



THE TOURISM & HOSPITALITY WORKFORCE PROFILE OF THE ACCOMMODATION SECTOR

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The Workforce Profile

COVID-19 resulted in significant layoffs, business closures, and uncertainty regarding the short-term and longer-term impact of the pandemic on the tourism and hospitality industry's demand for and supply of labour. This report was prepared as part of a larger project undertaken by go2HR. The purpose of this project is to provide the tourism & hospitality industry with up-to-date labour market information (LMI) to enable it to monitor labour market demand and supply, and effectively plan its operations.

As part of the project, detailed profiles of the labour market have been prepared at the provincial, regional and sectoral levels. This report presents a profile of the industry workforce in the accommodation sector, based on a detailed analysis of Labour Force Survey data collected monthly by Statistics Canada¹, complemented with the results of industry surveys (principally a survey of 800 employers and 262 employees in the industry conducted as part of the study) and other secondary data including Census data. Of those surveyed, 150 employers and 118 employees work in the accommodation sector.

The Accommodation Sector

The accommodation sector includes businesses that provide lodging and short-term housing to travelers, vacationers, and people away from or without a permanent residence. Some examples of accommodation businesses include hotels and motels, bed and breakfasts or inns, hostels and industry work camps, and resorts and recreational accommodation such as RV parks or lodges². Accommodation establishments often provide additional services such as restaurants, bars, recreational facilities such as spas or pools, and entertainment³.

The sector relies heavily on tourism and travel to generate income and as such the COVID-19 pandemic has significantly impacted employment levels in the accommodation sector. In 2019, there were approximately 37,000 British Columbians employed by accommodation establishments in the province. In 2020, that number declined 30% to roughly 26,000, before recovering 15% in 2021 to approximately 30,000, a net decline of 19% from 2019. Part-time work is common in the sector and wages are typically significantly lower than the provincial average.⁴ Prior to the pandemic, employment in the sector was expected to grow at an average annual rate of 1.4% between 2018 and 2028, with an expected 14,600 job openings over that time period⁵, however the duration and outcome of the pandemic remain unclear at this time.

The majority of accommodation businesses are located in the Lower Mainland, on Vancouver Island, and in the Thompson Okanagan. Mid-scale or economy hotel brands such as Wyndham, Best

¹ Readers should be aware that the LFS is a sample survey and estimates are subject to both sampling and non-sampling errors. Sample bias increases as sample size decreases. Unless otherwise stated, all information contained in this report is based on LFS data.

² Accommodation and Food Services, Government of BC. 2022. <https://www.workbc.ca/labour-market-information/industry-information/industry-profiles/accommodation-and-food-services>

³ Statistics Canada. 2022.

<https://www23.statcan.gc.ca/imdb/p3VD.pl?Function=getVD&TVD=307532&CVD=307534&CPV=721&CST=01012017&CLV=2&MLV=5>

⁴ Labour Force Survey, Statistics Canada 2021

⁵ Accommodation, go2hr, 2022. <https://www.go2hr.ca/getting-know-bcs-tourism-industry/what-is-tourism/accommodation>

Western, Marriot, Sandman, and Choice have the most locations⁶, however the sector provides a wide array of accommodation experiences from the Fairmont's luxury establishments in Victoria, Vancouver, and Whistler or the province's many world class wilderness resorts and lodges, to rustic inns and B&B's off the beaten path.

⁶ Canada: Hotels and Chain Trends, Horwath HTL. 2018. https://corporate.cms-horwathhtl.com/wp-content/uploads/sites/2/2018/04/MR_CANADA-HOTELS-CHAINS-TRENDS.pdf



This series of workforce profiles follows the Tourism Satellite Account's definition of the Tourism and Hospitality sector, in particular, the NAICs codes that are used to define the accommodation sector are:

- 7211: Traveler Accommodation
- 7212: RV Parks and Recreational Camps

Note: Any business is assigned to only one NAICs code, corresponding to the industry classification from which it generates its greatest revenues. NAICs Codes can be found at the following link: <https://www23.statcan.gc.ca/imdb/p3VD.pl?Function=getVD&TVD=380372>

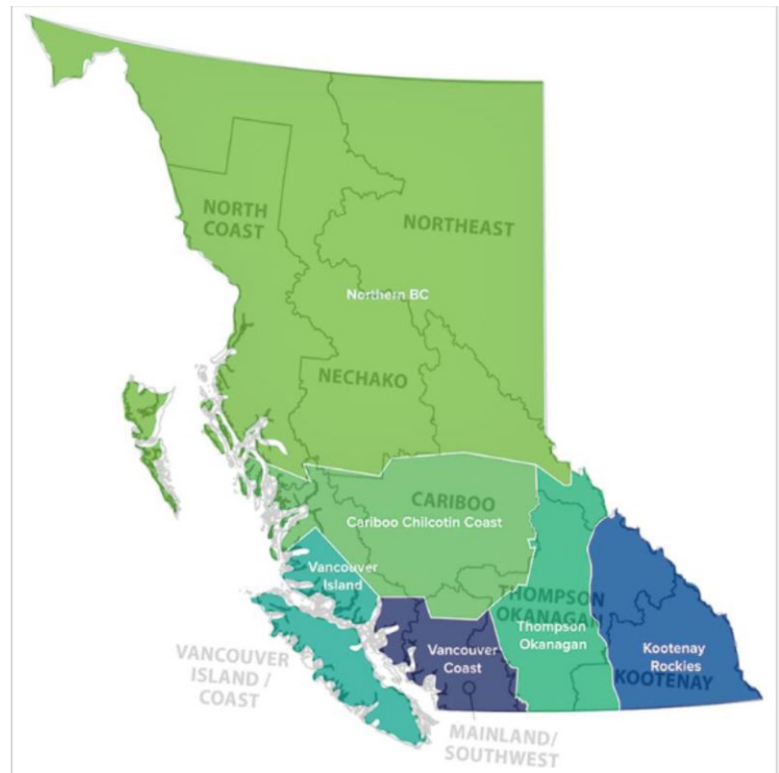
Breakdown of BC's Development and Tourism Regions

There are eight development regions in BC. However, this sectoral report combines the three most northerly regions, presenting data for six development regions:

- Cariboo
- Lower Mainland
- Northern BC (North Coast, Northeast, Nechako)
- Thompson Okanagan
- Kootenay
- Vancouver Island

Map of Tourism and Development Regions of British Columbia

The map to the right indicates the development regions of British Columbia (displayed in dark text) and the tourism regions of British Columbia (displayed in white text). Some of the development and tourism regions may have the same name but represent slightly different geographic areas.



