



# THE TOURISM & HOSPITALITY WORKFORCE PROFILE IN THE KOOTENAYS

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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 Kootenay Development Region, based on a detailed analysis of Labour Force Survey data collected monthly by Statistics Canada<sup>1</sup>, 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, 93 employers and 44 employees are in the Kootenays.

## The Kootenay Region

The Kootenay Region provides visitors with small, relaxed mountain towns with awe inspiring views and thriving arts, culture, and outdoor adventure experience scenes. The region generally experiences warm and dry summers and relatively mild winters with heavy snowfall. There are many mountains, lakes, rivers, and hot springs in the area, making outdoor recreation activities like swimming, hiking, mountain biking, river rafting, canoeing, and fishing very popular. However, the region is best known for its downhill and backcountry skiing, as the Kootenays Region is home to some of Canada's best ski resorts and backcountry terrain. Mountain culture influences much of life in the region that is encompassed by four mountain ranges —the Rockies, Purcells, Selkirks, and Monashees. Within these ranges there are seven national and provincial parks, that feature ancient fossil fields, old-growth rainforests, and alpine meadows renowned for their colourful displays of late-summer wildflowers.

Towns like Revelstoke, Nelson, and Rossland provide visitors with unique culinary, cultural, and artistic opportunities, featuring world class dining, breweries, art installations and galleries, music, and accommodation, all with an easy going, locally influenced vibe.

The Ktunaxa peoples have lived in and around the Kootenay and Columbia Rivers on the west side of Rockies for over 10,000 years, and this long cultural heritage provides travellers opportunities to experience indigenous culture and lifestyle through its heritage centres and sites, museums, galleries, and arts studios.

The Kootenay Region is being discovered by more and more people each year and is expected to see continued annual growth in visitation. As such, tourism will contribute significantly to the economy of the region.

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<sup>1</sup> 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.



The Kootenay Region covers approximately 86,649 square kilometres in British Columbia's southeastern corner. The region stretches from the Alberta Border to the Monashee Mountain Range of the Columbia Mountains. As of 2016, 202,769 people live in the region with the most populous cities being Cranbrook, Nelson, Castlegar, Revelstoke, and Trail.

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

## 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 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.

## Characteristics of the Kootenay Workforce

The tourism and hospitality industry in the Kootenay region employed approximately 8,000 employees in 2021, of which 49% are employed in the food and beverage sector and 39% in the recreation and entertainment and transportation and travel sectors (“Other”). The region accounted for 2.7% of the total provincial workforce (298,250), and its workforce distribution across sectors is similar to the provincial distribution with the exceptions of the recreation and entertainment and transportation and travel sectors (“Other”) which represent a relatively smaller percentage of the provincial workforce.

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

| Sectors <sup>2</sup> | Kootenay     |             | British Columbia |             |
|----------------------|--------------|-------------|------------------|-------------|
|                      | #            | %           | #                | %           |
| Accommodation        | 938          | 12%         | 29,875           | 10%         |
| Food and beverage    | 3,917        | 49%         | 133,938          | 45%         |
| Other*               | 3,187        | 39%         | 134,437          | 45%         |
| <b>Total</b>         | <b>8,042</b> | <b>100%</b> | <b>298,250</b>   | <b>100%</b> |

Note: The LFS data in this table are annual averages. “Other” sectors include recreation and entertainment and transportation and travel services. These two sectors have been combined for reporting purposes due to the high probability of sampling bias resulting from the relatively small sample size of the regional transportation and travel sector.

The tourism and hospitality industry in the Kootenays accounts for a slightly smaller percentage of total employment than the provincial average.

Table 2: Tourism and Hospitality vs Total

| Employment                                   | Kootenay     | British Columbia |
|--|--------------|------------------|
| Tourism Employment                           | 8,042        | 298,250          |
| Overall Employment                           | 79,354       | 2,655,688        |
| <b>Percent Tourism of Overall Employment</b> | <b>10.1%</b> | <b>11.2%</b>     |

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

Females accounted for 60% in the Kootenay’s tourism and hospitality workforce. The majority of the workforce (59%) is under the age of 35 years, and approximately 45% of workers have a post-secondary degree or diploma.

<sup>2</sup> 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: North American Industry Classification System, Statistics Canada, 2017. <https://www23.statcan.gc.ca/imdb/p3VD.pl?Function=getVD&TVD=380372>

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

| Demographics                                 | Kootenay |          |
|--|----------|----------|
| <b>Sex</b>                                   | <b>#</b> | <b>%</b> |
| Male   | 3,229    | 40%      |
| Female                                       | 4,813    | 60%      |
| <b>Age Group</b>                             | <b>#</b> | <b>%</b> |
| 15 to 24                                     | 2,979    | 37%      |
| 25 to 34                                     | 1,792    | 22%      |
| 35 to 44                                     | 917      | 11%      |
| 45 to 54                                     | 1,083    | 13%      |
| 55 to 64                                     | 729      | 9%       |
| 65 or above                                  | 542      | 7%       |
| <b>Education</b>                             | <b>#</b> | <b>%</b> |
| Below high school                            | 1,708    | 21%      |
| High school or some post-secondary education | 2,688    | 33%      |
| Degree below bachelor's                      | 1,938    | 24%      |
| Bachelor's degree or above                   | 1,708    | 21%      |

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

Approximately 59% of the regional workforce is employed on a full-time basis and 41% are employed part-time. Permanent workers account for 69% of the regional workforce, while 18% are seasonal, temporary, or casual workers. The average wage rate is \$20 per hour and the average hours worked per week per employee is 27.

