



THE TOURISM & HOSPITALITY WORKFORCE PROFILE OF BRITISH COLUMBIA

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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 of BC's Tourism & Hospitality industry as a whole, 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.

The BC Tourism & Hospitality Industry

BC's tourism and hospitality industry is comprised of companies who provide accommodation, food and beverage, recreation and entertainment, and transportation and travel services. Some examples of such businesses include hotels, motels, bed and breakfasts, and resorts; restaurants, pubs, cafes, and lounges; arts and cultural facilities, sporting and recreation establishments, natural attractions and parks; and air, water, and automotive transportation service and travel information and booking businesses². The industry is known world-wide for providing access to renowned travel, recreational, cultural, and culinary experiences, from outdoor activities like whale watching, hiking, and skiing, to cultural venues like art galleries and museums, and fine dining and wine touring.

The industry is a growing and dynamic one, with areas such as adventure and indigenous tourism becoming increasingly popular, adding to the industry's breadth of businesses and services that are major economic generators for the province. In 2017, the industry generated over \$18 billion in revenues and hosted roughly 6 million international overnight visitors. There are more than 19,000 tourism related businesses in BC, that employed over 300,000 people, or 12% of the provincial workforce in 2017. In 2018, approximately half of all tourism and hospitality workers were employed by the food and beverage sector, with an additional 24% working in the recreation and entertainment sector, 15% in transportation and travel, and 12% in accommodation. The industry was expected to grow at an average annual rate of 1.5% from 2018 to 2028, creating over 48,000 new positions during that time. However, the COVID-19 pandemic and the resulting reduction in travel and tourism activity has had significant impacts on the industry³.

The majority of tourism and hospitality jobs exist in the Lower Mainland, Vancouver Island and Thompson Okanagan regions. However, there are popular destinations, attractions, and activities in

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 *Tourism and Hospitality*, The Government of BC, 2022. <https://www.workbc.ca/labour-market-industry/industry-and-sector-information/industry-and-sector-outlooks/tourism-and-hospitality.aspx>

³ *BC Tourism Industry*, go2hr, 2022. <https://www.go2hr.ca/bc-tourism-industry>

all regions of the province. Some highlights include the small mountain towns, parks and outdoor adventure activities found in the Kootenays, the relaxed seaside villages and wild coastline of Vancouver Island, the lakes and vineyards of the Okanagan valley, and the temperate rainforests and abundant wildlife of the north coast and Haida Gwaii archipelago⁴.

⁴ *Top Tourist Attractions in BC, Lana Law, 2020. <https://www.planetware.com/tourist-attractions-/british-columbia-cdn-bc-bc.htm>*

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 industry. Those NAICs codes are:

- Accommodation:
 - 7211 Traveller accommodation
 - 7212 Recreational vehicle (RV) parks and recreational camps
- Food and Beverage Services:
 - 7224 Drinking places (alcoholic beverages)
 - 7225 Full-service restaurants and limited-service eating places
- Recreation and Entertainment:
 - 5121 Motion picture and video exhibition
 - 7111 Performing arts companies
 - 7112 Spectator sports
 - 7115 Independent artists, writers and performers
 - 7121 Heritage institutions
 - 7131 Amusement parks and arcades
 - 7132 Gambling industries
 - 7139 Other amusement and recreation industries
- Transportation and Travel Services:
 - 4811 Scheduled air transport
 - 4812 Non-scheduled air transport
 - 4821 Rail transportation
 - 4831 Deep sea, coastal and great lakes water transportation
 - 4832 Inland water transportation
 - 4851 Urban transit systems
 - 4852 Interurban and rural bus transportation
 - 4853 Taxi and limousine service
 - 4854 School and employee bus transportation
 - 4855 Charter bus industry
 - 4859 Other transit and ground passenger transportation
 - 4871 Scenic and sightseeing transportation – land
 - 4872 Scenic and sightseeing transportation – water
 - 4879 Scenic and sightseeing transportation – other
 - 5321 Automotive equipment rental and leasing
 - 5615 Travel arrangement and reservation services



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>

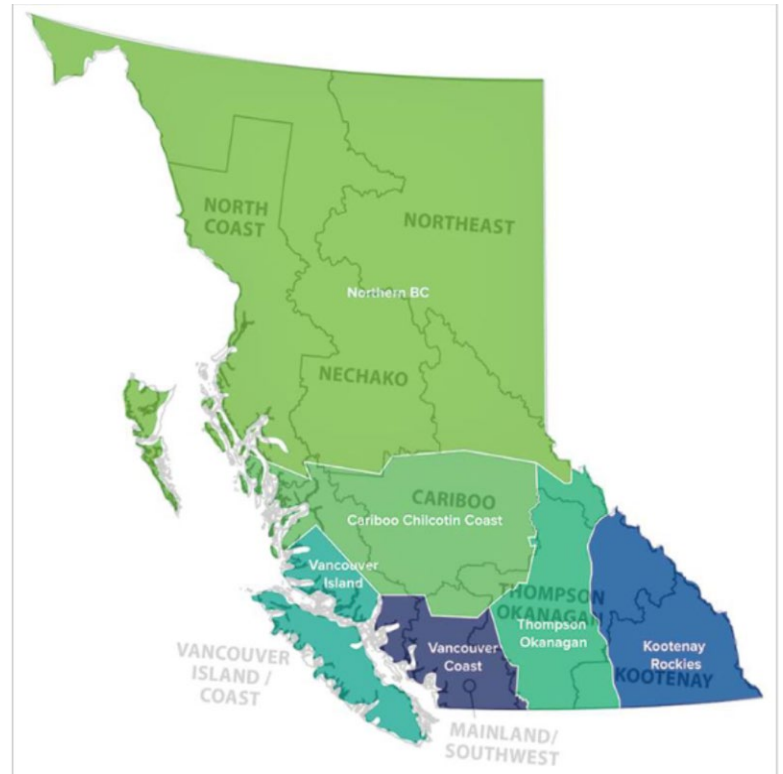
Breakdown of BC's Development and Tourism Regions

There are eight development regions in BC. However, this regional 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 Provincial Workforce

BC's tourism and hospitality employed approximately 298,000 employees in 2021, of which 45% are employed in the food and beverage sector and 26% in the recreation and entertainment sector, 19% in transportation and travel sector, and 10% in the accommodation sector.

