



THE TOURISM & HOSPITALITY WORKFORCE PROFILE OF THE TRANSPORTATION & TRAVEL 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 transport and travel 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, 26 employers and 45 employees work in the transport and travel sector.

The Transportation & Travel Sector.

The transportation and travel sector includes businesses whose primary function is to provide either for hire or scheduled transportation services via land, water, or air, or transportation information and booking services to their customers. For example, this sector includes companies that provide scheduled and charter air travel, rail transportation, scheduled or charter boat or ferry services, scheduled or charter bus services, taxis and limousines, urban transit systems, automotive rental or leasing, scenic and sightseeing transportation, and travel arrangements and booking agents².

As of 2018, the transportation and travel sector employed over 46,000 people in BC, accounting for approximately 15% of tourism related jobs. Prior to the COVID-19 pandemic it was expected that the sector would grow at an average annual rate of 1.2% with over 19,000 new job openings anticipated between 2018 and 2028³. However, with travel restrictions and other health and safety measures in response to the pandemic, the transportation and travel sector has experienced reduced capacity and business activity.

The transportation and travel sector is a crucial part of BC's tourism industry as it not only allows visitors to move around the province, but due to BC's great natural beauty and vast size, it serves as a way for travelers to enjoy the journey and becomes a part of the experience itself⁴. Given the remote nature of many areas of BC, transportation services such as planes, ferries, and trains can allow visitors to see and experience some of the rugged wilderness that BC has to offer without the added difficulty of driving on remote roads or covering long distances on foot. Services such as BC Ferries or the Rocky Mountaineer passenger train allow visitors and locals alike to view wildlife like orcas, seals, eagles, elk, big horn sheep, and bears all in a comfortable and safe setting.

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 BC Tourism and Hospitality Labour Market Information – Employment Tracker, go2hr, 2022. <https://www.go2hr.ca/bc-tourism-and-hospitality-labour-market-information-employment-tracker>

³ Transportation, go2hr, 2022. <https://www.go2hr.ca/getting-know-bcs-tourism-industry/what-is-tourism/transportation-2>

⁴ Transportation, go2hr, 2022. <https://www.go2hr.ca/getting-know-bcs-tourism-industry/what-is-tourism/transportation-2>

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 transportation and travel sector. Those NAICs codes are:



- 4811: Scheduled air transport
- 4812: Non-scheduled air transport
- 4821: Rail transport
- 4831: Deep sea, coastal and great lakes water transportation
- 4832: Inland water transportation
- 4851: Urban transit systems
- 4852: Interurban and rural bus transportation
- 4853: Taxi and limousine service
- 4854: School and employee bus transportation
- 4855: Charter bus industry
- 4859: Other transit and ground passenger transportation
- 4871: Scenic and sightseeing transportation - land
- 4872: Scenic and sightseeing transportation - water
- 4879: Scenic and sightseeing transportation - other
- 5321: Automotive equipment rental leasing
- 5615: Travel arrangement and reservation services

Note: Any business is assigned to only one NAICs code, corresponding to the industry classification from which it generates its greatest revenues. NAICs Codes can be found at the following link:

