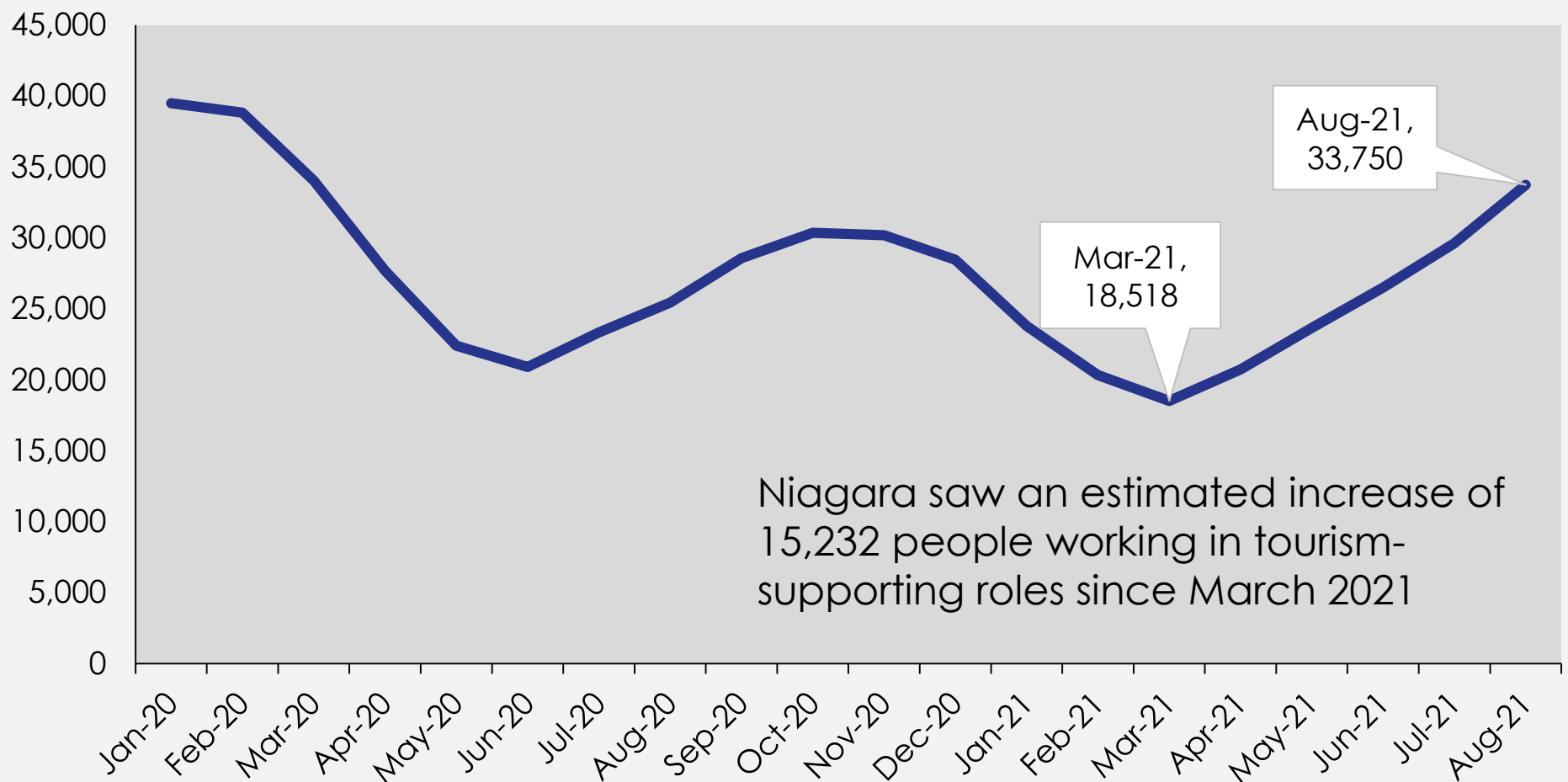


This profile is part of NWPB's ongoing effort to report on how the COVID-19 pandemic has impacted the local tourism sector. In this profile you will find:

- **Insights on tourism employment in Niagara**
- **Tourism-specific job demand**
- **Where tourism demand is seen in Niagara**

Let's begin with some good news...



