

Tourism as a Place of Work, Place of Play, and Economic Driver

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Vice-President Labour Market Intelligence



Broad Trends

Remote Work
Remote Living
Virtual Events
Vaccine Hesitancy



Mobile Work

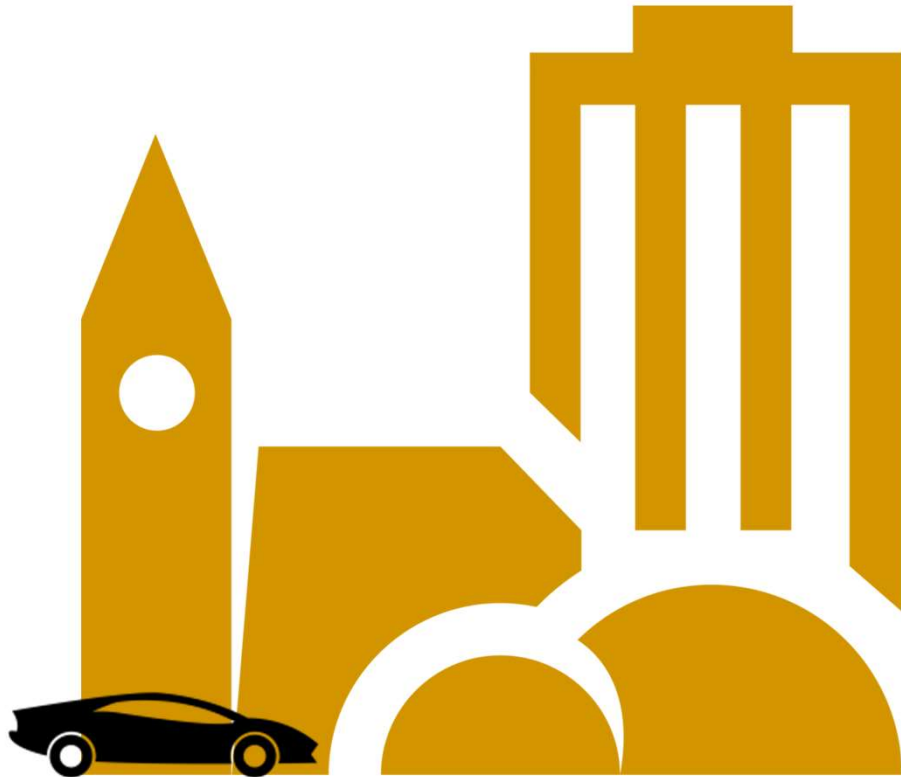
30% of Businesses Say **Half or More** will Continue Remotely Working **after** Covid-19

All Industries

30.3%



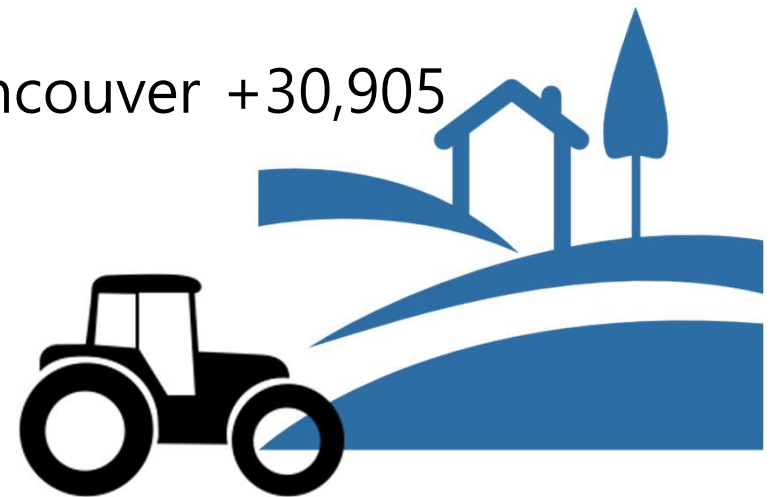
Mobile Population



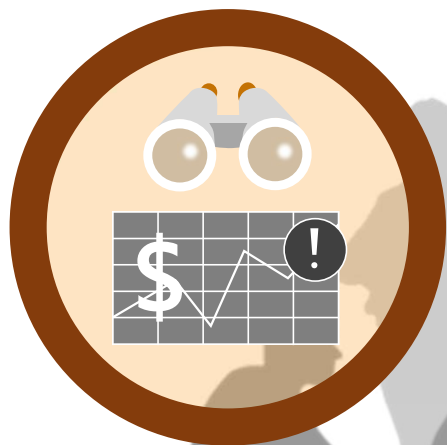
Toronto -50,375

Montreal -24,880

Vancouver +30,905

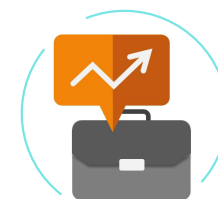


Virtual Business



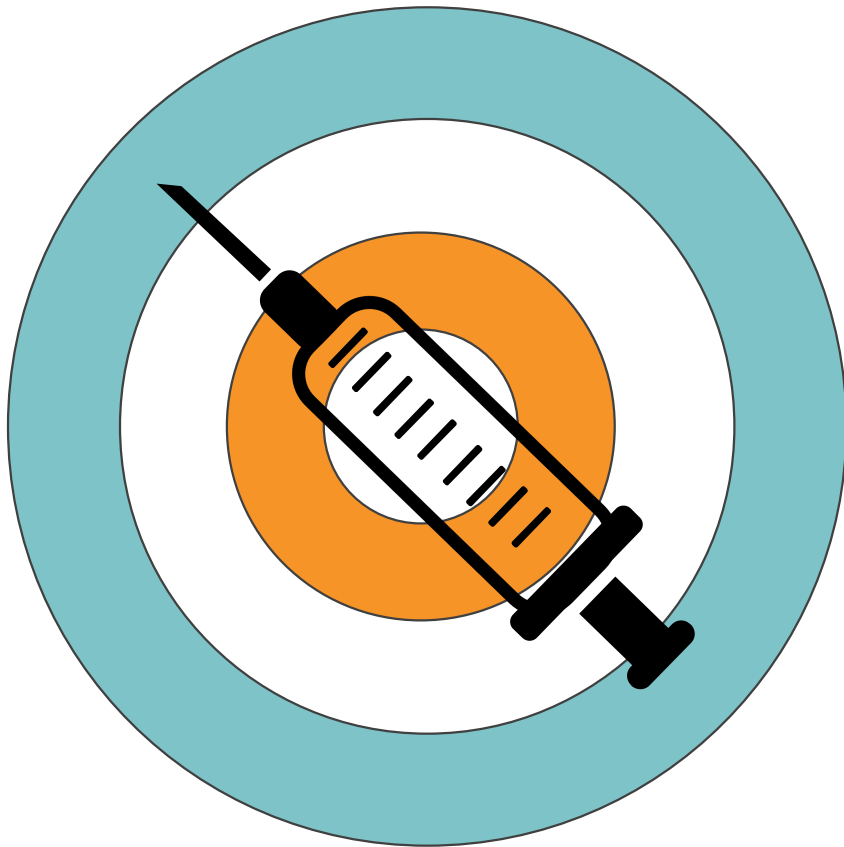
▶ Below 2019 in 2024

▶ Potential 20% Lost



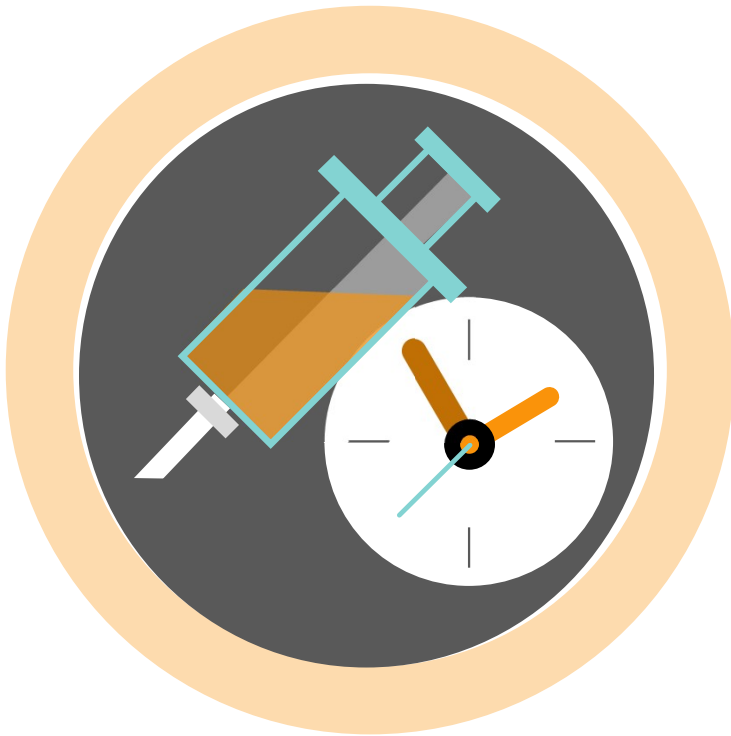
Source: Conference Board of Canada, Travel Market Outlook
Source: McKinsey, The Future of Work after Covid-19

Vaccination **Concern**



	Will	Will Not
Canada	73%	10%
America	56%	23%

Vaccination **Concern** and Safety



VACCINATION
RESPONSE



PUBLIC / CONSUMER
SENTIMENT

Travel Trends

Near
Vs.