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

Sectors	British Columbia	
	#	%
Accommodation	29,875	10%
Food and beverage	133,938	45%
Recreation and entertainment	77,854	26%
Transportation and Travel	56,583	19%
Total	298,250	100%

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

The tourism and hospitality industry accounts for approximately 11% of total employment in BC, slightly higher than the national average.

Table 2: Tourism and Hospitality vs Total Employment, 2021

Employment	British Columbia	Canada
Tourism and Hospitality	298,250	1,662,646
Overall Employment	2,655,688	18,865,438
Percent Tourism of Overall Employment	11.2%	8.8%

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

The sex of the workforce is relatively evenly divided. Half of the workforce is under the age of 35 and over half (52%) have a post-secondary degree or diploma.

Table 3: Tourism and Hospitality Industry Workforce Demographics, 2021

Demographics	British Columbia	
Sex	#	%
Male	155,604	52%
Female	142,646	48%
Age Group	#	%
15 to 24	83,021	28%
25 to 34	65,583	22%
35 to 44	50,584	17%
45 to 54	46,000	15%
55 to 64	40,354	14%
65 or above	12,708	4%
Education	#	%
Below high school	38,833	13%
High school or some post-secondary education	103,324	35%
Degree below bachelor's	81,447	27%
Bachelor's degree or above	75,646	25%

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

Approximately 62% of the provincial workforce are employed on a full-time basis and 38% are employed part-time. Permanent workers account for 70% of the workforce, while 14% are seasonal, temporary, or casual workers. The average wage rate is \$24 per hour and the average hours worked per week is 28.

Table 4: Tourism and Hospitality Industry Demographics, 2021

Demographics	British Columbia	
Job Status	#	%
Full-time	186,125	62%
Part-time	112,125	38%
Permanent and Seasonal⁵	#	%
Permanent	208,104	70%
Seasonal	9,667	3%
Casual	14,667	5%
Temporary	19,083	6%
Other	1,229	1%
N/A	45,500	15%
Avg hours worked per week per Individual	28	
Avg Hourly Wage⁶	\$24	

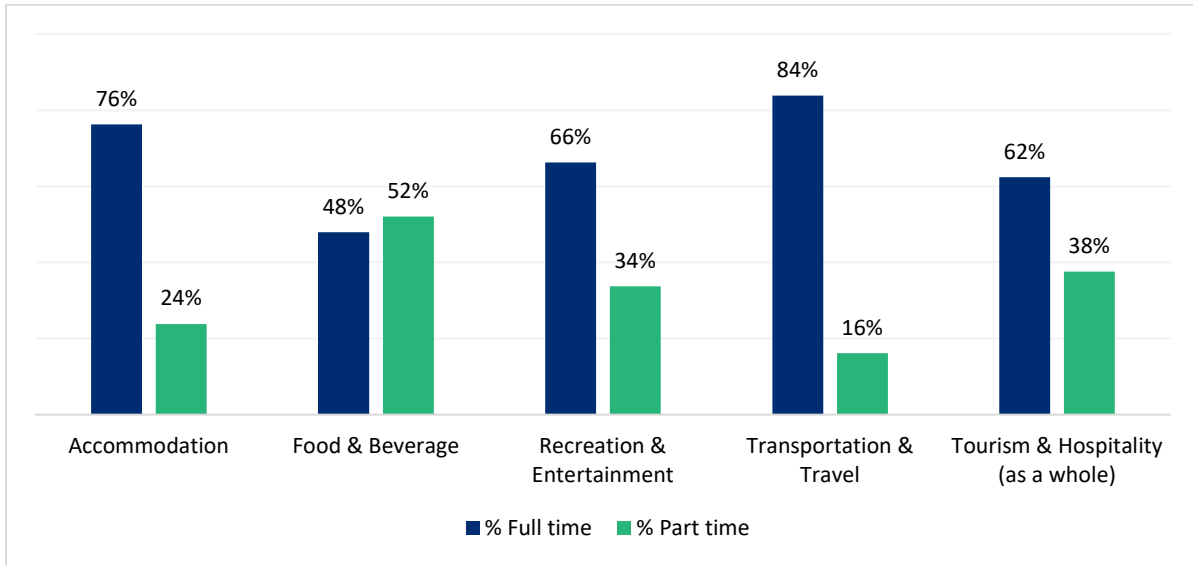
Note: The LFS data in this table are annual averages.

The transportation and travel sector has the highest percentage of full-time workers (84%) and the food and beverage sector has the highest percentage of part-time workers (52%). The food and beverage sector also has the highest percentage of permanent employees (80%), while the recreation and entertainment sector has the highest percentage of seasonal employees (22%). The transportation and travel sector has the highest concentration of male workers (72%) and the accommodation sector has the highest concentration of female workers (57%). Over half (52%) of workers in the industry have a post-secondary degree or diploma. The recreation and entertainment sector has the highest education level as 69% of workers have completed some form of post-secondary education. The food and beverage sector has the youngest workforce with 47% of its workers being between 15 and 24 years of age, while the accommodation sector is the oldest with 27% of its workers being 55 or older. Employees in the transportation and travel sector work the most hours per week at an average of 34 hours per employee and are paid the highest average hourly wage at \$33 per hour.

⁵Permanent= 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.

