



THE TOURISM & HOSPITALITY WORKFORCE PROFILE IN THE THOMPSON- OKANAGAN

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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 Thompson-Okanagan 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, 173 employers and 82 employees are in the Thompson-Okanagan.

The Thompson-Okanagan Region

The Thompson-Okanagan provides visitors with numerous recreational, arts, music, agritourism, and sightseeing opportunities. The region experiences hot, dry summers and relatively mild winters, attracting visitors year-round however the majority of visitation takes place in the summer followed by early fall.

There are many lakes, rivers, and mountains in the area, making outdoor recreation activities a major draw including fishing, hiking, boating, house boating, cycling and camping in the summer, and alpine and cross-country skiing as well as snowshoeing in the winter.

The region also boasts a renowned wine industry and world-class golf courses and restaurants, attracting visitors to areas such as Kelowna, Penticton, and Osoyoos and in recent years expanding into the Vernon, Kamloops and Shuswap for wine touring and culinary tourism. The rich heritage and artistic community of the Thompson-Okanagan also make it a prime destination for Indigenous cultural tourism, arts and music events, major sporting events including Ironman Canada, Gran Fondo and other similar race events, festivals, and cultural experiences.

The region offers a wide array of landscapes, from arid grasslands and deserts to densely forested valleys, mountains, and highlands. The variety and landscapes and natural beauty of the region is accessible to visitors through its numerous provincial parks, which attract many visitors each year.

Tourism plays a key role in driving economic activity in the region, supporting the economic development and well-being of both urban centres and rural communities.

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.



The Thompson-Okanagan Region encompasses approximately 71,600 square kilometres of British Columbia's southern interior. The region stretches from the Coast Mountain range in the west to the Monashee Mountain range in the east, northwards up the North Thompson River valley and as far south as US-Canada border. Nearly 550,000 people live in the region, with the most populous centres being Kelowna, Kamloops, Vernon, and Penticton.

Source: Indigenous Tourism BC Labour Market Research – Roots to a Future – Regional Profile - – Thompson Okanagan, 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/>

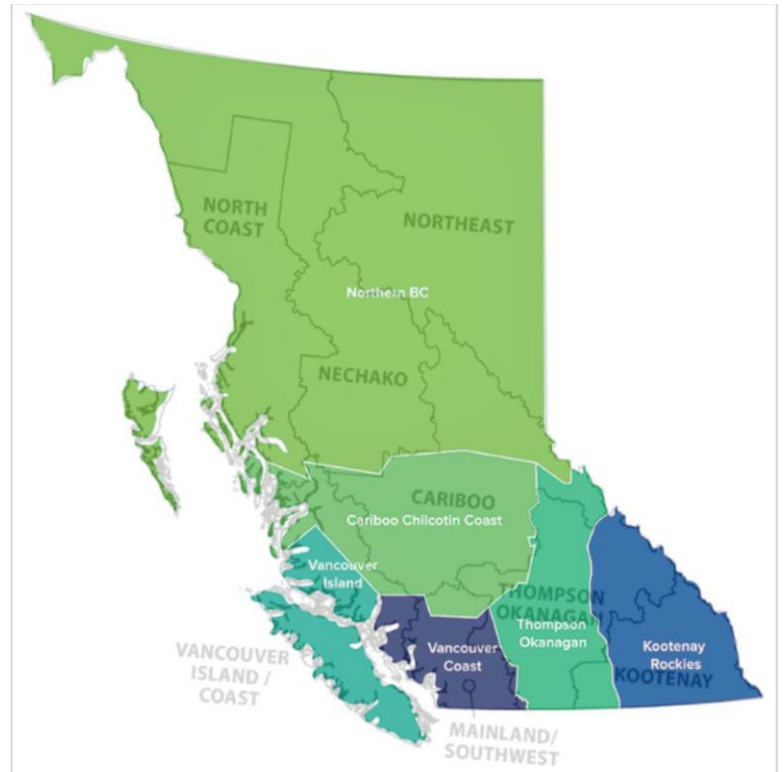
Breakdown of BC's Development and Tourism Regions

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 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.

Characteristics of the Thompson-Okanagan Workforce

The tourism and hospitality industry in the Thompson Okanagan region employed approximately 33,000 people in 2021, of which 47% were employed in the food and beverage sector and 22% in the recreation and entertainment sector. The region accounted for roughly 11% of the total provincial tourism and hospitality workforce (298,250), and its workforce distribution across sectors is similar to the provincial distribution.

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

Sectors ²	Thompson Okanagan		British Columbia	
	#	%	#	%
Accommodation	3,104	9%	29,875	10%
Food and beverage	15,563	47%	133,938	45%
Recreation and entertainment	9,042	22%	77,854	26%
Transportation and travel	5,354	18%	56,583	19%
Total	33,063	100%	298,250	100%

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

In the both the Thompson Okanagan and across BC, the tourism and hospitality industry accounts for approximately 11% of total employment.

Table 2: Tourism and Hospitality vs Total

Employment	Thompson Okanagan	British Columbia
Tourism Employment	33,063	298,250
Overall Employment	292,313	2,655,688
Percent Tourism of Overall Employment	11.3%	11.2%

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

The sex of the regional workforce is relatively evenly divided. Over half of the workforce (56%) is under the age of 35 years and approximately half (49%) of workers have a post-secondary degree diploma.

