



Labour Market Forum





Economic Impact

Increase the tourism sector's contribution to Canada's GDP by 40% in 2030 to \$61B



Labour Force

Impact of increase in tourism sector's contribution to Canada's GDP means an estimated additional 85,000 jobs.



Global Competitiveness

Restore Canada's ranking on the WEF Global Travel and Tourism Development Index from 13 in 2021 to 7 in 2030.

Strategy Themes

- a need to invest in, and modernize tourism assets;
- to attract and support more international events, such as trade shows, conventions, conferences;
- for the industry to partner to grow Canada's Indigenous tourism industry; and,
- to further leverage our natural geographic attractions and outdoor tourism.

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Government's Current Priorities

- Housing
- Cost of living
- Fiscal framework – it's a mess!
- Geo-political matters
- Staying out of the dog house
- How to win the next election

JULY 2023

OVERNIGHT ARRIVALS AT A GLANCE



LEGEND



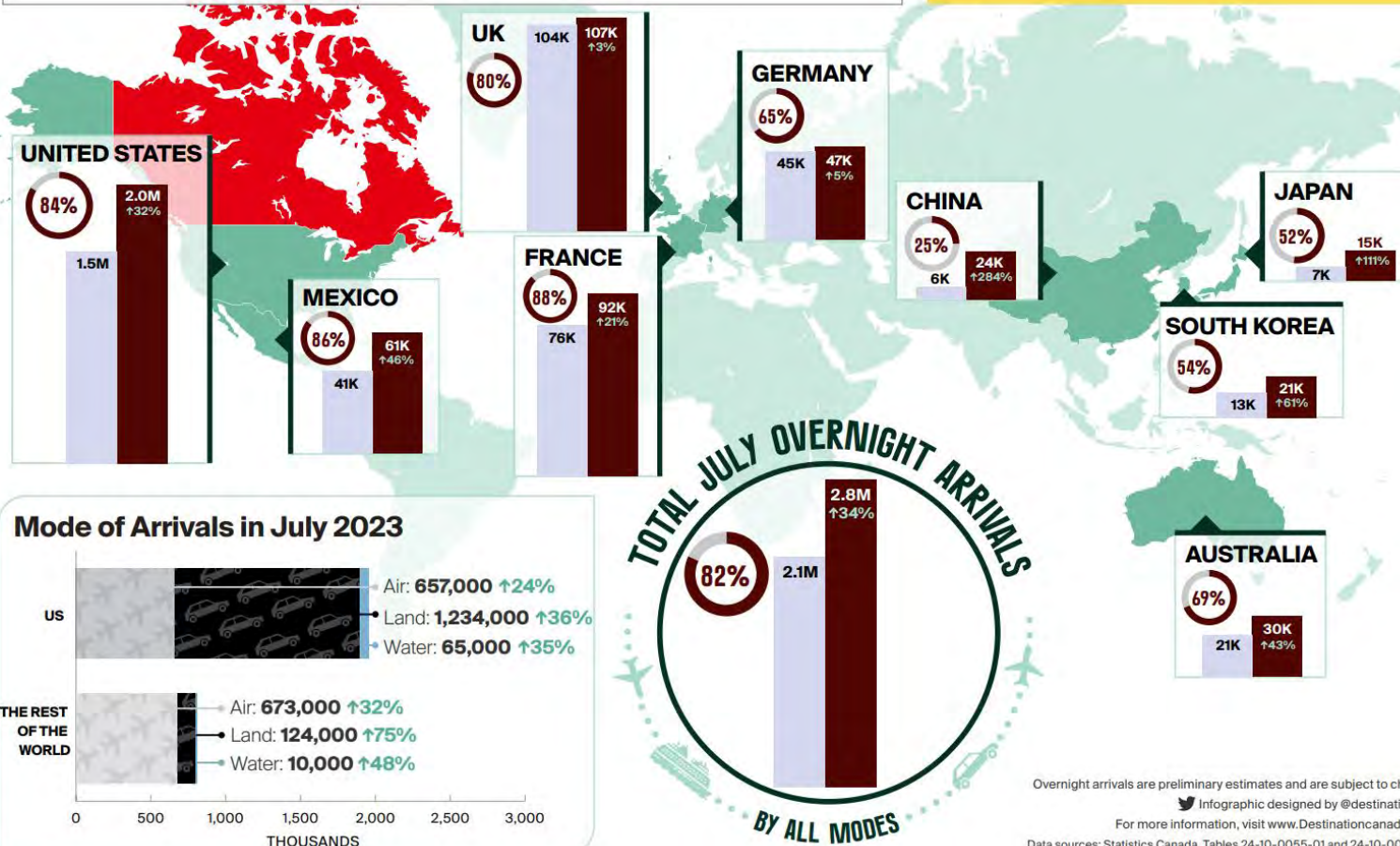
current proportion of 2019 levels

Overnight arrivals

2022 2023

↑↓% = Percent change (%) compared to the same period in 2022

After reopening its borders to international travel in late summer 2021, Canada removed all COVID-19 border regulations on October 1, 2022.



Overnight arrivals are preliminary estimates and are subject to change.
 Infographic designed by @destinationcan
 For more information, visit www.Destinationcanada.com
 Data sources: Statistics Canada, Tables 24-10-0055-01 and 24-10-0053-01.

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Recommendation #2: Create a dedicated tourism sector stream with a permanent residency track under the Temporary Foreign Worker Program (TFWP)

Recommendation #3: Extend the Economic Mobility Pathways Pilot (EMPP) program and maintain its focus on IRCC's TEER categories 4 and 5

Recommendation #4: Fund the development of a dedicated workforce strategy for Canada's Indigenous tourism industry

Recommendation #5: Provide core funding to Tourism HR Canada (THRC) to bolster strategic initiatives in support of tourism workforce growth

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Recommendation #9: Increase IRCC's capacity to help expedite temporary residence procedures and applications for international tourists and, specifically, dedicate additional funding to bolster the Special Events Program to ensure that international business event travellers do not face unnecessary processing delays

Recommendation #13: Finance a cross-sectoral working group to evaluate housing targets and optimal funds required within tourism hubs and rural communities across Canada to support the sector's talent attraction and retention efforts

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- Labour policy
- Debt relief
- Affordable housing
- Stable funding for the industry – Regional Development Agencies, Visitor Based Assessments,



Susie Grynol

PRESIDENT & CEO



HOTEL ASSOCIATION OF CANADA
ASSOCIATION DES HÔTELS DU CANADA

HOTELASSOCIATION.CA

TOURISM **GROWTH** STRATEGY

- ✓ **\$158M** Record Investment
- ✓ **NEW** Minister's Tourism Council
- ✓ Labour as a **Central Theme**



We heard that we must take action now to... rebuild the tourism workforce."





ROLE OF INDUSTRY

vs. Government

Hotel Industry Research

360 WORKFORCE REVIEW

BENCHMARKING

- ✓ Economic Impact
- ✓ International Best Practices
- ✓ Global Positioning



PRELIMINARY FINDINGS

- ✓ Tested **in 5 Regional Focus Groups** across the country

FIELDWORK

- ✓ **1,200** Survey Respondents
- ✓ **50** Interviews and online focus groups with industry leaders

Funding By:

Canada



Deloitte.

