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SNAPSHOT OF THE TOURISM SECTOR LABOUR MARKET



Provincial Report Series: Ontario



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Tourism HR Canada is a pan-Canadian organization with a mandate aimed at building a world-leading tourism workforce. It facilitates, coordinates, and enables human resource development activities which support a globally competitive and sustainable industry and foster the development of a dynamic and resilient workforce.

Tourism HR Canada is recognized as a global leader in setting occupational standards, building competency frameworks, developing occupational training and certification programs, conducting research into the tourism labour market, and analyzing the resulting data to plan and implement HR strategies for the industry.

Tourism HR Canada supplies tourism stakeholders with the labour market intelligence they need to plan for and overcome their current and future human resource challenges.

For more information, email research@tourismhr.ca or visit tourismhr.ca.

The word "Canada" is written in a large, black, serif font. A small Canadian flag is positioned to the right of the letter 'a'.

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INTRODUCTION

BACKGROUND

Prior to the COVID-19 pandemic, tourism was a significant and growing source of employment across all regions of the province. However, employment declined sharply beginning in March 2020. As evidenced in recent surveys and confirmed in the daily news, the sector is now facing significant staff shortages as we emerge from the pandemic. Many employees left for other sectors or left the workforce altogether, and the sector has faced strong competition in attracting new workers.

There is continued uncertainty regarding future labour market demand and skills requirements for the sector. Requirements could vary widely depending on factors such as the potential waves of COVID-19, the continuing strength of pent-up demand for travel, on-going changes in the characteristics of markets, business practices and technology, environmental considerations, the labour market supply, among others. To the extent possible, the sector must continue to be nimble and responsive to changing conditions. Given this dynamic situation, access to labour market intelligence and other sectoral supports have never been more important.

SERIES OF PROVINCIAL TOURISM LABOUR MARKET REPORTS

This report represents one of a series of reports prepared on the tourism labour market. The series includes a report for each province as well as a national report. This report, which focuses on Ontario, is divided into three chapters which align with the following research questions:

- 1. What is the current status of the tourism sector labour market?** Chapter 1 provides information on Ontario's tourism sector total labor force and unemployment rates, demographics, attachment to the tourism workforce, and leading occupations.
- 2. What impact did COVID-19 have on the tourism sector labour market?** Chapter 2 provides information on how the pandemic impacted employment by sector, employee characteristics, hours worked and wages.
- 3. What is the outlook for the tourism sector labour market?** Chapter 3 provides projections regarding employment in the Ontario's tourism sector and leading occupations.

The report draws on information from Statistics Canada's Labour Force Survey, from surveys and reports commissioned by Tourism HR Canada including employment projections developed by the Conference Board of Canada.

OVERVIEW OF THE ONTARIO TOURISM SECTOR

Ontario's tourism sector is comprised of companies which provide accommodation, food and beverage services, recreation and entertainment, transportation and travel services. The province is Canada's main economic hub and is known for its natural diversity including vast forests, beautiful provincial parks, four of the five Great Lakes and the world-famous Niagara Falls. Ontario attracts artists, entertainers and intellectuals from all around the world.¹ The tourism sector continues to grow with significant development opportunities for cruise operators, recreational outfitters and accommodation providers.²

Ontario is the most visited province in Canada. Approximately 43% of all visits to Canada are to Ontario and 51% of all international visits to Canada are to Ontario. There is a total of \$38 billion in tourism receipts within the province. Ontario generates approximately \$37 billion in annual economic activity and approximately \$36 billion of its total GDP comes from tourism. There are a total of 395,000 jobs generated from tourism-related businesses in Ontario.³

Ontario was the hardest hit province by the COVID-19 pandemic in Canada with a \$24.9 billion loss in 2021 compared to 2019.⁴ The Indigenous tourism sector was growing prior to the COVID-19 pandemic. There were 13,000 workers during the period of 2017 to 2019 in Ontario's Indigenous tourism sector. During 2020, employment fell by 4,000 to an estimated 9,000 workers in 2020. The projections for Indigenous tourism GDP and employment will partially recover in 2022 and will not return to 2019 levels until 2023.⁵ There were 88,039 businesses in tourism in 2019 and as of 2021, there are 78,790.⁶

¹ <https://www.canadavisa.com/about-ontario.html>

² <https://www.investontario.ca/tourism#established-industry>

³ <https://www.investontario.ca/tourism#by-the-numbers>

⁴ <https://hellosafe.ca/en/travel-insurance/tourism-industry-losses-2021>

⁵ <https://indigenoustourismontario.ca/wp-content/uploads/2021/11/ITO-Final-Report-12-November-2021.pdf>

⁶ <https://www.ontario.ca/page/tourism-research-statistics>

This series of workforce profiles follows the Tourism Satellite Account’s definition of the Tourism sector, in particular, the NAICs Codes that are used to define the accommodation industry. Those NAICs codes are:

- Accommodation:
 - 7211 Traveller accommodation
 - 7212 Recreational vehicle (RV) parks and recreational camps
- Food and Beverage Services:
 - 7224 Drinking places (alcoholic beverages)
 - 7225 Full-service restaurants and limited service eating places
- Recreation and Entertainment:
 - 5121 Motion picture and video exhibition
 - 7111 Performing arts companies
 - 7112 Spectator sports
 - 7115 Independent artists, writers and performers
 - 7121 Heritage institutions
 - 7131 Amusement parks and arcades
 - 7132 Gambling industries
 - 7139 Other amusement and recreation industries
- Transportation
 - 4811 Scheduled air transport
 - 4812 Non-scheduled air transport
 - 4821 Rail transportation
 - 4831 Deep sea, coastal and great lakes water transportation
 - 4832 Inland water transportation
 - 4851 Urban transit systems
 - 4852 Interurban and rural bus transportation
 - 4853 Taxi and limousine service
 - 4854 School and employee bus transportation
 - 4855 Charter bus industry
 - 4859 Other transit and ground passenger transportation
 - 4871 Scenic and sightseeing transportation – land
 - 4872 Scenic and sightseeing transportation – water
 - 4879 Scenic and sightseeing transportation – other
 - 5321 Automotive equipment rental and leasing
- Travel Services
 - 5615 Travel arrangement and reservation services



Note: Any business is assigned to only one NAICs code, corresponding to the industry classification from which it generates its greatest revenues. NAICs Codes can be found at the following link:

<https://www23.statcan.gc.ca/imdb/p3VD.pl?Function=getVD&TVD=380372>

1. CURRENT LABOUR MARKET

EMPLOYMENT AND UNEMPLOYMENT IN THE TOURISM SECTOR

Ontario's tourism sector employed an average of 713,333 employees through the first nine months of 2022, of whom 44% were employed in food and beverage services, 27% in recreation and entertainment, 20% in transportation, 7% in accommodation and 2% in the travel services Industry.

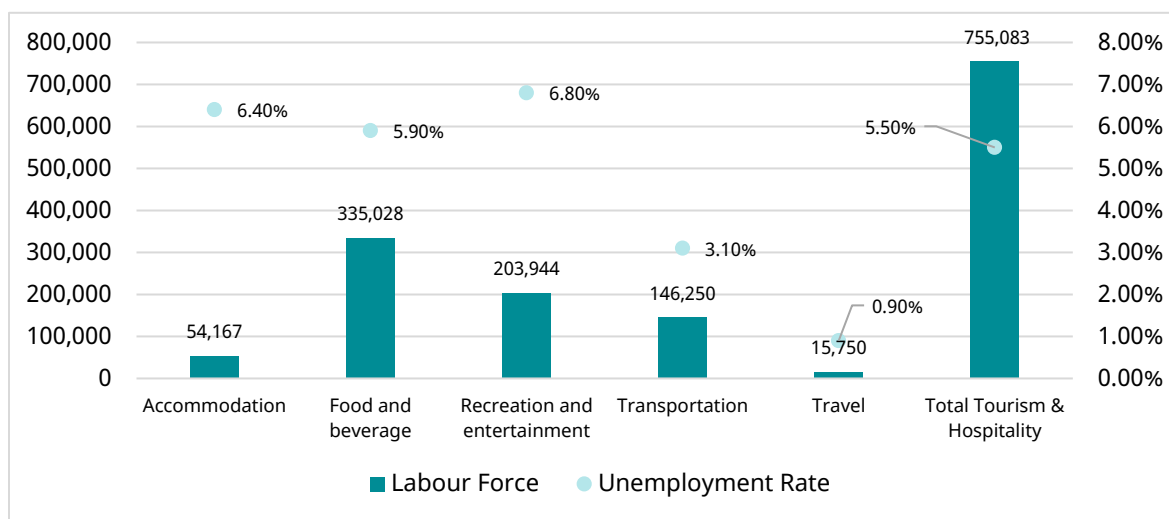
Table 1: Employment in the Ontario Tourism Industry and Sector, 2022

Industry	Ontario	
	#	%
Accommodation	50,667	7%
Food and beverage services	315,333	44%
Recreation and entertainment	190,056	27%
Transportation	141,667	20%
Travel services	15,611	2%
Tourism Sector Total	713,333	100%

Source: Statistics Canada, Labour Force Survey (LFS) via Real Time Remote Access.

