



CANADIAN TOURISM
HUMAN RESOURCE
COUNCIL

ONTARIO

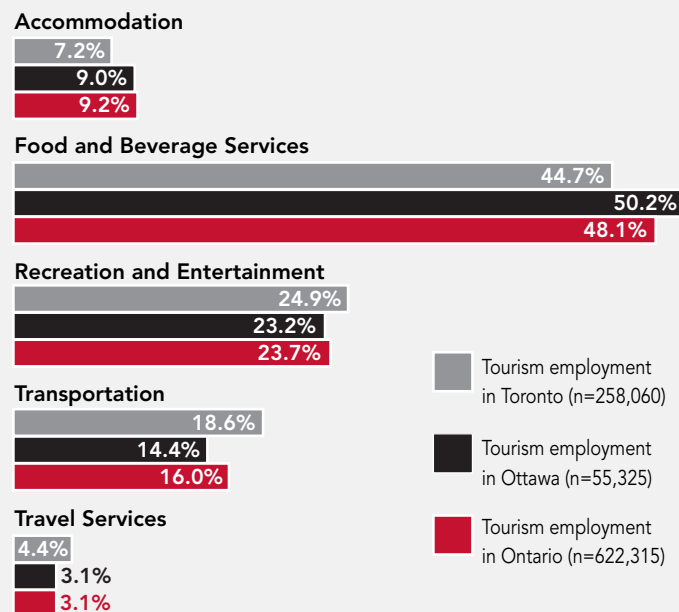
DEMOGRAPHIC PROFILE OF TOURISM SECTOR EMPLOYEES

Ontario's tourism sector consists of five component industry groups (accommodation, food and beverage services, transportation, recreation and entertainment, and travel services). Employing 622,315 people, workers in Ontario comprised 37.6% of Canada's tourism sector labour force in 2006. In addition, people working in tourism accounted for 10% of all employment in the province. Forty-one percent of the province's tourism labour force was found in the provincial capital of Toronto, with another 8.9% working in Ottawa.

Engaging almost half (48.1%) of all tourism employees in Ontario, the food and beverage services industry group had the largest labour force in the province. The most prevalent occupations in the sector reflect the size of this industry. Food and beverage servers accounted for 7.6% of all tourism employment, followed by food counter attendants and kitchen helpers (6.7%), and cooks (5.7%). These occupations were also the largest in Toronto and Ottawa.

Businesses offering travel services provided the most full-time, year-round employment in Ontario (61.3%) as well as in Ottawa (61.8%) and Toronto (62.5%). On the other hand, the food and beverage services group employed the most part-time workers (47.6% in Ontario, 44.2% in Toronto, and 38.3% in Ottawa). This industry group also had the highest percentage of workers under the age of 35 years (66.5% in Ontario, 69.4% in Toronto, and 61.0% in Ottawa).

Tourism Sector Employment by Industry Group – Ontario, Ottawa, and Toronto



SOURCE: Canadian Census 2006, Customized tabulation.

Five Largest Tourism Occupations in Ontario, Toronto and Ottawa	Ontario	Toronto	Ottawa
TOTAL TOURISM EMPLOYMENT	622,315	258,060	55,325
Food and beverage servers	7.6%	8.4%	9.7%
Food counter attendants, kitchen helpers and related occupations	6.7%	8.0%	8.1%
Cooks	5.7%	6.0%	6.8%
Restaurant and food service managers	2.9%	3.8%	3.3%
Bus drivers and subway and other transit operators	2.7%	3.0%	3.3%

SOURCE: Canadian Census 2006, Customized tabulation

Demographic Characteristics for the Tourism Sector Labour Force in Ontario*

	Provincial Tourism Sector	Accommodations	Food & Beverage Services	Recreation & Entertainment	Transportation	Travel Services
GENDER						
Female	51.8%	59.8%	58.4%	47.2%	30.4%	71.1%
Male	48.2%	40.2%	41.6%	52.8%	69.6%	28.9%
AGE						
15-24 years old	33.7%	23.7%	48.9%	28.7%	5.1%	12.1%
25-34 years old	18.2%	18.5%	17.6%	20.5%	15.2%	23.6%
35-44 years old	18.9%	19.9%	15.0%	19.7%	27.2%	25.8%
45 years and older	29.3%	37.9%	18.5%	31.1%	52.5%	38.6%
WORK PATTERNS**						
Full-Time / Full-Year	42.3%	48.9%	35.4%	40.1%	57.5%	61.3%
Full-Time / Part-Year	20.2%	25.8%	17.0%	23.6%	21.5%	20.8%
Part-Time / Full-Year	13.7%	8.7%	18.6%	12.2%	5.8%	7.3%
Part-Time / Part-Year	23.8%	16.5%	29.0%	24.1%	15.2%	10.6%
Total Full-Time	62.5%	74.8%	52.4%	63.7%	79.0%	82.1%
Total Part-Time	37.5%	25.2%	47.6%	36.3%	21.0%	17.9%
Total Seasonal (Part-Year)	44.0%	42.3%	46.0%	47.6%	36.7%	31.4%
Total Year-Round	56.0%	57.7%	54.0%	52.4%	63.3%	68.6%
PLACE OF BIRTH						
Born in Canada	70.3%	65.6%	68.7%	80.0%	65.3%	59.4%
Born outside of Canada	29.7%	34.4%	31.3%	20.0%	34.7%	40.6%
MOTHER TONGUE						
English	70.0%	68.3%	66.8%	80.8%	66.1%	62.8%
French	3.3%	3.6%	2.8%	3.1%	4.9%	2.4%
Other Language	26.7%	28.1%	30.4%	16.1%	28.9%	34.7%
EQUITY GROUPS						
Visible minorities	23.3%	24.7%	27.3%	13.5%	23.8%	28.2%
Aboriginal Peoples	2.1%	2.8%	2.0%	2.1%	2.0%	0.8%
Disabled persons	12.4%	13.9%	11.2%	11.8%	16.0%	12.0%
SCHOOL ATTENDANCE						
Attended school (in 2005-06)	29.6%	22.5%	40.0%	27.8%	8.0%	14.2%
Did not attend school (in 2005-06)	70.4%	77.5%	60.0%	72.2%	92.0%	85.8%
EDUCATION LEVELS						
No certificate, diploma or degree	23.0%	17.8%	31.7%	15.6%	14.0%	4.2%
High school or equivalent	35.9%	35.1%	39.7%	31.6%	34.3%	21.2%
Apprenticeship/trades/College/ CEGEP certificate/diploma	23.7%	28.5%	16.9%	25.5%	34.6%	44.9%
University below bachelor level	3.7%	4.7%	2.8%	4.5%	4.1%	6.4%
University certificate or degree	13.7%	13.9%	8.8%	22.8%	13.0%	23.2%

SOURCE: Canadian Census 2006, Customized tabulation.

*due to rounding, data may not equal 100%

**data is for the employed labour force as of Census Day: May 16, 2006.

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" reports 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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