Workforce Review

HOTEL LABOUR SUMMIT



Workforce Review

HOTEL INDUSTRY ACTION PLAN



Overview of Sector's Labour Shortage



Solutions for ALL Organization Types

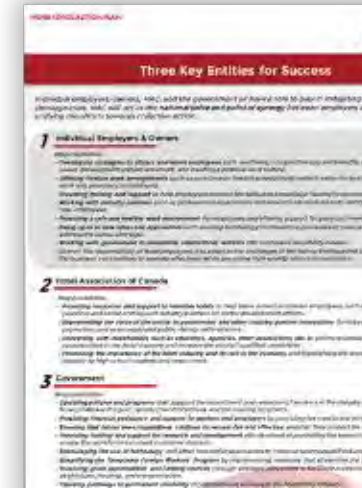
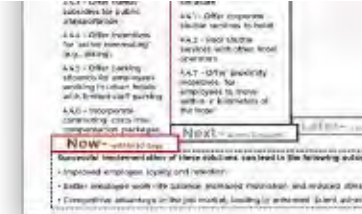


Opportunities for Collective Action

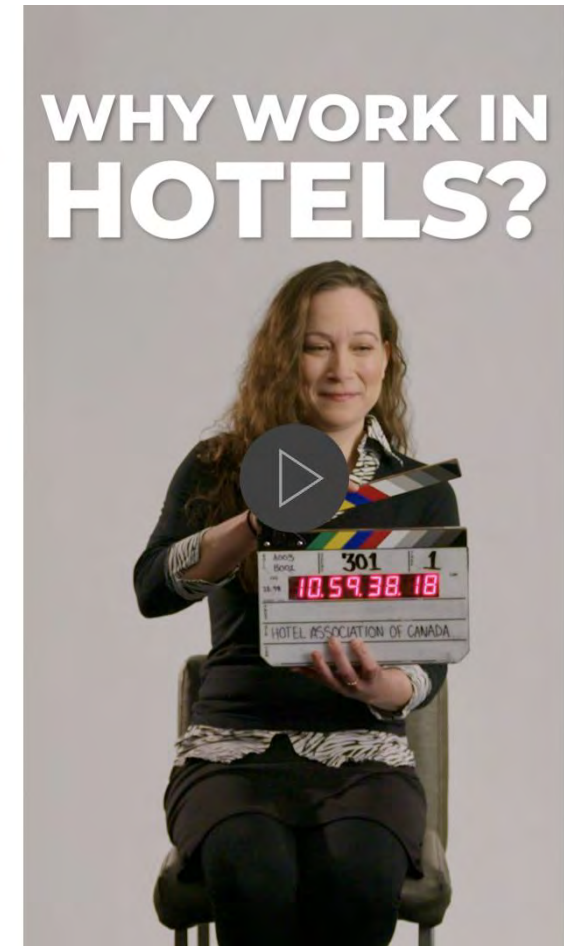
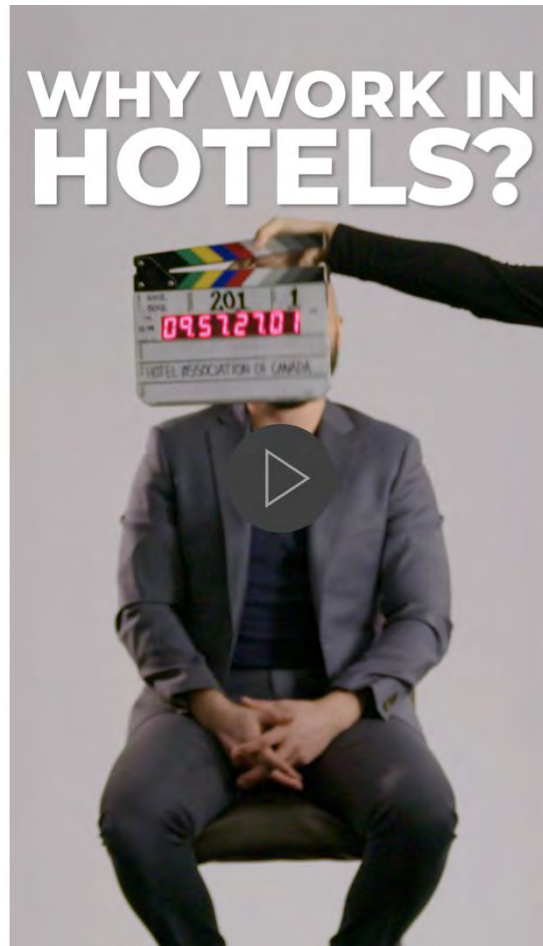


Download the report

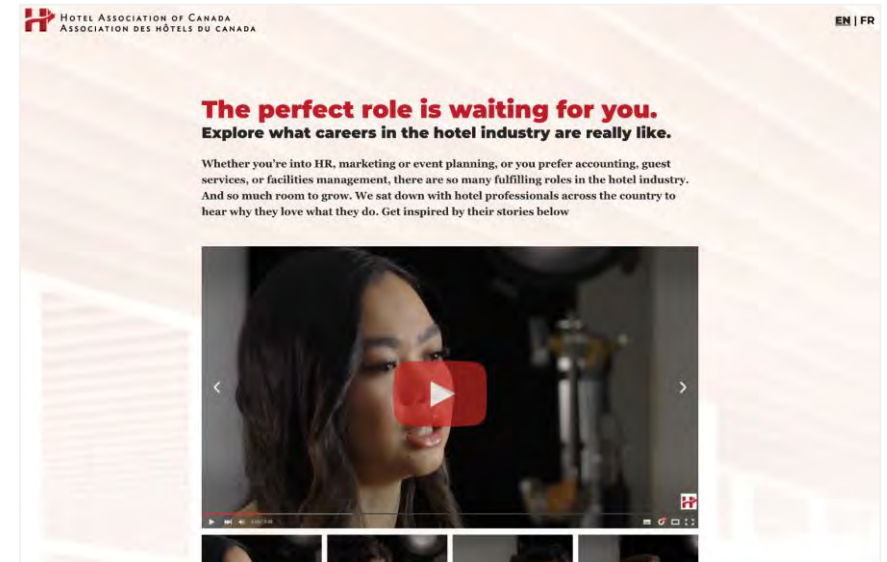
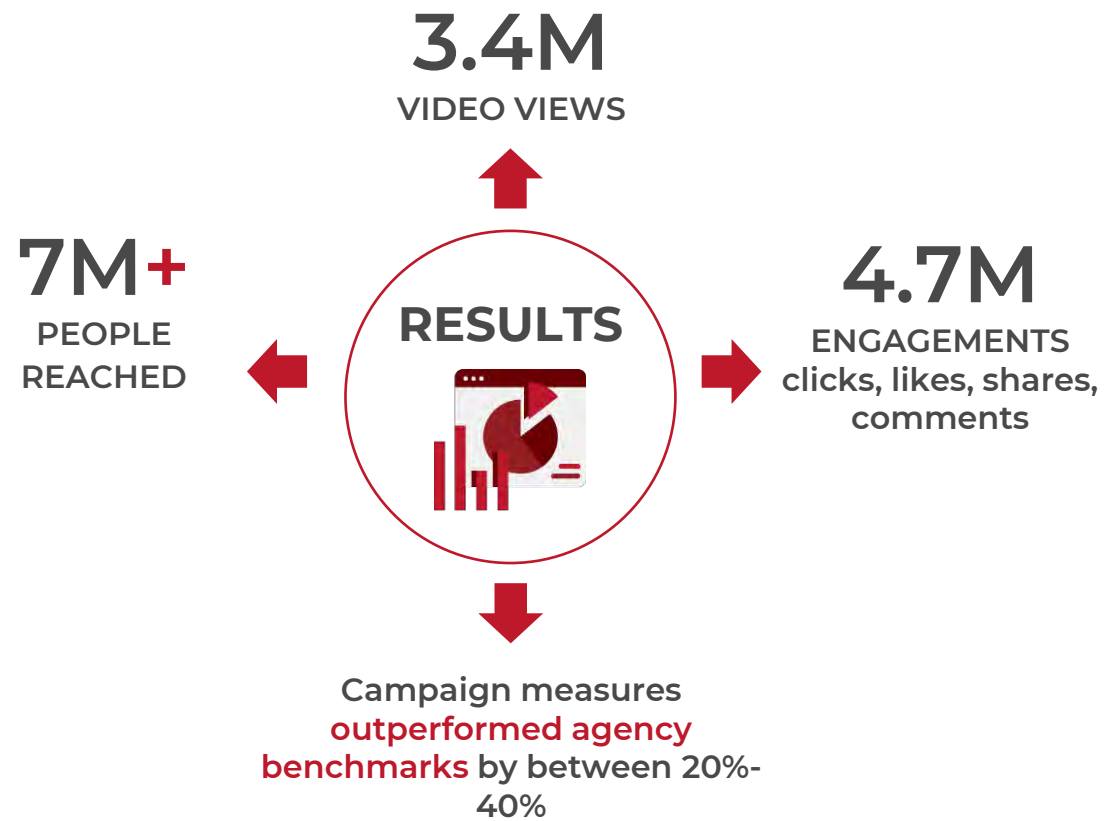
Funding By:



