



RECREATION AND ENTERTAINMENT

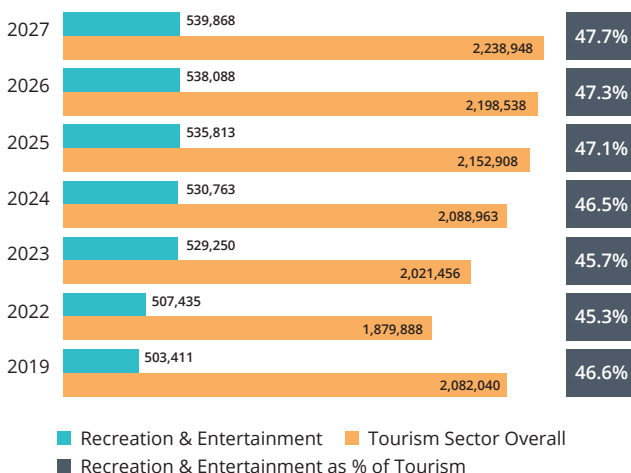
A Period of Growth Ahead



This fact sheet summarizes some key findings from a 2023 report by the Conference Board of Canada on behalf of Tourism HR Canada, examining the labour market trends in the Tourism sector and projecting labour demand through to 2027. These projections are based primarily on job demand but also incorporate some consideration of supply-side labour issues in the

form of job vacancies. For a more detailed discussion of the findings of this report, the methodologies and assumptions that underlie the analysis, and the complete sets of figures and projections across the sector as a whole, please see the full report, which is accessible via the **THRC website**.

Employment Per Year (actual and projected)



The number of jobs in Recreation and Entertainment fell by 21% in the first year of the pandemic, but had already recovered by the end of 2022.

The industry is projected to grow steadily over the next several years, reaching an anticipated 107% of its pre-pandemic level by 2027.



National Employment History and Projections

The Recreation and Entertainment industries include a disparate array of occupations and businesses, so it is not surprising that not all jobs were equally affected by the pandemic and its associated restrictions. Initially, outdoor-oriented occupations recovered more quickly, but projections show that tour and travel guides, along with casino workers, will be the slowest to return to pre-pandemic levels – not until sometime after 2027. In contrast, customer and information service representatives had already surpassed 2019 numbers

by the end of 2022. Most occupations are expected to pass pre-pandemic levels by or before 2025, although operators and attendants in amusement, recreation and sport and projected to decline after a peak in 2023, as are museum- and gallery-related occupations. Automation and an anticipated shift in recreation activities will likely contribute. Retail-oriented occupations are expected to gain between 5% and 12% over 2019 levels by 2027.

