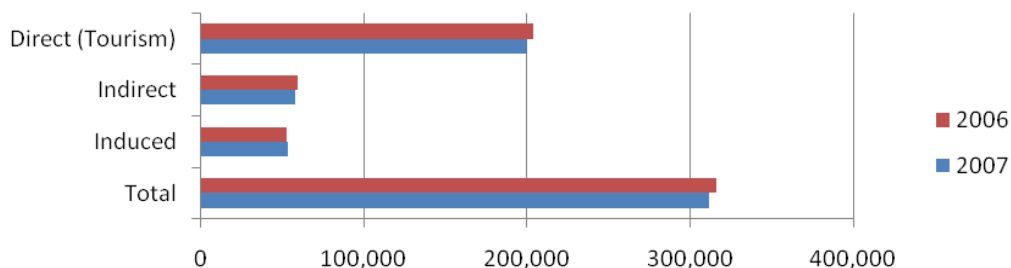


Labour Shortages Emerge as Economy Recovers in Tourism Industry

Employment Generated by Tourism



Fast Facts

- The supply of labour for Ontario's tourism industry could fall short of demand by 9.5% in 2025
- Shortages in Ontario are projected to be most acute in Food and Beverage Services
- Unemployment rate in the tourism sector was 8.0% in April 2011
- Ontario Tourism Education Council (OTEC) has taken great strides to enhance workforce development in this industry. For more information visit www.otec.org

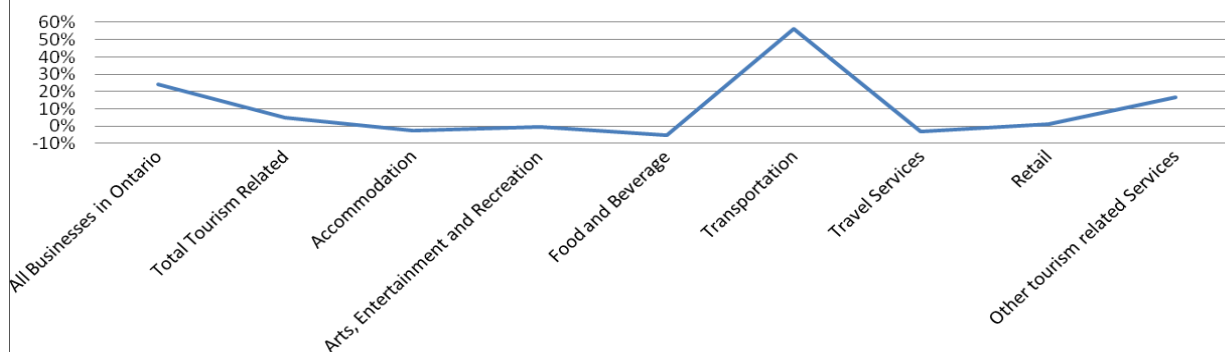
Generally speaking, an industry is considered a tourism industry if it would cease to exist, or continue to exist only at a significantly reduced level of activity, as a direct result of the absence of tourism. The five industry groups included in tourism are as follows: transportation, accommodation, food and beverage services, recreation and entertainment and travel services.

In 2007, the tourism industry generated 311,680 jobs for people living in Ontario; a decline of over 4,500 jobs from the previous year. Though employment decreased from 2006 to 2007, the Canadian Tourism Human Resource Council reported a 10,000 job shortage in 2007. As economic conditions improve, labour shortages will re-emerge and worsen progressively over the long term. By 2025, this shortage could potentially grow to 80,000 across the province.

Source: Statistics Canada, Ontario Ministry of Tourism and Culture; Canadian Tourism Human Resource Council, 2010

Business Growth Highest in Transportation

% Change in Number of Tourism-Related Businesses in Ontario 2000-2009



From 2000 to 2009, tourism-related businesses increased by 5% compared to 24% for all businesses in Ontario. The transportation industry maintained the largest growth during this period, boosting over 55% increase from 2000 to 2009. In addition, the transportation industry has a high proportion of aging workers. This suggests employment opportunities will come from business growth as well as an increased need to replace retiring workers in the near future.

