



THE TOURISM & HOSPITALITY WORKFORCE PROFILE OF THE RECREATION AND ENTERTAINMENT SECTOR

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The Workforce Profile

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

As part of the project, detailed profiles of the labour market have been prepared at the provincial, regional and sectoral levels. This report presents a profile of the industry workforce in the recreation and entertainment sector, based on a detailed analysis of Labour Force Survey data collected monthly by Statistics Canada¹, complemented with the results of industry surveys (principally a survey of 800 employers and 262 employees in the industry conducted as part of the study) and other secondary data including Census data. Of those surveyed, 137 employers and 50 employees work in the recreation and entertainment sector.

The Recreation and Entertainment Sector

BC's recreation and entertainment sector includes businesses who are primarily engaged in providing a service or operating a facility that offer customers a cultural, entertainment, or recreational experience. The sector includes establishments that provide live entertainment, such as theatres or performance halls, events or exhibits such as galleries or museums, artistic or cultural entertainment such as movie theatres or studios, and sporting or recreational services or entertainment like arenas, recreation centres, and sports facilities².

In 2018 over 71,000 people in BC were employed in the recreation and entertainment sector, accounting for 24% of tourism jobs. The expected annual average growth in sectoral employment was 1.5% from 2018 to 2028³, however much like other sectors in the tourism and hospitality industry, the recreation and entertainment sector has felt the effects of reduced tourism and travel resulting from the COVID-19 pandemic.

Adventure tourism, natural attractions, recreational activities, and cultural experiences at facilities such as parks, heritage sites, gardens, ski hills, zoos and aquariums, casinos, and amusement parks are all key components of the sector⁴. BC offers some unique recreation and entertainment experiences due to its various natural landscapes and abundant wildlife that draw visitors from around the world such as salmon fishing, kayaking, boating, mountain biking and road cycling, Nordic and downhill skiing, camping and trekking, whale watching, river rafting, and surfing. While these activities can be found in many areas of the province, locations such as the sea-to-sky corridor, mountain towns like Revelstoke and Nelson, and seaside villages such as Tofino are home

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 Summary of Canadian Industry Statistics, Statistics Canada, 2022. <https://www.ic.gc.ca/app/scr/app/cis/summary-sommaire/71>

³ Recreation and Entertainment, go2hr, 2022. <https://www.go2hr.ca/getting-know-bcs-tourism-industry/what-is-tourism/recreation-and-entertainment-2>

⁴ Recreation and Entertainment, go2hr, 2022. <https://www.go2hr.ca/getting-know-bcs-tourism-industry/what-is-tourism/recreation-and-entertainment-2>

to many businesses that specialize in the provision of outdoor recreation and entertainment activities and make significant contributions to their local economies.

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 recreation and entertainment sector. Those NAICs codes are:



- 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

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>

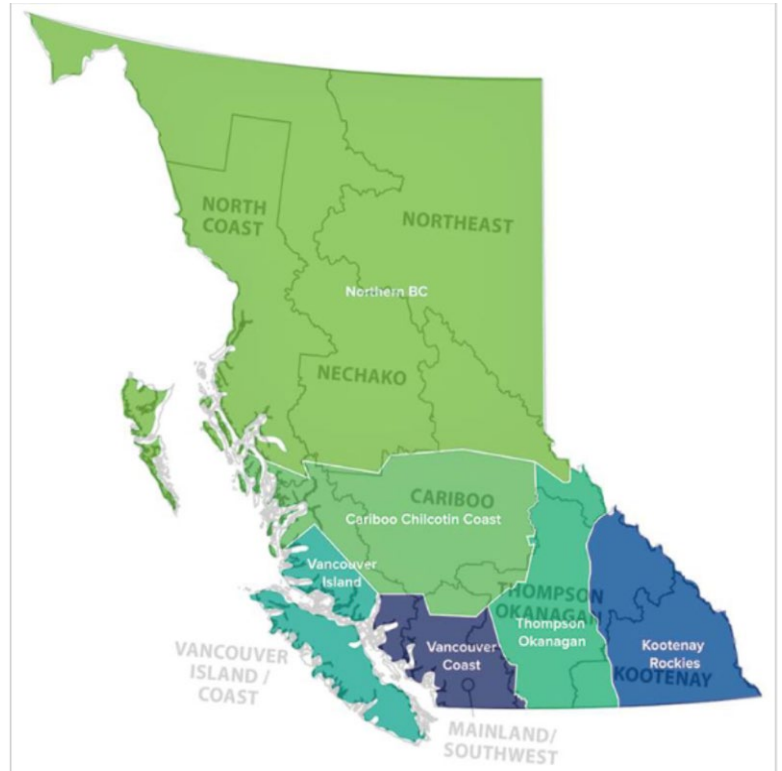
Comparison of BC's Development and Tourism Regions

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

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

Map of Tourism and Development Regions of British Columbia

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



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

- The Thompson Okanagan Tourism Region covers about half of the original Thompson Okanagan development region and includes parts of the Cariboo and Kootenay Development Regions. The Kootenay Tourism Region covers roughly a third of the Thompson Okanagan development region, and Cariboo Tourism Region includes its northwest corner. The Vancouver Coast Tourism Region also covers part of the Thompson Okanagan development region, cutting off parts of its southwest corner.
- The Vancouver Island Tourism Region includes about three-quarters of the Vancouver Island/Coast Development Region, which has small portions covered by the Vancouver Coast and Cariboo Chilcotin Coast Tourism Regions.
- The Lower Mainland Region (Vancouver Coast Tourism Region on the map above) includes most of the Mainland/Southwest Development Region, and parts of Vancouver Island/Coast and Thompson Okanagan Development Regions. The Cariboo Tourism Region covers small portions of the Vancouver Island/Coast, Mainland/Southwest, and Thompson Okanagan Development Regions.
- The Kootenay Tourism Region includes over half of the Kootenay Development Region, as well as roughly one-third of the Thompson Okanagan Development Region. About one

quarter of the Kootenay Development Region is covered by the Thompson Okanagan Tourism Region.

