

RT012

Employee Sentiment Study WAVE 1

December 2022




**EXPLORERS
EDGE**

Research Objectives

- A key pillar of RTO12's Regenerative Strategy is the development of a Regional Tourism Data Hub, which will collect ongoing and timely intelligence regarding the overall health of the tourism industry. This data is particularly important as the RTO12 launches programs to help the tourism industry and communities recover and rebuild with long-term sustainability front and centre
- An online dashboard has been conceived to track business confidence, labour gaps & shortages, employee sentiment, resident sentiment, visitor sentiment and, eventually, environmental impact. A series of surveys will be launched to gather the benchmark intelligence to create the dashboard, which will be hosted on the RTO12 administrative site
- This report presents the outcome of the first phase of a survey of tourism workers in RTO 12 about their feelings toward employment in the local tourism industry. The objective of this survey is to gauge their level of satisfaction in their roles and to identify potential areas of concern that might be addressed to overcome the labour shortage in the region
- We recommend repeating this survey on an annual basis to track changes in sentiment over time, especially as key planks in RTO 12's BOP are executed





Executive Summary

- The objective of this survey is to gauge their level of satisfaction in their roles and to identify potential areas of concern that might be addressed to overcome the labour shortage in the region. The survey sample included 95 current workers, 75 past workers and 165 potential workers
- Despite the concerns voiced about working in the sector, just over 40% of respondents have worked in it for more than 15 years
- Current workers seem to be very happy with their tourism job, with 72% saying they are very satisfied
- That said, only 54% of current workers say they earn a living wage
- A majority of current workers (66%) would recommend their employer to others. Past workers, however, are much less enthusiastic, with only 29% saying they would do the same. **Net Promoter Score (NPS) for employers (top 3 box minus bottom 3 box scores) is 64 for current workers (good) and just 1 for past workers**
- Even though they would recommend their employer, less than half (46%) of current workers would recommend a job in the tourism sector. For past workers, that percentage drops to 36%. **The NPS for employment in tourism (top 3 box minus bottom 3 box) is 38 for current worker and 28 for past workers**
- When asked why they made the recommendation they did, the most common response was that employment in the sector does not provide a living wage
- Good relations with co-workers, schedule flexibility and proximity of employment topped the list of things current and past workers liked MOST about their job
- When it comes to the list of things current and past workers liked LEAST about their job, the top three factors were all financial – insufficient wages, the high cost of living / not earning a living wage and the lack of affordable housing
- Potential workers in tourism say that good pay, good relations with management / co-workers, proximity to where they live are cited most often when asked what would attract them. Almost half also said affordable housing would increase their interest in a tourism role
- For this respondents 18-34, when it comes to improving their job, better pay is far less important than it is for older workers. They also want more flexibility in their schedules and empowerment to make decisions.
- Similarly, when it comes to improving their work environment, younger respondents say clear and effective communications, a mechanism for airing grievances, employee empowerment and recognition are all more important than they are for older workers
- Barely a quarter of respondents say they would relocate for a tourism job. Not a surprising result given the industry perception of paying low wages



Detailed Findings

Research Methodology & Respondent Sample Size / Demographic Profile

- A telephone survey consisting was deployed in the fall of 2022 with the assistance of Environics. This survey included both the Employee and Resident sentiment questions. Respondent who were both past /current / potential tourism workers and residents of RTO 12 completed both the Employee and Resident sentiment questions.
- There were 553 respondents in total, broken down as follows:

Tourism Employment Status			Gender			Age		
	Total	RTO12	Male	Female	Other	18-34	35-49	50+
Total	553	483	274	279	-	99	125	329
Current Tourism Worker	17%	17%	17%	18%	-	17%	28%	13%
Previous Tourism Worker	14%	15%	11%	17%	-	10%	12%	16%
Future Intender Tourism Worker	30%	24%	31%	28%	-	56%	32%	21%
Rejector	20%	23%	24%	16%	-	17%	26%	18%
Retired	19%	22%	17%	21%	-	-	2%	31%

Breakdown of Current Workers by Tourism Sector

- The food and beverage sector dominates the current worker sample, especially among women

Are you currently employed in any of the following sectors that are related to the tourism and hospitality industry?

			Gender			Age		
	Total	RTO12	Male	Female	Other	18-34	35-49	50+
Total employed	95	80	46	49	-	95	95	95
Food and beverage, such as restaurants, bars, cafes, or food trucks	12%	12%	10%	13%	-	13%	14%	9%
Accommodations, such as hotels, resorts or campgrounds	10%	12%	10%	11%	-	5%	16%	10%
Experiences such museums, art galleries, theme parks, music venues, skiing or outdoor adventure	6%	6%	6%	5%	-	6%	4%	6%
Tour operators and event planners, such as local sightseeing, outdoor or culinary adventure, conventions, event planning	5%	5%	6%	4%	-	6%	4%	5%
Transportation, such as motorcoaches, charter boats, rental cars, taxis or rail or air travel	2%	2%	4%	1%	-	2%	3%	2%
Any other tourism activities	56%	47%	55%	57%	-	100%	50%	55%

Breakdown of Past Workers by Tourism Sector

- The food and beverage sector also dominates the past worker sample, especially among women

Have you previously worked in any of the following sectors that are related to the tourism and hospitality industry?