Far



Confidence Travelling

To Communities Near Me



From Communities Near Me



'Unprecedented' demand for Ontario cottage rentals this summer, renters say



Despite price hikes, uncertainty with COVID-19 rules, more people are booking cottages now than ever before

[Sara Jabakhanji](#) - CBC News - Posted: Feb 02, 2021 2:25 PM ET | Last Updated: February 2



Tourism **HR**
Canada



RH Tourisme
Canada

Confidence Travelling

To Communities in My Province

42% ———— 65%

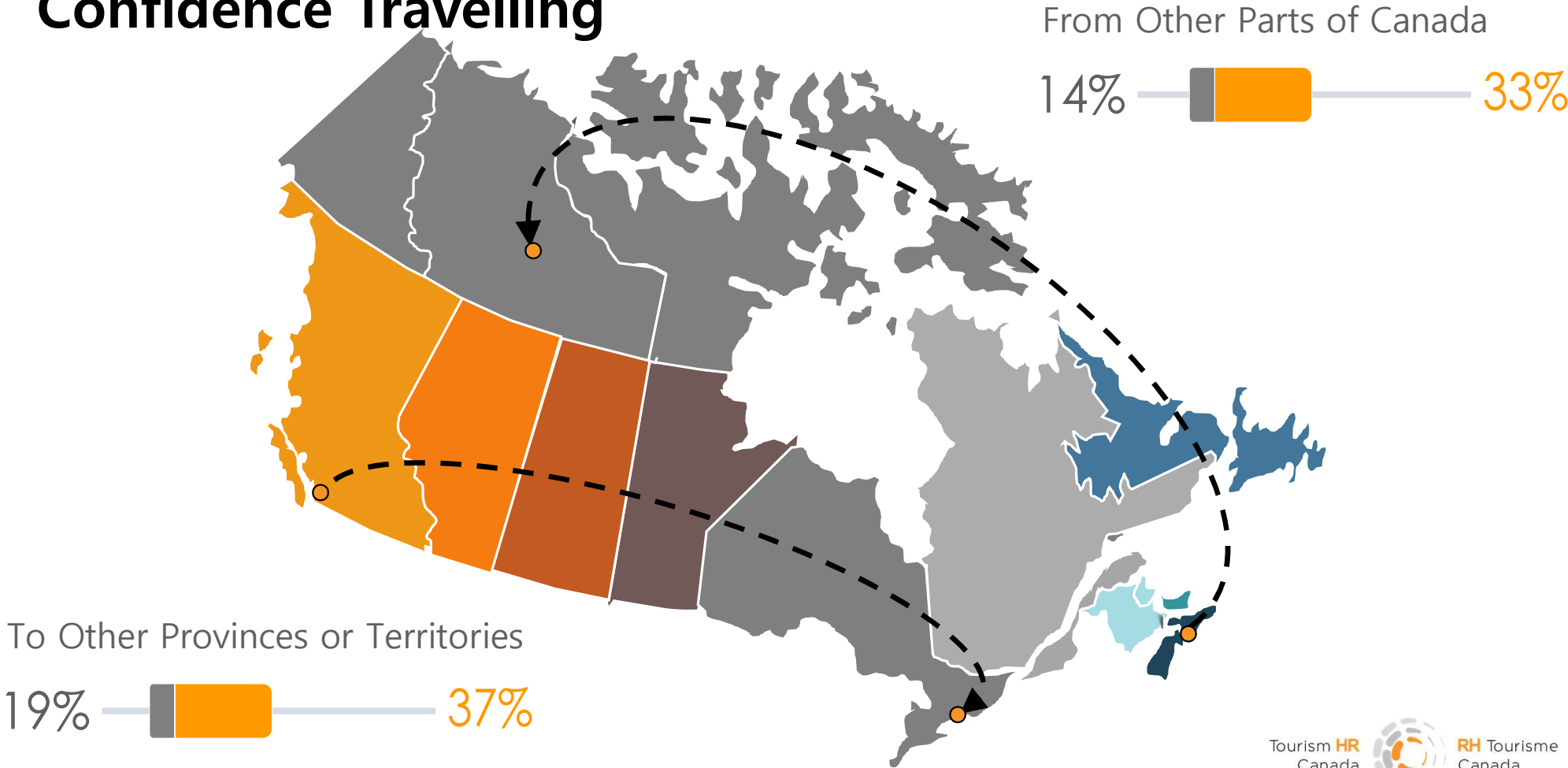
From Communities in My Province

23% ———— 55%



Source: Destination Canada, Resident Sentiment Monitor, February 16

Confidence Travelling

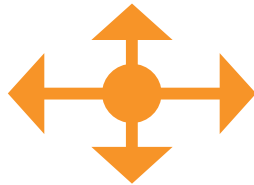


Source: Destination Canada, Resident Sentiment Monitor, February 16

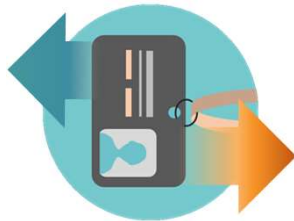
Travel Intentions



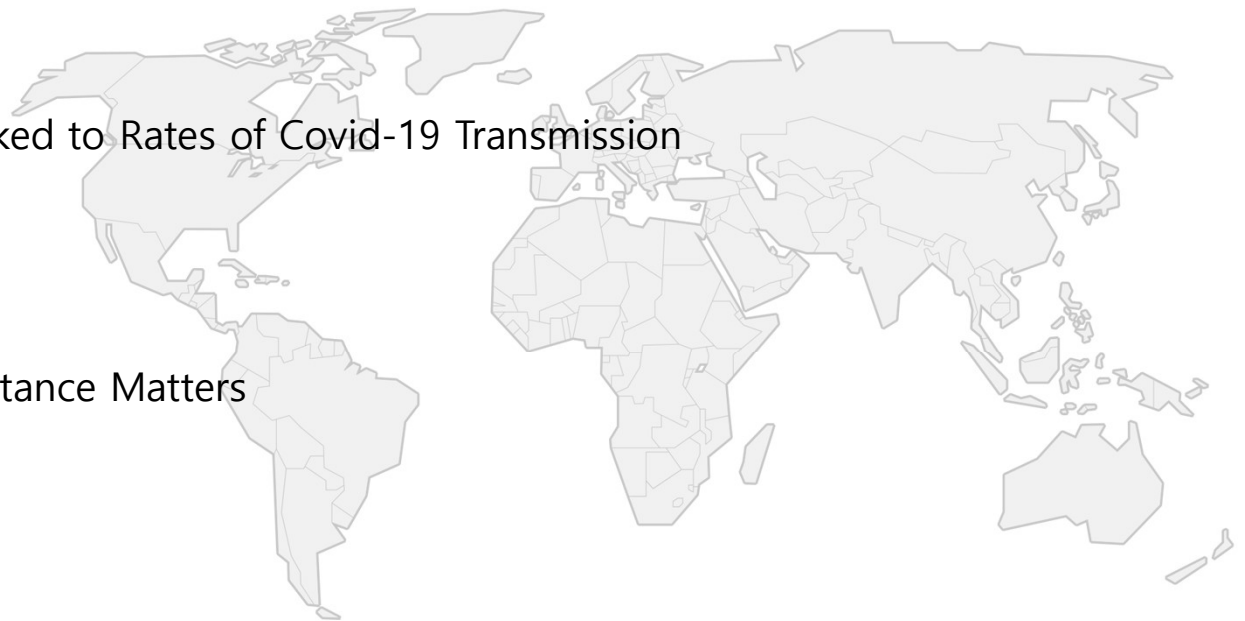
Linked to Rates of Covid-19 Transmission



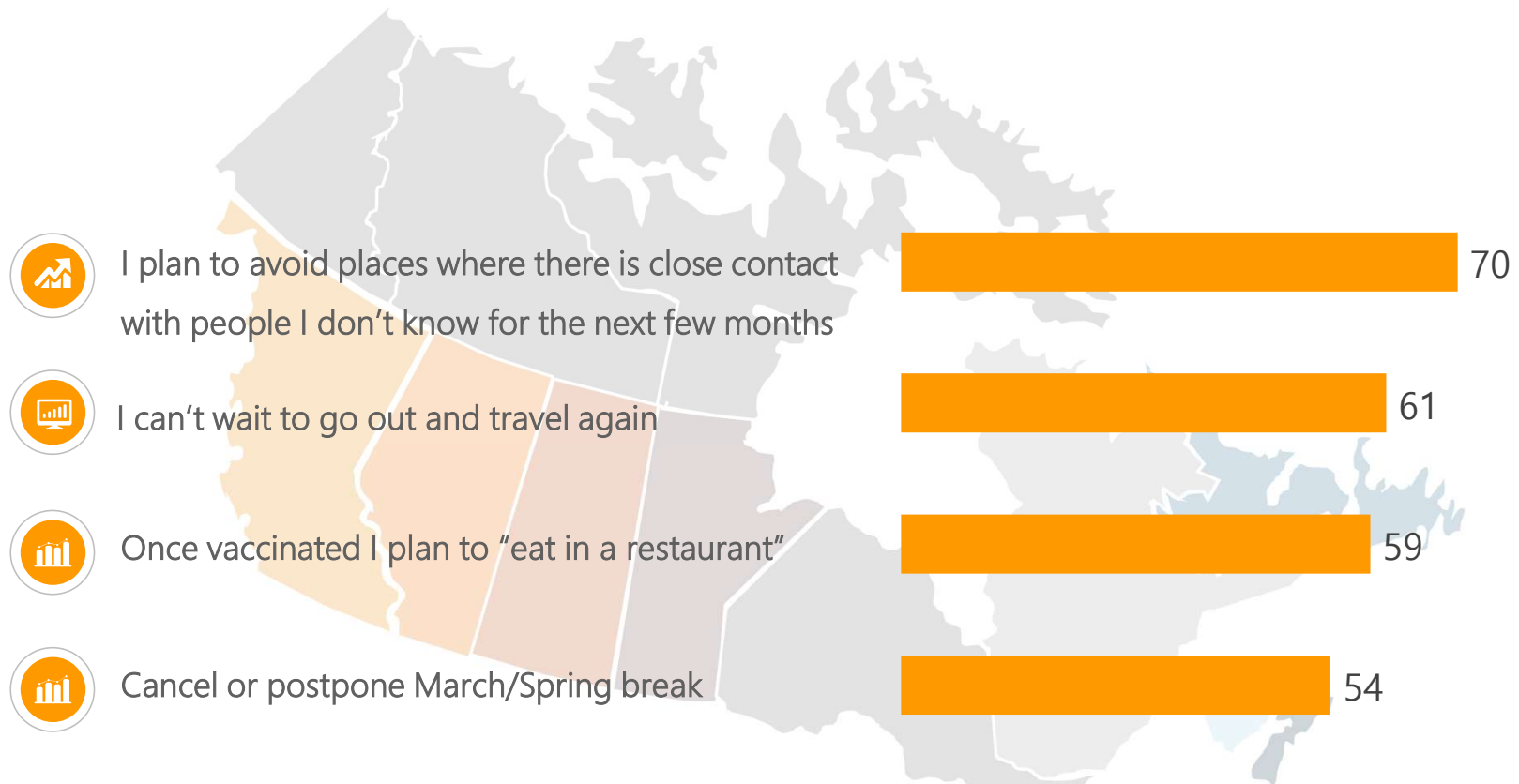
Distance Matters



Coming or Going



Comfort with Activities



Source: Leger, Leger's North America Tracker, February 15th & February 22nd Canada
Source: Destination Canada, Global Tourism Watch



