



LABOUR FORCE SURVEY

- In 2012, 10.6% of employed Canadians worked in the tourism sector¹.
- British Columbia had the highest proportion of its employed population working in tourism (13.2%), while New Brunswick had the lowest (8.6%) (Figure 1).
- In 2012, the average unemployment rate in the tourism sector was 6.4%.
- Employment in the tourism sector fared better than in the economy overall during 2012 as the average unemployment rate in Canada was 7.2% (*seasonally unadjusted*).
- While unemployment² in tourism industries remains above the levels seen prior to the recession in 2007 (6.1%), the tourism unemployment rate has been consistently lower than the rate seen in the economy overall (Figure 2).
- In 2012, 64% of those employed in tourism worked full-time and 36% worked part-time (compared to 81% and 19%, respectively, in the economy) (Figure 3).
- Within the tourism industry groups, there were large differences in work patterns in 2012: almost half (47%) of food & beverage services employees worked on a part-time basis, compared to just 19% of those who worked in transportation and 15% of those in travel services (Figure 3).

Figure 1: Provincial Tourism Employment

(presented as a proportion of each Province's employed labour force)

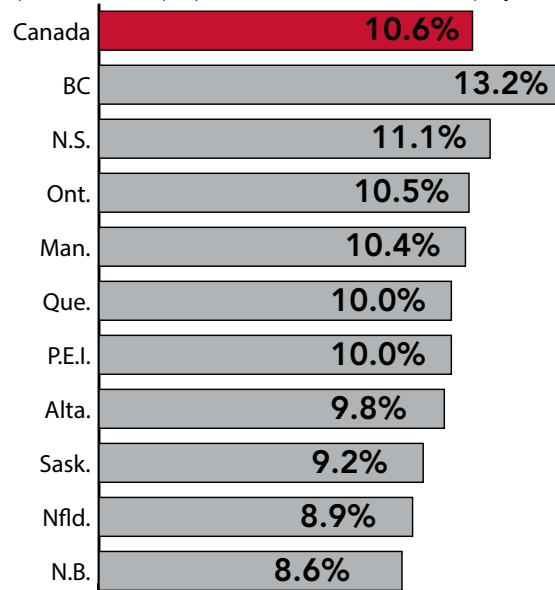
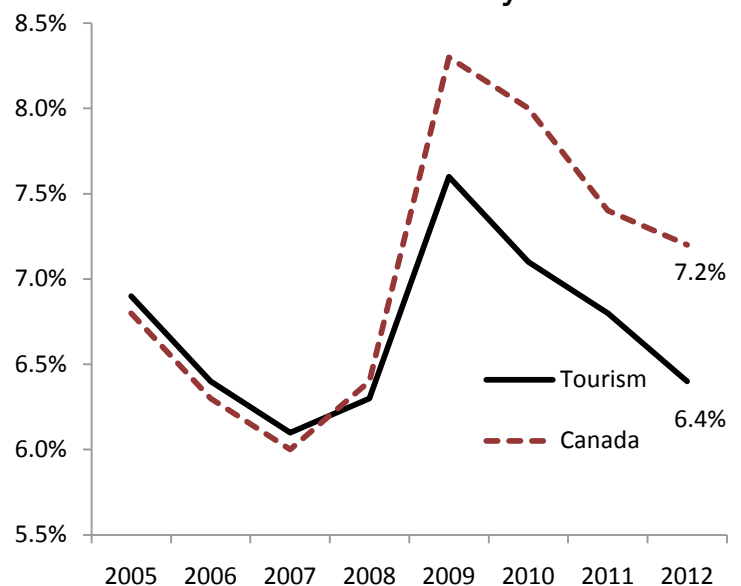


Figure 2: Average Annual Unemployment Rate. Tourism Sector & Canadian Economy



¹As defined by the Canadian Tourism Satellite Account. The NAICS industries included in the tourism sector are those that would cease or continue to exist only at a significantly reduced level of activity as a direct result of an absence of tourism.

²To determine unemployment rates, industrial (NAICS) classifications are based on the most recent job held within the past year, and are self-identified by the respondent. Unemployed persons are those who, during the reference period, were available for work but were: on temporary layoff; were without work; or were to start a new job within four weeks.

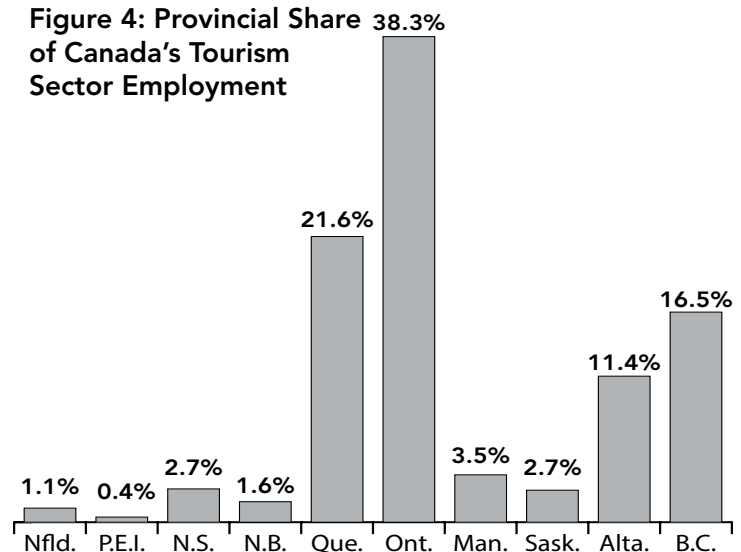
- Within the employed tourism labour force, 13% of workers were self-employed. Self-employment was highest in the recreation and entertainment industry group (26%) (Figure 3).
- Fifteen percent of tourism workers within the employed labour force were covered by a union contract or collective agreement. Union coverage was most prevalent in the transportation industry (48%) and least common in food & beverage services (4%) and travel services (4%) (Figure 3).

Figure 3: Labour Force Characteristics – Tourism Industry Groups

	Total Economy	Tourism Sector	Accommodations	Food and Beverage Services	Recreation & Entertainment	Transportation	Travel Services
Full-Time	81.2%	64.3%	78.5%	53.4%	64.0%	81.2%	85.0%
Part-Time	18.8%	35.6%	21.5%	46.6%	36.0%	18.8%	15.0%
Employed Employees	84.8%	87.1%	91.6%	92.9%	74.3%	87.5%	79.6%
Self-Employed	15.2%	12.9%	8.4%	7.1%	25.7%	12.5%	20.4%
Union Coverage	26.7%	14.8%	16.9%	3.5%	16.0%	41.7%	4.0%
Unemployment Rate	7.2%	6.4%	8.3%	6.6%	7.7%	3.6%	4.5%

- Within the five industry groups that make up the tourism sector, food & beverage services was the largest employing almost half (46%) of those working in tourism. The second largest employer was the recreation and entertainment industry group (23%), followed by transportation (18%), accommodation (11%), and travel services (2%).
- Of those employed in tourism across Canada, the largest share of workers were located in Ontario (38%), followed by Quebec (22%) and British Columbia (16%) (Figure 4).

Figure 4: Provincial Share of Canada's Tourism Sector Employment



The Canadian Tourism Human Resource Council (CTHRC) is a national organization that facilitates and co-ordinates human resource development activities, which support a globally competitive and sustainable Canadian tourism industry.

The Labour Force Survey (LFS), conducted monthly by Statistics Canada, is the only source of estimates of employment and unemployment in Canada. As the most up-to-date source of labour information, the CTHRC reviews the data available for tourism industries on a monthly basis.



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