Hotel Industry **CAREER AWARENESS CAMPAIGN**



Hotel Industry CAREER AWARENESS CAMPAIGN



Funding By:

Canada

Hotel Industry

DELOITTE KEY FINDINGS

1

New Workforce Potential

- ✓ **Interest in hotel careers** matches finance, banking and digital media
- ✓ Retail employees interested in **switching to hotels** (35% above average)
- ✓ **Emerging potential** with new Canadians under 34

2

Hotels have a Competitive Advantage

- ✓ Workplace culture & **diversity**
- ✓ Career **growth**
- ✓ Job **perks**

3

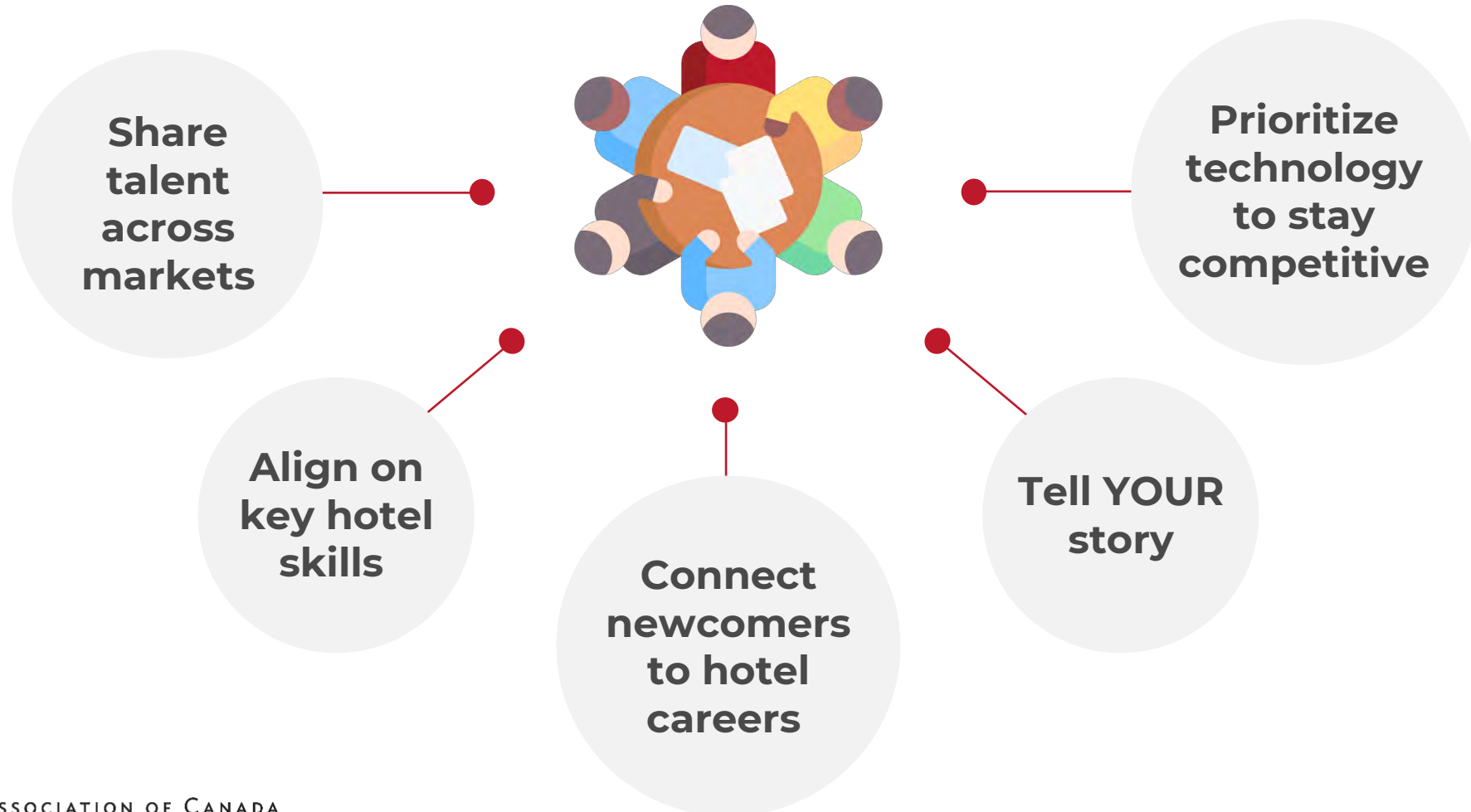
Hotels are Implementing Change

- ✓ Increased wages
- ✓ **Flexible** hours
- ✓ Additional supports
- ✓ **Training**



