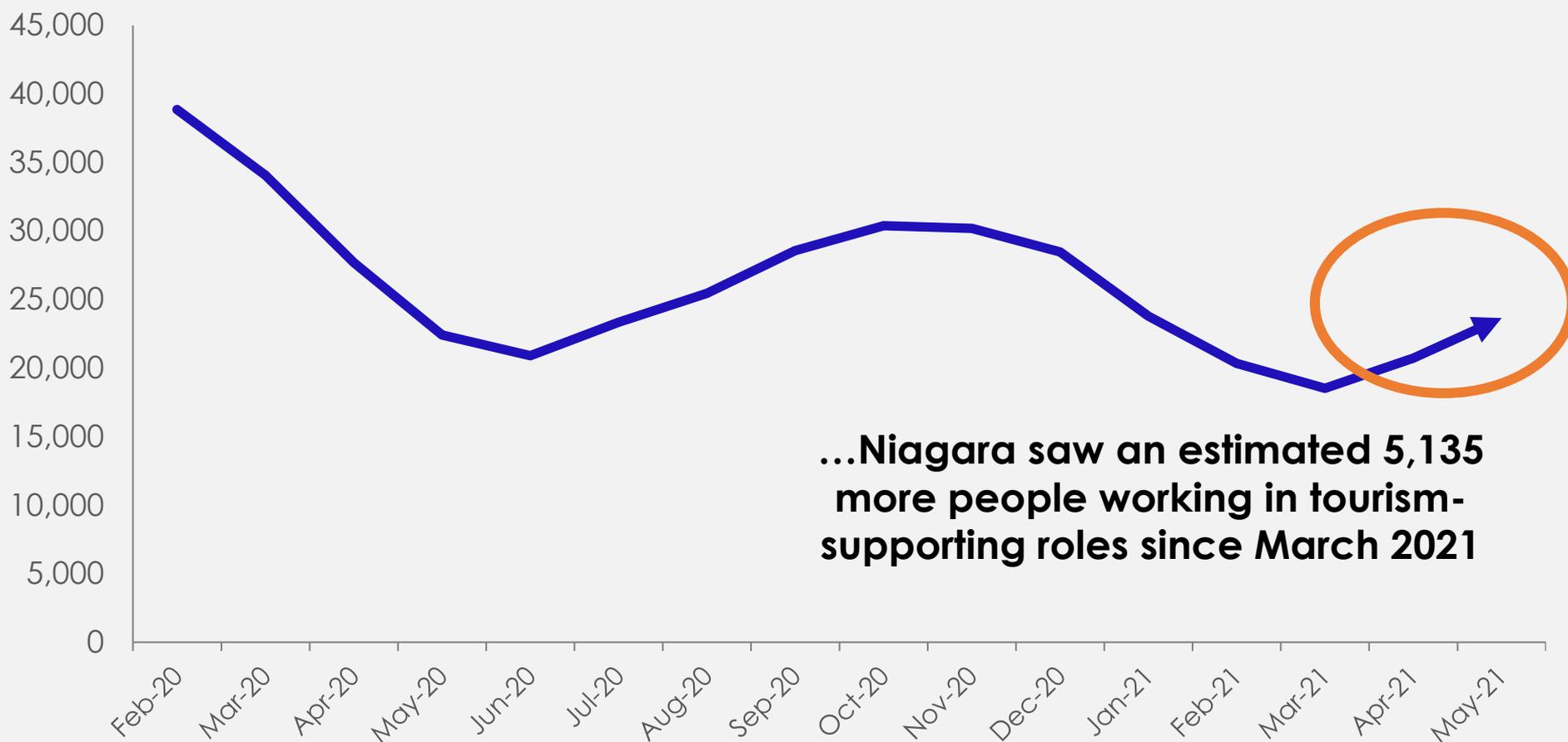


This profile is part of NWPB's ongoing effort to report on how the COVID-19 pandemic has impacted the local tourism sector. In this profile you will find:

**Insights on tourism employment in Niagara**  
**Tourism-specific job demand**  
**Compensation profiles**

## Let's begin with some good news...



**...Niagara saw an estimated 5,135 more people working in tourism-supporting roles since March 2021**

Though the trend is still new, it is supported by other positive indicators.

A recent employer survey identified 96 tourism focused businesses in Niagara that are owned partly or fully by women. These businesses intended to hire for more than 600 positions in the next 6 months.

