



TOURISM INDUSTRY
ASSOCIATION OF CANADA

ASSOCIATION DE L'INDUSTRIE
TOURISTIQUE DU CANADA

LABOUR MARKET FORUM

START SLIDE





A Way Forward

Tourism sector stakeholders and Government must work to ensure the tourism sector remains globally competitive, accessible, affordable, and sustainable. We need the government to:

- Fund and launch a marketing campaign to promote tourism occupations to Canada's youth through a \$5-million, three-year investment.
- Fund a workforce strategy for the Indigenous tourism industry.

A Way Forward (continued)

- Fund a program via Tourism HR Canada to help match newcomers and underrepresented communities with jobs in the tourism industry.
- Extend the Economic Mobility Pathways Pilot (EMPP) program to continue pairing employers with skilled refugees and displaced people.
- Maintain the level of position approvals for tourism sector employers within the Temporary Foreign Worker Program.





**TOURISM
INDUSTRY
ASSOCIATION OF
CANADA**

Thank

You