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

| Demographics                                    | Kootenay    |          |
|---|-------------|----------|
| <b>Job Status</b>                               | <b>#</b>    | <b>%</b> |
| Full-time                                       | 4,729       | 59%      |
| Part-time                                       | 3,313       | 41%      |
| <b>Permanent and Seasonal<sup>3</sup></b>       | <b>#</b>    | <b>%</b> |
| Permanent                                       | 5,562       | 69%      |
| Seasonal  | 979         | 12%      |
| Casual  | 188         | 2%       |
| Temporary                                       | 313         | 4%       |
| Other   | 0           | 0%       |
| N/A   | 1000        | 13%      |
| <b>Avg hours worked per week per Individual</b> | <b>27</b>   |          |
| <b>Avg Hourly Wage<sup>4</sup></b>              | <b>\$20</b> |          |

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

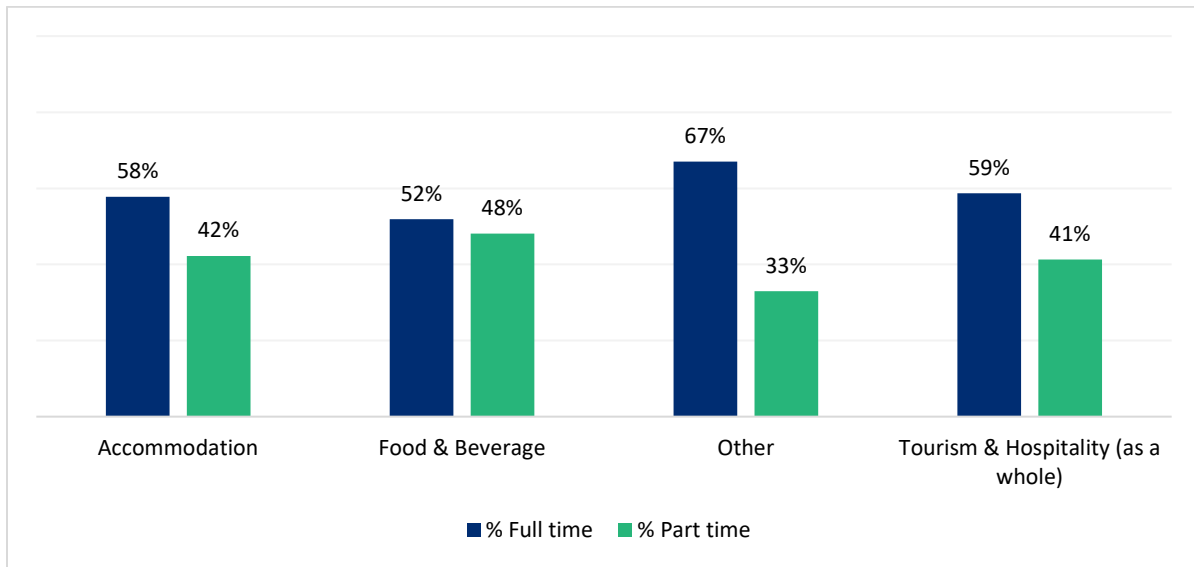
Sectors such as recreation and entertainment, and transportation and travel sectors (“Other” in the following charts) have the highest percentage of full-time workers (67%) and the food and beverage sector has the highest percentage of part-time workers (48%). The accommodation sector has the highest percentage of permanent employees (89%), while other sectors (recreation and entertainment and transportation and travel) have the highest percentage of seasonal employees (34%). Those other sectors such as transportation and recreation also have the highest concentration of male workers (61%) and the food and beverage sector has the highest concentration of female workers (69%). Approximately 29% of employees in the food and beverage sector have less than a high school education, while the majority (71%) of employees in other sectors (recreation and transportation) hold a post-secondary degree or diploma. The food and beverage sector also has the youngest workforce with 52% of its workers being between 15 and 24 years of age, while other sectors (transportation and recreation) have the oldest workforces with 23% of employees being 65 or older. Employees in the recreation and entertainment and transportation and travel sectors (“Other” in the following charts) work the most hours per week at an average of 30 hours per employee, and receive the highest average hourly wages at \$40 per hour.

<sup>3</sup> 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.

<sup>4</sup> Includes tips and commissions.

