



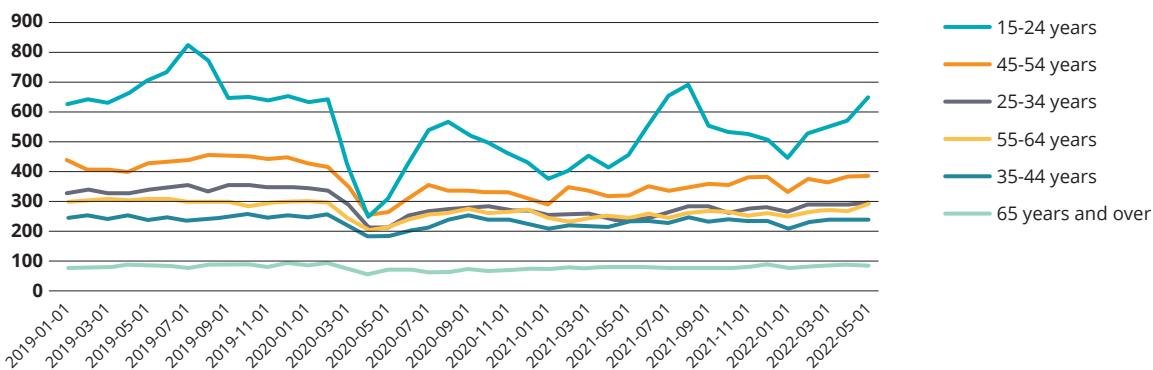
YOUTH REMAIN A VITAL PART OF THE TOURISM LABOUR FORCE

Youth (age 15-24) have long been a vital part of the tourism labour force, comprising almost **one third of total tourism employment**. After the COVID-19 pandemic hit Canada in March 2020, **the number of young people employed in the tourism sector plummeted** in summer 2020 and summer 2021.

COVID-19 Impact on Youth Employment

- Youth unemployment rate remains the highest among all age groups
- **40,400 unemployed youth** in the tourism sector as of May 2022
- Youth employment still well below summer 2019 levels, slowly recovering

Tourism Employment by Age



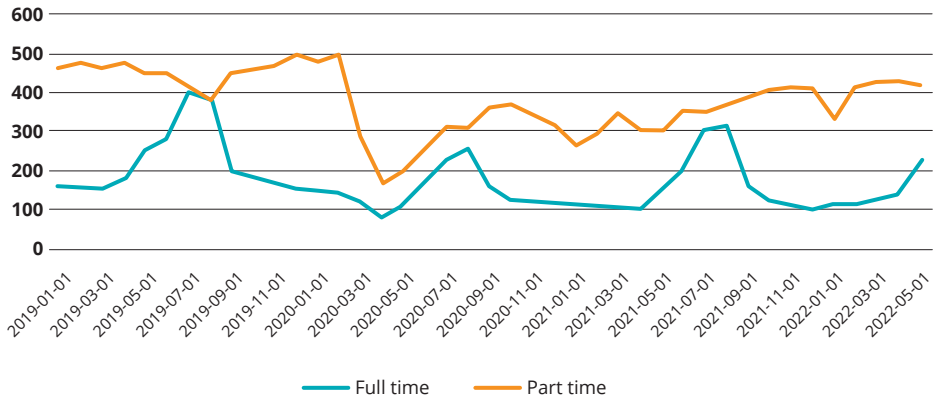
Food and beverage services industry is by far the main employer of youth



Recreation and entertainment industries are also key employers of Canada's youth workforce



Full-Time and Part-Time Youth Workers in the Tourism Sector

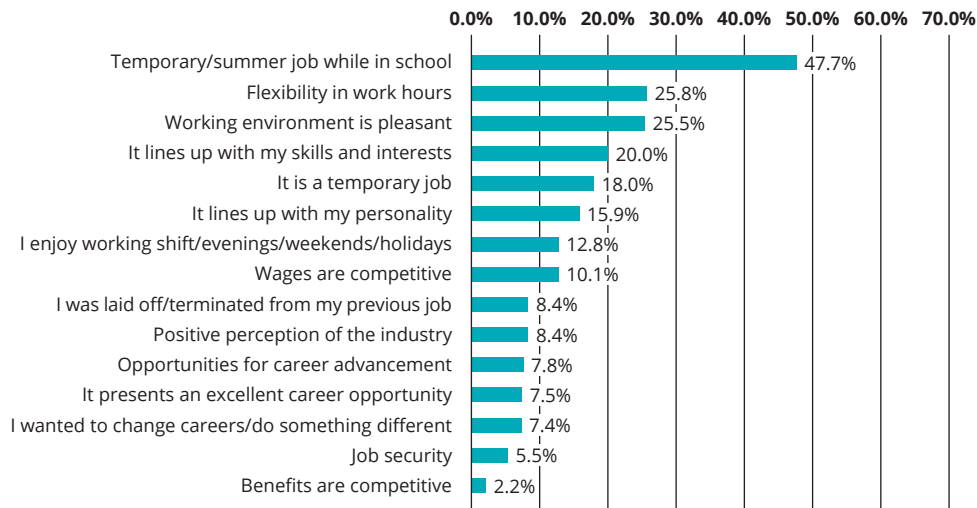


Size of youth labour force (15-24) is **highly dependent on seasonal employment**

More part-time work than full-time, especially in off-peak seasons with significant growth in full-time work during the summer

Almost half of youth (versus ¼ of non-youth) willing to work evening and weekend shifts

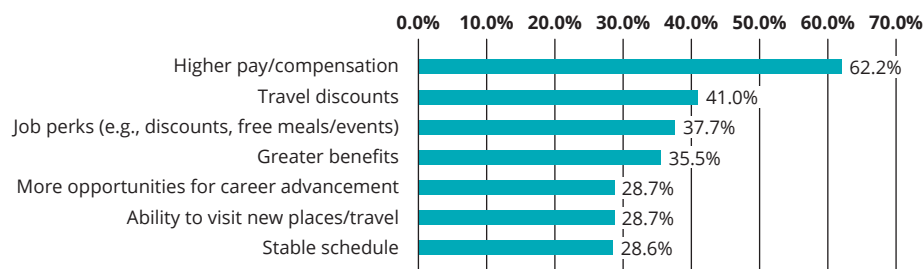
Reasons Why Youth Decided to Work in the Tourism Sector



Tourism work fits student schedules – Temporary or summer jobs while in school, flexible work hours, and pleasant working conditions

Youth like tourism jobs where they will **deal directly with the public**

Ways to Increase Youth's Willingness to Work in the Tourism Sector



Higher pay/compensation, travel discounts, and job perks other prime motivators for youth

SOURCES: Statistics Canada Labour Force Survey, May 12 to 18, 2022. Leger (2022). Canadians' Attitudes Toward Tourism as a Place of Employment and Economic Driver. January 2022. Statistics Canada 2016 Census.