



**Tourism Industry
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For Immediate Release

Tourism Industry Association of PEI Introduces New Tourism Workforce Action Plan

(June 16th, 2022 – Charlottetown PE) The Tourism Industry Association of Prince Edward Island (TIAPEI) is launching a three-year Tourism Workforce Action Plan.

Labour shortages in tourism have been increasingly challenging over the past number of years. With the impact of the COVID-19 pandemic, this has expedited short term labour challenges faced by the Tourism Industry. In December 2021, consultants MDB Insights were retained by TIAPEI to lead a study to convey an in-depth understanding of PEI's tourism labour challenges.

"The labour shortage in our industry is a critical concern for many operators, and a priority for TIAPEI," explains Corryn Clemence, TIAPEI CEO. "The challenge facing our industry comes with no quick solution or fix, and the development of a short-term action plan was necessary to help us start to address some of the barriers to rebuilding our workforce. With input from both government and industry, the strategic goals in this plan will address opportunities to elevate our HR structure, as well as addressing larger scale foundational challenges."

As the sector continues to recover from pandemic effects, many of the pre-existing challenges will return to the workforce along with new ones, and the most important assets in the service-oriented tourism sector – the employees. Securing the labour needed to meet the demands of tourism is of utmost importance.

"While the Workforce Action Plan highlights the need for continued support of operator capacity, we recognize there are larger issues at play," states Matthew Jelley, President of Maritime Fun Group and Chair of the Workforce Development Committee for TIAPEI. "Childcare, transportation and affordable housing are not traditionally items in a tourism strategy, but there is a growing understanding of the integral role they play in meeting the demands of the workforce in our industry and across society. Working collaboratively with government is key to finding tangible solutions to these challenges."

Over this three-year Tourism Workforce Action Plan, three strategic goals have emerged, Strengthening the Foundation, Change Perception and Build Momentum. The design of the Action Plan is to offer tangible and measurable goals, objectives and actions that will address the gaps, challenges, and opportunities emerging through the project consultation and research.

The full TIAPEI Tourism Workforce Action Plan can be found online at <https://www.tiapei.pe.ca/workforce-action-plan/>

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