- The Cariboo Tourism Region covers roughly two-thirds of the Cariboo Development Region and small parts of Vancouver Island/Coast, Mainland/Southwest, North Coast, and Thompson Okanagan Development Regions. Approximately a third of the Cariboo Development Region is covered by the Northern BC Tourism Region, and a small piece falls under the Thompson Okanagan Tourism Region.
- The Northern BC Tourism Region covers three development regions (North Coast, Nechako, and Northeast) and parts of the Cariboo development region. A small portion of the North Coast development region is covered by the Cariboo Tourism Region.

Characteristics of the Recreation and Entertainment Sector Workforce

The recreation and entertainment sector employed approximately 78,000 people in 2021, of which 68% were employed in the Lower Mainland, 13% in the Vancouver Island region, and 12% in the Thompson Okanagan. The sector's regional distribution is relatively proportional to the industry distribution.

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

Region	Recreation & Entertainment		Tourism and Hospitality	
	#	%	#	%
Lower Mainland	53,083	68%	192,104	64%
Vancouver Island	10,354	13%	47,563	16%
Thompson Okanagan	9,042	12%	33,063	11%
Kootenay	2,979	4%	8,042	3%
Cariboo	1,292	2%	8,542	3%
Northern BC	1,104	1%	8,938	3%
British Columbia	77,854	100%	298,250	100%

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

The sector accounts for 26% of industry employment and 3% of the total provincial workforce. The BC recreation and entertainment sector's employment contribution to the tourism and hospitality industry is representative of the national average.

Table 2: Recreation & Entertainment vs Tourism and Hospitality, 2021

Employment	British Columbia	Canada
Recreation & Entertainment Employment	77,854	412,542
Tourism Employment	298,250	1,662,646
Overall Employment	2,655,688	18,865,438
% Tourism of Overall	11%	9%
% Recreation & Entertainment of Overall	3%	2%
% Recreation & Entertainment of Tourism	26%	25%

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

The sex of the sector workforce is relatively unevenly divided, with 55% of the workforce identifying as male. The workforce is relatively evenly distributed across age groups, and over two thirds (69%) of workers have a post-secondary degree or diploma.

Table 3: Recreation & Entertainment Sector Workforce Demographics, 2021

Demographics	Recreation & Entertainment	
Sex	#	%
Male	42,438	55%
Female	35,417	45%
Age Group	#	%
15 to 24	14,875	19%
25 to 34	19,438	25%
35 to 44	16,938	22%
45 to 54	11,854	15%
55 to 64	9,458	12%
65 or above	5,292	7%
Education	#	%
Below high school	5,646	7%
High school or some post-secondary education	18,625	24%
Degree below bachelor's	25,646	33%
Bachelor's degree or above	27,937	36%

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

Two thirds (66%) of the sector's workforce is employed on a full-time basis and 34% are employed part-time. Permanent workers account for less than half (47%) of the workforce, while 26% are seasonal, temporary, or casual workers. The average wage rate is approximately \$28 per hour and the average hours worked per week is 29.

Table 4: Recreation & Entertainment Sector Demographics, 2021

Demographics	Recreation & Entertainment	
Job Status	#	%
Full-time	51,625	66%
Part-time	26,229	34%
Permanent and Seasonal⁵	#	%
Permanent	36,853	47%
Seasonal	5,167	7%
Casual	3,146	4%
Temporary	12,021	15%
Other	375	0.5%
N/A	20,292	26%
Avg hours worked per week per Individual	29	
Avg Hourly Wage⁶	\$28	

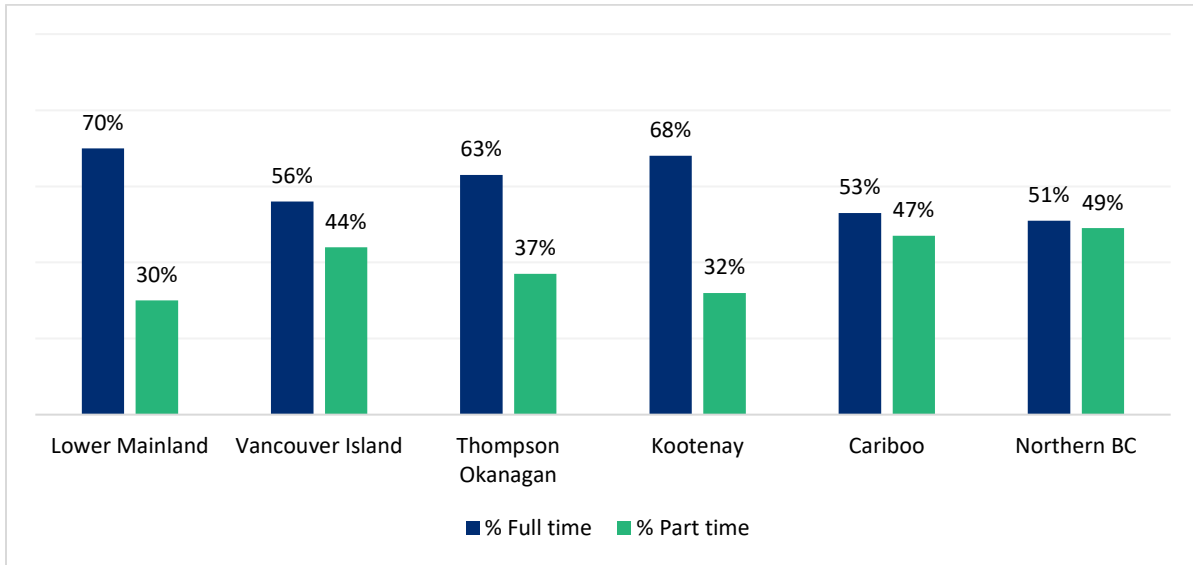
Note: The LFS data in this table are annual averages.