A recent employer survey identified...

96 Women-owned tourism focused businesses

They intend to hire **600+** people over the next 6 months.

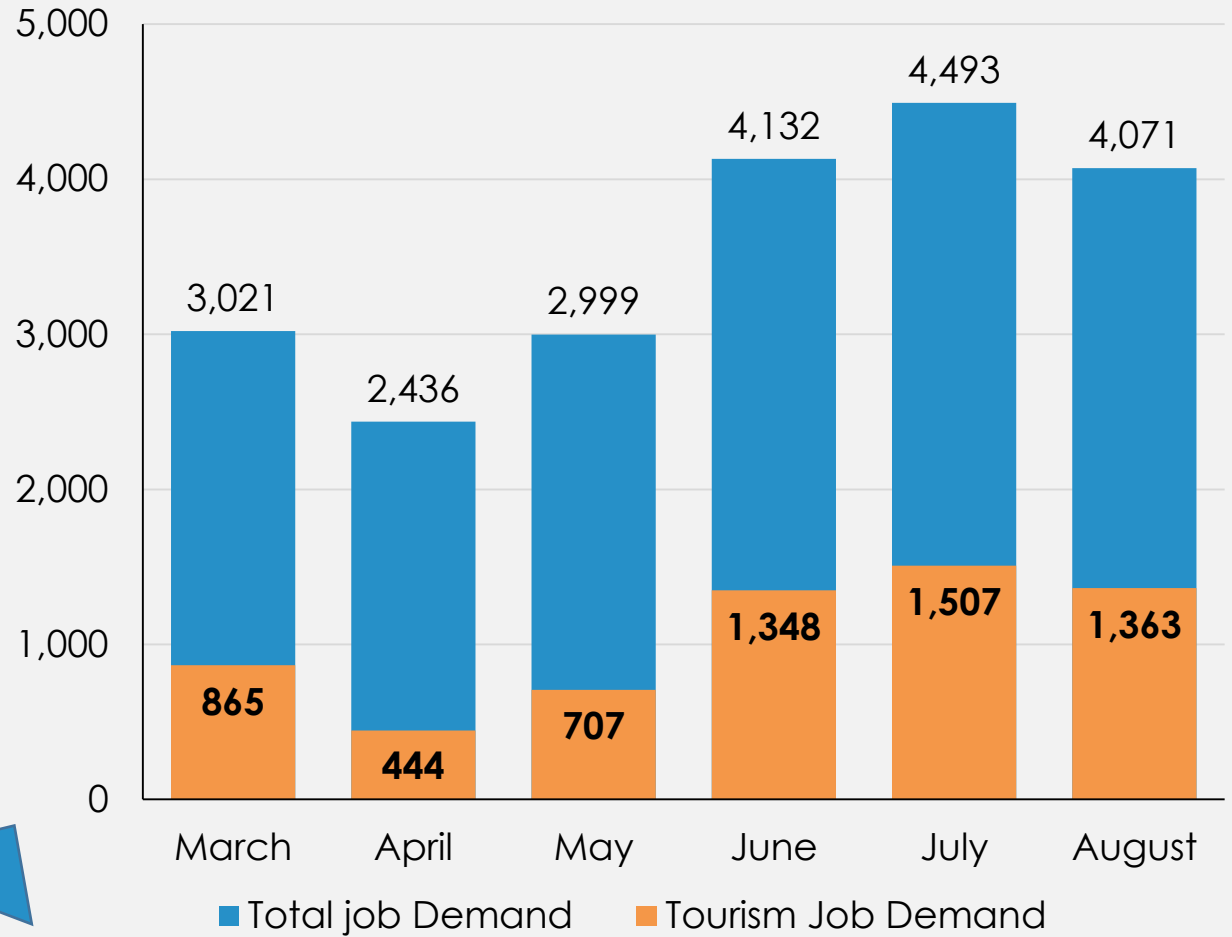
Tourism Employment:

