



CANADIAN TOURISM
HUMAN RESOURCE
COUNCIL

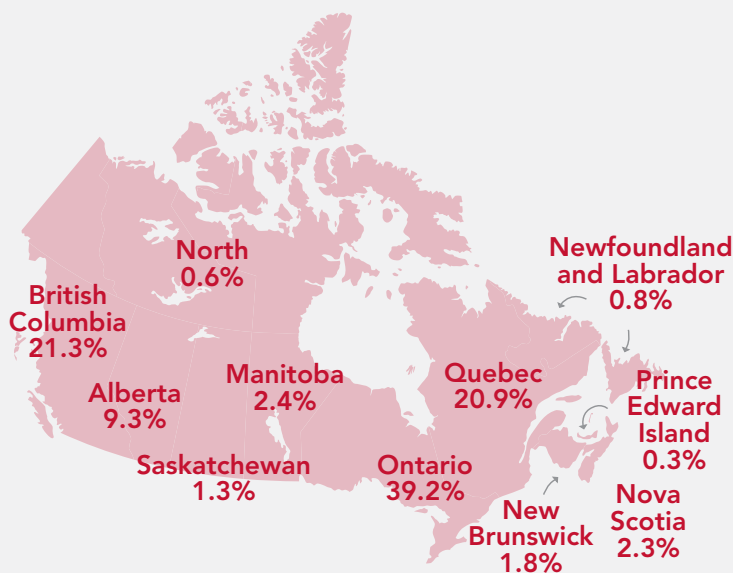
TRAVEL SERVICES

DEMOGRAPHIC PROFILE OF TOURISM SECTOR EMPLOYEES

The travel services industry group is comprised of travel arrangement and reservation services. With a total labour force of 48,245 people, it accounted for 2.9% of total tourism sector employment in 2006.

Four out of ten people working in the travel services industry were employed in Ontario (39.2%). More than ninety percent of travel services businesses had fewer than 20 employees, with 60.6% of these organizations employing just 1-4 people. Overall, the proportion of small businesses (less than 20 employees) in this industry group was 13.1% higher than in the tourism sector overall and the largest of any individual industry group. Just 5.0% of people working in travel services were union members.

PEOPLE EMPLOYED IN THE TRAVEL SERVICES INDUSTRY GROUP BY PROVINCE



SOURCE: Canadian Census 2006, Customized tabulation.

OCCUPATIONS IN THE TRAVEL SERVICES INDUSTRY

The occupations listed in the following table represent 56.2% of all employment in the travel services industry group.

NOC-S 2006	Occupations in the Travel Services Industry Group	Total Tourism Sector Employment	Employed in Travel Services	% of Travel Services Labour Force
G711	Travel Counsellors	25,645	24,845	51.5%
G721	Tour and Travel Guides	4,435	2,270	4.7%
	<i>Subtotal</i>	30,080	27,115	56.2%
	All other tourism occupations	1,626,860	21,130	43.8%
	TOTAL EMPLOYMENT	1,656,940	48,245	100.0%

SOURCE: Canadian Census 2006, Customized tabulation.

DEMOGRAPHIC FAST FACTS:

The share of women working in this industry group (70.5%) was significantly higher than in the total tourism sector (52.3%).

Since 2001, the share of people in travel services aged 45 years and over increased 7.0% (from 31.5% to 38.5%).

Eighty percent (80.1%) of people in this industry work full-time.

One-in-three (29.5%) travel services workers has a mother tongue other than French or English.

This industry group had a higher proportion of workers born outside of Canada (33.6%) than the tourism sector (23.7%) and Canadian labour force as a whole (22.1%).

Eighty-six percent of the travel services labour force do not attend school.

This industry had a larger proportion of workers with an apprenticeship or trades certificate or diploma (44.9%) than the tourism sector (25.9%) or the Canadian labour force as whole (32.4%).

DEMOGRAPHIC CHARACTERISTICS OF PEOPLE EMPLOYED IN TRAVEL SERVICES

	Canadian Labour Force	Tourism Sector	Travel Services Industry Group
GENDER			
Female	47.4%	52.3%	70.5%
Male	52.6%	47.7%	29.5%
AGE			
15-24 years old	15.0%	32.8%	11.8%
25-34 years old	19.9%	18.5%	24.6%
35-44 years old	24.6%	18.6%	25.1%
45 years and older	40.5%	30.2%	38.5%
WORK PATTERNS*			
Full-Time / Full-Year	53.7%	36.8%	53.4%
Full-Time / Part-Year	24.0%	24.6%	26.7%
Part-Time / Full-Year	8.0%	11.5%	6.7%
Part-Time / Part-Year	14.4%	27.1%	13.2%
<i>Total Full-Time</i>	<i>77.7%</i>	<i>61.4%</i>	<i>80.1%</i>
<i>Total Part-Time</i>	<i>22.4%</i>	<i>38.6%</i>	<i>19.9%</i>
<i>Total Seasonal (Part-Year)</i>	<i>38.4%</i>	<i>51.7%</i>	<i>39.9%</i>
<i>Total Year-Round</i>	<i>61.7%</i>	<i>48.3%</i>	<i>60.1%</i>
PLACE OF BIRTH			
Born in Canada	77.9%	76.3%	66.4%
Born outside of Canada	22.1%	23.7%	33.6%
MOTHER TONGUE			
English	58.0%	58.7%	54.9%
French	21.9%	19.1%	15.5%
Other Language	20.1%	22.1%	29.5%
EQUITY GROUPS			
Visible minorities	15.1%	18.8%	22.9%
Aboriginal Peoples	2.8%	3.2%	1.4%
Disabled persons	11.8%	11.5%	11.2%
SCHOOL ATTENDANCE			
Attended school (in 2005-06)	16.7%	28.4%	13.8%
Did not attend school (in 2005-06)	83.3%	71.6%	86.2%
EDUCATION LEVELS			
No certificate, diploma or degree	14.5%	23.3%	4.2%
High school or equivalent	26.1%	34.6%	21.6%
Apprenticeship/trades/College/CEGEP certificate/diploma	32.4%	25.9%	44.9%
University below bachelor level	4.8%	3.9%	7.5%
University certificate or degree	22.3%	12.3%	21.8%

SOURCE: Canadian Census 2006, Customized tabulation.

* Data is for the employed labour force as of Census Day: May 16, 2006. Figures may not equal 100% due to rounding.

ABOUT THIS STUDY

The "Demographic Profile of Tourism Sector Employees" report is produced every five years as new Census data is made available. This summary was developed using specialized tabulations from the 2006 Census and offers employment and demographic statistics for the industry groups within the tourism sector.

The detailed "Demographic Profile of Tourism Sector Employees" report as well as regional, occupational and industrial summary documents are available on the CTHRC website: www.cthrc.ca

For more information, contact: research@cthrc.ca

Canada

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