The Lower Mainland has the highest percentage of full-time workers (70%) and Northern BC has the highest percentage of part-time workers (49%). The Cariboo has the highest percentage of permanent employees (63%), while Kootenay has the highest percentage of seasonal employees (34%). Northern BC also has the highest concentration of female workers (57%) and the Kootenays have highest concentration of male workers (58%). The workforce in the Lower Mainland has the highest education level in the sector with nearly three quarters (72%) of employees possessing a post-secondary degree or diploma. Northern BC has the youngest workforce as 78% of workers are below the age of 35, and the Vancouver Island has the oldest workforce as nearly half (46%) of workers are 45 or older. Recreation and entertainment employees in the Lower Mainland work the most hours per week and receive the highest average wage at 31 hours per week and 30\$ per hour respectively.

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.

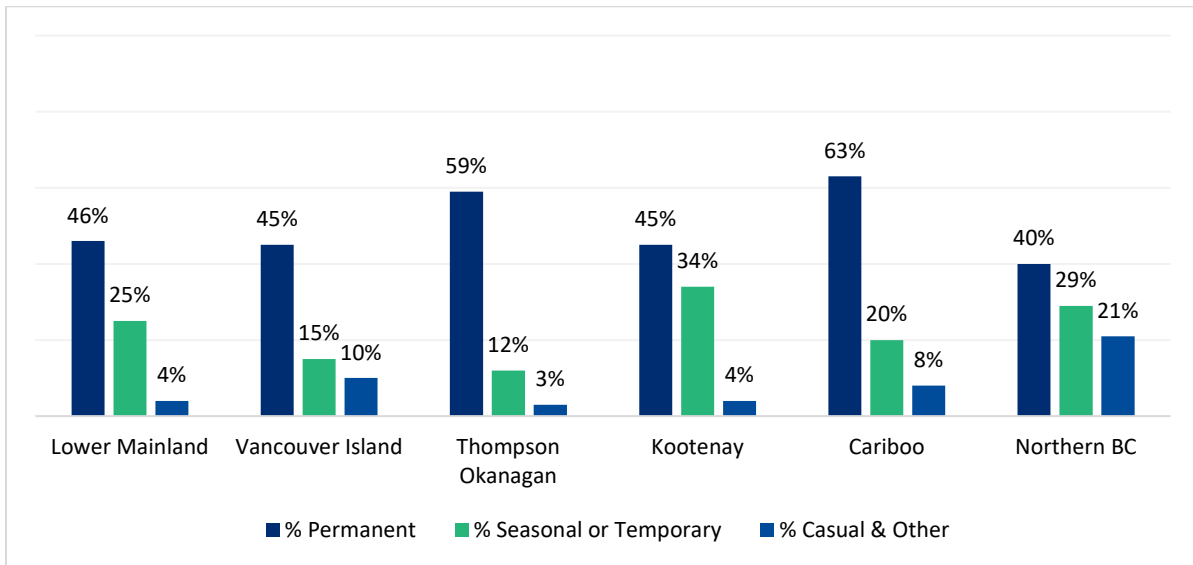
⁶ Includes tips and commissions.

Chart 1: Recreation & Entertainment Sector Job Status by Region, 2021



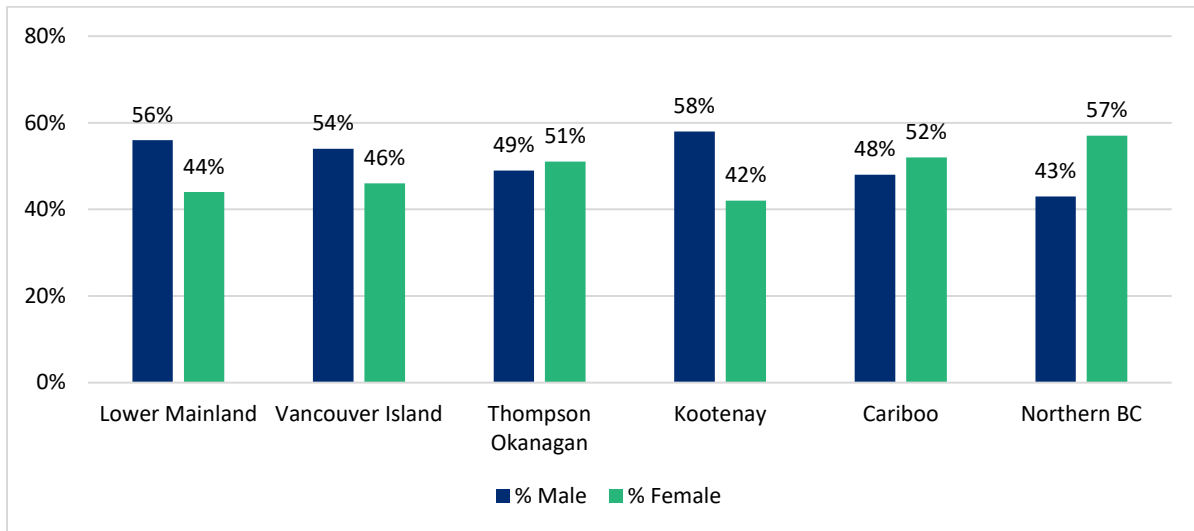
Note: The LFS data in this chart are annual averages.