Including both employed and unemployed individuals (i.e., those whose most recent job was in tourism), the labor force for the tourism sector averaged 755,083 through the first nine months of 2022. Unemployment averaged 5.5%.

Figure 1: Total Labour Force and Unemployment Rate, ON Tourism by Industry and Sector, 2022



Source: Statistics Canada, Labour Force Survey via Real Time Remote Access.

* Note: Each of the tables and charts in this report uses shortened forms to refer to the Food and beverage services and the Travel services industry groups.

The Ontario tourism sector accounts for 9.3% of the total employment in Ontario, slightly lower than the national average of 9.5%.

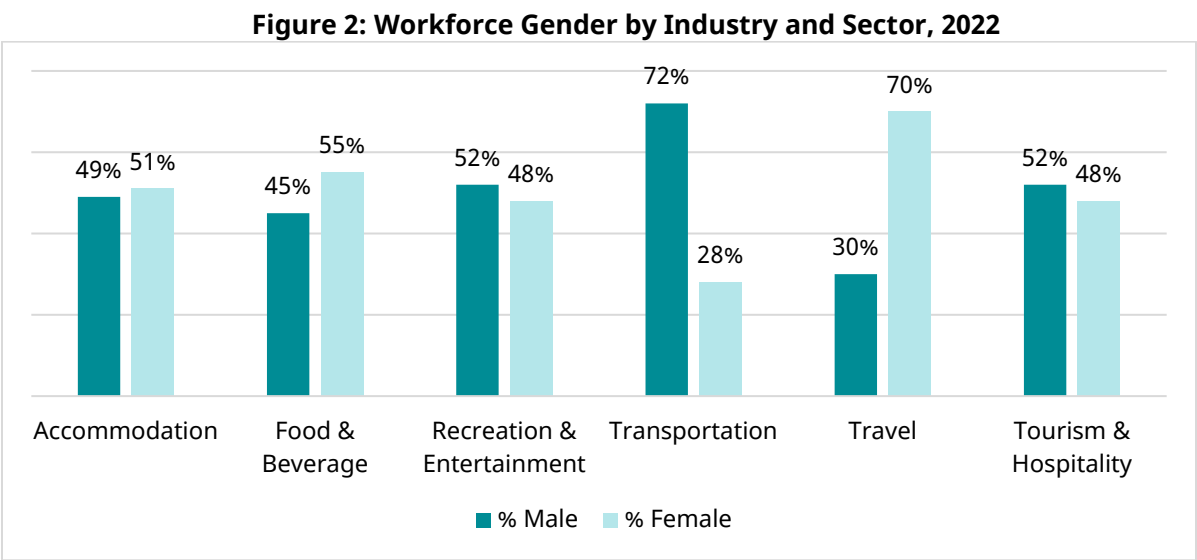
Table 2: Ontario Tourism Sector vs Total Employment, 2022

Employment	Ontario	Canada
Tourism	713,333	1,859,806
Overall Employment	7,670,111	19,523,917
Percent Tourism of Overall Employment	9.3%	9.5%

Source: Statistics Canada, Labour Force Survey via Real Time Remote Access.

DEMOGRAPHIC CHARACTERISTICS

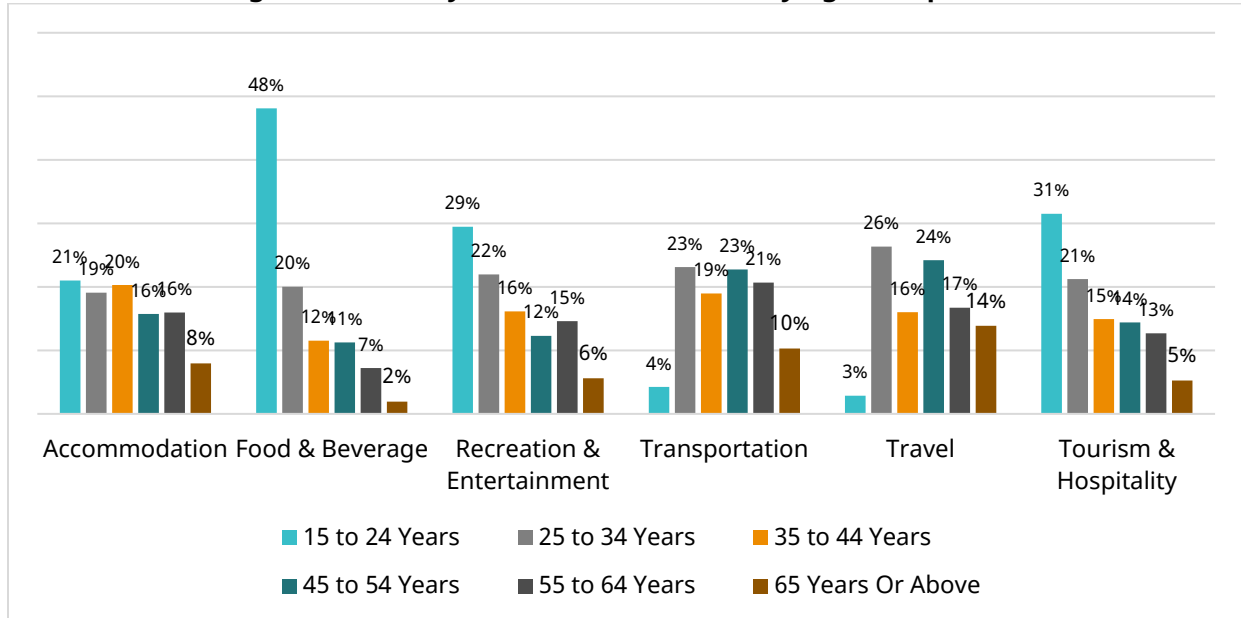
The workforce is relatively evenly divided in terms of gender. The transportation industry has the highest concentration of male workers (72%) while the travel services industry has the highest concentration of female workers (70%).



Source: Statistics Canada, Labour Force Survey via Real Time Remote Access.

The food and beverage services industry has the youngest workforce with 48% of its workers being between 15 and 24 years of age, while the transportation and travel services industry are the oldest with 31% of its workers being 55 years or older. Half of the workforce is under the age of 35.

