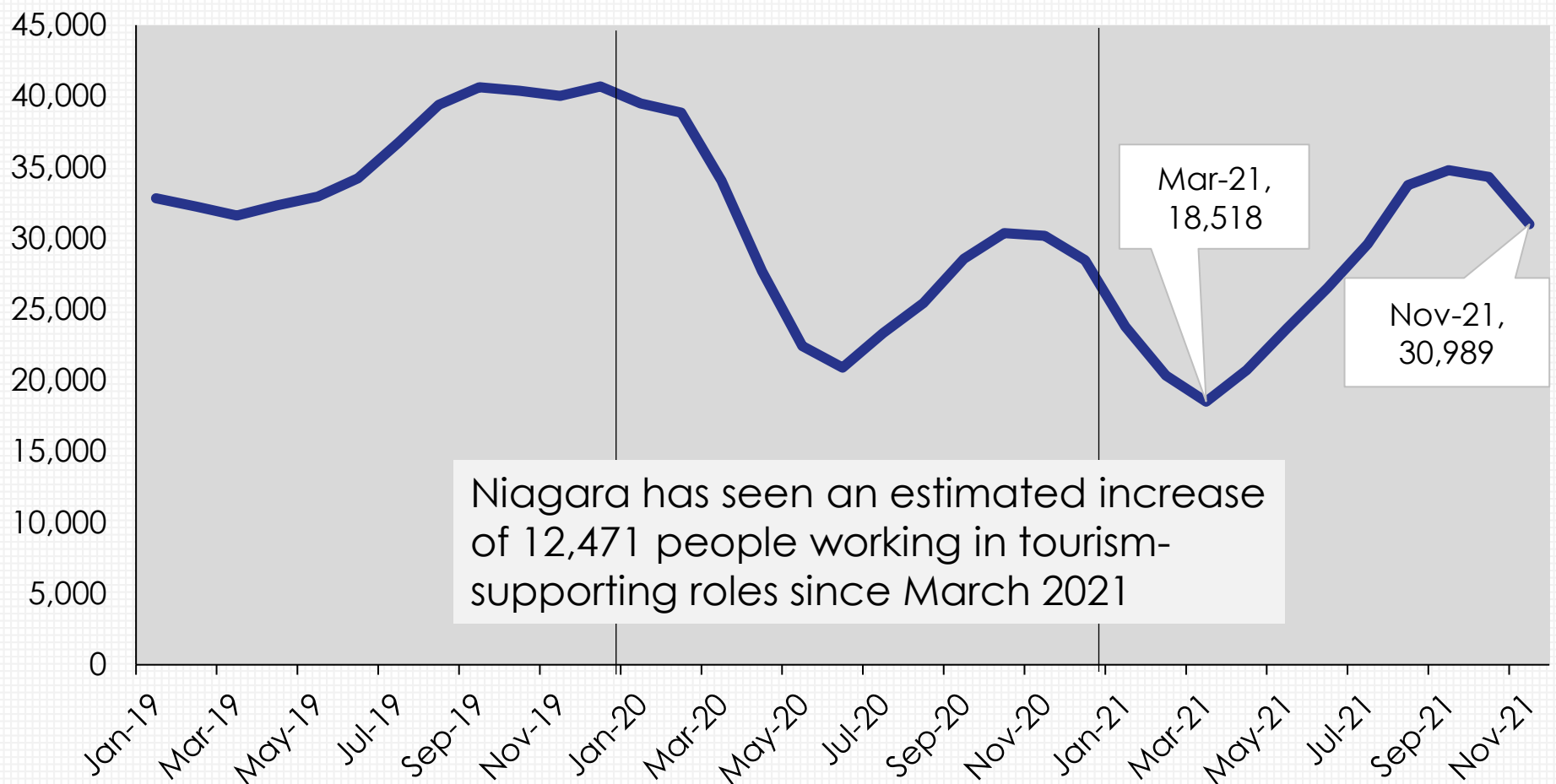


December 2021: Tourism Employment Profile

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**
- **A focus on the accommodations and food services industry**

Let's begin with some employment updates:



Tourism Employment:

Throughout the pandemic tourism employment has fluctuated; this sector has been hard hit and still has not reach pre-pandemic employment levels

