

Building Workplaces Where Women Can Thrive

For Tourism Employers



CANADIAN CENTER
FOR WOMEN'S
EMPOWERMENT

CENTRE CANADIEN
POUR L'AUTONOMISATION
DES FEMMES

Tourism creates opportunity

Tourism offers careers that are flexible, dynamic, and available across Canada. These facets make the tourism sector have high potential in providing jobs that meet the needs of women experiencing gender-based violence (GBV) in achieving financial security.

But challenges remain

Many women continue to experience barriers that affect both their work and their economic security.

Our research found:

- Workplace harassment and violence remain common in customer-facing roles.
- Seasonal and part-time employment can make financial stability more difficult.
- Balancing operational work with caregiving responsibilities can limit career advancement.
- Leadership opportunities remain uneven, with women underrepresented in senior operational roles.
- Economic abuse and GBV outside the workplace can also affect attendance, scheduling, financial stability, and career progression.

What helps

Participants identified workplace practices that make a real difference:

- Supportive supervisors and empathetic leadership
- Mentorship opportunities
- Flexible scheduling when responding to family responsibilities or GBV
- Clear pathways from frontline operations into leadership roles
- Remote and hybrid opportunities where possible
- Respectful workplace cultures that prioritize safety

Creating safer workplaces benefits everyone

When employers listen to employees, invest in leadership development, and create supportive environments, workers experience:

- Greater job satisfaction
- Better career opportunities
- Increased financial stability
- Improved workplace safety
- Stronger mental well-being

Read more about how your industry can help support women and women experiencing gender-based violence in achieving financial security through tourism sector careers.