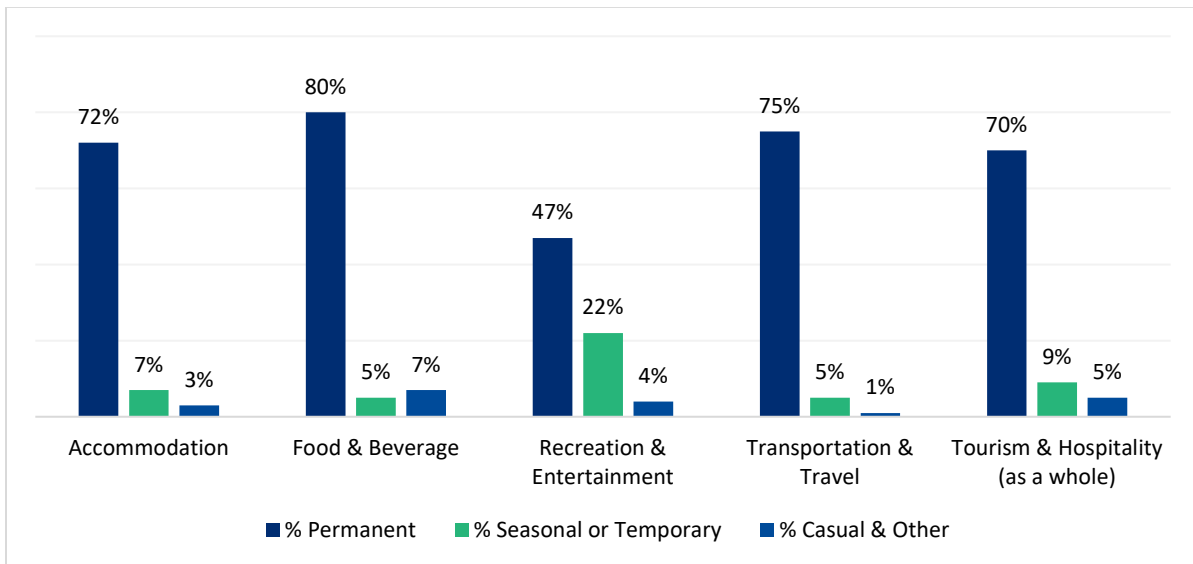
⁶ Includes tips and commissions.

Chart 1: Job Status by Sector, 2021



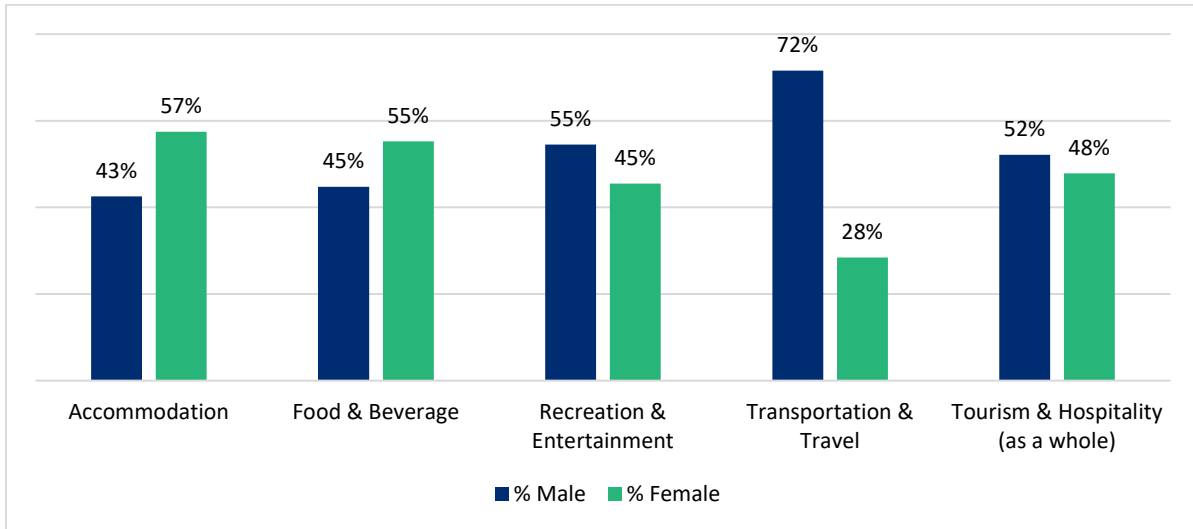
Note: The LFS data in this chart are annual averages.

Chart 2: Employee Type by Sector, 2021



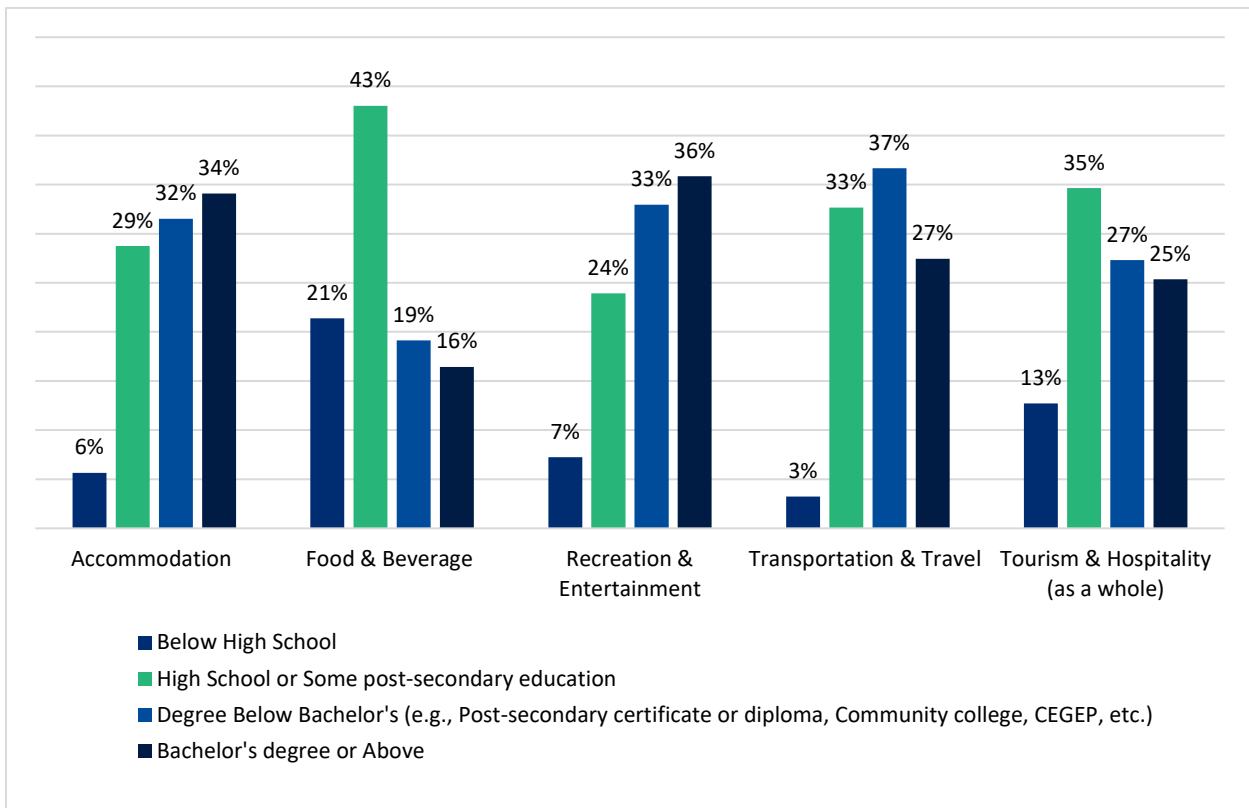
Note: The LFS data in this chart are annual averages.