² 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: Thompson-Okanagan Region Tourism and Hospitality Industry Workforce Demographics, 2021

Demographics	Thompson Okanagan	
Sex	#	%
Male	17,833	54%
Female	15,229	46%
Age Group	#	%
15 to 24	10,480	32%
25 to 34	7,854	24%
35 to 44	5,250	16%
45 to 54	5,354	16%
55 to 64	2,729	8%
65 or above	1,396	4%
Education	#	%
Below high school	5,625	17%
High school or some post-secondary education	11,334	34%
Degree below bachelor's	9,771	30%
Bachelor's degree or above	6,333	19%

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

Approximately 61% of the regional workforce is employed on a full-time basis and 39% are employed part-time. Permanent workers account for 76% of the regional workforce, while 11% are seasonal, temporary, or casual workers. The average wage rate is \$23 per hour and the average hours worked per week is 27.

Table 4: Thompson-Okanagan Region Tourism and Hospitality Industry Demographics, 2021

Demographics	Thompson Okanagan	
Job Status	#	%
Full-time	20,209	61%
Part-time	12,854	39%
Permanent and Seasonal³	#	%
Permanent	25,000	76%
Seasonal	1,458	4%
Casual	1,292	4%
Temporary	1,125	3%
Other	0	0%
N/A	4,188	13%
Avg hours worked per week per Individual	27	
Avg Hourly Wage⁴	\$23	

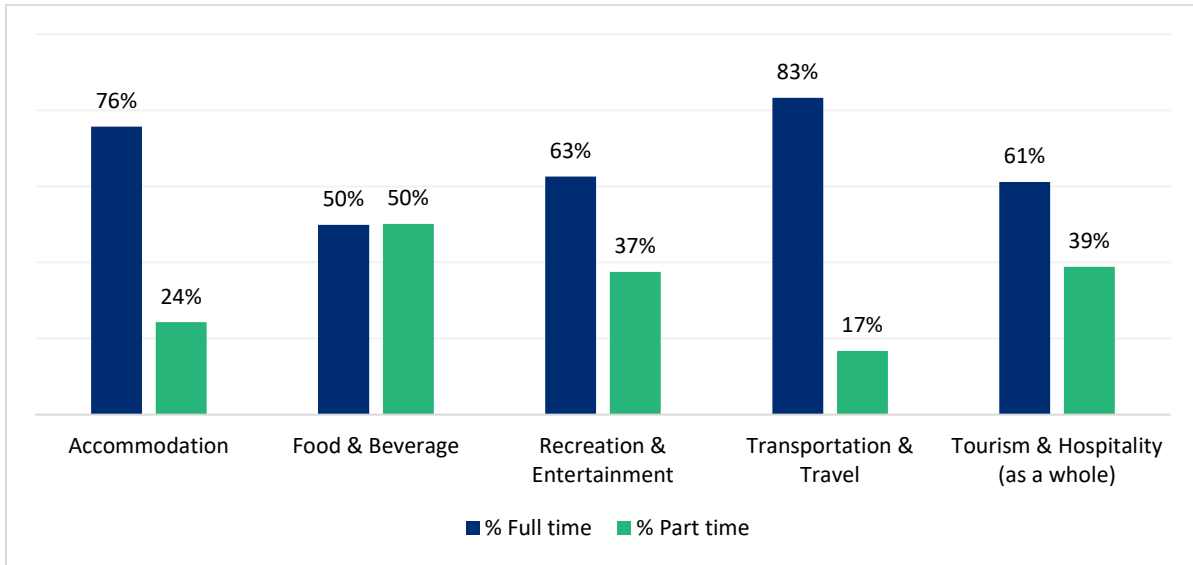
Note: The LFS data in this table are annual averages.

The transportation and travel sector has the highest percentage of full-time workers (83%) and the food and beverage sector has the highest percentage of part-time workers (50%). The transportation and travel sector also has the highest percentage of permanent employees (89%), while the recreation and entertainment sector has the highest percentage of seasonal employees (11%). The accommodation sector has the highest concentration of female workers (70%) and the transportation and travel sector has the highest concentration of male workers (87%). The majority (86%) of the accommodation sector has a post-secondary degree or diploma, while two thirds (67%) of the food and beverage sector does not. The food and beverage sector also has the youngest workforce with 51% of its workers being between 15 and 24 years of age, while the accommodation sector is the oldest with 54% of its workers being 45 or older. Employees in the accommodation sector work the most hours per week at an average of 37 hours per employee, while the transportation and travel sector has the highest average hourly wage at \$34 per hour.

³ 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.

