



# CANADA'S INDIGENOUS TOURISM WORKFORCE<sup>1</sup>



**1,900+** entrepreneurs and organizations participated in Canada's Indigenous tourism sector pre-pandemic.



In 2019, Indigenous tourism employed **37,000 to 39,000** workers and brought in an estimated **\$1.8 billion in direct GDP**.<sup>2</sup>



Due to the impacts of COVID-19, in 2020, Canada's Indigenous tourism sector has experienced a 65.9% decline in direct GDP (**down to \$555 million**) and a 59.4% decline in employment (**down to 14,624 jobs**) compared to 2019.<sup>3</sup>



Estimates for 2021, showed that just over **18,000 people worked** in the Indigenous tourism industries with an economic footprint of **over \$774 million in GDP**.<sup>4</sup>



ITAC anticipates that **by 2025** the Canadian GDP impact of Indigenous tourism will **increase to \$1.9 billion**; and the Indigenous tourism workforce to 40,000.<sup>5</sup>



**With targeted investments**, Indigenous tourism is expected to **recover more quickly than the rest** of the tourism sector due to increased consumer demand.<sup>6</sup>



## Indigenous Tourism Employment and Economic Impact

	2019	2020	Change (%) 2019 vs. 2020	2021	2025
Employees	36.7K	14.6K	↓ 59.4% decline	18K	40K
GDP	1.78 billion	\$555 million	↓ 65.9% decline	\$774 million	\$1.9 billion

<sup>1</sup> Statistics sourced from the Indigenous Tourism Association of Canada (ITAC), the Conference Board of Canada, and Destination Canada.

<sup>2</sup> ITAC (2021). Mid-term Report: Progress Towards the 2021-22 Action Place Performance Indicators.

<sup>3,4</sup> Conference Board of Canada (2021). The Impact of COVID-19 on Canada's Indigenous Tourism Sector: 2021 Update.

<sup>5,6</sup> ITAC (2022). Building Back Better: Strategic Recovery of Indigenous Tourism in Canada.

<sup>7</sup> Statistics Canada. Table 14-10-0364-01 Labour force characteristics by province, region and Indigenous group.

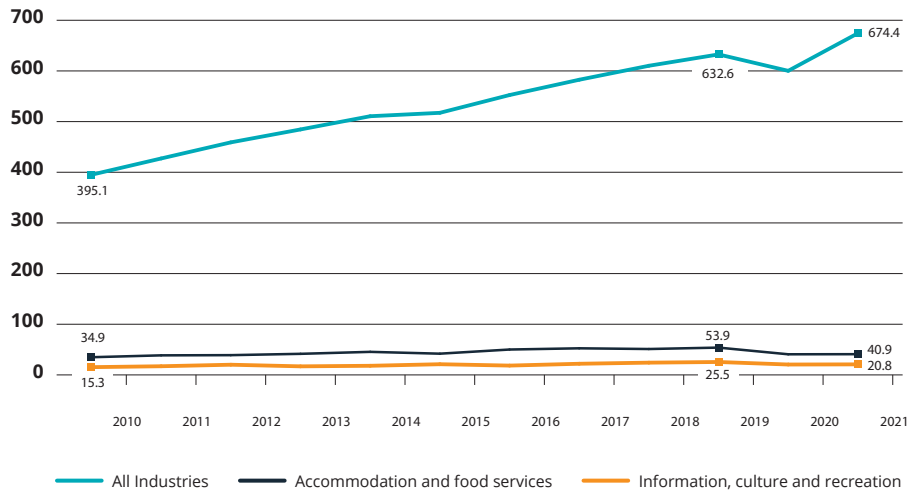
The term 'Aboriginal' or 'Indigenous' used on the Statistics Canada website refers to individuals identifying themselves as 'First Nations people, Métis or Inuit'.

## Highlights from Statistics Canada – 2021 Labour Force Characteristics<sup>7</sup>

While the employment of the Indigenous population across all industries had grown significantly (70.7%) from 2010 to 2021, its employment in the Information, culture and recreation industry and Accommodation and food services industry was only elevated by 35.9% and 17.2% respectively.

In July 2021, the employment of the Indigenous population across all industries had recovered to 2019 levels, with an increase of 6.6%. However, the employment of Indigenous population in the Information, culture and recreation industry and Accommodation and food services industry remained down 18.4% and 24.1% from 2019 levels, respectively.

## Employment of Indigenous Population by Industry (x1,000)



## Perceptions of Tourism as a Place of Employment<sup>8</sup>

Indigenous workers are likely to recommend a career in the tourism sector



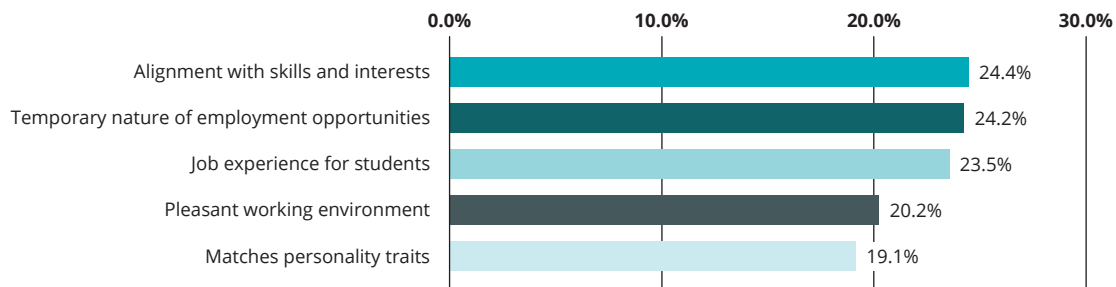
**44.3%** of Indigenous survey respondents would recommend a career in the restaurant and food services industry to family or friends.



**51.6%** would recommend a career in the accommodation industry (e.g., hotels or campgrounds).

## Top Reasons Why Indigenous People Decided to Work in the Tourism Sector<sup>9</sup>

Indigenous workers find that tourism sector jobs match their skills and interests; provide temporary employment opportunities; provide experience to students via summer jobs; offer a pleasant working environment, and appeal to their personality traits.



<sup>8,9</sup>Leger (2022). Canadians' Attitudes Toward Tourism as a Place of Employment and Economic Driver, January 2022.

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