Chart 2: Recreation & Entertainment Sector Employee Type by Region, 2021



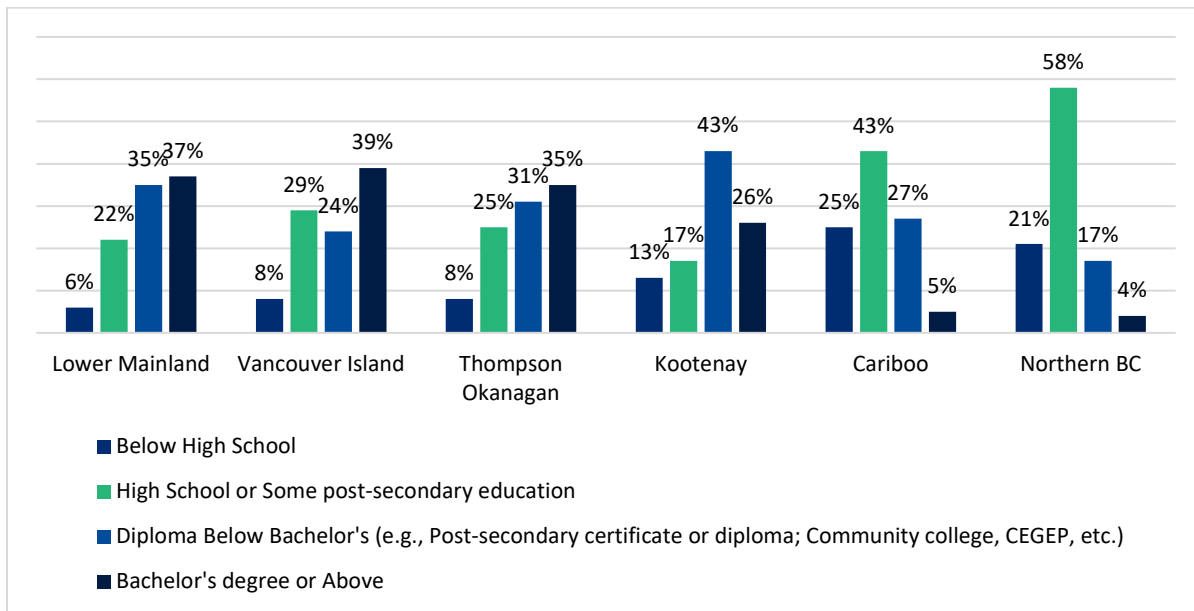
Note: The LFS data in this chart are annual averages.

Chart 3: Recreation & Entertainment Sector Workforce Sex by Region, 2021



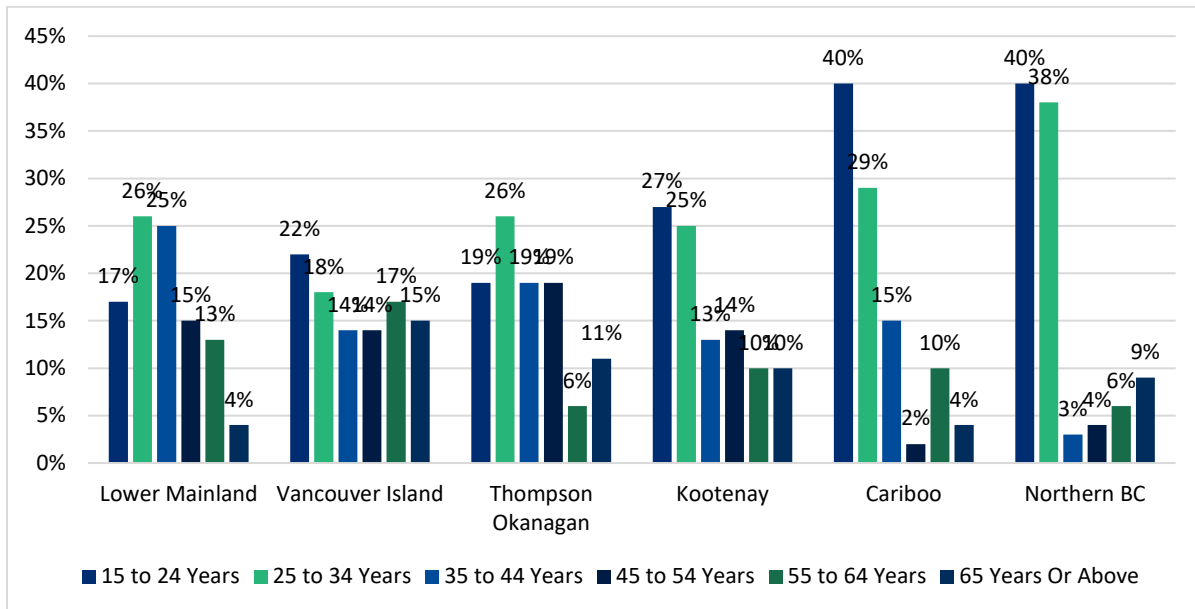
Note: The LFS data in this chart are annual averages.

