



COVID 19, Tourism & Hospitality Employment and Youth: Impact and Response

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Tourism is composed of:

- Accommodations
- Food Services
- Recreation & Entertainment
- Transportation
- Travel Services

\$34 billion in provincial receipts and \$5 billion in tax revenue per year

9.3% of Ontario workforce

27% of Ontario's workforce first employment opportunity

Critical to economic development and employment in rural Ontario

One of Canada's fastest growing industries

OTEC WORKFORCE SOLUTIONS CYCLE



A Provincial Framework, Council, and Regional Working Groups Chaired by OTEC

Broad Representation:

- Industry
- Education and training partners
- Community employment partners
- Municipalities & Economic Development Stakeholders

Research and evaluation

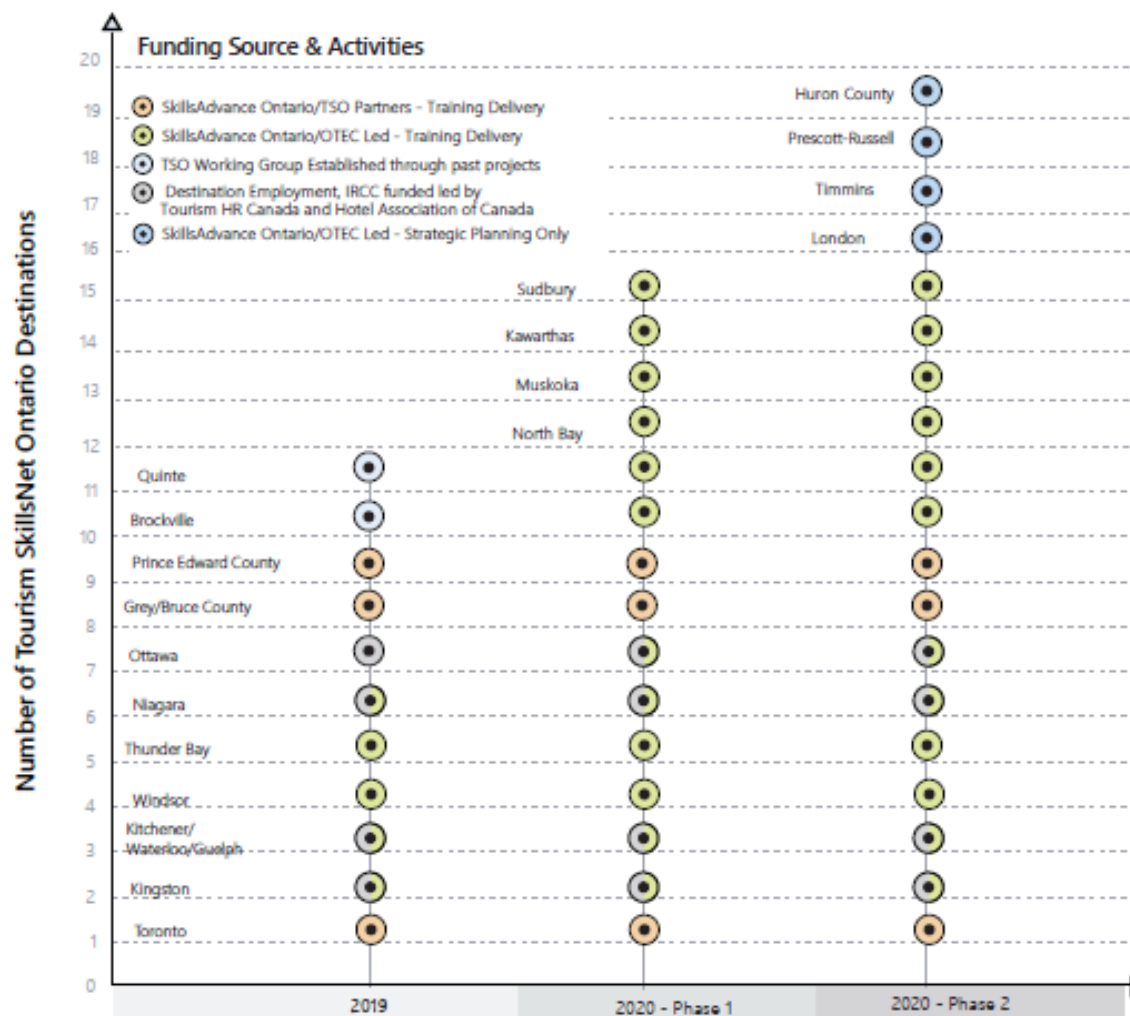
Cross-promotion and best practice sharing

Leveraging HR Technology

Building the 3rd pillar of education



Tourism SkillsNet Ontario Regions



New Workforce Challenges

- Prior to February 2020, Tourism faced a labour shortage of 195,000 jobs by 2035 . . .
- Since February, tourism employment has decreased by 881,700, or 43.3%
- Full-time employment has decreased by almost 390,000
- Part-time employment has decreased almost 495,000
- Tourism's unemployment rate is now 28.8%
- Accommodations unemployment is 35.5%, followed by Food Services 34.3%, Recreation 28.0%, Travel Services 22.3% and Transportation 14.8%

Emergency Response Plan



- A new project will leverage the Tourism SkillsNet framework to better understand workforce needs and accelerate targeted responses
- Partners include Magnet, the Conference Board of Canada, Blueprint ADE, TIAO, ORHMA, Hospitality Workers Training Centre (HWTC), Tourism HR Canada (THRC) and the Tourism SkillsNet Ontario Alliance members
- The project will launch first in Ontario and will scale nationally to share resources and outcomes

Project Objectives:

1. Understand impact on displaced workers
2. Engage workers and provide immediate information, services and supports
3. Launch a virtual collaboration and service platform
4. Maximize early retraining and upskilling opportunities in high demand segments
5. Accelerate destination-based recovery plans

Activities:

1. Reach and register displaced workers through employers, employment service partners, industry orgs. and direct marketing
2. Distribute information on supports and conduct impact assessment to target interventions
3. Provide ESP partners with access to virtual delivery technology for high volume triaging and supported program delivery
4. Facilitate referrals to action centres and re-employment partnerships as they emerge

Questions?

Please contact us to explore how we can collaborate to help those effected.

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