



CANADIAN TOURISM
HUMAN RESOURCE
COUNCIL

SASKATCHEWAN 2009

THE FUTURE OF CANADA'S TOURISM SECTOR: LABOUR SHORTAGES TO RE-EMERGE AS ECONOMY RECOVERS

Canada's tourism sector is experiencing a shift towards tighter labour markets over the medium and long term. As demand for labour in the tourism sector continues to grow, evidence suggests the supply of labour will have an increasingly difficult time keeping up. As a result, the challenge of recruiting and retaining tourism workers will continue to intensify.

The rapid deterioration of economic conditions since the fall of 2008 will substantially ease labour shortages in Canada through 2009 and 2010. But once economic conditions start to improve, rising demand for tourism services will lead to a significant imbalance between labour supply and demand.

By 2025, the potential labour shortage in Saskatchewan's tourism sector could increase to over 6,000 full-year jobs¹ left unfilled.

Between 2006 and 2025, the potential demand for tourism labour in the province is expected to grow from about 48,600 jobs to over 58,500.

However, the potential supply of labour in the tourism sector is projected to grow more slowly over this period, from from the equivalent of about 48,300 full-year jobs in 2006, to over 52,500 by 2025. (Figure 1)

In 2006, the gap between tourism labour supply and demand in Saskatchewan was estimated to be 351 full-year jobs: 80 in Regina, 86 in Saskatoon and 185 in the rest of the province. By 2025, this shortage could potentially rise to 1,692 in Regina, 2,182 in Saskatoon, and 2,148 in the rest of the province. (Figure 2)

Figure 1: Labour Supply in Saskatchewan

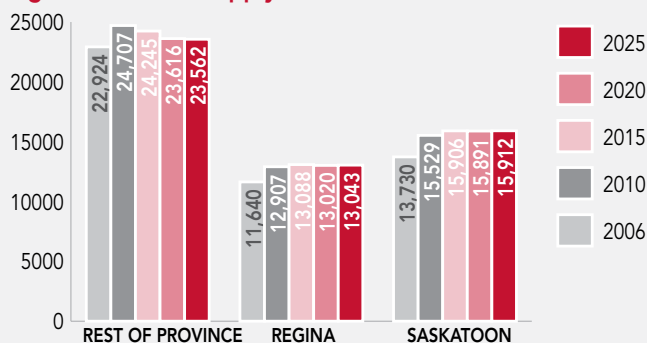
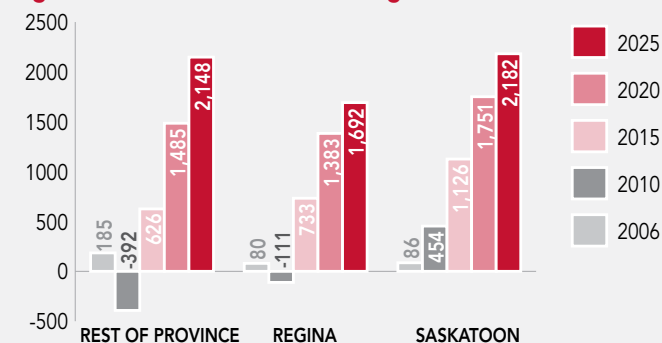


Figure 2: Potential Labour Shortages



¹ A job is defined as regular work for the period of one year, regardless of whether the job is full-time or part-time. If the work – regardless of the number of hours per week – exists for only a fraction of a year, then it only counts as the corresponding fraction of a job

continued flip side

Labour Shortages by Industry Group

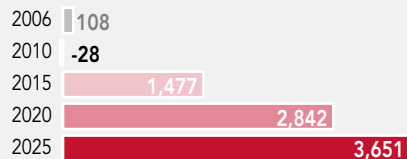
The labour shortage in Saskatchewan's Accommodation industry could reach 852 full-year jobs by 2025.

Labour Shortages in Accommodation



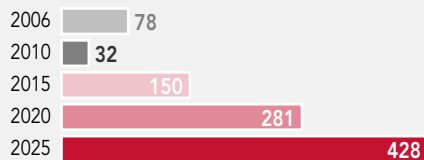
After retreating in 2010, the shortage of labour in Saskatchewan's Food and Beverage Services industry could rise to 3,651 full-year jobs by 2025.