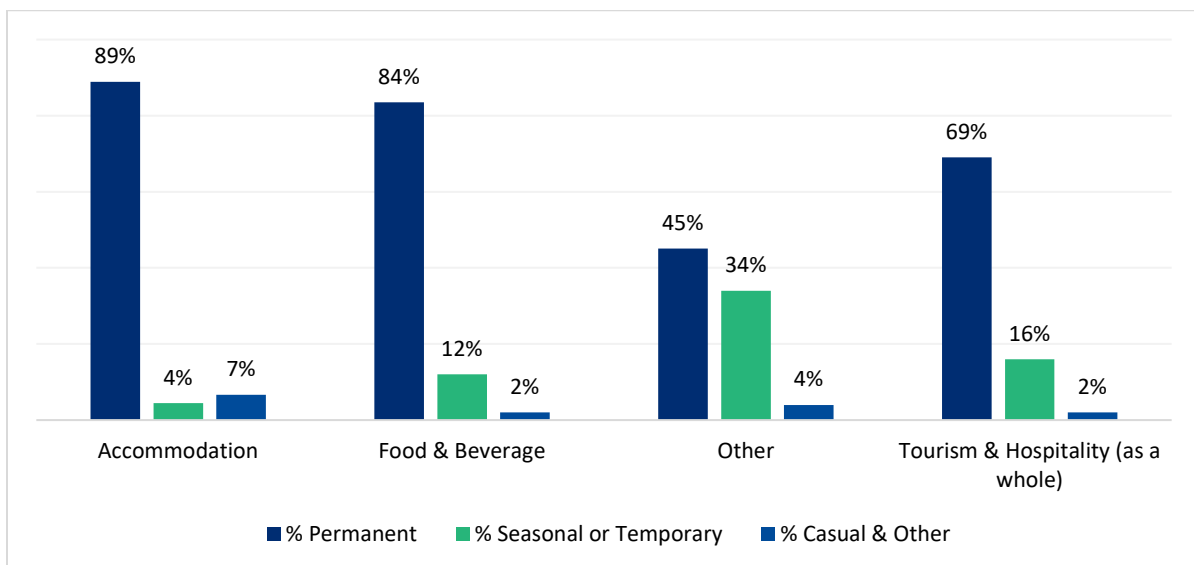


Chart 1: Kootenay Region Job Status by Sector, 2021



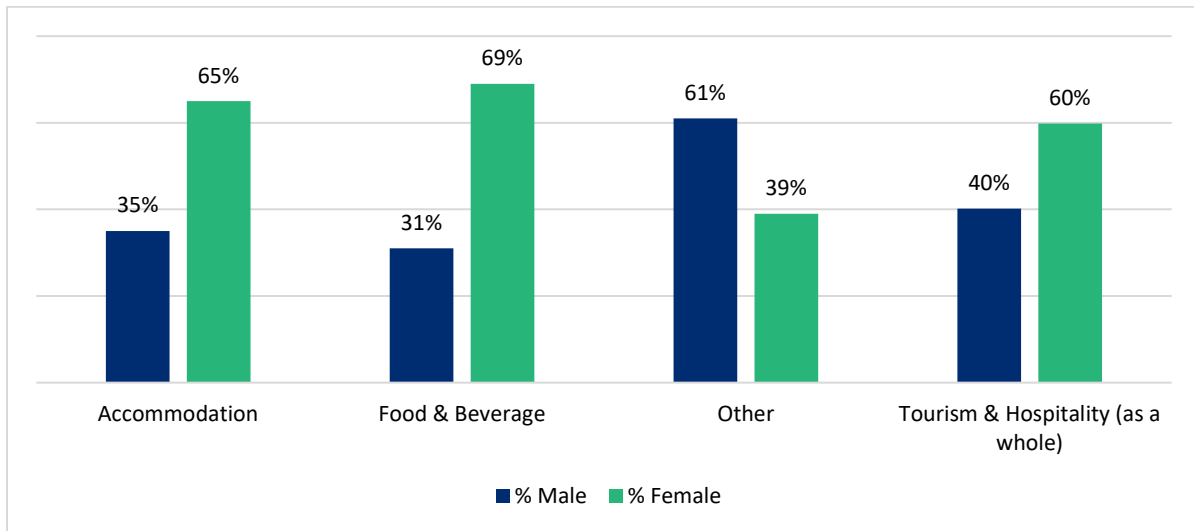
Note: The LFS data in this chart are annual averages. “Other” includes the recreation and entertainment and transportation and travel services sectors. These two sectors were combined to reduce the risk of sampling bias resulting from the relatively small sample size of the regional transportation and travel sector. Sector weightings for percentage calculations are representative of relative sample size.

Chart 2: Kootenay Region Employee Type by Sector, 2021



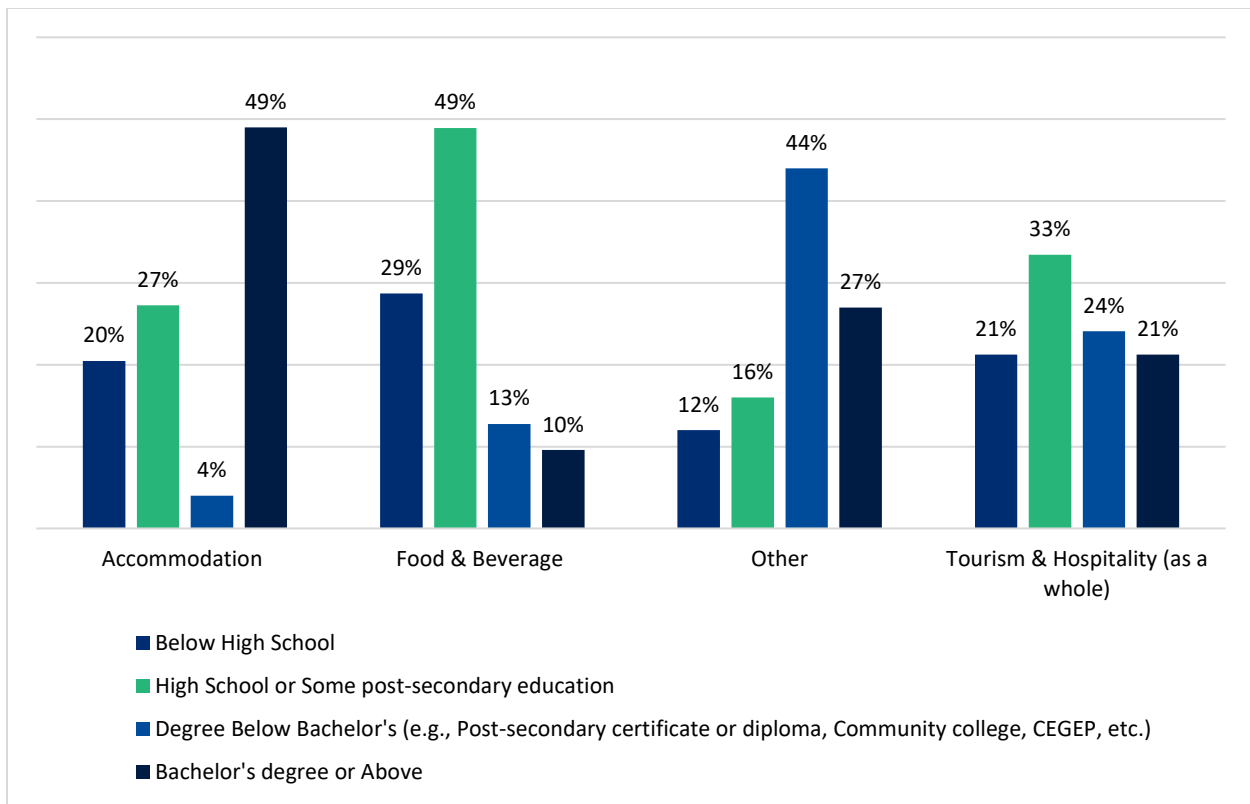
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Chart 3: Kootenay Region Workforce Sex by Sector, 2021



