



2018 Canadian Tourism Sector Compensation Study

Frequently Asked Questions

Q. What is the purpose of the survey?

The 2018 Canadian Tourism Sector Compensation Study is a survey with all the tourism employers in Canada (excluding transportation services). This survey was conducted nationally every two years between 2006 and 2012 and is being updated now for 2018. The survey collects information on:

- Demographic information from the participating businesses;
- Information on human resource policies;
- Salary administration practices (e.g., use of gratuities, bonuses and incentives);
- Benefit programs and working arrangements;
- Impacts of increased minimum wage; and
- Other organizational challenges.

Q. How was I selected to participate in this survey?

You were selected among all the tourism businesses across Canada. Respondents may have been identified from the following sources:

- Database of previous study participants maintained by the THRC;
- Databases maintained by industry and regional partners supporting this study; and,
- Lists of tourism organizations generated by InfoCanada, an organization which provides targeted contact lists for market research.

Q. Who commissioned the survey?

The Tourism HR Canada (THRC) has commissioned the research company R. A. Malatest & Associates Ltd. to undertake this research. In some regions, industry associations and regional partners serving the tourism sector may facilitate respondent recruitment.

Q. What is Tourism HR Canada?

Tourism HR Canada is a pan-Canadian organization with a mandate aimed at 'building a world-leading tourism workforce'. Tourism HR Canada facilitates coordinates and enables human resource development activities which support a globally competitive and sustainable industry and foster the development of a dynamic and resilient workforce. To achieve this mandate, the organization responds to various labour market issues and invests in programs deemed necessary to address needs.

Q. What is R.A. Malatest & Associates Ltd. and why are they involved in this study?

R.A. Malatest & Associates Ltd., an independent research firm with offices in Victoria, Edmonton, Toronto, Ottawa and Halifax, has been contracted by THRC to undertake this study. Their involvement includes respondent recruitment, data collection and analysis. R.A. Malatest & Associates Ltd. has completed several similar wage and salary surveys for Service Canada, the Government of Alberta and other jurisdictions.

Q. Why should I take part in the survey?

Surveys of employers are essential to building an understanding of the various challenges tourism organizations and the tourism sector face. This understanding will help THRC and tourism sector businesses develop strategies to increase recruitment and retention. Findings will be shared in a comprehensive report which will provide employers with a wealth of industry information and analysis. The results of this study will include median salaries by region and industry for 30 tourism occupations.

All participants will receive access to the full 2018 Canadian Tourism Sector Compensation report including compensation data for your industry and region. Additionally, all participating businesses will be entered in a draw for a chance to win one of two Apple iPads (Valued at \$500 each – Excluding participants in Quebec).

Q. What will I be asked to do?

You will be asked to complete two important components of this survey. The first is a business profile questionnaire which asks you to provide information on your organization's current labour situation, including information on your total number of employees, benefits for key positions, and issues related to increased minimum wage. You may provide information for multiple locations simultaneously without increasing the time required to complete this section.

The second component is the job data submission form which asks you to provide compensation information for all positions within your organization. If you are providing information for multiple locations you may need to complete multiple forms. Instructions within the survey package will assist you in this regard.

Q. How long does the survey take to complete?

The business profile should take 10-15 minutes to complete. The time required to complete the job data submission form will depend on your organization.

Q. Who should complete this survey?

The person who should complete this survey is the person in your organization who can provide information on human resource decisions such as hiring, turnover and compensation. In many organizations this will be HR personnel, or senior level managers. Feel free to complete this study as a team if necessary.

Q. We already did this study in 2012; why should we do it again?

The 2018 study aims to provide the tourism sector with up-to-date information on compensation trends. New topics have been added including the impact associated with increases in minimum wage. As appreciation for your continued participation you will have access to exclusive industry information and analysis.

Q. Can you use my previous answers?

R.A Malatest & Associates has introduced a data update feature which allows participants to have part of their data from the 2012 job data form uploaded to the 2018 survey. This allows participants to update and make changes to the information provided in 2012 in a secure manner. Only data from the Job Data Form will be uploaded in 2018 as significant changes have been made to the questions in the Business Profile section of the survey.

Q. Is the information I provide confidential?

The information you provide will be treated in the strictest confidence. You will not be identified in the report and the feedback you provide will remain completely anonymous. Visit www.malatest.com/privacy.htm to learn more.

Data are stored in facilities that conform to the provincial privacy standards.

Q. How will the survey results be used?

Results from the 2018 Canadian Tourism Sector Compensation Study will be used to provide the latest information on human resource practices, compensation, and benefits to tourism sector businesses and organizations across Canada.

Q. Will I get to see the results of the study?

Yes. A comprehensive final report including analysis by region and subsector will be made available via THRC's website (<http://www.THRC.ca>). Those who complete the survey will also get an advance copy of the findings.

Q. Will my personal information be used for other purposes?

Any and all personal information obtained in order to conduct the survey research may only be used for the express purpose of this research. The Federal *Access to Information Act* and *Privacy Act* will ensure the security of data collected and anonymity participants. We will keep your information on file so that you can update your information for the next study.

Q. How do I complete the survey?

If you would like to arrange to complete the survey, you can:

- Access the **online** survey at www.tourismstudy.malatest.net and enter the access code provided in your invitation letter/email.
- You may also **call** R.A. Malatest & Associates Ltd. using their toll-free number 1-855-688-1137 between 9:00 a.m. and 9:00 p.m., Eastern Daylight Time (EDT), Monday through Friday, 10:00 a.m. and 9:00 p.m. (EDT) Saturday, and noon to 9:00 p.m. (EDT) Sunday.

Q. Can I do the survey in a language other than English or French?

Yes. Survey staff that speak other languages can communicate with you in your preferred language (if such staff are available) and enter your responses in the survey form. Please email your language preference to tourism_study@malatest.com along with your access code and we will do our best to accommodate you.

Q. How do I obtain more information about this project?

If you require more information about this research project, you may contact Derek Hughes, Research Director at R.A. Malatest & Associates Ltd., at 1-855-688-1137, or by email at tourism_study@malatest.com

Thank you for your time and we look forward to your participation in this very important study!