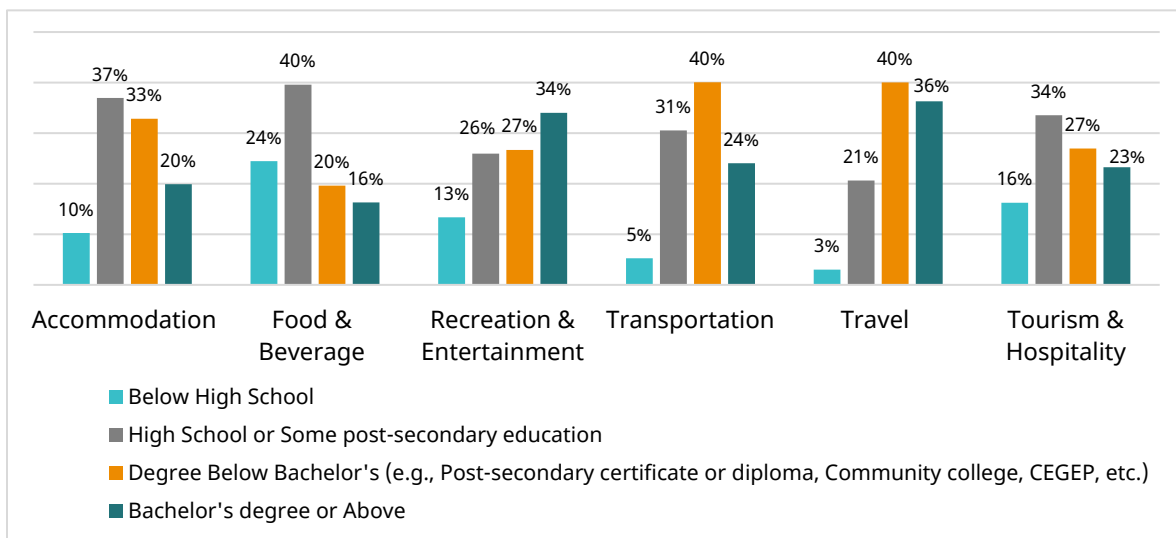
Figure 3: Industry and Sector Workforce by Age Groups, 2022



Source: Statistics Canada, Labour Force Survey via Real Time Remote Access.

50% have a post-secondary diploma or higher. The travel services industry has the highest percentage of workers with a post-secondary education or higher while food and beverage services industry has the highest percentage of workers with less than a bachelor's degree (reflecting the high percentage of workers who are 24 or less).

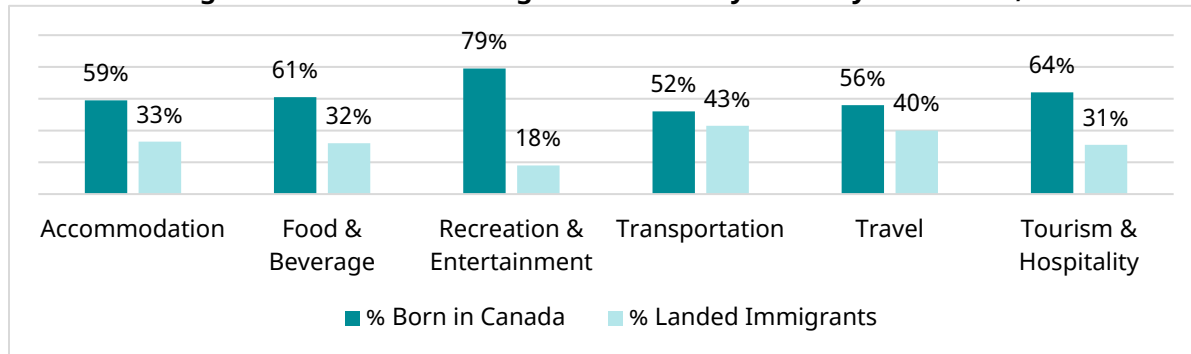
Figure 4: Workforce Education Level by Industry and Sector, 2022



Source: Statistics Canada, Labour Force Survey via Real Time Remote Access.

In 2022, 64% of the tourism sector workforce were born in Canada, whereas 31% are landed immigrants.

Figure 5: Workforce Immigration Status by Industry and Sector, 2022

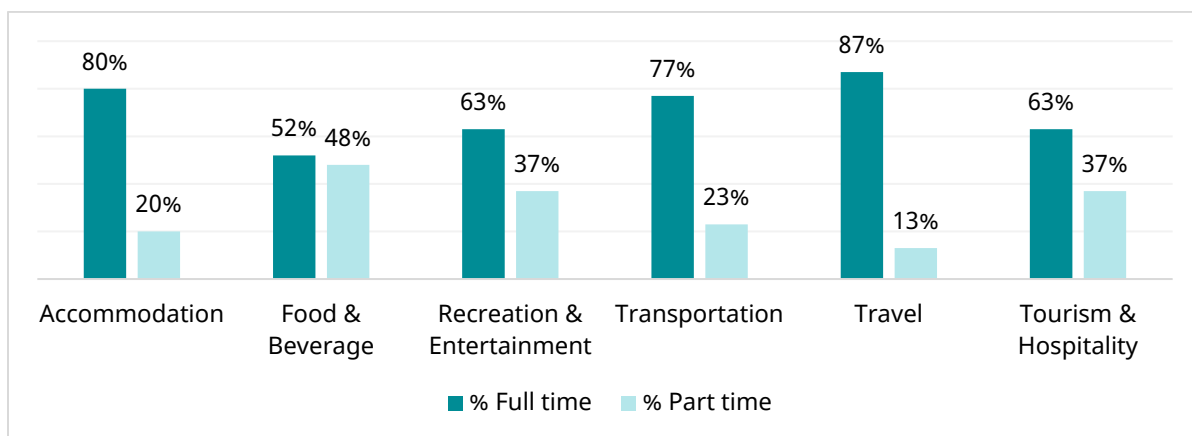


Source: THRC Employment Tracker, LFS Statistics Canada.

EMPLOYMENT STATUS AND WAGES

Approximately 63% of the provincial workforce is employed on a full-time basis and 37% is employed part-time. The travel services industry has the highest percentage of full-time workers (87%) while the food and beverage services industry has the highest percentage of part-time workers (48%).

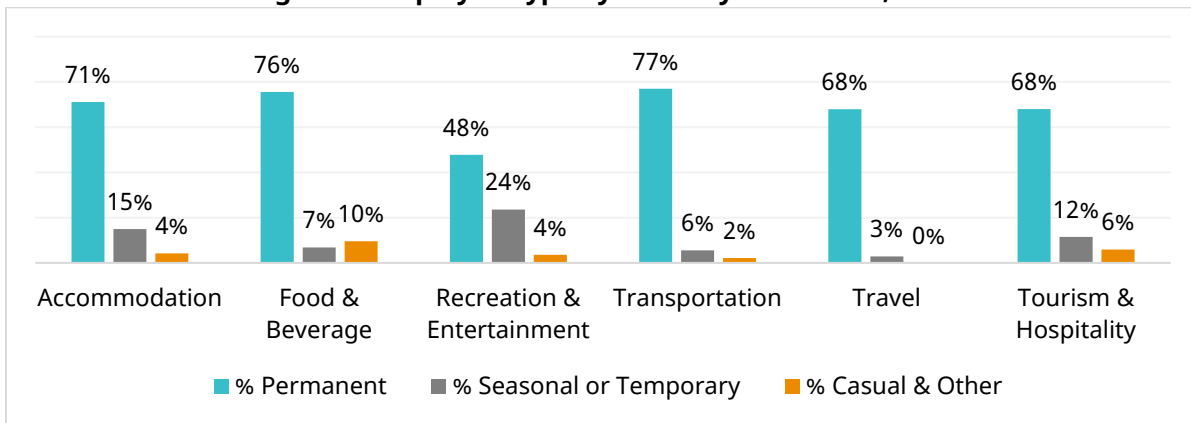
Figure 6: Job Status by Industry and Sector, 2022



Source: Statistics Canada, Labour Force Survey via Real Time Remote Access.

Permanent workers account for 68% of the workforce, while 18% are seasonal, temporary, or casual workers (the remaining 14% of the workers have an unknown status in the Labour Force Survey). The transportation industry has the highest percentage of permanent employees (77%), whereas the recreation and entertainment industry has the highest percentage of seasonal employees (24%).