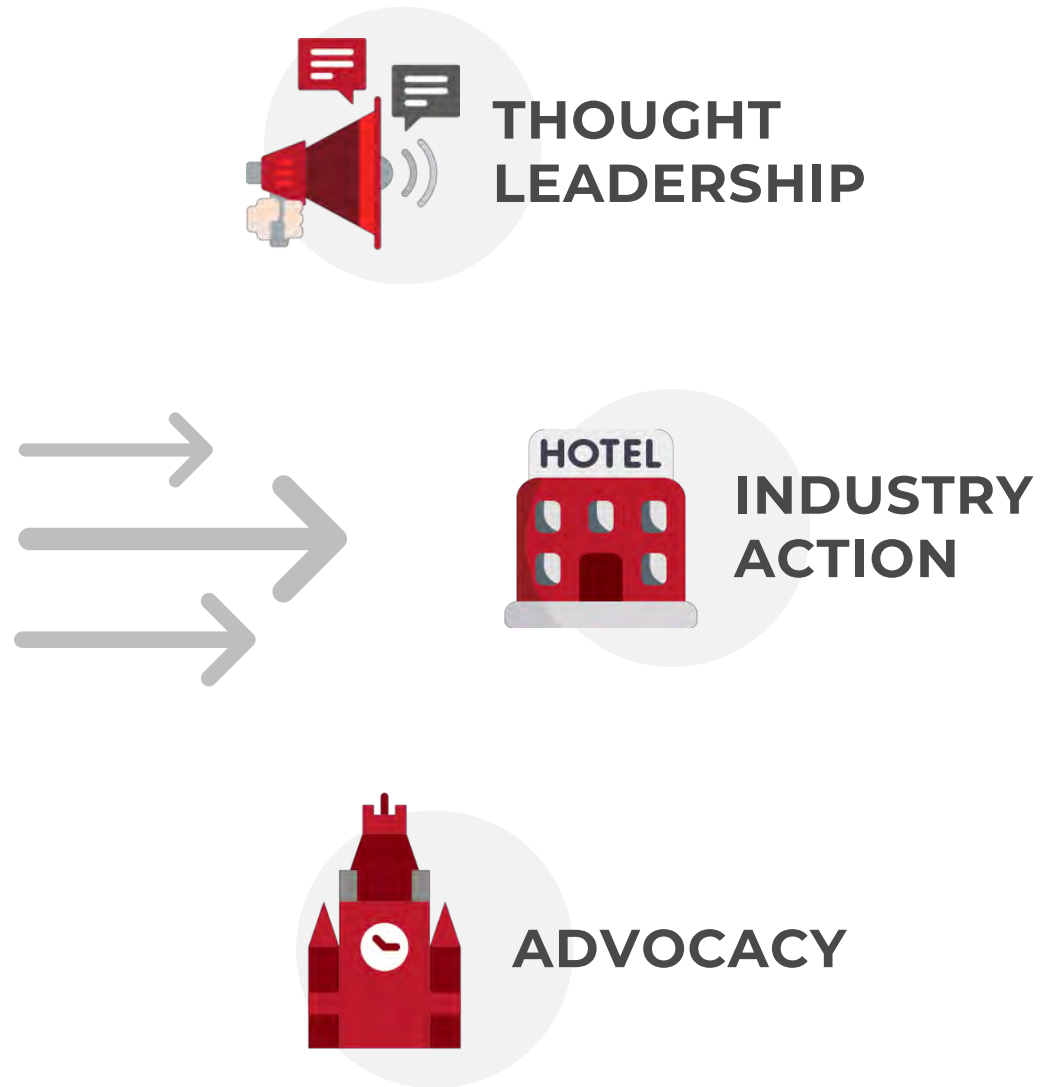
HAC Tourism Workforce Strategy

COLLECTIVE ACTION OPPORTUNITIES





HAC WORKFORCE GROWTH STRATEGY

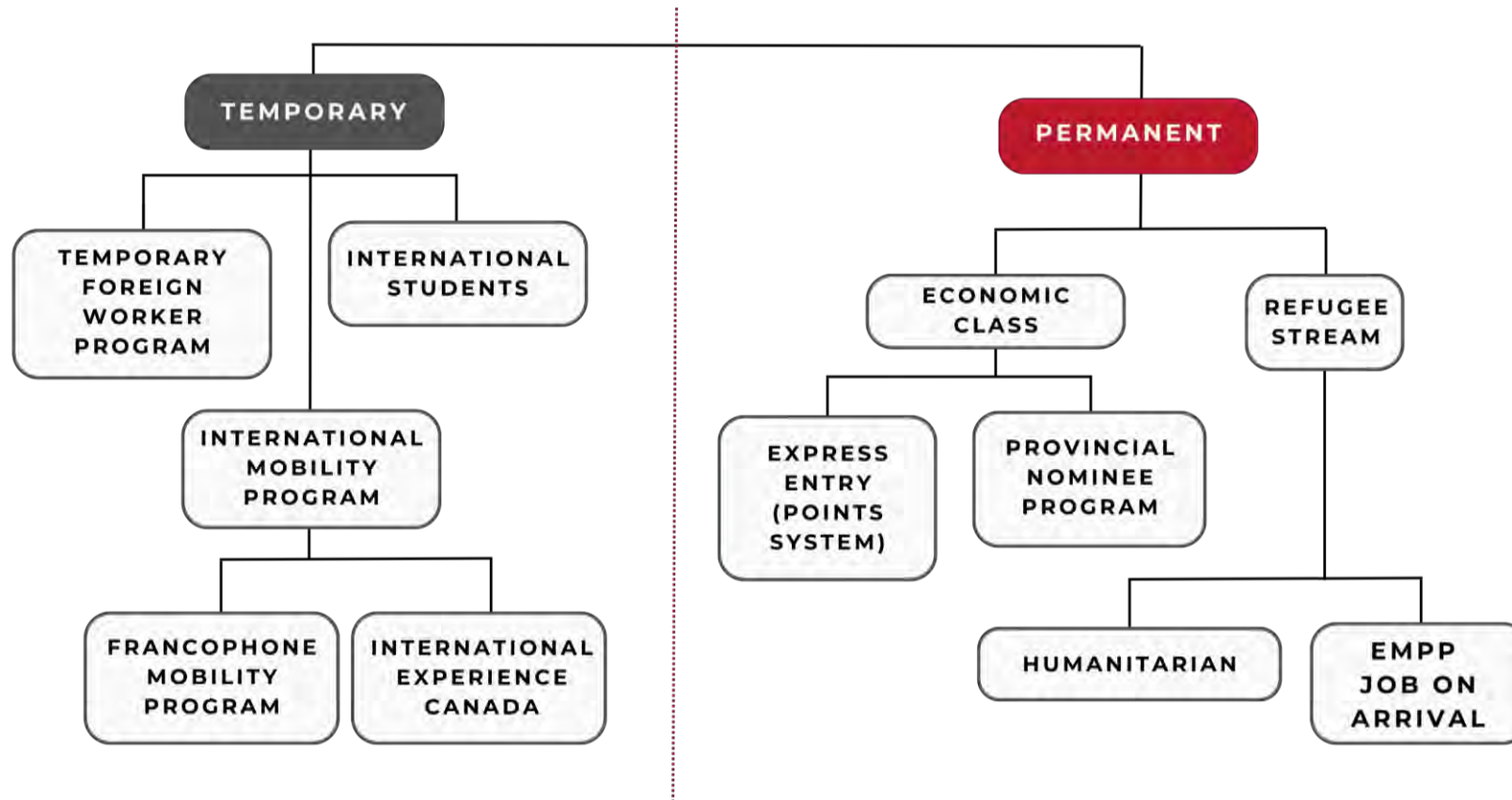


FEDERAL *Responsibility*



Immigration Advocacy

CANADA'S **COMPLEX IMMIGRATION** SYSTEM



Permanent and Temporary MAJOR INTERNATIONAL **WORKFORCE WINS**



Temporary Foreign Workers and Refugees

- ✓ Increased **TFW caps** for Hotels
- ✓ Extended work permits to **families**
- ✓ Expanded **the Economic Mobility Pathways Pilot (EMPP)** to include lower-skill hospitality workers
- ✓ **Recognized Employer** Program