Feb 2020 (*pre-pandemic*) **38,845**

Oct 2020 (*post-first wave high*) **30,374**

March 2021 (*pandemic low*) **18,518**

November 2021 (*current*) **30,989**

Tourism Sub-sector Trends: Accommodations and Food Services

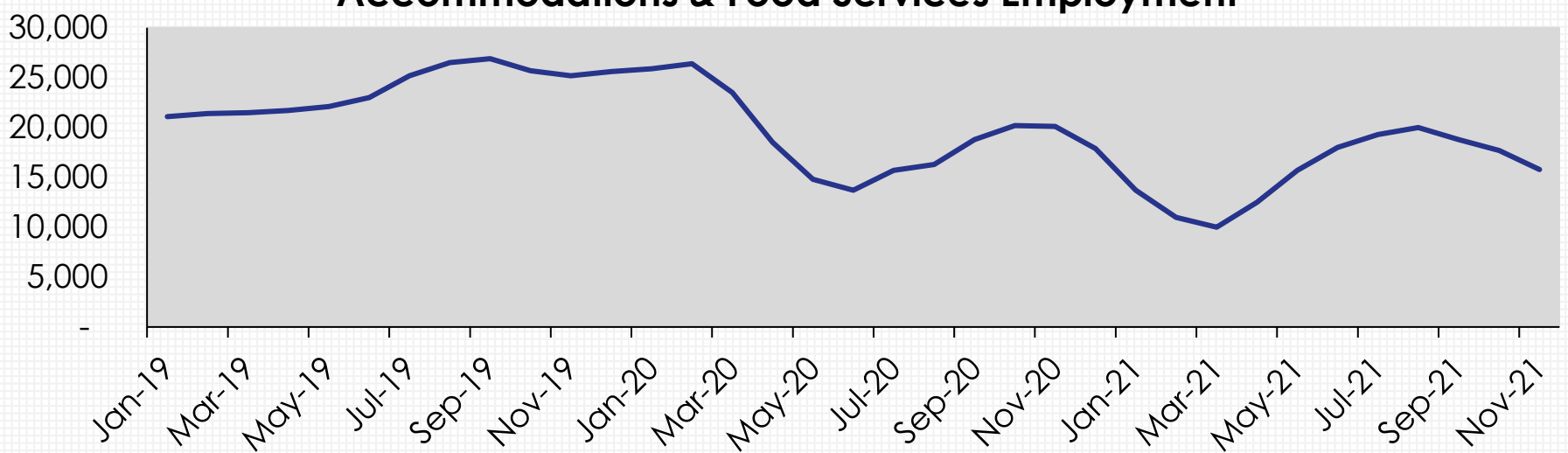
Statistics Canada provides **national-level trends** for individuals that have been unemployed for less than 12 months and recently found employment.

The re-employment rate for **accommodations and food services** is **50.6%**. Historical data (i.e., this same time period in 2015-2019) have rates ranging from 47.7% to 58.9%.

Industry	Re-employment rate, October 2021
Educational services	90.6%
Total, all industries	68.8%
Manufacturing	67.0%
Retail trade	64.9%
Accommodation & food services	50.6%

This is important because the *accommodations and food services* sector is Niagara's largest tourism-supporting industry and saw the largest employment impacts throughout the pandemic.

Accommodations & Food Services Employment



Provincial-level industry characteristics from 2020 show...

56.1%

Of employed individuals are women.

44.9%

Of employment is part time. Across all industries only 17.4% of employment is part time.

39.6%

Of employed individuals are 15-24 years old.

Statistics Canada Labour Force Survey (3701), [custom tabulation](#); 3-month moving average – not seasonally adjusted.

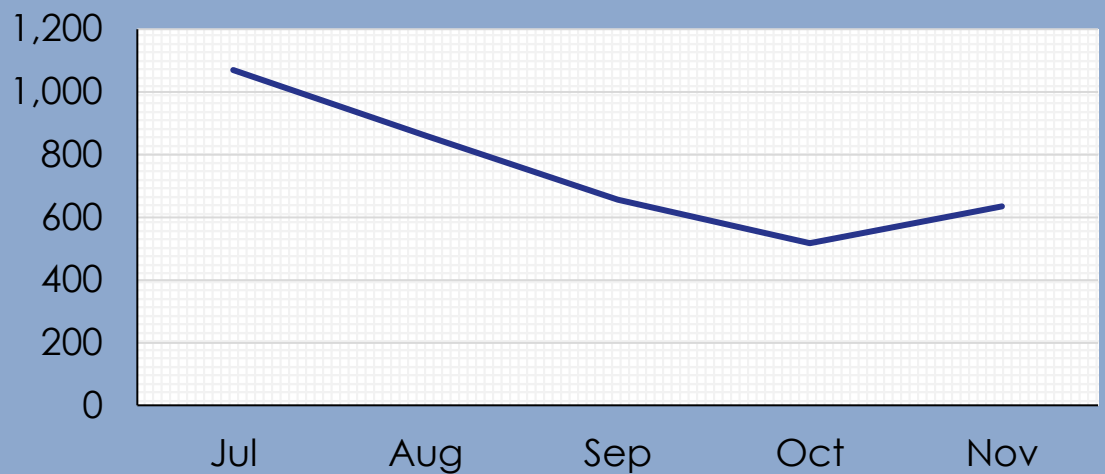
Statistics Canada methodology note: Industry re-employment rates are calculated for the group of people who flowed from unemployment to employment, within 12 months of last working. The rate refers to the proportion of these people who were re-hired in the same industry.

