

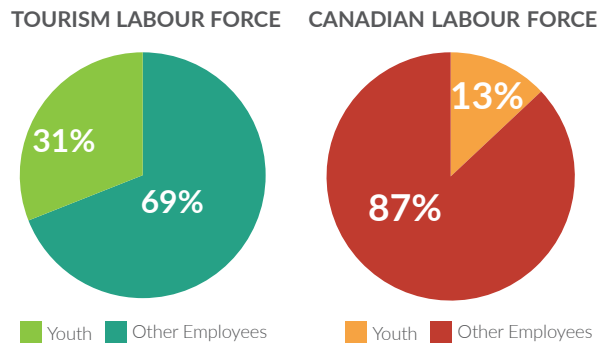


TOURISM: CANADA'S #1 YOUTH EMPLOYER

Tourism is an important employer for Canada's youth. These jobs not only give young people front line experience in the business world, they often lead to life long, fulfilling careers.

TOURISM WORKS FOR YOUNG CANADIANS¹

Youth make up a greater percentage of the tourism workforce than other industries.



OCCUPATIONS FACING GREATEST NUMBER OF POTENTIAL UNFILLED JOBS



OCCUPATION AND THE % OF WORKERS UNDER 25²

Maîtres d'hôtel and hosts/hostesses	83%
Cashiers	63%
Food counter attendants, kitchen helpers and related support jobs	63%
Operators and attendants in amusement, recreation and sport	54%
Program leaders and instructors in recreation, sport and fitness	52%

Tourism HR Canada is a national organization that works to improve the quality and mobility of the tourism workforce through training programs and labour market intelligence including:

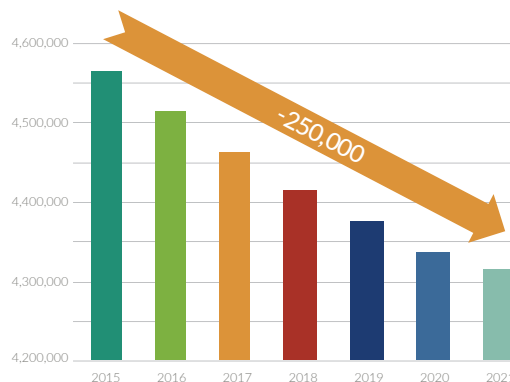
- Ready to Work:** An internship program that gives access to job readiness training and career planning to 11,000 unemployed and underemployed people across Canada.
- Emerit certification:** Program that delivers occupation specific training and professional certification is available for many professions and trades that are suitable for entry level candidates.
- Workplace Essentials and Canadian Workplace Essentials:** Focus on developing the transferable skills, or "soft skills", necessary to be successful in any career.
- The Canadian Academy of Travel & Tourism (CATT) program:** Introduces and promotes careers in tourism to high school students across Canada.
- HireUp:** an online initiative designed to connect employers with youth-serving organizations that deliver employment and support programs across Canada for youth with lived experience of homelessness.
- eStaffMatch:** an online marketplace that allows jobs seekers in the service industry, including students and youth to quickly and easily find meaningful work.

240,000 JOBS

The total anticipated tourism labour deficit by **2035**

NUMBER OF YOUTH CANADIAN POPULATION PROJECTIONS³

Evidently, tourism relies on youth. As the Canadian youth population is projected to decrease, the tourism industry will face an acute labour shortage.



¹ Adapted from Statistics Canada, Customized Tabulations: National Household Survey, 2011

² Tourism HR Canada, Bottom Line Labour Challenges Threaten Tourism's Growth, June 2016

³ Adapted from Statistics Canada, Population Projections for Canada (2013 to 2063) Projection scenario M1: medium-growth, 1991/1992 to 2010/2011 trends, May 26, 2015, Catalogue no. 91-520-X.