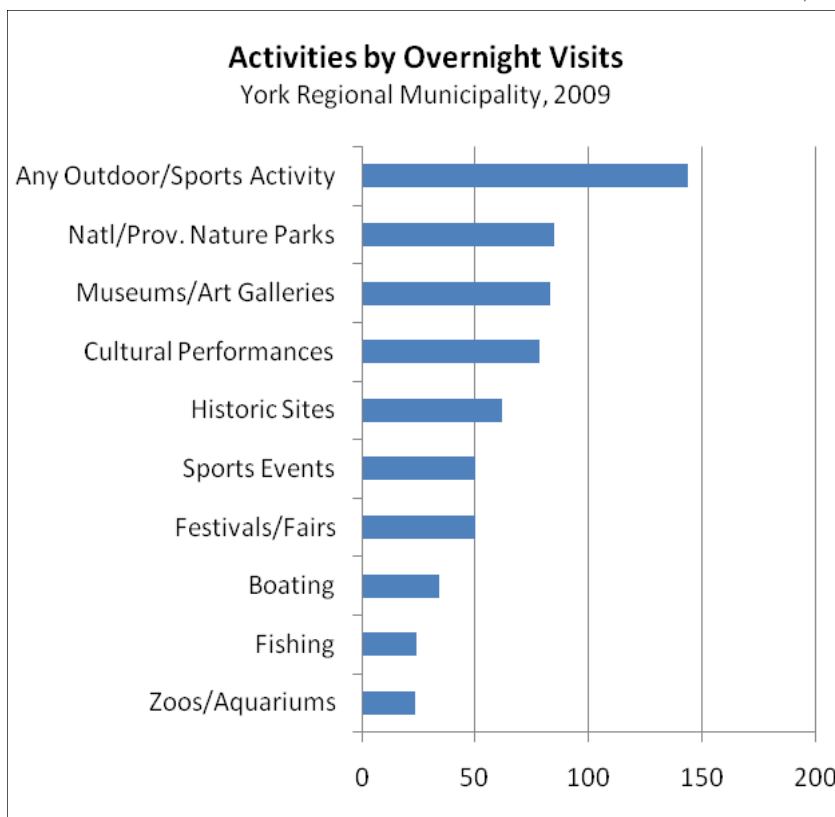
Source: Statistics Canada; Ontario Ministry of Tourism and Culture

Top Occupations in Tourism¹

NOC	Occupational Title	Median Income in Region ²	Top Essential Skills in Tourism ³
2271	Air pilots, flight engineers	\$76,340	<ul style="list-style-type: none"> • Oral communication • Problem solving • Computer use • Money math • Numerical estimation <p>Other important skills in tourism include: customer service, leadership, and teamwork.</p>
6242	Cooks	\$21,989	
6433	Airline sales and service agents	\$43,009	
6435	Hotel front desk clerks	\$23,766	
6443	Casino occupations	\$40,450	
6453	Food and beverage servers	\$16,047	
6641	Food counter attendants and kitchen helpers	\$20,333	
6671	Attendants in amusement, sport and recreation	\$42,391	
7412	Bus drivers, subway operators, other transit operators	\$49,928	
8612	Landscaping and ground maintenance labourers	\$27,955	

The tourism industry is facing a potentially severe labour shortage over the next 15 years. The Baby Boomer generation, which makes up 30% of the labour force, is beginning to reach the age of retirement. This will create job opportunities across all sectors of the tourism industry. The occupations listed above are anticipated to be in high demand as labour shortages increase. While education varies among these occupations, the top 5 skills required to succeed include: strong oral communication, problem solving, computer use, money math and numerical estimation.

Source: ¹ Canadian Tourism Human Resource Council; ² Statistics Canada, 2006 Census; ³ Ontario Skills Passport



Source: Ontario Ministry of Tourism and Culture, 2009

Travel Trends

Since the second half of 2009 there has been an upward trend of tourism spending by Canadians at home. In the first quarter of 2011, tourism spending at home increased by 1.0%.

During this same period Statistics Canada recorded a decrease of 3.5% in spending by international visitors in Canada. Lower spending was recorded on most tourism services, including transportation, which declined 2.4%. Not surprisingly, fuel consumption fell 7.1%, as same day car travel from the United States declined.

Overall tourism gross domestic product (GDP) was unchanged in the first quarter compared with the fourth quarter of 2010.

Source: Statistics Canada, The Daily, June 29, 2011

**EMPLOYMENT
ONTARIO**

FOR MORE LABOUR MARKET INFORMATION

VISIT WWW.THELABOURMARKETGROUP.CA

Workforce Planning
Ontario
www.workforceplanningontario.ca