Statistics Canada. Table 14-10-0023-01 Labour force characteristics by industry, annual (x 1,000);

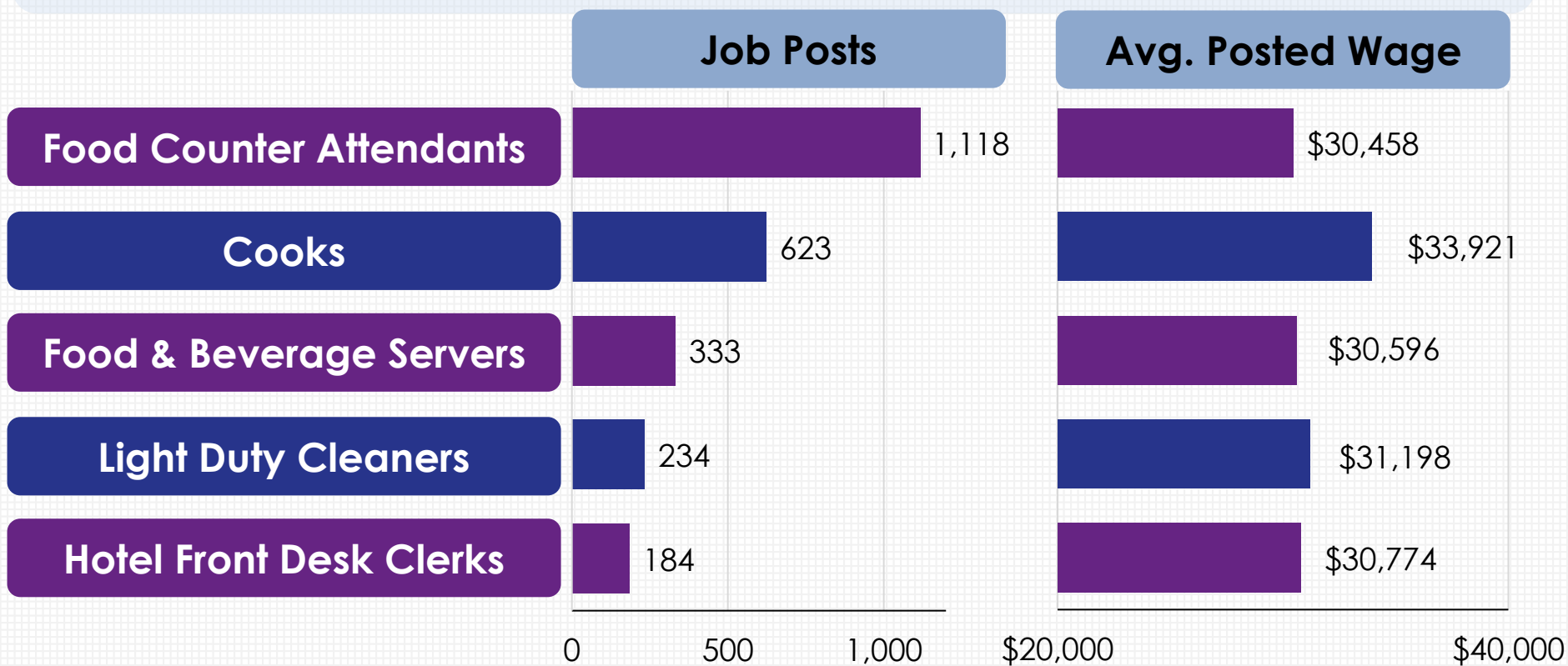
Statistics Canada. Table 14-10-0379-01 Employment by industry, three-month moving average, unadjusted for seasonality (x 1,000)

Shifts and Changes in Job Demand: Accommodations and Food Services

Here we focus on recent local job demand in accommodations and food services. This figure outlines the number of new online job posts for work in this industry between July and November 2021.



The figure below outlines the top in-demand jobs in this sector between July and November, along with the average offered wages.



Would you like to know more?

[Visit our website](#) to access job demand tools and resources like:

- Monthly interactive job demand dashboards
- Sector-specific infographics