International Students & Youth

- ✓ Expanded the **International Experience Canada**
- ✓ Increased **cap for international student work permits**
- ✓ **Extended work permits** for international student graduates

= 110,000+
**for tourism and
hospitality**

RECOMMENDATION #1

Grow the Sector's DOMESTIC Workforce

Support tourism sector efforts to grow the domestic workforce

1. Invest in new domestic recruitment and career awareness campaigns
2. Invest in skills development and worker engagement through sustainable funding to Tourism HR Canada



RECOMMENDATION #2

Grow the Sector's INTERNATIONAL Workforce

Seasonal SURGE SUPPORT

New Seasonal TFW Program for Tourism:

- LMIA Exempt
- Multiple entry visa and work permits (3 years)
- Allow promotions for TFWs
- Trusted Employer Program that reflects tourism hiring freezes during COVID
- Bridging work permits for TFWs during PR application

Extend TFW Program adjustments

- LMIA duration (9 to 18month)
- 30% cap for hotels

Expand work opportunities for international students :

- Work permits for language students (30K)
- Make permanent 40hr/week caps

Job-ready REFUGEES

EMPP Low-Skilled Stream:

- Make pilot permanent

Settlement Placement Program:

- Revive Destination Employment program to connect refugees with hospitality and hotel sector careers

PERMANENT Workforce

Adjust Canada's immigration system to prioritize in-demand tourism occupations through:

1. **Prioritization of Express Entry** category-based candidates that was recently announced to include TEER 4 and 5 occupations in tourism occupations.
2. **Increase Provincial Nominee Program** immigration levels for provinces with In-Demand Skills streams that include tourism and hospitality.

EXPIRES
OCT 30

EXPIRES
DEC 31





THANK YOU



Building a Strong Indigenous Work Force

DESTINATION
INDIGENOUS



INDIGENOUS
TOURISM ASSOCIATION OF CANADA



Presented by



Keith Henry

President & CEO

Indigenous Tourism Association of Canada



[Keith Henry](#)



[@KeithHenryMetis](#)



INDIGENOUS
TOURISM ASSOCIATION OF CANADA



ASSOCIATION TOURISTIQUE
AUTOCHTONE
DU CANADA

Industry focused, industry led

National non-profit

Membership base of Indigenous
owned and controlled businesses

13 elected board members
representing industry from across
Canada

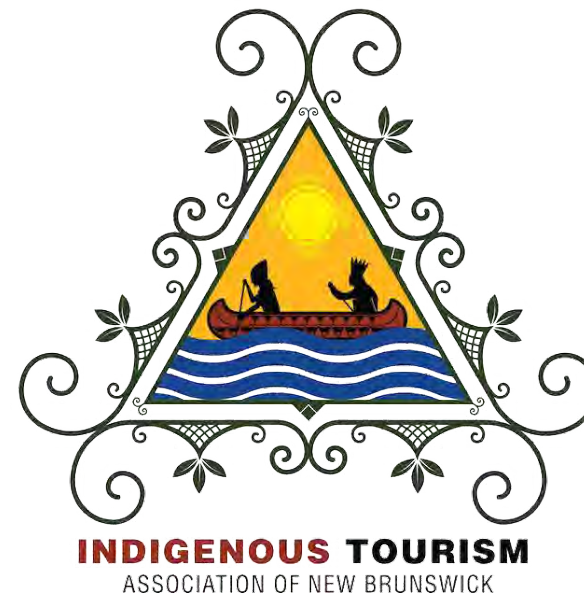


Supports the growth of Indigenous tourism in Canada and addresses the demand for authentic Indigenous experiences through development and marketing initiatives

Focused on **creating partnerships between associations, organizations, government departments, and industry leaders** from across Canada

Represents 1,100+ out of 1,900 tourism businesses that are Indigenous-owned and controlled—from every province and territory in the country

Provincial and Territorial Indigenous Tourism Partners

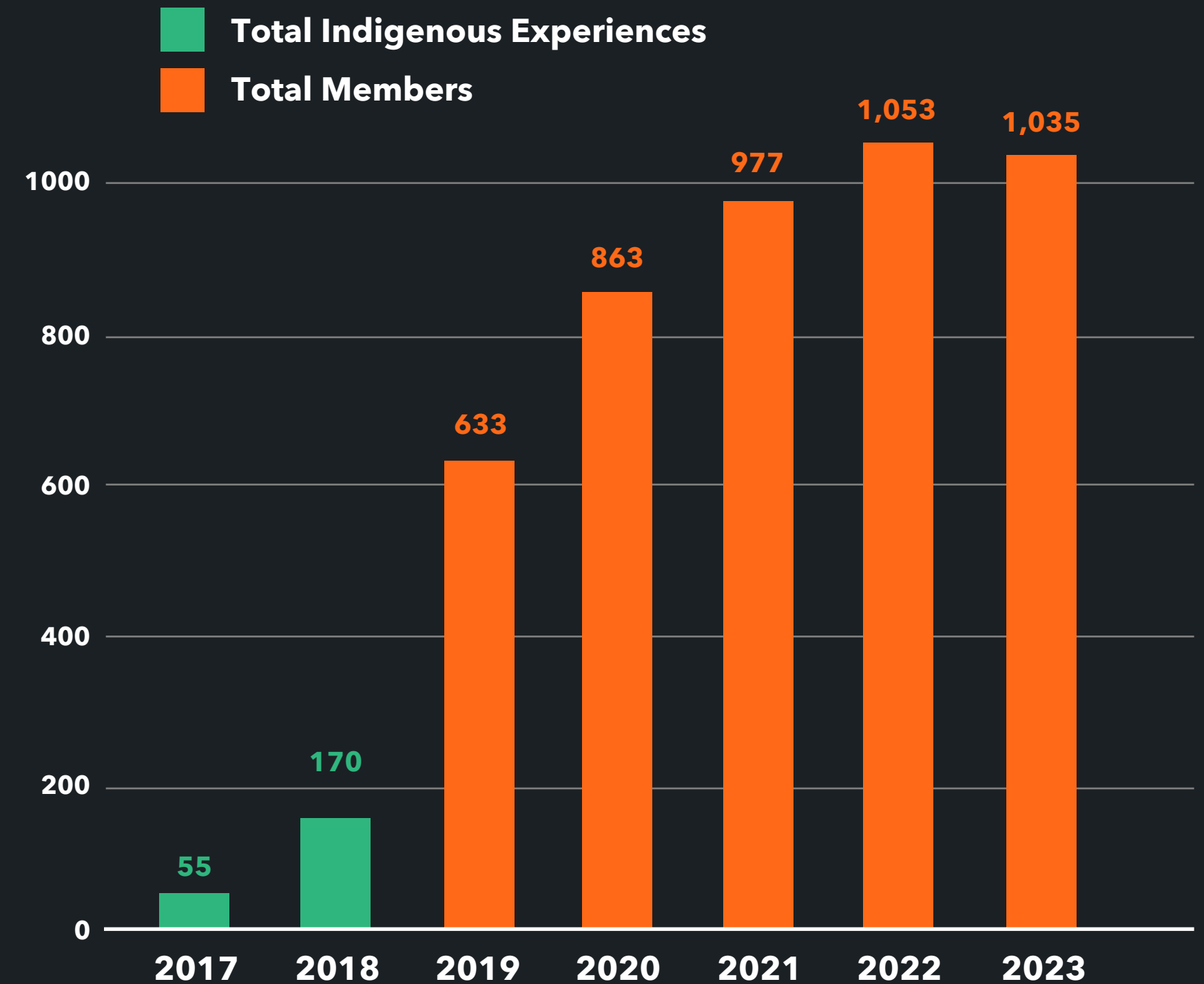


Indigenous Destinations Saskatchewan



Membership Snapshot

- *Over 1,880% increase in Total Members between 2019-23*
- *From 2017-18, totals were only counted for Indigenous Experiences*



