



THE TOURISM & HOSPITALITY WORKFORCE PROFILE IN THE CARIBOO

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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 Cariboo Development Region, 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 conduct as part of the study) and other secondary data including Census data. Of those surveyed, 25 employers and 5 employees are in the Cariboo.

The Cariboo Region

The Cariboo Region is a “land without limits²”, offering visitors access to untamed lands framed by the coastal mountains and rolling hills and a chance to live the authentic frontier experience. Boasting diverse landscapes, abundant nature and wildlife, and a rich history with a small and dispersed population, the Cariboo allows visitors to get lost in the experience.

The region is characterized by an extreme climate with hot dry summers that experience periods of thunderstorms, and very cold snowy winters. The region contains vast ranges of highlands, plains and woodlands, arid plateaus, mountains, rivers, and lakes making outdoor recreation activities like hiking, biking, fishing, Nordic skiing, canoeing, white water rafting, and snowshoeing all very popular and accessible. The region is home to abundant wildlife, ensuring that visitors enjoy many opportunities for nature and wildlife viewing.

Regional highlights like the historical town of Barkerville, the Gold Rush Trail, Secwepemc Nation on the banks of the Fraser River, the Xatsull Heritage Village, the Chilcotin Plateau's ranches and wilderness, the Great Bear Rainforest on the coast, and the world famous “Fishing Highway” between 100 Mile House and Little Fort, are all examples of the many historical, cultural, and natural experiences that the Cariboo offers its visitors. The numerous provincial and regional parks give opportunities to hike and camp in the region's vast wilderness.

Visitors can access the Cariboo region by air via regional airports at Williams Lake and Prince George, as well as its many scenic highways including the famous Fraser Canyon Highway. The region's population is dispersed through many small towns and villages, the largest of which are Williams Lake and Quesnel. Economic activity in the region has historically been focused on natural

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 Land Without Limits, Cariboo Chilcotin Coast BC, 2022. <https://landwithoutlimits.com/>

resource extraction and ranching, but as those industries taper off or change locations, tourism has become an increasingly important sector for the region.



The Cariboo Region encompasses approximately 80,610 square kilometres of British Columbia's central interior, stretching out the central west coast. The region is situated between the Cariboo Mountains to the east and reaches west across the Fraser River plateau to the Coast Mountains. As of 2016, approximately 61,988 people live in the region, with the major cities in the region including 100 Mile House, Williams Lake, and Quesnel.

Source: Indigenous Tourism BC Labour Market Research – Roots to a Future – Regional Profile - – Cariboo, Government of BC, 2021.
<https://www.indigenoustourismbc.com/corporate/news/indigenous-tourism-bc-releases-labour-market-research-indigenous-tourism-labour-strategy-and-a-guide-to-wise-hr-practices/>

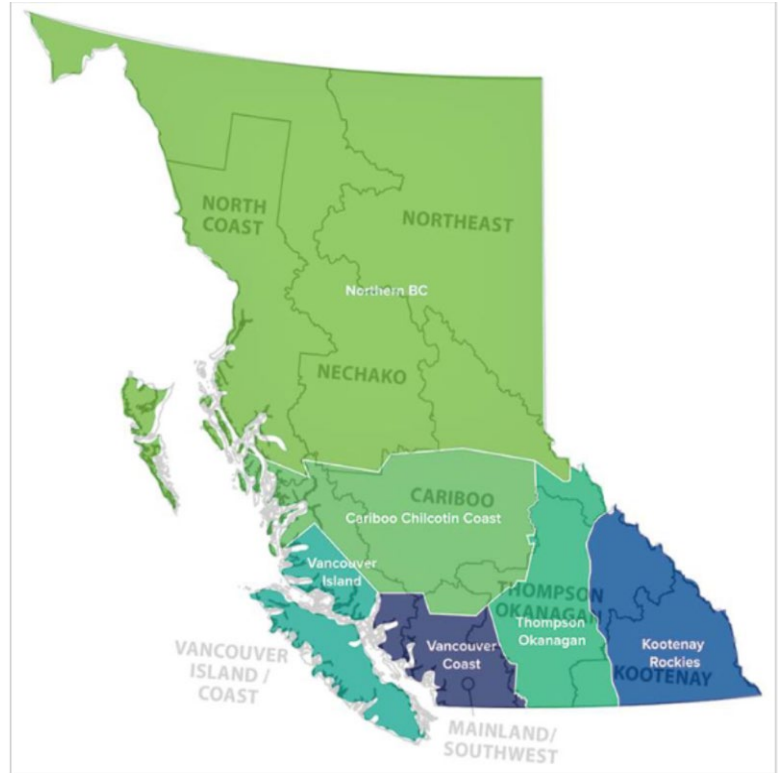
Breakdown of BC's Development and Tourism Regions

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 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.

Characteristics of the Cariboo Workforce

The tourism and hospitality industry in the Cariboo region employed approximately 8,500 people in 2021, of which 54% were employed in the food and beverage sector. Roughly one sixth of the workforce was employed in each of the accommodation, recreation and entertainment, and transportation and travel sectors. The region accounts for 2.9% of the provincial tourism and hospitality workforce (298,250), and its distribution across sectors is slightly more heavily weighted towards the food and beverage sector than the provincial distribution.