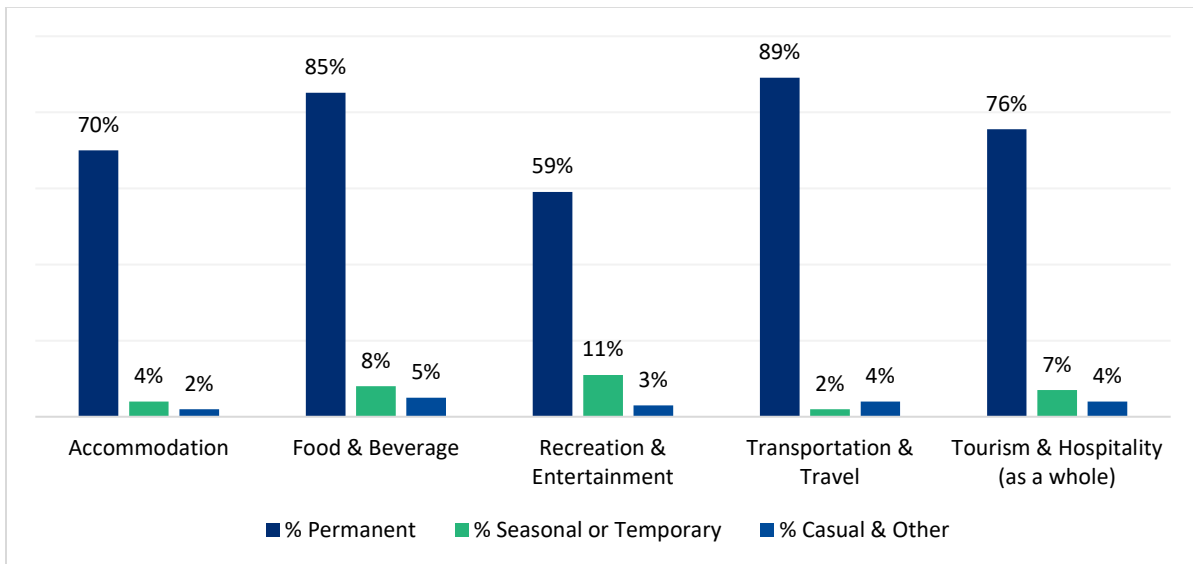
⁴ Includes tips and commissions.

Chart 1: Thompson-Okanagan Region Job Status by Sector, 2021



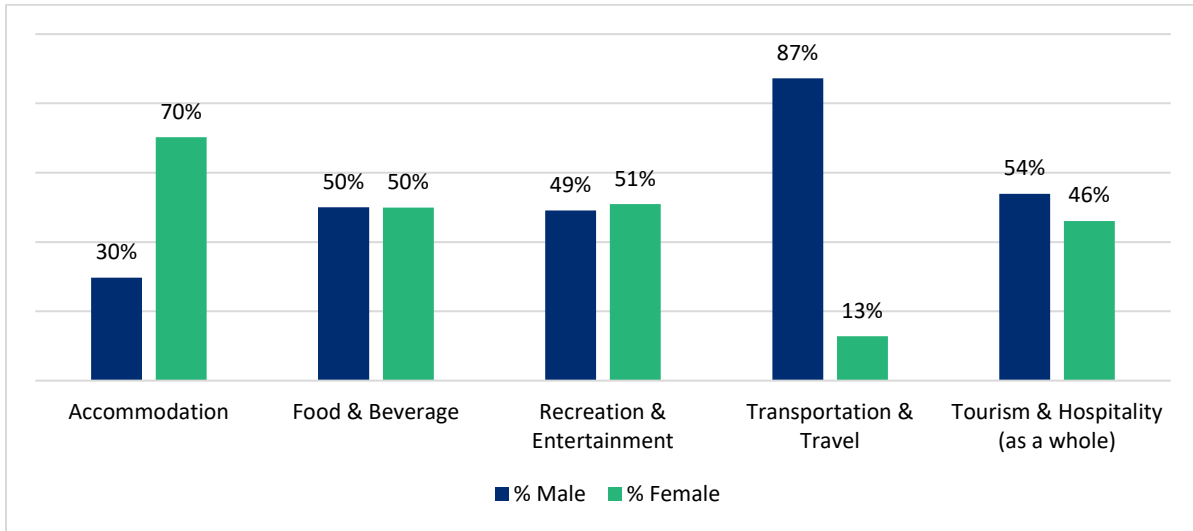
Note: The LFS data in this chart are annual averages.