<https://www23.statcan.gc.ca/imdb/p3VD.pl?Function=getVD&TVD=380372>

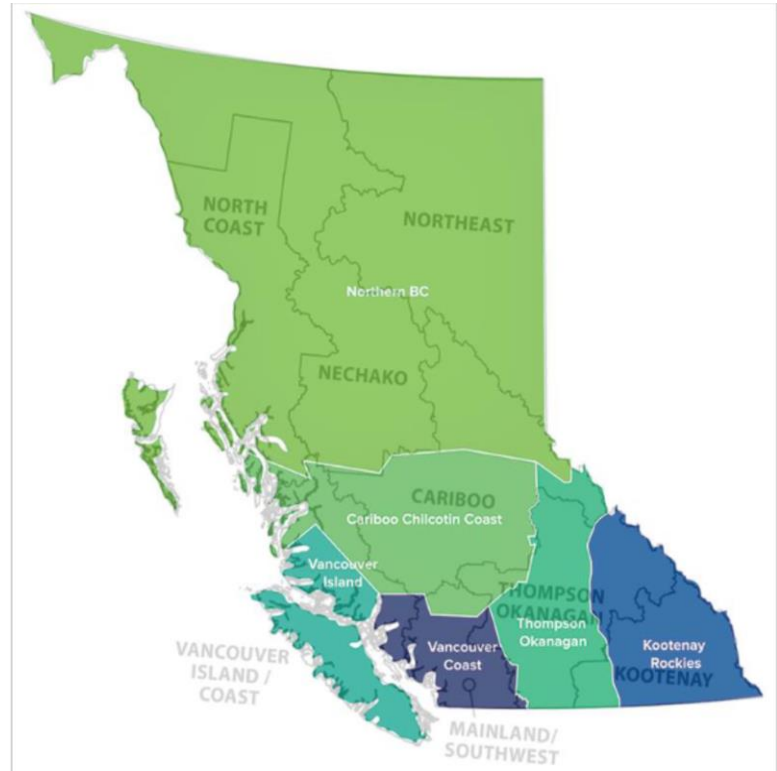
Breakdown of BC's Development and Tourism Regions

There are eight development regions in BC. However, this 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 Transportation & Travel Sector Workforce

The transportation and travel sector employed approximately 57,000 in 2021, of which 69% are located in the Lower Mainland, 16% in the Vancouver Island region, and 10% in the Thompson Okanagan and Kootenays. The workforce distribution across regions is similar to the industry distribution.

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

Region	Transportation & Travel		Tourism and Hospitality	
	#	%	#	%
Lower Mainland	39,000	69%	192,104	64%
Vancouver Island	8,750	16%	47,563	16%
Thompson Okanagan and Kootenay	5,562	10%	41,105	14%
Cariboo	1,396	2%	8,542	3%
Northern BC	1,875	3%	8,938	3%
British Columbia	56,583	100%	298,250	100%

Note: The LFS data in this table are annual averages. The Thompson Okanagan and Kootenay regions have been combined for reporting purposes due to the high probability of sampling bias resulting from the relatively small sample size of the transportation and travel sector in the Kootenay region.

The sector accounts for 19% of the total provincial tourism and hospitality workforce, and 2% of the total provincial workforce. The contribution of the sector to provincial employment is the same as the national average.

Table 2: Transportation & Travel vs Tourism and Hospitality, 2021

Employment	British Columbia	Canada
Transportation & Travel Employment	56,583	333,042
Tourism Employment	298,250	1,662,646
Overall Employment	2,655,688	18,865,438
% Tourism of Overall	11%	9%
% Transportation & Travel of Overall	2%	2%
% Transportation & Travel of Tourism	19%	20%

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

The sex of the sector's workforce is not evenly divided, as the majority (72%) of workers identify as male. The age of the workforce is relatively evenly divided across age groups, and 64% have a post-secondary diploma or degree.

Table 3: Tourism and Hospitality Industry Workforce Demographics, 2021

Demographics	Transport & Travel	
Sex	#	%
Male	40,510	72%
Female	16,073	28%
Age Group	#	%
15 to 24	2,646	5%
25 to 34	8,792	16%
35 to 44	13,781	24%
45 to 54	16,385	29%
55 to 64	11,042	20%
65 or above	3,938	7%
Education	#	%
Below high school	1,833	3%
High school or some post-secondary education	18,489	33%
Degree below bachelor's	20,739	37%
Bachelor's degree or above	15,521	27%

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

Most (84%) of the workforce is employed full time, and three quarters (75%) hold permanent positions. Employees in the sector work an average of 34 hours per week and are paid an average of \$33 per hour.