Chart 3: Workforce Sex by Sector, 2021



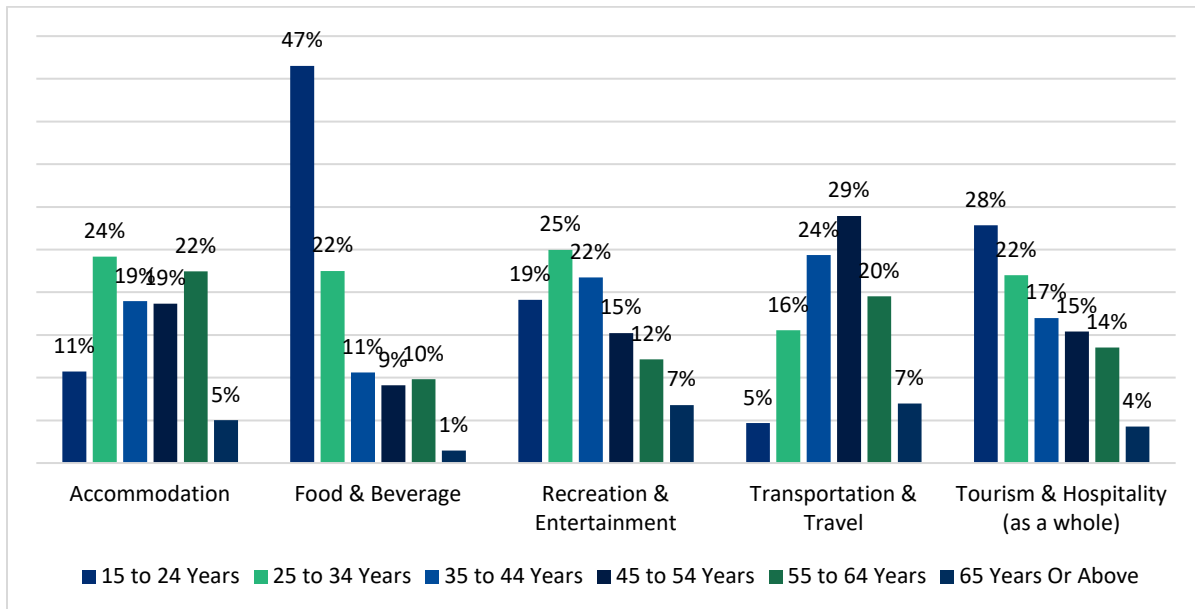
Note: The LFS data in this chart are annual averages.

Chart 4: Workforce Education Level by Sector



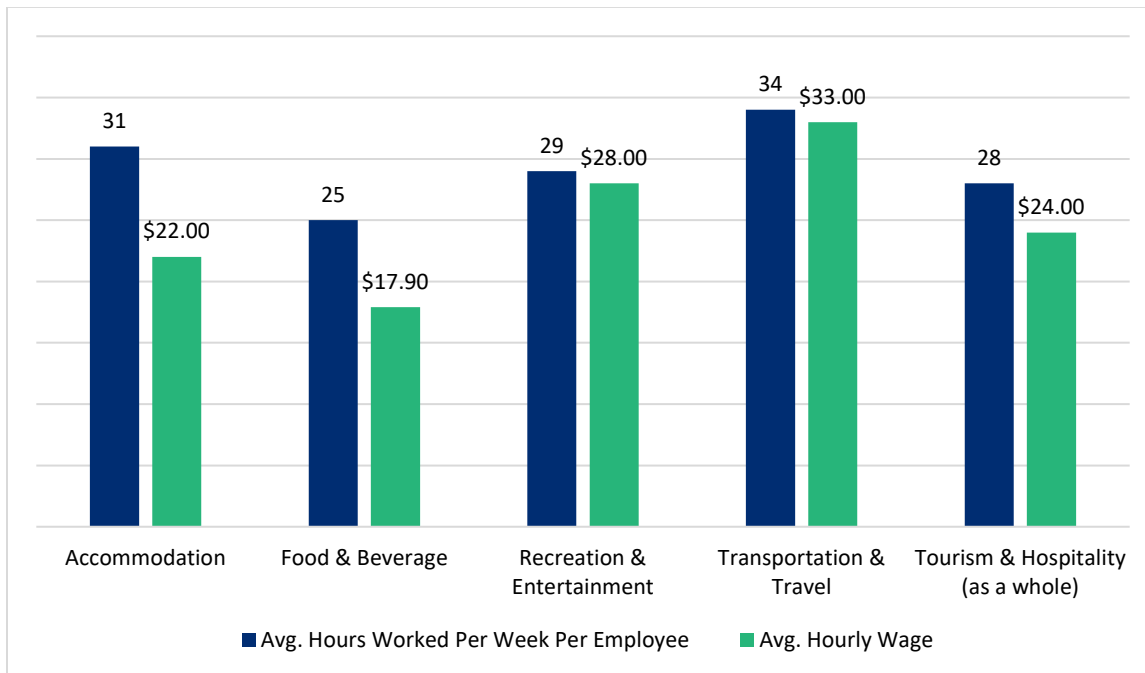
Note: The LFS data in this chart are annual averages.