As indicated in the map above, there is some commonality between the two sets of regional definitions (i.e., tourism vs development regions), however no region aligns perfectly with their counterpart in the opposite set. For example:

- The Thompson Okanagan Tourism Region covers about half of the original Thompson Okanagan development region and includes parts of the Cariboo and Kootenay Development Regions. The Kootenay Tourism Region covers roughly a third of the Thompson Okanagan development region, and Cariboo Tourism Region includes its northwest corner. The Vancouver Coast Tourism Region also covers part of the Thompson Okanagan development region, cutting off parts of its southwest corner.
- The Vancouver Island Tourism Region includes about three-quarters of the Vancouver Island/Coast Development Region, which has small portions covered by the Vancouver Coast and Cariboo Chilcotin Coast Tourism Regions.
- The Lower Mainland Region (Vancouver Coast Tourism Region on the map above) includes most of the Mainland/Southwest Development Region, and parts of Vancouver Island/Coast and Thompson Okanagan Development Regions. The Cariboo Tourism Region covers small portions of the Vancouver Island/Coast, Mainland/Southwest, and Thompson Okanagan Development Regions.
- The Kootenay Tourism Region includes over half of the Kootenay Development Region, as well as roughly one-third of the Thompson Okanagan Development Region. About one quarter of the Kootenay Development Region is covered by the Thompson Okanagan Tourism Region.
- The Cariboo Tourism Region covers roughly two-thirds of the Cariboo Development Region and small parts of Vancouver Island/Coast, Mainland/Southwest, North Coast, and Thompson Okanagan Development Regions. Approximately a third of the Cariboo Development Region is covered by the Northern BC Tourism Region, and a small piece falls under the Thompson Okanagan Tourism Region.
- The Northern BC Tourism Region covers three development regions (North Coast, Nechako, and Northeast) and parts of the Cariboo Development Region. A small portion of the North Coast Development Region is covered by the Cariboo Tourism Region.

Characteristics of the Accommodation Sector Workforce

The accommodation industry in BC employed approximately 30,000 people in 2021, of which 56% were employed in the Lower Mainland, 21% on Vancouver Island, and 10% in the Thompson Okanagan region. The sector accounted for approximately 10% of the total provincial tourism and hospitality workforce (298,250), and its workforce distribution across regions is similar to the industry distribution.

Table 1: Employment in the Tourism and Hospitality Industry, 2021

Region	Accommodation		Tourism and Hospitality	
	#	%	#	%
Lower Mainland	16,854	56%	192,104	64%
Vancouver Island	6,125	21%	47,563	16%
Thompson Okanagan	3,104	10%	33,063	11%
Kootenay	938	3%	8,042	3%
Cariboo	1,250	4%	8,542	3%
Northern BC	1,604	5%	8,938	3%
British Columbia	29,875	100%	298,250	100%

Note: The LFS data in this table are annual averages.

The accommodation sector in BC accounts for approximately 1% of total provincial employment and a slightly larger portion of the provincial tourism and hospitality workforce and overall provincial workforce employment than the national averages.

Table 2: Accommodation vs Tourism and Hospitality, 2021

Employment	British Columbia	Canada
Accommodation	29,875	127,292
Tourism and Hospitality	298,250	1,662,646
Overall Employment	2,655,688	18,865,438
% Tourism of Overall	11.2%	8.8%
% Accommodation of Overall	1.1%	0.7%
% Accommodation of Tourism	10.0%	7.7%

Note: The LFS data in this table are annual averages.

The sex of the sectoral workforce is divided, with 16% more employees identifying as female than male. Over half of the workforce (54%) is under the age of 45 years and approximately 34% of workers have a bachelor's degree or higher.

Table 3: Accommodation Sector Workforce Demographics, 2021

Demographics	Accommodation	
Sex	#	%
Male	12,687	42%
Female	17,188	58%
Age Group	#	%
15 to 24	3,208	11%
25 to 34	7,209	24%
35 to 44	5,667	19%
45 to 54	5,583	19%
55 to 64	6,708	22%
65 or above	1,500	5%
Education	#	%
Below high school	1,688	6%
High school or some post-secondary education	8,583	29%
Degree below bachelor's	9,417	32%
Bachelor's degree or above	10,188	34%

Note: The LFS data in this table are annual averages.

Approximately 76% of the sectoral workforce is employed on a full-time basis and 24% are employed part-time. Permanent workers account for 72% of the workforce, while roughly 9% are seasonal, temporary, or casual workers. The average wage rate is \$22.20 per hour and the average hours worked per week is 31.

Table 4: Accommodation Sector Demographics, 2021

Demographics	Accommodation	
Job Status	#	%
Full-time	22,750	76%
Part-time	7,125	24%
Permanent and Seasonal⁷	#	%
Permanent	21,604	72%
Seasonal	1,375	5%
Casual	710	2.4%
Temporary	479	1.6%
Other	290	1%
N/A	5,417	18%
Avg hours worked per week per individual	31	
Avg hourly wage⁸	\$22.20	

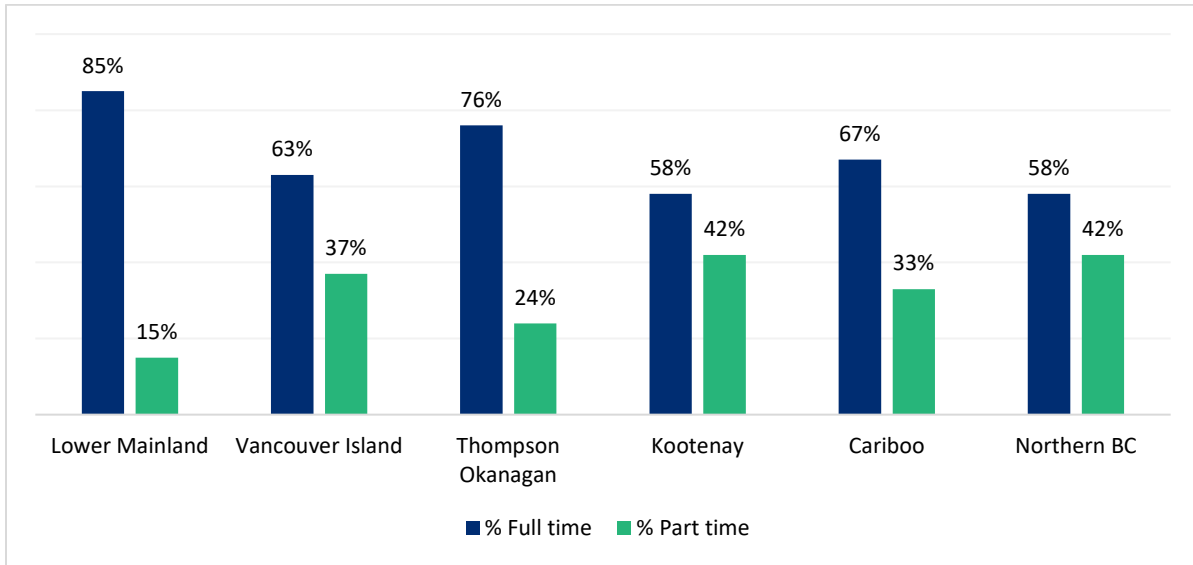
Note: The LFS data in this table are annual averages.

