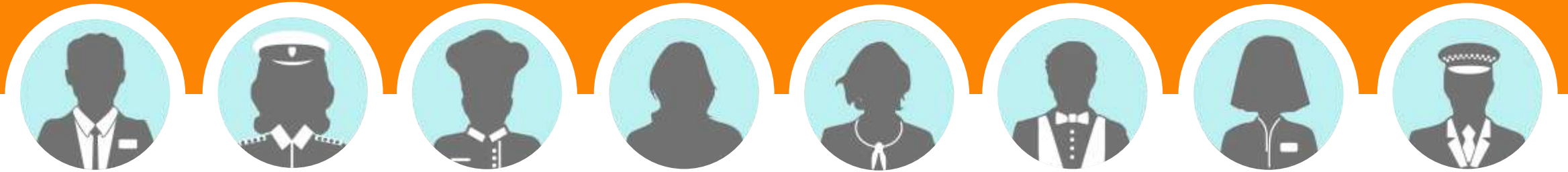


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Building Canada's Tourism Sector

20 September 2018 · HUNTSVILLE



Industry Labour Shortages: Today and the Path Forward

Tourism **HR**
Canada



RH Tourisme
Canada

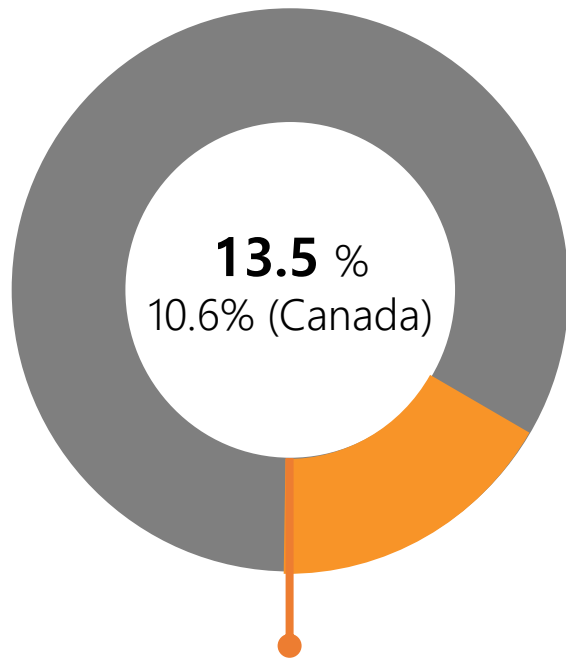


EXPLORERS'
EDGE

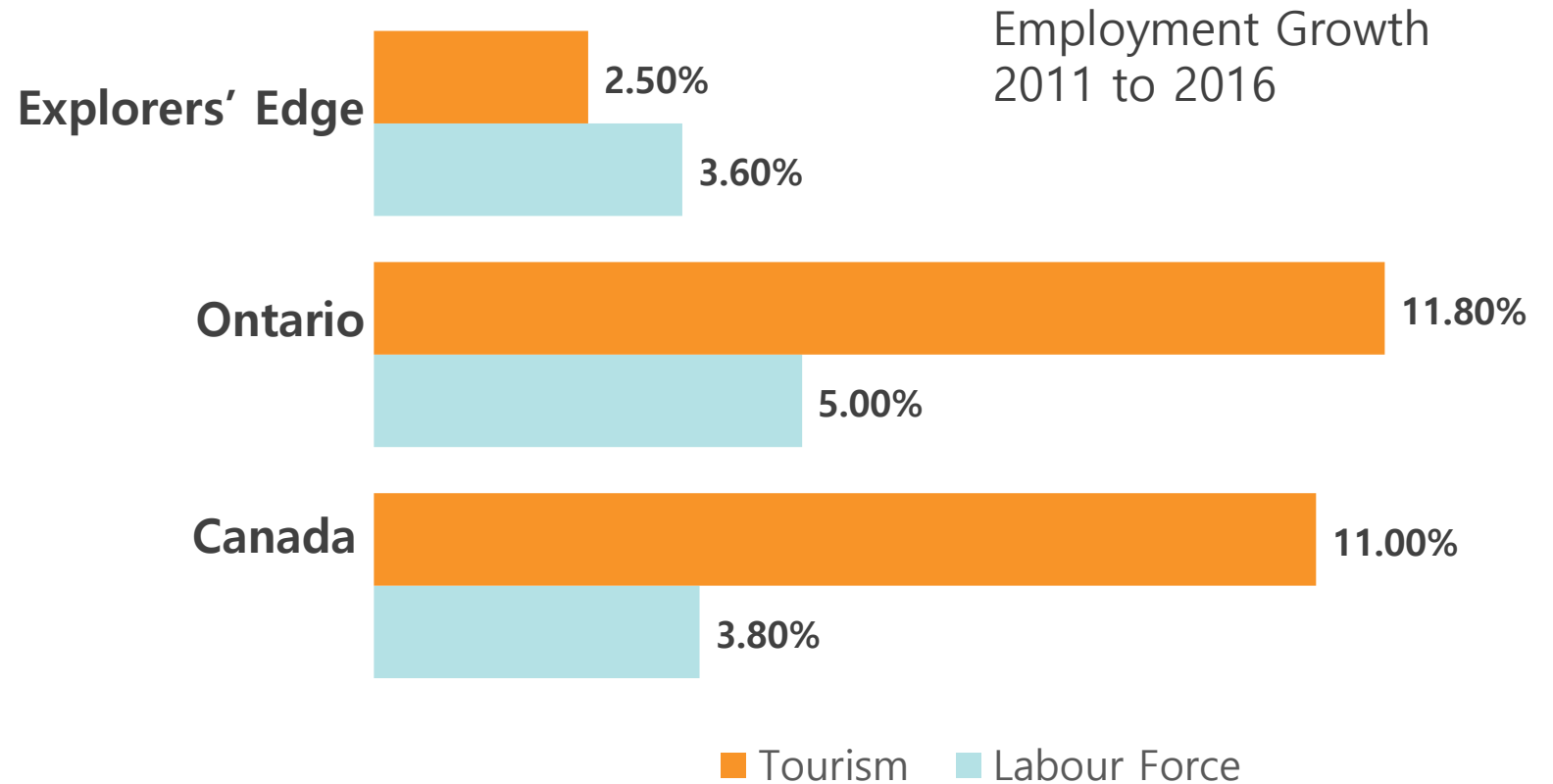
Naturally Adventurous

Parry Sound Muskoka

Local Tourism Sector Statistics



Share of Local
Labour Force (2016)



Third Largest Employer

Retail Trade



Construction



Tourism



Health/Soc. Asst.