Table 4: Transportation & Travel Sector Demographics, 2021

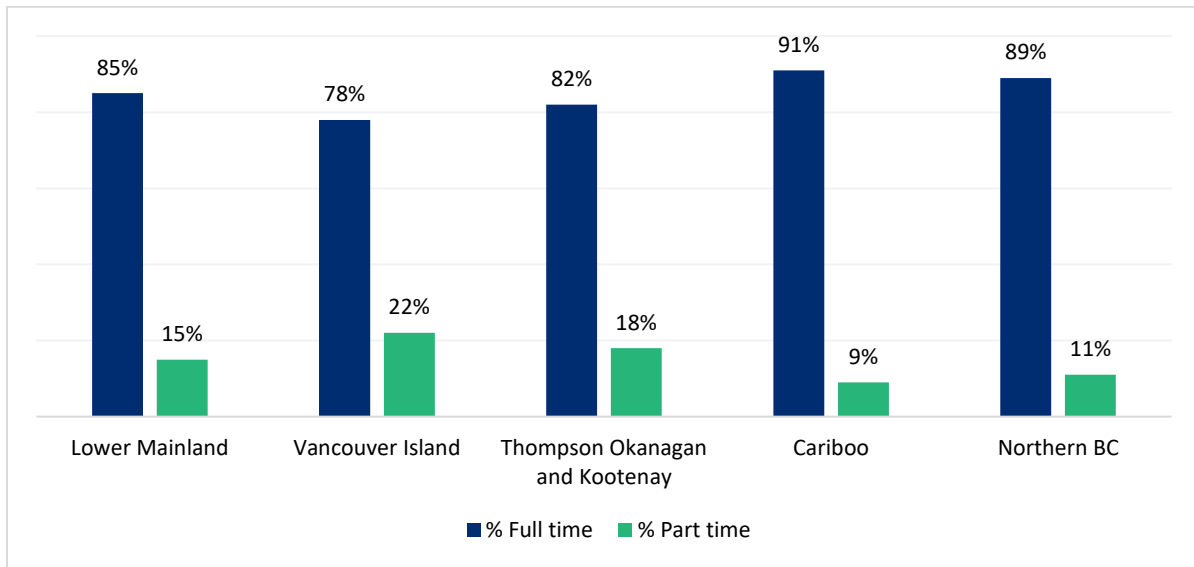
Demographics	Transportation & Travel	
Job Status	#	%
Full-time	47,448	84%
Part-time	9,135	16%
Permanent and Seasonal⁵	#	%
Permanent	42,645	75%
Seasonal	833	1.5%
Casual	771	1.4%
Temporary	2,375	4%
Other	0	0%
N/A	9,959	18%
Avg hours worked per week per Individual	34	
Avg Hourly Wage	\$33	

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

The Cariboo region has the highest percentage of full-time workers at 91% and Vancouver Island has the highest percentage of part-time workers at 22%. In each region the majority of employees hold permanent positions, with the Cariboo employing the highest percentage of permanent workers (95%). The Lower Mainland employees the highest percentage of seasonal workers (6%). There are significantly more males working in the sector in each region, with the highest sex inequality occurring in the Thompson Okanagan and Kootenay region where only 13% of the workforce identify as female. The education level in the sector is relatively high, with the vast majority of employees in every region holding at least a high school education. The workforce in the Cariboo is the most educated as 74% of employees in the region have a post-secondary diploma or degree. Age distribution in the sector is relatively even except in Northern BC where 40% of employees are between 25 and 34. Workers in Northern BC work the most hours, averaging 41 hours per week, and workers in the Cariboo receive the highest wages at \$38 per hour.