Chart 4: Recreation & Entertainment Sector Workforce Education Level by Region



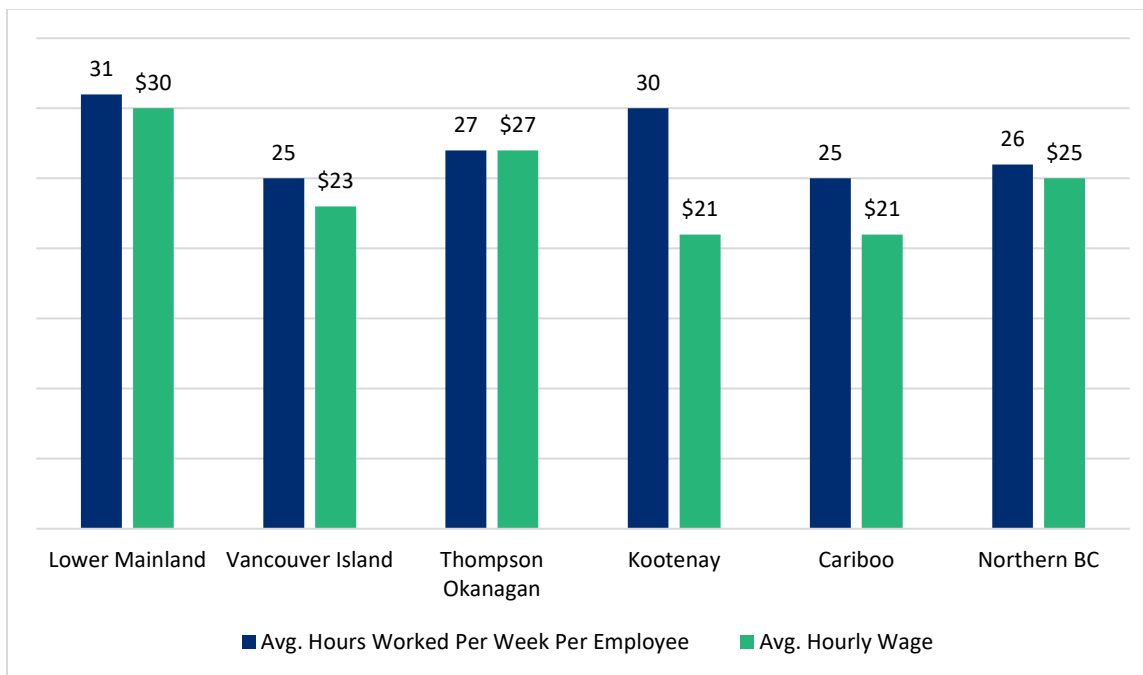
Note: The LFS data in this chart are annual averages.

Chart 5: Recreation & Entertainment Sector Workforce by Age Groups by Region



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

Chart 6: Recreation & Entertainment Sector Average Hours Worked and Wages by Region, 2021



Note: Wage include tips and commissions. The LFS data in this table are annual averages.

According to Statistic Canada's 2016 Census, approximately 5% of BC's entertainment and recreation sector are Indigenous, which is equal to the provincial industry average and the provincial population. The highest percentage of Indigenous workers in the sector are employed in Northern BC (26%). However, less recreation and entertainment employees are members of a visible minority (21%) than the provincial industry average (35%), or the provincial population (30%). Approximately 22% of the sector workforce are immigrants to Canada, with the Lower Mainland employing the highest percentage of immigrants in the sector (27%). Similarly, the Lower Mainland accounts for the highest percentage of workers for whom English or French is not their mother tongue (24%), 6% higher than the sector average (18%).

Table 5: Ethnicity, Immigration, and Mother Tongue in the Recreation & Entertainment Sector Workforce. 2016

Selected Characteristics	Lower Mainland		Vancouver Island		Thompson Okanagan		Kootenay		Cariboo		Northern BC		BC Recreation & Entertainment		BC Population	
	#	%	#	%	#	%	#	%	#	%	#	%	#	%	#	%
Labour Force	52,720	100%	10,830	100%	8,015	100%	2,510	100%	1,265	100%	1,315	100%	76,690	100%	2,471,670	100%
Indigenous Status																
Indigenous	1,650	3%	755	7%	545	7%	130	5%	145	12%	345	26%	3,605	5%	127,890	5%
Non-Indigenous	51,070	97%	10,075	93%	7,470	93%	2,380	95%	1,120	88%	970	74%	73,085	95%	2,343,780	95%
Visible Minority Status																
Visible Minority	14,855	28%	650	6%	355	4%	105	4%	95	8%	60	5%	16,145	21%	729,580	30%
Not a Visible Minority	37,865	72%	10,180	94%	7,660	96%	2,405	96%	1,170	92%	1,255	95%	60,545	79%	1,742,090	70%
Immigration Status																
Non-immigrant	35,870	68%	9,190	85%	7,215	90%	2,195	87%	1,140	90%	1,215	92%	56,855	74%	1,679,060	68%
Immigrant	14,195	27%	1,575	15%	730	9%	265	11%	90	7%	80	6%	16,920	22%	741,165	30%
Non-permanent residents	2,655	5%	65	0%	70	1%	50	2%	35	3%	20	2%	2,915	4%	51,445	2%
Mother Tongue																
English	38,085	72%	9,875	91%	7,345	92%	2,305	92%	1,145	91%	1,220	92%	59,995	78%	1,704,780	69%
French	910	2%	190	2%	175	2%	55	2%	10	1%	10	1%	1,350	2%	33,160	1%
Non-official language	12,540	24%	635	6%	445	6%	130	5%	110	8%	65	5%	13,950	18%	681,940	28%
Other	1,185	2%	130	1%	50	0.6%	20	1%	0	0%	20	2%	1,395	2%	51,790	2%

Source: Custom Tabulation, 2016 Census, Statistics Canada.

The following table shows the sectors' leading occupations and some of the certifications or training requirements that are typically required. As indicated, occupations often related to the performing, leading, and developing of entertainment accounted for the four top occupations in the sector.