	Total	RTO12	Gender			Age		
			Male	Female	Other	18-34	35-49	50+
Total employed	78	73	30	48	-	10	15	53
Food and beverage, such as restaurants, bars, cafés, or food trucks	27%	25%	24%	30%	-	40%	37%	20%
Accommodations, such as hotels, resorts or campgrounds	18%	18%	12%	25%	-	28%	21%	15%
Experiences such museums, art galleries, theme parks, music venues, skiing or outdoor adventure	8%	7%	8%	7%	-	16%	9%	5%
Transportation, such as motorcoaches, charter boats, rental cars, taxis or rail or air travel	5%	5%	7%	3%	-	10%	2%	5%
Tour operators and event planners, such as local sightseeing, outdoor or culinary adventure, conventions, event planning	5%	5%	6%	4%	-	11%	6%	3%
Any other tourism activities	45%	67%	20%	67%	-	-	100%	67%

Current / Past Workers by Length of Time Employed

- A surprising portion of the sample has been employed in the sector for more than 15 years, reflecting the portion that are more than 50 years old

For how many years have you worked in the tourism and hospitality industry?

	Total	RTO12	Gender			Age		
			Male	Female	Other	18-34	35-49	50+
Total	173	153	76	97	-	27	50	96
1 - <5 YRS	25%	25%	26%	25%	-	52%	30%	16%
5 - <10 YRS	20%	20%	14%	24%	-	30%	18%	18%
10 - <15 YRS	10%	8%	12%	9%	-	7%	14%	9%
15+ YRS	42%	44%	45%	40%	-	11%	36%	54%
Don't Know/NA	2%	3%	3%	2%	-	-	2%	3%

Current / Past Workers by Type of Employment

- Overall, about 65% of the sample works year-round with about 2/3s of them working full-time

Is your CURRENT work in the tourism and hospitality industry...			Gender			Age		
	Total	RTO12	Male	Female	Other	18-34	35-49	50+
Total	95	80	46	49	-	17	35	43
NET: Year Round	64%	64%	61%	67%	-	53%	83%	53%
Full-time, year round	47%	45%	48%	47%	-	41%	57%	42%
Part-time, year round	17%	19%	13%	20%	-	12%	26%	12%
NET: Seasonal	34%	35%	37%	31%	-	47%	17%	42%
Full-time, seasonal	20%	21%	20%	20%	-	41%	9%	21%
Part-time, seasonal	14%	14%	17%	10%	-	6%	9%	21%
Don't know/not sure	2%	1%	2%	2%	-	-	-	5%

Was your PRIOR work in the tourism and hospitality industry...			Gender			Age		
	Total	RTO12	Male	Female	Other	18-34	35-49	50+
Total	78	73	30	48	-	10	15	53
NET: Year Round	65%	67%	73%	60%	-	40%	73%	68%
Full-time, year round	42%	45%	43%	42%	-	20%	27%	51%
Part-time, year round	23%	22%	30%	19%	-	20%	47%	17%
NET: Seasonal	33%	32%	23%	40%	-	60%	27%	30%
Full-time, seasonal	21%	19%	17%	23%	-	50%	7%	19%
Part-time, seasonal	13%	12%	7%	17%	-	10%	20%	11%
Don't know/not sure	1%	1%	3%	-	-	-	-	2%



Potential Workers by Type of Employment

- Just over 60% of the Potential workers sample say they would prefer year-round work with about 2/3s of them working full-time

If you were to work in the tourism and hospitality industry, would you prefer it to be...

	Total	RTO12	Gender			Age		
			Male	Female	Other	18-34	35-49	50+
Total	165	115	86	79	-	55	40	70
NET: Year Round	61%	59%	59%	62%	-	64%	75%	50%
Full-time, year round	45%	42%	44%	47%	-	49%	63%	33%
Part-time, year round	15%	17%	15%	15%	-	15%	13%	17%
NET: Seasonal	37%	38%	41%	33%	-	35%	25%	46%
Full-time, seasonal	12%	12%	10%	13%	-	18%	10%	7%
Part-time, seasonal	25%	26%	30%	20%	-	16%	15%	39%
Don't know/not sure	2%	3%	-	5%	-	2%	-	4%

Current Workers by Hours of Employment per Week

How many hours per week are you currently working in the tourism and hospitality industry?