RH Tourisme
Canada

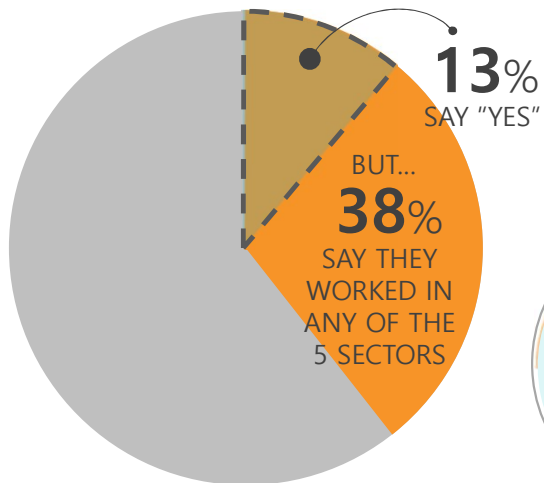
Tourism as an Economic Driver

Positive
Uncertainty



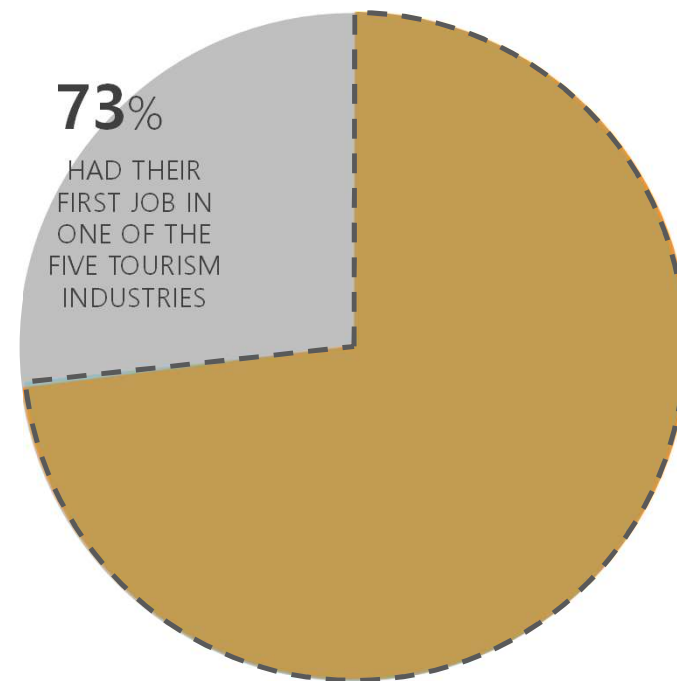
Survey of 5000 Canadians

Worked in
Tourism?



