

TOURISM

EMPLOYER ONE SURVEY OBSERVATIONS 2019

Tourism business is defined by the Ontario Ministry of Tourism as business activity from visitors who have travelled greater than 40 km from their place of residence. This local lens includes employers who identified at least 25% of their business as derived from tourism. This represents 100 businesses in the four county

ECONOMIC PROFILE

TOP SUB-SECTORS:

- RETAIL TRADE (24%)
- FOOD SERVICES & DRINKING PLACES (20%)
- ARTS, ENTERTAINMENT & RECREATION (14%)
- ACCOMMODATION SERVICES (12%)


87% HIRED IN 2018

70% *Reported* HARD-TO-FILL POSITIONS IN 2018

81% PLAN TO HIRE IN 2019

WORKFORCE

FULL-TIME
37% 

PART-TIME
21% 

CONTRACT
4% 

SEASONAL
38% 

UNDER 25
41%  OVER 55
19%

RECRUITMENT

TOP 3 METHODS

WORD OF MOUTH



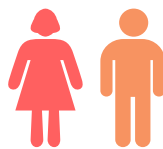
ONLINE JOB BOARDS



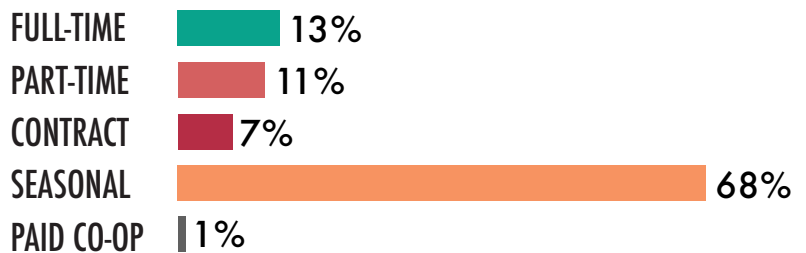
COMPANY'S OWN INTERNET SITE



HIRING DYNAMICS



TOTAL NUMBER OF HIRES
85 EMPLOYERS filled 2466 positions IN 2018



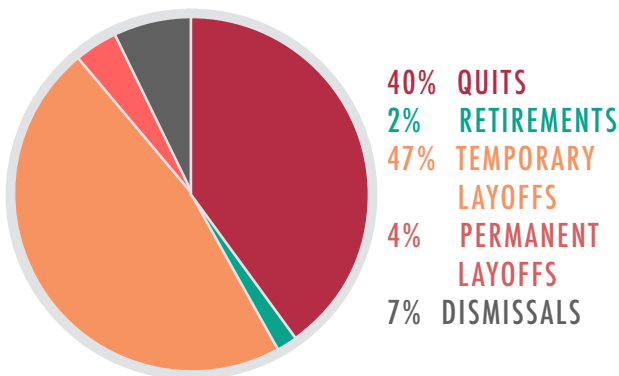
POSITIONS FILLED IN 2018

- MANAGERS/DIRECTORS
- DISHWASHERS/KITCHEN SUPPORT STAFF
- CHEFS/COOKS

RETENTION DYNAMICS

TOTAL NUMBER OF SEPARATIONS

69 <<<<<<<<<< 2007
EMPLOYERS experienced >>>>>>>>>> separations IN 2018



✓ 70% OF EMPLOYERS supported TRAINING IN 2018

TOP 3 TRAINING BARRIERS:

TRAINING

- \$ COST
- 📍 RELEVANT TRAINING IS NOT OFFERED LOCALLY
- 🕒 LOSS OF PRODUCTIVITY DURING TRAINING TIME

SKILLS SHORTAGE

Employers rated the availability of qualified workers as:

EXCELLENT-GOOD 18% FAIR-POOR 82%

HARD-TO-FILL POSITIONS

70% Experienced HARD-TO-FILL POSITIONS IN 2018

TOP HARD-TO-FILL POSITIONS IN 2018:

- CHEF/COOKS
- DISHWASHERS/ KITCHEN SUPPORT STAFF
- HOUSEKEEPING

28% of employers have spent OVER A YEAR TRYING TO FILL hard-to-fill positions

VS.

25% of job seekers have spent OVER A YEAR TRYING TO FIND A JOB*

*Employee Survey 2018

TOP 3 REASONS POSITIONS WERE HARD-TO-FILL:

- NOT ENOUGH APPLICANTS
- LACK OF MOTIVATION
- LACK OF QUALIFICATIONS



TOP 3 COMPETENCIES EMPLOYERS ARE LOOKING FOR:

- WORK ETHIC
- CUSTOMER SERVICE
- SELF-MOTIVATED