

LOCAL LENS ON TOURISM

20
18


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 178 businesses in the four county area.

ECONOMIC SUMMARY



Tourism Businesses by County


BRUCE 25%
GREY 49%
HURON 10%
PERTH 16%

59% 
of employers had
HARD-TO-FILL
positions in 2017


77% 
Plan to hire in
2018


Tourism Workforce


Full-Time
43% 

Part-Time
16% 

Contract
2% 

Seasonal
39% 

Under 25
33% 


Over 55
18% 

83% **OF EMPLOYERS**
HIRED in 2017


75%  Food services and drinking places 27%

of responses from businesses in the Tourism Economy came from the following industrial (sub) sectors...  Wholesale and retail trade 23%

 Arts, entertainment and recreation 14%

 Accommodation services 11%

Tourism Businesses

Start-up
15% 

Established
85% 

RECRUITMENT



TOP 3 RECRUITMENT METHODS:

Word of mouth
Online job postings
Social media

TOP HARD-TO-FILL JOBS

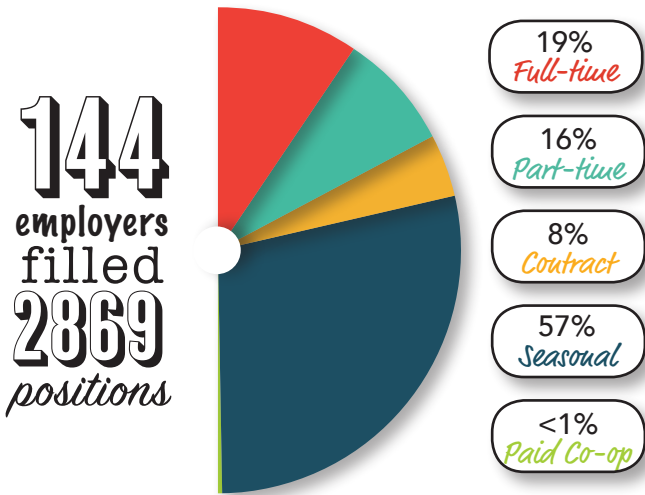
in 2017

 **SERVERS**

 **DISHWASHERS/
KITCHEN
SUPPORT STAFF**

 **COOKS/
CHEFS**

HIRING TRENDS



TRAINING



Top 3 Barriers to TRAINING



- Cost
- Losing trained employees to other businesses
- Relevant training is not offered locally*
- Distance to training facility*

*Tied for third most frequent response

RETENTION TRENDS



SKILLS SHORTAGE

Percentage of employers who rate the availability of qualified workers as:

Excellent - Good
29%

Fair - Poor
71%

HARD-TO-FILL POSITIONS

59% OF EMPLOYERS experienced **HARD-TO-FILL** positions in 2017

23% of employers have spent **1+ YEAR** trying to fill **HARD-TO-FILL** positions

TOP 3 REASONS POSITIONS WERE HARD-TO-FILL

Reasons positions were **HARD-TO-FILL**

- 1 Not enough applicants
- 2 Lack of motivation, attitude, or interpersonal abilities
- 3 No applicants at all

TOP 3 COMPETENCIES EMPLOYERS ARE LOOKING FOR IN HARD-TO-FILL POSITIONS

COMPETENCIES employers are looking for in *hard-to-fill positions*

- 1 Work ethic, dedication, dependability
- 2 Customer Service
- 3 Teamwork/interpersonal abilities