FIRST
JOBBER

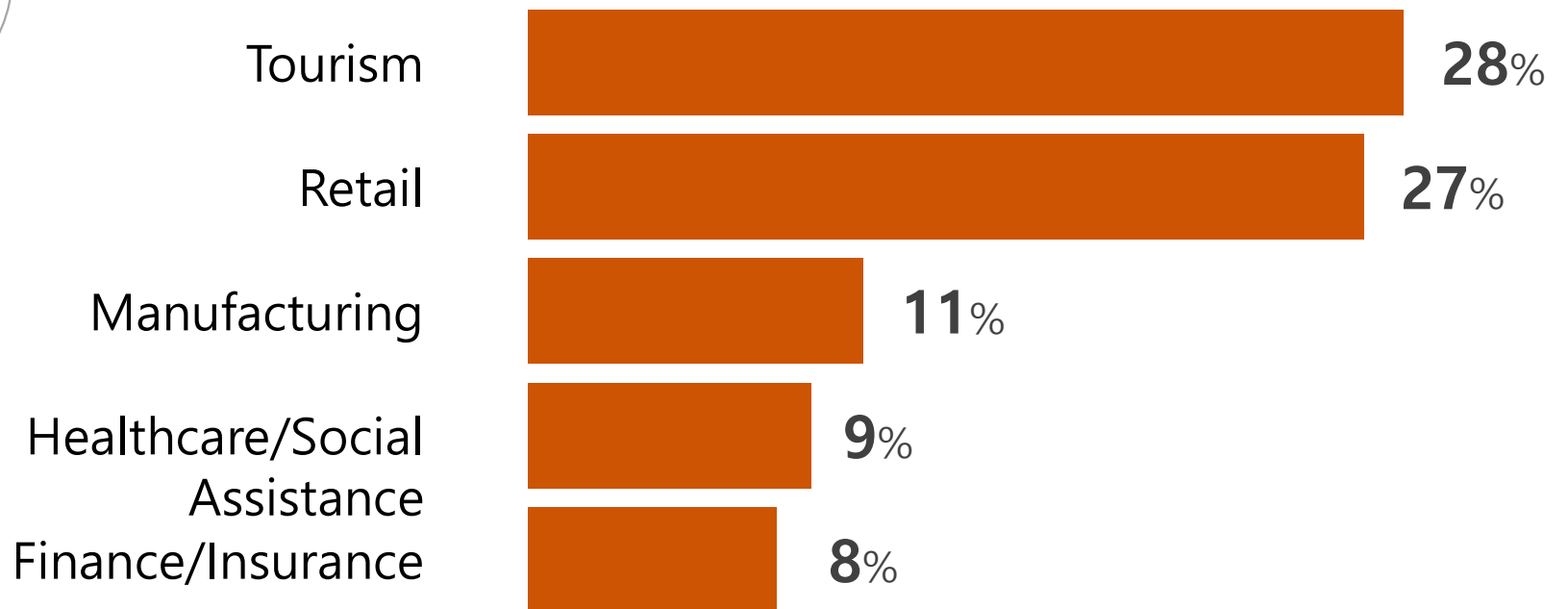
First Job



Survey of 5000 Canadians



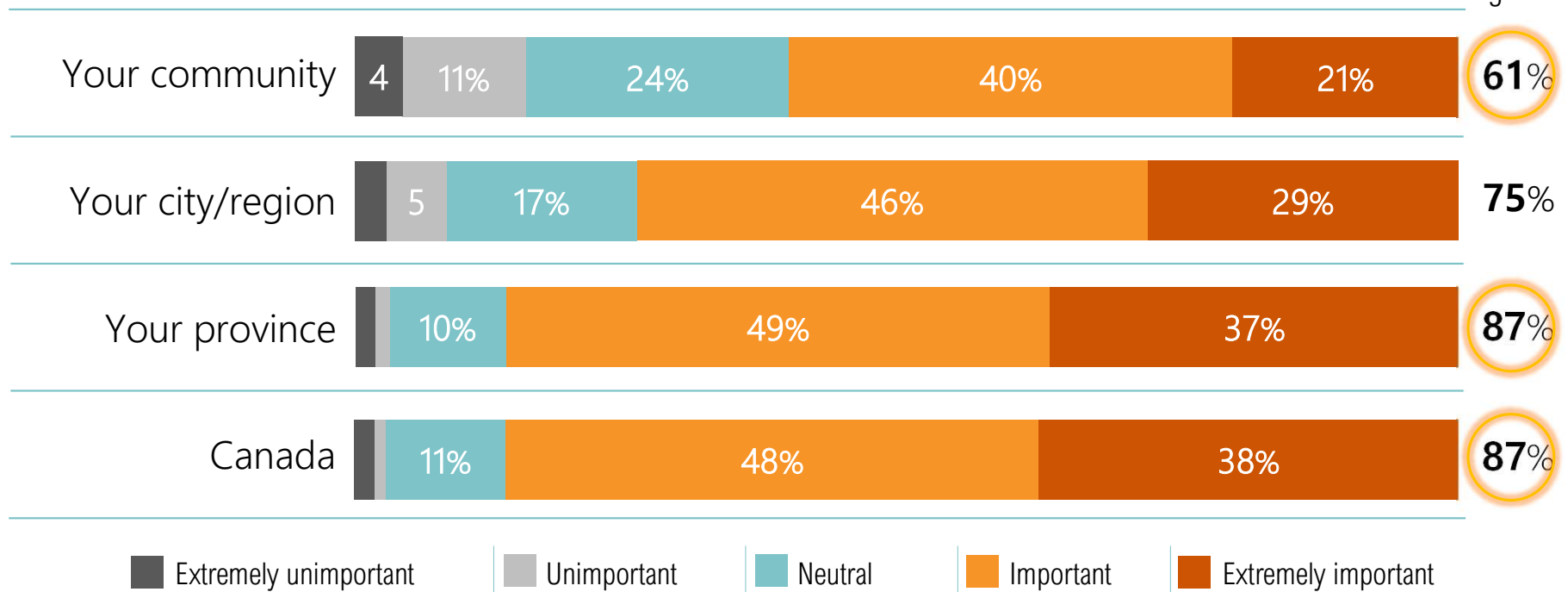
**FIRST
JOBBER**



Tourism Industry and **Economic Well-being**

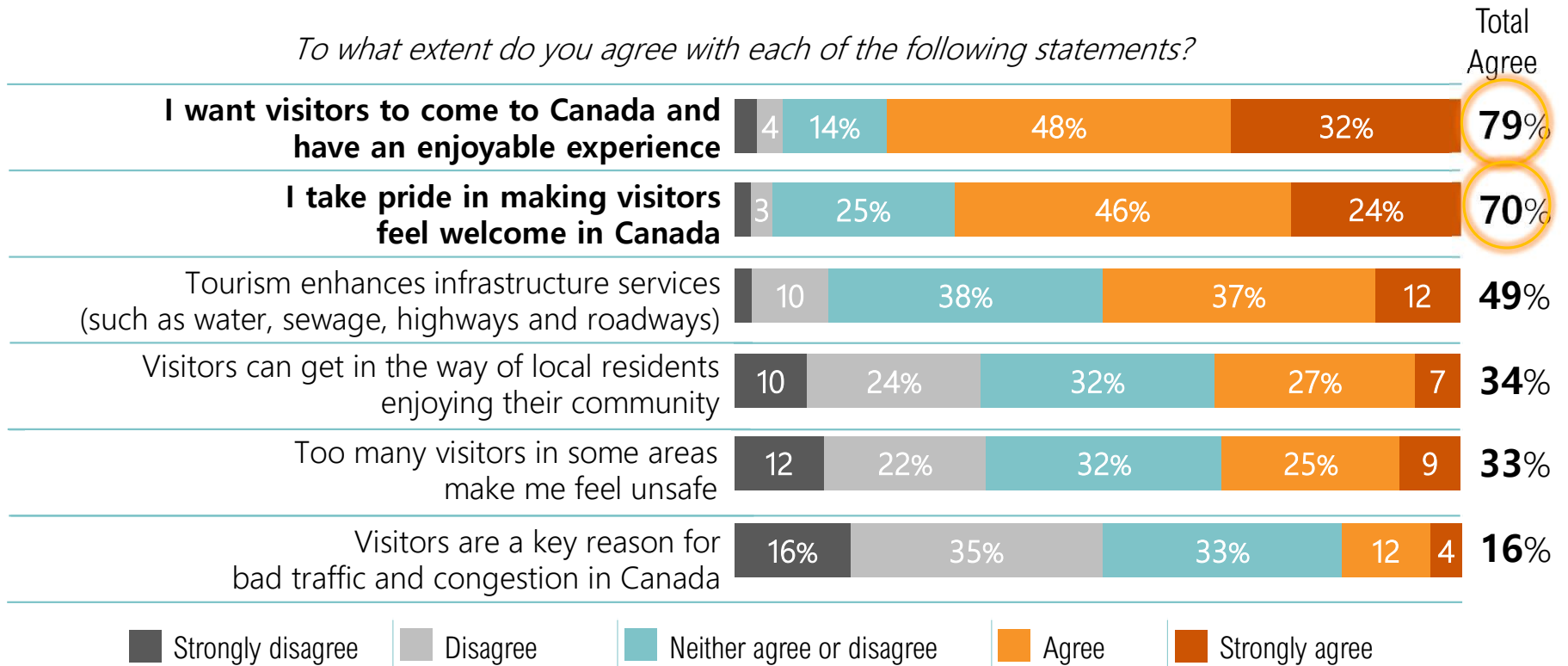
In your opinion, how important is the tourism industry to the economic well-being of:

Total
Agree



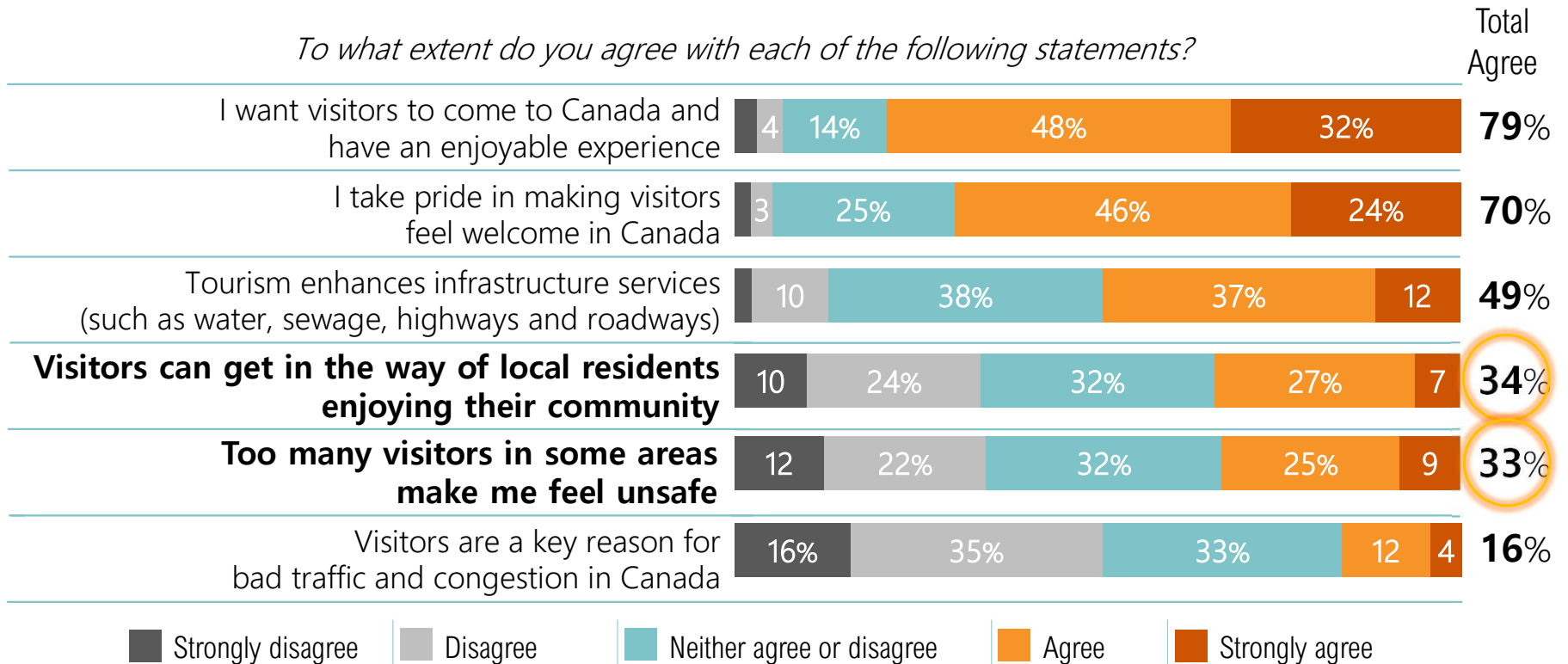
Perceptions of the Tourism Industry

To what extent do you agree with each of the following statements?



Perceptions of the Tourism Industry

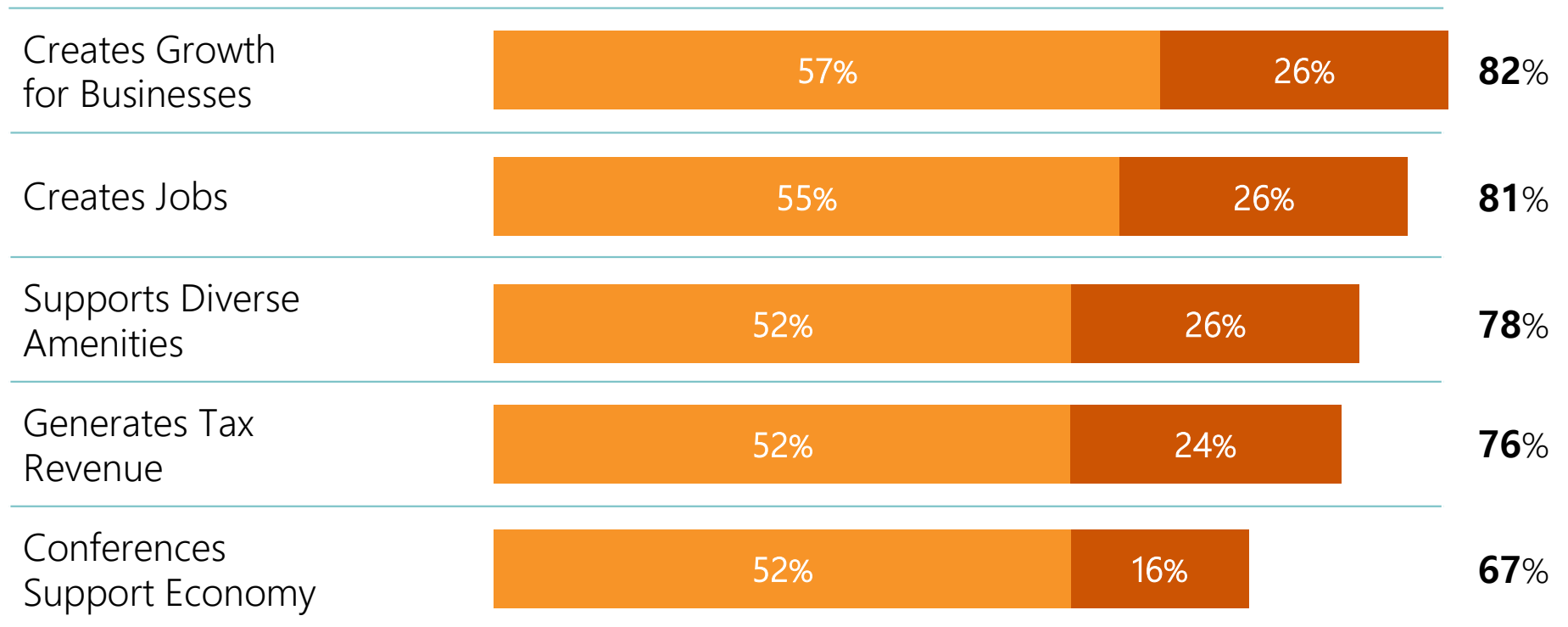
To what extent do you agree with each of the following statements?



Perceptions of the Tourism Industry

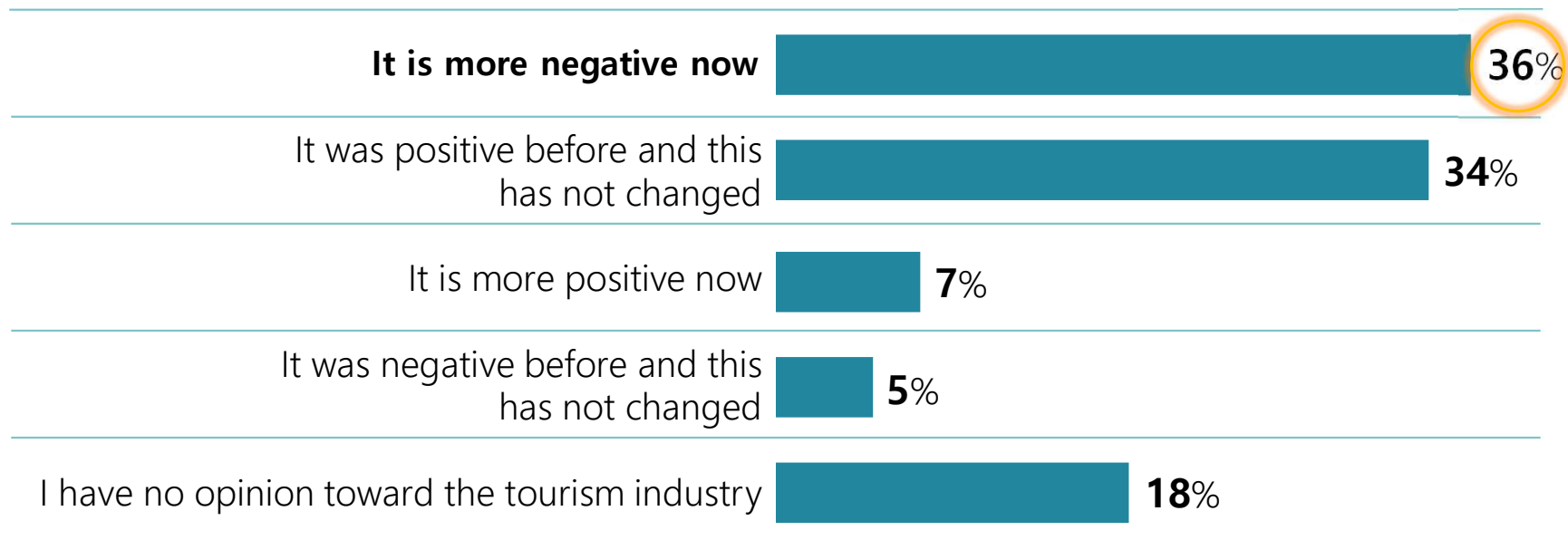
Q. To what extent do you agree with each of the following statements? n=1186

