

## IMMIGRATION PATHWAYS

# INVEST IN A STUDENT PIPELINE



Many international students have limited work permits associated with their student visas, allowing them to **work up to 24 hours a week** off-campus during term time, and **unlimited hours** during scheduled breaks. This makes them a **valuable pool of workers**, often looking for evening and weekend shifts to fit in around their school schedules.

Establishing relationships with schools can open an important pipeline for recruitment, and if you support your student workers and treat them well, you may be able retain them for several years.

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### Connect with colleges and universities around their co-op and work-integrated learning opportunities.

This includes students in tourism and hospitality programs, but think more broadly: You may be able to hire students from accounting, from marketing, from generalized business programs, and from a range of other non-core-tourism fields. The key question is whether your business can offer them a valuable learning experience.



The tourism sector offers a lot of opportunities for newcomers to Canada and for temporary international workers, and these workers are a key part of our labour force. Recent changes in immigration policy have made it harder for operators to know where they should recruit overseas. Please visit Tourism HR Canada's [\*\*Immigration Hub\*\*](#) to stay up to date on the options available to tourism operators.

## 2 Build a pool of part-time workers.

The financial pressures facing students (international and domestic) continue to mount, so many students are looking to **pick up a few shifts a week**. Once you have one or two student workers that you like working with, tap into their peer network of other students looking for work. A happy employee is a great brand ambassador for your business.

## 3 Train and promote the brightest stars.

**Retaining workers** is always more cost-effective than dealing with a high turnover. Offering training to your student staff, and promoting them on merit and experience, is a good way to increase both capacity and loyalty in your employees.

## 4 Develop post-graduation retention strategies.

International graduates of eligible programs can apply for a Post Graduate Work Permit (PGWP), valid for up to two years. Where you have employees who are interested in **permanent residency**, develop a structured program of training and promotion that will help them meet the criteria for paths to PR, such as a provincial or territorial nomination program or the Express Entry program.



The information provided here should be used for general guidance only, and not as professional or legal advice. Always confirm the latest immigration regulations with IRCC.

For more information, please contact

[info@TourismHR.ca](mailto:info@TourismHR.ca)

[TourismHR.ca](https://TourismHR.ca)

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