Manufacturing



0

1000

2000

3000

4000

5000

6000

7000

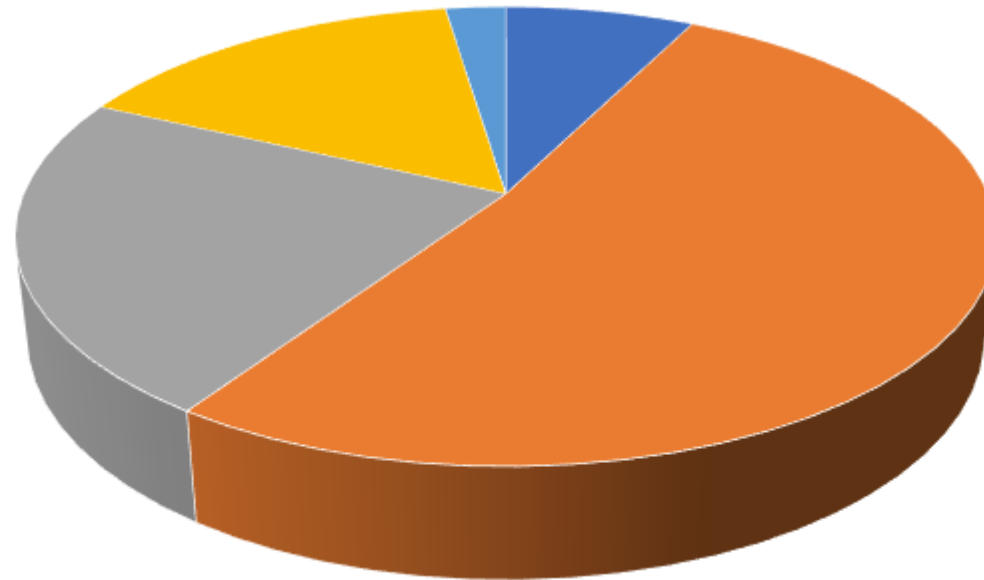


Parry Sound Muskoka

Local Tourism Sector Statistics

5,700

Sector Share Ontario



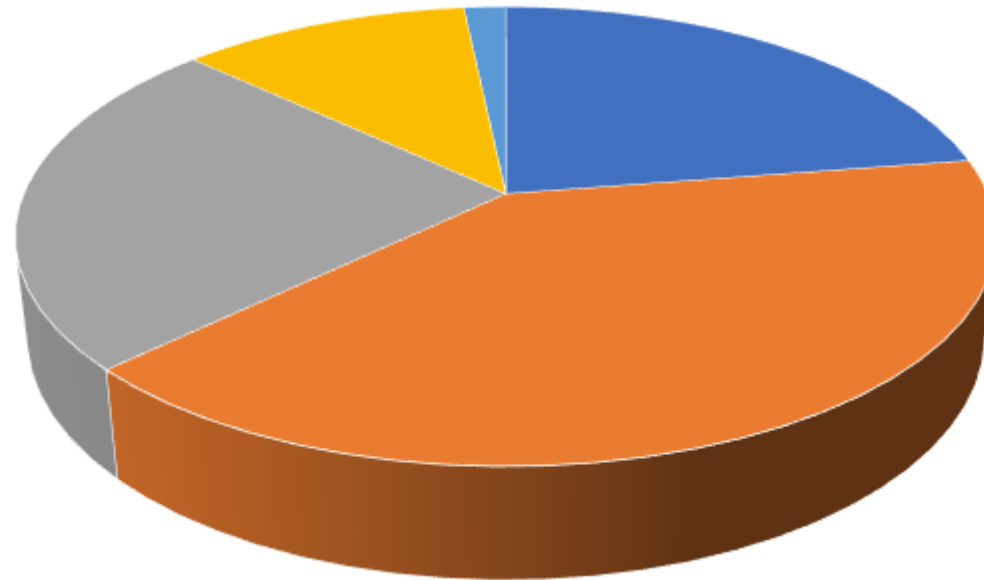
■ Accommodation ■ Food and Beverage Services ■ Recreation / Entertainment ■ Transportation ■ Travel Services