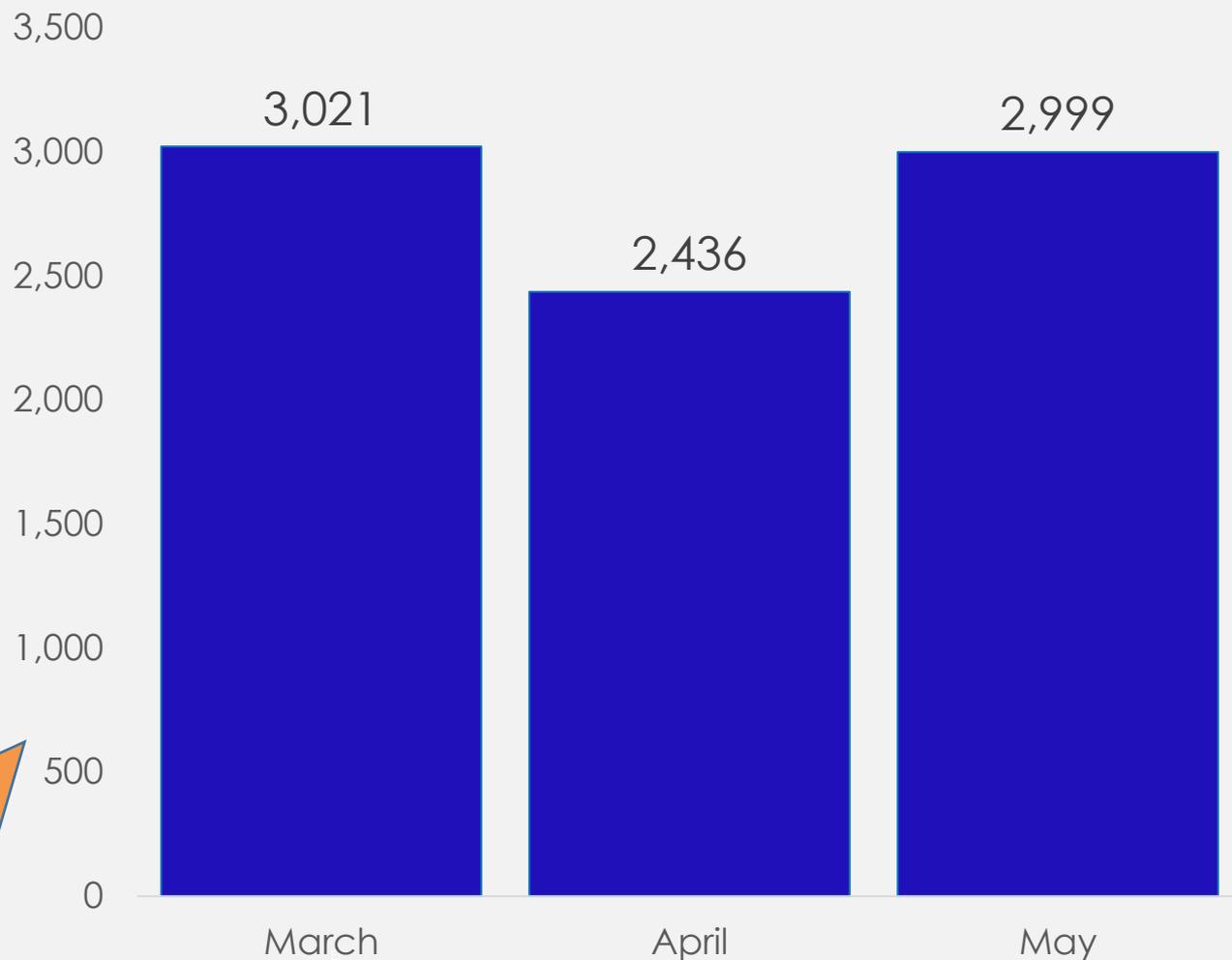
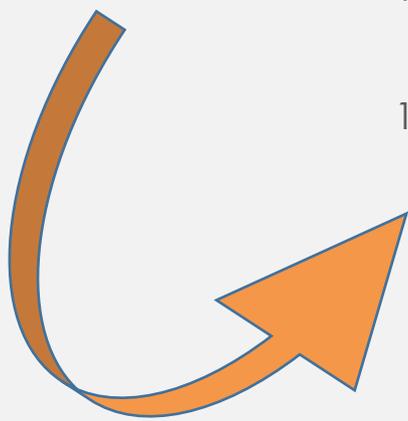
### Tourism Employment: By the Numbers

|  |        |
|--|--------|
| Feb 2020 (pre-pandemic)                                      | 38,845 |
| Oct 2020 (post-first wave high)                              | 30,374 |
| March 2021 (the lowest employment level during the pandemic) | 18,518 |
| May 2021   | 23,653 |