	Total	RTO12	Gender			Age		
			Male	Female	Other	18-34	35-49	50+
Total	95	80	46	49	-	17	35	43
<20 hrs	22%	20%	24%	20%	-	18%	26%	21%
20 - <40 hrs	28%	29%	24%	33%	-	41%	23%	28%
40 - <50 hrs	33%	35%	37%	29%	-	29%	34%	33%
50 - <80 hrs	11%	11%	7%	14%	-	6%	14%	9%
80 hrs+	2%	1%	4%	-	-	-	3%	2%
Don't Know/NA	4%	4%	4%	4%	-	6%	-	7%

Current Workers by Role / Position / Title

What position, title or role did you last have in the tourism and hospitality industry?

	Total	RTO12	Gender			Age		
			Male	Female	Other	18-34	35-49	50+
Total	95	80	46	49	-	17	35	43
Manager/senior manager	26%	29%	24%	29%	-	24%	40%	16%
Business owner	12%	13%	22%	2%	-	6%	11%	14%
Chef/cook/baker	9%	9%	13%	6%	-	12%	9%	9%
Waiter	9%	10%	-	18%	-	6%	11%	9%
Cleaner/maintenance	6%	8%	9%	4%	-	6%	9%	5%
Finance/accounting	5%	5%	2%	8%	-	-	6%	7%
Customer service/front desk	5%	6%	-	10%	-	-	6%	7%
Office/administration work	3%	4%	2%	4%	-	6%	-	5%
Barista	3%	3%	2%	4%	-	18%	-	-
Housekeeping	3%	4%	4%	2%	-	6%	3%	2%
Tour guide	2%	3%	2%	2%	-	-	-	5%
Driver	2%	1%	2%	2%	-	-	-	5%
Event planner	1%	1%	-	2%	-	-	-	2%
Facilities operator	1%	1%	2%	-	-	6%	-	-
Bartender	1%	1%	-	2%	-	-	3%	-
Labourer	1%	1%	2%	-	-	-	-	2%
Other	13%	9%	13%	12%	-	18%	11%	12%
Don't Know/NA	3%	3%	4%	2%	-	-	-	7%



Past Workers by Role / Position / Title

If you were to work in the tourism and hospitality industry, position, title or role would you be most interested in?

	Total	RTO12	Gender			Age		
			Male	Female	Other	18-34	35-49	50+
Total	165	115	86	79	-	55	40	70
Manager/senior manager	25%	26%	23%	27%	-	24%	23%	27%
Chef/cook/baker	12%	13%	10%	13%	-	15%	15%	7%
Event planner	10%	8%	7%	14%	-	15%	8%	9%
Tour guide	10%	12%	12%	9%	-	11%	8%	11%
Waiter	6%	8%	3%	9%	-	9%	5%	4%
Customer service/front desk	5%	4%	5%	6%	-	-	10%	7%
Facilities operator	5%	7%	8%	1%	-	5%	5%	4%
Business owner	4%	4%	6%	1%	-	5%	5%	1%
Cleaner/maintenance	3%	3%	5%	1%	-	2%	3%	4%
Office/administration work	2%	3%	-	5%	-	-	5%	3%
Travel agent/advisor	2%	2%	2%	3%	-	2%	3%	3%
Bartender	2%	2%	2%	1%	-	4%	-	1%
Instructor	2%	1%	3%	-	-	4%	3%	-
Finance/accounting	1%	1%	-	1%	-	-	-	1%
Driver	1%	1%	1%	-	-	2%	-	-
Housekeeping	1%	1%	-	1%	-	-	3%	-
Labourer	1%	1%	1%	-	-	2%	-	-
Other	9%	10%	8%	10%	-	5%	10%	11%
Don't Know/NA	14%	12%	17%	10%	-	13%	13%	16%



Location of Role

Which town is your current role in the tourism and hospitality industry located in?

	Current Workers	Past Workers
Total	95	80
Huntsville	22%	23%
Gravenhurst	13%	14%
Parry Sound	12%	12%
Bracebridge	11%	10%
OTHER	43%	41%



Employee Sentiment Measures



Likelihood to Work in Tourism

- Of the five types of tourism jobs mentioned, employment in the experiences sector was most popular with 28% of current workers saying they would consider it
- Consideration levels for all types of jobs is lower in RTO 12
- Younger / female respondents are more predisposed to employment in tourism

Whether you have worked in these sectors previously or not, how likely would you be to consider working in each of the following related to the tourism and hospitality industry? (Top 2 Box)

	Total	RTO12	Gender			Age		
			Male	Female	Other	18-34	35-49	50+
Experiences such museums, art galleries, theme parks, music venues, skiing or outdoor adventure	28%	23%	27%	30%	-	39%	20%	28%
Accommodations, such as hotels, resorts or campgrounds	24%	20%	21%	29%	-	23%	23%	26%
Tour operators and event planners, such as local sightseeing, outdoor or culinary adventure, conventions, event planning	23%	19%	18%	29%	-	30%	21%	21%
Food and beverage, such as restaurants, bars, cafés, or food trucks	22%	18%	16%	28%	-	29%	18%	19%
Transportation, such as motorcoaches, charter boats, rental cars, taxis or rail or air travel	17%	13%	22%	12%	-	15%	13%	22%



Satisfaction With Role

- Current workers seem to be generally satisfied with their role. Only 1% expressed extreme dissatisfaction
- Not surprisingly, past workers are less satisfied, though those saying they are very satisfied is still greater than 50%

Using a scale where 10 means completely satisfied and 0 means not at all satisfied, how satisfied are you with your CURRENT role?