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

Sectors ³	Cariboo		British Columbia	
	#	%	#	%
Accommodation	1,250	15%	29,875	10%
Food and beverage	4,604	54%	133,938	45%
Recreation and entertainment	1,292	15%	77,854	26%
Transportation and Travel	1,396	16%	56,583	19%
Total	8,542	100%	298,250	100%

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

The Cariboo's tourism and hospitality industry accounts for approximately 10% of employment, slightly below the provincial average.

Table 2: Tourism and Hospitality vs Total

Employment	Cariboo	British Columbia
Tourism Employment	8,542	298,250
Overall Employment	86,688	2,655,688
Percent Tourism of Overall Employment	9.9%	11.2%

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

The workforce is approximately 59% female and 41% male, with the majority of the workers (68%) being under the age of 35 years and approximately 43% holding a post-secondary degree or diploma.

³ NAICs codes were used to define the sectors. Any business is assigned to only one NAICs code, corresponding to the industry classification from which it generates its greatest revenues. Source: <https://www23.statcan.gc.ca/imdb/p3VD.pl?Function=getVD&TVD=380372>

Table 3: Cariboo Region Tourism and Hospitality Industry Workforce Demographics, 2021

Demographics	Cariboo	
Sex	#	%
Male	3,542	41%
Female	5,000	59%
Age Group	#	%
15 to 24	3,655	43%
25 to 34	2,137	25%
35 to 44	1,125	13%
45 to 54	958	11%
55 to 64	604	7%
65 or above	63	1%
Education	#	%
Below high school	1,646	19%
High school or some post-secondary education	3,217	38%
Degree below bachelor's	3,137	37%
Bachelor's degree or above	542	6%

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

Approximately 55% of the regional workforce is employed on a full-time basis and 45% are employed part-time. Permanent workers account for 79% of the regional workforce, while 16% are seasonal, temporary, or casual workers. The average wage rate is \$20 per hour and the average hours worked per week is 26.

Table 4: Cariboo Region Tourism and Hospitality Industry Demographics, 2021

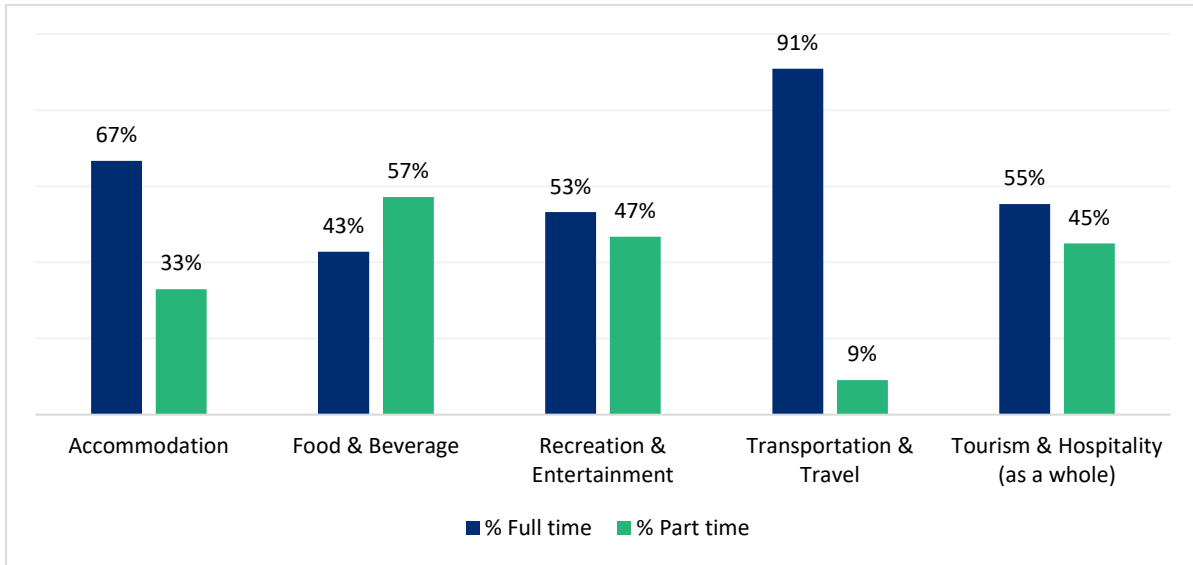
Demographics	Cariboo	
Job Status	#	%
Full-time	4,739	55%
Part-time	3,803	45%
Permanent and Seasonal⁴	#	%
Permanent	6,771	79%
Seasonal	83	1%
Casual	958	11%
Temporary	333	4%
Other	21	0.2%
N/A	375	4%
Avg hours worked per week per Individual	26	
Avg Hourly Wage	\$20	

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

The transportation and travel sector has the highest percentage of full-time workers (91%) and the food and beverage sector has the highest percentage of part-time workers (57%). The transportation and travel sector also has the highest percentage of permanent employees (95%), while the recreation and entertainment sector has the highest percentage of seasonal employees (25%). The transportation and travel sector has the highest concentration of male workers (64%) and the accommodation sector has the highest concentration of female workers (76%). The majority (74%) of the transportation and travel sector has a post-secondary degree or diploma, while over a quarter (27%) of the food and beverage sector have less than a high school education. The food and beverage sector also has the youngest workforce with 62% of its workers being between 15 and 24 years of age, and the transportation and travel sector is the oldest workforce with 46% of its workers being 45 or older. On average, workers in the transportation and travel sector work the most hours per week and receive the highest pay at 38 hours per week and \$34 per hour respectively.