The Lower Mainland has the highest percentage of full-time workers (85%) and Northern BC and the Kootenays have the highest percentage of part-time workers (42%). The Cariboo has the highest percentage of permanent employees (91%), while the Lower Mainland has the highest percentage of seasonal employees (8%). The Lower Mainland has the highest concentration of male workers (50%) and the Cariboo region has the highest concentration of female workers (78%). The majority (86%) of the sector workforce in the Thompson Okanagan region have a post-secondary diploma or degree, while nearly a third (30%) of the workforce in Northern BC have less than a high school education. The Cariboo has the youngest workforce with 71% of its accommodation sector workers being below the age of 35, while the Thompson Okanagan has the oldest workforce with 54% of its workers being 45 or older. Employees in the Thompson Okanagan work the most hours per week at an average of 37 hours per employee, while the Lower Mainland has the highest average hourly wage at \$24 per hour.

⁷ Permanent= indefinite employment position; Seasonal=steady work, but not for all months of the year; Casual= work only when needed or on-call; Temporary= non-permanent position.

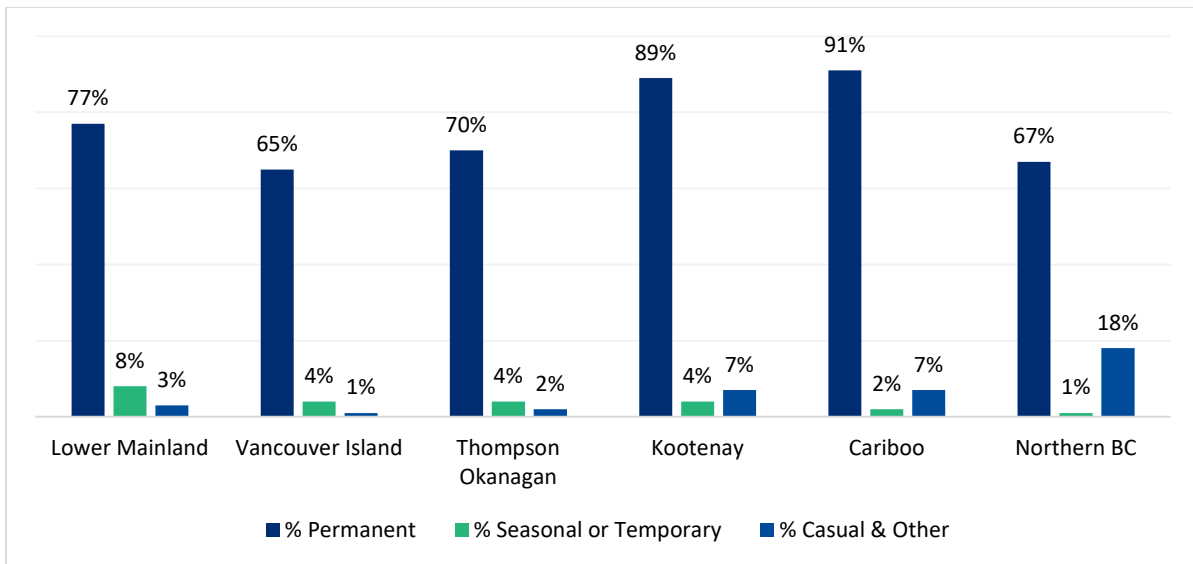
⁸ Includes tips and commissions.

Chart 1: Accommodation Sector Job Status by Region, 2021



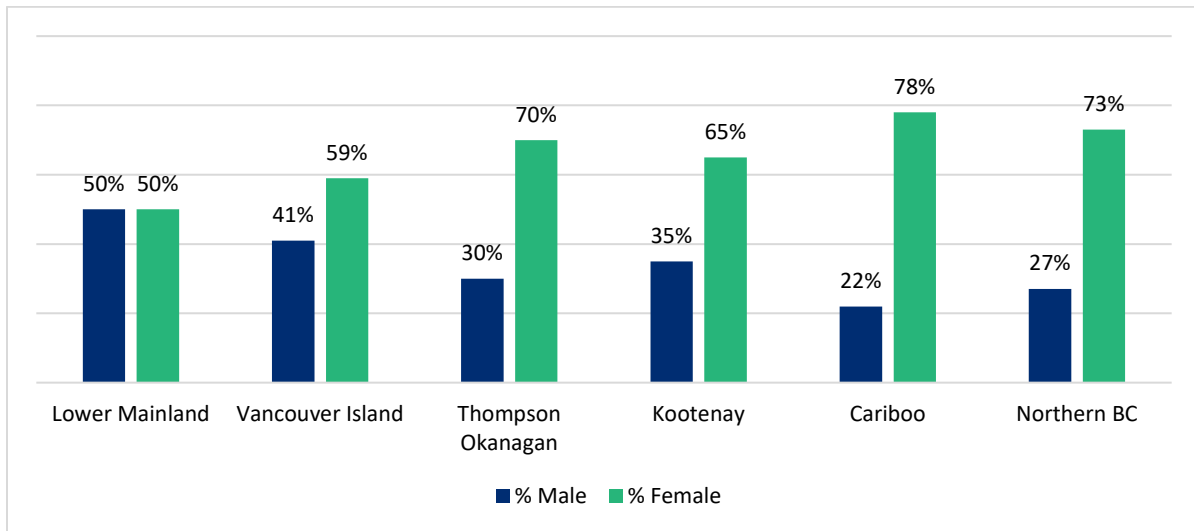
Note: The LFS data in this chart are annual averages.