Parry Sound Muskoka

Local Tourism Sector Statistics

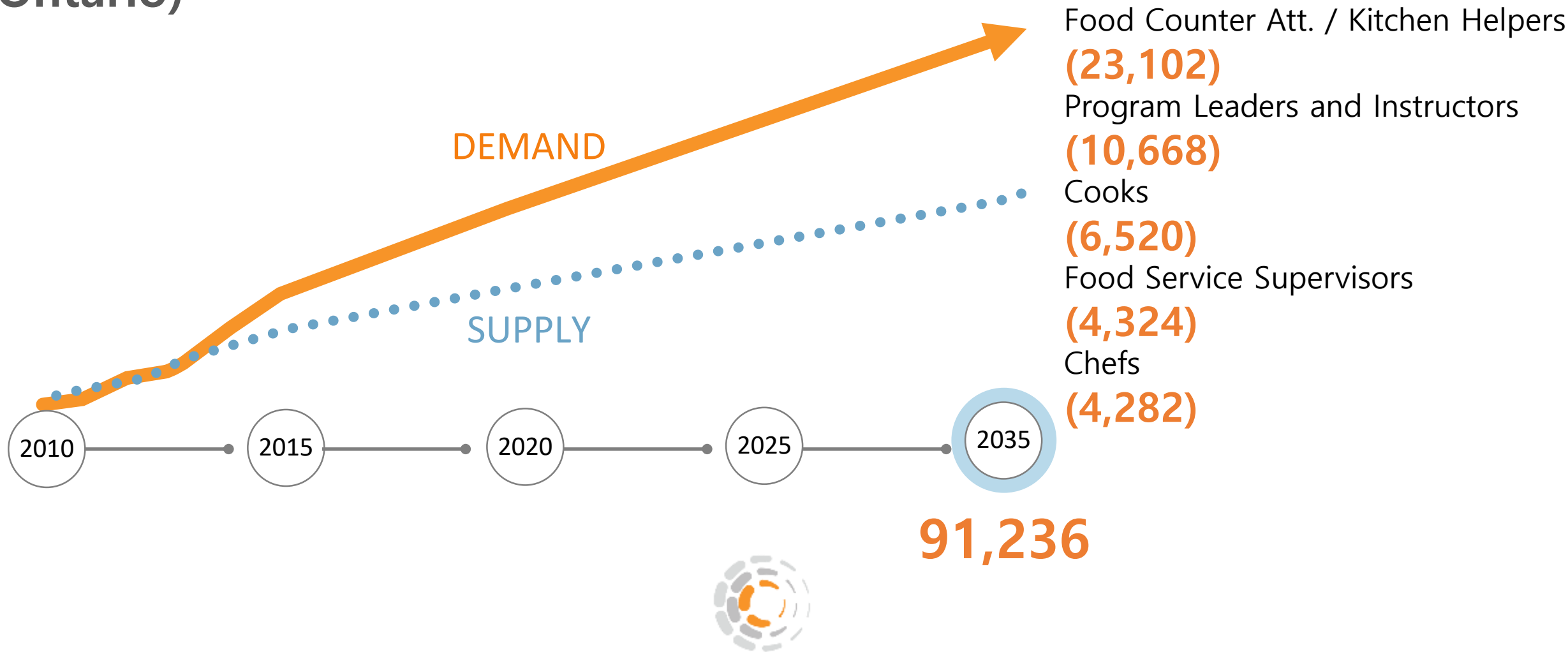
5,700

Sector Share RTO 12

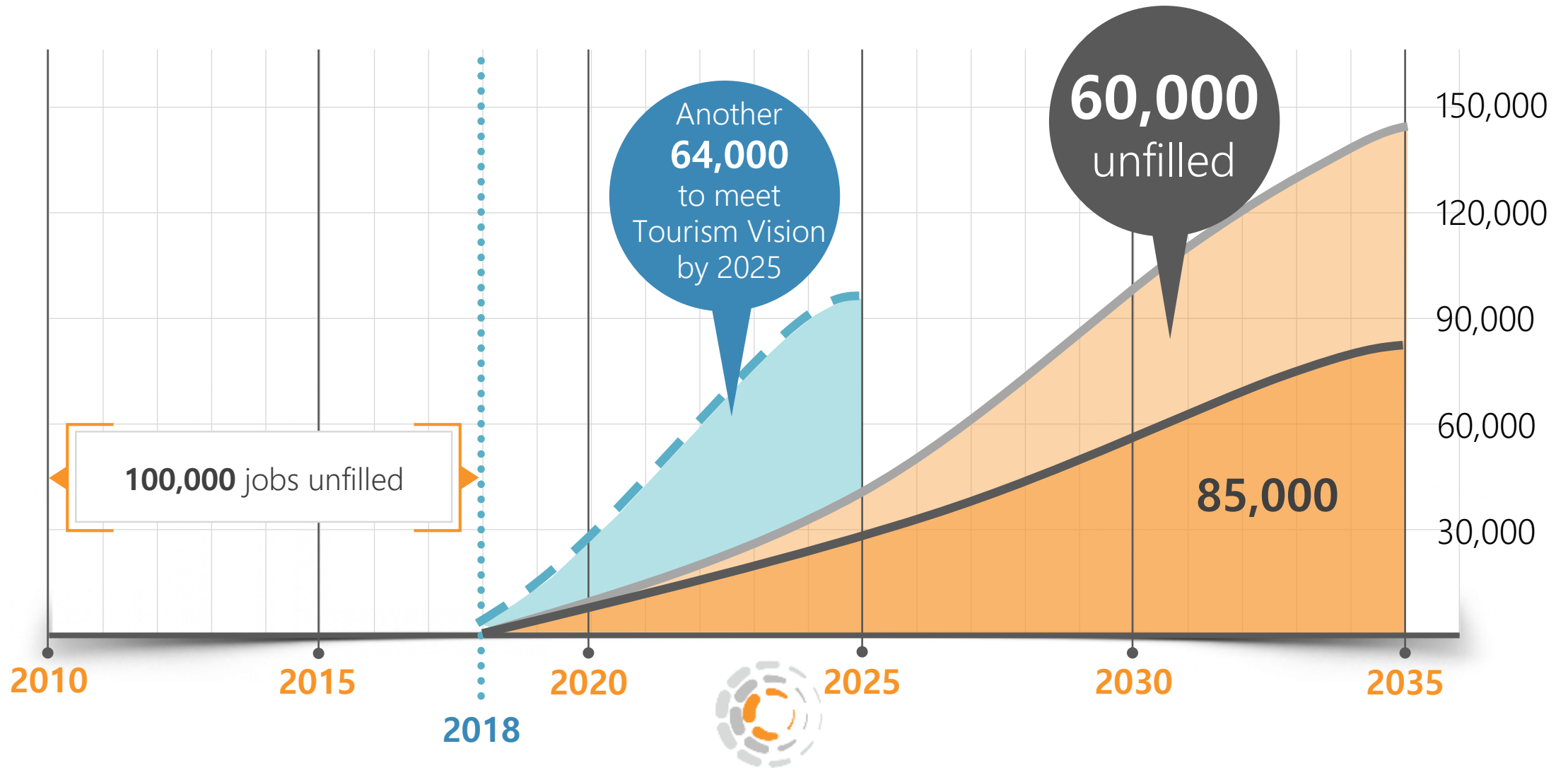


■ Accommodation ■ Food and Beverage Services ■ Recreation / Entertainment ■ Transportation ■ Travel Services