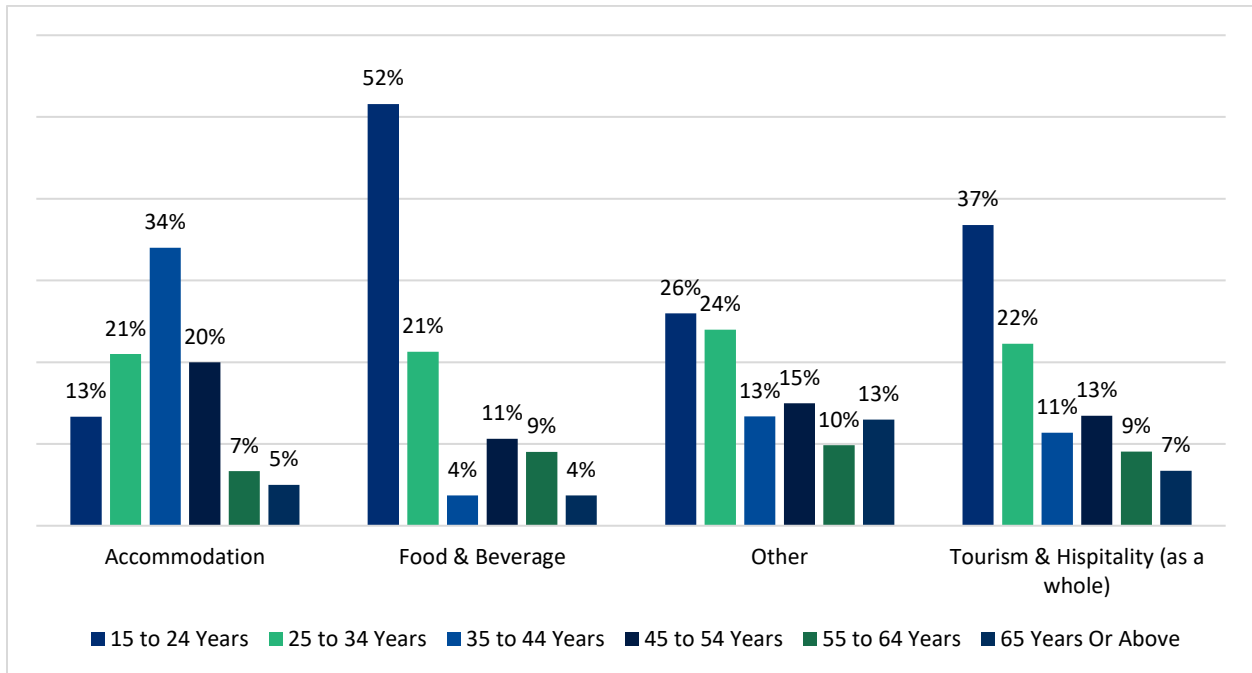
Note: The LFS data in this chart are annual averages. “Other” includes the recreation and entertainment and transportation and travel services sectors. These two sectors were combined to reduce the risk of sampling bias resulting from the relatively small sample size of the regional transportation and travel sector. Sector weightings for percentage calculations are representative of relative sample size.

Chart 4: Kootenay Region Workforce Education Level by Sector



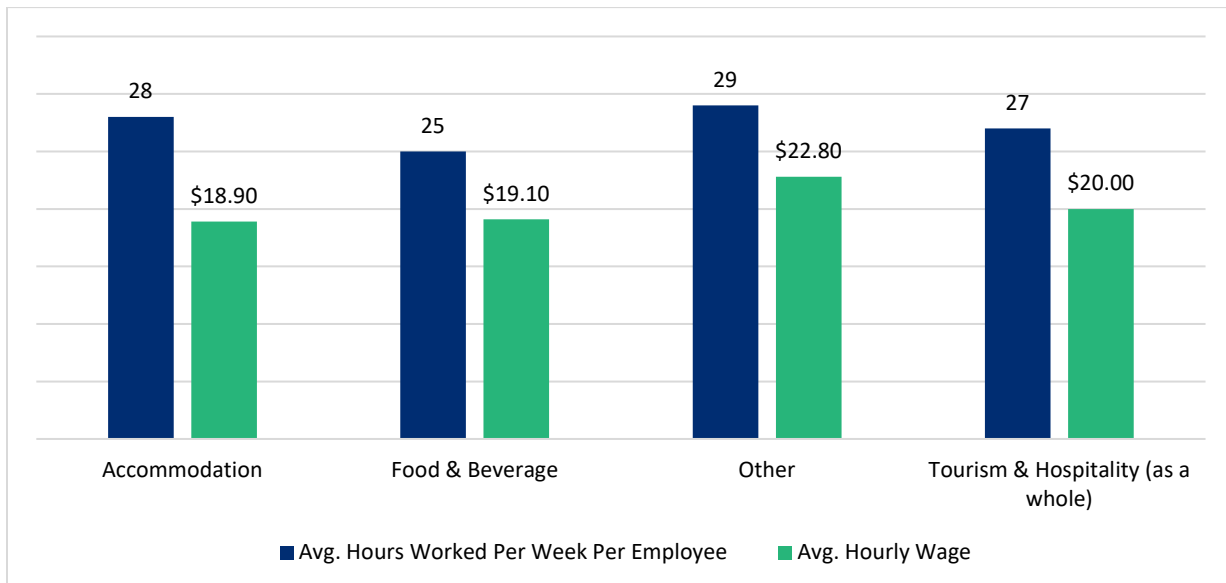
Note: The LFS data in this chart are annual averages. “Other” includes the recreation and entertainment and transportation and travel services sectors. These two sectors were combined to reduce the risk of sampling bias resulting from the relatively small sample size of the regional transportation and travel sector. Sector weightings for percentage calculations are representative of relative sample size.

Chart 5: Kootenay Region Workforce by Age Groups



Note: The LFS data in this chart are annual averages. “Other” includes the recreation and entertainment and transportation and travel services sectors. These two sectors were combined to reduce the risk of sampling bias resulting from the relatively small sample size of the regional transportation and travel sector. Sector weightings for percentage calculations are representative of relative sample size.

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



Note: The LFS data in this chart are annual averages. “Other” includes the recreation and entertainment and transportation and travel services sectors. These two sectors were combined to reduce the risk of sampling bias resulting from the relatively small sample size of the regional transportation and travel sector. Sector weightings for percentage calculations are representative of relative sample size.

According to Statistics Canada's 2016 Census, the regional workforce employees slightly more Indigenous workers (7%) than the provincial industry average (6%) and the provincial population (5%), but significantly less visible minorities (8%) than BC's tourism and hospitality industry as a whole (35%) and the provincial population (30%). Immigrants to Canada make up 11% of the regional workforce, with the travel and transportation sector having the highest representation at 16%. Correspondingly, approximately 10% of the workforce speak a language other than English or French as their mother tongue.