			Gender			Age		
	Total	RTO12	Male	Female	Other	18-34	35-49	50+
TOP 3 BOX	72%	71%	70%	73%	-	59%	60%	86%
BOTTOM 3 BOX	1%	1%	2%	-	-	-	3%	-

Using a scale where 10 means completely satisfied and 0 means not at all satisfied, how satisfied are you with your LAST role?

			Gender			Age		
	Total	RTO12	Male	Female	Other	18-34	35-49	50+
TOP 3 BOX	55%	55%	43%	63%	-	30%	33%	66%
BOTTOM 3 BOX	10%	10%	17%	6%	-	20%	20%	6%

Likelihood to Recommend Employer

- A majority of current workers would recommend their employer to others
- Past workers, however, are much less enthusiastic, with only 29% saying they would be very likely to recommend their past employer
- Net promoter score for employers (top 3 box minus bottom 3 box) is 64 (high) for current worker and just 1 for past workers

Using a scale where 10 means completely likely and 0 means not at all likely, how likely would you be to recommend your CURRENT employer to a friend or colleague?

			Gender			Age		
	Total	RTO12	Male	Female	Other	18-34	35-49	50+
TOP 3 BOX	66%	65%	65%	67%	-	65%	60%	72%
BOTTOM 3 BOX	2%	3%	2%	2%	-	-	6%	-

Using a scale where 10 means completely likely and 0 means not at all likely, how likely would you be to recommend your LAST employer to a friend or colleague?

			Gender			Age		
	Total	RTO12	Male	Female	Other	18-34	35-49	50+
TOP 3 BOX	29%	30%	27%	31%	-	50%	13%	30%
BOTTOM 3 BOX	28%	25%	33%	25%	-	30%	40%	25%

Likelihood to Employment in Tourism

- Even though they would recommend their employer, less than half (46%) of current workers would recommend a job in the tourism sector
- For past workers, that percentage drops to 36%
- The Net Promoter Score for employment in tourism (top 3 box minus bottom 3 box) is 38 (medium) for current worker and 28 for past workers

Using a scale where 10 means completely likely and 0 means not at all likely, how likely would you be to recommend employment in the tourism and hospitality industry more broadly to a friend or colleague? (CURRENT WORKER)

	Total	RTO12	Gender			Age		
			Male	Female	Other	18-34	35-49	50+
TOTAL	95	80	46	49	-	17	35	43
TOP 3 BOX	46%	48%	48%	45%	-	35%	29%	65%
BOTTOM 3 BOX	8%	10%	11%	6%	-	-	17%	5%

Using a scale where 10 means completely likely and 0 means not at all likely, how likely would you be to recommend employment in the tourism and hospitality industry more broadly to a friend or colleague? (PAST WORKER)

	Total	RTO12	Gender			Age		
			Male	Female	Other	18-34	35-49	50+
TOTAL	78	73	30	48	-	10	15	53
TOP 3 BOX	36%	36%	30%	40%	-	10%	13%	47%
BOTTOM 3 BOX	8%	8%	7%	8%	-	10%	7%	8%



Basis for Recommendation

- The basis for their recommendations are driven by many different factors, with no one factor dominating
- Positive factors are noted in black; negative ones in red
- The reason cited most often was that tourism employment does not provide a living wage

Why do you give the rating that you did in terms of your likelihood to recommend employment in the tourism and hospitality industry? (CURRENT WORKERS)

	CURRENT WORKER	PAST WORKER
Total	95	78
Seasonal work does not provide continuous income/does not pay well/difficult to survive on this work alone	19%	15%
It is what drives economy/there is a lot of demand for it where I live	16%	12%
Pays well/can make good money/good tips	12%	13%
Stressful and demanding	11%	9%
Dislike dealing with rude customers	9%	6%
Other	9%	12%
Challenging with COVID around	7%	4%
Depends on personality of the person/the attitude towards customers if they are people person	7%	4%
Meeting a lot of people/teaches the skill of dealing with different people	7%	13%
A beautiful and scenic place to live and work	6%	8%
Good industry to be in	6%	4%
Creates jobs for a lot of people	5%	5%
It is fun and enjoyable work	5%	14%
Long working hours/physically tiring	5%	8%
Good opportunity for teenagers/university students to develop/learn skills	4%	13%
Like people I work with	4%	4%
Love my job/what I do	4%	3%
Accommodation/cost of living can be a problem	3%	1%
Good place to work	2%	3%
Lack of employment/jobs in this field	2%	1%
Satisfying job	2%	4%
Work is easy	2%	3%
Depends on where work is	1%	4%
Don't enjoy working in this industry	1%	4%
Not good for balancing work with family life	1%	1%

There were some differences between what Peter supplied and what was in the powerpoint file on this chart. please double check for accuracy

What Do They MOST Like About Their Roles?

