



Tourism Labour Market
Research Agenda 2021-2024

Tourism **HR**
Canada



RH Tourisme
Canada

Maintaining a Foundational Labour Market Forecasting and Intelligence System 2021 – 2024

PRINCIPAL
STATS

1

ANNUAL
LABOUR
MARKET
FORUM

2

TOURISM
HUMAN
RESOURCE
MODULE

3

WORKFORCE
SUPPLY AND
DEMAND

4

SPECIAL LM
RESEARCH
INITIATIVES

5

PERCEPTIONS/
SENTIMENTS
SURVEYS

6

STATE OF
INDUSTRY
RECOVERY

7

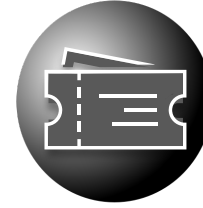
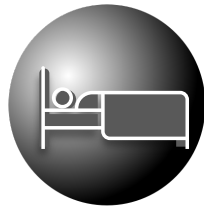
RESEARCH
SERVICES

8



PRINCIPAL STATS

Foundational data that defines the tourism labour market



Primary Data Sources

Statistics Canada, e.g.

- Census 2021
- Monthly Labour Force Surveys
- Job Vacancy Rates
- Hours and Wage Summaries

Use and Dissemination

Rapid research Tool

Employment Tracker

Various, tailored reports and data requests



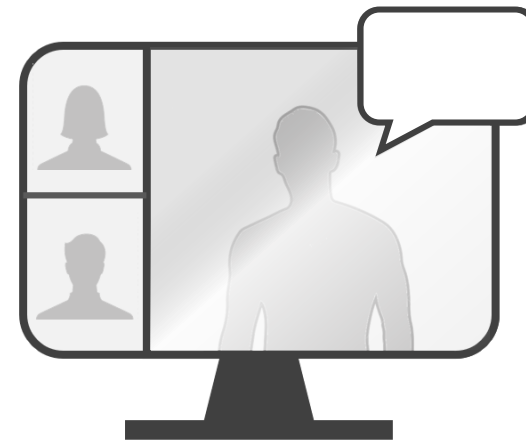
ANNUAL LABOUR MARKET FORUM

Stakeholder consultation on prevailing labour market issues resulting in annual Tourism Labour Market Strategy + Action Plan