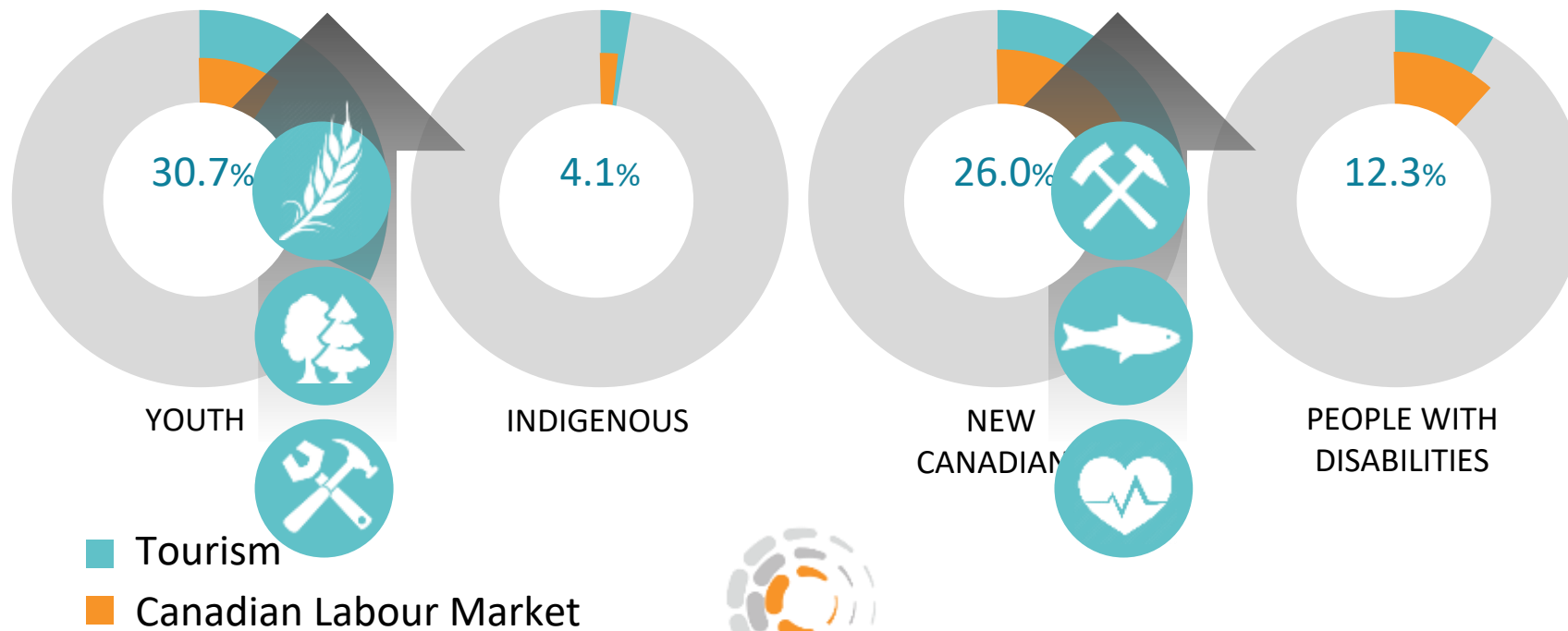
Unfilled Jobs Hampered Growth (Ontario)



