

South Georgian Bay Tourism Industry Labour Supply Task Force

GREY COUNTY – SIMCOE COUNTY – COLLINGWOOD – WASAGA BEACH – THE
BLUE MOUNTAINS – MEAFORD – RT07 – FOUR COUNTY LABOUR MARKET
PLANNING BOARD – GEORGIAN COLLEGE – BLUE MOUNTAIN VILLAGE
ASSOCIATION – BLUE MOUNTAIN RESORT

Key Discussion Points

1. Tourism Industry at a Glance
2. Employment Impact
3. Scope of Labour Shortage
4. Challenges & Risks
5. Key Recommendations & Next Steps

Tourism Industry at a Glance

Economic Impact of Tourism in Ontario:

- \$32.3 billion in annual receipts
- 389, 000 employees
- 186, 000 businesses
- \$4.9 billion in Ontario tax revenues
- 141 million annual visits
- **Bruce/Grey/Simcoe: 1400 tourism businesses & 17000 employees**

Eight Sectors of Tourism Employment:

- Accommodation
- Adventure & Recreation
- Attractions
- Events & Conferences
- Food & Beverage
- Tourism Services (Retail)
- Transportation
- Travel Trade

Tourism Industry at a Glance

Business Disciplines:

- Entrepreneurship
- Marketing & Sales
- Human Resources
- Finance
- Technology
- Operations
- E-Commerce
- Security

Complementary Sectors:

- All Trades & Services
- Real Estate & Construction
- Landscape Architecture & Service
- Transportation
- Arts & Culture
- Property Management
- Agriculture / Beverage – Local Producers
- Legal/Administration
- Food Producers & Local product manufacturers

Tourism Industry at a Glance (2012)

Employment:

Full Time 64%

Part Time 36%

Year Round 56%

Seasonal/Part Year 44%

Age:

15-34 50%

35-54 35%

55+ 15%

Education:

No high school – 19%

High School – 35%

Apprenticeship – 9%

College Level – 18%

University Certificate – 4%

University Bachelors Degree – 11%

Post Graduate 4%

Gender:

Male 49%

Female 51%

Labour Market Factors Shaping Labour Shortage

- Since 2004, regional labour force has dropped by **11%** or **18,700** people
- Population aging & out-migration are primary causes
- 25 to 54 experiencing dramatic declines.
- Bruce County & Grey County tend to lose residents from 18 to 44 age groups
- 18-44 age group participates in labour market higher than provincial average
- Most tourism employers are under staffed – est. 700 short pre-winter 2017*
- More shortages pre-winter 2018*

*Tourism Employers across South Georgian Bay

Labour Market Factors Shaping Labour Shortage

- This is projected to continue for the next 10 to 20 years.
- High regional rates for residents aged 55 plus.
- Shortages at front lines, first level supervision & specialized roles most acute
- Key sectors impacted: Tourism, Transportation, Manufacturing & Construction

The Bottom Line:

Today's South Georgian Bay labour pool is not meeting employment & economic growth demands of Tourism & other key industries driving our economy!

Local Economic Factors Shaping Labour Shortage

- **Housing costs on the rise** across South Georgian Bay & low inventory of attainable &/or starter family residences
- Lack of **transit** strategy and network regionally to support free flow of workers & visitors
- Lack of regional post-secondary tourism **programs** to keep students home & to recruit from away
- Multiple jurisdictions (County/Municipal): **lack of regional economic strategy**
- Lack of understanding of the true scope of the **tourism industry** and its **impact on employment & regional economy**
- Competition for labour heating up as shortages impact entire Province
- Need for local family supports to encourage workforce participation, i.e., **childcare**

Economic Risks



- Lack of ability to properly service growing demand will equal **lost revenue**
- Employers de-marketing, **decreasing traffic & visitation** to match capacity could have a serious impact on secondary businesses and/or pace of growth
- Service decline could have negative impact on **regional brand**
- Declining investment and growth in new businesses would **stall tax growth**
- Decline in service levels and lifestyle benefits our industry provides to locals could negatively impact **real estate values & residential growth**
- Larger employers who can afford it will raise wages to attract the best employees, causing heightened **competition & wage compression** that will negatively impact small businesses, entrepreneurs, and all other local employers

Recommendations



1. Develop Diverse Real Estate/Attainable Housing Strat
2. Invest in Regional Transit Connectivity
3. High School Outreach
4. Support Post-Secondary Tourism Programming
5. Strengthen Regional Operator Learning Networks, Best Practices and Benchmarking
6. Flexible Child Care

What Has Been Done?

- Four County Labour Board Tourism Sector Labour Market Research
- Childcare town hall meeting & survey
- TOBM Business in Motion event in Collingwood focused on housing & transit to engage business community
- RT07 developing tourism owner/operator training & mentorship program
- Development industry consultation
- Talks with municipal planning teams
- Community relations & outreach to ensure residents as well as businesses are aware of the challenges and risks

What's Next?

- Transit forum to be hosted in Collingwood
- Employer One survey & more East SGB data
- Launch RFP to hire housing consultant to create business case for attainable housing (dorms, apartment rentals, condos, starter homes, family homes) :
 - *Interview employers & employees*
 - *Assess best practices (i.e., Whistler)*
 - *Assess municipal readiness*
 - *Propose development incentives & frameworks to attract builders*
- Present business case to Province, County, Municipalities & development sector by June 2018