Figure 7: Employee Type by Industry and Sector, 2022

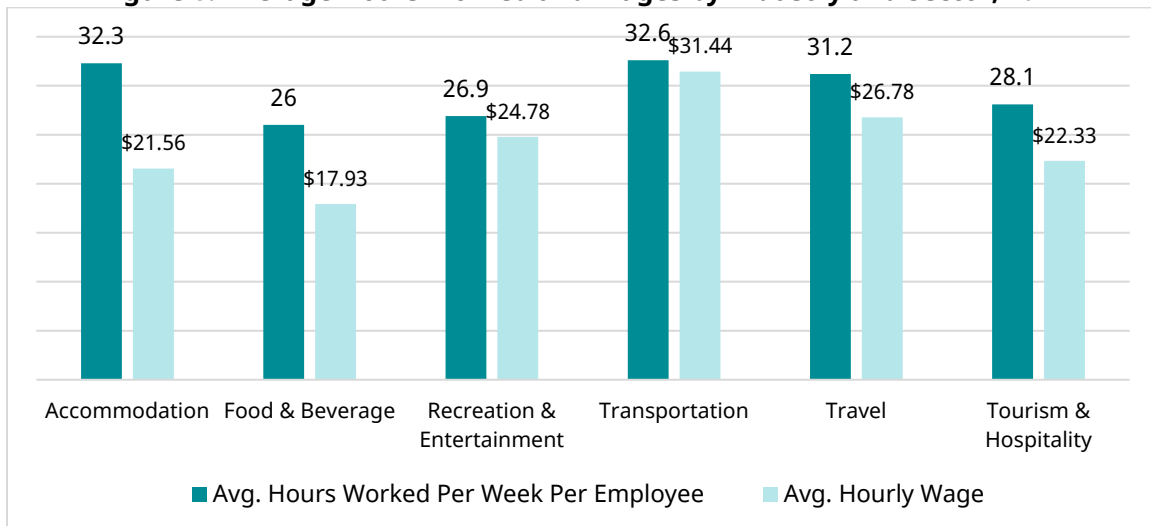


Source: Statistics Canada, Labour Force Survey via Real Time Remote Access.

*Note: The percentages in the table do not equal 100% because a portion of the employees' work status is unknown in the dataset.

The average wage rate is \$28 per hour and the average hours worked per week is 22. Employees in the transportation industry work the most hours per week and are paid the highest average hourly wage. Of note, employees in the accommodation industry work similar hours to employees in the transportation industry (32.3 versus 33); however, have a much lower hourly wage (\$21.56 vs \$31.44).

Figure 8: Average Hours Worked and Wages by Industry and Sector, 2022



Source: Statistics Canada, Labour Force Survey via Real Time Remote Access. Note: Wage includes tips and commissions.

YEARS OF EXPERIENCE

On average, members of the Ontario tourism sector workforce have been employed in their current positions for seven years. The transportation industry has the longest average length of employment of approximately 9 years, while food and beverage services industry had the shortest average length of employment of approximately 5 years.

Table 3: Tourism Industry and Sector Workforce Experience, 2022

Years of Employment	Accommodation		Food & Beverage services		Recreation & Entertainment		Transportation		Travel services		Tourism	
	#	%	#	%	#	%	#	%	#	%	#	%
Less than 1	10,028	20%	60,778	19%	36,361	19%	12,500	9%	1,389	9%	121,111	17%
1 to 2	9,944	20%	104,750	33%	35,889	19%	15,333	11%	2,222	14%	168,194	24%
2 to 4	10,056	20%	71,278	23%	38,361	20%	34,417	24%	3,111	20%	157,222	22%
5 to 7	8,694	17%	26,611	8%	20,083	11%	29,389	21%	3,889	25%	88,667	12%
8 to 10	3,167	6%	15,389	5%	17,139	9%	9,750	7%	694	4%	46,139	6%
11 to 15	2,583	5%	15,333	5%	14,472	8%	16,278	11%	1,250	8%	49,917	7%
16 to 20	1,444	3%	8,694	3%	9,306	5%	6,472	5%	1,000	6%	26,972	4%
Over 20	4,722	9%	12,500	4%	18,444	10%	17,556	12%	2,056	13%	55,278	8%
Total	50,667	100%	315,333	100%	190,056	100%	141,667	100%	15,611	100%	713,333	100%
Avg. Length	7.3 years		5.1 years		8.2 years		9.4 years		9.6 years		7.0 years	

Source: Statistics Canada, Labour Force Survey via Real Time Remote Access.

LEADING OCCUPATIONS

Table 4 provides an overview of the leading occupations in various tourism industries in terms of common certifications or training/education requirements, the primary tourism industry in which those workers are employed, annual employment levels, and average wage rates. The transportation industry accounts for the occupations that has the highest average experience levels.

Table 4: Leading Occupations in Ontario's Tourism Industry Workforce, 2022

NOC	Occupation	Certification/Training Requirements	Primary Industry	Employment	Avg. Hourly Wage	Avg. Years of Experience
6711	Food counter attendants, kitchen helpers	<ul style="list-style-type: none"> On-the-job training 	Food & Beverage services	103,361	\$15.60	3.4
6513	Food and beverage servers	<ul style="list-style-type: none"> On the job training Responsible beverage service certification 	Food & Beverage services	51,278	\$18.50	4.5
6322	Cooks	<ul style="list-style-type: none"> Completion of a three-year apprenticeship program for cooks or completion of college or other program in cooking or food safety 	Food & Beverage services	44,639	\$16.70	3.7
0631	Restaurant and food service managers	<ul style="list-style-type: none"> Completion of a college or other program related to hospitality or food and beverage service management Several years of experience in the food service sector including supervisory experience Responsible beverage service certification 	Food & Beverage services	41,167	\$31.00	10.3
7512	Bus drivers, subway operators and other transit operators	<ul style="list-style-type: none"> Appropriate class driver's license Additional certifications such as First-Aid, Transportation of Dangerous Goods, and Air Brakes Endorsement 	Transportation	39,139	\$26.00	9.0
5254	Program leaders and instructors in recreation, sport and fitness	<ul style="list-style-type: none"> College program in recreation or physical education Extensive sport related training Coaching and refereeing certificates 	Recreation & Entertainment	33,611	\$18.90	4.4
6611	Cashiers	<ul style="list-style-type: none"> On-the-job training 	Food & Beverage services	26,028	\$15.40	3.8
7513	Taxi and limousine drivers and chauffeurs	<ul style="list-style-type: none"> Appropriate class driver's license Additional certifications such as First-Aid, Transportation of Dangerous Goods, and Air Brakes Endorsement 	Transportation	24,611	\$24.00	8.7
6722	Operators and attendants in	<ul style="list-style-type: none"> On-the-job training 	Recreation & Entertainment	21,694	\$18.30	5.1

NOC	Occupation	Certification/Training Requirements	Primary Industry	Employment	Avg. Hourly Wage	Avg. Years of Experience
	amusement, recreation, and sport					
6311	Food service supervisors	<ul style="list-style-type: none"> Completion of a community college program in food service administration, hotel and restaurant management or related discipline, or equivalent job experience 	Food & Beverage services	21,500	\$18.00	7.1
6511	Mâîtres d'hôtel and hosts/hostesses	<ul style="list-style-type: none"> On-the-job training 	Food & Beverage services	18,000	\$17.80	5.2
6321	Chefs	<ul style="list-style-type: none"> Cook's trade certification or equivalent credentials, training and experience Chef's Red Seal Certification 	Food & Beverage services	14,444	\$23.00	7.1
5131	Producers, directors, choreographers	<ul style="list-style-type: none"> Related post-secondary degree or diploma Extensive practical experience and training 	Recreation & Entertainment	12,528	\$35.00	10.7
6731	Light duty cleaners	<ul style="list-style-type: none"> On-the-job training Certification for housekeeping room attendants or similar certification 	Accommodation	10,472	\$18.00	7.9
6512	Bartenders	<ul style="list-style-type: none"> Responsible beverage service certification On-the-job training 	Food & Beverage services	8,139	\$19.30	5.2
6522	Pursers and flight attendants	<ul style="list-style-type: none"> Flight attendants and flight pursers require the completion of secondary school and a training program approved by Transport Canada. Flight pursers/customer service directors require experience as a flight attendant. Ship pursers may require experience as a ship attendant. Flight attendants and ship pursers usually require experience working with the public. 	Transportation	7,944	\$29.00	10.6
0621	Retail and wholesale trade managers	<ul style="list-style-type: none"> A university degree or college diploma in business administration or other field related to the product or service being sold or related retail or wholesale sales experience 	Transportation	7,111	\$40.00	15.7