Unfilled Jobs, Lost Revenues

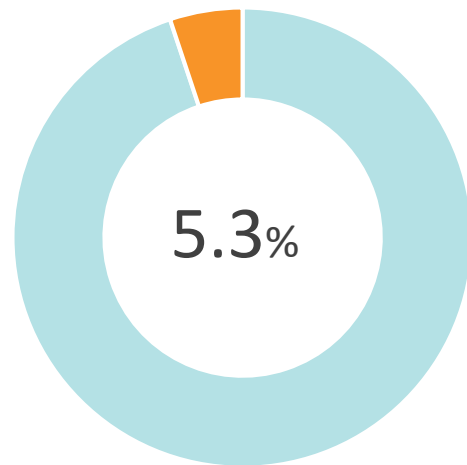


Focused Strategies, Current Priorities



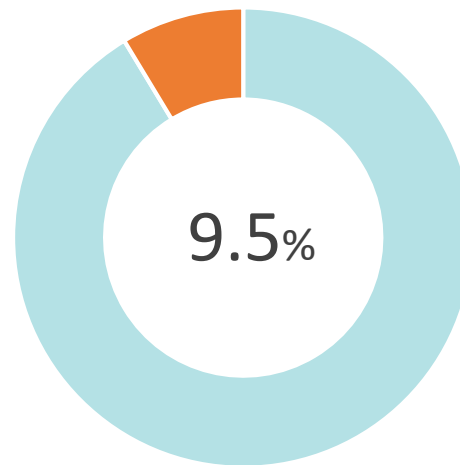
Demographics :Parry Sound -- Muskoka

Aboriginal Identity



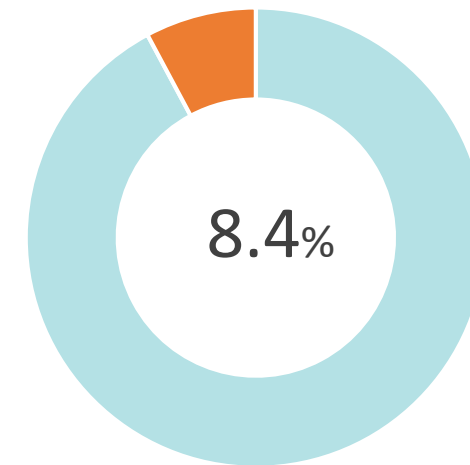
■ Non Indigenous ■ Indigenous

Youth



■ Total Population ■ 15 to 24

Immigration

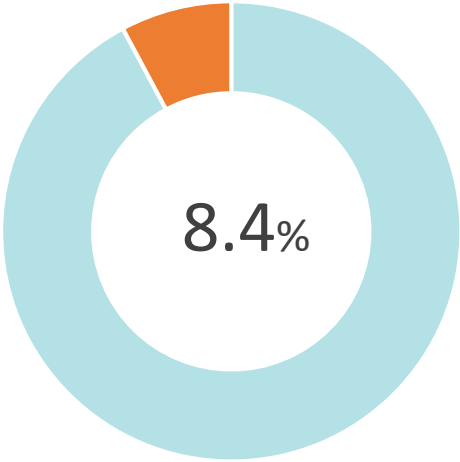


