

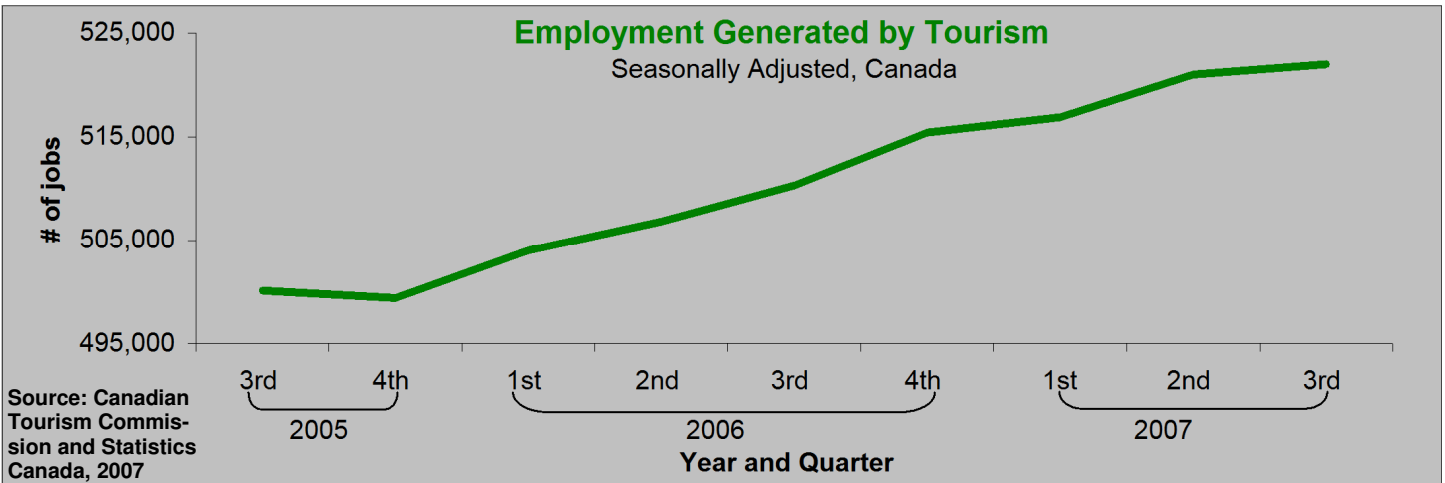
# Workforce Focus

From the Niagara Training & Adjustment Board

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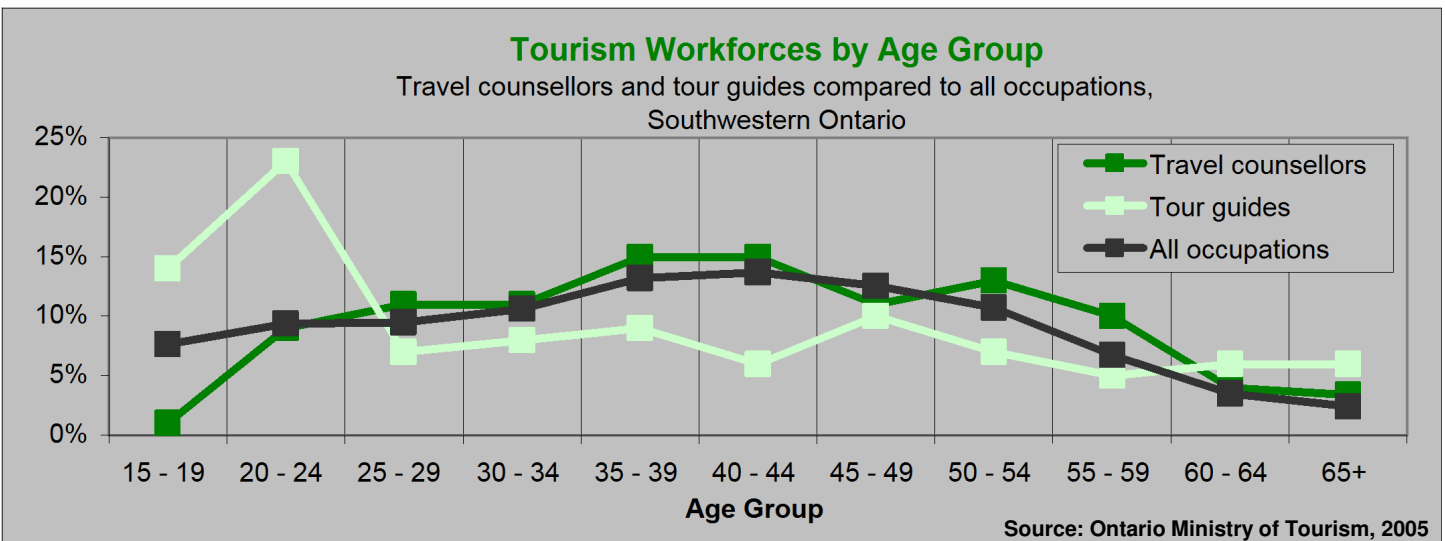
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**Employment Patterns**

Employment levels for the industry are highly sensitive to cyclical changes in the economy because travel volumes are closely tied to economic conditions, both domestically and abroad. Discretionary purchases, such as those on leisure travel, are among the first that consumers scale back on during lean economic times, especially with half of all travel by Canadians being for leisure purposes. Nationally, employment generated by tourism has been on a steady rise for the past two years. With the recent decline in the number of American visitors and economic uncertainty internationally, tourism employment may suffer in 2008.