Chart 2: Thompson-Okanagan Region Employee Type by Sector, 2021



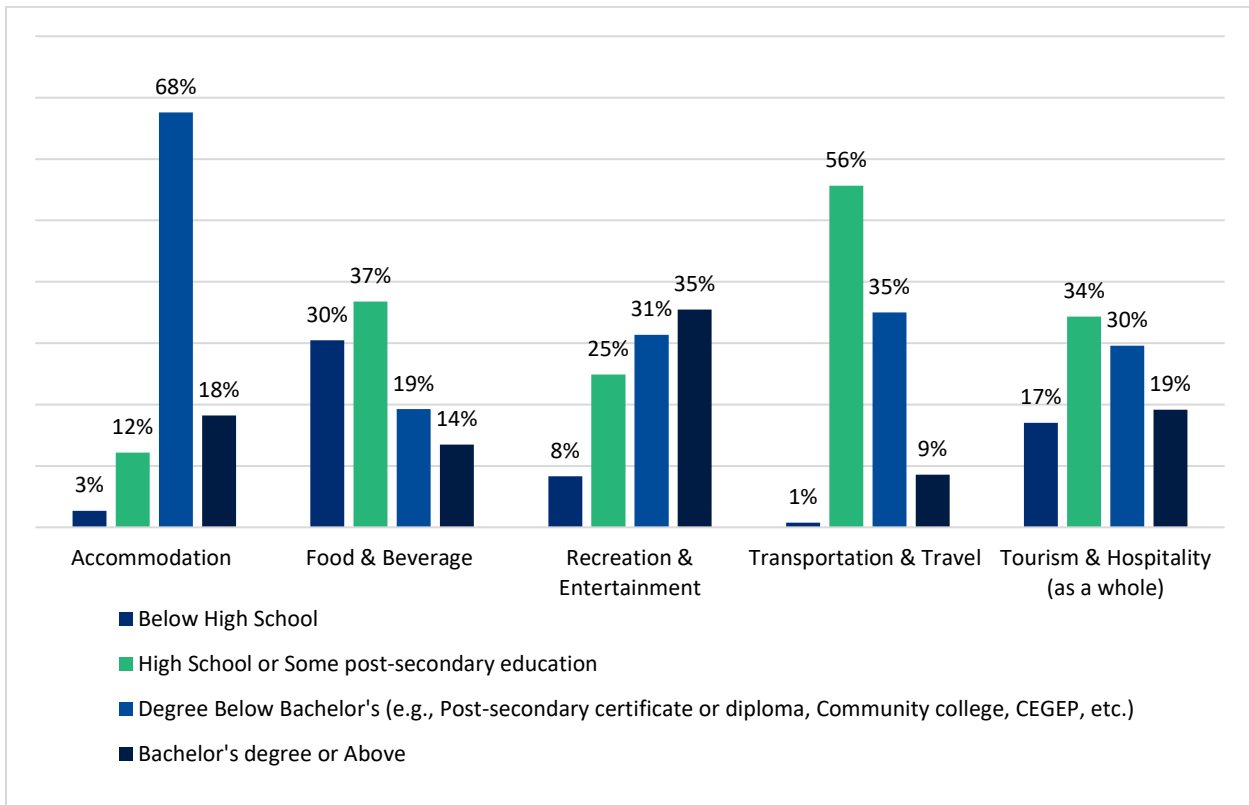
Note: The LFS data in this chart are annual averages.

Chart 3: Thompson-Okanagan Region Workforce Sex by Sector, 2021



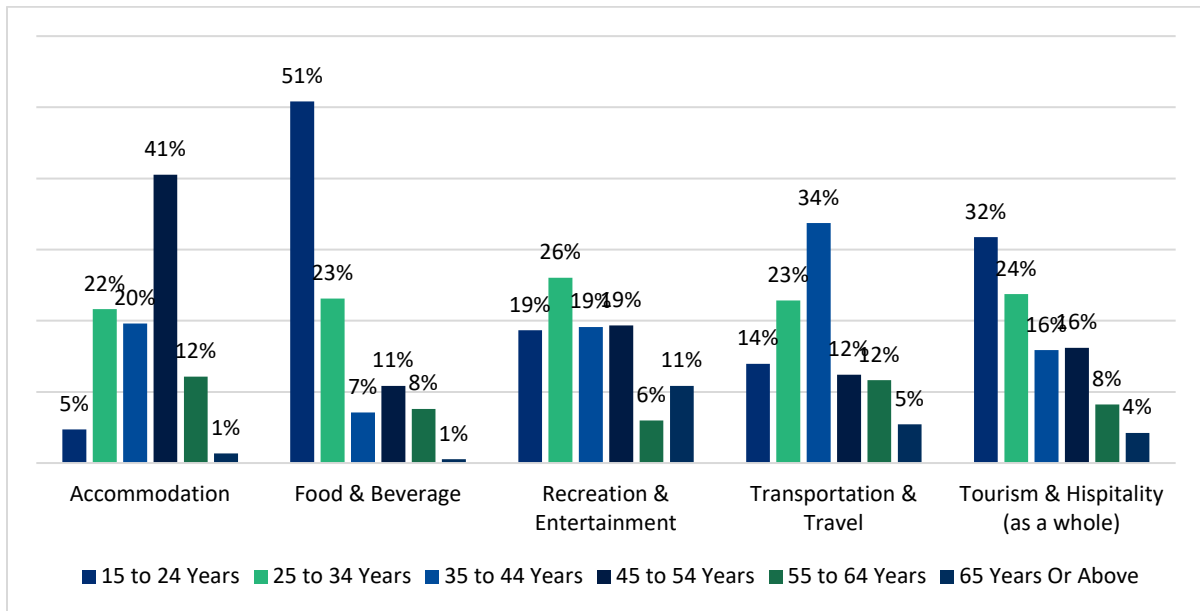
Note: The LFS data in this chart are annual averages.