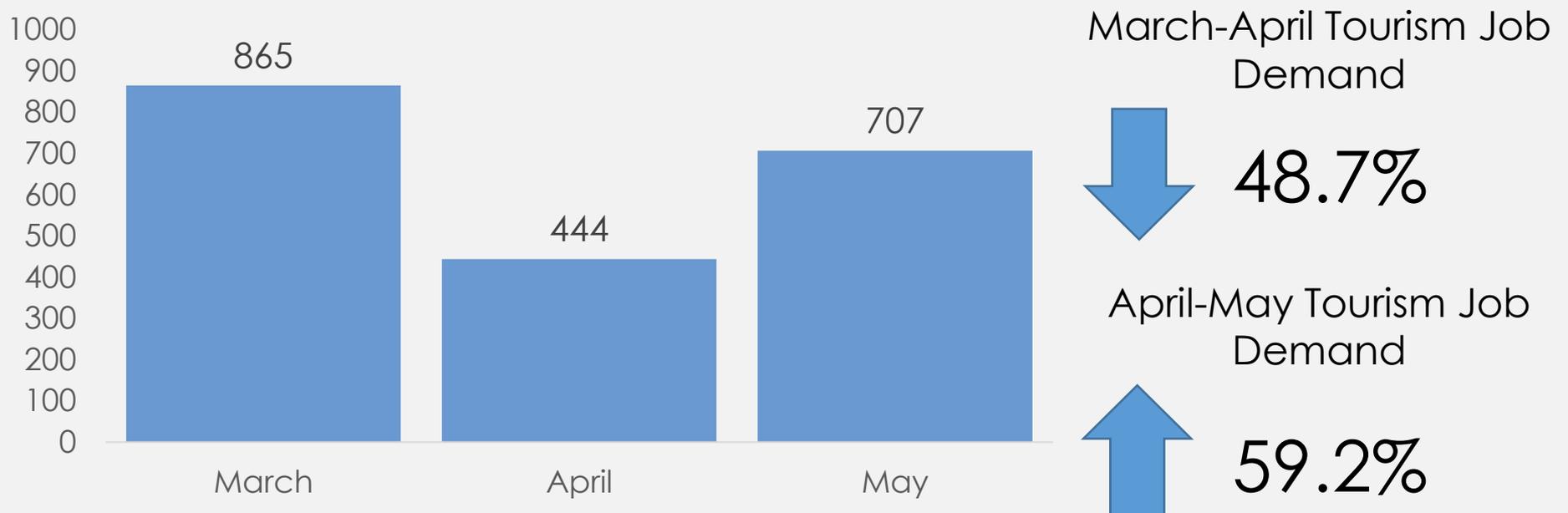
# Shifts and Changes in Job Demand Across the Local Labour Market

## Total Job Demand

Although April saw employment gains in Niagara, April's job demand fell. This was likely due to the start of the third COVID-19 lockdown.



April's tourism-supporting job demand, seen below, fell by almost half compared to March. Even though tourism-supporting demand increased in May, May's demand was only 80% of what was seen in March.

