



TOURISM

exploring new horizons



Quick Income Facts

Median wage for Attendant, Leisure and Sports is \$18.94 in the Stratford-Bruce Peninsula Region (compared to \$17.20 in Ontario)

Average hourly wage rate for arts, entertainment and recreation in Ontario is \$20.49

Average hourly wage rate for accommodation and food services in Ontario is \$17.90



Education Facts

There are career opportunities for every education level:

- high school diploma
- trade school
- college diploma
- bachelor's degree
- graduate degrees

2.4%

Arts, entertainment and recreation make up 2.4% of the overall workforce in Perth County.

4.3%

Accommodation and food services make up 4.3% of the overall workforce in Perth County.



Did you know that nearly a quarter (24.0%) of the arts, entertainment and recreation sector in Ontario are self-employed?

Career options can include:

- Hotel Worker
- Hotel Manager
- Photographer
- Marketing & Communications
- Travel Consultant
- Resort Manager
- Theatre Actor
- Theatre Attendant
- Tour Operator
- Event & Conference Planner
- Restaurant Worker
- Restaurant Manager
- Bartender
- Travel Agent
- Tour Guide
- Concierge
- Sommelier
- Tourism Manager
- Hospitality
- Sales Manager
- Customer Service Representative
- Event Management
- Chef & Sous Chef
- Lighting Designer
- Make-up Artist
- Spa Manager
- Hotel Receptionist
- Travel Writer
- Destination Marketing
- Marketing Coordinator
- Videographer
- Content Creator
- Accountant
- Engineer
- Barista
- Administrator
- Entrepreneur

If you want a career that feels like you're making a difference and part of something bigger than yourself, then working in tourism, might be the job for you!

Pathway to Success

A job in tourism in Perth County offers tons of potential with plenty of options for a successful career. Take your career in a direction that works for you - consult a career counsellor to explore training for jobs in the tourism sector.



 **Applebottom Orchards**
Palmerston, ON

Whether you work for your local museum, show visitors how to pick their own apples, or craft your region's next marketing campaign, there are many skills and benefits to be gained in tourism.

Total Businesses in the arts, entertainment and recreation industry in Perth County.

32

Total Businesses in the accommodation and food services industry in Perth County.

66

**CURRENT
TOTAL
LABOUR
FORCE**

1025

Arts, entertainment and recreation.

1855

Accommodation and food services.