

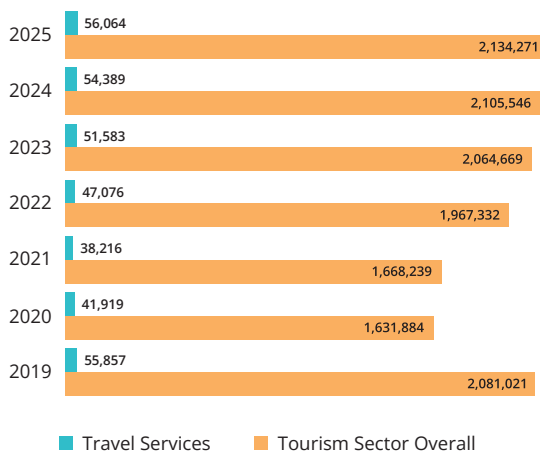
# TRAVEL SERVICES

Hit Early, Hit Hard

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](https://TourismHR.ca).

## Number of Jobs Per Year (Actual and Projected)



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

The industry began to recover in 2022, but this trajectory of regrowth is slower than the initial decline, and **numbers are not predicted to return to pre-pandemic levels until 2025.**

The initial decline is 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 events.



## National 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 by 40% to 50% by 2021 across almost all occupations, 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. Travel counsellors are not

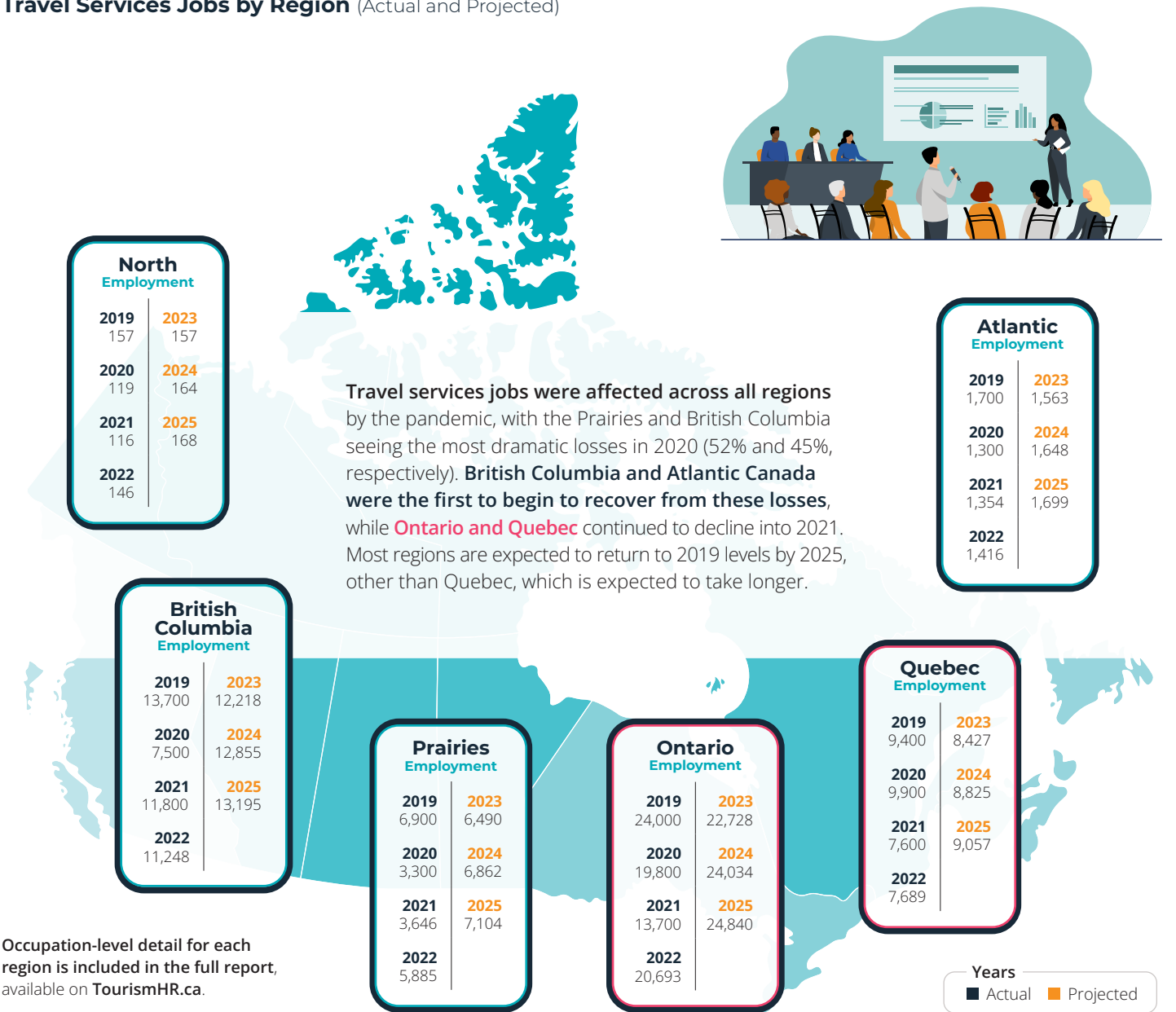
projected to return to pre-pandemic levels until after 2025, and the slow trajectory of regrowth suggests an overall decline in the use of such services for many travellers. As noted, many services formerly provided by travel professionals are becoming accessible for customer self-service, so this slow recovery is not entirely unexpected.

Jobs in Travel Services Occupations (Actual and Projected)

	2019	2020	2021	2022	2023	2024	2025
Travel Counsellors	20,050	16,678	11,771	15,913	17,610	18,712	19,348
Conference and Event Planners	4,365	2,671	2,567	3,585	3,999	4,216	4,359
Support Occupations in Accommodation, Travel, and Facilities Set-Up Services	1,892	1,200	948	1,428	1,643	1,753	1,810
Other Customer and Information Service Representatives	13,250	11,013	12,497	13,819	14,063	14,148	14,219

Regional Tourism Employment History and Projections

Travel Services Jobs by Region (Actual and Projected)



## Job Vacancies and Projections

As tourism businesses began to restaff in the summer of 2021, labour supply challenges were readily apparent, although the reduced need for some of these occupations has attenuated the effects. Job vacancies are projected across the board for 2023 and 2024, with support

occupations being the most difficult to fill. This likely reflects the lower technical or certificate requirements for these positions, meaning that front-line positions will likely remain vacant longer than those requiring more experience or training.

### Travel Services Job Vacancies

	Number of Vacancies			Vacancy Rate		
	2019	2020	2021	2022	2023	2024
Travel Counsellors	618	730	583	2.8%	3.8%	4.2%
Conference and Event Planners	364	573	508	1.4%	2.9%	2.7%
Support Occupations in Accommodation, Travel, and Facilities Set-Up Services	356	278	198	8.4%	9.6%	8.7%
Other Customer and Information Service Representatives	12,368	11,000	14,784	6.3%	5.5%	6.3%

## 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.

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.

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