Table 6: Leading Occupations in the Recreation & Entertainment Sector Workforce, 2021

NOC	Occupation Title	Certification/Training Requirements	Employment
513	Creative and performing artists	<ul style="list-style-type: none"> ▪ Related post-secondary degree or diploma ▪ Extensive practical experience and training 	11,583
525	Athletes, coaches, referees and related occupations	<ul style="list-style-type: none"> ▪ Extensive sport related training ▪ Coaching and refereeing certificates 	10,896
522	Photographers, graphic and performing artists and related occupations	<ul style="list-style-type: none"> ▪ Related post-secondary degree or diploma ▪ Technical training or certification 	7,917
524	Creative designers and crafters persons	<ul style="list-style-type: none"> ▪ Related post-secondary degree or diploma ▪ Technical training or certification 	6,771
512	Writing, translating and related communications professionals	<ul style="list-style-type: none"> ▪ Related post-secondary degree or diploma 	5,542
672	Support occupations in accommodation, travel and amusement services	<ul style="list-style-type: none"> ▪ On the job training 	5,458
631	Food service supervisors	<ul style="list-style-type: none"> ▪ Post-secondary training in restaurant management or food service admin, or; ▪ Equivalent job experience 	2,688
112	Human resources professionals	<ul style="list-style-type: none"> ▪ Related post-secondary degree or diploma 	2,604
217	Computer and information systems professional	<ul style="list-style-type: none"> ▪ Related post-secondary degree or diploma ▪ Technical training or certification 	2,354
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 	2,188
714	Facility operation and maintenance managers	<ul style="list-style-type: none"> ▪ Facility operation managers require completion of a college or university program in business administration or facility operation and maintenance ▪ Maintenance managers require completion of a college or university program in electrical or mechanical engineering or related to building maintenance 	1,396
523	Announcers and other performers	<ul style="list-style-type: none"> ▪ Related post-secondary degree or diploma ▪ Technical training or certification ▪ Substantial industry experience 	1,333

NOC	Occupation Title	Certification/Training Requirements	Employment
861	Harvesting and landscaping labourers	<ul style="list-style-type: none"> ▪ On the job training 	1,292
651	Occupations in food and beverage service	<ul style="list-style-type: none"> ▪ On the job training ▪ Responsible beverage service certification 	1,104
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 	1,104
632	Chefs and cooks	<ul style="list-style-type: none"> ▪ Cook's apprenticeship program and training ▪ Chef's Red Seal Certification 	1,042
521	Technical occupations in libraries, public archives, museums and art galleries	<ul style="list-style-type: none"> ▪ Related post-secondary degree or diploma ▪ Technical training or certification ▪ Significant industry experience 	1,000

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

The majority (57%) of the sector workforce has been employed in their current or latest job for less than five years, while 25% have been in their position for five to ten years. The average experience level of the recreation and entertainment sector workforce is slightly greater than the provincial average.

Table 7: Tourism and Hospitality Workforce Experience, 2021

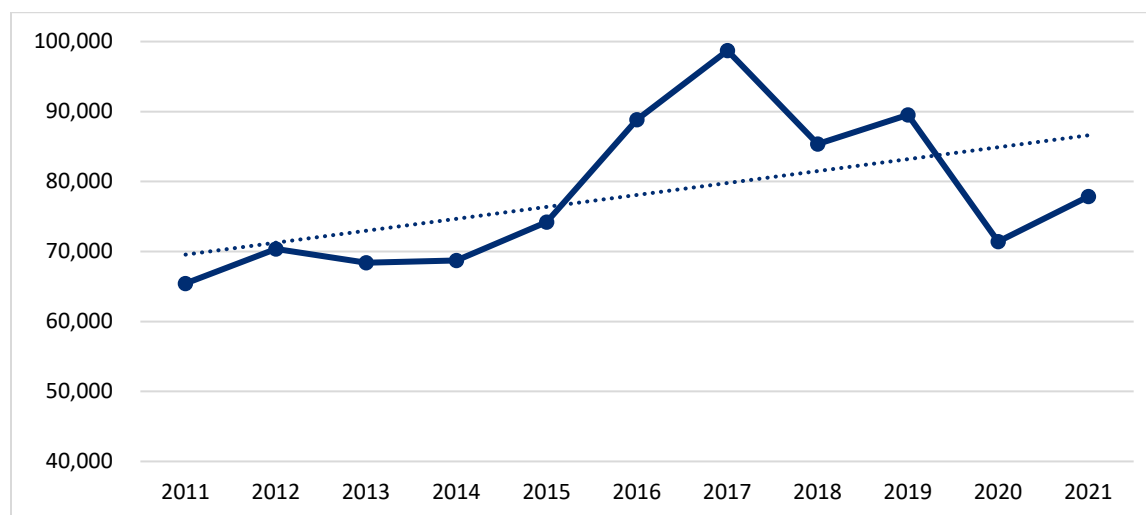
Length of Employment	Recreation & Entertainment		Tourism and Hospitality	
	#	%	#	%
Less than 1 year	13,667	18%	54,188	18%
2 to 4 years	30,521	39%	133,354	45%
5 to 7 years	11,021	14%	35,104	12%
8 to 10 years	8,625	11%	22,042	7%
11 to 15 years	4,104	5%	20,938	7%
16 to 20 years	2,250	3%	9,854	3%
over 20 years	7,667	10%	22,772	8%
Total	77,854	100%	298,250	100%
Avg. Length	8.0 years		7.0 years	

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

Impact of COVID-19

Employment in the sector was trending upward from 2011 to 2019, with an average of 90,000 employees per month in 2019 compared to 65,000 in 2011. The compounded annual growth rate over the eight year period from 2011 to 2019 was 4%. However, the impacts of the COVID-19 pandemic altered that trend from 2019 to 2021. The compounded annual growth rate dropped to 2%.