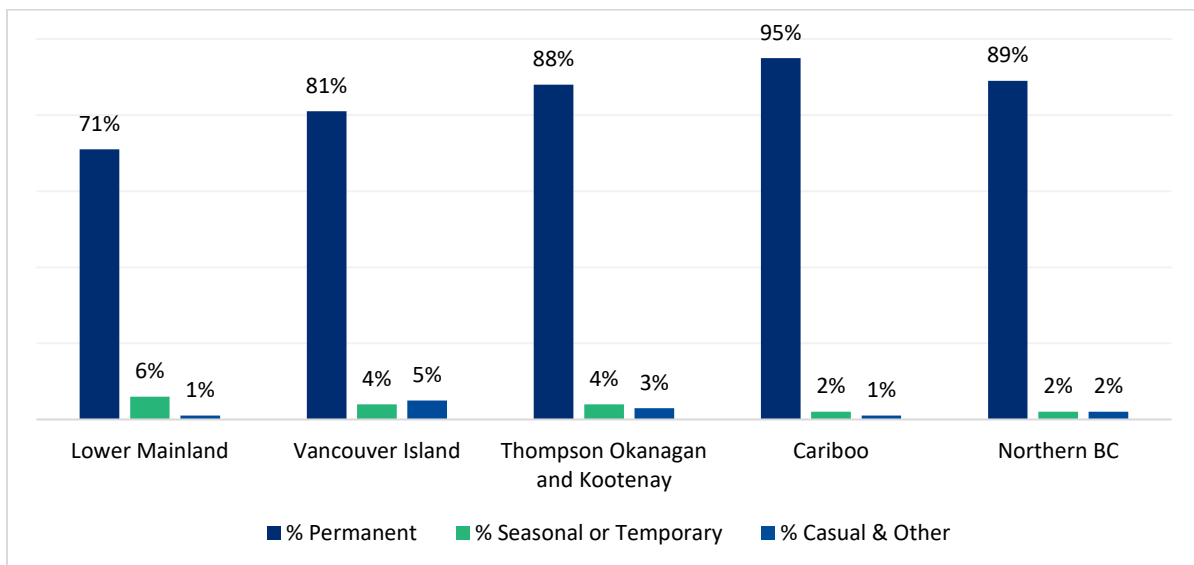
⁵ Permanent= indefinite employment position; Seasonal=steady work, but not for all months of the year; Casual= work only when needed or on-call; Temporary= non-permanent position.

Chart 1: Transportation & Travel Sector Job Status by Region, 2021



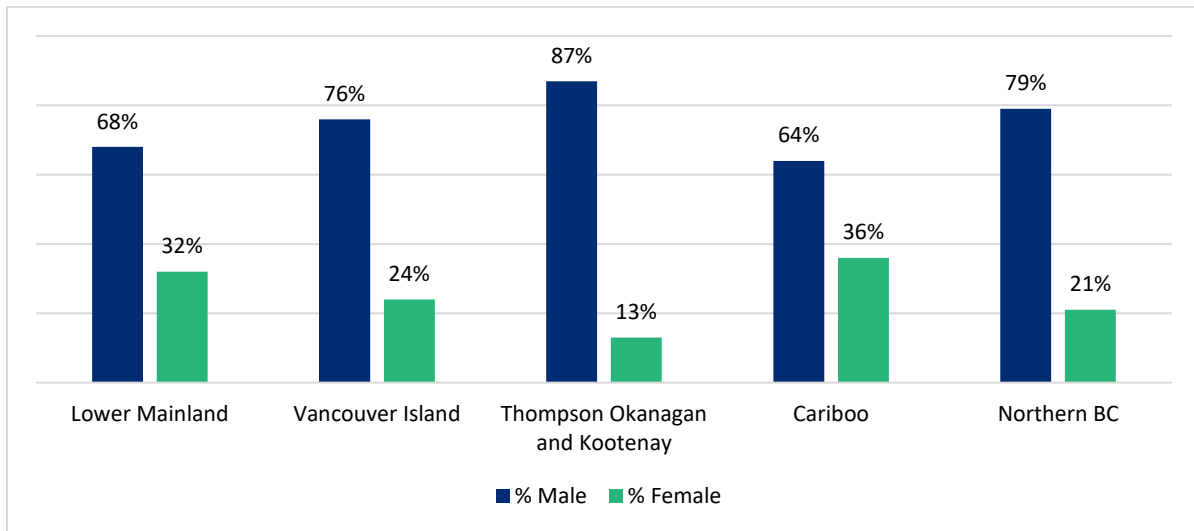
Note: The LFS data in this chart are annual averages. The Thompson Okanagan and Kootenay regions were combined to reduce the risk of sampling bias resulting from the relatively small sample size of the Kootenay region's transportation and travel sector. Sector weightings for percentage calculations are representative of relative sample size.

