

# Worker Archetypes

Having an attractive compensation package is about more than wages: it's about offering the right perks and benefits to the right people. These personas cover some of the main types of people you may be hiring — based on their expectations and motivations, what can you offer that will make you stand out from the crowd?



## ADVENTURERS

- Working to support a lifestyle
- Often young — students, working holiday visa holders, people chasing a passion (e.g., skiing, rafting)
- Possible preference for seasonal work

- Likely seeking short-term employment but connected to networks of other adventurers
- More likely interested in short-term perks than traditional benefits

## FIRST JOBBERS

- Limited life and work experience
- Still figuring out who they are and what they want

- Open to career development but probably not aware of tourism possibilities
- Looking for skills and experience to ladder into a professional career
- Drawn to mix of lifestyle perks and financial incentives



## NEW CANADIANS

- Very diverse group but with overlapping experiences of adjusting to Canadian culture
- Thrive in supportive and welcoming workplace that celebrates diversity
- Less jaded about tourism sector than many other Canadians

- Want recognition of prior experience and qualifications
- Open to long-term careers if they see that they are treated well and compensated fairly

## ADULTING/MATURE WORKERS

- Priorities changing in personal and professional lives
- Looking for increased financial stability and career development

- Want work that is meaningful, challenging, fulfilling
- Seeking an alignment between their work and their personal values
- Competitive compensation package, flexible schedule to accommodate personal obligations



## SECOND ACTS

- Coming to tourism after a career in another sector — changing careers, taking on second job, looking for retirement income
- Recognition and reward for the skills they bring with them






- Looking for mutual trust and autonomy
- Prioritize workplace culture that aligns with their values
- Customizable compensation packages to meet individual needs and circumstances

# Create Your Own Compensation Menu

Mapping the different archetypes to the kinds of perks and benefits that will attract them as part of a compensation package is an opportunity to get creative. What is unique about your workplace? What do you already do that you don't use when marketing yourself to job-seekers? How does your workplace create a positive and welcoming environment?

In this table, we have provided some examples of perks that a business could offer, and we encourage you to think about what your business can actually offer. Talk to your staff about what you're currently doing, and what ideas

they have for new possibilities. Having a menu of perks and benefits in your compensation package, from which your employees can pick the ones that suit them best, is one way to make your total compensation easily customizable.

Archetypes	Some examples	What can I offer?
 <p><b>ADVENTURERS</b></p>	<ul style="list-style-type: none"> <li>• Ski pass/personal use of equipment</li> <li>• Free meals</li> <li>• Short-term accommodation</li> <li>• Scheduling flexibility</li> </ul>	<hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/>
 <p><b>FIRST JOBBERS</b></p>	<ul style="list-style-type: none"> <li>• Student loan repayment assistance</li> <li>• Financial literacy training</li> <li>• Social opportunities within workplace</li> <li>• Free parking/public transit</li> </ul>	<hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/>
 <p><b>NEW CANADIANS</b></p>	<ul style="list-style-type: none"> <li>• Benefits available to family members</li> <li>• Flexibility around holidays, days off</li> <li>• ESL support for whole family</li> <li>• Opportunities to share their culture and learn about Canadian life</li> </ul>	<hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/>
 <p><b>ADULTING/ MATURE WORKERS</b></p>	<ul style="list-style-type: none"> <li>• Credentials/professionalization support</li> <li>• Traditional benefits (drug plan, RRSP, etc.)</li> <li>• Mortgage assistance</li> <li>• Tailored scheduling</li> </ul>	<hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/>
 <p><b>SECOND ACTS</b></p>	<ul style="list-style-type: none"> <li>• Scheduling for work/life balance</li> <li>• Workplace initiatives for volunteering/community involvement</li> <li>• Participate in workplace culture development</li> <li>• Time in lieu for mentoring</li> </ul>	<hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/>