■ Non Immigrants ■ Immigrants

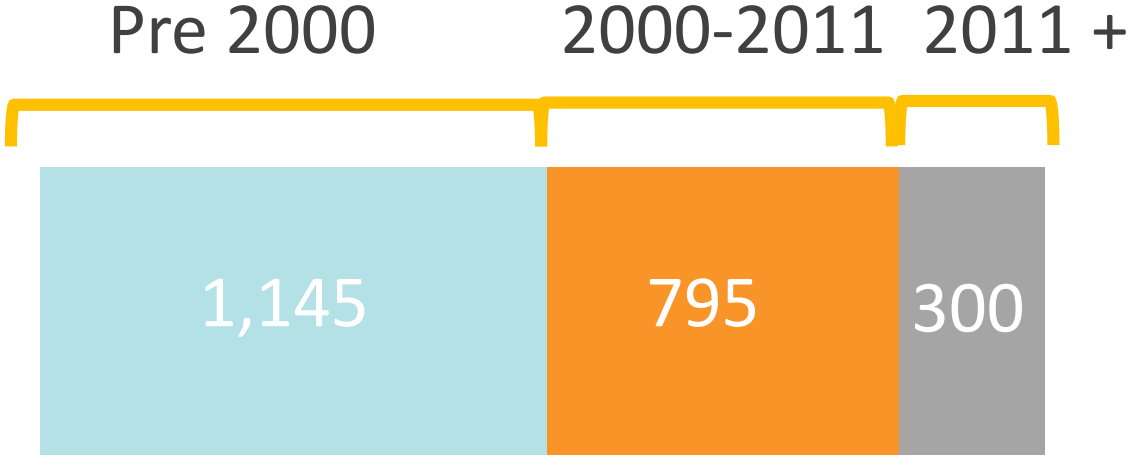


Demographics :Parry Sound -- Muskoka

Immigration

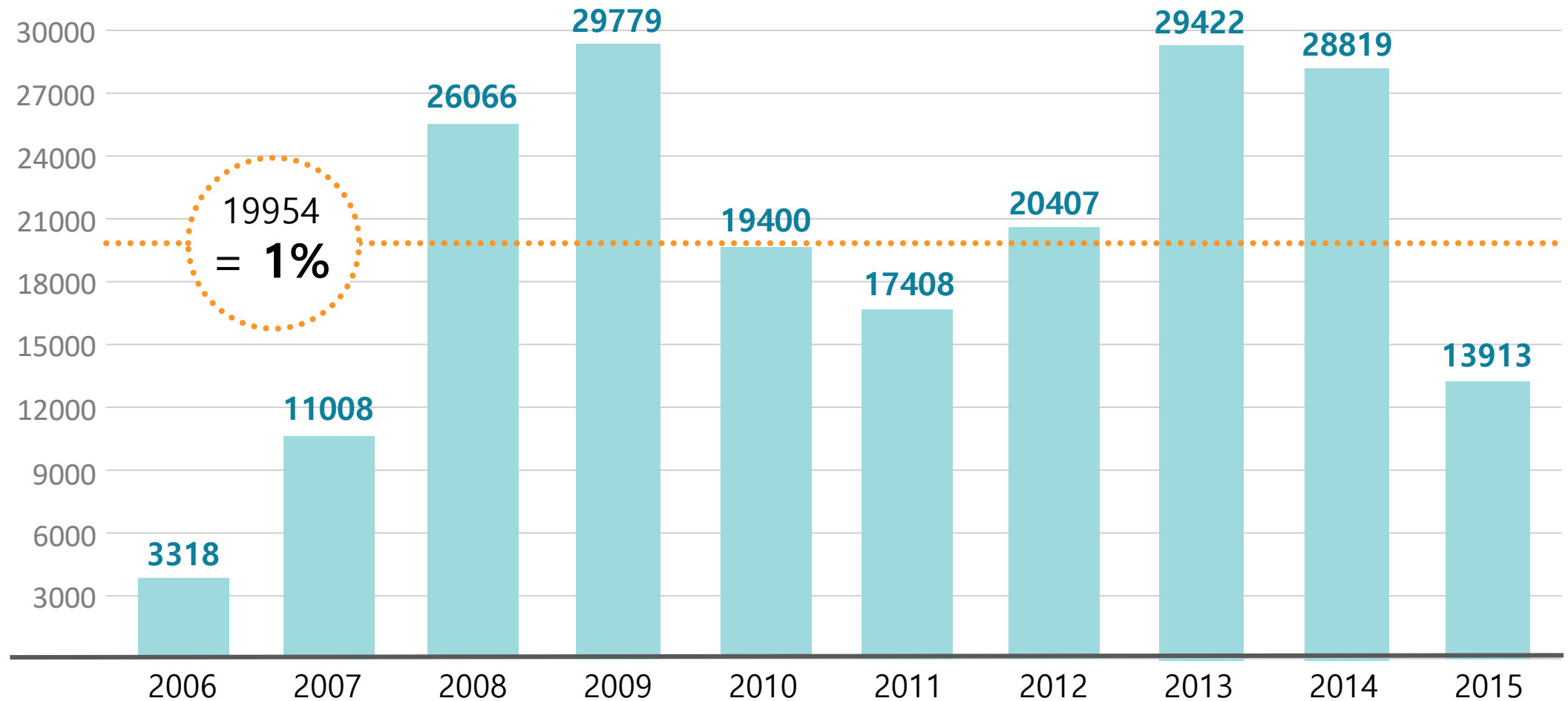


■ Non Immigrants ■ Immigrants

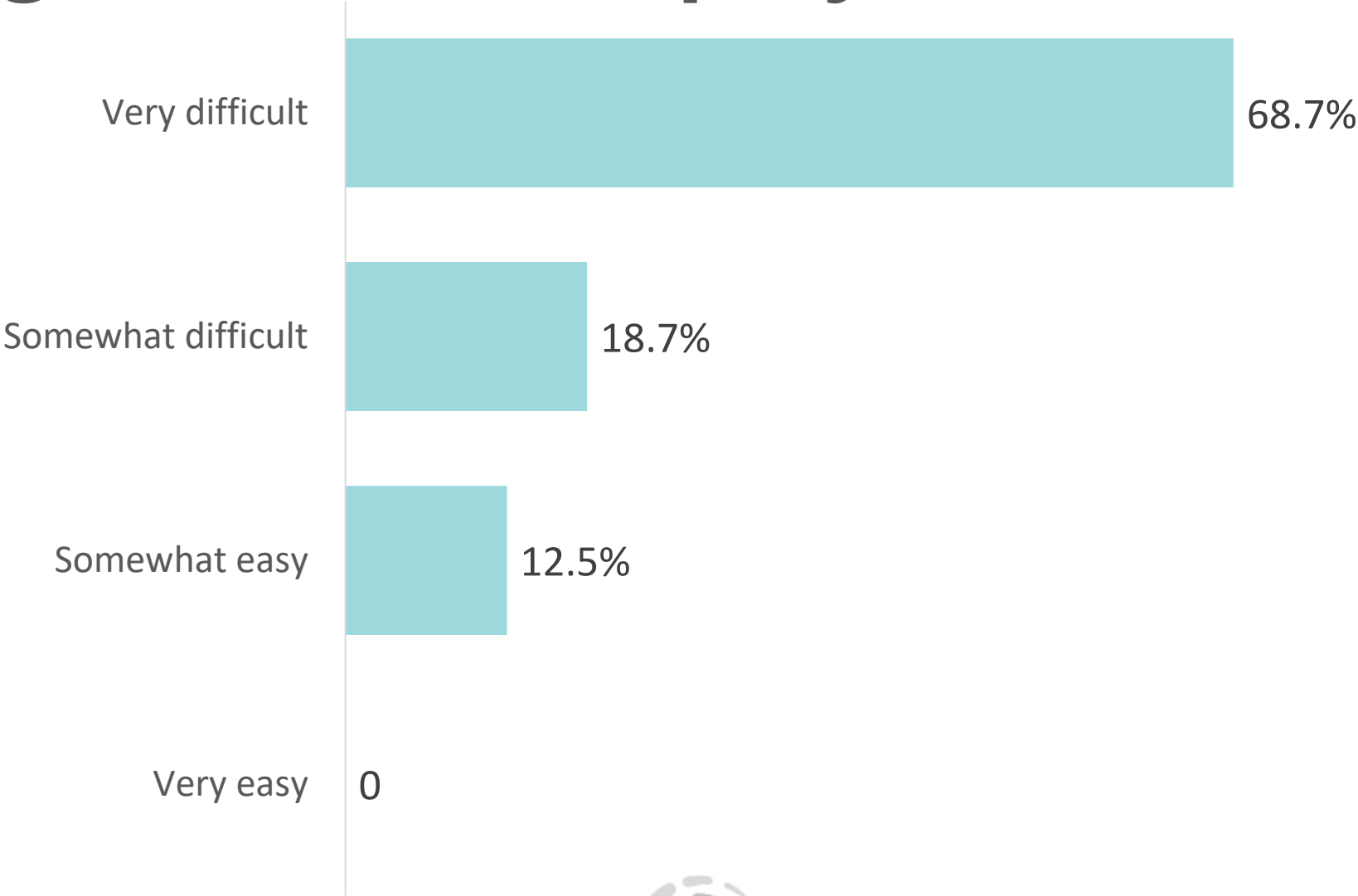


'Low Skilled' Temporary Foreign Worker Pilot

Accounts for 1.1% of Tourism Labour Market