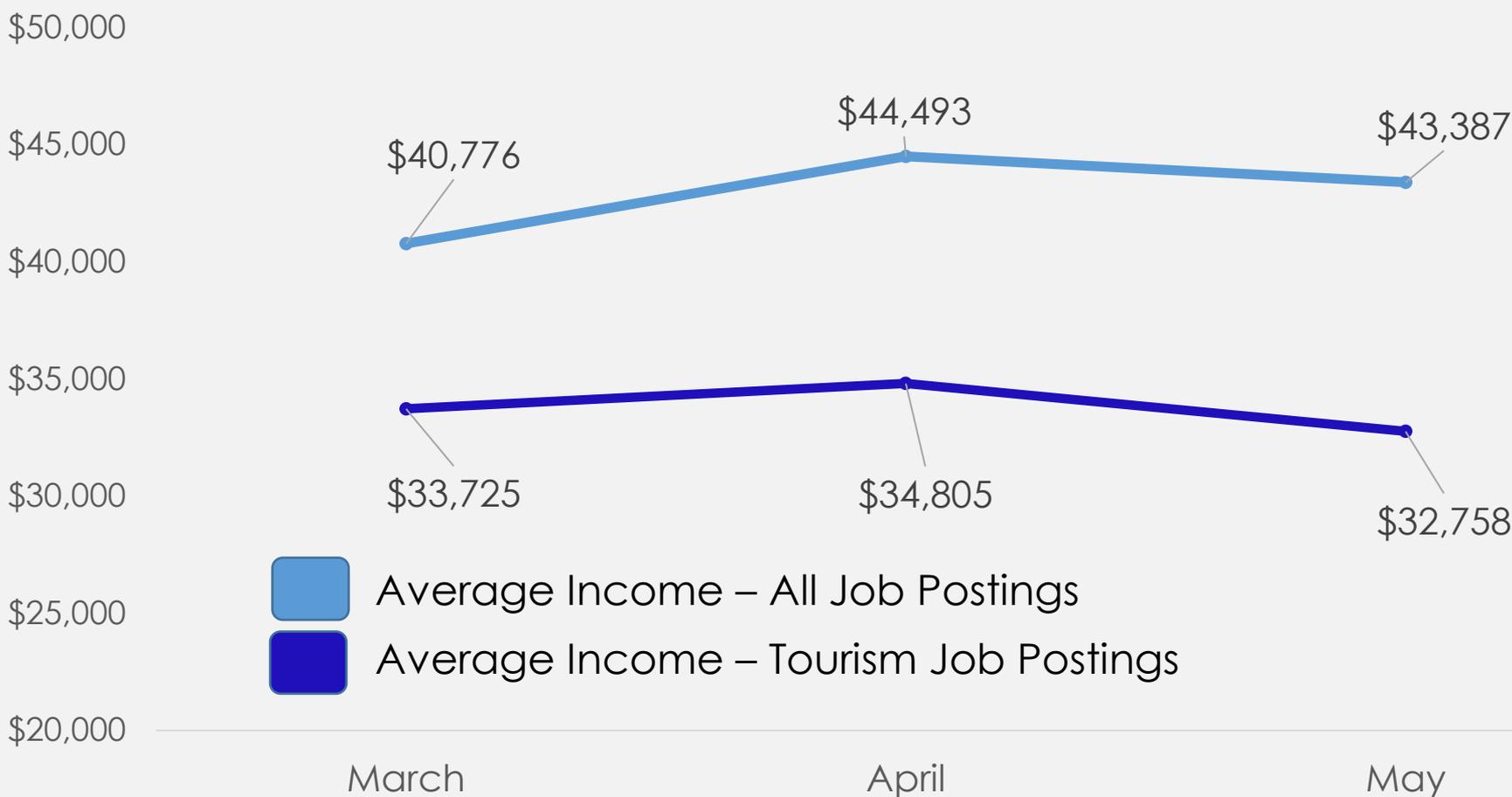


## Where do these data come from?

NWPB aggregates job demand data scraped from local and national job boards to produce real time measures of job demand in Niagara. Every number in the above figures account for a single online job posting in Niagara.