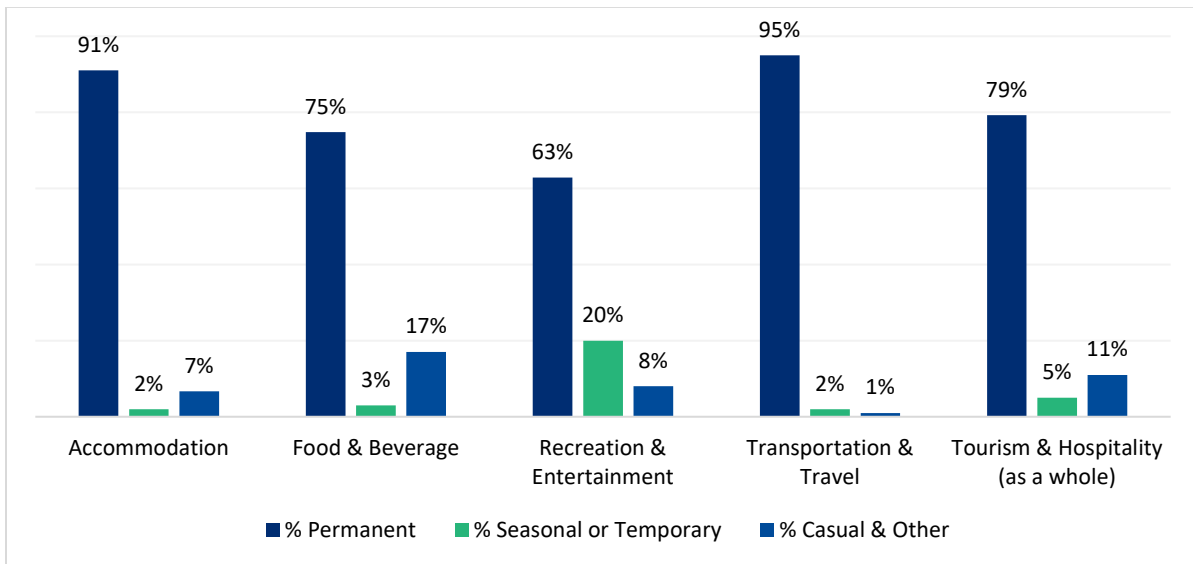
⁴ Permanent= indefinite employment position; Seasonal=steady work, but not for all months of the year; Casual= work only when needed or on-call; Temporary= non-permanent position.

Chart 1: Cariboo Region Job Status by Sector, 2021



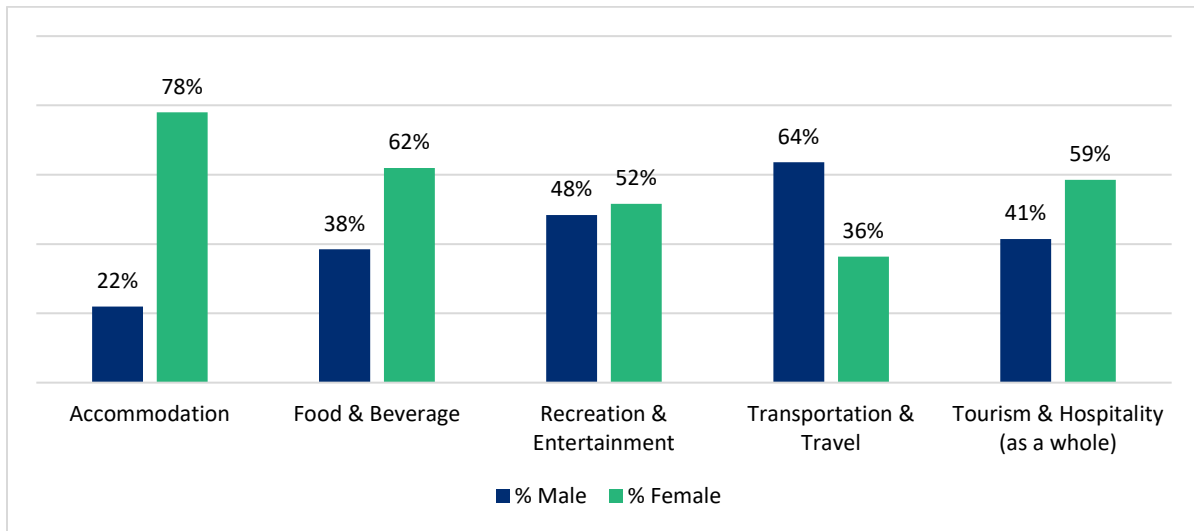
Note: The LFS data in this chart are annual averages.