NOC	Occupation	Certification/Training Requirements	Primary Industry	Employment	Avg. Hourly Wage	Avg. Years of Experience
0632	Accommodation service managers	<ul style="list-style-type: none"> A university degree or college diploma in hotel management or other related discipline or equivalent job experience 	Accommodation	6,639	\$47.00	9.6
8612	Landscaping and grounds maintenance labourers	<ul style="list-style-type: none"> A provincial licence to apply chemical fertilizers, fungicides, herbicides, and pesticides may be required. 	Recreation & Entertainment	6,528	\$19.10	4.6
6521	Travel counsellors	<ul style="list-style-type: none"> A college diploma or vocational training in travel or tourism is usually required. Certification with the Association of Canadian Travel Agencies (ACTA) may be required. 	Travel services	6,500	\$22.00	7.7

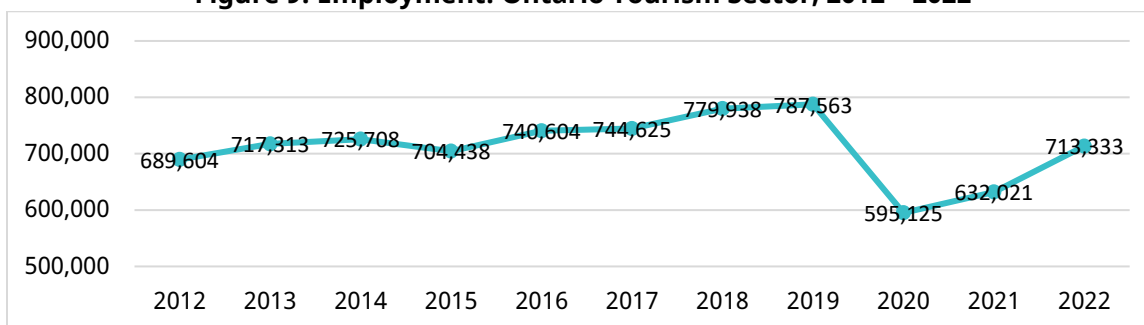
Source: Statistics Canada, Labour Force Survey via Real Time Remote Access.

2. IMPACT OF THE PANDEMIC

CHANGES IN THE LEVEL OF EMPLOYMENT

Prior to the pandemic, sector employment increased at an annual growth rate of 1.9% from 2012 to 2019, rising from an average of 689,604 employees per month in 2012 to 787,563 in 2019. However, employment declined with the onset of COVID-19 in March 2020. So far in 2022, average monthly employment levels are 713,333 employees per month.

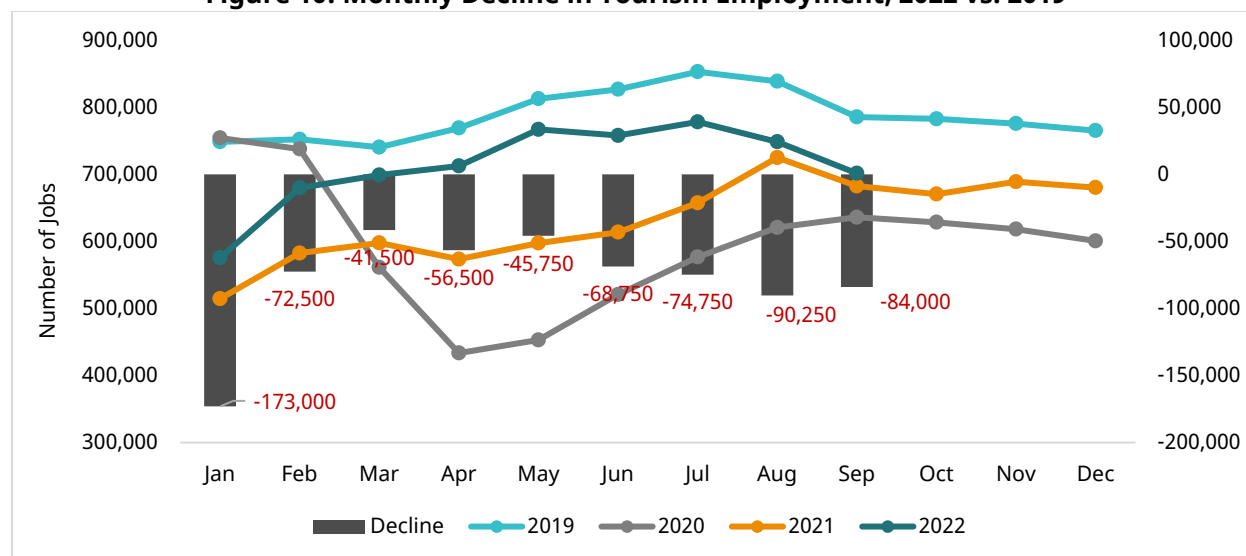
Figure 9: Employment: Ontario Tourism Sector, 2012 – 2022



Source: Statistics Canada, Labour Force Survey via Real Time Remote Access.

The chart below compares average monthly employment from 2019 to 2022 and also calculates the difference between average monthly employment levels in 2019 and 2022. As indicated, employment levels in 2022 remain below pre-pandemic levels.

Figure 10: Monthly Decline in Tourism Employment, 2022 vs. 2019



Source: Statistics Canada, Labour Force Survey via Real Time Remote Access.

The impact of the pandemic on employment varies by industry. While overall employment in the tourism sector is down 9% in 2022 relative to 2019, the percentage varies from growth of 1% in transportation to losses of 35% in the travel services industry.

Table 5: Employment by Sector, 2019-2022

Employment	2019	2020	2021	2022	% Change 20 vs 19	% Change 21 vs 19	% Change 22 vs 19
Accommodation	57,813	42,583	44,104	50,667	-26%	-24%	-12%
Food and Beverage services	369,104	276,375	299,292	315,333	-25%	-19%	-15%
Recreation and Entertainment	196,313	146,354	164,958	190,056	-25%	-16%	-3%
Transportation	140,271	109,979	110,000	141,667	-22%	-22%	1%
Travel services	24,063	19,833	13,667	15,611	-18%	-43%	-35%
Total	787,563	595,125	632,021	713,333	-24%	-20%	-9%

Source: Statistics Canada, Labour Force Survey via Real Time Remote Access.

IMPACT BY EMPLOYEE SEGMENT

Job losses did not impact all demographic groups equally in 2020. The youngest (15 to 24 years, who tended to be the least experienced workers), seasonal and temporary workers and less educated workers were the most likely to be displaced. The relative balance in decline between part-time and full-time workers in 2020 masks the fact that many of the full-time workers became part-time workers while those who previously worked part-time were displaced. Since 2020, the impact has become more balanced. However, employment levels of casual workers remain well below 2019 levels.

Table 6: Employment by Demographics, 2019-2022

Demographics	2019	2020	2021	2022	% Change 20 vs 19	% Change 21 vs 19	% Change 22 vs 19
Job Status							
Full-time	478,938 (61%)	368,979 (62%)	387,917 (61%)	446,667 (63%)	-23%	-19%	-7%
Part-time	308,625 (39%)	226,167 (38%)	244,083 (39%)	266,722 (37%)	-27%	-21%	-14%
Permanent							
Permanent	525,646 (67%)	400,354 (67%)	434,500 (69%)	484,833 (68%)	-24%	-17%	-8%
Seasonal	49,667 (6%)	29,708 (5%)	34,167 (5%)	46,667 (7%)	-40%	-31%	-6%
Casual	47,375 (6%)	31,104 (5%)	26,563 (4%)	35,083 (5%)	-34%	-44%	-26%

Demographics	2019	2020	2021	2022	% Change 20 vs 19	% Change 21 vs 19	% Change 22 vs 19
Temporary	40,354 (5%)	24,229 (4%)	32,667 (5%)	34,444 (5%)	-40%	-19%	-15%
Gender							
Male	405,667 (52%)	311,979 (52%)	323,333 (51%)	371,361 (52%)	-23%	-20%	-8%
Female	381,938 (48%)	283,125 (48%)	308,729 (49%)	342,028 (48%)	-26%	-19%	-10%
Age Group							
15 to 24	263,729 (33%)	169,896 (29%)	191,646 (30%)	224,694 (30%)	-36%	-27%	-15%
25 to 34	167,271 (21%)	122,313 (21%)	130,479 (21%)	151,389 (21%)	-27%	-22%	-9%
35 to 44	123,042 (16%)	99,521 (17%)	95,542 (15%)	106,556 (15%)	-19%	-22%	-13%
45 to 54	105,271 (13%)	99,375 (17%)	94,917 (15%)	102,750 (14%)	-6%	-10%	-2%
55 to 64	92,958 (12%)	77,417 (13%)	88,396 (14%)	90,389 (13%)	-17%	-5%	-3%
65 or above	35,292 (4%)	26,563 (4%)	31,042 (5%)	37,472 (5%)	-25%	-12%	6%
Education							
Below high school	120,250 (15%)	81,042 (14%)	94,042 (15%)	115,750 (16%)	-33%	-22%	-4%
High school or some post-secondary	278,167 (35%)	216,229 (36%)	213,894 (34%)	239,389 (34%)	-22%	-23%	-14%
Degree below bachelor's	219,833 (28%)	160,292 (27%)	180,438 (29%)	192,417 (27%)	-27%	-18%	-12%
Bachelor's degree or above	169,188 (21%)	137,583 (23%)	143,604 (23%)	165,917 (23%)	-19%	-15%	-2%

Source: Statistics Canada, Labour Force Survey via Real Time Remote Access.