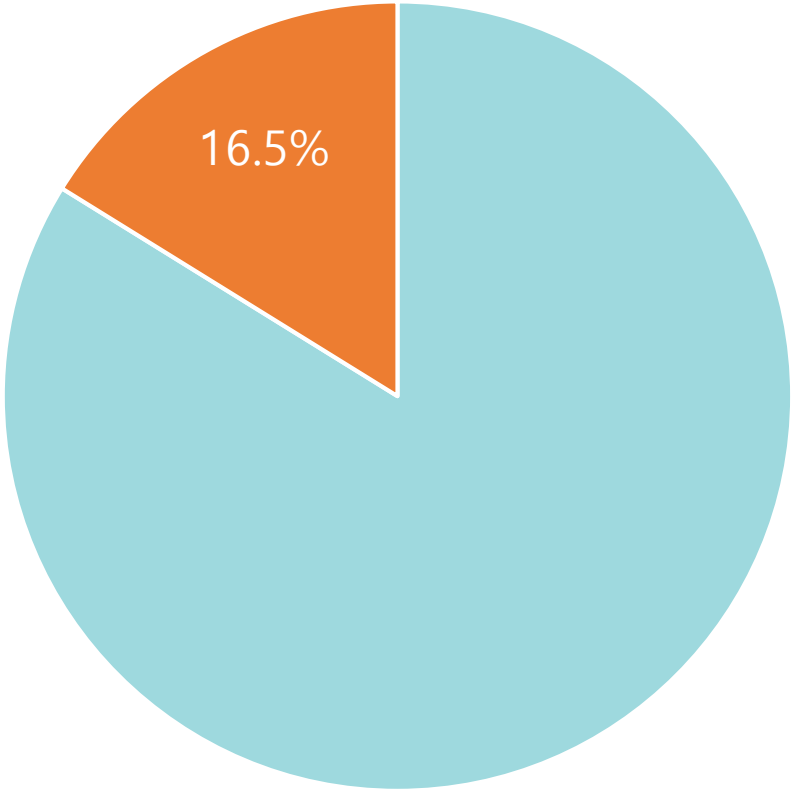


Finding Seasonal Employees



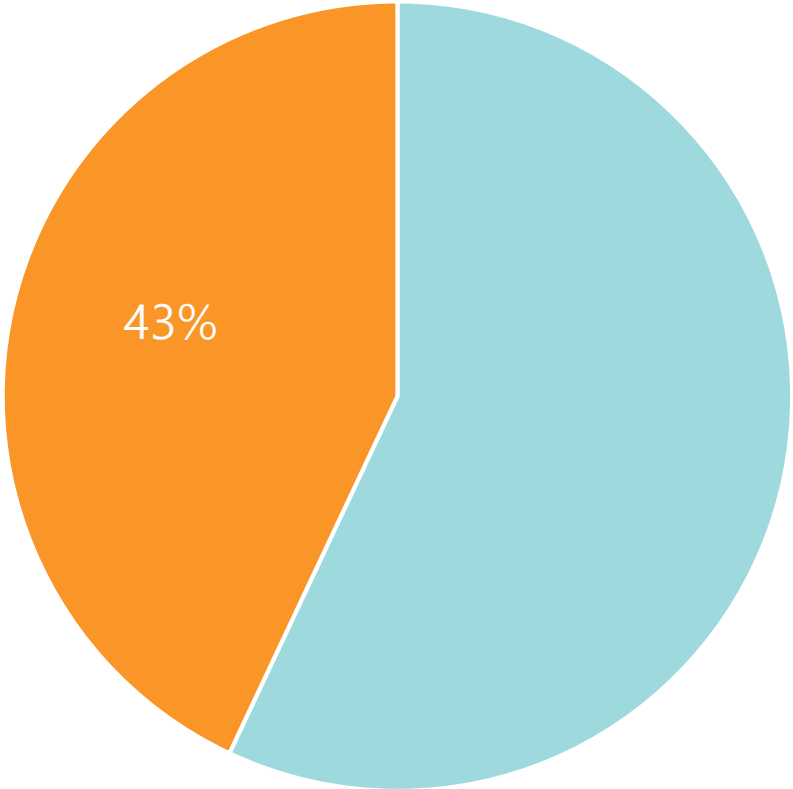
Vacancies

Share of Seasonal Positions



■ Seasonal positions in 2017? ■ Share left unfilled

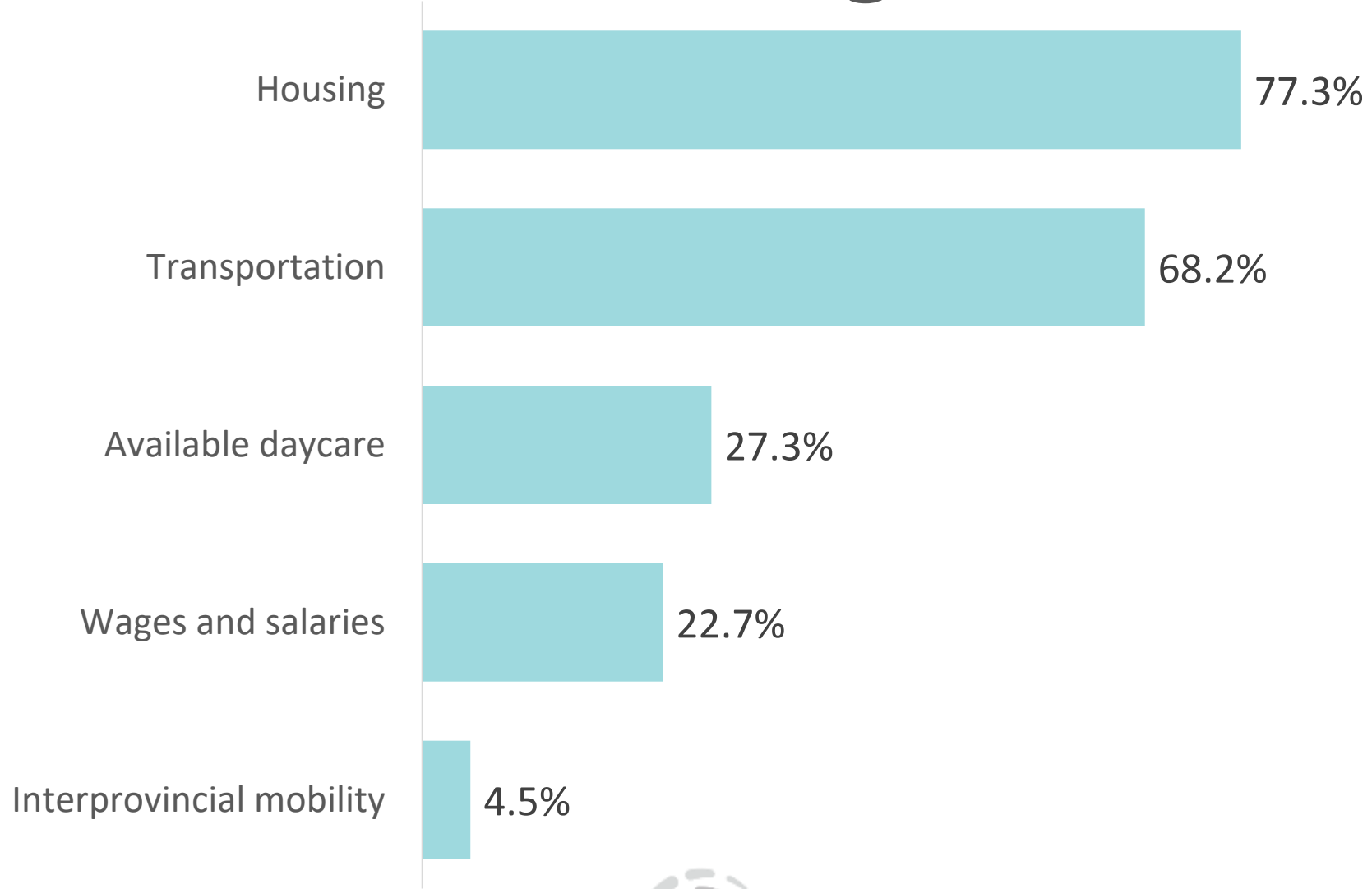
Returning Employees



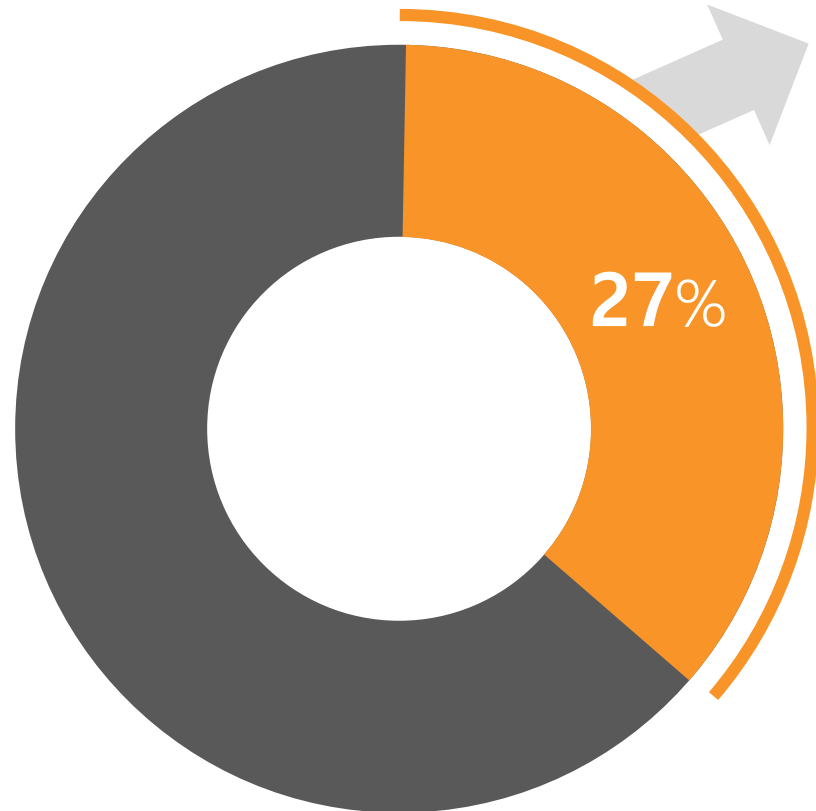
■ Total employees hired in 2017 (seasonal) ■ Returning employees