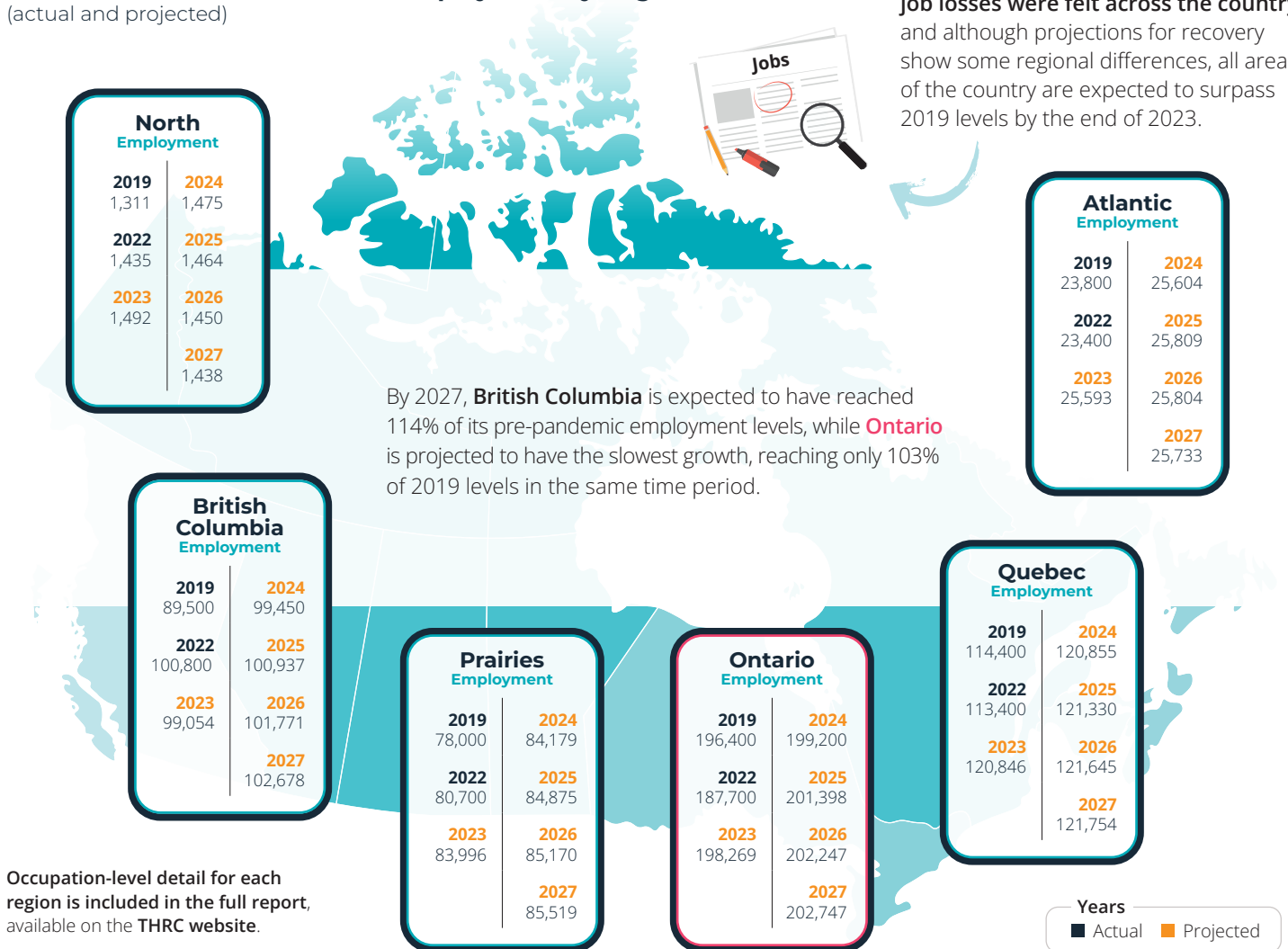
Employment in Recreation and Entertainment Occupations (actual and projected) – tourism industries only

	2019	2022	2023	2024	2025	2026	2027
Retail and Wholesale Trade Managers	2,307	1,965	2,196	2,272	2,339	2,387	2,430
Registrars, Restorers, Interpreters and Other Occupations Related to Museums and Art Galleries	3,435	3,378	3,483	3,420	3,407	3,382	3,360
Retail Sales Supervisors	1,610	1,516	1,606	1,655	1,707	1,744	1,784
Retail Salespersons and Visual Merchandisers	19,142	17,364	18,704	18,971	19,266	19,400	19,519
Tour and Travel Guides	1,575	1,024	1,318	1,405	1,469	1,500	1,517
Outdoor Sport and Recreational Guides	1,428	1,221	1,360	1,402	1,434	1,448	1,459
Casino Workers	2,622	2,131	2,452	2,496	2,525	2,516	2,497
Other Customer and Information Service Representatives	13,172	13,210	13,891	13,899	14,073	14,249	14,442
Cashiers	64,615	58,953	63,829	66,620	69,218	70,848	72,486
Operators and Attendants in Amusement, Recreation, and Sport	18,786	18,385	19,586	19,136	18,993	18,844	18,746
Janitors, Caretakers, and Building Superintendents	4,868	4,434	4,784	4,908	5,039	5,127	5,197

Regional Tourism Employment History and Projections

Recreation and Entertainment Employment by Region (actual and projected)

Initial Recreation and Entertainment job losses were felt across the country, and although projections for recovery show some regional differences, all areas of the country are expected to surpass 2019 levels by the end of 2023.



What's Next for Recreation and Entertainment?

Overall, the tourism sector is projected to continue its recovery and regrowth trajectory, although there will be difficult periods as labour force demographics and larger economic forces interact in complex ways. A report focused on the labour side of the supply-demand issue is expected in 2024, and will provide for a fuller understanding of these complex issues. In the Recreation and Entertainment industry, key challenges will be attracting and retaining outdoors-oriented jobs, many of which require specialist training and certification.

As people adapt to a changing climate and its attendant impacts on recreational activities, they may pivot towards more predictable indoors activities. Technology will likely also impact the workforce in this industry group, so cross-training and diversifying employee skillsets will be increasingly important.



For more information please contact
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