- Good relations with co-workers, schedule flexibility and proximity of employment topped the list of things current and past workers liked MOST about their job

Which of the following do you like most about working in the tourism and hospitality industry? (CURRENT/DEPARTED WORKER)

	Total	RTO12	Gender			Age		
			Male	Female	Other	18-34	35-49	50+
Total	173	153	76	97	-	27	50	96
Good relations with other employees	51%	50%	54%	48%	-	70%	48%	47%
Having flexibility with the number of hours I work	45%	44%	51%	40%	-	56%	52%	39%
It is close to where I live	45%	44%	50%	40%	-	63%	46%	39%
Good relations with my manager	33%	33%	41%	27%	-	63%	28%	27%
Opportunities to learn new skills	29%	27%	36%	24%	-	59%	22%	24%
Having reliability with the number of hours I work each week	27%	25%	34%	22%	-	41%	22%	26%
The salary or hourly pay is competitive	26%	27%	34%	20%	-	26%	36%	21%
Having enough hours to earn a sufficient income	22%	20%	28%	18%	-	33%	26%	17%
Opportunities for career advancement	16%	14%	24%	9%	-	37%	14%	10%
Like dealing with/meeting different people	14%	15%	12%	16%	-	11%	6%	20%
The benefits package offered	13%	11%	11%	14%	-	30%	10%	9%
Availability of transportation	12%	10%	17%	8%	-	30%	10%	8%
Affordable housing	8%	7%	9%	6%	-	15%	6%	6%
Like relaxing work environment/working outdoors	7%	6%	5%	8%	-	11%	2%	8%
It offers better opportunities than the sector I am in now	6%	4%	7%	6%	-	11%	8%	4%
Cheaper cost of living	5%	5%	8%	3%	-	7%	4%	5%
Other	6%	7%	5%	7%	-	7%	6%	6%

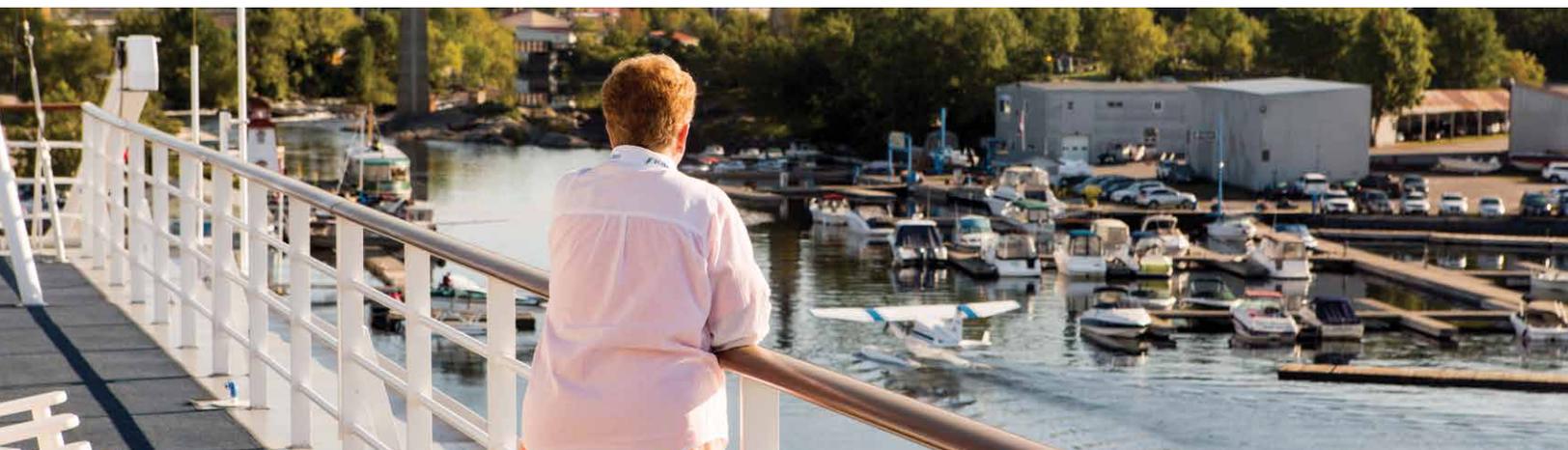


What Do They **LEAST** Like About Their Roles?