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

| Selected Characteristics       | Accommodation |             | Food & Beverage |             | Recreation & Entertainment |             | Transportation & Travel |             | Tourism & Hospitality |             | BC Population    |             |
|--------------------------------|---------------|-------------|-----------------|-------------|----------------------------|-------------|-------------------------|-------------|-----------------------|-------------|------------------|-------------|
|                                | #             | %           | #               | %           | #                          | %           | #                       | %           | #                     | %           | #                | %           |
| <b>Labour Force</b>            | <b>2,120</b>  | <b>100%</b> | <b>4,260</b>    | <b>100%</b> | <b>2,510</b>               | <b>100%</b> | <b>945</b>              | <b>100%</b> | <b>9,835</b>          | <b>100%</b> | <b>2,471,670</b> | <b>100%</b> |
| <b>Indigenous Status</b>       |               |             |                 |             |                            |             |                         |             |                       |             |                  |             |
| Indigenous                     | 125           | 6%          | 355             | 8%          | 130                        | 5%          | 85                      | 9%          | 695                   | 7%          | 127,890          | 5%          |
| Non-Indigenous                 | 1,995         | 94%         | 3,905           | 92%         | 2,380                      | 95%         | 860                     | 91%         | 9,140                 | 93%         | 2,343,780        | 95%         |
| <b>Visible Minority Status</b> |               |             |                 |             |                            |             |                         |             |                       |             |                  |             |
| Visible Minority               | 100           | 8%          | 525             | 12%         | 105                        | 4%          | 45                      | 5%          | 775                   | 8%          | 729,580          | 30%         |
| Not a Visible Minority         | 2,025         | 92%         | 3,735           | 88%         | 2,405                      | 96%         | 900                     | 95%         | 9,060                 | 92%         | 1,742,090        | 70%         |
| <b>Immigration Status</b>      |               |             |                 |             |                            |             |                         |             |                       |             |                  |             |
| Non-immigrant                  | 1,815         | 86%         | 3,525           | 83%         | 2,195                      | 87%         | 795                     | 84%         | 8,330                 | 85%         | 1,679,060        | 68%         |
| Immigrant                      | 230           | 10%         | 465             | 11%         | 265                        | 11%         | 150                     | 16%         | 1,110                 | 11%         | 741,165          | 30%         |
| Non-permanent residents        | 75            | 4%          | 270             | 6%          | 50                         | 2%          | 0                       | 0%          | 395                   | 4%          | 51,445           | 2%          |
| <b>Mother Tongue</b>           |               |             |                 |             |                            |             |                         |             |                       |             |                  |             |
| English                        | 1,895         | 89%         | 3,600           | 85%         | 2,305                      | 92%         | 830                     | 88%         | 8,630                 | 88%         | 1,704,780        | 69%         |
| French                         | 35            | 2%          | 40              | 1%          | 55                         | 2%          | 10                      | 1%          | 140                   | 1%          | 33,160           | 1%          |
| Non-official language          | 165           | 8%          | 565             | 13%         | 130                        | 5%          | 95                      | 10%         | 955                   | 10%         | 681,940          | 28%         |
| Other                          | 25            | 1%          | 55              | 1%          | 20                         | 1%          | 10                      | 1%          | 110                   | 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 that may be 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 Kootenay Region Workforce, 2021

| NOC | Occupation Title   | Certification/Training Requirements   | Primary sector**                   | Employment |
|-----|--|---|------------------------------------|------------|
| 671 | Food counter attendants  | <ul style="list-style-type: none"> <li>On the job training</li> </ul>   | Food and Beverage services         | 1,771      |
| 632 | Chefs and cooks  | <ul style="list-style-type: none"> <li>Cook's trade certification</li> <li>Chef's Red Seal Certification</li> </ul>   | Food and Beverage services         | 1,375      |
| 651 | Occupations in food and beverage service                                   | <ul style="list-style-type: none"> <li>On the job training</li> <li>Responsible beverage service certification</li> </ul>   | Food and Beverage services         | 771        |
| 631 | Food service supervisors   | <ul style="list-style-type: none"> <li>Post-secondary training in restaurant management or food service admin, or;</li> <li>Equivalent job experience</li> </ul>  | Food and Beverage services         | 646        |
| 731 | Machinery and transportation equipment mechanics (except motor vehicle)    | <ul style="list-style-type: none"> <li>Related post-secondary diploma or certification such as a trade certification or Red Seal Certification</li> </ul>   | Transportation and Travel services | 458        |
| 525 | Athletes, coaches, referees and related occupations                        | <ul style="list-style-type: none"> <li>Extensive sport related training</li> <li>Coaching and refereeing certificates</li> </ul>  | Recreation and Entertainment       | -*         |
| 512 | Writing, translating and related communications professionals              | <ul style="list-style-type: none"> <li>Related post-secondary degree</li> </ul>   | Recreation and Entertainment       | -*         |
| 122 | Administrative and regulatory occupations                                  | <ul style="list-style-type: none"> <li>Related post-secondary degree or diploma</li> <li>Industry certifications or licenses</li> </ul>   | Transportation and Travel services | -*         |
| 513 | Creative and performing artists  | <ul style="list-style-type: none"> <li>Related post-secondary degree or diploma</li> <li>Extensive practical experience and training</li> </ul>   | Recreation and Entertainment       | -*         |
| 673 | Cleaners   | <ul style="list-style-type: none"> <li>On the job training</li> </ul>   | Accommodation                      | -*         |
| 724 | Electrical trades and electrical power line and telecommunications workers | <ul style="list-style-type: none"> <li>Related trade certification such as a Red Seal Certification</li> <li>Industry specific training and certifications</li> </ul>   | Transportation and Travel services | -*         |
| 861 | Harvesting, landscaping and natural resources labourers                    | <ul style="list-style-type: none"> <li>On the job training</li> <li>Job specific certifications such as First Aid</li> </ul>  | Recreation and Entertainment       | -*         |
| 143 | Financial, insurance and related administrative support workers            | <ul style="list-style-type: none"> <li>Completion of related post-secondary degree or diploma and required industry certifications may be required</li> <li>Relevant work experience such as using a payroll systems or software may be required</li> </ul> | Accommodation                      | -*         |

| <b>NOC</b> | <b>Occupation Title</b>   | <b>Certification/Training Requirements</b>  | <b>Primary sector**</b>            | <b>Employment</b> |
|------------|---|---|------------------------------------|-------------------|
| 672        | Support occupations in accommodation, travel and amusement services | <ul style="list-style-type: none"> <li>▪ On the job training</li> </ul>   | Recreation and Entertainment       | -*                |
| 653        | Tourism and amusement services occupations                          | <ul style="list-style-type: none"> <li>▪ Related post-secondary degree or diploma</li> <li>▪ Technical training or certification</li> <li>▪ First aid certification</li> <li>▪ Extensive experience in the given activity or environment</li> </ul>   | Recreation and Entertainment       | -*                |
| 227        | Transportation officers and controllers                             | <ul style="list-style-type: none"> <li>▪ Related post-secondary degree or diploma</li> <li>▪ Industry related training and certifications</li> </ul>  | Transportation and Travel services | -*                |
| 751        | Motor vehicle and transit drivers                                   | <ul style="list-style-type: none"> <li>▪ Appropriate Class driver's license</li> <li>▪ Additional certifications such as First-Aid, Transportation of Dangerous Goods, and Air Brakes Endorsement</li> </ul>  | Transportation and Travel services | -*                |
| 633        | Butchers and bakers   | <ul style="list-style-type: none"> <li>▪ Completion of a three or four-year apprenticeship program or completion of related post-secondary program</li> <li>▪ Several years of commercial baking experience</li> <li>▪ On-the-job training</li> </ul> | Food and Beverage services         | -*                |
| 112        | Human resources professionals                                       | <ul style="list-style-type: none"> <li>▪ Related post-secondary degree or diploma</li> </ul>  | Recreation and Entertainment       | -*                |
| 131        | Finance, insurance and related business administrative occupations  | <ul style="list-style-type: none"> <li>▪ Related post-secondary degree or diploma</li> <li>▪ Industry specific certifications or licenses</li> </ul>  | Transportation and Travel services | -*                |

*Note: The LFS data in this table are annual averages. \*Employment counts is being suppressed due to high probability of large sampling error; \*\*"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 job for less than five years, while 15% have been in their position for five to ten years. The average experience level of the regional workforce is slightly less than the provincial average.