Total Agree



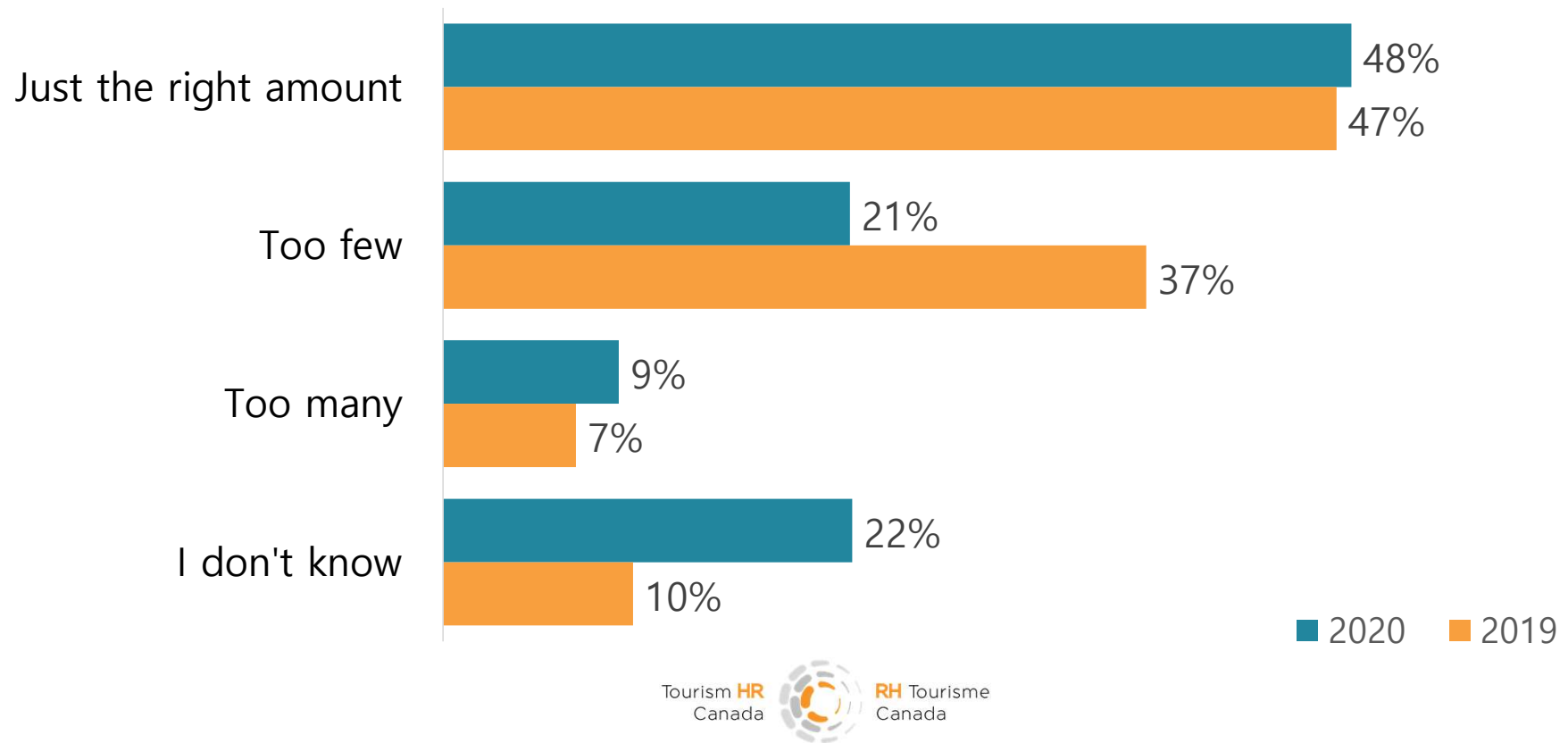
Perceptions of the Tourism Industry Pre/Post Pandemic

At this time, how has your view of the tourism industry in your region changed compared to your view prior to the COVID-19 pandemic?



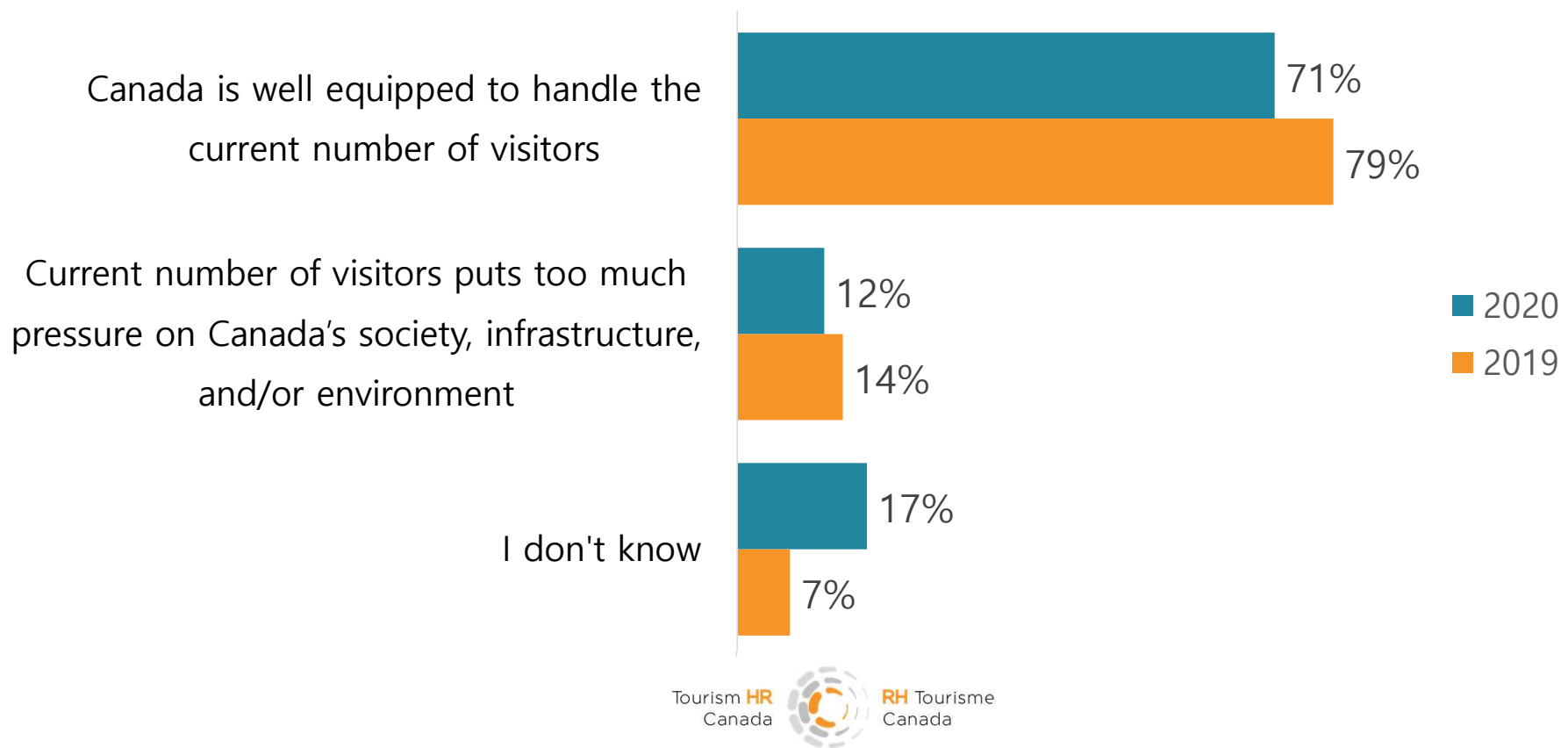
Perceptions of the Tourism Industry Pre/Post Pandemic