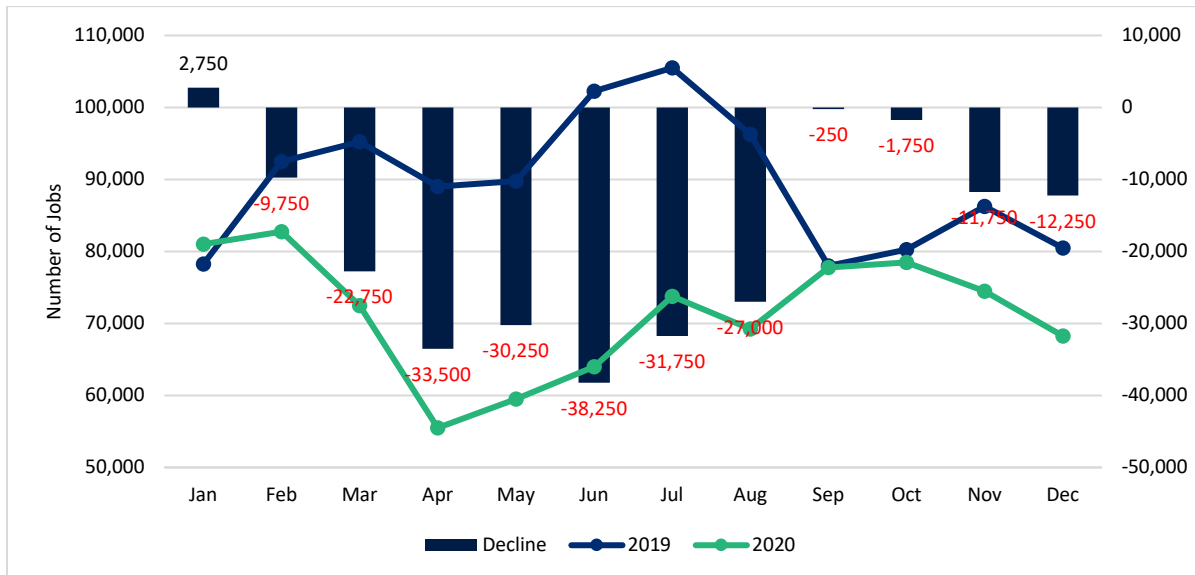
Chart 7: Total Recreation & Entertainment Sector Workforce, 2011 - 2021



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

There were significantly fewer people employed in the industry in 2020 as compared to 2019, hitting a low point in June when there were 38,250 fewer employees.

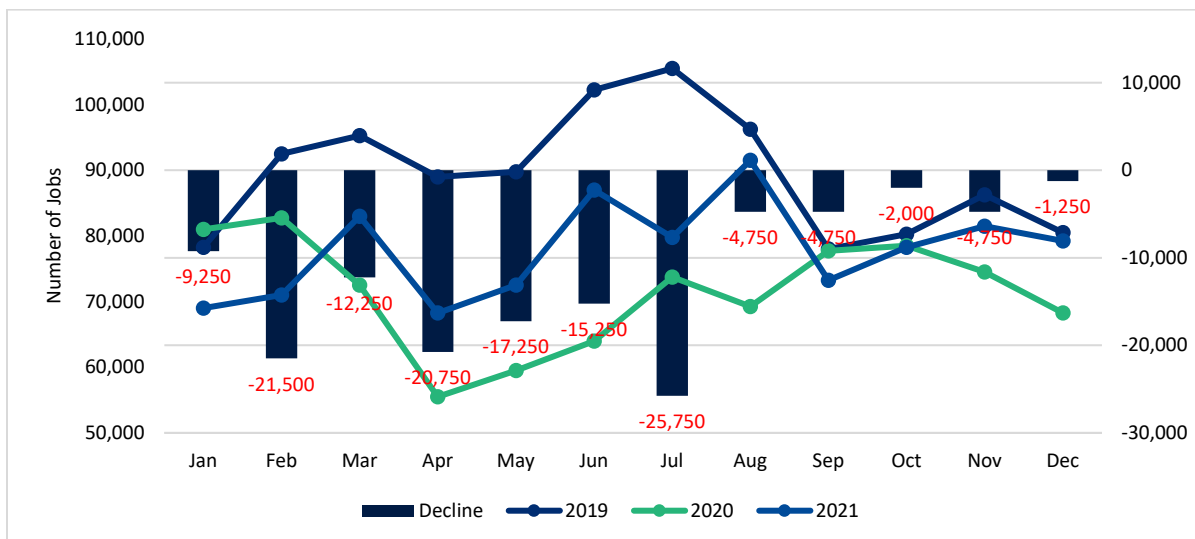
Chart 8: Monthly Decline in Recreation & Entertainment Sector Employment, 2020 vs. 2019



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

Job numbers recovered somewhat through 2021 but remained lower than 2019 levels, hitting a low point in July when there were 25,750 fewer employees.

Chart 9: Monthly Decline in Recreation & Entertainment Sector Employment, 2021 vs. 2019



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

The sector experienced a 20% decline in employment levels between 2019 and 2020 with Northern BC seeing the largest decline (44%). The industry has recovered somewhat in 2021 with

employment levels remaining 13% lower than in 2019. Northern BC has seen continued declines, reaching 51% below 2019 levels, and the Kootenays have experience 37% growth.

Table 8: Recreation & Entertainment Sector Change in Employment by Region, 2019, 2020, 2021

Employment	2019	2020	2021	% Change 2020 vs 2019	% Change 2021 vs 2019
Region					
Lower Mainland	63,458	50,854	53,083	-20%	-16%
Vancouver Island	11,854	9,625	10,354	-19%	-13%
Thompson Okanagan	8,229	5,813	9,042	-29%	10%
Kootenay	2,167	2,396	2,979	11%	37%
Cariboo	1,521	1,500	1,292	-1%	-15%
Northern BC	2,250	1,250	1,104	-44%	-51%
British Columbia	89,479	71,438	77,854	-20%	-13%

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

Full-time jobs saw slightly larger declines than part-time jobs through 2020, however both have experienced 13% declines from 2019 to 2021. Job losses did not impact all demographics equally, with women and those under the age of 25 feeling the most significant declines.