Chart 2: Cariboo Region Employee Type by Sector, 2021



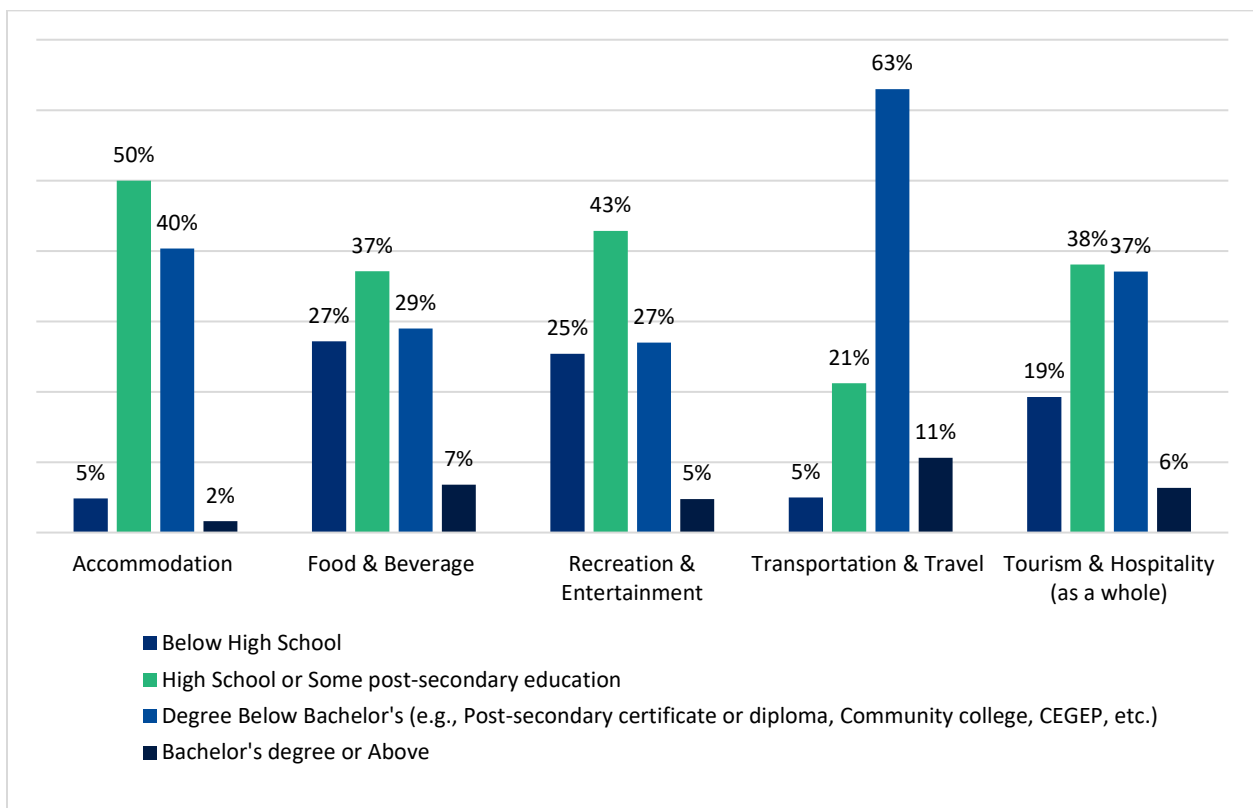
Note: The LFS data in this chart are annual averages.

Chart 3: Cariboo Region Workforce Sex by Sector, 2021



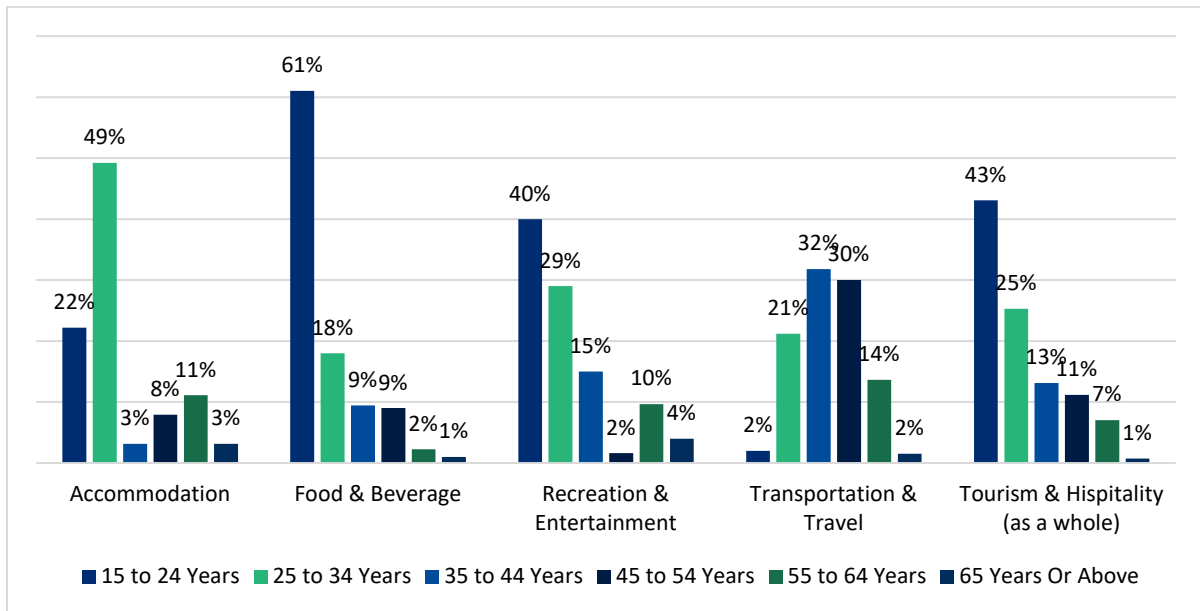
Note: The LFS data in this chart are annual averages.