Chart 5: Industry Workforce by Age Groups



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

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



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

According to Statistics Canada's 2016 Census, approximately 6% of BC's tourism and hospitality workforce are Indigenous, and 35% are members of a visible minority, compared to 5% and 30% across the provincial population. The accommodation sector employs the largest percentage of Indigenous workers (7%) and the food and beverage sector employs the most workers who are members of a visible minority (42%). Nearly a third (31%) of employees in the sector are immigrants to Canada, and approximately the same number (30%) do not speak English or French as their mother tongue.

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

Selected Characteristics	Accommodation		Food & Beverage		Recreation & Entertainment		Transportation & Travel		BC Tourism & Hospitality		BC Population	
	#	%	#	%	#	%	#	%	#	%	#	%
Labour Force	36,060	100%	159,570	100%	76,690	100%	54,355	100%	326,675	100%	2,471,670	100%
Indigenous Status												
Indigenous	2,385	7%	9,685	6%	3,605	5%	2,215	4%	17,890	6%	127,890	5%
Non-Indigenous	33,675	93%	149,885	94%	73,085	95%	52,140	96%	308,785	94%	2,343,780	95%
Visible Minority Status												
Visible Minority	11,885	33%	67,580	42%	16,145	21%	17,245	32%	112,855	35%	729,580	30%
Not a Visible Minority	24,175	67%	91,990	58%	60,545	79%	37,110	68%	213,820	65%	1,742,090	70%
Immigration Status												
Non-immigrant	21,910	61%	98,735	62%	56,855	74%	34,925	64%	212,425	65%	1,679,060	68%
Immigrant	12,790	35%	52,355	33%	16,920	22%	18,760	35%	100,825	31%	741,165	30%
Non-permanent residents	1,360	4%	8,480	5%	2,915	4%	670	1%	13,425	4%	51,445	2%
Mother Tongue												
English	23,060	63%	97,830	62%	59,995	78%	35,620	65%	216,505	67%	1,704,780	69%
French	640	2%	1,570	1%	1,350	2%	1,010	2%	4,570	1%	33,160	1%
Non-official language	11,420	32%	56,170	35%	13,950	18%	16,645	31%	98,185	30%	681,940	28%
Other	940	3%	4,000	2%	1,395	2%	1,080	2%	7,415	2%	51,790	2%

Source: Custom Tabulation, 2016 Census, Statistics Canada.

The following table shows the industry's leading occupations, primary sector in which they are employed, and some of the certifications or training/education that may be required. As indicated, occupations often related to the food and beverage services sector accounted for the four top occupations in the industry.

Table 6: Leading Occupations in the Industry Workforce, 2021

NOC	Occupation Title	Certification/Training Requirements	Primary sector*	Employment**
671	Food counter attendants	<ul style="list-style-type: none"> On the job training 	Food and Beverage services	43,625
632	Chefs and cooks	<ul style="list-style-type: none"> Cook's trade certification Chef's Red Seal Certification 	Food and Beverage services	30,917
651	Occupations in food and beverage service	<ul style="list-style-type: none"> On the job training Responsible beverage service certification 	Food and Beverage services	34,708
631	Food service supervisors	<ul style="list-style-type: none"> Post-secondary training in restaurant management or food service admin, or; Equivalent job experience 	Food and Beverage services	30,146
751	Motor vehicle and transit drivers	<ul style="list-style-type: none"> Appropriate class driver's license Additional certifications such as First-Aid, Transportation of Dangerous Goods, and Air Brakes Endorsement 	Transportation and Travel services	17,208
525	Athletes, coaches, referees and related occupations	<ul style="list-style-type: none"> Extensive sport related training Coaching and refereeing certificates 	Recreation and Entertainment	11,646
513	Creative and performing artists	<ul style="list-style-type: none"> Related post-secondary degree or diploma Extensive practical experience and training 	Recreation and Entertainment	10,792
652	Occupations in travel and accommodation	<ul style="list-style-type: none"> Related post-secondary diploma On the job training 	Accommodation	7,938
522	Photographers, graphic arts technicians and technical and co-ordinating occupations	<ul style="list-style-type: none"> Related post-secondary degree or diploma Technical training or certification 	Recreation and Entertainment	7,625
524	Creative designers and craftsperson	<ul style="list-style-type: none"> Related post-secondary degree or diploma Technical training or certification 	Recreation and Entertainment	6,813
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 	Accommodation	6,479
227	Transportation officers and controllers	<ul style="list-style-type: none"> Related post-secondary degree or diploma Industry related training and certifications 	Transportation and Travel services	6,042
112	Human resources professionals	<ul style="list-style-type: none"> Related post-secondary degree or diploma 	Recreation and Entertainment	5,500