Chart 2: Transportation & Travel Sector Employee Type by Region, 2021



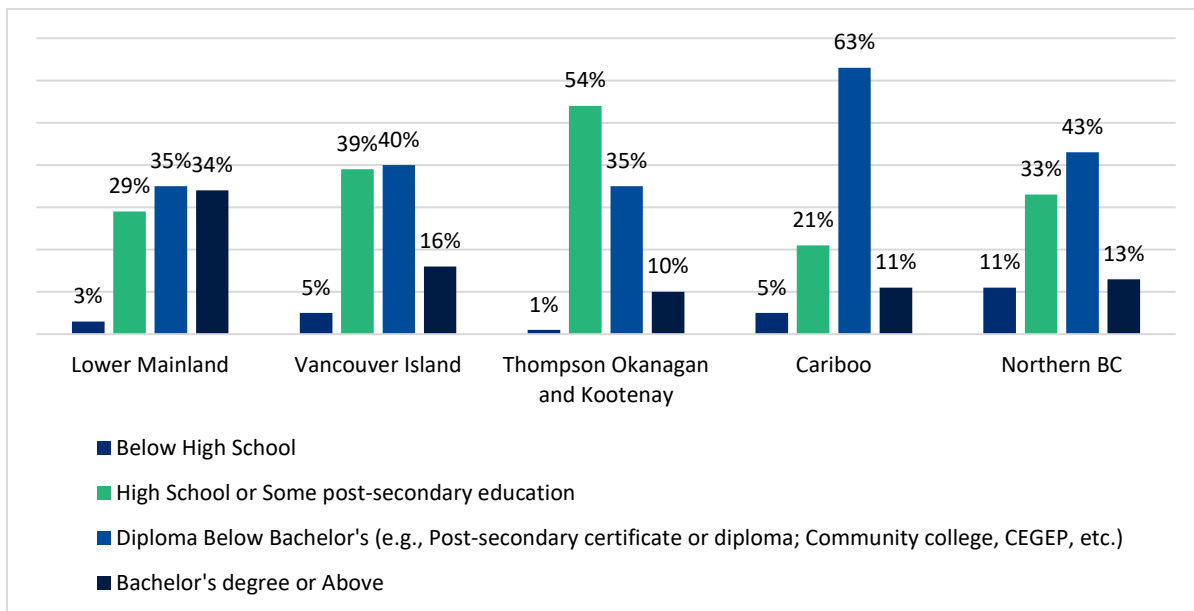
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Chart 3: Transportation & Travel Sector Workforce Sex by Sector, 2021



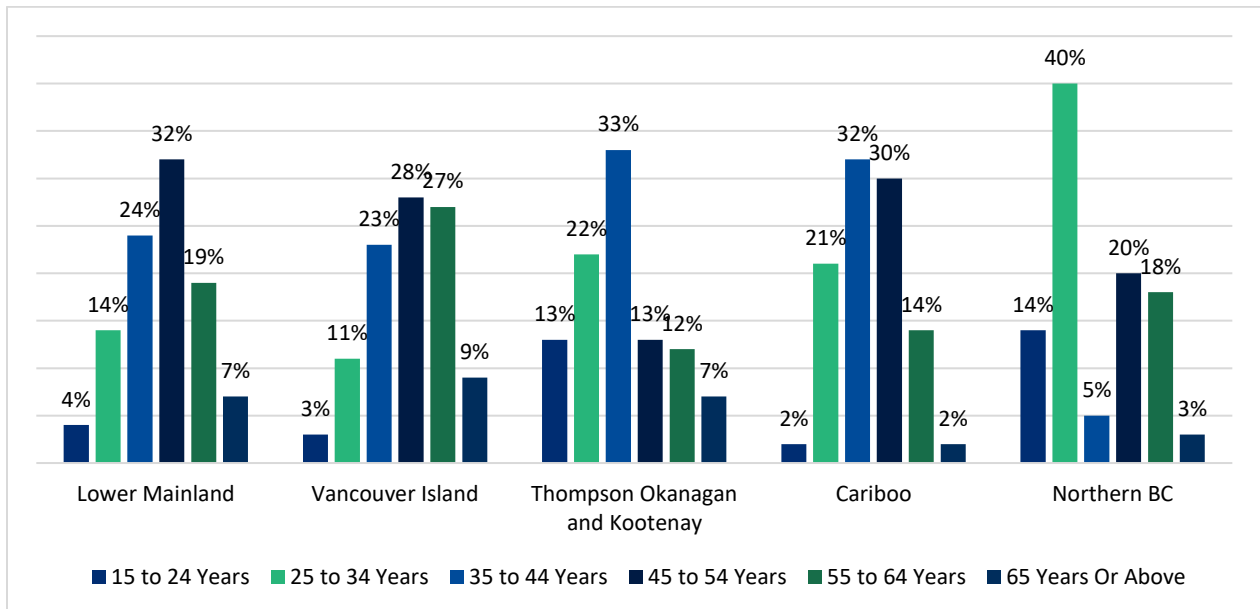
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Chart 4: Transportation & Travel Sector Workforce Education Level by Region