Source: Statistics Canada "Service Indicators" 3rd quarter, 1999



**Age Profile**

The main distinction in the age composition of the travel counsellor occupation is that the training and experience required for the position leads to the absence of teenage workers. Many young people however find employment as tour guides. These positions are often seasonally orientated and therefore create good positions for students. There is also a larger than normal share of people over age 60 working as tour guides.



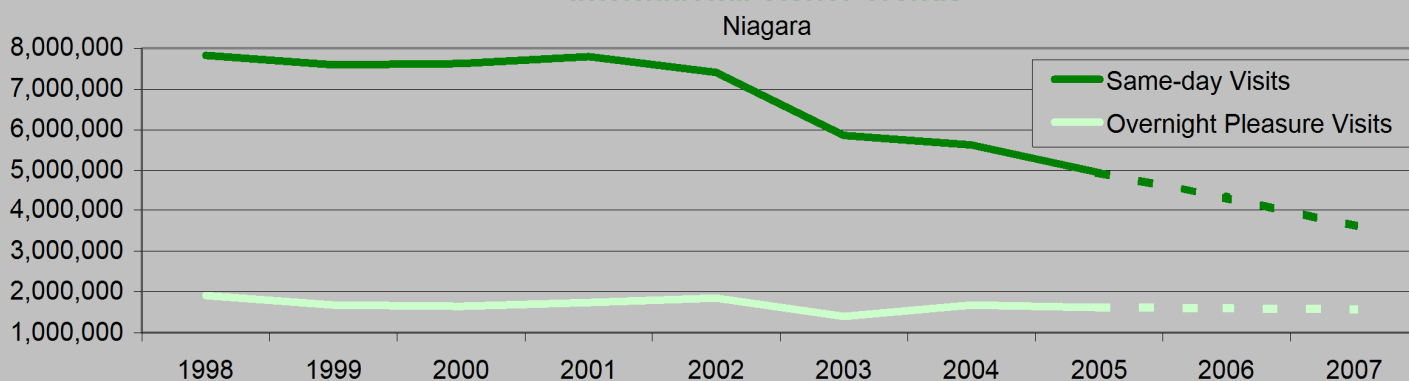
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## International Visitor Trends



Source: Ontario Ministry of Tourism, 2005

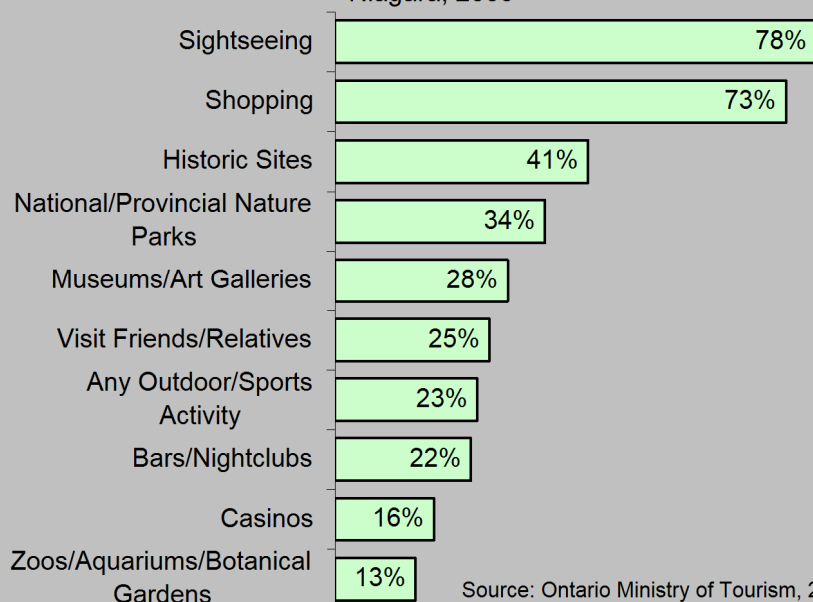
\*2006-2007 are estimates based on national trends.

## Visitors

The number of same-day visitors to the area has been decreasing and will likely continue to do so if the national trend is followed. These same-day visits come almost entirely from Americans. Overnight visits have remained quite stable however, where a larger share of visitors come from overseas.

## Activities of Overnight Visitors

Niagara, 2005



Source: Ontario Ministry of Tourism, 2005

## Travel Trends

Overnight and same-day car travel from the United States have taken different paths since recording sharp declines at the beginning of 2007. Since February 2007, overnight car travel from the United States has increased 7.6%, with gains in seven of the last nine months. Same-day car travel, however, is down each of the last five months and has fallen 10.2% since February. This suggests that same-day car travel from the United States may be more vulnerable to external factors predominant in 2007, such as the rising cost of gasoline, the uncertainty surrounding the US economy and the faltering US greenback. Travel from overseas countries reached its highest level in over three years in November, as residents of countries other than the United States made 401,000 trips to Canada, up 4.6% from October.

Source: Statistics Canada, The Daily, Jan 18 2008.

## Travel Service Establishments

Niagara, 2005

Source: Ontario Ministry of Tourism, 2005

# of Employees

	# of Establishments	# of Employees				
		None	1 to 19	20 to 49	50 to 99	100+
Travel Agencies	69	22	45	2	0	0
Tour Operators	18	5	11	1	1	0
Other Travel Arrangement & Reservation Services	8	6	2	0	0	0

## Industry Concentration

Niagara has a high concentration of travel service establishments, most of which employ less than 20 people.

**EMPLOYMENT  
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