Chart 2: Accommodation Sector Employee Type by Region, 2021



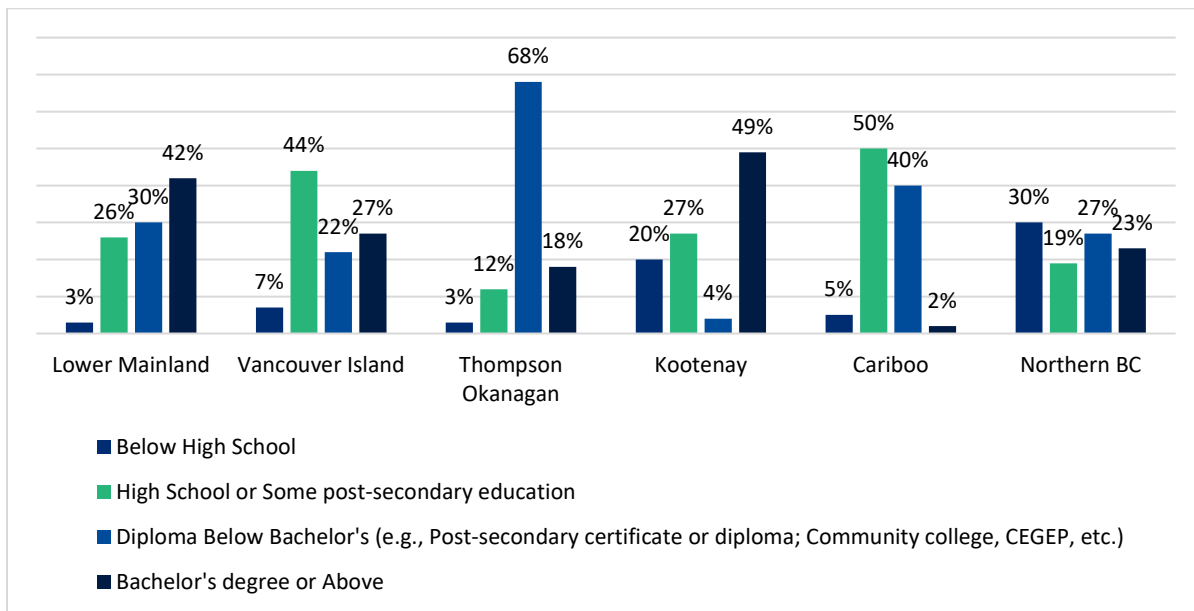
Note: The LFS data in this chart are annual averages.

Chart 3: Accommodation Sector Workforce Sex by Region, 2021



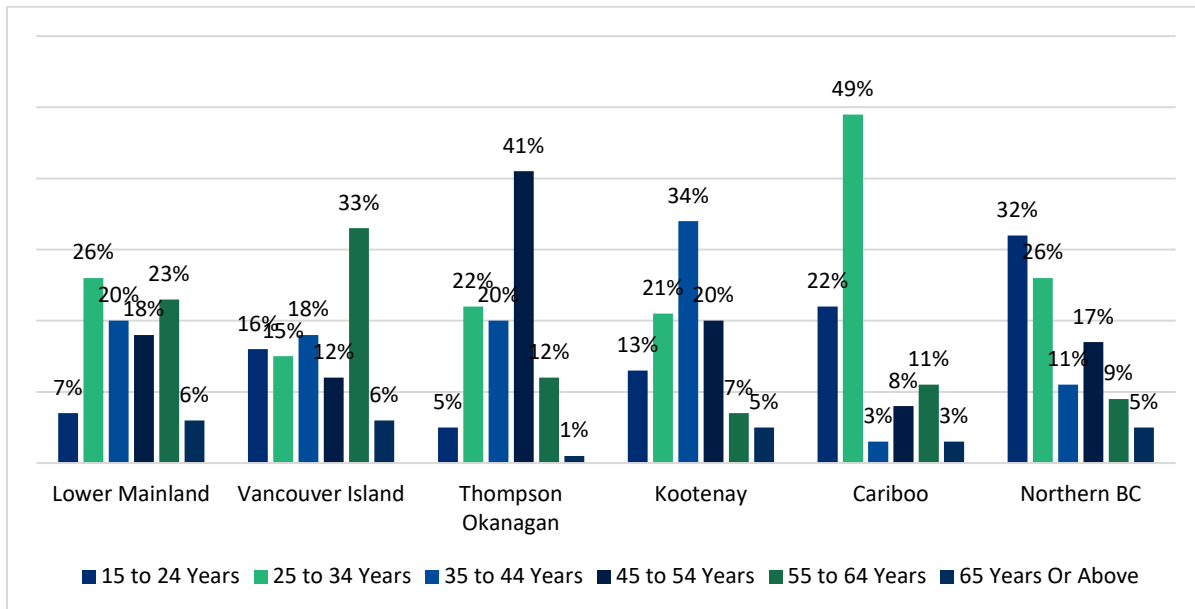
Note: The LFS data in this chart are annual averages.

Chart 4: Accommodation Sector Workforce Education Level by Region



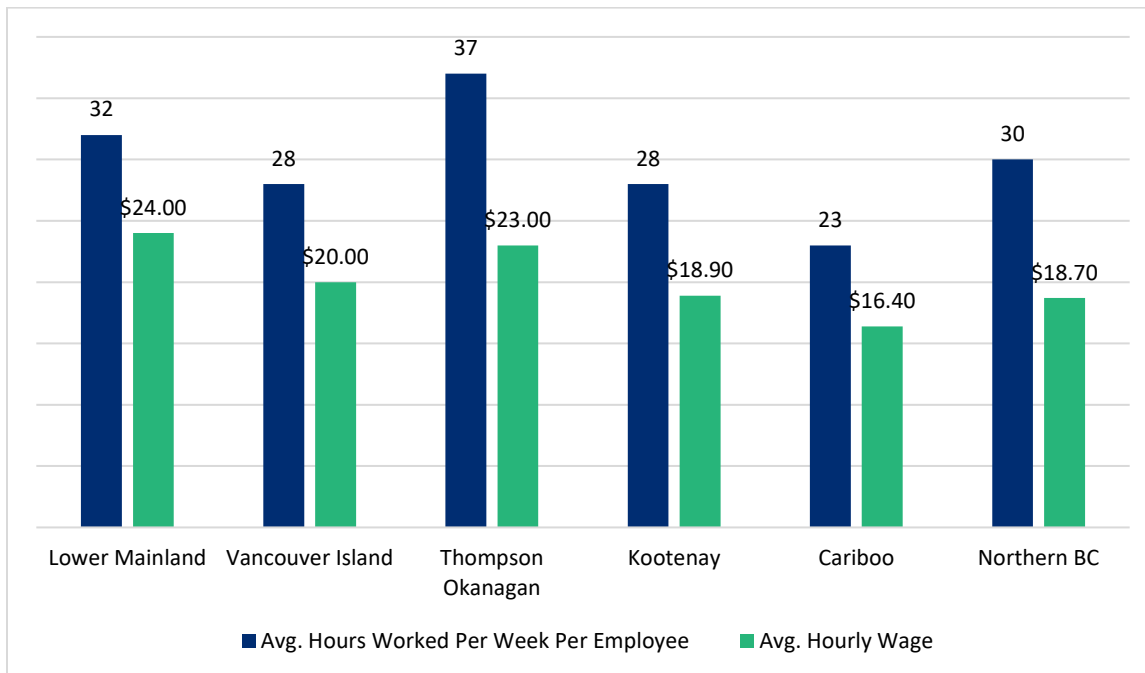
Note: The LFS data in this chart are annual averages.