Visitor Amount



Perceptions of the Tourism Industry Pre/Post Pandemic

Visitor Pressure



2019 Pressure Applied by:



**12.9% Illegal Immigration/
Visitors not leaving**



**10.9% Strain on infrastructure and
transportation**



10.0% Overcrowding



8.0% Environmental Impact



7.2% Financial cost

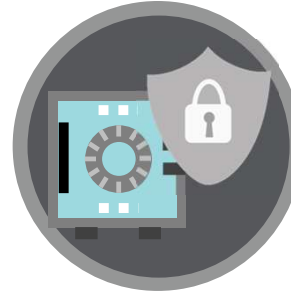


**7.1% Lack of capacity in
Tourism Sector**

2020 Pressure Applied by:



22% - Due to COVID-19 Viral Spread



8% Need for Safety Precautions



16% Strain on infrastructure and transportation



7% Traffic Congestion



8% Immigration Concerns



6% Not a Good Time

Tourism as a Place of Work

Negative
Impact
Retain/Attract



Tourism Industry and **Economic Well-being**



Tourism Experience

20%

previously worked
in tourism

6%

currently work in industry

44%

with experience work in food
& beverage services



Industry Perceptions

For those
interested in a career
in tourism, **top reason:**
social interactions

For those
not interested in career
in tourism, **top reason:**
lack of interest

Compensation an issue



COVID-19 Impact

39%

view tourism as a
place to work as
more negative now

Biggest concerns:
following regulations,
health and safety

22%

would **need vaccine** before
comfortable working in
sector



Desirability

46%

likely to recommend
career in sector

Recreation and
entertainment most
desirable career

69%

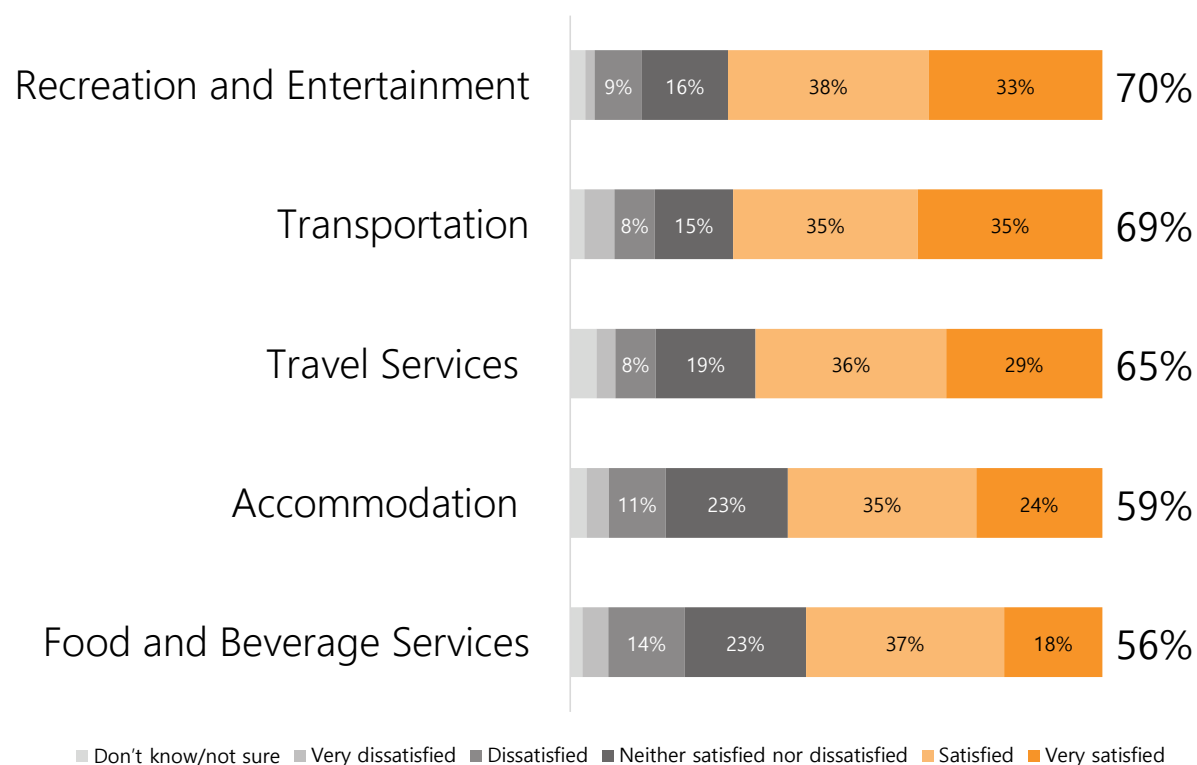
agree that **increased wages
and improved working
conditions would attract
more workers**

Tourism **HR**
Canada



RH Tourisme
Canada

Satisfaction with Employment by Industry



RECREATION
14% previously worked in
2% currently work in



FOOD AND BEVERAGE
33% previously worked in
3% currently work in



ACCOMMODATION
11% previously worked in
1% currently work in



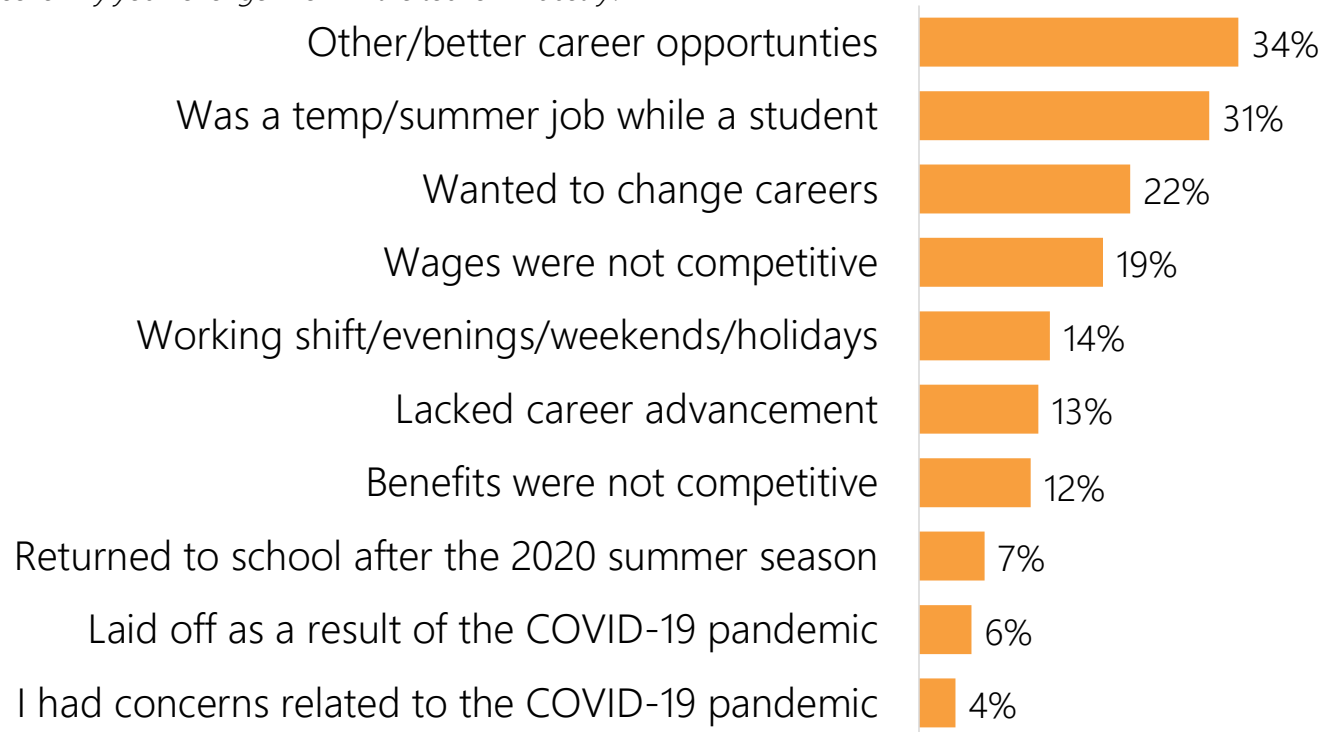
TRANSPORTATION
5% previously worked in
1% currently work in



TRAVEL SERVICES
5% previously worked in
1% currently work in

Reasons for **Leaving** the Tourism Industry

Q9. What are the reasons why you no longer work in the tourism industry?

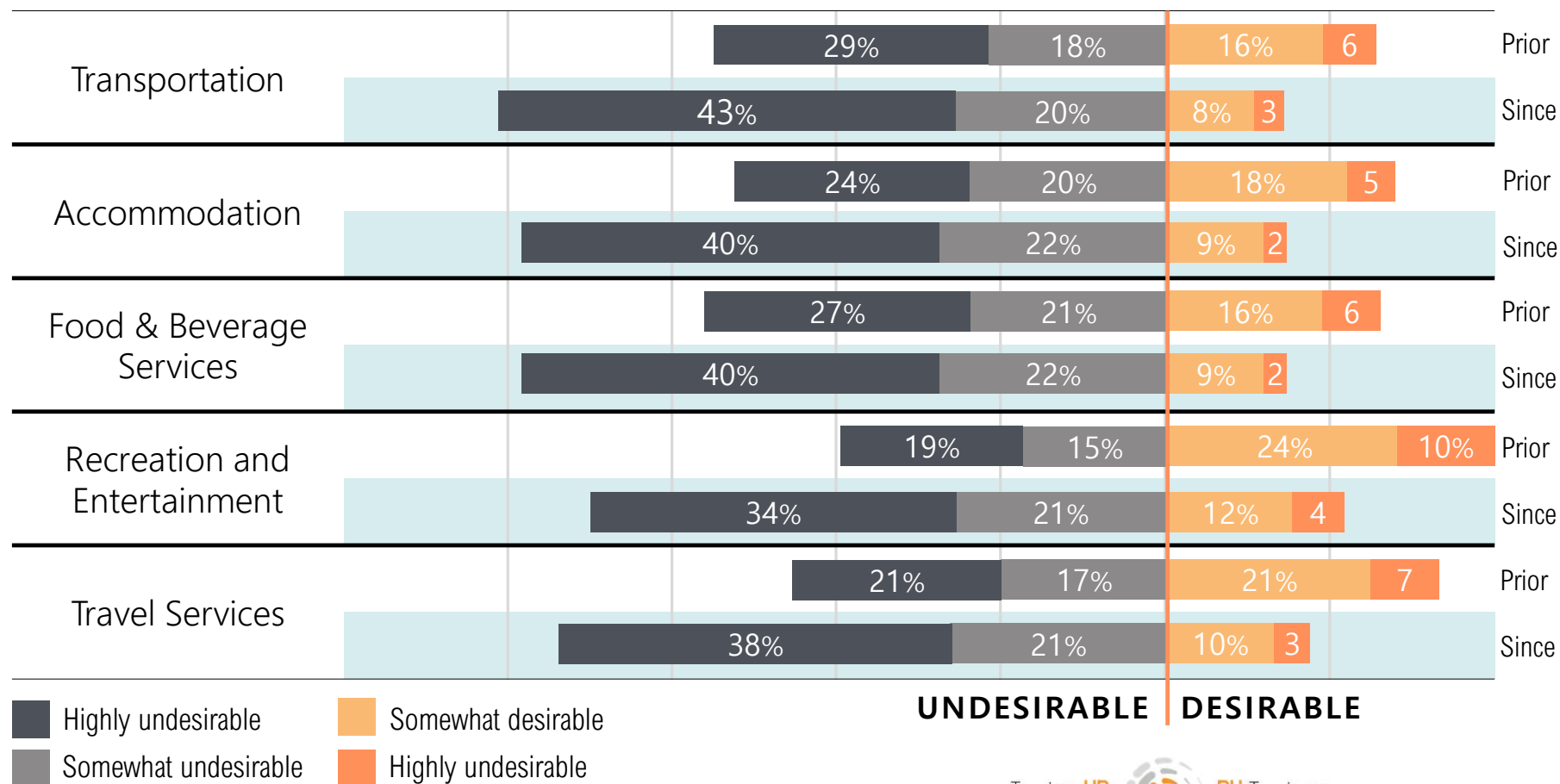


Reasons for **Working** in Tourism

Q7. What are the reasons you decided to work in the tourism industry?