Chart 4: Thompson-Okanagan Region Workforce Education Level by Sector



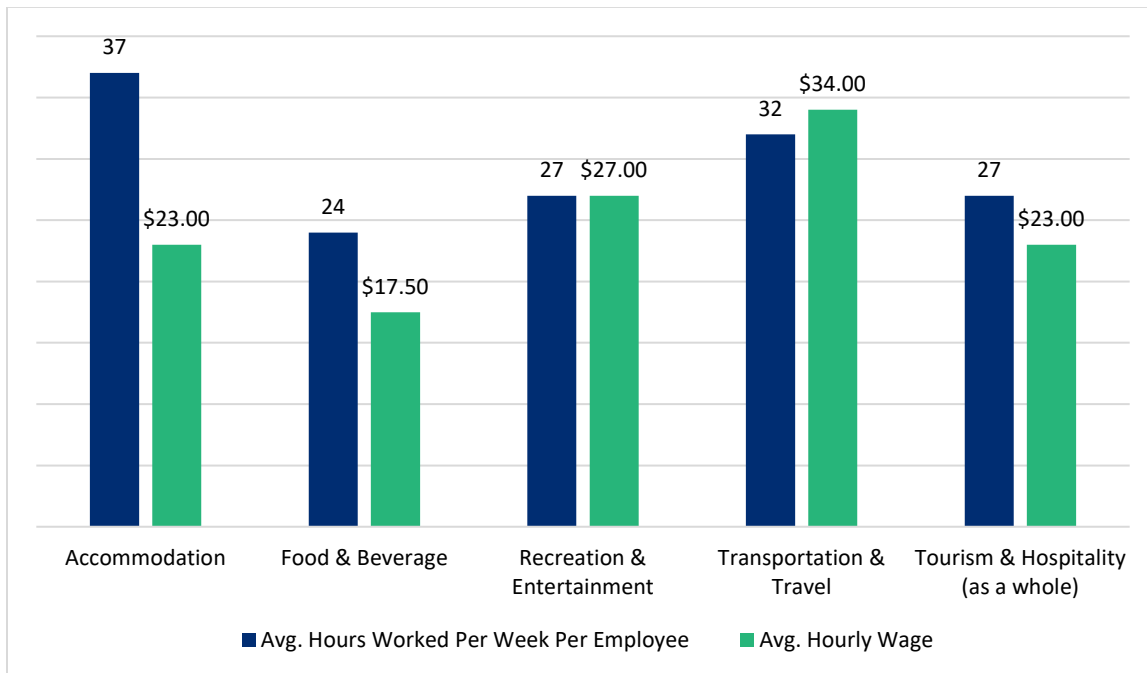
Note: The LFS data in this chart are annual averages.

Chart 5: Thompson-Okanagan Region Workforce by Age Groups



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

Chart 6: Thompson-Okanagan Region Average Hours Worked and Wages by Sector, 2021



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

According to Statistics Canada's 2016 Census, approximately 9% of the Thompson Okanagan's tourism and hospitality industry are Indigenous, roughly 3% higher than the provincial industry average (6%), and 4% higher than the provincial population (30%). However, only 13% are members of a visible minority, 17% lower than the provincial industry workforce average (35%), and 12% lower than the provincial population (30%). The accommodation sector has the highest percent of workers who are immigrants to Canada (18%) and people whose mother tongue is not English or French (17%).

Table 5: Ethnicity, Immigration, and Mother Tongue in the Thompson-Okanagan Region Workforce. 2016

Selected Characteristics	Accommodation		Food & Beverage		Recreation & Entertainment		Transportation & Travel		Tourism & Hospitality		BC Population	
	#	%	#	%	#	%	#	%	#	%	#	%
Labour Force	5,905	100%	18,255	100%	8,015	100%	4,840	100%	37,015	100%	2,471,670	100%
Indigenous Status												
Indigenous	540	9%	1,780	10%	545	7%	380	8%	3,245	9%	127,890	5%
Non-Indigenous	5,365	91%	16,475	90%	7,470	93%	4,460	92%	33,770	91%	2,343,780	95%
Visible Minority Status												
Visible Minority	875	15%	3,105	17%	355	4%	310	6%	4,645	13%	729,580	30%
Not a Visible Minority	5,030	85%	15,150	83%	7,660	96%	4,530	94%	32,370	87%	1,742,090	70%
Immigration Status												
Non-immigrant	4,570	77%	15,080	83%	7,215	90%	4,155	86%	31,020	84%	1,679,060	68%
Immigrant	1,080	18%	2,595	14%	730	9%	655	14%	5,060	14%	741,165	30%
Non-permanent residents	255	4%	580	3%	70	1%	30	0.6%	935	2%	51,445	2%
Mother Tongue												
English	4,725	80%	15,250	84%	7,345	92%	4,160	86%	31,480	85%	1,704,780	69%
French	130	2%	185	1%	175	2%	125	3%	615	2%	33,160	1%
Non-official language	985	17%	2,650	15%	445	6%	495	10%	4,575	12%	681,940	28%
Other	65	1%	170	0.9%	50	0.6%	60	1%	345	1%	51,790	2%

Source: Custom Tabulation, 2016 Census, Statistics Canada.

The following table shows the region's leading occupations, the primary sector in which they are employed, and some of the common training and certification/education requirement. 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 Thompson-Okanagan Region Workforce, 2021

NOC	Occupation Title	Certification/Training Requirements	Primary sector**	Employment
632	Chefs and cooks	<ul style="list-style-type: none"> ▪ Cook's trade certification ▪ Chef's Red Seal Certification 	Food and Beverage services	6,146
671	Food counter attendants	<ul style="list-style-type: none"> ▪ On the job training 	Food and Beverage services	4,646
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	4,479
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	3,208
525	Athletes, coaches, referees and related occupations	<ul style="list-style-type: none"> ▪ Extensive sport related training ▪ Coaching and refereeing certificates 	Recreation and Entertainment	1,375
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	1,250
512	Writing, translating and related communications professionals	<ul style="list-style-type: none"> ▪ Related post-secondary degree 	Recreation and Entertainment	1,167
112	Human resources professionals	<ul style="list-style-type: none"> ▪ Related post-secondary degree or diploma 	Transportation and Travel services	1,083
513	Creative and performing artists	<ul style="list-style-type: none"> ▪ Related post-secondary degree or diploma ▪ Extensive practical experience and training 	Recreation and Entertainment	792
672	Support occupations in accommodation, travel and amusement services	<ul style="list-style-type: none"> ▪ On the job training 	Recreation and Entertainment	729
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	729
652	Occupations in travel and accommodation	<ul style="list-style-type: none"> ▪ Related post-secondary diploma ▪ On the job training 	Accommodation	708