Table 7: Tourism and Hospitality Workforce Experience, 2021

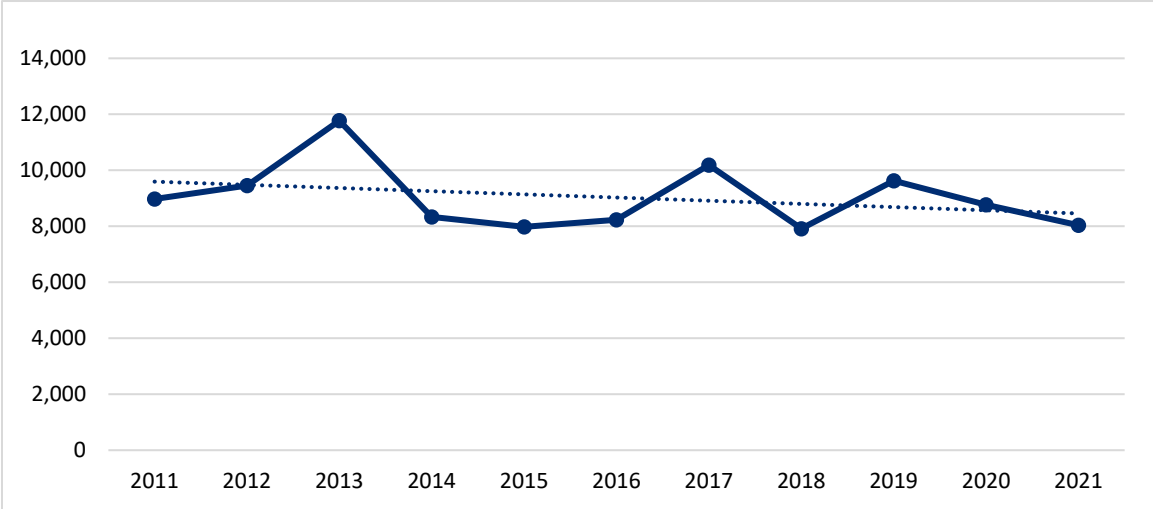
| Length of Employment | Kootenay         |             | British Columbia |             |
|----------------------|------------------|-------------|------------------|-------------|
|                      | #                | %           | #                | %           |
| Less than 1 year     | 2,000            | 25%         | 54,188           | 18%         |
| 2 to 4 years         | 3,604            | 45%         | 133,354          | 45%         |
| 5 to 7 years         | 1,043            | 13%         | 35,104           | 12%         |
| 8 to 10 years        | 167              | 2%          | 22,042           | 7%          |
| 11 to 15 years       | 292              | 4%          | 20,938           | 7%          |
| 16 to 20 years       | 396              | 5%          | 9,854            | 3%          |
| over 20 years        | 542              | 7%          | 22,772           | 8%          |
| <b>Total</b>         | <b>8,042</b>     | <b>100%</b> | <b>298,250</b>   | <b>100%</b> |
| <b>Avg. Length</b>   | <b>6.2 years</b> |             | <b>7.0 years</b> |             |

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 9,000 employees per month in 2011 and 8,000 per month in 2021. The compounded annual growth rate was -1% over the ten-year period from 2011 to 2021.

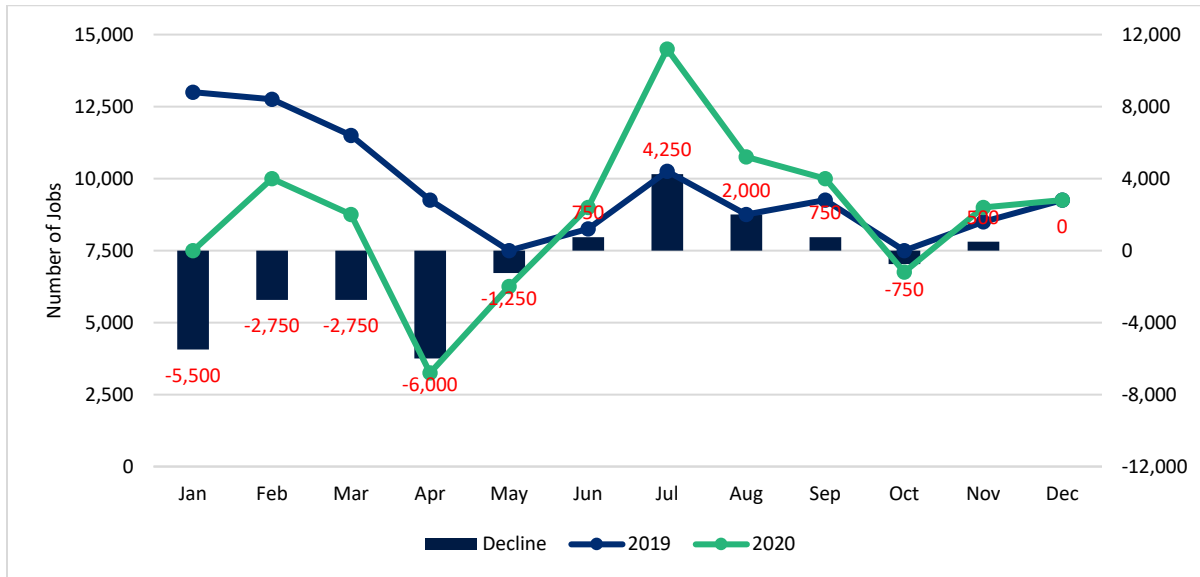
Chart 7: Total Kootenay Region Tourism and Hospitality Workforce, 2011 - 2021



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

There were significantly fewer people employed in the industry during the first half of 2020 as compared to 2019, hitting a low point in April when there were 6,000 fewer employees. However, employment levels recovered from July to December, surpassing 2019 levels by 4,250 jobs in July.