These patterns are also reflected in the number of years people have worked in the sector. There was also a year-over-year reduction in employees with less than one year experience because fewer new workers entered the sector.

Table 7: Tourism Sector Employment by Workforce Experience (2019-2022)

Length of Employment	2019	2020	2021	2022	% Change 20 vs 19	% Change 21 vs 19	% Change 22 vs 19
Less than 1 year	152,396	66,333	111,250	121,111	-56%	-27%	-21%

1 year	163,104	116,667	89,208	168,194	-28%	-45%	3%
2 to 4 years	207,458	175,938	181,229	157,222	-15%	-13%	-24%
5 to 7 years	77,167	69,313	78,167	88,667	-10%	1%	15%
8 to 10 years	45,604	39,750	43,854	46,139	-13%	-4%	1%
11 to 15 years	54,688	46,167	46,333	49,917	-16%	-15%	-9%
16 to 20 years	33,771	27,188	29,250	26,972	-19%	-13%	-20%
Over 20 years	53,313	53,771	52,729	55,278	1%	-1%	4%
Total	787,563	595,125	632,021	713,333	-24%	-20%	-9%
Avg. years	6.6	7.8	7.5	7.0	-	-	-

Source: Statistics Canada, Labour Force Survey via Real Time Remote Access.

CHANGES IN HOURS AND WAGES

Employers reduced employee hours as a means to maintain staff throughout the pandemic. The average hours worked per week per employee declined by 15% in 2020. In 2022, the average hours were back to 2019 levels. The accommodation and recreation and entertainment industries experienced an increase in average hours per week relative to 2019.

Table 8: Ontario Tourism Average Actual Hours Worked Per Week Per Employee (2019-2022)

	2019	2020	2021	2022	% Change 20 vs 19	% Change 21 vs 19	% Change 22 vs 19
Accommodation	31.7	22.7	29.8	32.3	-28%	-6%	2%
Food and Beverage services	26.1	22.4	25.2	26.0	-14%	-3%	0%
Recreation and Entertainment	26.7	23.1	27.8	26.9	-13%	4%	1%
Transportation	33.5	27.6	30.7	32.6	-18%	-8%	-3%
Travel services	32.5	27.2	25.5	31.2	-16%	-22%	-4%
Tourism Ontario	28.1	23.8	27.2	28.1	-15%	-3%	0%

Source: Statistics Canada, Labour Force Survey via Real Time Remote Access.

Overall, the average hourly wage in Ontario's tourism sector increased during the pandemic. Average hourly wage increased by 11% in 2021 and by 14% in 2022 as compared to 2019. The average hourly wage increased from \$19.56 in 2019 to about \$20.81 in 2020, \$21.75 in 2021 and \$22.33 in 2022.

Table 9: Average Hourly Wage in Ontario's Tourism by Industry and Sector (2019-2022)

	2019	2020	2021	2022	% Change 20 vs 19	% Change 21 vs 19	% Change 22 vs 19
Accommodation	\$18.97	\$20.59	\$22.39	\$21.56	9%	18%	14%
Food and Beverage services	\$16.15	\$16.32	\$16.56	\$17.93	1%	3%	11%
Recreation and Entertainment	\$21.25	\$24.50	\$25.67	\$24.78	15%	21%	17%
Transportation	\$27.58	\$29.50	\$32.25	\$31.44	7%	17%	14%
Travel services	\$24.89	\$26.94	\$25.75	\$26.78	8%	3%	8%
Tourism Ontario	\$19.56	\$20.81	\$21.75	\$22.33	6%	11%	14%

Source: Statistics Canada, Labour Force Survey via Real Time Remote Access.

The increase in wages is attributable to three factors:

- An increase in average wage per position (including entry level positions);
- Changes in the average level of experience within positions (e.g., more experienced workers tend to receive higher wages); and
- Changes in the distribution of positions within the sector. For example, the sector had fewer entry level positions during the pandemic and, as a result, higher paid staff accounted for a greater percentage of sector employment.

CHANGES IN EMPLOYMENT BY OCCUPATIONAL GROUP

Occupations associated with the transportation industry tended to experience the largest declines in employment from 2019 to 2022. The following table shows the change in employment of the leading occupations in the sector throughout the pandemic until now.

Table 10: Employment of Leading Occupations in Ontario's Tourism Sector (2019-2022)

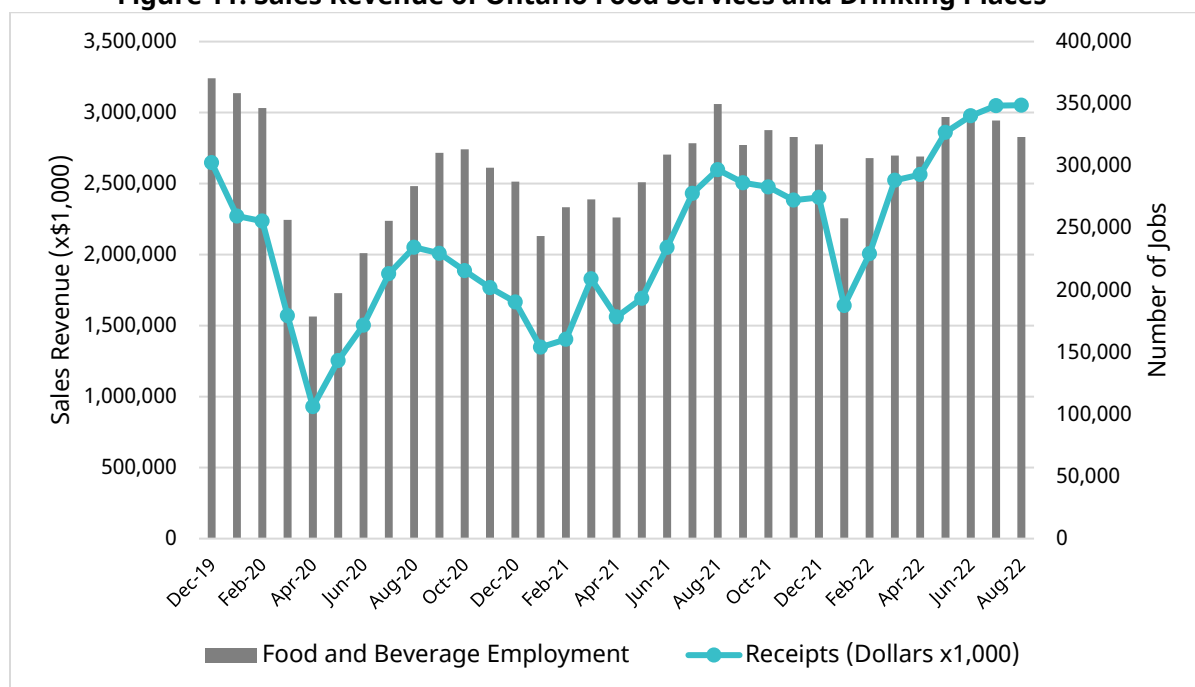
NOC	Occupations	2019	2020	2021	2022	% Change 20 vs 19	% Change 21 vs 19	% Change 22 vs 19
6711	Food counter attendants, kitchen helpers	119,542	92,208	108,896	103,361	-23%	-9%	-14%
6513	Food and beverage servers	65,458	36,479	34,729	51,278	-44%	-47%	-22%
6322	Cooks	52,292	39,750	42,958	44,639	-24%	-18%	-15%
0631	Restaurant and food service managers	42,208	33,958	36,688	41,167	-20%	-13%	-2%
7512	Bus drivers, subway operators and other transit operators	35,167	36,146	33,458	39,139	3%	-5%	11%
5254	Program leaders and instructors in recreation, sport and fitness	39,688	27,729	25,688	33,611	-30%	-35%	-15%
6611	Cashiers	29,417	18,688	19,938	26,028	-36%	-32%	-12%
7513	Taxi and limousine drivers and chauffeurs	39,000	26,646	19,146	24,611	-32%	-51%	-37%
6722	Operators and attendants in amusement, recreation and sport	16,354	15,438	15,208	21,694	-6%	-7%	33%
6311	Food service supervisors	23,729	18,104	19,313	21,500	-24%	-19%	-9%
6511	Maîtres d'hôtel and hosts/hostesses	25,292	19,021	13,917	18,000	-25%	-45%	-29%
6321	Chefs	19,042	12,271	16,083	14,444	-36%	-16%	-24%
5131	Producers, directors, choreographers	6,792	7,833	12,458	12,528	15%	83%	84%
6731	Light duty cleaners	15,250	7,563	10,896	10,472	-50%	-29%	-31%
6512	Bartenders	11,854	5,646	5,333	8,139	-52%	-55%	-31%
0621	Retail and wholesale trade managers	9,271	7,729	6,313	7,111	-17%	-32%	-23%
0632	Accommodation service managers	7,563	9,229	5,354	6,639	22%	-29%	-12%
8612	Landscaping and grounds maintenance labourers	4,146	4,500	5,354	6,528	9%	29%	57%
6521	Travel counsellors	6,313	7,125	3,271	6,500	13%	-48%	3%