# Fluctuations in Compensation Might Create Employee Attraction Challenges

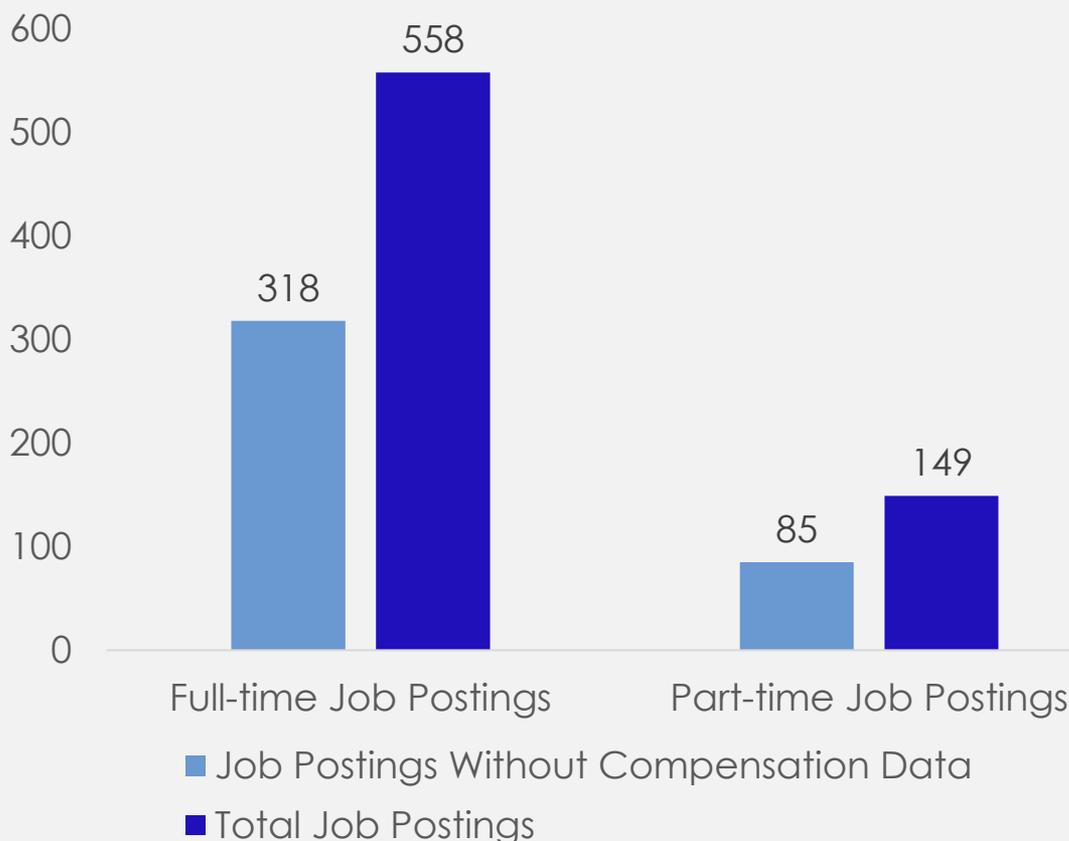
The average compensation for tourism-supporting jobs in May 2021 was 75.5% of reported compensation for overall job demand. When compensation in May dropped 2.5% for overall job demand, it fell 5.9% for tourism job demand.



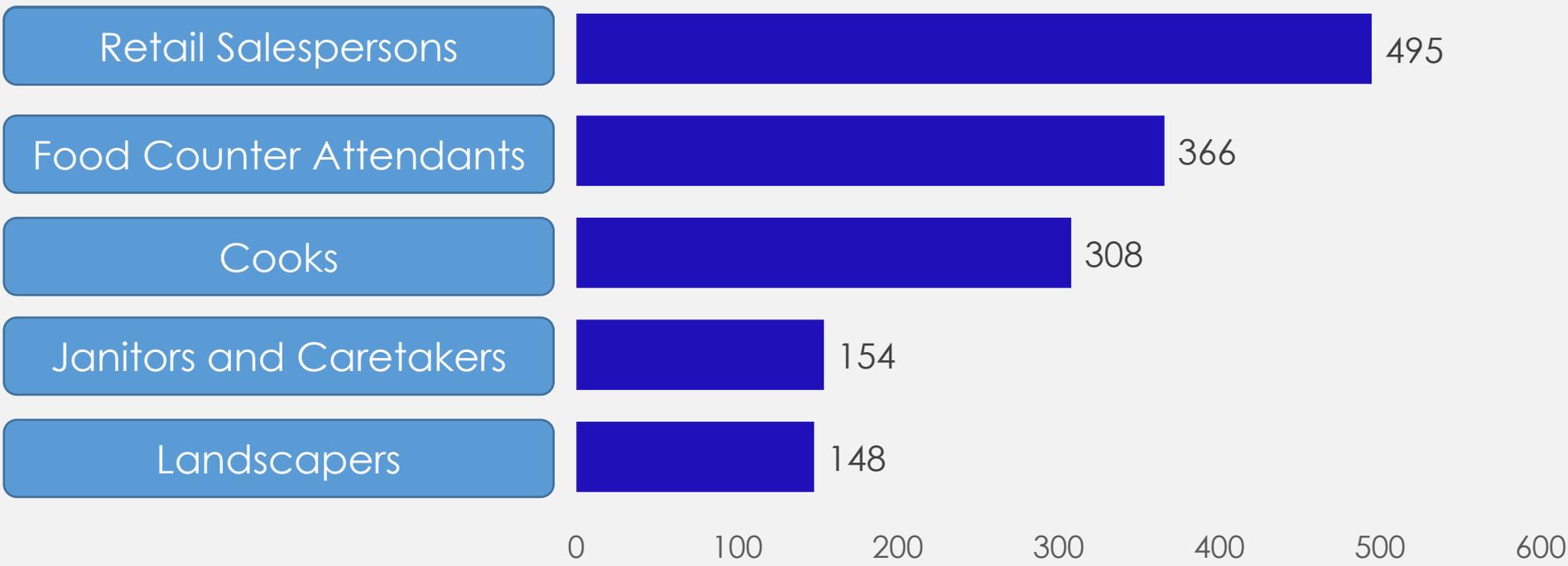
Yet there may be a missing piece of the puzzle as **57% of tourism-supporting job postings do not post any compensation data**. These data may significantly impact the visibility of a job posting and its impact among job seekers.

