

Tourism HR
Canada



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National Summary

Profile of Canada's Tourism Employees





The tourism sector in Canada in 2021 was still reeling from the aftereffects of the pandemic: employment was well below pre-pandemic levels, and visitor demand had yet to return in force. While this year was a non-typical year in many respects, it is nevertheless useful to understand where the tourism workforce stood at the time of the census, in May 2021.

In 2021, there were around 1.4 million Canadians working in the tourism sector, spread across its five constituent industry groups: Accommodations, Food and beverage services, Recreation and entertainment, Transportation, and Travel services. These individuals made up 8.0% of the entire employed labour force in Canada. This figure is substantially lower than in 2016, when 1.8 million people accounted for 10.6% of the labour force. Table 1 provides an overview of employment in key tourism occupations across these five industry groups.

Table 1: People Employed in Tourism, by Occupation

NOC 2021	Occupation	Number of People	Share of Tourism Employment (%)
65201	Food counter attendants, kitchen helpers and related support occupations	229,830	16.5%
60030	Restaurant and food service managers	116,225	8.3%
63200	Cooks	103,900	7.5%
65200	Food and beverage servers	70,110	5.0%
65100	Cashiers	48,165	3.5%
62020	Food service supervisors	45,045	3.2%
75200	Taxi and limousine drivers and chauffeurs	41,795	3.0%
62200	Chefs	39,870	2.9%
73301	Bus drivers, subway operators and other transit operators	39,645	2.8%
54100	Program leaders and instructors in recreation, sport and fitness	29,180	2.1%
65310	Light duty cleaners	23,110	1.7%
60031	Accommodation service managers	19,880	1.4%
85121	Landscaping and grounds maintenance labourers	15,845	1.1%
64314	Hotel front desk clerks	13,080	0.9%
65211	Operators and attendants in amusement, recreation and sport	12,965	0.9%
64100	Retail salespersons and visual merchandisers	12,260	0.9%
64310	Travel counsellors	11,365	0.8%
64301	Bartenders	11,360	0.8%
72600	Air pilots, flight engineers and flying instructors	11,155	0.8%
64409	Other customer and information services representatives	11,095	0.8%
73201	General building maintenance workers and building superintendents	10,770	0.8%
64300	Maîtres d'hôtel and hosts/hostesses	9,365	0.7%
63202	Bakers	8,995	0.6%
11202	Professional occupations in advertising, marketing and public relations	8,465	0.6%
53121	Actors, comedians and circus performers	8,215	0.6%
51122	Musicians and singers	7,780	0.6%

Table 1: People Employed in Tourism, by Occupation (cont'd)

NOC 2021	Occupation	Number of People	Share of Tourism Employment (%)
50012	Recreation, sports and fitness program and service directors	7,470	0.5%
70020	Managers in transportation	6,385	0.5%
10022	Advertising, marketing and public relations managers	5,770	0.4%
64312	Airline ticket and service agents	5,495	0.4%
73311	Railway conductors and brakemen/women	5,275	0.4%
64311	Pursers and flight attendants	4,810	0.3%
12103	Conference and event planners	4,510	0.3%
74200	Railway yard and track maintenance workers	4,465	0.3%
73310	Railway and yard locomotive engineers	4,365	0.3%
72404	Aircraft mechanics and aircraft inspectors	4,105	0.3%
53124	Artisans and craftspersons	3,655	0.3%
64410	Security guards and related security service occupations	3,485	0.3%
74202	Air transport ramp attendants	3,420	0.2%
65312	Janitors, caretakers and heavy-duty cleaners	3,385	0.2%
72602	Deck officers, water transport	3,000	0.2%
72024	Supervisors, motor transport and other ground transit operators	2,865	0.2%
22114	Landscape and horticulture technicians and specialists	2,765	0.2%
11200	Human resources professionals	2,605	0.2%
53100	Registrars, restorers, interpreters and other occupations related to museum and art galleries	2,570	0.2%
10011	Human resources managers	2,475	0.2%
62022	Accommodation, travel, tourism and related services supervisors	2,435	0.2%
52110	Film and video camera operators	2,430	0.2%
60040	Managers in customer and personal services	2,165	0.2%
65329	Other service support occupations	2,135	0.2%
<i>All other occupations in tourism industries</i>		341,555	
<i>Total tourism sector employment</i>		1,393,065	
Total employed labour force in Canada		17,321,700	

Source: Statistics Canada, Customized Tabulations, Census 2021



The tourism workforce overall employed a greater share of young people, including students, and a larger share of the work was part-time and seasonal (see Table 2). Tourism also employed a larger share of immigrant and non-permanent resident workers and visible minorities, while its share of the Indigenous workforce was comparable to that of the larger economy. There were slightly more men than women working in tourism as a sector, although there were substantial differences at the industry level, with men being over-represented in Transportation, and women being over-represented in Accommodations, Food and beverage services, and Travel services.