- When it comes to the list of things current and past workers liked **LEAST** about their job, the top three factors were all financial - insufficient wages, the high cost of living / not earning a living wage and the lack of affordable housing

Which of the following do you like least about working in the tourism and hospitality industry? (CURRENT/DEPARTED WORKER)

	Total	RTO12	Gender			Age		
			Male	Female	Other	18-34	35-49	50+
Total	173	153	76	97	-	27	50	96
The salary or hourly pay is/was not competitive	32%	30%	29%	34%	-	44%	38%	25%
The higher cost of living	26%	24%	33%	21%	-	33%	28%	23%
Lack of affordable housing	24%	23%	32%	19%	-	37%	30%	18%
The shift times/hours required to work	21%	24%	18%	24%	-	30%	18%	21%
Not being able to limit my hours	18%	18%	24%	14%	-	33%	16%	16%
The benefits package offered	17%	16%	18%	16%	-	30%	18%	14%
It offers worse opportunities than the sector I am in now	17%	16%	24%	11%	-	26%	20%	13%
Lack of opportunities for career advancement	16%	14%	14%	16%	-	30%	16%	11%
Lack of available transportation	13%	11%	13%	12%	-	22%	14%	9%
Not having good relations with my manager	12%	10%	12%	11%	-	19%	8%	11%
Not being given enough hours to work	10%	9%	16%	5%	-	19%	16%	4%
Dealing with people/certain tourists attitude	8%	8%	8%	8%	-	11%	8%	7%
Lack of opportunities to learn new skills	8%	6%	11%	5%	-	15%	10%	4%
It was not close to where I live/lived	8%	7%	12%	4%	-	11%	6%	7%
Tiring/demanding work/not good life-work balance	7%	8%	7%	7%	-	-	10%	7%
Not having good relations with other employees	6%	6%	9%	4%	-	11%	4%	6%
Other	5%	5%	4%	5%	-	-	4%	6%



Why They Left

- Given the findings on the previous page, it's not surprising that better opportunities elsewhere / uncompetitive wages were the top two reasons for leaving

Which of the following were factors that led you to decide to leave the tourism and hospitality industry?

	Total	RTO12	Gender			Age		
			Male	Female	Other	18-34	35-49	50+
Total	78	73	30	48	-	10	15	53
I found better opportunities in another sector	40%	38%	40%	40%	-	80%	60%	26%
The salary or hourly pay was not competitive	23%	22%	37%	15%	-	50%	47%	11%
I retired	22%	22%	17%	25%	-	-	7%	30%
There were few opportunities for career advancement	19%	18%	27%	15%	-	40%	27%	13%
I returned to school to upgrade my skills	17%	18%	17%	17%	-	50%	13%	11%
Lack of benefits	13%	14%	20%	8%	-	20%	27%	8%
There were few opportunities to learn new skills	9%	10%	7%	10%	-	20%	7%	8%
Conflict with my manager	9%	10%	10%	8%	-	10%	13%	8%
I was being asked to work too many hours	8%	7%	7%	8%	-	10%	-	9%
Lack of affordable housing	8%	8%	7%	8%	-	20%	13%	4%
Rude tourists/customers	6%	7%	10%	4%	-	20%	7%	4%
Health issues/got injured	6%	7%	10%	4%	-	-	7%	8%
Conflict with other employees	5%	5%	7%	4%	-	10%	7%	4%
Shifts being asked to work were not optimal	4%	4%	7%	2%	-	10%	7%	2%
It was not close to where I live	4%	4%	-	6%	-	-	7%	4%
COVID	4%	4%	7%	2%	-	-	-	6%
Cost of living too high	3%	3%	-	4%	-	10%	7%	-
Other	18%	19%	20%	17%	-	10%	7%	23%
Don't know/not sure	3%	3%	-	4%	-	-	-	4%



What Would Attract New Workers?

- Potential workers in tourism say that good pay, good relations with management / co-workers, proximity to where they live are cited most often when asked what would attract them
- Note almost half said affordable housing would be increase their interest in a tourism role

Which of the following would be factors that would attract you to the tourism and hospitality industry?

	Total	RTO12	Gender			Age		
			Male	Female	Other	18-34	35-49	50+
Total	165	115	86	79	-	55	40	70
A salary or hourly pay that is competitive	67%	63%	62%	72%	-	76%	70%	57%
Good relations with my manager	59%	60%	60%	58%	-	64%	55%	59%
It is close to where I live	58%	55%	55%	62%	-	67%	45%	59%
Good relations with other employees	56%	52%	57%	54%	-	62%	55%	51%
Better benefits package	55%	51%	51%	58%	-	60%	58%	49%
Opportunities to learn new skills	49%	45%	50%	48%	-	53%	43%	50%
Affordable housing	48%	46%	44%	53%	-	60%	43%	43%
Being able to limit my hours	48%	47%	49%	47%	-	56%	45%	43%
Having enough hours to work	46%	40%	50%	42%	-	53%	45%	41%
Better shift times	45%	43%	43%	48%	-	62%	40%	36%
Opportunities for career advancement	45%	42%	47%	43%	-	56%	58%	29%
Cheaper cost of living	42%	37%	38%	46%	-	53%	38%	36%
Number of hours required to work	41%	38%	44%	37%	-	49%	40%	34%
It offers better opportunities than the sector I am in now	36%	30%	37%	35%	-	49%	38%	26%



Do They Earn a Living Wage?