2



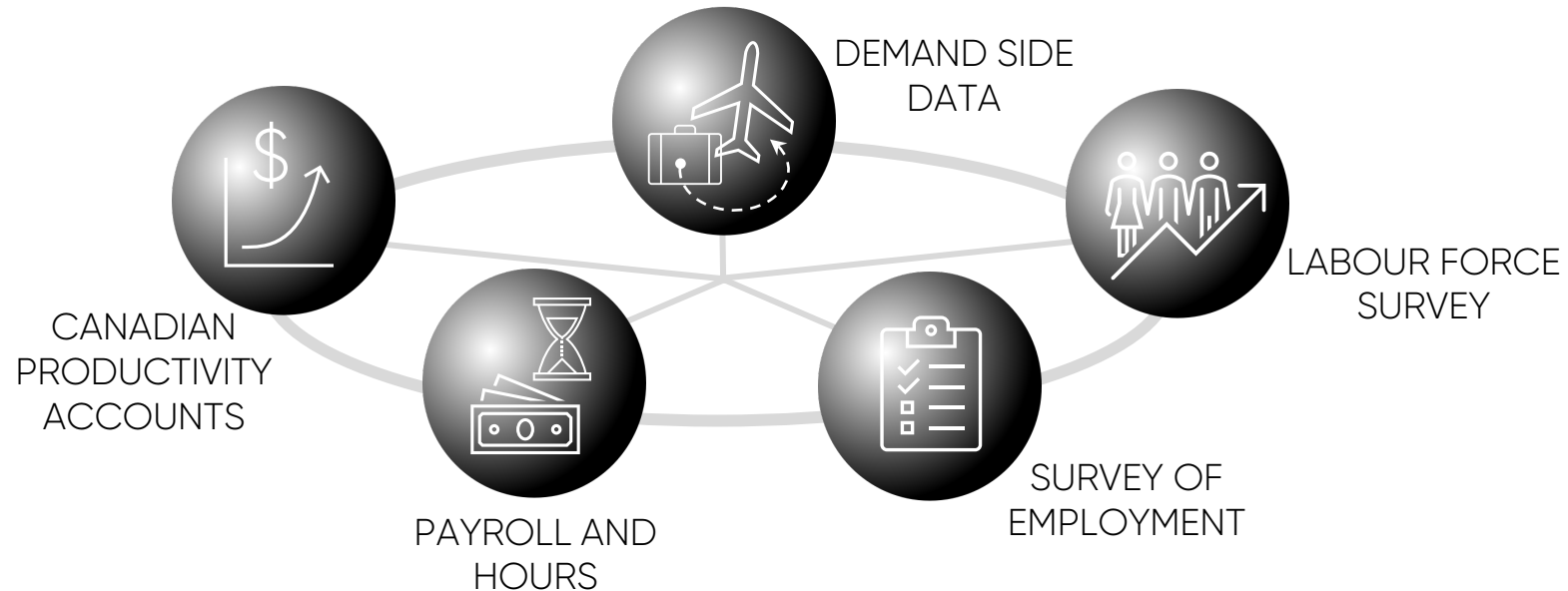
+



HUMAN RESOURCE MODULE

Foundational dataset to provide comparable, detailed information on jobs, hours of work, and labour earnings for each province and territory.

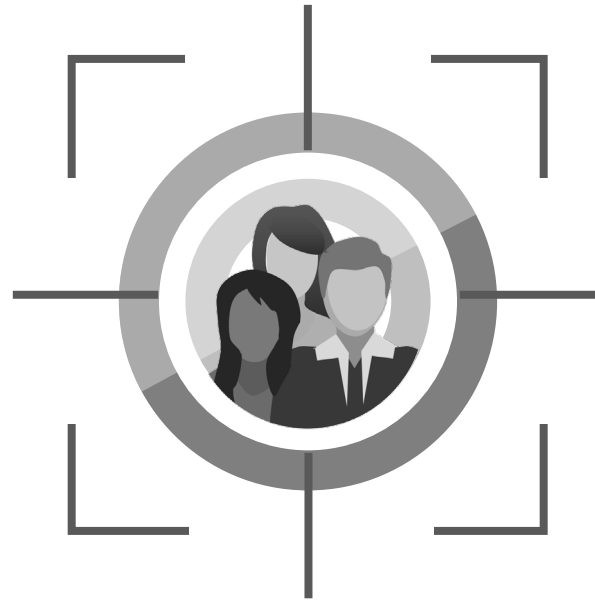
3



WORKFORCE SUPPLY AND DEMAND

Tourism labour market projections to 2035
to inform policies and business decisions

4



SPECIAL LABOUR MARKET RESEARCH INITIATIVES

Evolving and topical LM research initiatives: primary and secondary research to address systemic and acute workforce issues.

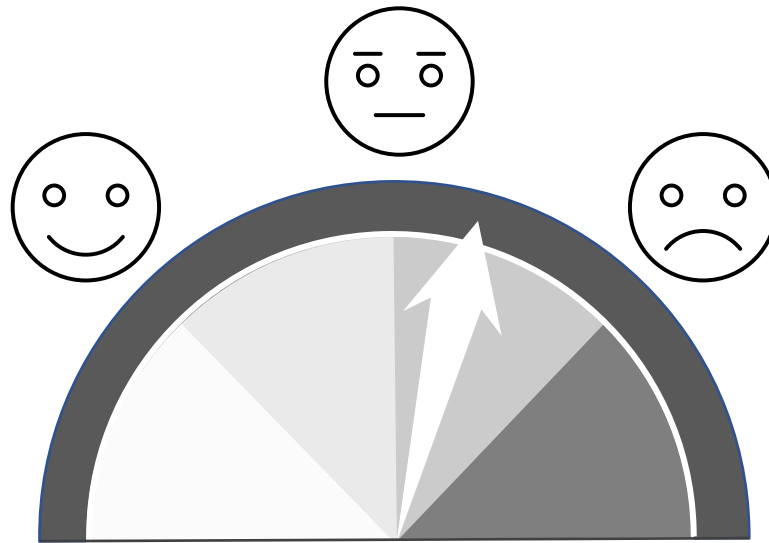
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PERCEPTIONS/SENTIMENTS SURVEYS

Tracking and measuring reputational damage

6



STATE OF INDUSTRY RECOVERY

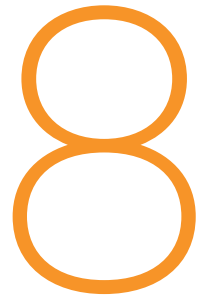
Ongoing tracking of the impact of COVID-19

7

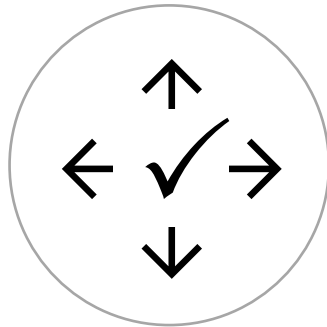


RESEARCH CAPACITY

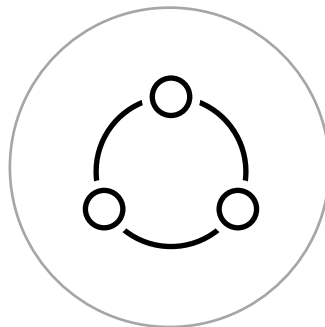
Added capacity to effectively respond to increased and evolving LMI enquiries