There are two important considerations when looking at this data. The first is the historical atypicality of 2021: the sector has seen considerable growth since this census was conducted, although it has yet to fully return to pre-pandemic levels (with 2019 as a reference baseline for comparison). The second is that employment questions in the census pertained primarily to the week of May 2 to 8, 2021, meaning many seasonal occupations (either winter or summer) are likely to be under-counted.

Table 2: Demographic Characteristics of the Tourism Sector Employed Labour Force

	Canadian Labour Force	Tourism Sector	Accommoda-tions	Food & Beverage Services	Recreation & Entertainment	Transporta-tion	Travel Services
Total Employees	17,321,700	1,393,065	97,930	709,470	334,415	225,705	25,555
Gender ¹							
Men+	52.3%	52.3%	43.0%	44.8%	54.1%	79.5%	33.1%
Women+	47.7%	47.7%	56.9%	55.2%	45.9%	20.5%	66.9%
Age							
15 to 24 years	11.7%	27.2%	12.8%	42.3%	16.7%	3.9%	4.0%
25 to 34 years	21.7%	21.2%	19.3%	20.8%	24.7%	18.4%	18.1%
35 to 44 years	22.5%	17.7%	19.3%	14.1%	20.8%	23.5%	22.2%
45 to 54 years	21.1%	16.0%	19.6%	11.6%	16.7%	26.2%	23.8%
55 to 64 years	17.8%	13.6%	21.6%	8.9%	14.4%	22.3%	22.4%
65 years and older	5.2%	4.3%	7.3%	2.2%	6.6%	5.7%	9.4%
Work Activity							
Total full time	82.2%	66.0%	75.3%	53.8%	71.0%	89.3%	78.9%
Worked full-time, full year	60.3%	40.1%	41.9%	31.0%	39.8%	64.4%	57.2%
Worked full-time, part year	21.9%	25.9%	33.5%	22.8%	31.2%	24.9%	21.7%
Total part time	17.8%	34.0%	24.7%	46.2%	29.0%	10.7%	21.1%
Worked part time, full year	6.0%	9.2%	6.0%	13.3%	6.2%	2.7%	8.4%
Worked part time, part year	11.8%	24.8%	18.7%	32.9%	22.8%	8.0%	12.7%
Immigrant Status							
Non-immigrant	71.3%	66.0%	65.1%	61.4%	80.2%	60.5%	62.7%
Immigrant	25.5%	27.4%	30.0%	28.6%	17.2%	37.2%	34.8%
Non-permanent resident	3.2%	6.5%	4.9%	10.0%	2.7%	2.3%	2.5%

5 Note that Statistics Canada has adopted a new statistical approach to defining women and men, where a certain proportion of non-binary individuals have been classified into either binary category. Although the difference in absolute numbers is very small, these newly-defined categories (identified by the + symbol) are not directly comparable to gender counts in previous censuses. For the sake of readability, *women+* and *men+* are referred to as *women* and *men* in the accompanying text.

Table 2: Demographic Characteristics of the Tourism Sector Employed Labour Force (cont'd)

	Canadian Labour Force	Tourism Sector	Accommoda-tions	Food & Beverage Services	Recreation & Entertainment	Transporta-tion	Travel Services
First Language							
English	53.2%	51.1%	52.9%	45.4%	64.5%	48.0%	51.6%
French	20.1%	17.2%	16.6%	17.0%	19.0%	15.8%	16.0%
Other language, multiple languages	26.7%	31.7%	30.5%	37.6%	16.5%	36.2%	32.4%
Equity Groups							
Population with difficulties or long-term conditions reported	32.9%	32.6%	35.4%	30.8%	37.7%	29.4%	32.5%
Indigenous identity	3.9%	4.0%	5.8%	3.9%	4.3%	3.3%	2.0%
Total visible minority population	26.5%	33.9%	30.4%	41.7%	17.1%	36.5%	29.0%
School Attendance (September 2020 to May 2021)							
Was attending school	11.7%	23.0%	10.8%	34.5%	15.8%	5.0%	5.9%
Was not attending school	88.3%	77.0%	89.2%	65.5%	84.2%	95.0%	94.1%
Education Levels							
No certificate, diploma or degree	8.5%	15.0%	12.9%	22.1%	6.8%	6.9%	2.5%
High (secondary) school diploma or equivalency certificate	23.8%	34.2%	33.2%	40.3%	25.7%	29.9%	18.6%
Apprenticeship or trades certificate or diploma	9.5%	6.5%	7.7%	5.2%	5.0%	12.3%	5.5%
College, CEGEP or other non-university certificate or diploma	21.3%	18.8%	21.3%	14.7%	22.1%	23.9%	32.6%
University certificate or diploma below bachelor level	3.2%	3.3%	3.9%	2.9%	3.8%	3.6%	4.4%
University degree at Bachelor's level	21.9%	16.7%	16.2%	11.6%	26.9%	16.5%	27.4%
University certificate, diploma or degree above Bachelor's level	11.8%	5.6%	4.8%	3.2%	9.7%	6.9%	9.0%

Source: Statistics Canada, Customized Tabulations, Census 2021



For more information please contact

Research@TourismHR.ca

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