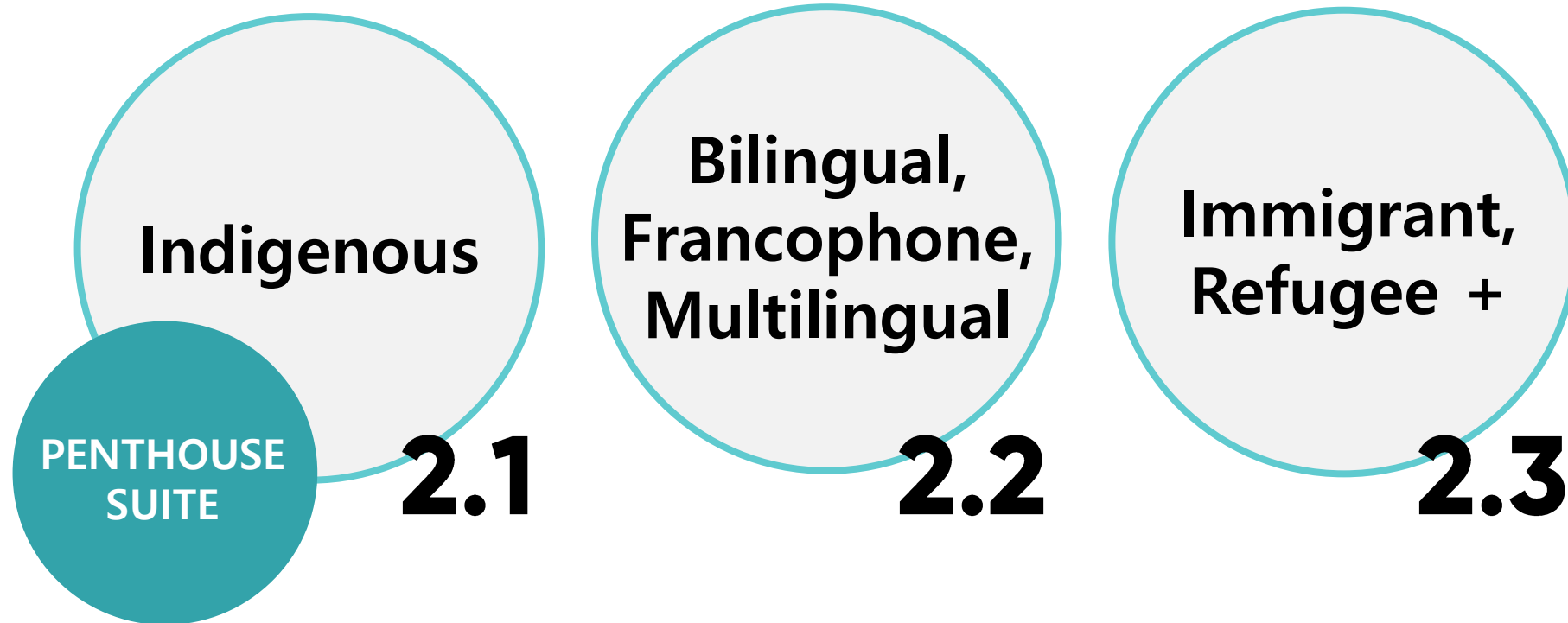
1. Elevator pitch
2. Employment challenges and barriers
3. Information, supports, investments
4. *New* benefits to attract and retain workers





# Exploring Strategies to Attract and Retain Talent

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