Chart 5: Accommodation Sector Workforce Age Groups by Region



Note: The LFS data in this chart are annual averages.

Chart 6: Accommodation Sector Average Hours Worked and Wages by Region, 2021



Note: Wage includes tips and commissions. The LFS data in this chart are annual averages.

According to Statistics Canada’s 2016 Census, approximately 7% of the sector workforce is Indigenous, 2% higher than the provincial industry average (5%) with the highest proportional concentration of Indigenous employees working in Northern BC (22%). The Lower Mainland has the lowest proportional concentration of Indigenous workers (3%). However, over half of accommodation sector workers in the Lower Mainland are part of a visible minority, and 54% are

immigrants to Canada. Conversely, only 8% of workers in the Kootenays are part of a visible minority and 10% hold immigrant status, representations that are 25% below the provincial averages.

Nearly two thirds (63%) of the provincial accommodation sector workforce speak English as their mother tongue, with the Kootenays holding the highest proportional concentration of native English speakers (89%) and the Lower Mainland having the least (46%). Correspondingly, the Lower Mainland also has the highest concentration of workers who speak a language other than English or French as their mother tongue (49%).

Table 5: Ethnicity, Immigration, and Mother Tongue in the Accommodation Sector Workforce. 2016

Selected Characteristics	Lower Mainland		Vancouver Island		Thompson Okanagan		Kootenay		Cariboo		Northern BC		BC Accommodation		BC Population	
	#	%	#	%	#	%	#	%	#	%	#	%	#	%	#	%
Labour Force	17,025	100%	8,070	100%	5,905	100%	2,120	100%	1,230	100%	1,710	100%	36,060	100%	2,471,670	100%
Indigenous Status																
Indigenous	440	3%	705	9%	540	9%	125	6%	200	16%	380	22%	2,385	7%	127,890	5%
Non-Indigenous	16,585	97%	7,365	91%	5,365	91%	1,995	94%	1,030	84%	1,330	78%	33,675	93%	2,343,780	95%
Visible Minority Status																
Visible Minority	9,195	54%	1,350	17%	875	15%	100	8%	130	11%	245	14%	11,885	33%	729,580	30%
Not a Visible Minority	7,830	46%	6,720	83%	5,030	85%	2,025	92%	1,100	89%	1,465	86%	24,175	67%	1,742,090	70%
Immigration Status																
Non-immigrant	7,090	42%	6,135	76%	4,570	77%	1,815	86%	995	81%	1,290	75%	21,910	61%	1,679,060	68%
Immigrant	9,100	54%	1,795	22%	1,080	18%	230	10%	225	18%	370	22%	12,790	35%	741,165	30%
Non-permanent residents	835	5%	140	2%	255	4%	75	4%	10	1%	50	3%	1,360	4%	51,445	2%
Mother Tongue																
English	7,750	46%	6,365	79%	4,725	80%	1,895	89%	990	80%	1,320	77%	23,060	63%	1,704,780	69%
French	240	1%	185	2%	130	2%	35	2%	25	2%	30	2%	640	2%	33,160	1%
Non-official language	8,370	49%	1,385	17%	985	17%	165	8%	205	17%	305	18%	11,420	32%	681,940	28%
Other	665	4%	135	2%	65	1%	25	1%	10	1%	55	3%	940	3%	51,790	2%

Source: Custom Tabulation, 2016 Census, Statistics Canada.

The following table shows the sector's leading occupations and some of the certifications or training requirements that are typically required. As indicated, occupations often related to accommodation facilities services and food and beverage services accounted for the four top occupations in the sector.

Table 6: Leading Occupations in the Accommodation Sector Workforce. 2021

NOC	Occupation Title	Certification/Training Requirements	Employment
063	Accommodation service managers	<ul style="list-style-type: none"> A university degree or college diploma in hotel management or other related discipline or equivalent job experience 	6,479
652	Occupations in travel and accommodation	<ul style="list-style-type: none"> Related post-secondary diploma On the job training 	5,771
673	Cleaners	<ul style="list-style-type: none"> On the job training 	5,083
631	Food service supervisors	<ul style="list-style-type: none"> Post-secondary training in restaurant management or food service admin, or; Equivalent job experience 	3,479
632	Chefs and cooks	<ul style="list-style-type: none"> Cook's apprenticeship program and training Chef's Red Seal Certification 	1,542
112	Human resources professionals	<ul style="list-style-type: none"> Related post-secondary degree or diploma 	1,271
671	Food counter attendants	<ul style="list-style-type: none"> On the job training 	1,125
651	Occupations in food and beverage service	<ul style="list-style-type: none"> On the job training Responsible beverage service certification 	1,125
525	Athletes, coaches, referees and related occupations	<ul style="list-style-type: none"> Extensive sport related training Coaching and refereeing certificates 	750
641	Sales and account representatives - wholesale trade (non-technical)	<ul style="list-style-type: none"> Related post-secondary degree or diploma Experience in sales or related occupation 	604
213	Civil, mechanical, electrical and chemical engineers	<ul style="list-style-type: none"> A bachelor's degree or above in mechanical engineering or in a related engineering discipline 	583
642	Retail salespersons	<ul style="list-style-type: none"> On the job training 	-*
654	Security guards and related security service occupations	<ul style="list-style-type: none"> Related post-secondary degree or diploma usually required On the job training and job specific certifications Firearms license and training for security guards who carrying a firearm 	-*
143	Financial, insurance and related administrative support workers	<ul style="list-style-type: none"> Completion of related post-secondary degree or diploma and required industry certifications may be required Relevant work experience such as using a payroll systems or software may be required 	-*
621	Retail sales supervisors	<ul style="list-style-type: none"> Previous retail sales experience as a retail salesperson or salesclerk, cashier, telemarketer, door-to-door salesperson or rental agent may be required 	-*
653	Tourism and amusement services occupations	<ul style="list-style-type: none"> Related post-secondary degree or diploma may be required 	-*