INVEST IN
TECHNOLOGY



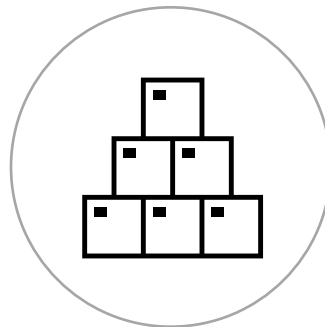
ENHANCED
DISSEMINATION



INCREASED
PARTNERSHIPS



OUTREACH
CONSULTATION



STOREHOUSE
HUB FOR LMI

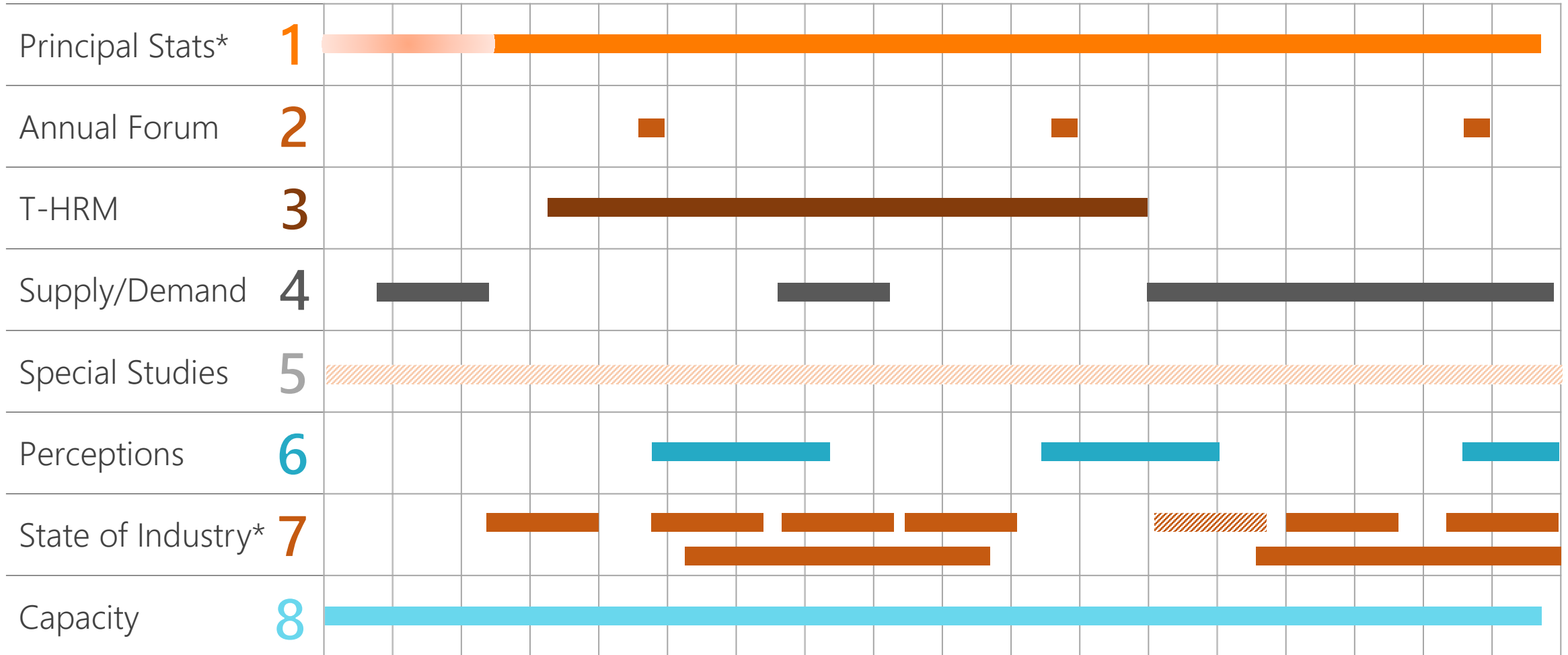


2022

2023

2024

D	J	F	M	A	M	J	J	A	S	O	N	D	J	F	M	A	M	J	J	A	S	O	N	D	J	F	M	A	M	J	J	A	S	O	N
1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	32	33	34	35	36



Tourism HR Canada is a pan-Canadian organization with a mandate aimed at building a world-leading tourism workforce. Tourism HR Canada facilitates, coordinates, and enables human resource development activities that support a globally competitive and sustainable industry and foster the development of a dynamic and resilient workforce.

Tourism HR Canada is your source for current human resources issues and solutions, and works with the industry to attract, train, and retain valuable tourism professionals by giving them the tools and resources they need to succeed in their careers and entrepreneurial endeavours.

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