NOC	Occupation Title	Certification/Training Requirements	Primary sector**	Employment
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	688
661	Cashiers	<ul style="list-style-type: none"> On the job training 	Food and Beverage services	521
731	Machinery and transportation equipment mechanics (except motor vehicle)	<ul style="list-style-type: none"> Related post-secondary diploma or certification such as a trade certification or Red Seal Certification 	Transportation and Travel	521
745	Material handlers	<ul style="list-style-type: none"> On the job training 	Recreation and Entertainment	-*
141	General office workers	<ul style="list-style-type: none"> Related post-secondary degree or diploma 	Transportation and Travel Services	-*
226	Other technical inspectors and regulatory officers	<ul style="list-style-type: none"> Related post-secondary degree, diploma or certificates Additional applied training and certifications 	Recreation and Entertainment	-*
714	Facility operation managers	<ul style="list-style-type: none"> Related post-secondary diploma Equivalent job experience 	Recreation and Entertainment	-*
621	Retail sales supervisors	<ul style="list-style-type: none"> Previous retail sales experience as a retail salesperson or salesclerk, cashier, telemarketer, door-to-door salesperson or rental agent may be required 	Accommodation	-*

*Note: The LFS data in this table are annual averages. *Employment counts are 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 (60%) of the regional tourism and hospitality workforce have been employed in their current or latest job for less than five years, while 25% having been in their position for five to ten years. The average experience level of the regional tourism and hospitality workforce is slightly less than the provincial average.

Table 7: Thompson-Okanagan Region Tourism and Hospitality Workforce Experience, 2021

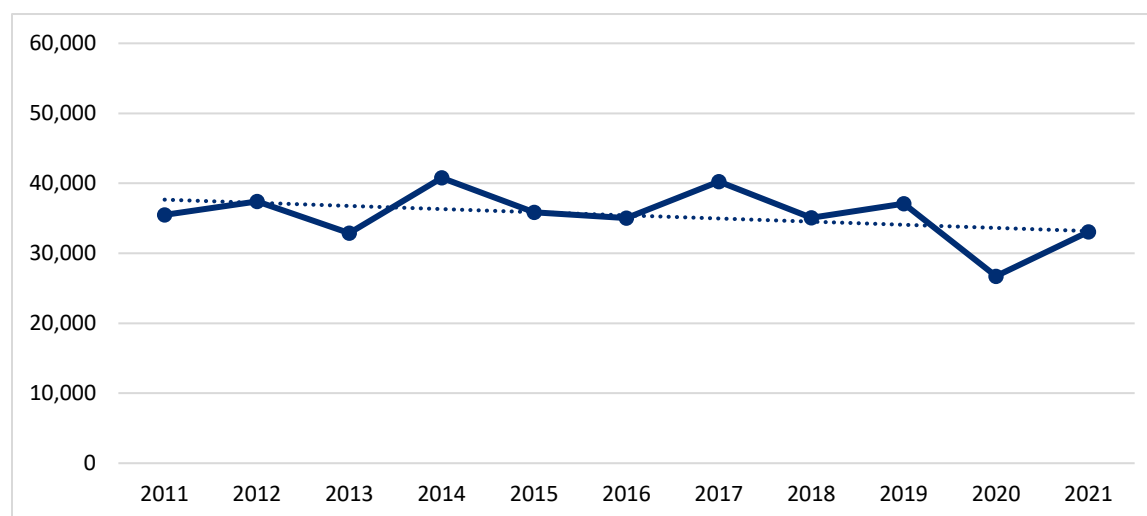
Length of Employment	Thompson Okanagan		British Columbia	
	#	%	#	%
Less than 1 year	5,854	18%	54,188	18%
2 to 4 years	13,772	42%	133,354	45%
5 to 7 years	6,521	20%	35,104	12%
8 to 10 years	1,667	5%	22,042	7%
11 to 15 years	3,250	10%	20,938	7%
16 to 20 years	1,042	3%	9,854	3%
Over 20 years	958	2%	22,772	8%
Total	33,063	100%	298,250	100%
Avg. Length	6.1 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 downward from 2011 to 2021, with an average of 33,000 employees per month in 2021 compared to 36,000 in 2011. The compounded annual growth rate was -1% over the ten-year period from 2011 to 2021.