2030 Vision





ITAC'S 2030 Vision

Make Canada the world leader in Indigenous tourism by 2030

- *Annual GDP contributions of **\$6 billion***
- ***2,700** Indigenous tourism businesses*
- ***60,000** jobs in the Indigenous tourism industry*
- ***\$12 billion** in revenues*





33% of Indigenous tourism businesses are owned by women entrepreneurs—more than double the percentage of non-Indigenous tourism businesses.

*An investment in Indigenous tourism will employ **more Indigenous workers** than an investment in any other sector.*

*ITAC's research shows that **57%** of the workers in the Indigenous tourism industry are Indigenous—that rate is **4x higher** than any other sector.*



Indigenous Tourism Is Reconciliation In Action





Indigenous Tourism Is Reconciliation In Action



Experiencing Indigenous tourism firsthand is an important way for non-Indigenous Canadians to **gain a new perspective.**

It helps them to **connect to the lands, traditions and way of life of Indigenous Peoples** and to better understand the history of Canada—while also having a positive impact on Indigenous economic growth.





Indigenous Tourism Is Reconciliation In Action



Investing in Indigenous tourism **creates and expands** tourism economic development projects with Indigenous nations, which **supports self-determination** for Indigenous businesses.



Demand Exceeds Capacity






Demand Exceeds Capacity

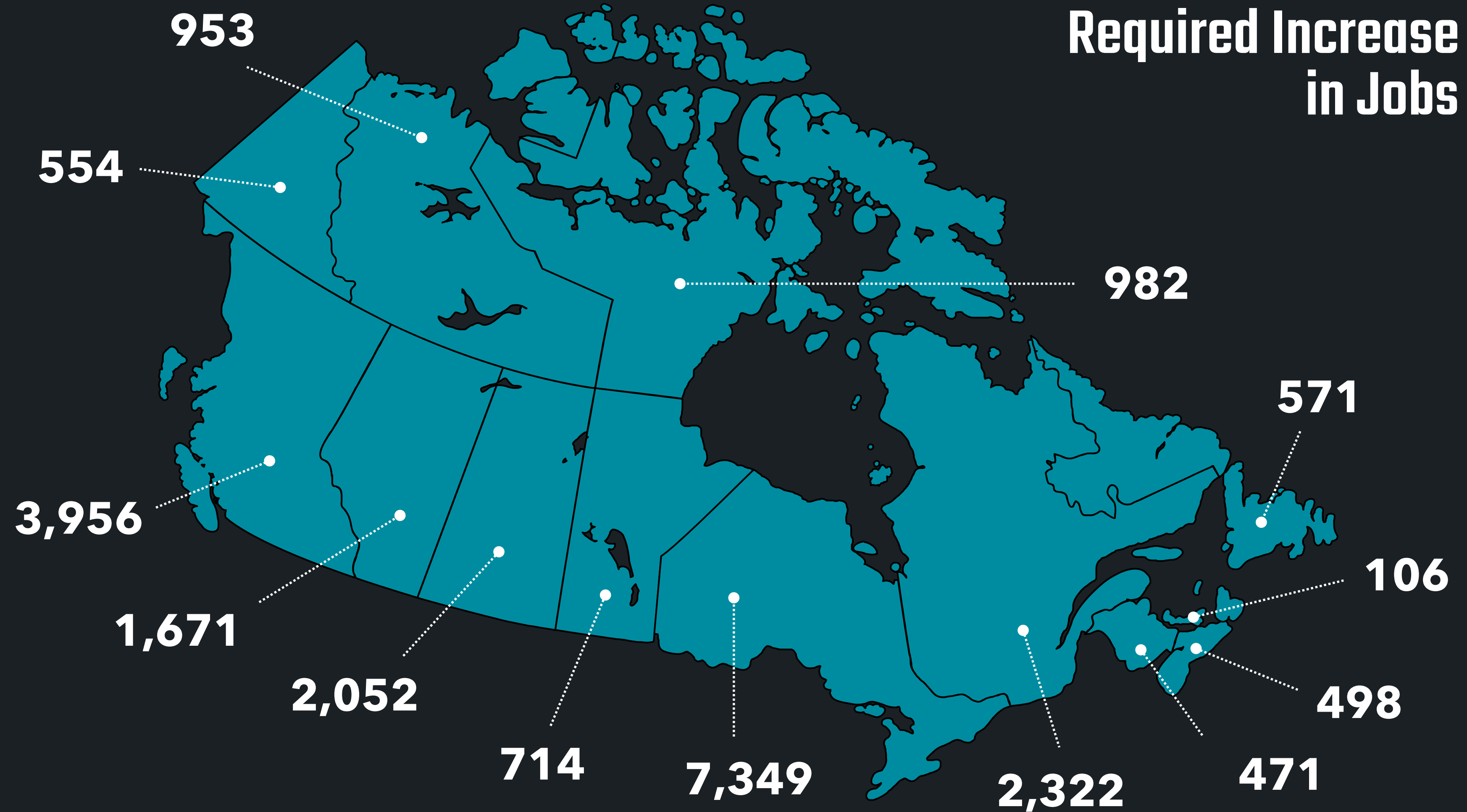
- *Prior to COVID, Indigenous tourism was the **fastest growing tourism sector** in Canada—outpacing the rest of the industry with **growth of 23.5% vs 14.5%.***
 - ***Demand** for Indigenous tourism experiences **has never been higher.***
- 