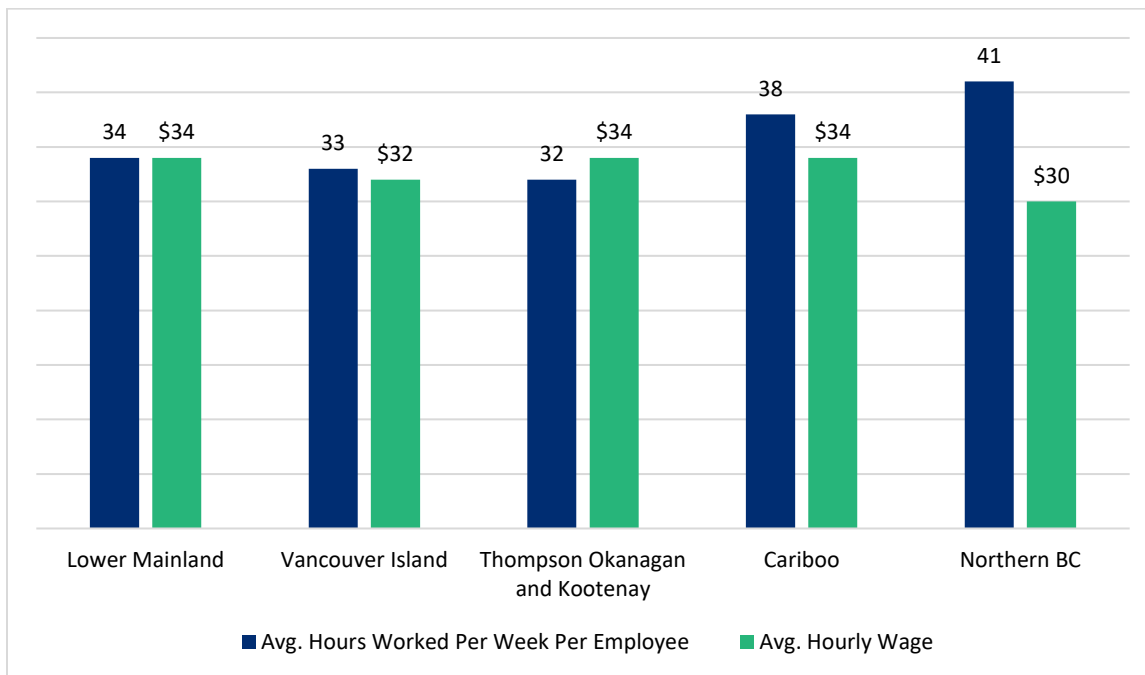
Note: The LFS data in this chart are annual averages. The Thompson Okanagan and Kootenay regions were combined to reduce the risk of sampling bias resulting from the relatively small sample size of the Kootenay region's transportation and travel sector. Sector weightings for percentage calculations are representative of relative sample size.