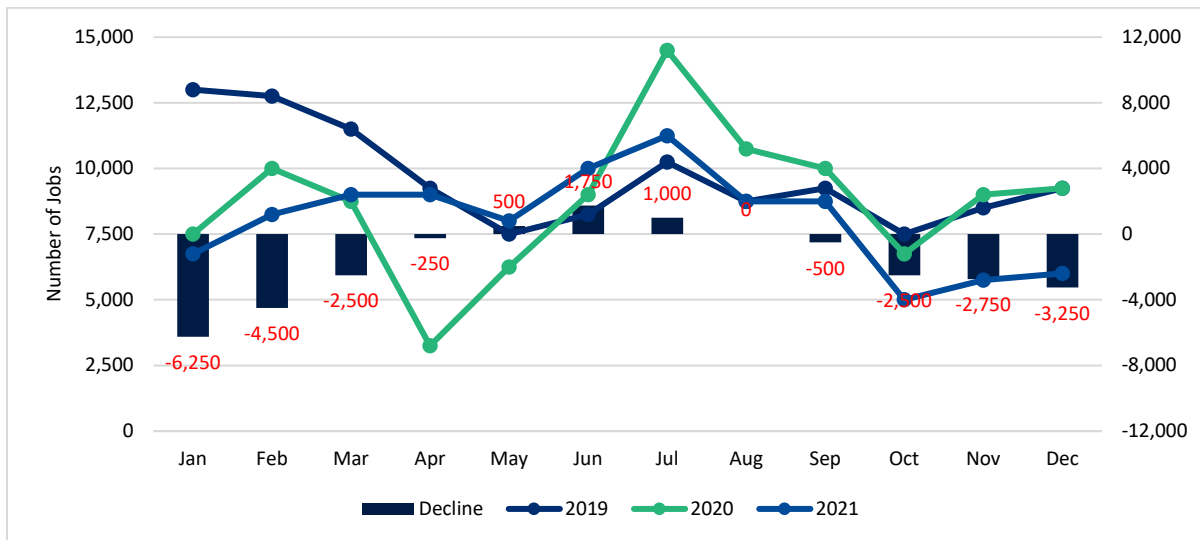
Chart 8: Monthly Decline in Kootenay Region Tourism and Hospitality Employment, 2020 vs. 2019



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

Job numbers in 2021 remained lower or slightly above 2019 levels, hitting a low point in January when there were 6,250 fewer jobs filled, and a high point in June when there were 1,750 more jobs filled.

Chart 9: Monthly Decline in Kootenay Region 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 9% decline in employment levels between 2019 and 2020 with the accommodation sector seeing the largest decline (52%). The industry saw continued declines in employment in 2021, with overall employment levels remaining 17% lower than in 2019 and the accommodation sector again experiencing the largest decline (62%).

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

| Employment        | 2019         | 2020         | 2021         | % Change<br>2020 vs 2019 | % Change<br>2021 vs 2019 |
|-------------------|--------------|--------------|--------------|--------------------------|--------------------------|
| <b>Sector</b>     |              |              |              |                          |                          |
| Accommodation     | 2,438        | 1,167        | 938          | -52%                     | -62%                     |
| Food and Beverage | 3,917        | 3,875        | 3,917        | -1%                      | 0%                       |
| Other             | 3,292        | 3,709        | 3,187        | 13%                      | -3%                      |
| <b>Total</b>      | <b>9,646</b> | <b>8,750</b> | <b>8,042</b> | <b>-9%</b>               | <b>-17%</b>              |

Note: The LFS data in this table are annual averages. "Other" sectors include recreation and entertainment and transportation and travel services. These two sectors have been combined for reporting purposes due to the high probability of sampling bias resulting from the relatively small sample size of the regional transportation and travel sector.

Part-time jobs have seen significant declines, falling 22% from 2019 to 2021. Full-time jobs stayed level from 2019 to 2020, but fell by 14% from 2019 to 2021. Job losses did not impact all demographics equally, with men seeing larger declines than women and those with less than a high school education seeing substantial job growth from 2019 to 2021.

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

| Demographics                              | 2019           | 2020           | 2021           | % Change<br>2020 vs 2019 | % Change<br>2021 vs 2019 |
|---|----------------|----------------|----------------|--------------------------|--------------------------|
| <b>Job Status</b>                         |                |                |                |                          |                          |
| Full-time                                 | 5,468<br>(56%) | 5,490<br>(63%) | 4,729<br>(59%) | 0.4%                     | -14%                     |
| Part-time                                 | 4,177<br>(44%) | 3,261<br>(37%) | 3,313<br>(41%) | -22%                     | -21%                     |
| <b>Permanent and Seasonal<sup>5</sup></b> |                |                |                |                          |                          |
| Permanent                                 | 6,104<br>(63%) | 5,521<br>(63%) | 5,562<br>(69%) | -10%                     | -9%                      |
| Seasonal                                  | 1,021<br>(11%) | 1,104<br>(13%) | 979<br>(12%)   | 8%                       | -4%                      |
| Casual                                    | 771<br>(8%)    | 875<br>(10%)   | 188<br>(2%)    | 13%                      | -76%                     |
| Temporary                                 | 1,292          | 354            | 313            | -73%                     | -76%                     |

