



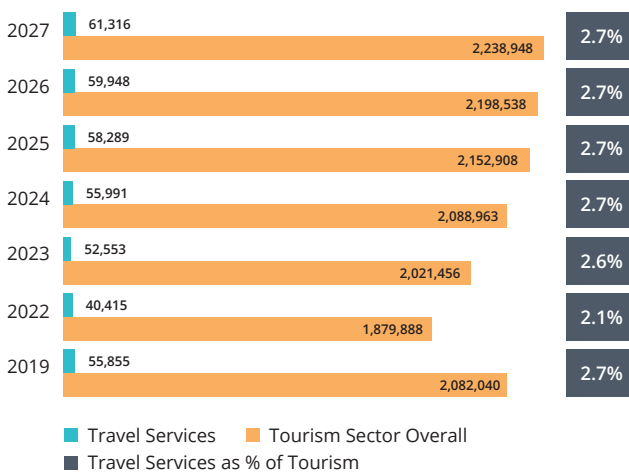
TRAVEL SERVICES

A Gradual Return

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)



Travel services jobs fell sharply during the peak pandemic restrictions, losing nearly 32% by 2021.

The industry had begun to recover by 2022, but this trajectory of regrowth was slower than the initial decline, and numbers are not predicted to return to pre-pandemic levels until 2024.

The initial decline was unsurprising given the extent to which this industry is sensitive to changes in population mobility, but the projected slow recovery may be attributed at least partly to the rise in online services.

This includes making travel arrangements, but also acknowledges the adoption of online or hybrid platforms for conferences and other international events.



National Tourism Employment History and Projections

The impact of COVID-19 on jobs in Travel Services was uneven, although all types of service were affected. Jobs fell sharply in the first years of the pandemic, with only customer and information service representatives showing more modest declines, due no doubt to the relatively larger portfolio of businesses where these occupations are found. Customer and information service representatives had already surpassed 2019 levels by 2022, and this occupation is projected to gain around 10% over 2019 levels by 2027. In contrast, travel counsellors are not projected to

return to pre-pandemic levels until after 2027, and the slow trajectory of regrowth suggests an overall decline in the use of such services for many travelers. As noted, many services formerly provided by travel professionals are becoming accessible for customer self-service, so this slow recovery is not entirely unexpected. Conference and event planners are expected to regain lost ground by 2025, likely reflecting both a return to in-person events, and the need for professionals to support hybrid and online event organization.

Jobs in Travel Services Occupations (actual and projected)

	2019	2022	2023	2024	2025	2026	2027
Travel Counsellors	19,988	12,693	16,815	17,976	18,783	19,352	19,803
Conference and Event Planners	4,305	3,413	3,944	4,150	4,321	4,424	4,490
Support Occupations in Accommodation, Travel, and Facilities Set-Up Services	1,740	1,310	1,452	1,576	1,661	1,721	1,750
Other Customer and Information Service Representatives	13,172	13,210	13,891	13,899	14,073	14,249	14,442

Regional Tourism Employment History and Projections

Travel Services Jobs by Region (actual and projected)



Travel Services jobs were affected across all regions by the pandemic, with the Prairies and British Columbia seeing the most dramatic losses in the first years of disruption. The Atlantic provinces and Quebec returned to pre-pandemic levels by 2022, while British Columbia is not expected to surpass 2019 employment before early 2027. By 2027, Quebec is projected to see growth of around 37% relative to 2019 levels, and the Atlantic region to see growth of nearly 31%. The North, which should return to pre-pandemic employment in 2024, is expected to grow by around 8%.



Occupation-level detail for each region is included in the full report, available on the [TourismHR.ca](https://www.tourismhr.ca).

Years
 Actual Projected

What's Next for Travel Services?

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 Travel Services, digital skills will likely become increasingly key to regrowing the industry, as customers' expectations of online services and interactions also increases.

Developing product offerings that are distinct from what consumers are able to create on their own (e.g. specialist packages and other bespoke arrangements) will be needed to attract and retain customers in these areas.



For more information please contact
TourismHR.ca | info@TourismHR.ca



Funded by the
Government
of Canada

Canada