Chart 5: Transportation & Travel Sector Workforce Age Groups by Region



Note: The LFS data in this table are annual averages. The Thompson Okanagan and Kootenay regions were combined to reduce the risk of sampling bias resulting from the relatively small sample size of the Kootenay region's transportation and travel sector. Sector weightings for percentage calculations are representative of relative sample size.

Chart 6: Transportation & Travel Sector Average Hours Worked and Wages by Region, 2021



Note: The LFS data in this table are annual averages. The Thompson Okanagan and Kootenay regions were combined to reduce the risk of sampling bias resulting from the relatively small sample size of the Kootenay region's transportation and travel sector. Sector weightings for percentage calculations are representative of relative sample size.

According to Statistic Canada's 2016 Census, 4% of the sector workforce is Indigenous (compared to 5% in the provincial population), with Northern BC employing the highest percentage of Indigenous workers (19%). Nearly a third (32%) of the sector workforce are members of a visible minority (compared to 30% in the provincial population), with the Lower Mainland employing the highest percentage (44%). Similarly, 44% of the Lower Mainland's sector workforce are immigrants to Canada, 9% more than the industry average (35%). Approximately a third (31%) of transport and travel workers in the province speak a language other than English or French as their mother tongue.

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

Selected Characteristics	Lower Mainland		Vancouver Island		Thompson Okanagan		Kootenay		Cariboo		Northern BC		BC Transportation & Travel		BC Population	
	#	%	#	%	#	%	#	%	#	%	#	%	#	%	#	%
Labour Force	36,030	100%	9,665	100%	4,840	100%	945	100%	1,375	100%	1,460	100%	54,355	100%	2,471,670	100%
Indigenous Status																
Indigenous	770	2%	535	6%	380	8%	85	9%	150	11%	270	19%	2,215	4%	127,890	5%
Non-Indigenous	35,260	98%	9,130	94%	4,460	92%	860	91%	1,225	89%	1,190	81%	52,140	96%	2,343,780	95%
Visible Minority Status																
Visible Minority	15,685	44%	1,090	11%	310	6%	45	5%	80	6%	90	6%	17,245	32%	729,580	30%
Not a Visible Minority	20,345	56%	8,575	89%	4,530	94%	900	95%	1,295	94%	1,370	94%	37,110	68%	1,742,090	70%
Immigration Status																
Non-immigrant	19,435	56%	7,895	82%	4,155	86%	795	84%	1,245	91%	1,355	93%	34,925	64%	1,679,060	68%
Immigrant	15,990	44%	1,735	18%	655	14%	150	16%	130	9%	105	7%	18,760	35%	741,165	30%
Non-permanent residents	605	2%	35	0.4%	30	0.6%	0	0%	0	0%	0	0%	670	1%	51,445	2%
Mother Tongue																
English	19,870	55%	8,175	85%	4,160	86%	830	88%	1,215	88%	1,265	87%	35,620	65%	1,704,780	69%
French	640	2%	135	1%	125	3%	10	1%	30	2%	60	4%	1,010	2%	33,160	1%
Non-official language	14,610	40%	1,250	13%	495	10%	95	10%	110	8%	115	8%	16,645	31%	681,940	28%
Other	910	3%	105	1%	60	1%	10	1%	20	2%	20	1%	1,080	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 may be required. As indicated, occupations often related to the operation and maintenance of transportation vehicles or organization and regulation of transport services accounted for the four top occupations in the sector.

Table 6: Leading Occupations in the Transportation & Travel Sector Workforce, 2021