Desirability of Careers in Tourism

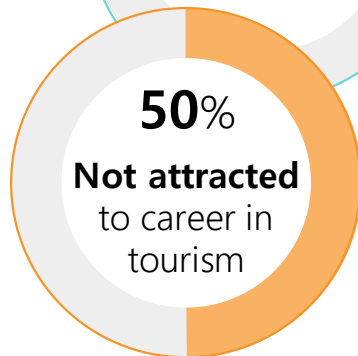
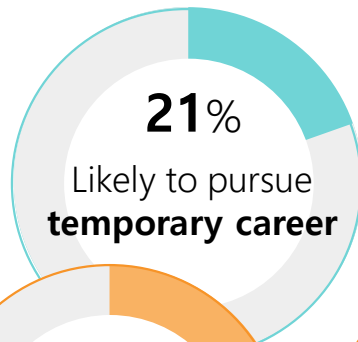


Reasons for **Never** Working in Tourism

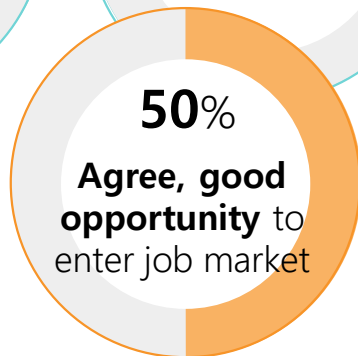
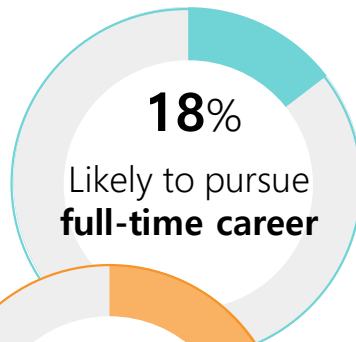


Interest in Tourism Career is Low

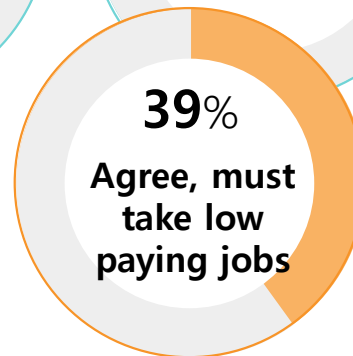
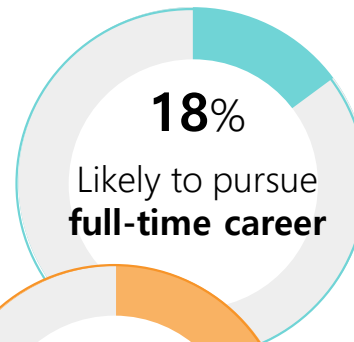
Young People



New Immigrants



Visible Minorities



Only 42% say a
career in tourism
is attractive

Down 17% from 2017

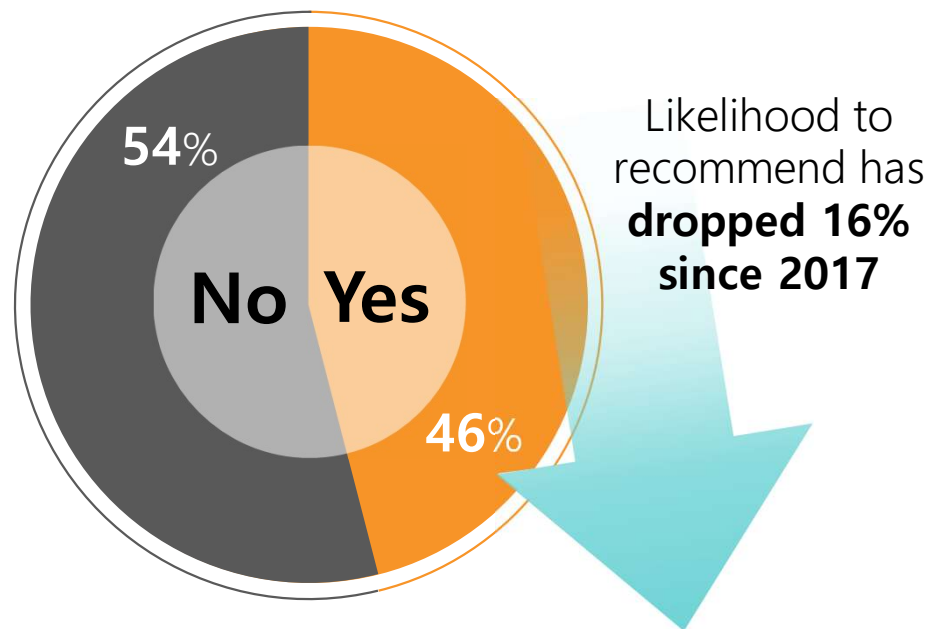
How to Increase Willingness to Work in Tourism

Q13: What, if anything, would increase your willingness to work in the tourism industry?



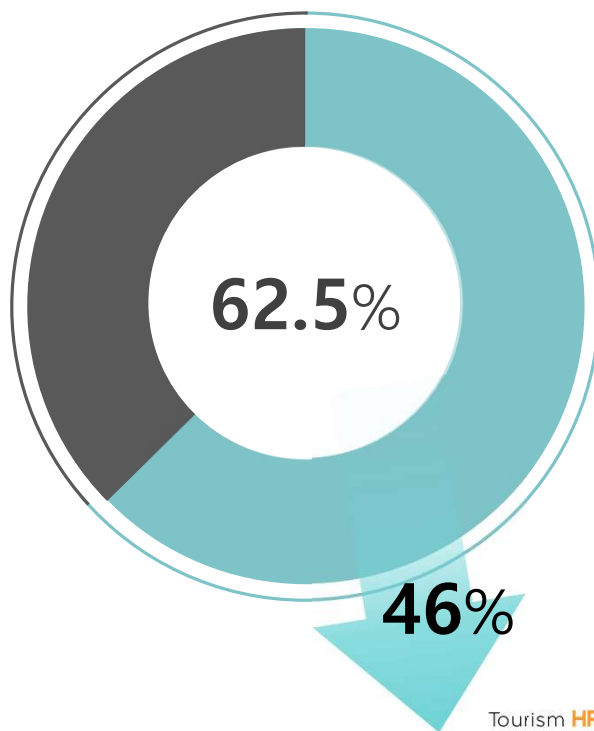
Recommend a Career in Tourism to Others

Would you recommend a career in tourism to family/friends?

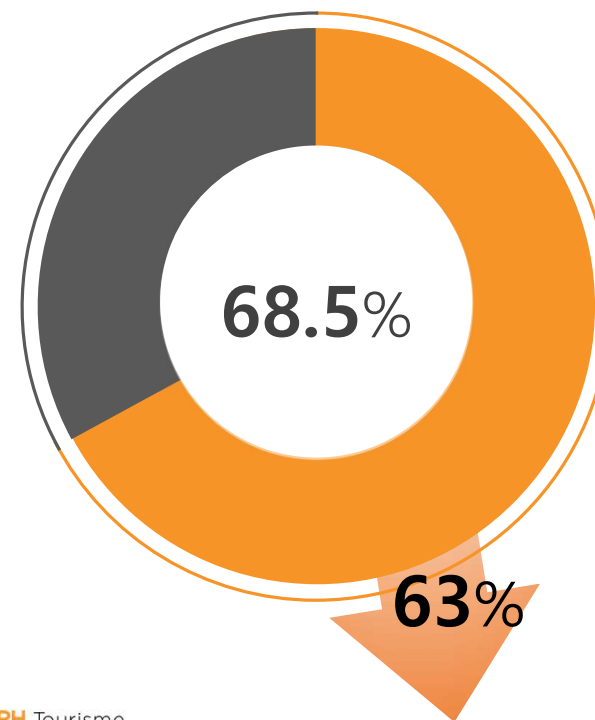


% that Recommend to Family and Friends (2017)