NOC	Occupation Title	Certification/Training Requirements	Employment
		<ul style="list-style-type: none"> ▪ Knowledge of a particular terrain or body of water and demonstrated ability in the guided activity and relevant licences and certifications may be required ▪ Certification in first aid may be required 	

*Note: *Employment counts is being suppressed due to high probability of large sampling error. The LFS data in this table are annual averages.*

Over half (51%) of the accommodation sector workforce has been employed in their current or latest job for less than five years, while 25% have been in their position for five to ten years. The average experience level of the sector workforce is higher than the provincial industry average.

Table 7: Tourism and Hospitality Workforce Experience, 2021

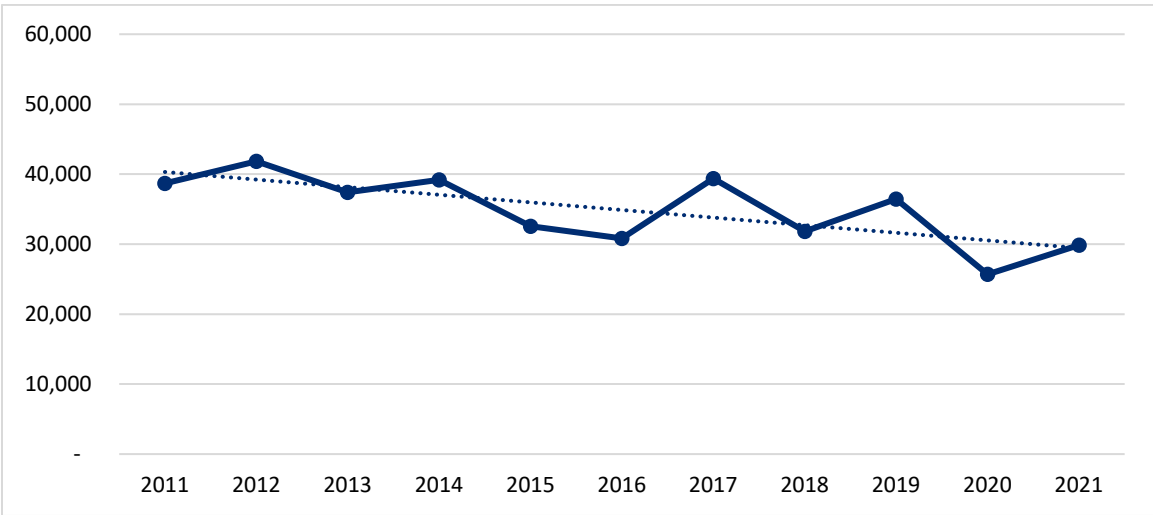
Length of Employment	Accommodation		Tourism and Hospitality	
	#	%	#	%
Less than 1 year	4,917	16%	54,188	18%
2 to 4 years	10,604	35%	133,354	45%
5 to 7 years	4,479	15%	35,104	12%
8 to 10 years	2,875	10%	22,042	7%
11 to 15 years	3,188	11%	20,938	7%
16 to 20 years	1,125	4%	9,854	3%
over 20 years	2,688	9%	22,772	8%
Total	29,875	100%	298,250	100%
Avg. Length	8.0 years		7.0 years	

Note: The LFS data in this table are annual averages.

Impact of COVID-19

Employment in the sector has trended slightly downward from 2011 to 2021, with an average of approximately 39,000 employees per month in 2011, and 30,000 in 2021. The compounded annual growth rate was -3% over the ten-year period from 2011 to 2021.

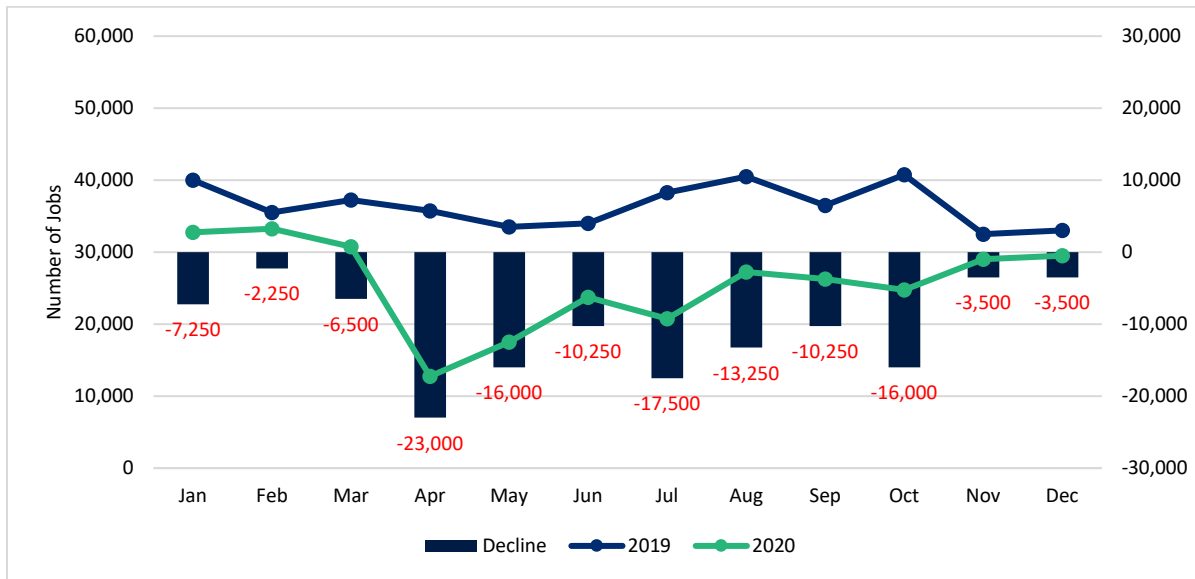
Chart 7: Total Accommodation Sector Workforce, 2011 - 2021



Note: The LFS data in this chart are annual averages.

There were significantly fewer people employed in the industry in 2020 as compared to 2019, hitting a low point in April when there were 23,000 fewer employees.