- Barely half of current worker say they earn a living wage

Is your current job in the tourism and hospitality sector sufficient to meet your daily living needs?

	Total	RTO12	Gender			Age		
			Male	Female	Other	18-34	35-49	50+
Total	95	80	46	49	-	17	35	43
Yes	54%	54%	65%	43%	-	53%	54%	53%
No	40%	43%	30%	49%	-	41%	43%	37%
Don't know/not sure	6%	4%	4%	8%	-	6%	3%	9%

did you remove this line on purpose?



Benefits Offered

- Health benefits are enjoyed by less than half of current workers. However, an overwhelming majority of potential workers say that would like health benefits if they were to work in the sectors

Which of the following benefits does / did / you would like your employer in the tourism and hospitality industry offer?

	CURRENT WORKER	PAST WORKER	POTENTIAL WORKER
Total	95	78	165
Standard group health benefits (e.g. prescription coverage, dental care, eye glasses)	41%	14%	80%
Additional group health benefits (e.g. massage, access to therapists, counselling, etc.)	27%	4%	63%
Performance bonuses/tips	35%	31%	64%
Overtime hours/pay	31%	26%	61%
Pension fund contributions	23%	6%	60%
Paid meal breaks	28%	28%	54%
Flexible work schedules	48%	35%	72%
Vacation time	45%	24%	75%

Benefits They Would Like

- Given the findings on the previous page, it's not surprising that health benefits top the list of ones they would like their current employer to offer

Which of the following benefits does your employer not offer that you would like to have?

	CURRENT WORKER
Total	95
Additional group health benefits (e.g. massage, access to therapists, counselling, etc.)	34%
Standard group health benefits (e.g. prescription coverage, dental care, eye glasses)	33%
Pension fund contributions	32%
Performance bonuses/tips	28%
Overtime hours/pay	24%
Paid meal breaks	23%
Vacation time	20%
Flexible work schedules	9%

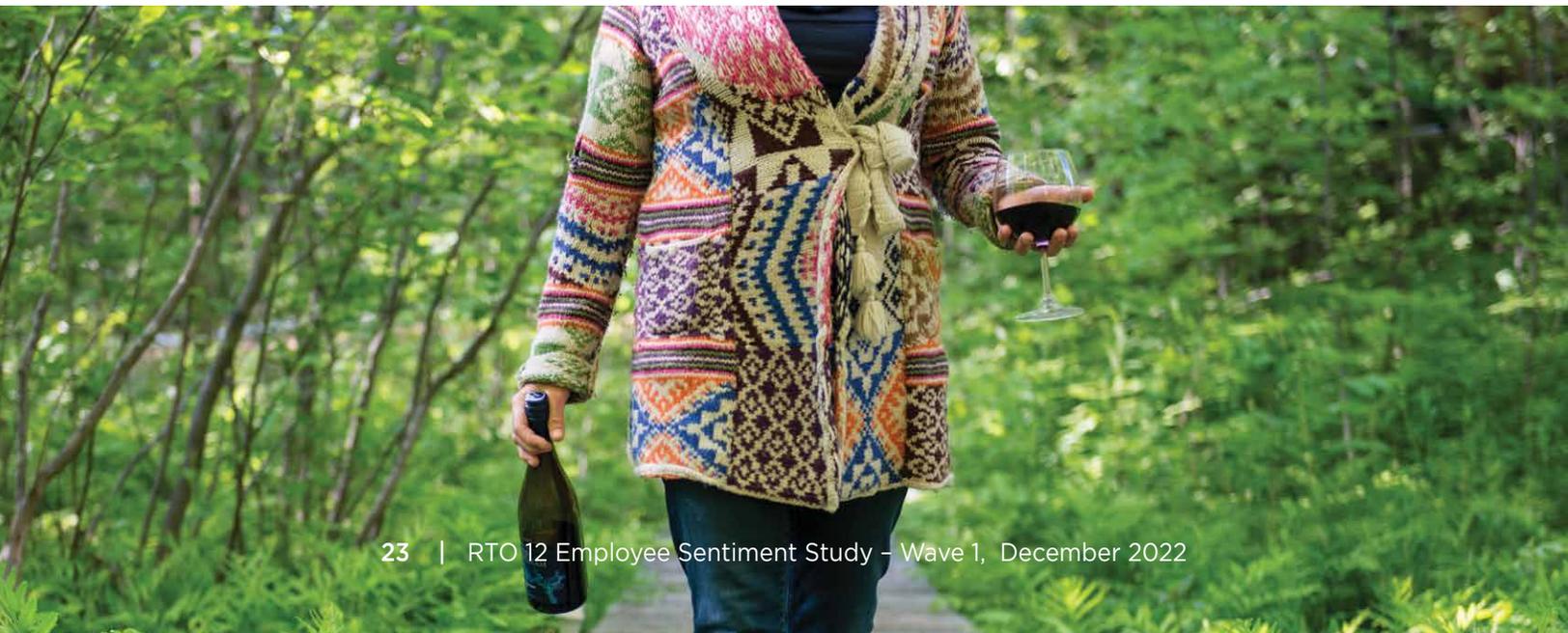


Improving Their Job - Current Workers

- Note differences with the youngest respondents - for this group, when it comes to improving their job, better pay is far less important than it is for older workers. They also want more flexibility in their schedules and empowerment to make decisions