Chart 4: Cariboo Region Workforce Education Level by Sector



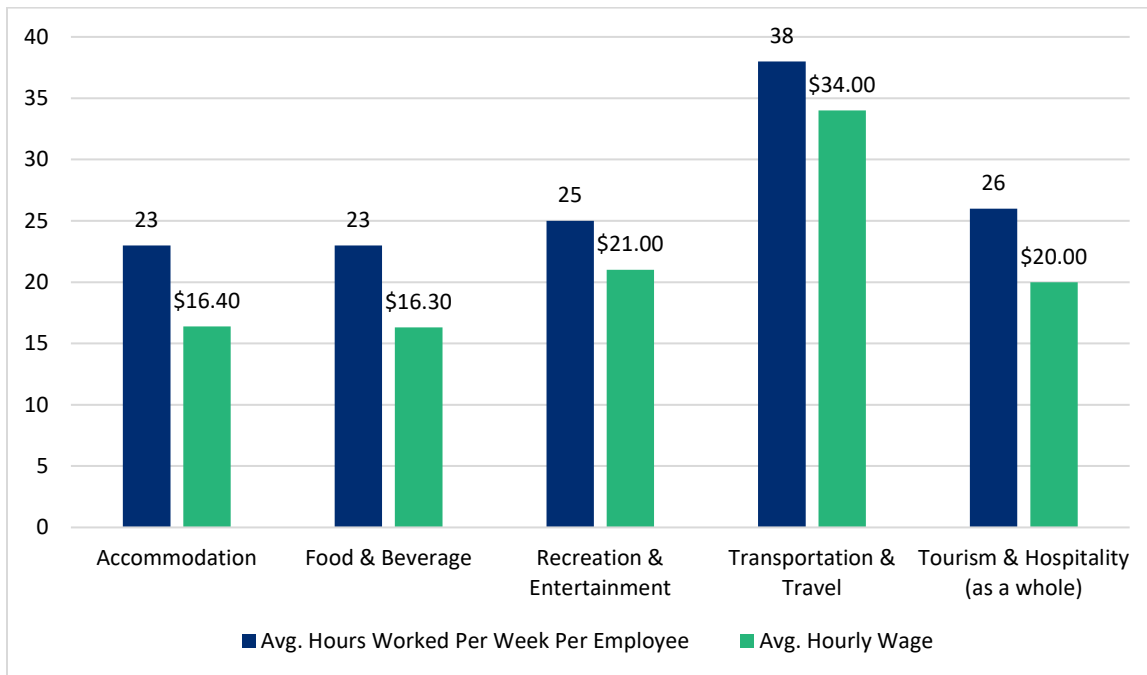
Note: The LFS data in this chart are annual averages.

Chart 5: Cariboo Region Workforce by Age Groups



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

Chart 6: Cariboo Region 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, the tourism and hospitality workforce in the Cariboo has a significantly higher percentage of Indigenous workers (16%) than the provincial population average (5%), while only 13% are members of a visible minority compared to 30% across the provincial population. The food and beverage sector has the highest representation of Indigenous workers and members of a visible minority at 19% and 18% respectively. The accommodation sector has the highest percentage of immigrants (18%) and workers whose mother tongue is not English or French (17%).

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

Selected Characteristics	Accommodation		Food & Beverage		Recreation & Entertainment		Transportation & Travel		Tourism & Hospitality		BC Population	
	#	%	#	%	#	%	#	%	#	%	#	%
Labour Force	1,230	100%	4,480	100%	1,265	100%	1,375	100%	8,350	100%	2,471,670	100%
Indigenous Status												
Indigenous	200	16%	830	19%	145	12%	150	11%	1,325	16%	127,890	5%
Non-Indigenous	1,030	84%	3,650	81%	1,120	88%	1,225	89%	7,025	84%	2,343,780	95%
Visible Minority Status												
Visible Minority	130	11%	815	18%	95	8%	80	6%	1,120	13%	729,580	30%
Not a Visible Minority	1,100	89%	3,645	82%	1,170	92%	1,295	94%	7,230	87%	1,742,090	70%
Immigration Status												
Non-immigrant	995	81%	3,690	82%	1,140	90%	1,245	91%	7,070	85%	1,679,060	68%
Immigrant	225	18%	660	15%	90	7%	130	9%	1,105	13%	741,165	30%
Non-permanent residents	10	1%	130	3%	35	3%	0	0%	175	2%	51,445	2%
Mother Tongue												
English	990	80%	3,645	82%	1,145	91%	1,215	88%	6,995	84%	1,704,780	69%
French	25	2%	20	0.4%	10	1%	30	2%	85	1%	33,160	1%
Non-official language	205	17%	725	16%	110	8%	110	8%	1,150	14%	681,940	28%
Other	10	1%	90	2%	0	0%	20	2%	120	1%	51,790	2%

Source: Custom Tabulation, 2016 Census, Statistics Canada.

