

LABOUR SUPPLY SHORTAGE

Labour supply shortages in the hotel sector remain the single biggest issue of concern for hoteliers. In fact, 66 percent of accommodation businesses see labour issues as a significant business impediment. These shortages are a challenge year-round, but are especially acute during seasonal peak periods, and are felt all across Canada.

Hoteliers have gone to great lengths with recruitment efforts to hire Canadians first, including a recent partnership with Immigration, Refugees & Citizenship Canada to mobilize at least 1,300 refugees and new Canadians into available hotel jobs.

Learn more: www.hotelassociation.ca/destinationemployment

While this effort is a step in the right direction and will assist with the chronic, year-round labour shortage, it will not address the seasonal periods where additional workers are required on a temporary basis. The reality is the labour pool is thin and finite. The workers that can work on a temporary basis in Canada don't always line up with the tourism season. For the ones that are available in the summer months, there are many industries competing for the same worker pool and the hardest to fill jobs are not wanted by some Canadians.

Our sector is in a strong position to support the Government of Canada and get under-represented groups into good jobs. The industry facilitates accelerated and improved settlement and employment over other sectors. This is a sector worthy of investment – hotel jobs are meaningful and offer a variety of positions, strong upward mobility, training and investment in employees.

The outlook for accommodation services is quite strong. Growing customer demand would support a 33% growth in available full-time accommodation jobs by 2035. However, this potential growth may not be met if labour challenges in the accommodation industry are not addressed. In fact, without significant changes to the number of available workers, wages, or the appeal of working in the most difficult to fill and retain occupations, the accommodation industry could experience a shortfall in the supply of labour equivalent to 10,000 jobs by 2035.

OUR ASK #1:

We are calling on the Federal Government to provide sustainable, long term investment to support programs focused on connecting under-represented Canadians including youth, Indigenous Peoples and women, to available jobs in the accommodations sector.

OUR ASK #2:

We recommend that the Federal Government, in collaboration with the Hotel Association of Canada, develop and implement a program to

address the seasonal shortages in the accommodation sector through intra-brand employee exchanges, or bilateral agreements with suitable countries.

OUR ASK #3:

We recommend that the Federal Government review and update the Temporary Foreign Worker Program to reflect the labour shortage realities that many industries like the accommodation sector now face through the lowering of application fees, streamlined re-application for workers and the establishment of a pathway to permanent residency for workers.

OUR ASK #4:

We recommend that the Federal Government replicate the new three-year immigration pilot program for the agri-food sector – which provides temporary foreign workers the opportunity to become permanent residents - for the accommodation sector, to help alleviate the negative impacts of labour shortages in the industry.

TALKING POINTS:

1. There is a labour shortage in Canadian hotels. These shortages are a challenge year-round, but are especially acute during seasonal peak periods, and are felt all across Canada.
2. Front line jobs (and others) are hard to fill.
3. Hoteliers are committed to hiring Canadians first and have gone to great recruitment efforts.
4. There remains a disconnect between available jobs and available workers.
5. The advantage of working in hotels is more than just the simple fact that jobs are available. Hotel jobs are a springboard to build a lifelong and fulfilling career.
6. We want to be and can be the employer that helps the federal government get under-represented groups into good jobs.
7. Hotels offer a variety of positions, strong upward mobility, training and investment in employees. When you work in a hotel you quickly improve language and customer service skills and learn cultural nuances. There is no better place to cultivate these skills than working in a hotel environment.