



RECREATION AND ENTERTAINMENT

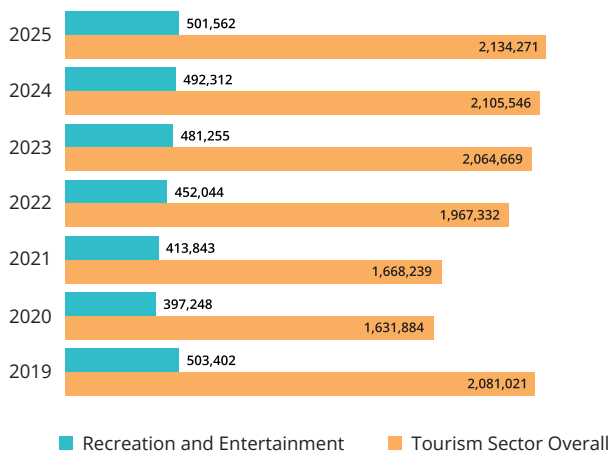
A Slower Recovery



This fact sheet summarizes some key findings from a 2022 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 into 2024 and 2025. 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 TourismHR.ca.

Number of Jobs Per Year (Actual and Projected)



The number of jobs in recreation and entertainment fell by 21% in the first year of the pandemic, and has been improving gradually since then.

The industry's recovery is projected to be slower than that of the tourism sector more generally, and is not expected to reach 2019 levels until after 2025.



National Employment History and Projections

The recreation and entertainment industry includes a disparate array of occupations and businesses, so it is not surprising that not all jobs have been equally affected by the pandemic and its associated restrictions. Occupations centred on outdoor activities tended to recover more rapidly than more indoor-oriented ones, doubtless linked to public health advice around limiting indoor group activities at the peak of the pandemic restrictions. That said, it is

interesting to note that tour and travel operator jobs are not projected to return to pre-pandemic levels before 2025: this may reflect small businesses that closed during the pandemic and have not reopened, or are operating at much smaller scales than previously. Retail-related occupations are also projected to have a slow recovery, driven in part by the shift towards online retail over the past few years.

Jobs in Recreation and Entertainment Occupations (Actual and Projected)

	2019	2020	2021	2022	2023	2024	2025
Retail and Wholesale Trade Managers	2,192	1,638	1,594	1,986	2,109	2,179	2,228
Technical Occupations Related to Museums and Art Galleries	4,807	3,254	3,947	4,644	4,798	4,795	4,825
Retail Sales Supervisors	3,031	2,410	2,505	2,958	3,053	3,106	3,148
Retail Salespersons	18,587	13,007	13,326	16,705	17,578	17,909	18,124
Tour and Travel Guides	2,035	1,224	966	1,490	1,716	1,834	1,900
Outdoor Sport and Recreational Guides	2,873	1,590	1,947	2,564	2,820	2,943	3,027
Casino Occupations	12,793	7,576	6,057	9,604	10,990	11,595	11,976
Other Customer and Information Service Representatives	13,250	11,013	12,497	13,819	14,063	14,148	14,219
Cashiers	66,136	53,435	59,251	68,817	70,647	71,168	71,821
Operators and Attendants in Amusement, Recreation, and Sport	23,765	18,040	17,432	22,291	23,595	23,796	24,036
Janitors, Caretakers, and Building Superintendents	18,687	13,877	13,946	17,468	18,725	19,233	19,607

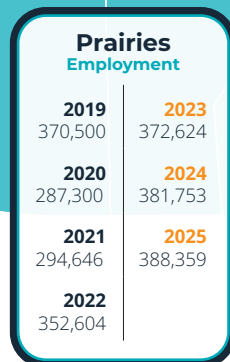
Regional Tourism Employment History and Projections

Recreation and Entertainment Jobs by Region (Actual and Projected)

Initial recreation and entertainment job losses were felt across the country, but projections for recovery show some regional differences.



Atlantic Canada, Ontario, the Prairies, and the North are expected to return to, or surpass, 2019 levels by 2023, while this same level of recovery for **Quebec and British Columbia** is not anticipated until after 2025.



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

Years
 Actual Projected

Job Vacancies and Projections

As tourism businesses began to restaff in the summer of 2021, labour supply challenges were readily apparent. Job vacancies in most occupations were higher in 2021 than in 2019, although tour and travel operators and casino occupations had lower vacancies, likely reflecting reduced staffing requirements in those industries, due to scaled back in-person operations. **Projected job vacancy rates for 2024** are highest for outdoor sport

and recreational guides (11.5%) and operators and attendants in amusement, recreation and sport (10.2%). Vacancy rate projections are generally lower in jobs requiring more experience or training (e.g., managers, supervisors, and building superintendents), suggesting that more career-oriented workers in recreation and entertainment will remain relatively stable for the next few years.

Recreation and Entertainment Job Vacancies

	Number of Vacancies			Vacancy Rate		
	2019	2020	2021	2022	2023	2024
Retail and Wholesale Trade Managers	5,566	5,173	6,108	1.4%	1.4%	1.6%
Technical Occupations Related to Museums and Art Galleries	326	188	505	4.6%	3.8%	8.0%
Program Leaders and Instructors in Recreation, Sport, and Fitness	5,094	3,670	5,464	3.9%	4.0%	5.8%
Retail Sales Supervisors	2,085	1,875	2,473	2.4%	2.2%	2.8%
Retail Salespersons	27,258	30,390	37,161	3.8%	4.7%	5.5%
Tour and Travel Guides	203	210	100	7.1%	11.1%	6.8%
Outdoor Sport and Recreational Guides	188	112	315	5.1%	5.2%	11.5%
Casino Occupations	373	288	135	2.8%	3.6%	2.2%
Other Customer and Information Service Representatives	12,368	11,000	14,784	6.3%	5.5%	6.3%
Cashiers	6,646	4,820	9,841	2.1%	1.6%	3.2%
Operators and Attendants in Amusement, Recreation, and Sport	3,350	2,023	3,118	9.2%	6.8%	10.2%
Janitors, Caretakers, and Building Superintendents	3,790	3,825	6,385	1.6%	1.8%	2.9%

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 2023, and will provide for a fuller understanding of these complex issues.

In the recreation and entertainment industry, **key challenges** will be recruiting workers into entry-level positions, and supporting existing workers in upskilling and further training, to retain them in the long run.

Increasing online business and general volatility around climate change and weather instability will continue to have unpredictable impacts on recreation and entertainment operations.



For more information please contact

613.231.6949 | info@TourismHR.ca

[TourismHR.ca](https://www.tourismhr.ca)

Funded by the
Government
of Canada

Canada

Tourism HR
Canada



RH Tourisme
Canada