Impediments to Hiring



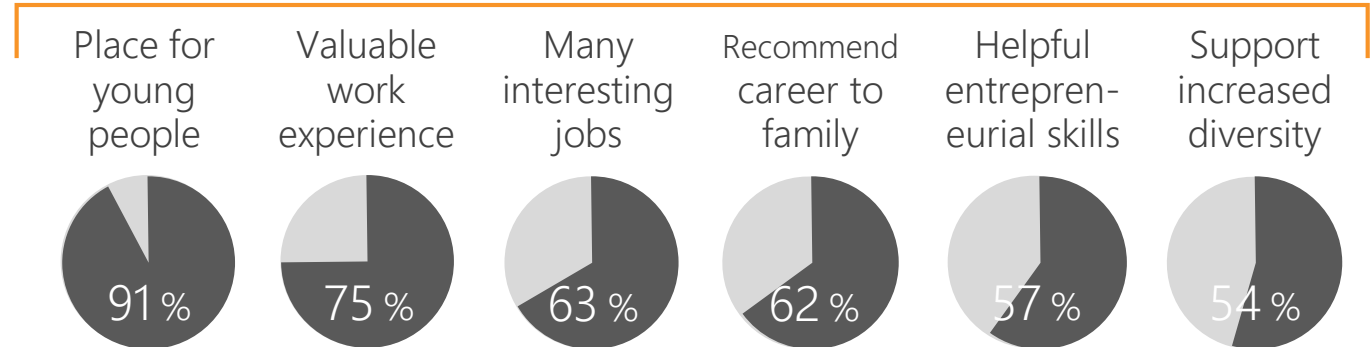
Perceptions of Tourism Among Canadians



ACQUIRED SKILLS

- 73%** customer service
- 69%** communication skills
- 67%** people skills
- 66%** ability to deal with difficult people

PERCEPTIONS FROM CANADIANS WITH NO TOURISM EXPERIENCE



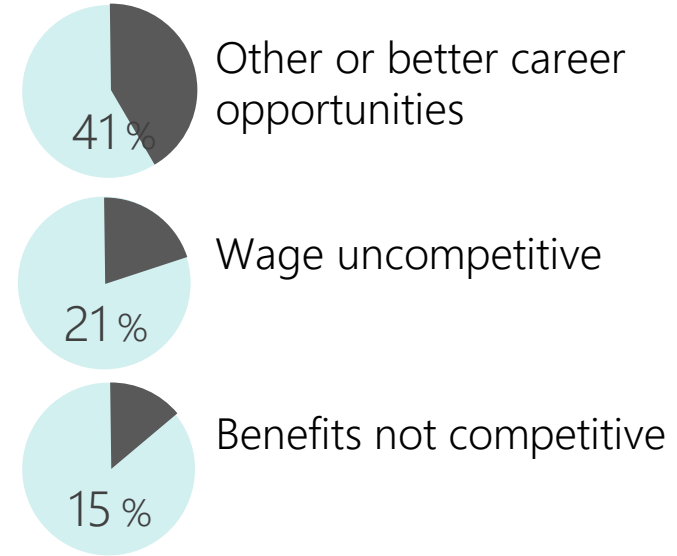
Perceptions of Tourism Among Canadians



Most common reasons people left...



Reasons never considered working in tourism...



43%

Tourism provides **opportunities for career advancement**

32%

Tourism workers are **appreciated by their employers**

31%

Benefits are competitive

23%

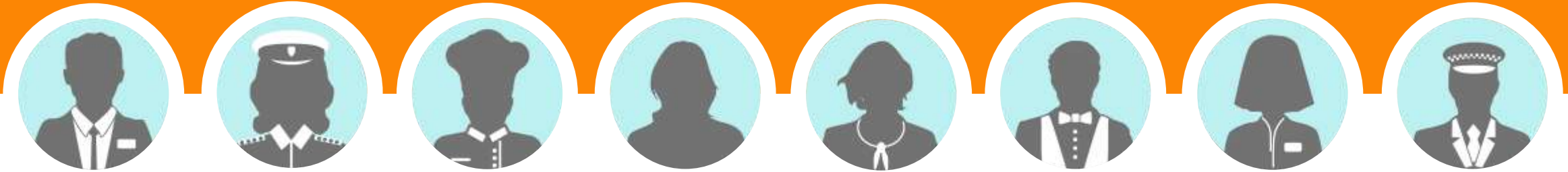
Wages are competitive



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Industry Labour Shortages: Today and the Path Forward

<https://www.research.net/r/RT012>



Q1

Finding and keeping workers is the main challenge we are hearing from Tourism operators across Canada. We know the shortages are particularly acute in rural Canada. Briefly, let's hear from you: **Are you having difficulty finding workers? How is it different than three or four years ago?**

Q2

We hear about a shift towards more diversity and affluence among travellers due to aging populations, more disposable income, and more 'open borders' that enable people to travel like never before. **What has your company done to prepare for this changing market? How does it impact the type of product and service that you offer?**

Q3

New markets and changing visitor expectations have changed the way we work. Jobs have become more complex and there is a growing need for highly skilled workers or workers with new skills. Think back 5 years ago compared to today – **what trends or changes are impacting your businesses and what do these mean for the staff?**

Q4

Let's talk about solutions – things that have worked, insights, tips or other strategies you have employed that help you attract and retain workers.

Give us one brilliant example that other operators will want to emulate.

Incentives
for employee
retention?

Strategies
for succession
planning?

Specific tips
for new hires
or seasonal
workers?

Q5

Part of solving the labour crisis is deciding where to allocate the scarce funding. This is about setting priorities as an industry and working with policy folks to direct resources at activities that will get us the results we need. **In your opinion, what program or policy is needed to help solve the labour issues in tourism?**

Thank You

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TourismHR.ca

<https://www.research.net/r/RT012>

Tourism **HR**
Canada



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Performance Matters.