NOC	Occupation Title	Certification/Training Requirements	Primary sector*	Employment**
512	Writing, translating and related communications professionals	<ul style="list-style-type: none"> ▪ Related post-secondary degree or diploma 	Recreation and Entertainment	5,479
672	Support occupations in accommodation, travel and amusement services	<ul style="list-style-type: none"> ▪ On the job training 	Recreation and Entertainment	5,375
673	Cleaners	<ul style="list-style-type: none"> ▪ On the job training 	Accommodation	4,792
731	Machinery and transportation equipment mechanics (except motor vehicle)	<ul style="list-style-type: none"> ▪ Related post-secondary diploma or certification such as a trade certification or Red Seal Certification 	Transportation and Travel services	4,604
661	Cashiers	<ul style="list-style-type: none"> ▪ On the job training 	Food and Beverage services	4,604
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 	Accommodation	4,292
653	Tourism and amusement services occupations	<ul style="list-style-type: none"> ▪ Related post-secondary degree or diploma ▪ Technical training or certification ▪ First aid certification ▪ Extensive experience in the given activity or environment 	Recreation and Entertainment	2,813
122	Administrative and regulatory occupations	<ul style="list-style-type: none"> ▪ Related post-secondary degree or diploma ▪ Industry certifications or licenses 	Transportation and Travel services	2,750

Note: "Primary sector" indicates the sector that accounts for the largest portion of the reported employment numbers; ** Employment counts are annual averages. The LFS data in this table are annual averages.

The majority (63%) of the provincial tourism and hospitality workforce has been employed in their current or latest job for less than five years, while 19% have been in their position for five to ten years. The average experience level of employees in the industry is seven years.

Table 7: Tourism and Hospitality Workforce Experience, 2021

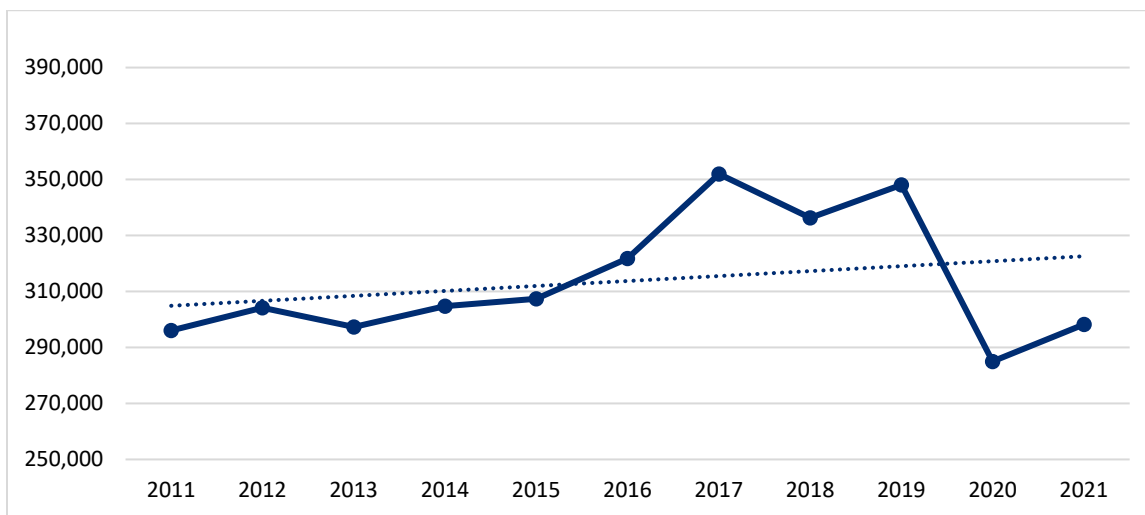
Length of Employment	British Columbia	
	#	%
Less than 1 year	54,188	18%
2 to 4 years	133,354	45%
5 to 7 years	35,104	12%
8 to 10 years	22,042	7%
11 to 15 years	20,938	7%
16 to 20 years	9,854	3%
over 20 years	22,772	8%
Total	298,250	100%
Avg. Length	7.0 years	

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

Impact of COVID-19

Industry employment was trending upward from 2011 to 2019, with an average of 296,000 employees per month in 2011 and 348,000 per month in 2019. The compounded annual growth rate over the eight-year period from 2011 to 2019 was 2%. However, the impacts of the COVID-19 pandemic altered that trend from 2019 to 2021 with an average of 298,000 employees per month in 2021. The compounded annual growth rate dropped to 0.1% over the ten-year period from 2011 to 2021.

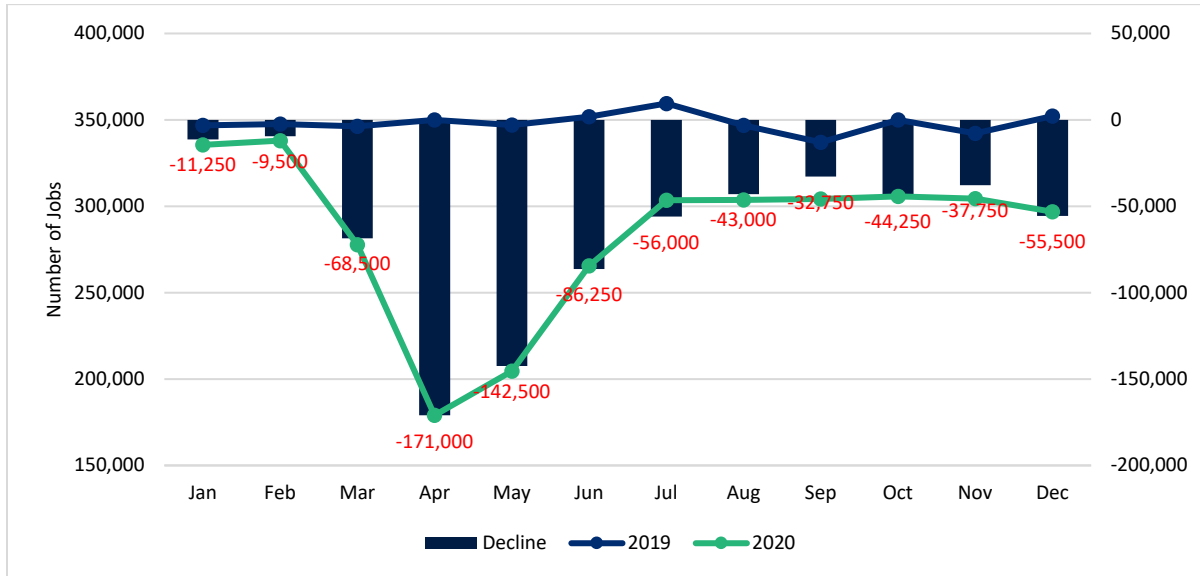
Chart 7: Total Industry Workforce, 2011 - 2021



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 171,000 fewer employees.