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

Table 6: Leading Occupations in the Cariboo Region 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	1,771
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	1,604
632	Chefs and cooks	<ul style="list-style-type: none"> Cook's trade certification Chef's Red Seal Certification 	Food and Beverage services	938
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	875
525	Athletes, coaches, referees and related occupations	<ul style="list-style-type: none"> Extensive sport related training Coaching and refereeing certificates 	Recreation and Entertainment	500
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	-*
673	Cleaners	<ul style="list-style-type: none"> On the job training 	Accommodation	-*
642	Retail salespersons	<ul style="list-style-type: none"> On the job training 	Accommodation	-*
736	Train crew operating occupations	<ul style="list-style-type: none"> Applied training certificates such as the Canadian Rail Operating Rules Certificate On the job training 	Transportation and Travel services	-*
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	-*
652	Occupations in travel and accommodation	<ul style="list-style-type: none"> Related post-secondary diploma On the job training 	Accommodation	-*
416	Policy and program researchers, consultants	<ul style="list-style-type: none"> Related post-secondary degree or diploma Industry related training and certifications 	Transportation and Travel services	-*
421	Paraprofessional occupations in legal, social, community and education services	<ul style="list-style-type: none"> Related post-secondary degree or diploma Technical training or certification 	Recreation and Entertainment	-*
654	Security guards and related security service occupations	<ul style="list-style-type: none"> Related post-secondary degree or diploma usually required 	Accommodation	-*

NOC	Occupation Title	Certification/Training Requirements	Primary sector**	Employment
		<ul style="list-style-type: none"> ▪ On the job training and job specific certifications ▪ Firearms license and training for security guards who carrying a firearm 		
753	Other transport equipment operators and related maintenance workers	<ul style="list-style-type: none"> ▪ Applied training certificates such as Transport Canada certificates ▪ On the job training 	Transportation and Travel services	-*
661	Cashiers	<ul style="list-style-type: none"> ▪ On the job training 	Food and Beverage services	-*
672	Support occupations in accommodation, travel and amusement services	<ul style="list-style-type: none"> ▪ On the job training 	Recreation and Entertainment	-*
724	Electrical trades and electrical power line and telecommunications workers	<ul style="list-style-type: none"> ▪ Related trades certification such as a Red Seal Certification ▪ Applied certifications and training 	Transportation and Travel services	-*
730	Trades contractors and supervisors	<ul style="list-style-type: none"> ▪ Applied certifications and training ▪ Substantial related work experience 	Transportation and Travel services	-*
112	Human resources professionals	<ul style="list-style-type: none"> ▪ Related post-secondary degree or diploma 	Recreation and Entertainment	-*

*Note: The LFS data in this table are annual averages. *Employment counts is being suppressed due to high probability of large sampling error; ** Note: "Primary sector" indicates the sector that accounts for the largest portion of the reported employment numbers.*

The majority (70%) of the regional tourism and hospitality workforce has been employed in their current or latest position for less than five years, while 21% have been in their position for five to ten years. The average experience level of the regional tourism and hospitality workforce is less than the provincial average.

Table 7: Tourism and Hospitality Workforce Experience, 2021

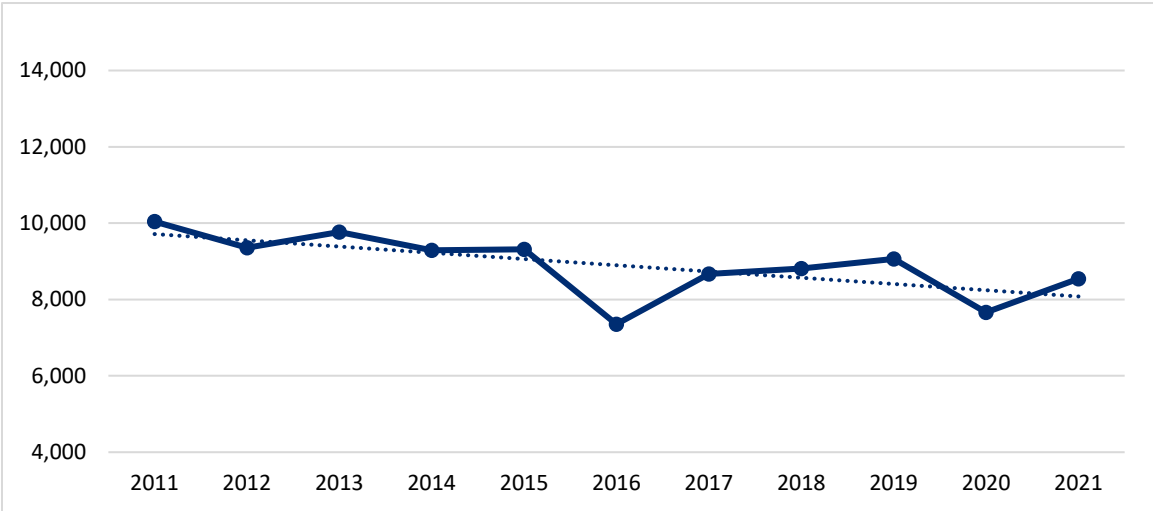
Length of Employment	Cariboo		British Columbia	
	#	%	#	%
Less than 1 year	1,521	18%	54,188	18%
2 to 4 years	4,438	52%	133,354	45%
5 to 7 years	917	11%	35,104	12%
8 to 10 years	813	10%	22,042	7%
11 to 15 years	417	5%	20,938	7%
16 to 20 years	146	2%	9,854	3%
over 20 years	292	3%	22,772	8%
Total	8,542	100%	298,250	100%
Avg. Length	5.5 years		7.0 years	

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

Impact of COVID-19

Industry employment in the region has trended slightly downwards from 2011 to 2021, with an average of roughly 8,500 employees per month in 2021 compared to 10,000 in 2011. The compounded annual growth rate was -2% over the ten-year period from 2011 to 2021.