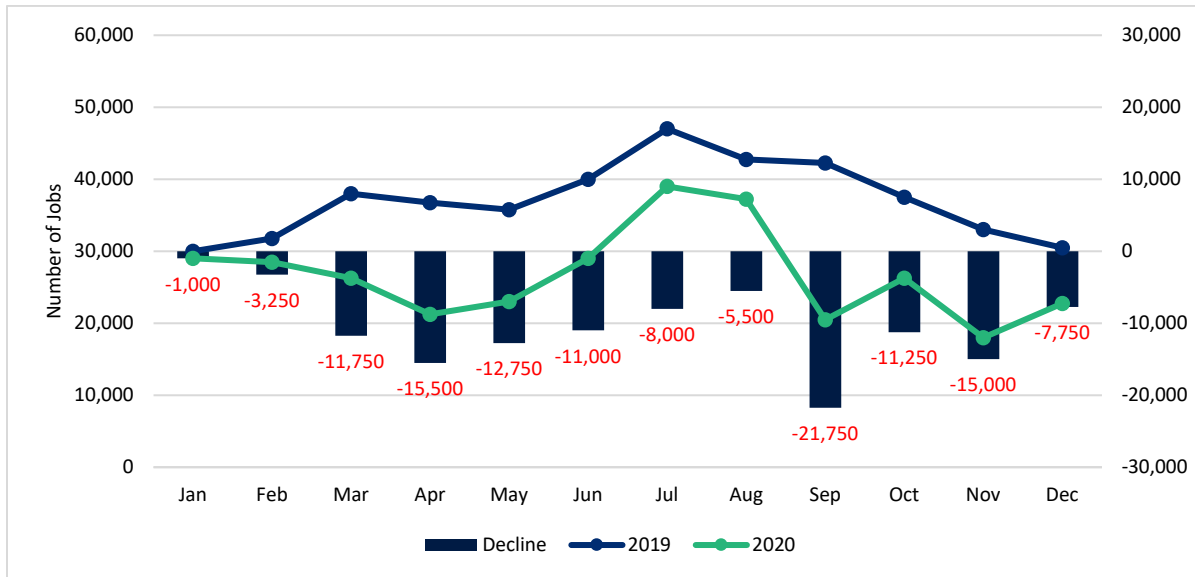
Chart 7: Thompson-Okanagan Region Tourism and Hospitality Workforce, 2011 - 2021



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 September when there were 21,750 fewer jobs filled.

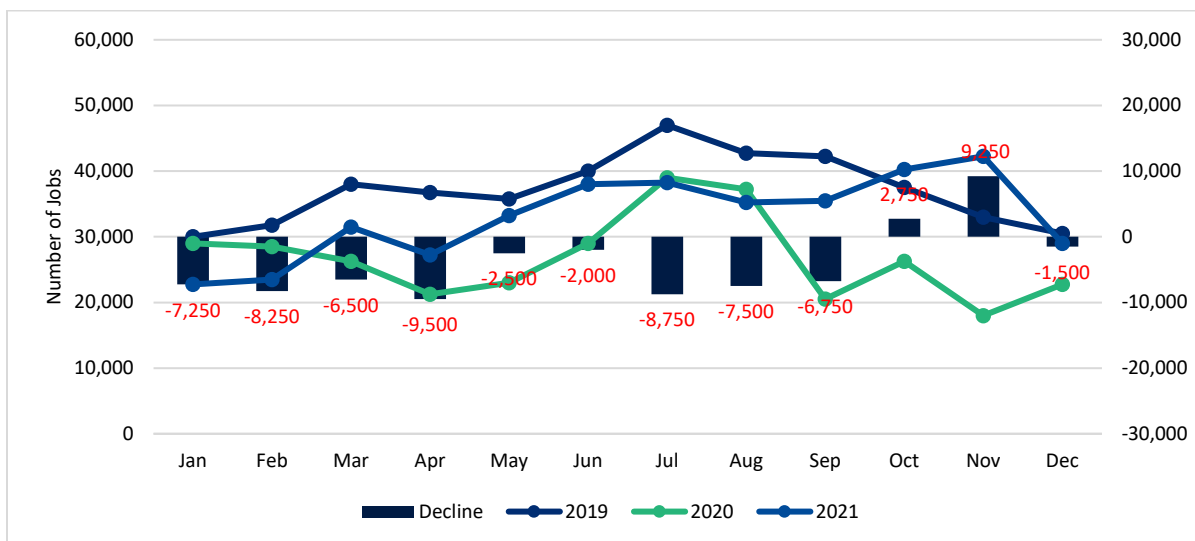
Chart 8: Thompson-Okanagan Region Monthly Decline in Tourism and Hospitality Employment, 2020 vs. 2019



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

Employment numbers recovered somewhat through 2021 but remained lower than 2019 levels from January until September. However, from October to December numbers met or exceeded 2019 levels, reaching a high point in November when there were 9,250 more jobs filled.

Chart 9: Thompson-Okanagan 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 28% decline in employment levels between 2019 and 2020 with the food and beverage sector seeing the largest decline (36%). The industry has recovered somewhat in 2021 with total employment levels remaining 11% lower than

in 2019, and both the recreation and entertainment and transportation and travel sectors surpassing 2019 employment levels.