Source: Statistics Canada, Labour Force Survey via Real Time Remote Access.

The trend in food & beverage services employment is closely correlated with changes in food and beverage revenues. During the height of the pandemic, it is likely that most operations experienced a sharper decline in revenues than in employment. Most operations require a certain number of staff members to be able to open and operate. If revenues declined by 30%, that did not necessarily mean that the operation reduced its staffing levels by 30%. The result is that the average revenue per employee declined. Further complicating these factors is the addition of new staffing requirements during the pandemic to maintain health and safety standards.

The following chart compares monthly food service and drinking places' revenues from December 2019 to June 2022 reported by Statistics Canada on employment levels for the food and beverage services industry reported through the Labour Force Survey. The data suggests employment levels recovered more quickly in 2020 than did revenues, even though many operations were able to increase prices somewhat during the pandemic. By June of 2022, the growth of the revenues surpassed the growth of the food and beverage services industry employment levels – setting a new standard post-pandemic.

Figure 11: Sales Revenue of Ontario Food Services and Drinking Places



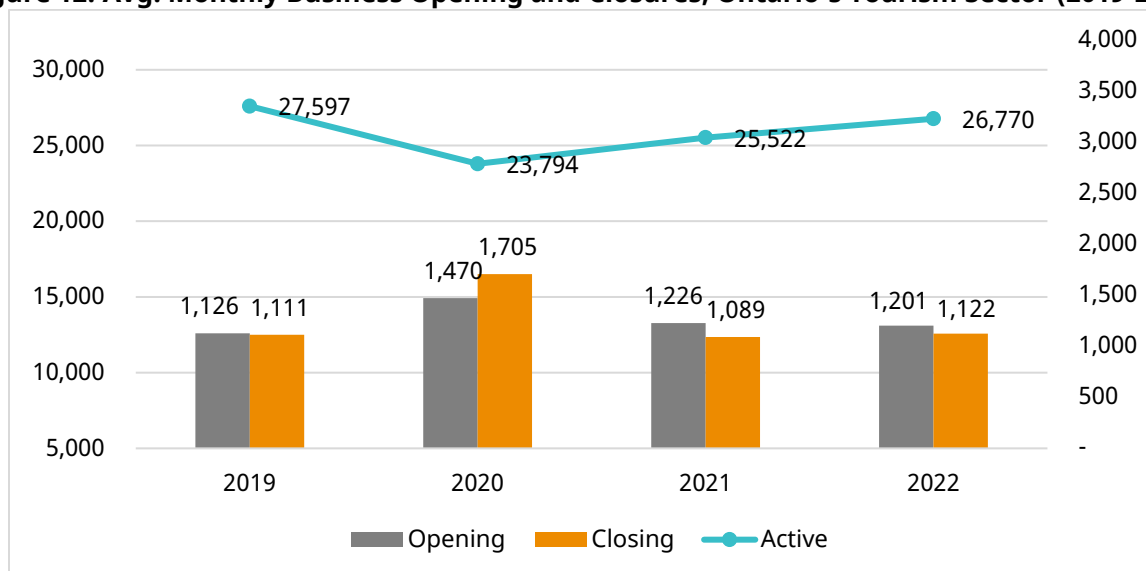
Source: Statistics Canada, Labour Force Survey via Real Time Remote Access; Statistics Canada. Table 21-10-0019-01 Monthly survey of food services and drinking places (x 1,000)

CHANGES IN THE NUMBER OF ACTIVE BUSINESSES

Statistics Canada defines business openings as businesses with employment in the current month and no employment in the previous month, while business closures are defined as businesses that had employment in the previous month, but no employment in the current month. Active businesses are defined as those businesses that reported having one or more employees in a given

month. During the pandemic, the tourism sector not only saw a decline in employment, but also a decline in the number of active businesses. The number of active tourism businesses declined from 27,597 in 2019 to 23,794 in 2020 before climbing to 26,770 in 2022.

Figure 12: Avg. Monthly Business Opening and Closures, Ontario's Tourism Sector (2019-2022)



Source: THRC Employment Tracker/Statistics Canada.

DATA ON WHERE EMPLOYEES WENT

Data indicates that the tourism sector lost employees to other sectors, either when permanent employees were displaced because of the pandemic or when seasonal workers failed to return for the following season. A recent Prudential Finance study found that about 22% of workers changed their jobs or careers during the pandemic.⁷ However, there is limited data available as to which sector these departing employees went. It is likely that most of these workers moved to other sectors which were growing in 2021.

⁷ Pulse of the American Worker Survey: A Third Year Begins — Life and Work in the Pandemic Era.

Table 11: Year to Year Employment by Industry and Sector, Ontario (2019-2022)

Industry	2019	2020	2021	2022	Change 20 vs 19	Change 21 vs 20	Change 22 vs 21
Accommodation	57,813	42,583	44,104	50,667	-15,230	1,521	6,563
Food and Beverage services	369,104	276,375	299,292	315,333	-92,729	22,917	16,041
Recreation and Entertainment	196,313	146,354	164,958	190,056	-49,959	18,604	25,098
Transportation	140,271	109,979	110,000	141,667	-30,292	21	31,667
Travel services	24,063	19,833	13,667	15,611	-4,230	-6,166	1,944
Sector Totals	787,563	595,125	632,021	713,333	-192,438	36,896	81,312
Accommodation and food services (non-tourism)	21,958	19,250	12,854	19,194	-2,708	-6,396	6,340
Administrative and support, waste management and remediation services	288,542	275,021	273,583	278,778	-13,521	-1,438	5,194
Agriculture, forestry, fishing and hunting	80,708	81,313	73,979	74,000	604	-7,333	21
Arts, entertainment and recreation (non-tourism)	4,375	4,313	3,646	4,694	-63	-667	1,049
Construction	539,938	514,854	533,979	580,944	-25,083	19,125	46,965
Educational services	540,833	515,813	546,313	553,611	-25,021	30,500	7,299
Finance and insurance	422,667	455,438	461,396	485,056	32,771	5,958	23,660
Health care and social assistance	900,479	869,938	918,708	929,583	-30,542	48,771	10,875
Information and cultural industries	96,104	121,292	135,083	136,500	25,188	13,792	1,417
Manufacturing	761,500	737,521	776,333	774,722	-23,979	38,813	-1,611
Mining, quarrying, and oil and gas extraction	29,500	26,583	29,229	35,639	-2,917	2,646	6,410
Other services (except public administration)	298,875	285,146	276,083	253,306	-13,729	-9,063	-22,778
Professional, scientific and technical services	668,021	664,771	738,542	798,250	-3,250	73,771	59,708
Public administration	373,021	381,792	405,604	429,306	8,771	23,813	23,701
Real estate and rental and leasing	158,938	145,792	158,000	165,889	-13,146	12,208	7,889
Retail trade	835,875	788,688	819,438	854,778	-47,188	30,750	35,340
Transportation and warehousing (non-tourism)	264,188	253,521	268,750	252,194	-10,667	15,229	-16,556