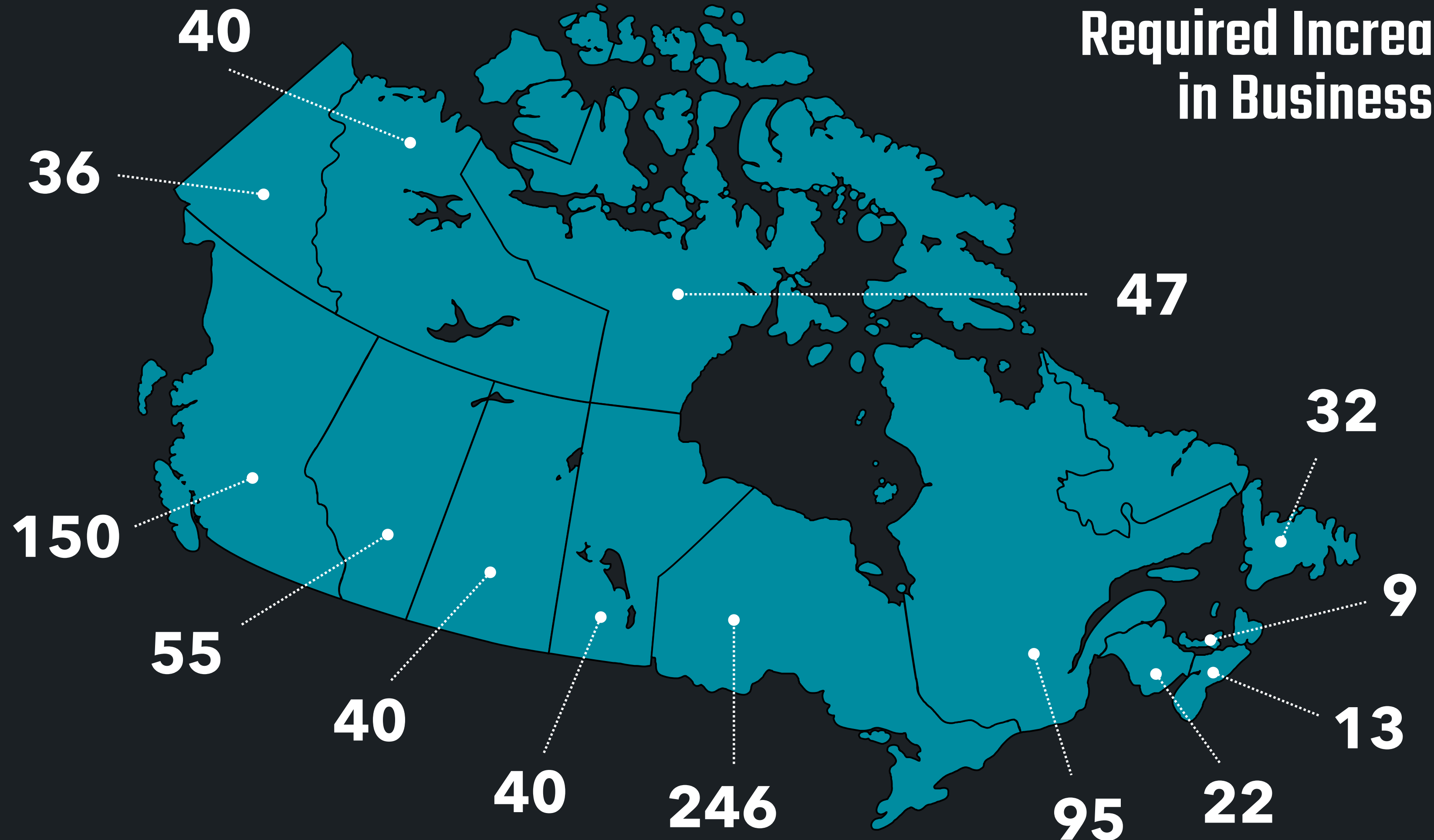
Demand Exceeds Capacity

- *1 in 3 international visitors to Canada are interested in Indigenous tourism experiences (37%)*
 - *Visitors from France (63%) and Germany (47%) are most likely to be interested in Indigenous tourism experiences*
 - *The USA (33%) and China (35%) offer the largest potential market opportunities in terms of potential visitation*
- 

Required Increase in Jobs



Required Increase in Businesses



Minimum Required Investment





**THE
ORIGINAL
ORIGINAL**





A Mark Of Excellence

The Indigenous Tourism Association of Canada's (ITAC) Accreditation Program has set **national standards** for Indigenous tourism that allow businesses to evaluate their market readiness and apply for accreditation.

The Accreditation Program was developed in partnership with Tourism HR Canada and reflects ISO standards.




Accreditation
Program





What The Mark Represents

The Accreditation Program evaluates businesses to ensure that they have the right standards in place to deliver a quality experience to visitors.



The Original Original mark of excellence assures visitors of a truly authentic, high quality, and safe experience and is the first of its kind, giving consumers peace of mind in knowing that they are directly supporting Indigenous peoples.



**Accreditation
Program**





Marketing Activations

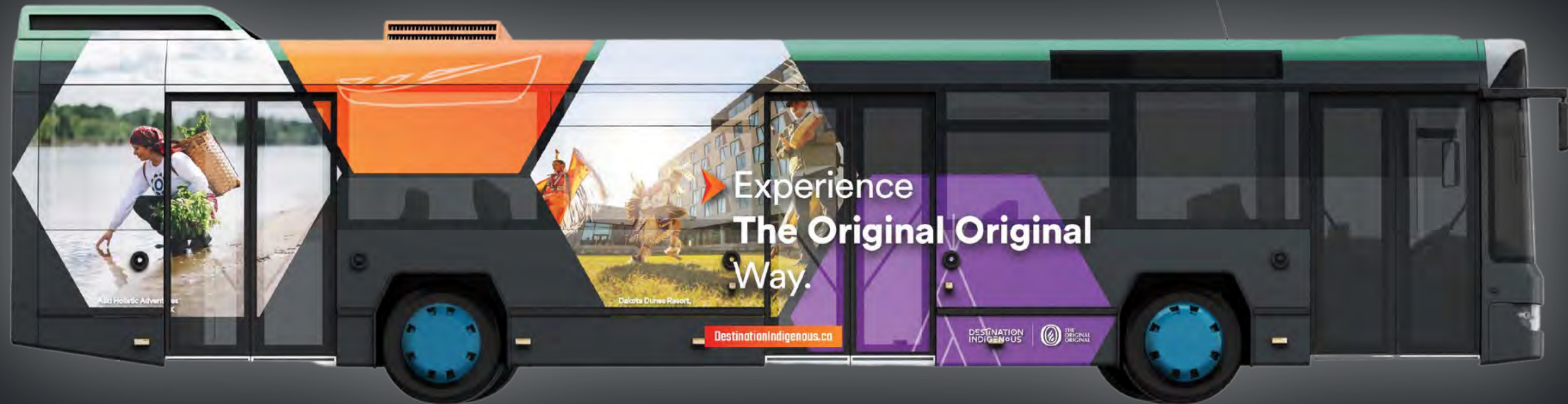
Out Of Home Activations

This year, our out of home creative will be in major cities across the country. This will include creative installations in both airports and transit bus wraps.

Advertisements have been strategically placed for when major events are happening within the city (ex. IITC, Junos, RVC, NAIG, etc).

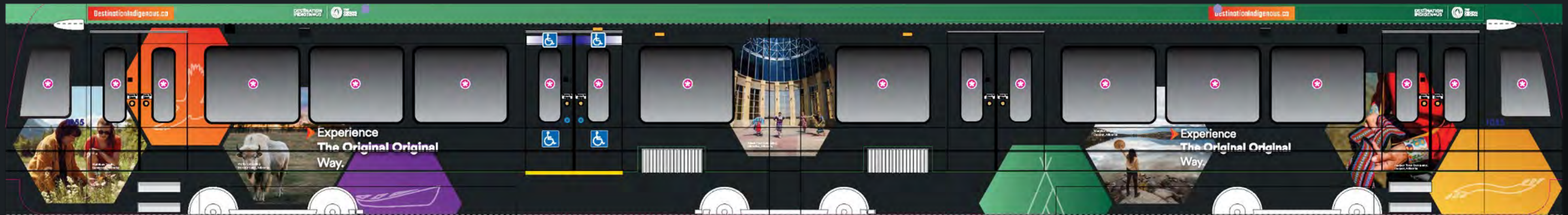
The following destinations will be included: Vancouver, Edmonton, Calgary, Regina, Winnipeg, Toronto, Ottawa, Montreal, Quebec City and Halifax.