How could your employer improve your job/role for greater satisfaction?

			Gender			Age		
	Total	RTO12	Male	Female	Other	18-34	35-49	50+
Total	95	80	46	49	-	17	35	43
Provide skills training	16%	18%	15%	16%	-	18%	20%	12%
Better pay	15%	14%	9%	20%	-	6%	23%	12%
Provide additional vacation time	14%	16%	13%	14%	-	12%	26%	5%
Provide flexible work schedules	13%	15%	15%	10%	-	24%	17%	5%
Provide opportunities for promotion/ career advancement	13%	14%	11%	14%	-	18%	17%	7%
Being recognized for workplace achievements	12%	13%	4%	18%	-	12%	14%	9%
Having the role/responsibilities clearly defined	11%	13%	9%	12%	-	18%	14%	5%
Being empowered to make decisions	9%	11%	9%	10%	-	18%	9%	7%
Being allowed to make suggestions about how the business operates	9%	9%	4%	14%	-	12%	11%	7%
Receiving ongoing actionable feedback	8%	10%	7%	10%	-	18%	6%	7%
Provide opportunities to be given increased responsibilities	7%	9%	7%	8%	-	12%	3%	9%
Better working relationship/more engagement with managers/owners	7%	5%	7%	8%	-	12%	3%	9%
Being made aware of performance expectations	6%	8%	4%	8%	-	12%	9%	2%
Hire more staff	4%	4%	2%	6%	-	6%	9%	-



Improving Their Work Environment - Current Workers

- Again, note differences with the youngest respondents - for this group, clear and effective communications, a mechanism for airing grievances, employee empowerment and recognition are all more important than they are for older workers

How could your employer improve your job/role for greater satisfaction?

	Total	RTO12	Gender			Age		
			Male	Female	Other	18-34	35-49	50+
Total	95	80	46	49	-	17	35	43
Provide annual wage increases tied to the rate of inflation	33%	35%	28%	37%	-	35%	34%	30%
Providing clear and effective communications to employees	12%	14%	11%	12%	-	18%	11%	9%
Providing a framework for airing grievances	12%	14%	13%	10%	-	18%	14%	7%
Fostering an environment of employee empowerment	11%	13%	9%	12%	-	18%	11%	7%
Provide regular training sessions	11%	13%	13%	8%	-	6%	20%	5%
Provide opportunities for career advancement	8%	9%	9%	8%	-	12%	11%	5%
Implement an employee recognition program	8%	10%	4%	12%	-	18%	9%	5%
Providing a fair and equitable work environment	8%	9%	4%	12%	-	12%	11%	5%
Employee appreciation events	7%	8%	7%	8%	-	6%	11%	5%
Clearly setting expectations	7%	9%	7%	8%	-	6%	14%	2%
Offer team building activities (off-site)	6%	6%	4%	8%	-	6%	9%	5%
Fostering an environment of trust	6%	8%	4%	8%	-	12%	9%	2%
Being allowed to make suggestions about how the business operates	6%	8%	7%	6%	-	12%	11%	-
Provide employees with a clear goal/objective for the business/Mission Statement	6%	6%	7%	6%	-	12%	9%	2%
Mentoring programs	5%	6%	4%	6%	-	6%	9%	2%
Providing a workplace free from bullying or harassment	5%	6%	4%	6%	-	6%	6%	5%
More employees should be hired	4%	4%	4%	4%	-	6%	3%	5%
Provide a more (gender/culturally) diverse workplace	3%	4%	4%	2%	-	6%	3%	2%
Provide an inclusive work environment	2%	3%	4%	-	-	6%	3%	-
Providing a workplace free from discrimination	2%	3%	4%	-	-	6%	3%	-

Likelihood to Relocate

- Barely a quarter of respondents say they would relocate for a tourism job
- Not a surprising result given the industry perception of paying low wages

How likely would you be to relocate to take a new job in the tourism and hospitality industry? Would you be...

	Total	RTO12	Gender			Age		
			Male	Female	Other	18-34	35-49	50+
Total	378	308	198	180	-	89	113	176
Very/Somewhat likely	24%	19%	25%	22%	-	34%	21%	20%
Not very/very unlikely	75%	79%	75%	75%	-	64%	78%	79%