Industry	2019	2020	2021	2022	Change 20 vs 19	Change 21 vs 20	Change 22 vs 21
Utilities	55,625	50,479	53,167	61,528	-5,146	2,688	8,361
Wholesale trade	248,250	235,000	249,646	268,917	-13,250	14,646	19,271
Total Ontario Employment	7,376,938	7,021,646	7,366,438	7,670,139	-355,292	344,792	303,701

Source: Statistics Canada, Labour Force Survey via Real Time Remote Access.

3. LABOUR MARKET OUTLOOK

PROJECTED EMPLOYMENT

Tourism HR Canada engaged the Conference Board of Canada to develop employment projections for the tourism sector. The results were published in July 2022. The following table summarizes their projections regarding employment in the Ontario's tourism sector by industry group from 2021 to 2025. Over the four-year period, employment in the tourism sector (overall) is projected to grow at a compounded annual rate of 7%. The leading industry in terms of growth is expected to be travel services (16.1%).

Table 12: Projected Growth Rates in Ontario's Tourism Sector by Industry (2021-2025)

Ontario	Projected Growth vs 2020 Levels					
	2021	2022	2023	2024	2025	4-year Growth
Tourism Sector Totals	632,021	759,181	796,795	814,940	827,849	31%
<i>Year-over-year Growth</i>	-	20.1%	5.0%	2.3%	1.6%	7.0%
Industry						
Accommodation	44,104	54,817	58,534	59,540	60,326	36.8%
<i>year-over-year growth</i>	-	24.3%	6.8%	1.7%	1.3%	8.1%
Food and Beverage services	299,292	376,073	388,167	393,184	398,226	33.1%
<i>year-over-year growth</i>	-	25.7%	3.2%	1.3%	1.3%	7.4%
Recreation and Entertainment	164,958	179,644	192,010	197,306	201,648	22.2%
<i>year-over-year growth</i>	-	8.9%	6.9%	2.8%	2.2%	5.1%
Transportation	110,000	127,954	135,356	140,876	142,808	29.8%
<i>year-over-year growth</i>	-	16.3%	5.8%	4.1%	1.4%	6.7%
Travel services	13,667	20,693	22,728	24,034	24,840	81.8%
<i>year-over-year growth</i>	-	51.4%	9.8%	5.7%	3.4%	16.1%

Source: Projections-of-Tourism-and-Employment-Demand-in-Canada-2019-2025, Conference Board of Canada

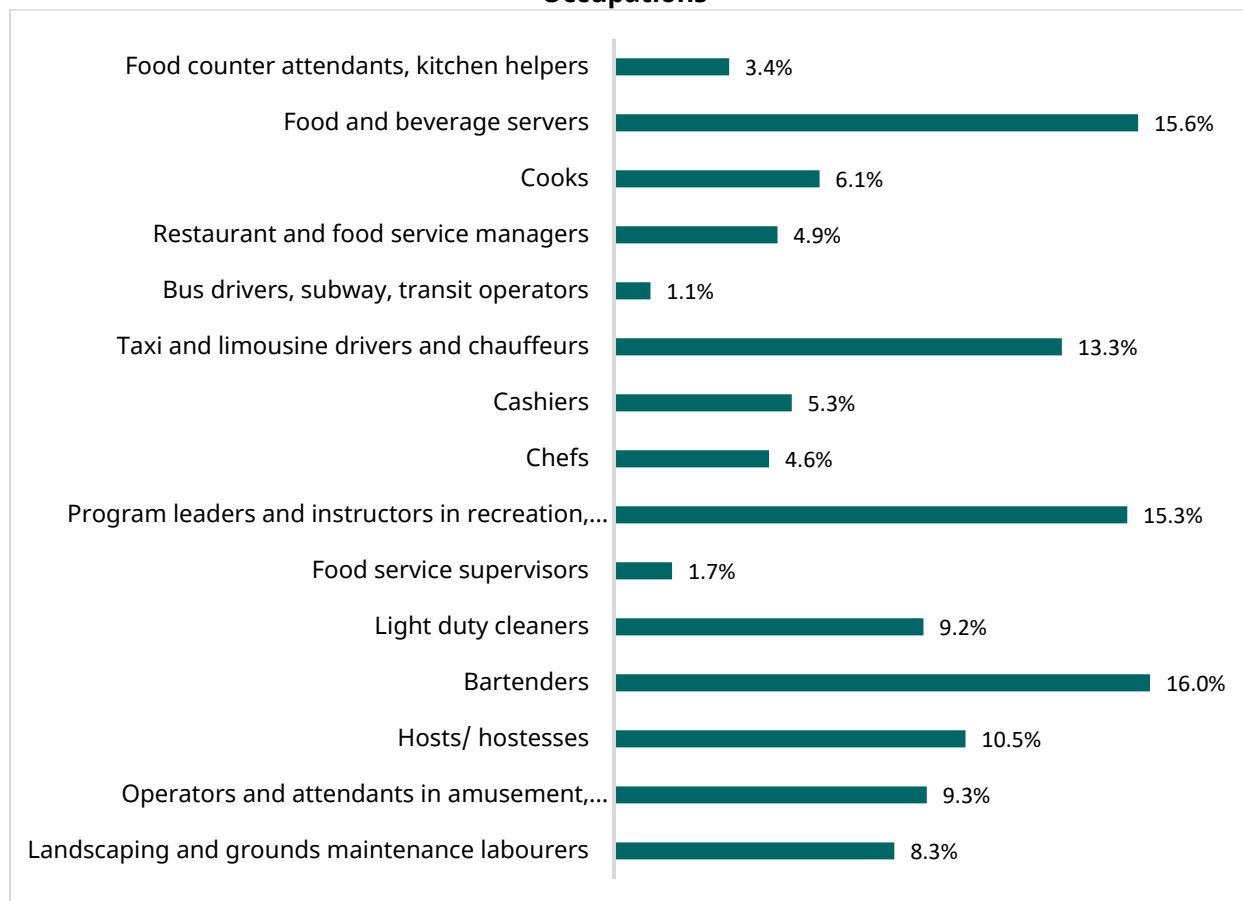
Across Canada, the Conference Board projected compounded annual employment growth in the tourism sector of 6.4% of the 4-year growth period from 2021 to 2025. This growth is consistent with the results of a recent survey conducted for Tourism HR Canada.⁸ Of the 700 tourism employers surveyed, 29% are projecting employment to increase. The projected growth was attributed to improving business conditions (59% of employers indicated that current business and operating conditions have improved compared to the summer of 2021) and business expansion (53% of those employers who anticipate an increase in employment reported that their operations are growing).

⁸ Business Intelligence Survey, Labour Market Information, Tourism HR Canada, 2022

EMPLOYMENT BY OCCUPATION

The following chart shows the projected four-year compounded annual growth in Ontario's tourism sector for the 15 leading occupations. The fastest growing occupations are expected to be bartenders and food and beverage servers.

Figure 13: Ontario Tourism Projected 5-year compounded annual growth rates by Top 15 Occupations⁹



Source: *Projections-of-Tourism-and-Employment-Demand-in-Canada-2019-2025*, Conference Board of Canada

⁹ Detailed descriptions of these occupations can be found here:
<https://noc.esdc.gc.ca/Structure/Hierarchy?objectid=%2Fd0IGA6qD8JPRfoj5UCjpg%3D%3D>