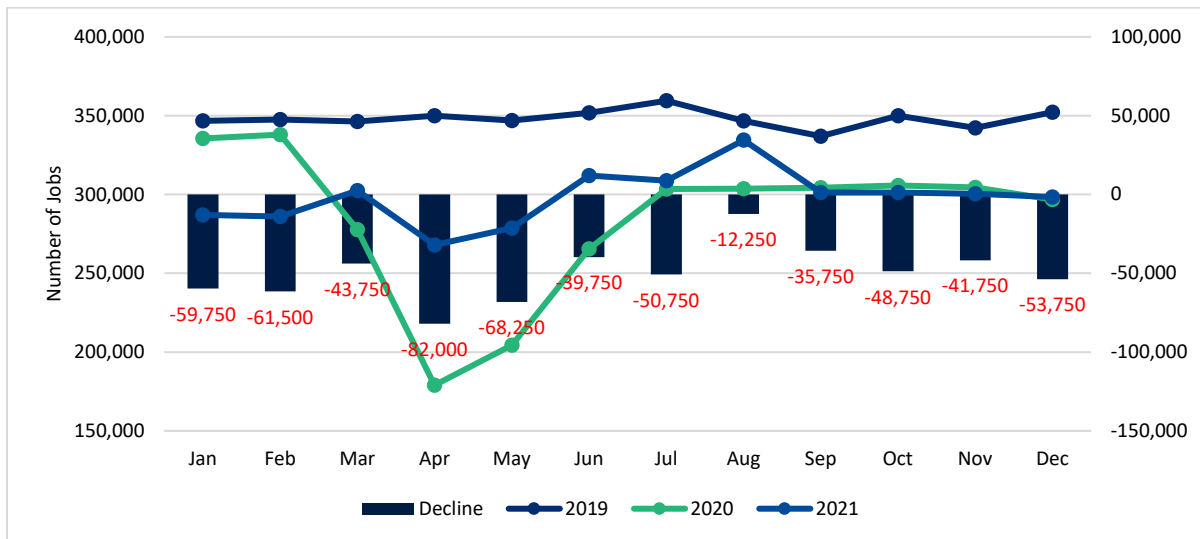
Chart 8: Monthly Decline in Tourism Hospitality Employment, 2020 vs. 2019



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

Employment recovered somewhat through 2021 but remained lower than 2019 levels for all months of the year, hitting a low point in April when there were 82,000 fewer employees.

Chart 9: Monthly Decline in Tourism Hospitality Employment, 2021 vs. 2019



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

The industry experienced a 18% decline in employment levels between 2019 and 2020 with the accommodation sector seeing the largest decline (30%). The industry has recovered somewhat in 2021 with employment levels remaining 14% lower than in 2019.

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

Employment	2019	2020	2021	% Change 2020 vs 2019	% Change 2021 vs 2019
Sector					
Accommodation	36,458	25,689	29,875	-30%	-18%
Food and Beverage	153,729	133,188	133,938	-13%	-13%
Recreation and Entertainment	89,479	71,438	77,854	-20%	-13%
Transportation and Travel	68,369	54,583	56,583	-20%	-17%
Total	348,083	284,896	298,250	-18%	-14%

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

Full-time jobs saw larger declines than part-time jobs through 2020 and 2021 at 19% and 18% respectively. Part-time positions have recovered more significantly than full-time positions in 2021. Job losses did not impact all demographics equally, with women, those under the age of 25, and workers without a high school education feeling the most significant declines.

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

Demographics	2019	2020	2021	% Change 2020 vs 2019	% Change 2021 vs 2019
Job Status					
Full-time	225,854 (65%)	182,948 (64%)	186,125 (62%)	-19%	-18%
Part-time	122,229 (35%)	101,948 (36%)	112,125 (38%)	-17%	-8%
Permanent⁷					
Permanent	234,333 (67%)	193,229 (68%)	208,104 (70%)	-18%	-11%
Seasonal	16,000 (5%)	8,333 (3%)	9,667 (3%)	-48%	-40%
Casual	25,771 (7%)	18,896 (7%)	14,667 (5%)	-27%	-43%
Temporary	20,854 (6%)	14,500 (5%)	19,083 (6%)	-30%	-8%

⁷Permanent= 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	172,588 (50%)	149,323 (52%)	155,604 (52%)	-13%	-10%
Female	175,495 (50%)	135,573 (48%)	142,646 (48%)	-23%	-19%
Age Group					
15 to 24	104,791 (30%)	73,083 (26%)	83,021 (28%)	-30%	-21%
25 to 34	75,688 (22%)	66,198 (23%)	65,583 (22%)	-13%	-13%
35 to 44	55,979 (16%)	50,448 (18%)	50,584 (17%)	-10%	-10%
45 to 54	53,500 (15%)	43,958 (15%)	46,000 (15%)	-18%	-14%
55 to 64	43,750 (13%)	40,271 (14%)	40,354 (14%)	-8%	-8%
65 or above	14,375 (4%)	10,938 (4%)	12,708 (4%)	-24%	-12%
Education					
Below high school	43,250 (12%)	29,167 (10%)	37,833 (13%)	-33%	-13%
High school or some post- secondary	130,249 (37%)	104,073 (37%)	103,324 (35%)	-20%	-21%
Degree below bachelor's	97,667 (28%)	84,802 (30%)	81,447 (27%)	-13%	-17%
Bachelor's degree or above	76,917 (22%)	66,854 (23%)	75,646 (25%)	-13%	-2%

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

The food and beverage sector saw the largest decline in average hours worked per employee, dropping 7% from 2019 to 2021. The transport and travel sector experienced a 6% increase over the same period.