In a 2020 employee survey conducted by NWPB, 14.5% of respondents stated insufficient compensation was a barrier to their finding employment.

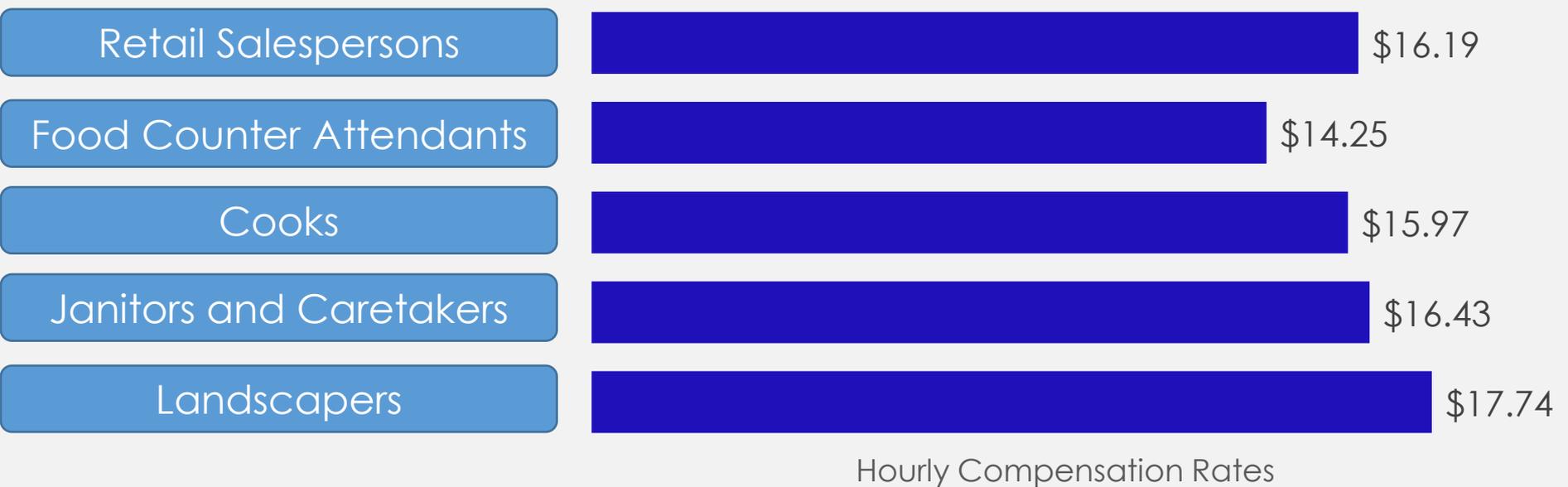
Ensuring that compensation is included in a job posting would help generate more engagement from this segment of job seekers.



# What Occupations Housed the Majority of Tourism-Supporting Job Demand?



The five occupations on this page represent May's most in-demand tourism-supporting occupations. These jobs reflect recent employment gains within the food services sector of the local tourism economy.



## Would you like to know more?

This report draws on data from 8,457 job postings aggregated between March and May 2021. Click our logo for more reports and to access our interactive job board.