Table 9: Recreation & Entertainment Sector Change in Employment by Demographics, 2019, 2020, 2021

Demographics	2019	2020	2021	% Change 2020 vs 2019	% Change 2021 vs 2019
Job Status					
Full-time	59,291 (66%)	46,958 (66%)	51,625 (66%)	-21%	-13%
Part-time	30,167 (34%)	24,500 (34%)	26,229 (34%)	-19%	-13%
Permanent and Seasonal⁷					
Permanent	41,417 (46%)	33,250 (47%)	36,853 (47%)	-20%	-11%
Seasonal	9,458 (11%)	4,563 (6%)	5,167 (7%)	-52%	-45%
Casual	5,667 (6%)	3,875 (5%)	3,146 (4%)	-32%	-44%
Temporary	10,021 (11%)	8,583 (12%)	12,021 (14%)	-14%	20%

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

Demographics	2019	2020	2021	% Change 2020 vs 2019	% Change 2021 vs 2019
Sex					
Male	47,375 (53%)	35,938 (50%)	42,438 (55%)	-24%	-10%
Female	42,083 (47%)	35,521 (50%)	35,417 (45%)	-16%	-16%
Age Group					
15 to 24	21,188 (24%)	15,896 (22%)	14,875 (19%)	-25%	-30%
25 to 34	20,458 (23%)	17,750 (25%)	19,438 (25%)	-13%	-5%
35 to 44	16,563 (19%)	13,354 (19%)	16,938 (22%)	-19%	2%
45 to 54	13,625 (15%)	10,208 (14%)	11,854 (15%)	-25%	-13%
55 to 64	12,083 (14%)	9,292 (13%)	9,458 (12%)	-23%	-22%
65 or above	5,542 (6%)	4,958 (7%)	5,292 (7%)	-11%	-5%
Education					
Below high school	7,354 (8%)	3,833 (5%)	5,646 (7%)	-48%	-23%
High school or some post-secondary	28,583 (32%)	21,375 (30%)	18,625 (24%)	-25%	-35%
Degree below bachelor's	26,313 (29%)	22,500 (31%)	25,646 (33%)	-14%	-3%
Bachelor's degree or above	27,208 (30%)	23,750 (33%)	27,937 (36%)	-13%	3%

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

The sector saw 10% declines in average hours worked per employee per week from 2019 to 2020 but have since recovered in 2021. Northern BC experienced the largest declines through both periods. It should be noted that increases to average hours worked per employee in some regions may be attributed to two factors: (1) due to reductions in the number of employees, staff may have to work more hours to manage the workload; and (2) there may be an increased workload related to upholding COVID-19 safety protocols and requirements.

Table 10: Recreation and Entertainment Sector Average Actual Hours Worked Per Week Per Employee

Average Hours worked	2019	2020	2021	% Change 2020 vs 2019	% Change 2021 vs 2019
Region					
Lower Mainland	30	28	31	-7%	3%
Vancouver Island	26	20	25	-23%	-4%
Thompson Okanagan	26	21	27	-19%	4%
Kootenay	22	20	30	-9%	36%
Cariboo	28	24	25	-14%	-11%
Northern BC	28	18	26	-35%	-7%
British Columbia	29	26	29	-10%	0%

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

Average hourly wages in the sector increased compared to 2019 levels during 2020 and 2021, with the exception of the Cariboo which saw declines of 12% and 16% through 2020 and 2021 respectively. It should be noted that the average increase in wages in some region may be attributable to two factors: (1) changes in the distribution of positions within the industry (the industry now has fewer entry level positions and, as a result, higher paid positions now account for a greater percentage of industry employment); and (2) there has been an increase in average wage per position (including entry level positions).

Table 11: Recreation and Entertainment Sector Average Hourly Wage by Region

Average Hourly wage	2019	2020	2021	% Change 2020 vs 2019	% Change 2021 vs 2019
Region					
Lower Mainland	\$25.0	\$30.0	\$30.0	20%	20%
Vancouver Island	\$23.0	\$24.0	\$23.0	4%	0%
Thompson Okanagan	\$19.8	\$21.0	\$27.0	6%	36%
Kootenay	\$19.2	\$21.0	\$21.0	9%	9%
Cariboo	\$25.0	\$22.0	\$21.0	-12%	-16%
Northern BC	\$20.0	\$22.0	\$25.0	10%	25%
British Columbia	\$24.0	\$27.0	\$28.0	13%	17%

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

Of the 262 industry employees surveyed across British Columbia, 50 were in the recreation and entertainment sector. 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 4.2, including 42% 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), their ability to do the work, quality relationships with co-workers, the lifestyle, the sense of fulfilment from doing the work, the work conditions, and the physicality of the work. The major concerns (demotivating aspects of the industry) are the wages, the predictability of how much work will be available, the seasonality of the work, and health & safety concerns which have increased as a result of the pandemic.
- Fifty-six percent of employees surveyed noted that COVID-19 has reduced their interest in working in the industry. Of those surveyed, 66% are relatively optimistic regarding their future work opportunities in the industry, with 38% considering or definitely intending to make the industry a career (i.e. stay in the industry), and 28% considering staying for at least a few more years. On the other hand, 34% are relatively pessimistic, with 24% taking it year-by-year, 6% expecting this year to be their last year, and 4% having left or are about to leave the industry and anticipate that they will not return.

Comparison to Other Tourism & Hospitality Sectors in BC

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

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

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

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

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

*Note: 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.*



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