All Respondents

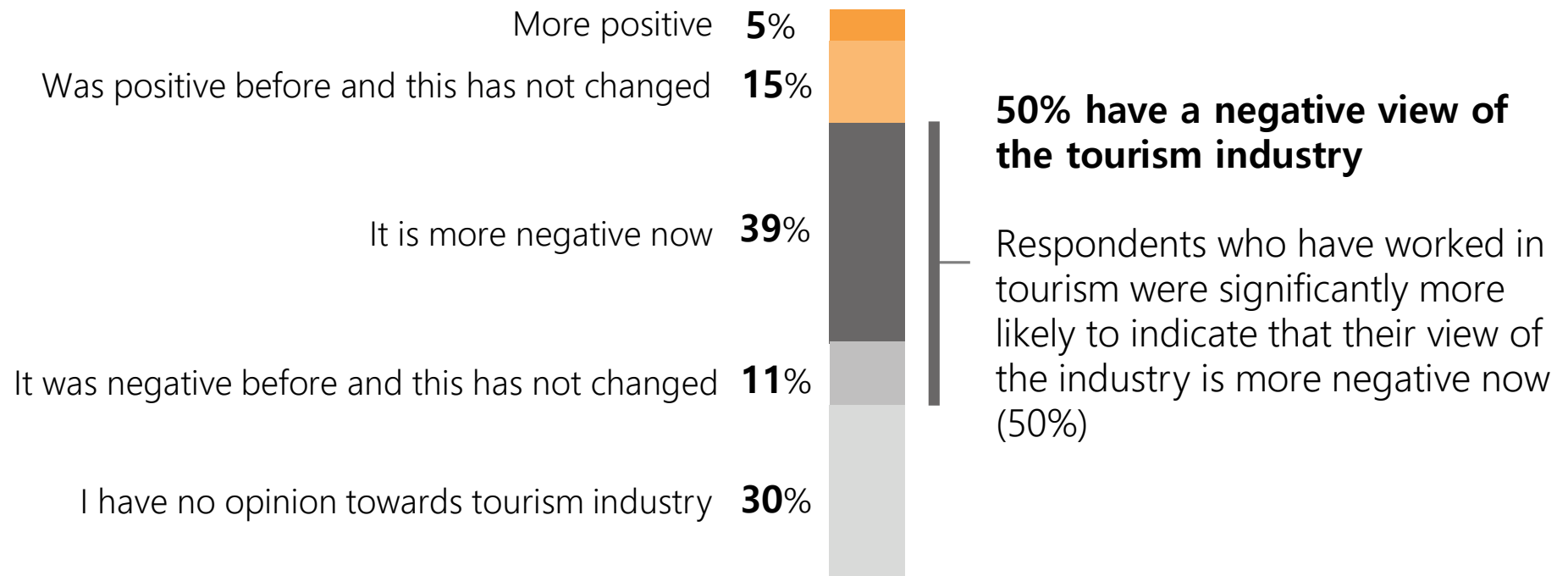


Worked in Tourism



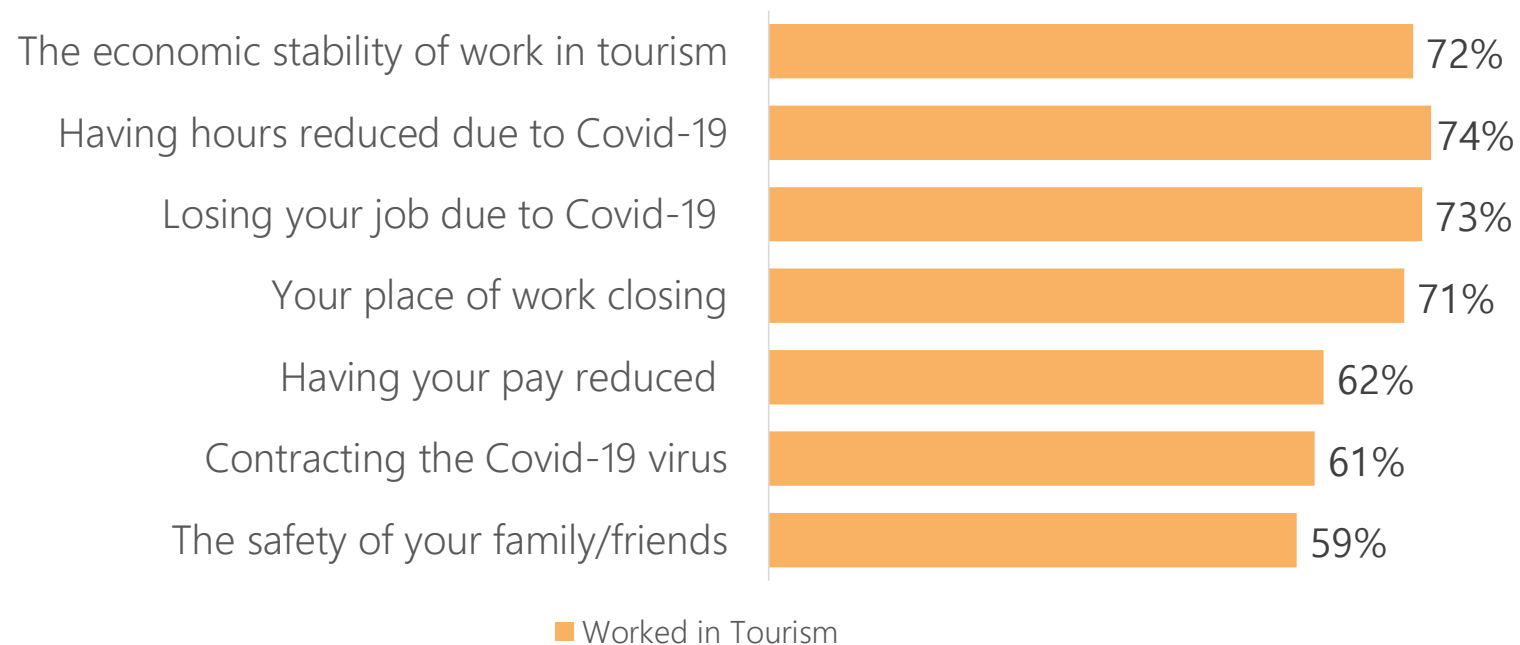
View of Tourism Industry as a Place to Work

At this time, how has your view of the tourism industry as a place of work changed compared to your view prior to the COVID-19 pandemic?



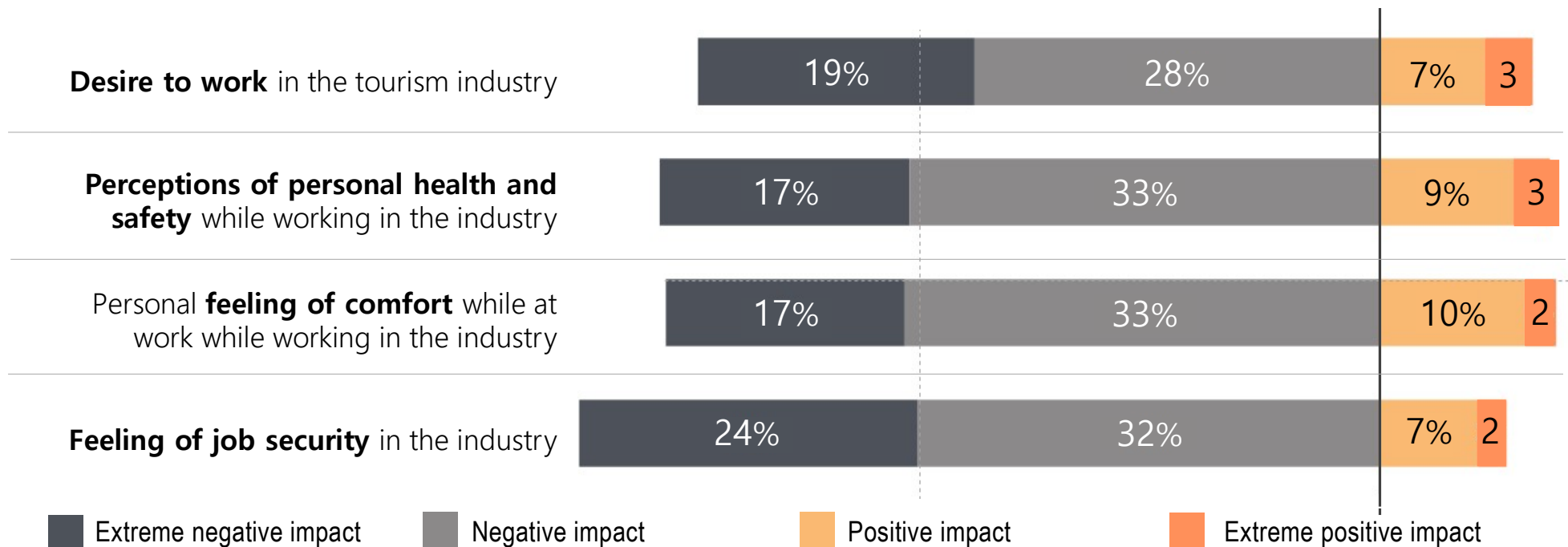
Perceived Risk While Working in Tourism

Those selecting 4 or 5 (extreme risk) on a 5 point scale



Impact of COVID-19 on Working in Tourism

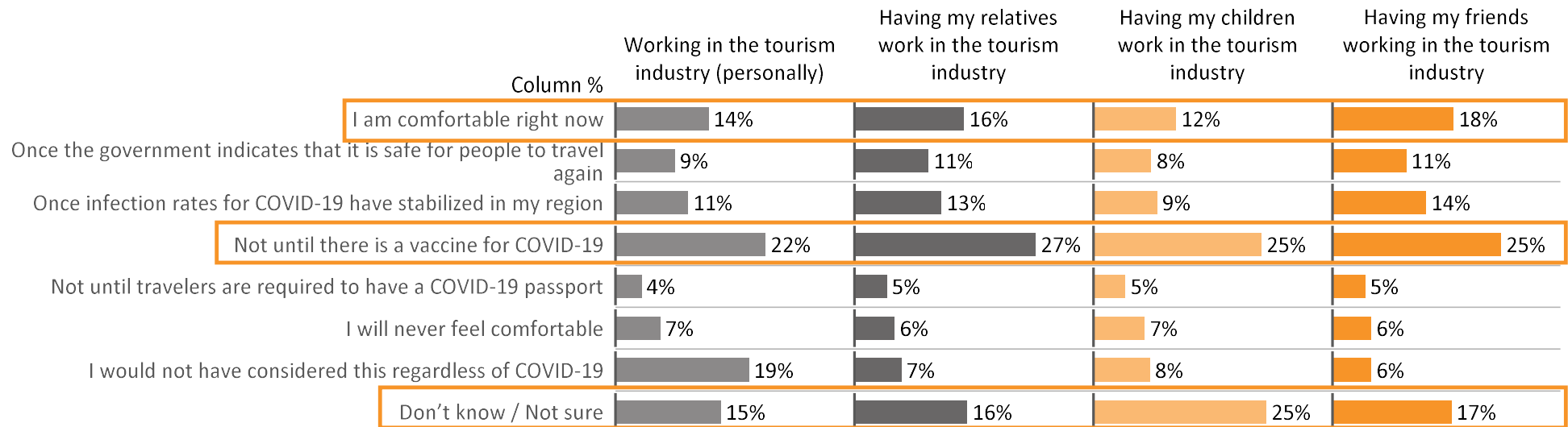
To what extent has COVID-19 impacted each of the following:



n = 1122 // Leger Study for Tourism HR Canada Conducted Nov 6 – 20, 2020
Note: bars do not equal 100% as neutral and don't know responses were removed. Numbers beside chart reflect top two desirable scores (somewhat and highly desirable)

Current Level of **Comfort** Working in Tourism

Q31. Thinking of the current situation with respect to the COVID-19 pandemic, when do you think you will be comfortable with each of the following



Tourism **Work, Play Economic Driver**



Broad Trends

Mobile Work

Mobile Population

Virtual Business

Shifting Demand Location



Travel Trends

Near to Home

Further Later

Outdoors with Space

Distance & Safety



Economic

Negative Impact

But Positive Overall

Driven by Covid

Uncertainty



Place of Work

Negative Impact

Workers Concerned

Outlook Uncertain

Retain / Attract

labour
market
forum



forum sur le
marché du
travail

Thank You

**We want to hear
from you.**

Please share your
thoughts with us.

Click on to the link
in the Chat function