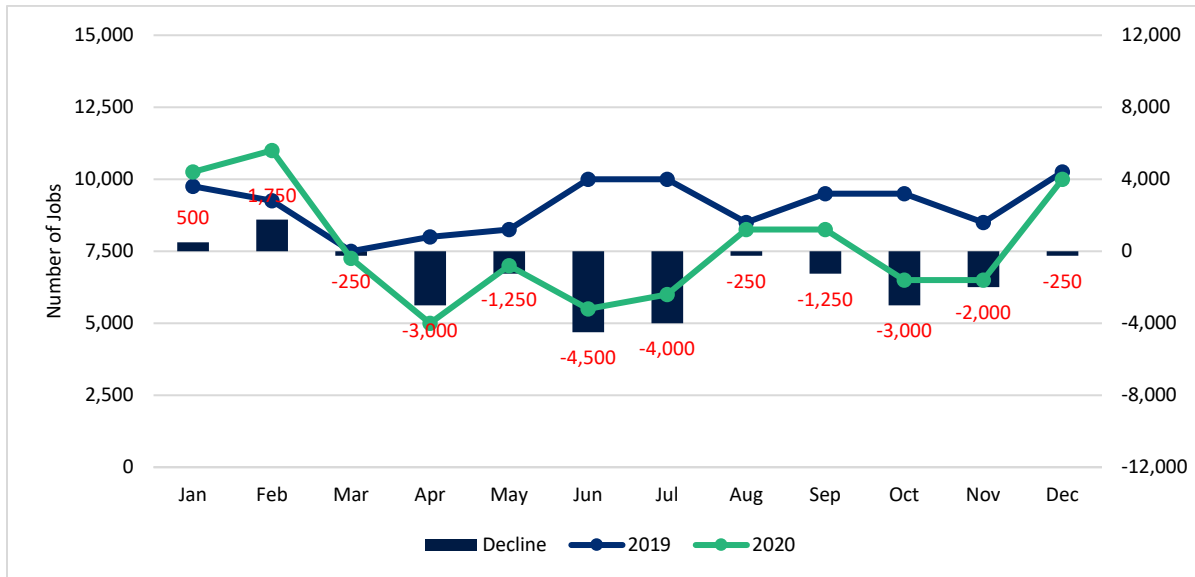
Chart 7: Total Cariboo Region Tourism and Hospitality Workforce, 2011 - 2021



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 June when there were 4,500 fewer employees.

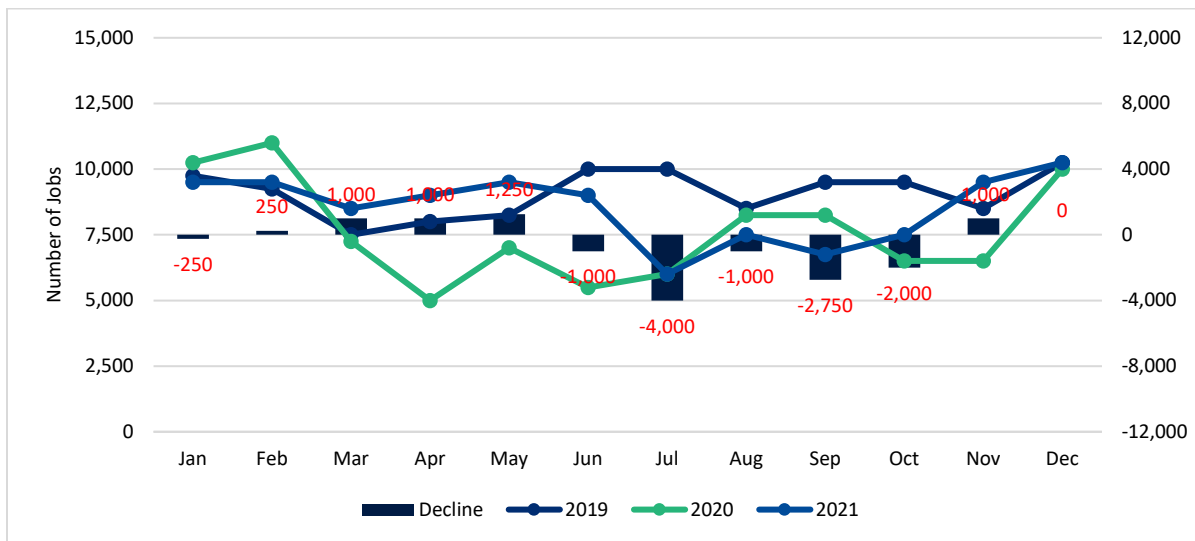
Chart 8: Cariboo Region Monthly Decline in Tourism and Hospitality Employment, 2020 vs. 2019



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

Employment recovered somewhat through 2021, slightly surpassing 2019 levels from February to May, but falling back below 2019 levels from June to November, hitting low point in July when there were 4,000 fewer employees.

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



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

The regional tourism and hospitality industry experienced a 16% decline in employment levels between 2019 and 2020 with the food and beverage sector seeing the largest decline at 29%. The industry has recovered somewhat in 2021, however employment levels remain 6% lower than in 2019. The food and beverage sector is the only sector to surpass 2019 employment levels.