Feb 2020 (<i>pre-pandemic</i>)	38,845
Oct 2020 (<i>post-first wave high</i>)	30,374
March 2021 (<i>pandemic low</i>)	18,518
August 2021 (<i>current</i>)	33,750

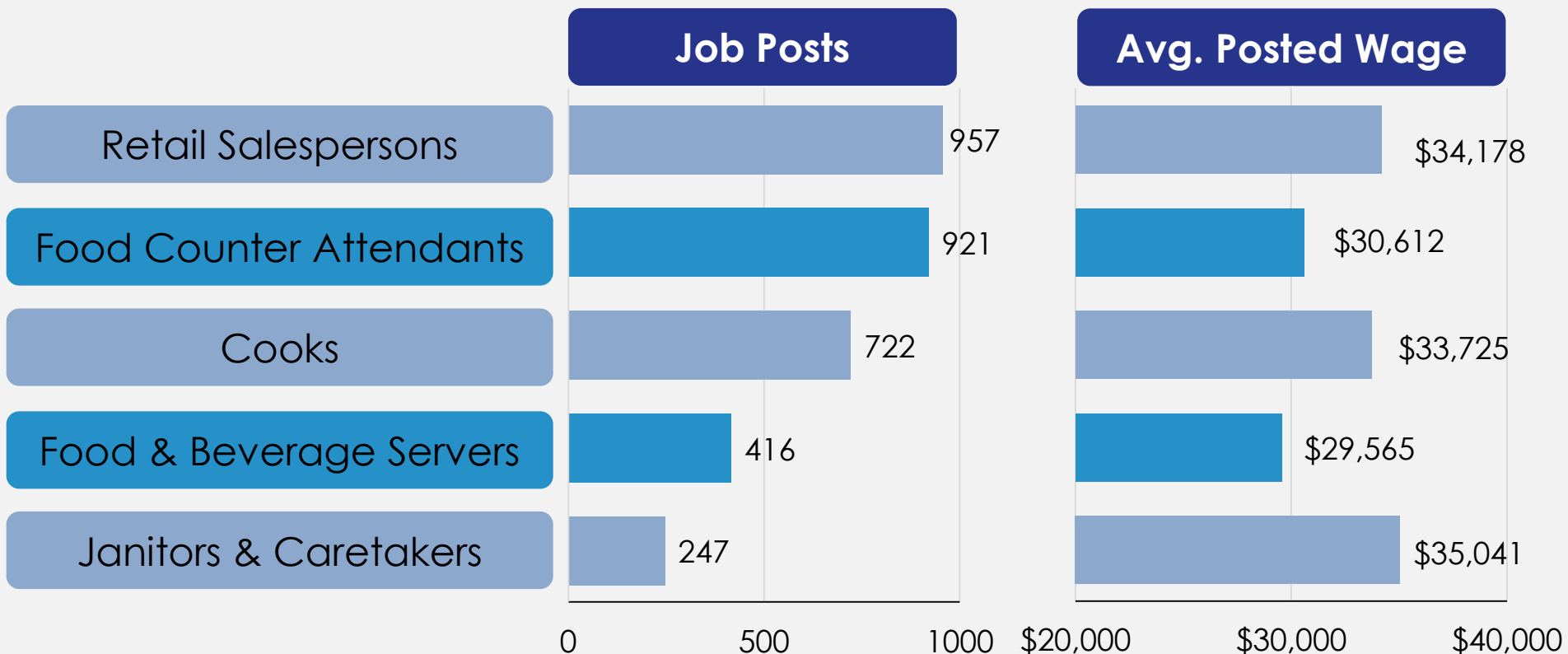
Shifts and Changes in Job Demand Across the Local Labour Market

Total Job Demand

In June, tourism job demand represented 32.6% of all publically available job posts. It remained at about 33.5% of all job demand through July and August.



