



CANADIAN TOURISM
HUMAN RESOURCE
COUNCIL

NATIONAL SUMMARY

DEMOGRAPHIC PROFILE OF TOURISM SECTOR EMPLOYEES

Canada's tourism sector, which consists of five component industry groups (food and beverage services, transportation, accommodation, recreation and entertainment, and travel services), is a large and dynamic contributor to the nation's economy. In 2006, tourism spending in Canada reached \$66.8 billion, and the sector's contribution to Canada's GDP was 2.0%.

In that year, total tourism sector employment in Canada was 1.66 million people, which represented 10.3% of all employment in Canada. The largest industry was food and beverage services, which engaged 47.9% of all tourism employees. Not surprisingly, the four occupations employing the largest numbers of tourism workers were those associated with food and beverage services. Food counter attendants and kitchen helpers accounted for 13.6% of all tourism employment, followed by food and beverage servers (10.7%), cooks (8.5%), and restaurant and food service managers (5.5%).

NOC-S 2006	Occupation	Number of People	% of tourism employment
G961	Food counter attendants, kitchen helpers and related occupations	225,535	13.6%
G513	Food and beverage servers	177,880	10.7%
G412	Cooks	140,370	8.5%
A221	Restaurant and food service managers	91,105	5.5%
H712	Bus drivers and subway and other transit operators	66,930	4.0%
G311	Cashiers	57,770	3.5%
G931	Light duty cleaners	47,160	2.8%
F154	Program leaders and instructors in recreation, sport and fitness	41,725	2.5%
H713	Taxi and limousine drivers and chauffeurs	38,735	2.3%
G512	Bartenders	36,185	2.2%
G411	Chefs	31,910	1.9%
G012	Food service supervisors	28,580	1.7%
G711	Travel counsellors	25,645	1.5%
G211	Retail salespersons and sales clerks	23,695	1.4%
A222	Accommodation service managers	23,155	1.4%
G715	Hotel front desk clerks	21,935	1.3%
I212	Landscaping and grounds maintenance labourers	20,560	1.2%
G723	Casino occupations	19,090	1.2%
G511	Maitres d'hôtel and hosts	18,325	1.1%
G933	Janitors, caretakers and building superintendents	17,700	1.1%
G731	Operators and attendants in amusement, recreation and sport	16,755	1.0%

NOC-S 2006	Occupation	Number of People	% of tourism employment
A211	Retail trade managers	12,340	0.7%
C171	Air pilots, flight engineers and flying instructors	11,305	0.7%
G712	Pursers and flight attendants	10,920	0.7%
G713	Airline sales and service agents	10,745	0.6%
G942	Bakers	8,385	0.5%
B531	Accounting and related clerks	8,025	0.5%
A131	Sales, marketing and advertising managers	7,065	0.4%
B553	Customer service, information and related clerks	6,430	0.4%
A373	Transportation managers	5,965	0.4%
G721	Tour and travel guides	4,435	0.3%
F112	Technical occupations related to museums and art galleries	3,940	0.2%
G732	Other attendants in accommodation and travel	3,775	0.2%
G714	Ticket agents and related clerks (except airline)	3,360	0.2%
G722	Outdoor sport and recreational guides	2,555	0.2%
G011	Retail trade supervisors	2,480	0.1%
B316	Conference and event planners	2,430	0.1%
A112	Human Resource Managers	2,040	0.1%
SUBTOTAL		1,276,940	77.1%
All other tourism occupations		380,000	22.9%
TOTAL TOURISM SECTOR EMPLOYMENT		1,656,940	
Total Employed Labour Force in Canada		16,021,180	10.3%

SOURCE: Canadian Census 2006, Customized tabulation.

Demographic Characteristics* for the Tourism Sector Labour Force

	Tourism Sector	Accommodations	Food & Beverage Services	Recreation & Entertainment	Transportation	Travel Services
GENDER						
Female	52.3%	61.4%	59.6%	47.2%	28.1%	70.5%
Male	47.7%	38.6%	40.4%	52.8%	71.9%	29.5%
AGE						
15-24 years old	32.8%	22.8%	48.1%	27.3%	5.4%	11.8%
25-34 years old	18.5%	19.9%	17.8%	20.7%	15.5%	24.6%
35-44 years old	18.6%	20.2%	14.8%	19.8%	25.5%	25.1%
45 years and older	30.2%	37.1%	19.2%	32.2%	53.6%	38.5%
WORK PATTERNS IN 2005						
Full-Time / Full-Year	36.8%	39.4%	31.0%	31.9%	56.7%	53.4%
Full-Time / Part-Year	24.6%	32.5%	20.1%	29.2%	25.5%	26.7%
Part-Time / Full-Year	11.5%	7.8%	15.6%	10.1%	4.8%	6.7%
Part-Time / Part-Year	27.1%	20.3%	33.3%	28.9%	12.9%	13.2%
Total Full-Time	61.4%	71.9%	51.1%	61.1%	82.2%	80.1%
Total Part-Time	38.6%	28.1%	48.9%	39.0%	17.7%	19.9%
Total Seasonal (Part-Year)	51.7%	52.8%	53.4%	58.1%	38.4%	39.9%
Total Year-Round	48.3%	47.2%	46.6%	42.0%	61.5%	60.1%
PLACE OF BIRTH						
Born in Canada	76.3%	73.9%	74.8%	83.4%	74.7%	66.4%
Born outside of Canada	23.7%	26.1%	25.2%	16.6%	25.3%	33.6%
MOTHER TONGUE						
English	58.7%	58.3%	56.1%	66.7%	57.0%	54.9%
French	19.1%	18.5%	18.7%	19.9%	20.3%	15.5%
Other Language	22.1%	23.2%	25.2%	13.4%	22.7%	29.5%
EQUITY GROUPS						
Visible minorities	18.8%	19.0%	22.7%	10.9%	17.4%	22.9%
Aboriginal Peoples	3.2%	4.7%	3.1%	3.3%	2.8%	1.4%
Disabled persons	11.5%	13.1%	10.3%	11.4%	14.0%	11.2%
Total equity groups	33.6%	36.7%	36.1%	25.6%	34.2%	35.5%
SCHOOL ATTENDANCE						
Attended school (in 2005-06)	28.4%	20.3%	38.6%	27.1%	8.6%	13.8%
Did not attend school (in 2005-06)	71.6%	79.7%	61.4%	72.9%	91.4%	86.2%
EDUCATION LEVELS						
No certificate, diploma or degree	23.3%	20.6%	31.9%	15.1%	14.2%	4.2%
High school or equivalent	34.6%	32.9%	38.8%	30.0%	31.9%	21.6%
Apprenticeship/trades/College/ CEGEP certificate/diploma	25.9%	30.2%	19.2%	27.1%	37.7%	44.9%
University below bachelor level	3.9%	4.5%	2.8%	5.0%	4.4%	7.5%
University certificate or degree	12.3%	11.8%	7.2%	22.7%	11.9%	21.8%

SOURCE: Canadian Census 2006, Customized tabulation.

* Unless otherwise indicated, 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 (previously Total Tourism Sector Employment) is produced every five years as new customized Census data is made available. This report was developed using specialized tabulations from the 2006 Census and offers employment statistics for each of the industry groups included in the tourism sector, as well as demographic profiles of the tourism labour force by geography and industry group, for 38 tourism occupations.

The detailed "Demographic Profile of Tourism Sector Employees" report is available on the CTHRC website: www.cthrc.ca

For more information contact: research@cthrc.ca

Canada

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