Table 10: Average Actual Hours Worked Per Week Per Employee

Average Hours worked	2019	2020	2021	% Change 2020 vs 2019	% Change 2021 vs 2019
Sector					
Accommodation	31	30	31	-3%	0%
Food and Beverage	27	24	25	-11%	-7%
Recreation and Entertainment	29	26	29	-10%	0%
Transportation and Travel	32	30	34	-6%	6%
Total	29	26	28	-10%	-3%

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

Average hourly wages for the industry increased by 13% from 2019 to 2021, with the transportation and travel sector seeing the largest wage increases (18%) over that period.

Table 11: Average Hourly Wage by Sector

Average Hourly wage ⁸	2019	2020	2021	% Decline 2020 vs 2019	% Decline 2021 vs 2019
Sector					
Accommodation	\$21.0	\$22.0	\$22.0	5%	5%
Food and Beverage	\$16.1	\$17.5	\$17.9	9%	11%
Recreation and Entertainment	\$24.0	\$27.0	\$28.0	13%	17%
Transportation and Travel	\$28.0	\$32.0	\$33.0	14%	18%
Total	\$20.8	\$23.0	\$23.5	11%	13%

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

262 industry employees were surveyed across British Columbia⁹. Their opinions on their actual experience, motivations, and perceptions of working in the industry are summarized below.

- 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 33% 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

⁸ Includes tips and commissions.

⁹ Of the 262 employee survey respondents, 246 indicated their region (82 Thompson Okanagan, 71 Lower Mainland, 44 Kootenay, 34 Vancouver Island, 15 Northern BC and Cariboo, 16 did not indicate their region).

seasonality of the work, and health & safety concerns which have increased as a result of the pandemic.

- Sixty percent of employees surveyed noted that COVID-19 has reduced their interest in working in the industry. Of those surveyed, 55% are relatively optimistic regarding their future work opportunities in the industry, with 30% considering or definitely intending to make the industry a career (i.e. stay in the industry), and 25% considering staying for at least a few more years. On the other hand, 45% are relatively pessimistic, with 33% taking it year-by-year, 7% having left or are about to leave the industry and anticipate that they will not return, 3% 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 Regions in BC

The following table presents the key indicators across the six tourism regions in BC.

Table 12: Key Indicators Across BC's Six Tourism Regions

Key Indicators (2021)	Lower Mainland	Vancouver Island	Thompson Okanagan	Kootenay	Cariboo	Northern BC	BC
Employment 2021	192,104	47,563	33,063	8,042	8,542	8,938	298,250
Relative Share to Regional Employment	11.2%	11.4%	11.3%	10.1%	9.9%	11.0%	11.2%
Impact on Employment* (2021 vs 2019)	-16%	-11%	-11%	-17%	-6%	-21%	-14%
Impact on Employment* (2020 vs 2019)	-16%	-19%	-28%	-9%	-16%	-34%	-18%
Avg. Hours Worked Per Week Per Employee and Avg. Hourly Wage							
Avg. Hours Worked	29	27	27	27	26	32	28
Avg. Hourly Wage	\$24	\$22	\$23	\$20	\$20	\$21	\$24
Length of Employment of Current or Latest Job							
Less than 1 year	18%	18%	18%	25%	18%	19%	18%
2 to 4 years	45%	44%	42%	45%	52%	47%	45%
5 to 10 years	19%	18%	25%	15%	21%	21%	19%
Over 10 years	18%	19%	15%	16%	10%	13%	18%
Avg. Length in years	7.1	7.8	6.1	6.2	5.5	5.7	7.0
Job Status							
% Full-time Workers	64%	58%	61%	59%	55%	66%	62%
% Permanent Workers	68%	73%	76%	69%	79%	71%	70%
Age Group							
15 to 24 years	25%	30%	32%	37%	43%	32%	28%

Key Indicators (2021)	Lower Mainland	Vancouver Island	Thompson Okanagan	Kootenay	Cariboo	Northern BC	BC
25 to 34 years	22%	18%	24%	22%	25%	31%	22%
35 to 44 years	18%	15%	16%	11%	13%	10%	17%
45 to 54 years	16%	13%	16%	13%	11%	15%	15%
55 to 64 years	14%	17%	8%	9%	7%	8%	14%
Over 64 years	4%	7%	4%	7%	1%	4%	4%
Sex and Education							
% Female	47%	46%	46%	60%	59%	53%	48%
% Bachelor's degree or above	29%	20%	19%	21%	6%	22%	25%
Ethnicity and Immigration** (2016 Census)							
% Indigenous	3%	8%	9%	7%	16%	22%	6%
% Visible Minority	46%	15%	13%	8%	13%	17%	35%
% Immigrant	40%	17%	14%	11%	13%	15%	31%
Mother Tongue** (2016 Census)							
% English	56%	83%	85%	88%	84%	80%	67%
% French	1%	2%	2%	1%	1%	1%	1%
% Non-official language	40%	14%	12%	10%	14%	17%	30%
Industry Satisfaction and Perception***							
Employee Satisfaction Rating	4.2	3.8	3.8	4.1	4.3	4.3	4.0
Covid-19 Impacted their Interest	58%	64%	60%	67%	40%	40%	60%
% Considering or definitely intend to make the industry a career	31%	39%	23%	31%	50%	50%	30%
% Considering staying for at least a few more years	29%	19%	22%	21%	29%	29%	25%

Note: The LFS data in this table are annual averages. **"Impact on Employment" indicates the percentage change in employment numbers between the compared years; **Sourced from Statistics Canada;*** The Cariboo and Northern BC regions were combined as their sample sizes were too small to be used individually without experiencing

bias. However, even after combining the regions the small sample size may affect the reliability and validity of the findings. Their responses should be interpreted with caution.



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