Table 8: Thompson-Okanagan Region Change in Employment by Sector, 2019, 2020, 2021

Employment	2019	2020	2021	% Change 2020 vs 2019	% Change 2021 vs 2019
Sector					
Accommodation	4,688	4,896	3,104	4%	-34%
Food and Beverage	18,938	12,188	15,563	-36%	-18%
Recreation and Entertainment	8,229	5,813	9,042	-29%	10%
Transportation and Travel	5,208	3,833	5,354	-26%	3%
Total	37,104	26,729	33,063	-28%	-11%

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

Part-time jobs saw larger declines than full-time jobs, falling by 34% from 2019 to 2020. Full-time jobs saw an initial decline of 23% from 2019 to 2020 but have since recovered to 1% above 2019 levels. Job losses did not impact all demographics equally, with women and those aged 65 or older feeling the most significant declines.

Table 9: Thompson-Okanagan 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	19,958 (54%)	15,438 (58%)	20,209 (61%)	-23%	1%
Part-time	17,125 (46%)	11,292 (42%)	12,854 (39%)	-34%	-25%
Permanent and Seasonal⁵					
Permanent	22,708 (61%)	19,958 (75%)	25,000 (76%)	-12%	10%
Seasonal	2,583 (7%)	2,292 (9%)	1,458 (4%)	-11%	-44%
Casual	3,229 (9%)	1,667 (6%)	1,292 (4%)	-48%	-60%
Temporary	1,854 (5%)	375 (1%)	1,125 (3%)	-80%	-39%
Sex					

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
Male	16,667 (45%)	13,480 (50%)	17,833 (55%)	-19%	7%
Female	20,396 (55%)	13,250 (50%)	15,229 (45%)	-35%	-25%
Age Group					
15 to 24	14,969 (40%)	10,279 (38%)	10,480 (32%)	-31%	-30%
25 to 34	5,229 (14%)	4,313 (16%)	7,854 (24%)	-18%	50%
35 to 44	6,928 (19%)	3,344 (13%)	5,250 (16%)	-52%	-24%
45 to 54	3,396 (9%)	3,740 (14%)	5,354 (16%)	10%	58%
55 to 64	3,875 (10%)	3,907 (15%)	2,729 (8%)	1%	-30%
65 or above	2,667 (7%)	1,146 (4%)	1,396 (4%)	-57%	-48%
Education					
Below high school	6,958 (19%)	4,708 (18%)	5,625 (17%)	-32%	-19%
High school or some post- secondary	14,104 (38%)	10,313 (39%)	11,334 (34%)	-27%	-20%
Degree below bachelor's	11,000 (30%)	9,125 (33%)	9,771 (30%)	-17%	-11%
Bachelor's degree or above	5,000 (13%)	2,583 (10%)	6,333 (19%)	-48%	27%

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

The food and beverage sector has seen the largest decline in average hours worked per employee, dropping 8% from 2019 to 2021. The accommodation sector experienced a 37% increase over the same period. Overall, industry average hours worked per employee have recovered back to 2019 levels. 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: Thompson-Okanagan 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	27	29	37	7%	37%
Food and Beverage	26	22	24	-15%	-8%
Recreation and Entertainment	26	21	27	-19%	4%
Transportation and Travel	32	45	32	41%	0%
Total	27	26	27	-4%	0%

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

Average hourly wages for the regional tourism and hospitality industry increased by 9% from 2019 to 2020, and 25% from 2019 to 2021, with the accommodation sector seeing the largest gains (41%). It should be noted that the average increase in wages in some region may be attributable to two factors: (1) changes in the distribution of positions within the industry (the industry now has fewer entry level positions and, as a result, higher paid positions now account for a greater percentage of industry employment); and (2) there has been an increase in average wage per position (including entry level positions).

Table 11: Thompson-Okanagan Region Average Hourly Wage by Sector

Average Hourly wage ⁶	2019	2020	2021	% Change 2020 vs 2019	% Change 2021 vs 2019
Sector					
Accommodation	\$16.3	\$20.0	\$23.0	23%	41%
Food and Beverage	\$15.2	\$16.5	\$17.5	9%	15%
Recreation and Entertainment	\$19.8	\$21.0	\$27.0	6%	36%
Transportation and Travel	\$30.0	\$31.0	\$34.0	3%	13%
Total	\$18.4	\$20.0	\$23.0	9%	25%

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

Of the 262 industry employees surveyed across British Columbia⁷, 82 were in the Thompson Okanagan. 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 3.8, including 25% who are very satisfied.
- Relative to other industries, employees are motivated to work in the industry by their quality relationships with co-workers, their ability to do the work, the work setting (e.g. in a

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).

tourism area), the sense of fulfilment from doing the work, the work conditions, and the lifestyle. The major concerns (demotivating aspects of the industry) are the wages, the predictability of how much work will be available, the seasonality of the work, and health & safety concerns which have increased as a result of the pandemic.

- Sixty percent of employees surveyed noted that COVID-19 has reduced their interest in working in the industry. Of those surveyed, 45% are relatively optimistic regarding their future work opportunities in the industry, with 23% considering or definitely intending to make the industry a career (i.e. stay in the industry), and 22% considering staying for at least a few more years. On the other hand, 55% are relatively pessimistic, with 44% taking it year-by-year, 6% expecting this year to be their last year, 4% having left or are about to leave the industry and anticipate that they will not return, and 1% indicating that they are staying for now but expect to return to school or move sometime in the near future.

Comparison to Other Regions in BC

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

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

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

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

Note: The LFS data in this table are annual averages. **"Impact on Employment" indicates the percentage change in employment numbers between 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

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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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