Labour Shortages in Food & Beverage Services



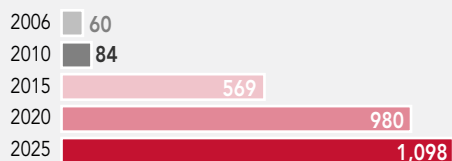
The labour shortage in Saskatchewan's Transportation industry is projected to increase to 428 full-year jobs by 2025.

Labour Shortages in Transportation



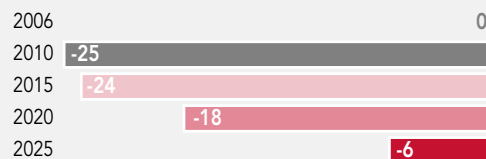
The province's Recreation and Entertainment industry could experience a shortage equivalent to 1,098 full-year jobs by 2025.

Labour Shortages in Recreation and Entertainment



Travel Services is the only tourism industry group in Saskatchewan not expected to see a labour shortage over the long term.

Labour Shortages in Travel Services



Simply raising wages will not effectively address tourism's labour challenges, because businesses would be forced to pass on their higher costs to customers, thus stifling overall tourism demand. Instead, the tourism sector must act collectively to ensure the full extent of these shortages does not materialize.

FAST FACTS—Saskatchewan

- Growth in Saskatchewan's overall labour force is projected to decelerate as the population ages, increasing at an average annual compound rate of 0.5% between 2007 and 2015, then slowing to nearly zero growth between 2016 and 2030.
- By 2025, the province's tourism sector could see a potential labour shortage equivalent to over 6,000 full-year jobs left unfilled.
- Shortages are projected to be most acute in the Food and Beverage Services industry, followed by Recreation and Entertainment.
- By 2025, the supply of tourism labour in Saskatchewan could fall short of demand by 10.3%.
- Regina could experience a labour shortage equivalent to 11.5% of overall tourism labour demand over the next 15 years. The shortage of tourism labour in Saskatoon during that period could reach 12.1%.

FAST FACTS—Canada

- The tourism sector in Canada is facing a potential labour shortage of 256,669 full-year jobs by 2025.
- Shortages are expected to be most acute in the Food and Beverage Services industry, potentially growing to 172,000 full-year jobs by 2025. Recreation and Entertainment could also see a substantial shortage, at 42,800 full year jobs.
- The occupations expected to be most affected are Food-Counter Attendants and Kitchen Helpers, Food and Beverage Servers, Cooks, Bartenders, and Program Leaders/Instructors in Recreation and Sport.
- Saskatchewan, British Columbia and Quebec are the provinces expected to see the largest shortfall in tourism labour, in terms of size. However, the Atlantic Provinces are expected to endure the worst shortages, as a percentage of overall labour demand.

The Canadian Tourism Human Resource Council (CTHRC) works on behalf of the 174,000 businesses that make up Canada's vibrant tourism sector. Established in 1993, the CTHRC promotes professionalism throughout the sector and addresses key labour market issues. Collectively, Council members and the CTHRC bring together Canadian tourism businesses, labour unions, associations, educators and governments to co-ordinate human resource development activities and contribute to a sustainable, globally competitive tourism sector. The CTHRC also conducts tourism labour market research on topics such as compensation, return on training investment, integration of foreign trained workers, sector demographics, annual labour market survey, and much, more.

ABOUT THIS STUDY

This study represents the 2009 update to the ongoing Tourism Labour Supply and Demand project, conducted by the Canadian Tourism Human Resource Council (CTHRC) and The Conference Board of Canada.

The study quantifies the implications of long-term demographic and economic trends on the supply and demand for labour in Canada's tourism sector, and outlines potential labour shortages by industry and occupation, as well as by province and sub-provincial regions.

Canada

This project is funded by the Government of Canada Sector Council Program

The full report is available on the CTHRC website:
www.cthrc.ca

Summary brochures for Canada and each of the provinces can also be found at www.cthrc.ca

For more information contact: research@cthrc.ca

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