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

Employment	2019	2020	2021	% Change 2020 vs 2019	% Change 2021 vs 2019
Sector					
Accommodation	1,479	1,313	1,250	-11%	-15%
Food and Beverage	4,396	3,104	4,604	-29%	5%
Recreation and Entertainment	1,521	1,500	1,292	-1%	-15%
Transportation and Travel	1,688	1,708	1,396	1%	-17%
Total	9,083	7,625	8,542	-16%	-6%

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

Initially part-time jobs saw larger declines than full-time jobs, falling by 19% from 2019 to 2020, but have surpassed 2019 levels by 5% in 2021. Full-time jobs saw an initial decline of 13% from 2019 to 2020 and have not recovered in 2021. Job losses did not impact all demographics equally, women experienced higher rates of job loss than men in 2020 but have recovered in 2021, while male job losses remain 18% below 2019 levels. Those workers aged 65 or older have seen the largest decreases in employment than other age groups through 2020 and 2021.

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

Demographics	2019	2020	2021	% Change 2020 vs 2019	% Change 2021 vs 2019
Job Status					
Full-time	5,458 (60%)	4,729 (62%)	4,739 (55%)	-13%	-13%
Part-time	3,604 (40%)	2,917 (38%)	3,803 (45%)	-19%	6%
Permanent and Seasonal⁵					
Permanent	6,500 (72%)	5,958 (78%)	6,771 (79%)	-8%	4%
Seasonal	333 (4%)	104 (1%)	83 (1%)	-69%	-75%
Casual	938 (10%)	417 (5%)	958 (11%)	-56%	2%
Temporary	563 (6%)	104 (1%)	333 (4%)	-82%	-41%
Sex					
Male	4,333	3,875	3,542	-11%	-18%

⁵ 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
	(48%)	(51%)	(41%)		
Female	4,729 (52%)	3,771 (49%)	5,000 (59%)	-20%	6%
Age Group					
15 to 24	3,542 (39%)	2,083 (27%)	3,655 (43%)	-41%	3%
25 to 34	1,854 (20%)	1,667 (22%)	2,137 (25%)	-10%	15%
35 to 44	1,063 (12%)	1,063 (14%)	1,125 (13%)	0%	6%
45 to 54	1,083 (12%)	1,479 (19%)	958 (11%)	37%	-12%
55 to 64	1,146 (13%)	1,188 (16%)	604 (7%)	4%	-47%
65 or above	375 (4%)	167 (2%)	63 (1%)	-55%	-83%
Education					
Below high school	1,708 (19%)	1,448 (19%)	1,646 (19%)	-16%	-4%
High school or some post-secondary	3,563 (39%)	2,740 (36%)	3,217 (38%)	-23%	-9%
Degree below bachelor's	3,229 (36%)	2,750 (36%)	3,137 (37%)	-15%	-3%
Bachelor's degree or above	563 (6%)	708 (9%)	542 (6%)	26%	-4%

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

The region has seen a consistent decrease in hours worked per week per employee of 7% through 2020 and 2021 compared to 2019. The accommodation sector has seen the largest reduction at 26% from 2019 to 2021.

Table 10: Cariboo Region 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	27	23	-13%	-26%
Food and Beverage	25	23	23	-8%	-8%
Recreation and Entertainment	28	24	25	-14%	-11%
Transportation and Travel	35	35	38	0%	9%
Total	28	26	26	-7%	-7%

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

Average hourly wages for the regional tourism and hospitality industry increased by 11% from 2019 to 2020, and 1% from 2019 to 2021.

Table 11: Cariboo Region Average Hourly Wage by Sector

Average Hourly wage ⁶	2019	2020	2021	% Change 2020 vs 2019	% Change 2021 vs 2019
Sector					
Accommodation	\$16.8	\$21.0	\$16.4	25%	-2%
Food and Beverage	\$14.6	\$15.8	\$16.3	8%	12%
Recreation and Entertainment	\$25.0	\$22.0	\$21.0	-12%	-16%
Transportation and Travel	\$31.0	\$32.0	\$34.0	3%	10%
Total	\$19.8	\$22.0	\$20.0	11%	1%

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

Of the 262 industry employees surveyed across British Columbia⁷, 15 were in the Cariboo region and Northern BC region⁸. 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 4.3, including 47% who are very satisfied.
- Relative to other industries, employees are motivated to work in the industry by their ability to do the work, the sense of fulfilment from doing the work, quality relationships with co-workers, the work setting (e.g. in a tourism area), the opportunities for advancement, the work conditions, and the lifestyle. The major concerns (demotivating

⁶ Includes tips and commissions

⁷ 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).

⁸ 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.

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.

- Forty percent of employees surveyed noted that COVID-19 has reduced their interest in working in the industry. Of those surveyed, 79% are relatively optimistic regarding their future work opportunities in the industry, with 50% considering or definitely intending to make the industry a career (i.e. stay in the industry), and 29% considering staying for at least a few more years. On the other hand, 21% are relatively pessimistic, with 14% taking it year-by-year, and 7% indicating that they are staying for now but expect to return to school.

Comparison to Other Regions in BC

The following table presents 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 a normal year and a pandemic year; **Sourced from 2016 Census, 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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