

Map your own path with a career in tourism.



Program Overview

In 2025, TIAO and partners launched a new workforce development initiative. The **Skills That Travel** initiative is designed to support our partners with practical tools and resources that make it easier to showcase the benefits of a career in tourism to prospective job seekers. It also offers training for those just starting out in the industry, as well as skill-building opportunities for those looking to grow in their current roles.

To achieve our objectives, we are focusing on four overarching goals:

Attract New Workers

Inspire Long-term Careers

Provide Training & Certifications

Recruit Inclusively

For this project, we are focusing on three primary audiences:

Job Seekers

Job seekers looking to gain or refresh skills to prepare for jobs in the tourism industry.

Incumbent Workers

Employed individuals looking to enhance their skills within their current role, or within the tourism industry.

Institutions, Organizations & Businesses

Any organization that might be working with either a job seeker or incumbent worker.

To attract these audiences, we are using two primary messages:

Primary Message:

Map your own path with a career in tourism.

This message embodies the many ways in which people navigate through their careers in the tourism industry, and emphasises that there are many possibilities and pathways to success.

Secondary Message:

See what's possible with skills that travel.

This message emphasises that the skills you learn with this training can go with you in your career.



Why choose the tourism industry?

It is useful to focus on the benefits that the tourism industry has to offer. Careers in the tourism industry can be:

Flexible

Can fit around other responsibilities or your ability to work

Foster Skills for Success

People skills, communication, leadership, critical thinking, problem-solving, adaptability

Provide Upward Growth

Entry-level jobs can lead to a long-term career

Entrepreneurial

Experience gained can help with starting own business

Include a Variety of Work

Wide variety of jobs, some unconventional, not 9-5 jobs, outdoors, not behind a desk

Spark Real Human Connection

Create memorable moments in every interaction



Tourism Workforce

- In 2023, tourism employed approximately 9.3% of Ontario's total workforce, equating to about 622,000 jobs. [Tourism HR Canada](#)
- The tourism unemployment rate in Ontario was 5.2% in May 2025, lower than the overall provincial rate. [Tourism HR Canada](#)



Inclusivity

- Southwestern Ontario has the second-highest number of Rainbow Registered businesses in Canada. [Government of Canada](#)
- In 2024, the employment rate for persons with disabilities in Ontario was 46.4%, compared to 66.2% for those without disabilities. [Statistics Canada](#)



Youth Representation

- Approximately 50% of Canadians gain their first work experience in the tourism sector, highlighting its role as an entry point into the workforce. [Tourism HR Canada](#)
- 69% emphasized the need for real-world skills like leadership and communication. [Toronto Youth Cabinet Postcards Report 2024 2025](#)

Benefits of the training program.

Free (For eligible individuals and until March 30, 2026 or programs reach capacity)

Industry-recognized Certifications

Online, Flexible Learning

Learn from Experienced Instructors

Canada

EMPLOYMENT
ONTARIO

Ontario