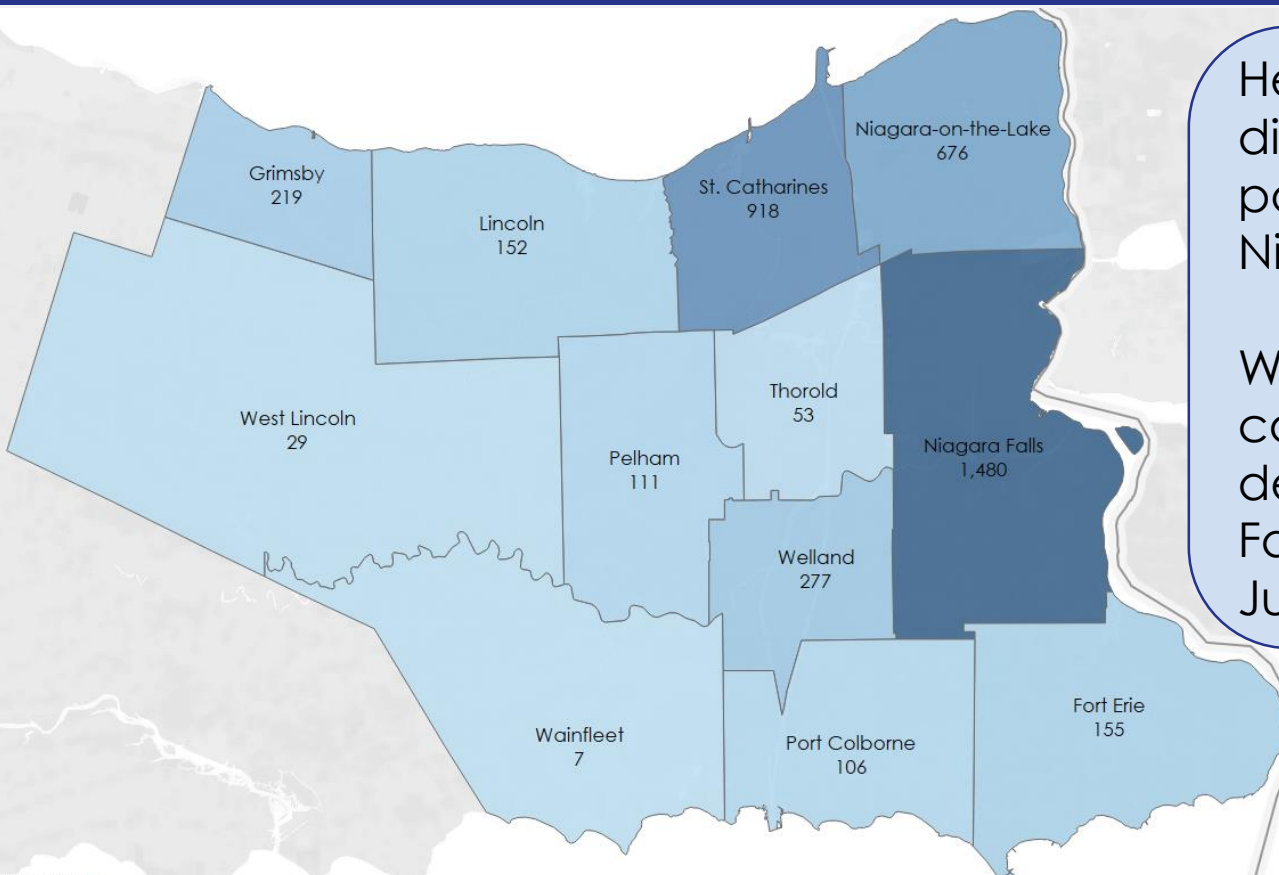
Throughout June, July, and August, we saw over 200 total posts for these tourism-supporting occupations:



Where do these data come from?