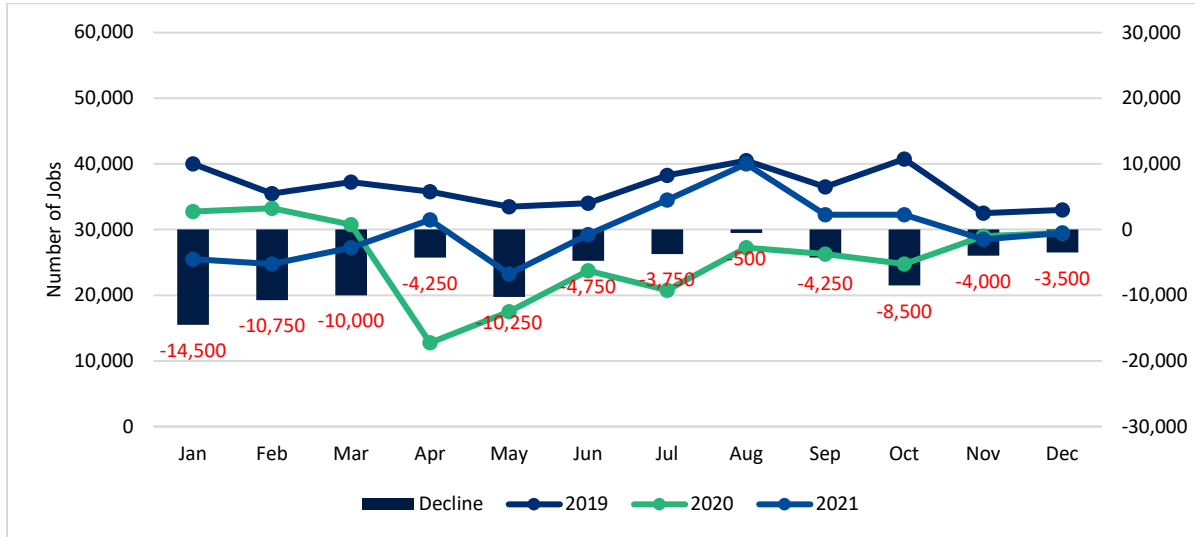
Chart 8: Monthly Decline in Accommodation Sector Employment, 2020 vs. 2019



Note: The LFS data in this chart are monthly averages.

Job numbers recovered somewhat through 2021 but remained lower than 2019 levels. The low point in 2021 occurred in January when there were 14,500 fewer employees.

Chart 9: Monthly Decline in Accommodation Sector Employment, 2021 vs. 2019



Note: The LFS data in this chart are monthly averages.

The province has experienced an 18% reduction in accommodation sector employment from 2019 to 2021, with the Kootenay region seeing the largest reduction (62%) during that period. The Lower Mainland is the only region that has seen employment recover to 2019 levels.

Table 8: Accommodation Sector Change in Employment by Region, 2019, 2020, 2021

Employment	2019	2020	2021	% Change 2020 vs 2019	% Change 2021 vs 2019
Region					
Lower Mainland	16,793	11,667	16,854	-31%	0.4%
Vancouver Island	8,521	5,250	6,125	-38%	-28%
Thompson Okanagan	4,688	4,896	3,104	4%	-34%
Kootenay	2,438	1,167	938	-52%	-62%
Cariboo	1,479	1,313	1,250	-11%	-15%
Northern BC	2,542	1,396	1,604	-45%	-37%
British Columbia	36,461	25,689	29,875	-30%	-18%

Note: The LFS data in this table are annual averages.

Initially, part-time jobs saw larger declines than full-time jobs, falling by 36% from 2019 to 2020. However, full-time and part-time jobs have experienced similar declines from 2019 to 2021 at roughly 20% respectively. Job losses did not impact all demographics equally, with women, those under the age of 25, and those with a high school education or below feeling the most significant declines.

Table 9: Accommodation Sector Change in Employment by Demographics, 2019, 2020, 2021

Demographics	2019	2020	2021	% Change 2020 vs 2019	% Change 2021 vs 2019
Job Status					
Full-time	27,729 (76%)	20,083 (78%)	22,750 (76%)	-28%	-18%
Part-time	8,750 (24%)	5,583 (22%)	7,125 (24%)	-36%	-19%
Permanent and Seasonal⁹					
Permanent	27,146 (74%)	20,000 (78%)	21,604 (72%)	-26%	-20%
Seasonal	2,875 (8%)	1,417 (6%)	1,375 (5%)	-51%	-52%
Casual	958 (3%)	708 (3%)	710 (2.4%)	-26%	-26%
Temporary	1,646 (5%)	313 (1%)	479 (1.6%)	-81%	-71%

⁹ Permanent= indefinite employment position; Seasonal=steady work, but not for all months of the year; Casual= work only when needed or on-call; Temporary= non-permanent position.

Demographics	2019	2020	2021	% Change 2020 vs 2019	% Change 2021 vs 2019
Sex					
Male	14,417 (40%)	11,208 (44%)	12,687 (42%)	-22%	-12%
Female	22,063 (60%)	14,458 (56%)	17,188 (58%)	-34%	-22%
Age Group					
15 to 24	5,854 (16%)	2,938 (11%)	3,208 (11%)	-50%	-45%
25 to 34	8,313 (23%)	5,792 (23%)	7,209 (24%)	-30%	-13%
35 to 44	5,896 (16%)	6,250 (24%)	5,667 (19%)	6%	-4%
45 to 54	7,604 (21%)	3,688 (14%)	5,583 (19%)	-51%	-27%
55 to 64	6,333 (17%)	4,813 (19%)	6,708 (22%)	-24%	6%
65 or above	2,479 (7%)	2,188 (9%)	1,500 (5%)	-12%	-39%
Education					
Below high school	3,604 (10%)	1,875 (7%)	1,688 (6%)	-48%	-53%
High school or some post-secondary	14,458 (40%)	8,146 (32%)	8,583 (29%)	-44%	-41%
Degree below bachelor's	11,479 (31%)	9,458 (37%)	9,417 (32%)	-18%	-18%
Bachelor's degree or above	6,938 (19%)	6,188 (24%)	10,188 (34%)	-11%	47%

Note: The LFS data in this table are annual averages.

The Cariboo saw the largest decline in average hours worked per employee, dropping 26% from 2019 to 2021. The Thompson Okanagan experienced a 37% increase over the same period. Overall, hours worked across the sector have recovered to 2019 levels. It should be noted that increases to average hours worked per employee in some regions may be attributed to two factors: (1) due to reductions in the number of employees, staff may have to work more hours to manage the workload; and (2) there may be an increased workload related to upholding COVID-19 safety protocols and requirements.