Transit Wraps



Transit Wraps

➤ CALGARY AND EDMONTON (*exterior*)



Airport Glass Wraps

➤ QUEBEC CITY



➤ Commencez votre voyage culturel à 15 minutes d'ici.

Start your cultural journey 15 minutes from here. ➤

En Savoir Plus
Learn More



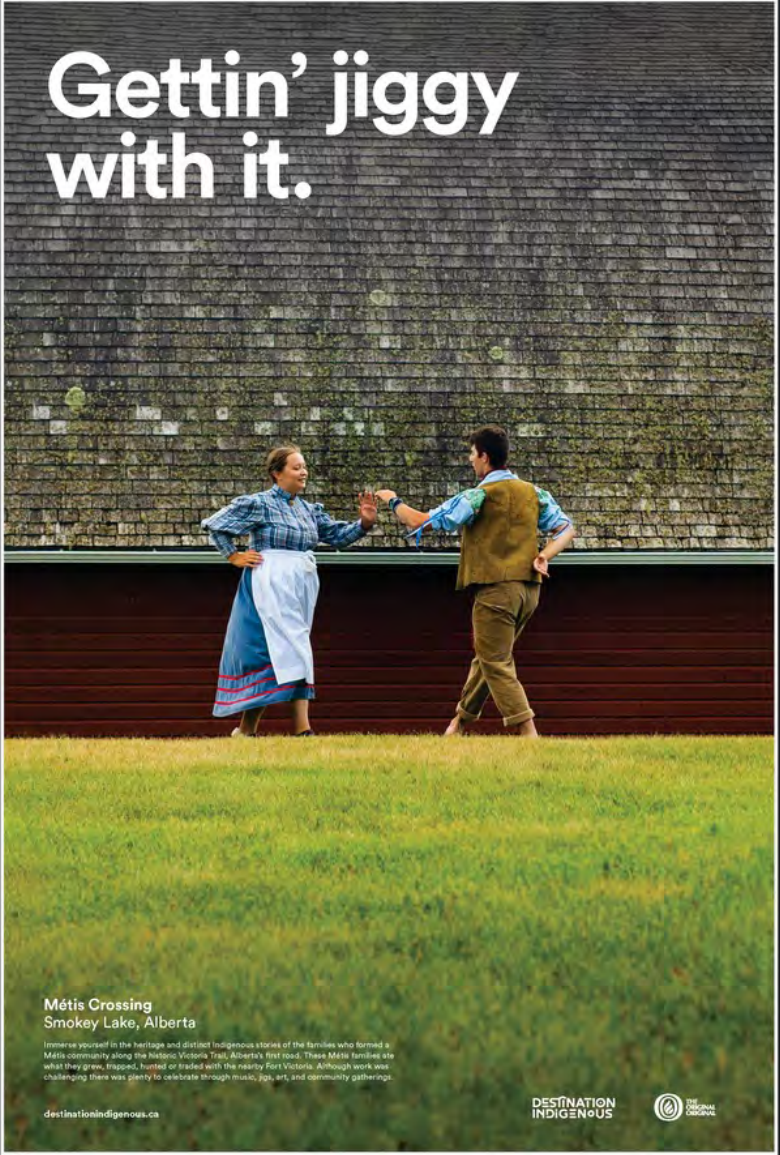
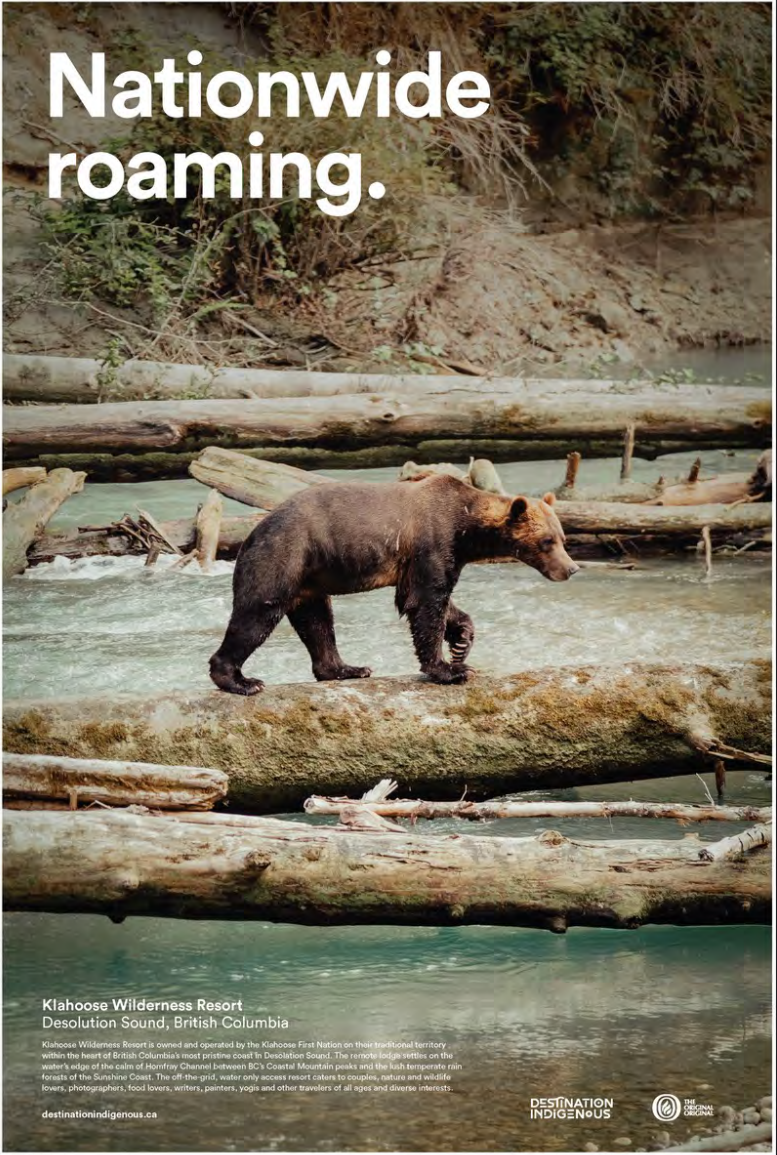
DESTINATION
AUTOCHTONE



New Posters



New Posters



New Posters





Partnering For Growth

Indigenous Tourism Destination Fund

- *Voluntary program where tourism industry partners charge a \$0.25 fee per customer*
- *Money raised is pooled to support ITAC's work towards Vision 2030*
- *Revenue source to augment government funding*



Certificate in Reconciliation for the Tourism Industry

- *New training program for non-Indigenous tourism industry partners*
- *Provides cultural awareness education to promote reconciliation and positive partnerships*
- *Revenue source for ITAC*