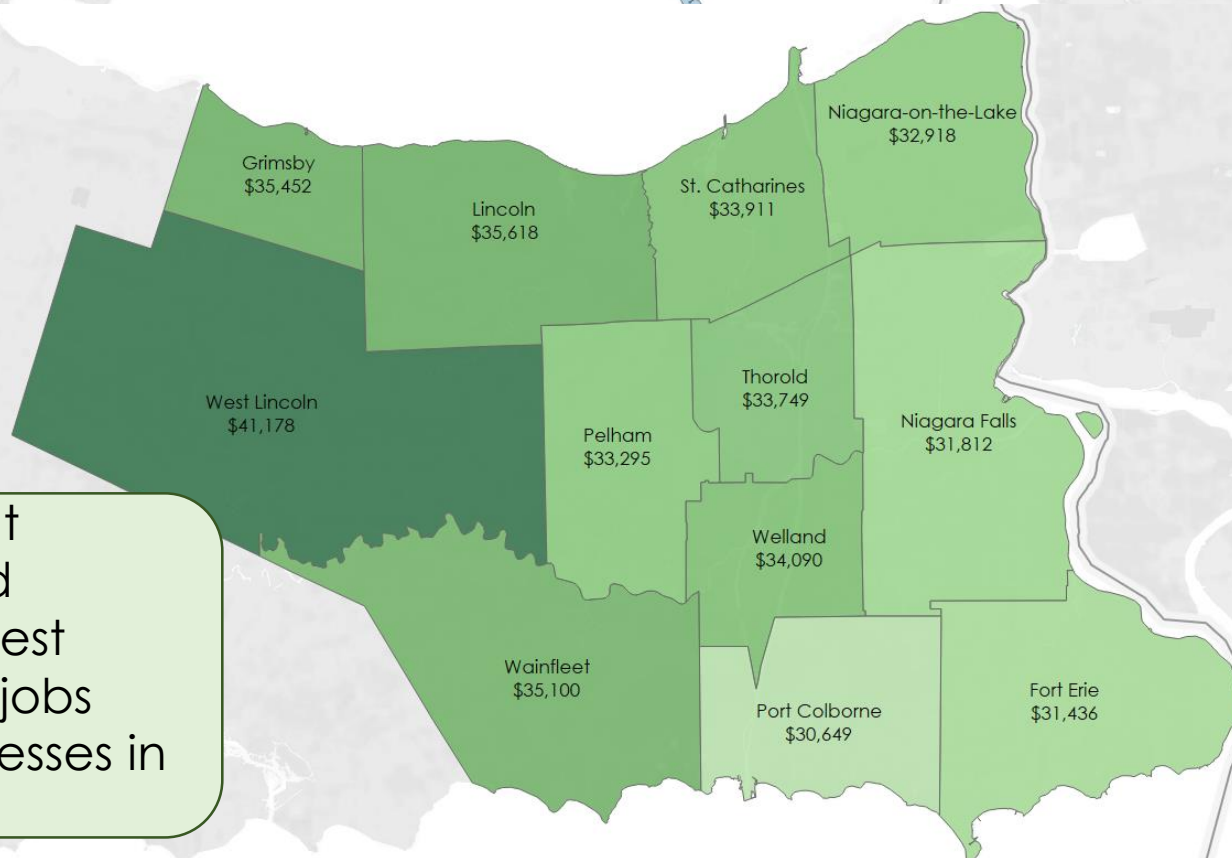
NWPB aggregates job demand data scraped from local and national job boards to produce real time measures of job demand in Niagara. Every number in the above figures account for a single online job posting in Niagara.

Measureable Job Demand and Offered Wages for Tourism-Support Jobs



Here we see the distribution of job posts throughout Niagara.

We saw the largest concentration of demand in Niagara Falls throughout June, July, and August.



When we look at average offered wages, the highest wages were for jobs posted by businesses in West Lincoln.

Sources: NWPB Job Demand Aggregator, Statistics Canada Labour Force Survey Table 14-10-0379-01 with tourism calculations by NWPB; employer survey data from Niagara Economic Rapid Recovery Team's Business Impact Survey. Base map and data from OpenStreetMap and OpenStreetMap Foundation made available under the Open Database License linked [here](#). © OpenStreetMap contributors

Would you like to know more?

To access other job demand tools and resources like:

- Monthly interactive job demand dashboards
- Sector-specific infographics

Click our logo