Table 10: Accommodation Sector Average Actual Hours Worked Per Week Per Employee by Region

Average Hours worked	2019	2020	2021	% Change 2020 vs 2019	% Change 2021 vs 2019
Region					
Lower Mainland	32	30	32	-6%	0%
Vancouver Island	31	28	28	-10%	-10%
Thompson Okanagan	27	29	37	7%	37%
Kootenay	30	40	28	33%	-7%
Cariboo	31	27	23	-13%	-26%
Northern BC	35	33	30	-6%	-14%
British Columbia	31	30	31	-3%	0%

Note: The LFS data in this table are annual averages.

Average hourly wages in the accommodation sector increased by 6% from 2019 to 2021, with the Thompson Okanagan region seeing the largest increase at 41%. It should be noted that the average increase in wages in some region may be attributable to two factors: (1) changes in the distribution of positions within the industry (the industry now has fewer entry level positions and, as a result, higher paid positions now account for a greater percentage of industry employment); and (2) there has been an increase in average wage per position (including entry level positions).

Table 11: Accommodation Sector Average Hourly Wage by Region

Average Hourly wage ¹⁰	2019	2020	2021	% Change 2020 vs 2019	% Change 2021 vs 2019
Region					
Lower Mainland	\$24.0	\$23.0	\$24.0	-4%	0%
Vancouver Island	\$20.0	\$21.0	\$20.0	5%	0%
Thompson Okanagan	\$16.3	\$20.0	\$23.0	23%	41%
Kootenay	\$16.1	\$18.8	\$18.9	17%	17%
Cariboo	\$16.8	\$21.0	\$16.4	25%	-2%
Northern BC	\$18.3	\$24.0	\$18.7	31%	2%
British Columbia	\$21.0	\$22.3	\$22.2	6%	6%

Note: The LFS data in this table are annual averages.

Of the 262 industry employees surveyed across British Columbia, 118 were in the accommodation sector. Their opinions on their actual experience, motivations, and perceptions of working in the industry are summarized below.

¹⁰ Includes tips and commissions.

- Employees were asked to rate their actual experience working in the sector. On a scale of 1 to 5, where 1 is not at all satisfied, 3 is somewhat satisfied and 5 is very satisfied, employees indicated an average rating of 4.0, including 29% who are very satisfied.
- Relative to other industries, employees are motivated to work in the industry by their ability to do the work, the work setting (e.g. in a tourism area), quality relationships with co-workers, the sense of fulfilment from doing the work, the lifestyle, the work conditions, and the opportunities for advancement. The major concerns (demotivating aspects of the industry) are the wages, the predictability of how much work will be available, the seasonality of the work, and health & safety concerns which have increased as a result of the pandemic.
- Sixty-six percent of employees surveyed noted that COVID-19 has reduced their interest in working in the industry. Of those surveyed, 51% are relatively optimistic regarding their future work opportunities in the industry, with 33% considering or definitely intending to make the industry a career (i.e. stay in the industry), and 18% considering staying for at least a few more years. On the other hand, 49% are relatively pessimistic, with 39% taking it year-by-year, 7% having left or are about to leave the industry and anticipate that they will not return, 2% expecting this year to be their last year, and 1% indicating that they are staying for now but expect to return to school or move sometime in the near future.

Comparison to Other Tourism & Hospitality Sectors in BC

The following table presents the key indicators across the four tourism and hospitality sectors in BC.

Table 12: Key Indicators Across the Tourism and Hospitality Industry Sectors in BC

Key Indicators (2021)	Accommodation	Food & Beverage	Recreation & Entertainment	Transportation & Travel	Tourism & Hospitality
Employment 2021	29,875	133,938	77,854	56,583	298,250
Relative Share to BC Employment	1%	5%	3%	2%	11%
Relative Share to Tourism & Hospitality Employment	10%	45%	26%	19%	100%
Impact on Employment* (2021 vs 2019)	-18%	-13%	-13%	-17%	-14%
Impact on Employment* (2020 vs 2019)	-30%	-13%	-20%	-20%	-18%
Avg. Hours Worked Per Week Per Employee and Avg. Hourly Wage					
Avg. Hours Worked	31	25	29	34	28
Avg. Hourly Wage	\$22	\$18	\$28	\$33	\$24
Length of Employment of Current or Latest Job					
Less than 1 year	16%	24%	18%	7%	18%
2 to 4 years	35%	54%	39%	36%	45%
5 to 10 years	25%	12%	25%	22%	19%
Over 10 years	24%	10%	18%	35%	18%
Avg. Length in years	8.0	4.8	8.0	10.5	7.0
Job Status					
% Full-time Workers	76%	48%	66%	84%	62%
% Permanent Workers	72%	80%	47%	75%	70%

Key Indicators (2021)	Accommodation	Food & Beverage	Recreation & Entertainment	Transportation & Travel	Tourism & Hospitality
Age Group					
15 to 24 years	11%	46%	19%	5%	28%
25 to 34 years	24%	22%	25%	16%	22%
35 to 44 years	19%	11%	22%	24%	17%
45 to 54 years	19%	9%	15%	29%	15%
55 to 64 years	22%	10%	12%	20%	14%
Over 64 years	5%	1%	7%	7%	4%
Sex and Education					
% Female	58%	55%	45%	28%	48%
% Bachelor's degree or above	34%	16%	36%	27%	25%
Ethnicity and Immigration** (2016 Census)					
% Indigenous	7%	6%	5%	4%	6%
% Visible Minority	33%	42%	21%	32%	35%
% Immigrant	35%	33%	22%	35%	31%
Mother Tongue** (2016 Census)					
% English	63%	62%	78%	65%	67%
% French	2%	1%	2%	2%	1%
% Non-official language	32%	35%	18%	31%	30%
Industry Satisfaction and Perception					
Employee Satisfaction Rating	4.0	3.8	4.2	4.0	4.0
Covid-19 Impacted their Interest	66%	59%	56%	70%	60%
% Considering or definitely intend to make the industry a career	33%	25%	38%	33%	30%

Key Indicators (2021)	Accommodation	Food & Beverage	Recreation & Entertainment	Transportation & Travel	Tourism & Hospitality
% Considering staying for at least a few more years	18%	26%	28%	17%	25%

Note: *"Impact on Employment" indicates the percentage change in employment numbers between a normal year and a pandemic year; **Sourced from Statistics Canada. *The LFS data in this table are annual averages.*



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