<sup>5</sup> 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<br>2020 vs 2019 | % Change<br>2021 vs 2019 |
|------------------------------------|----------------|----------------|----------------|--------------------------|--------------------------|
|                                    | (13%)          | (4%)           | (4%)           |                          |                          |
| <b>Sex</b>                         |                |                |                |                          |                          |
| Male                               | 4,125<br>(43%) | 4,188<br>(48%) | 3,229<br>(40%) | 2%                       | -22%                     |
| Female                             | 5,521<br>(57%) | 4,563<br>(52%) | 4,813<br>(60%) | -17%                     | -13%                     |
| <b>Age Group</b>                   |                |                |                |                          |                          |
| 15 to 24                           | 2,146<br>(22%) | 3,292<br>(38%) | 2,979<br>(37%) | 53%                      | 39%                      |
| 25 to 34                           | 2,396<br>(25%) | 1,313<br>(15%) | 1,792<br>(22%) | -45%                     | -25%                     |
| 35 to 44                           | 2,313<br>(24%) | 1,000<br>(11%) | 917<br>(11%)   | -57%                     | -60%                     |
| 45 to 54                           | 1,104<br>(11%) | 1,167<br>(13%) | 1,083<br>(13%) | 6%                       | -2%                      |
| 55 to 64                           | 1,250<br>(13%) | 1,563<br>(18%) | 729<br>(9%)    | 25%                      | -42%                     |
| 65 or above                        | 438<br>(5%)    | 417<br>(5%)    | 542<br>(7%)    | -5%                      | 24%                      |
| <b>Education</b>                   |                |                |                |                          |                          |
| Below high school                  | 813<br>(8%)    | 1,521<br>(17%) | 1,708<br>(21%) | 87%                      | 110%                     |
| High school or some post-secondary | 4,458<br>(46%) | 4,479<br>(51%) | 2,688<br>(33%) | 0%                       | -40%                     |
| Degree below bachelor's            | 2,958<br>(31%) | 1,854<br>(21%) | 1,938<br>(24%) | -37%                     | -34%                     |
| Bachelor's degree or above         | 1,417<br>(15%) | 896<br>(10%)   | 1,708<br>(21%) | -37%                     | 21%                      |

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 17% from 2019 to 2021. Other sectors, such as recreation and transportation, experienced a 32% increase over the same period. It should be noted that increases to average hours worked per employee in some sectors 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: Kootenay Region Average Actual Hours Worked Per Week Per Employee

| Average Hours worked | 2019      | 2020      | 2021      | % Change<br>2020 vs 2019 | % Change<br>2021 vs 2019 |
|----------------------|-----------|-----------|-----------|--------------------------|--------------------------|
| <b>Sector</b>        |           |           |           |                          |                          |
| Accommodation        | 30        | 40        | 28        | 33%                      | -7%                      |
| Food and Beverage    | 30        | 21        | 25        | -30%                     | -17%                     |
| Other                | 22        | 26        | 29        | 18%                      | 32%                      |
| <b>Total</b>         | <b>27</b> | <b>26</b> | <b>27</b> | <b>-4%</b>               | <b>0%</b>                |

Note: The LFS data in this table are annual averages. "Other" sectors include recreation and entertainment and transportation and travel services. These two sectors have been combined for reporting purposes due to the high probability of sampling bias resulting from the relatively small sample size of the regional transportation and travel sector.

Average hourly wages for the regional workforce saw a consistent increase of 9% for 2020 and 2021 compared to 2019, with the food and beverage sector seeing the largest gains (24%).

Table 11: Kootenay Region Average Hourly Wage by Sector

| Average Hourly wage <sup>6</sup> | 2019          | 2020          | 2021          | % Change<br>2020 vs 2019 | % Change<br>2021 vs 2019 |
|----------------------------------|---------------|---------------|---------------|--------------------------|--------------------------|
| <b>Sector</b>                    |               |               |               |                          |                          |
| Accommodation                    | \$16.1        | \$18.8        | \$18.9        | 17%                      | 17%                      |
| Food and Beverage                | \$15.4        | \$15.7        | \$19.1        | 2%                       | 24%                      |
| Other                            | \$23.2        | \$25.7        | \$22.8        | 11%                      | -2%                      |
| <b>Total</b>                     | <b>\$18.3</b> | <b>\$20.0</b> | <b>\$20.0</b> | <b>9%</b>                | <b>9%</b>                |

Note: The LFS data in this table are annual averages. "Other" sectors include recreation and entertainment and transportation and travel services. These two sectors have been combined for reporting purposes due to the high probability of sampling bias resulting from the relatively small sample size of the regional transportation and travel sector.

Of the 262 industry employees surveyed across British Columbia<sup>7</sup>, 44 were in the Kootenay region. 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 4.1, including 30% who are very satisfied.
- Relative to other industries, employees are motivated to work in the industry by the work setting (e.g. in a tourism area), the lifestyle, their ability to do the work, quality relationships with co-workers, the sense of fulfilment from doing the work, the physicality of the work, and the work conditions. The major concerns (demotivating aspects of the industry) are the

<sup>6</sup> Includes tips and commissions

<sup>7</sup> 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).

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-seven percent of employees surveyed noted that COVID-19 has reduced their interest in working in the industry. Of those surveyed, 52% are relatively optimistic regarding their future work opportunities in the industry, with 31% considering or definitely intending to make the industry a career (i.e. stay in the industry), and 21% considering staying for at least a few more years. On the other hand, 48% are relatively pessimistic, with 40% taking it year-by-year, 5% having left or are about to leave the industry and anticipate that they will not return, and 3% 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             |
|---|----------------|------------------|-------------------|--------------|--------------|--------------|----------------|
| <b>Employment 2021</b>  | <b>192,104</b> | <b>47,563</b>    | <b>33,063</b>     | <b>8,042</b> | <b>8,542</b> | <b>8,938</b> | <b>298,250</b> |
| 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%           |
| <b>Avg. Hours Worked Per Week Per Employee and Avg. Hourly Wage</b> |                |                  |                   |              |              |              |                |
| Avg. Hours Worked   | 29             | 27               | 27                | 27           | 26           | 32           | 28             |
| Avg. Hourly Wage  | \$24           | \$22             | \$23              | \$20         | \$20         | \$21         | \$24           |
| <b>Length of Employment of Current or Latest Job</b>                |                |                  |                   |              |              |              |                |
| 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            |
| <b>Job Status</b>   |                |                  |                   |              |              |              |                |
| % Full-time Workers   | 64%            | 58%              | 61%               | 59%          | 55%          | 66%          | 62%            |
| % Permanent Workers   | 68%            | 73%              | 76%               | 69%          | 79%          | 71%          | 70%            |
| <b>Age Group</b>  |                |                  |                   |              |              |              |                |
| 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%  |
| <b>Sex and Education</b>   |                |                  |                   |          |         |             |     |
| % Female   | 47%            | 46%              | 46%               | 60%      | 59%     | 53%         | 48% |
| % Bachelor's degree or above                                     | 29%            | 20%              | 19%               | 21%      | 6%      | 22%         | 25% |
| <b>Ethnicity and Immigration** (2016 Census)</b>                 |                |                  |                   |          |         |             |     |
| % 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% |
| <b>Mother Tongue** (2016 Census)</b>                             |                |                  |                   |          |         |             |     |
| % 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% |
| <b>Industry Satisfaction and Perception***</b>                   |                |                  |                   |          |         |             |     |
| 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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