NOC	Occupation Title	Certification/Training Requirements	Employment
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 	15,167
227	Transportation officers and controllers	<ul style="list-style-type: none"> ▪ Related post-secondary degree or diploma ▪ Industry related training and certifications 	6,833
652	Occupations in travel and accommodation	<ul style="list-style-type: none"> ▪ Related post-secondary diploma ▪ On the job training 	5,042
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 	4,292
621	Retail sales supervisors	<ul style="list-style-type: none"> ▪ On the job training 	3,833
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 	2,417
736	Train crew operating occupations	<ul style="list-style-type: none"> ▪ Applied training certificates such as the Canadian Rail Operating Rules Certificate 	2,229
112	Human resources professionals	<ul style="list-style-type: none"> ▪ Related post-secondary degree or diploma 	1,979
730	Trades contractors and supervisors	<ul style="list-style-type: none"> ▪ Applied certifications and training ▪ Substantial related work experience 	1,521
131	Finance, insurance and related business administrative occupations	<ul style="list-style-type: none"> ▪ Related post-secondary degree or diploma ▪ Industry specific certifications or licenses 	1,313
732	Automotive technicians	<ul style="list-style-type: none"> ▪ Trades certification or post-secondary diploma 	1,292
631	Service supervisors	<ul style="list-style-type: none"> ▪ Substantial related work experience ▪ On the job training 	1,146
122	Administrative and regulatory occupations	<ul style="list-style-type: none"> ▪ Related post-secondary degree or diploma ▪ Industry certifications or licenses 	1,000
601	Corporate sales managers	<ul style="list-style-type: none"> ▪ Related post-secondary degree or diploma ▪ Substantial related work experience 	979

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

Over half (57%) of the sector’s workforce has been employed in their current or latest job for more than five years, while 43% have been in their position less than five years. The average experience level of the sector’s workforce is significantly more than the provincial industry average.

Table 7: Tourism and Hospitality Workforce Experience, 2021

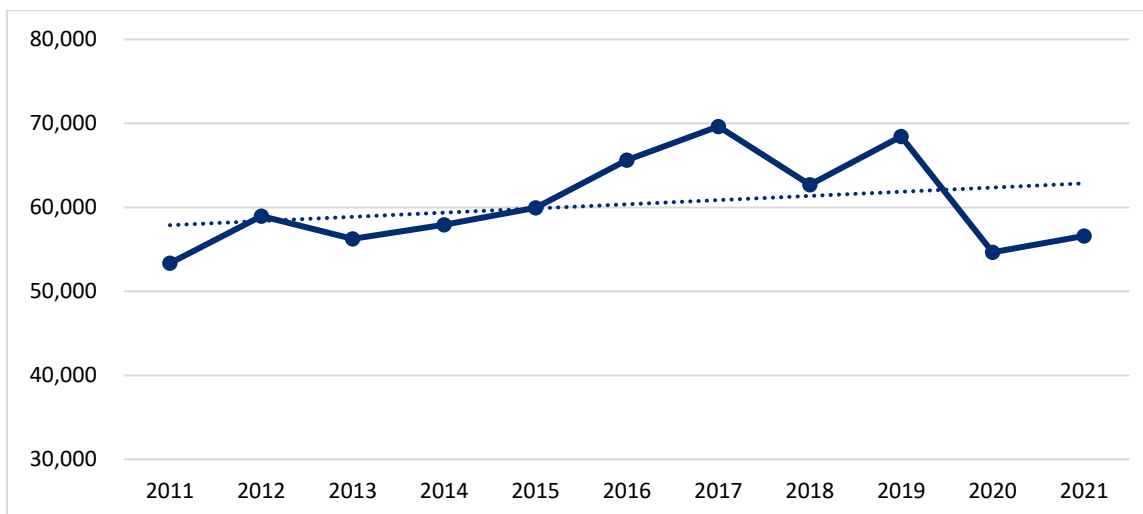
Length of Employment	Transport & Travel		Tourism and Hospitality	
	#	%	#	%
Less than 1 year	3,688	7%	54,188	18%
2 to 4 years	20,521	36%	133,354	45%
5 to 7 years	7,604	13%	35,104	12%
8 to 10 years	4,875	9%	22,042	7%
11 to 15 years	7,000	12%	20,938	7%
16 to 20 years	4,042	7%	9,854	3%
over 20 years	8,854	16%	22,772	8%
Total	56,583	100%	298,250	100%
Avg. Length	10.5 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 roughly 68,000 employees per month in 2019 compared to 53,00 in 2011. The compounded annual growth rate for the eight-year period from 2011 to 2019 was 3%. However, the impacts of the COVID-19 pandemic have affected that trend, with an average of 57,000 employees per month in 2021. The compounded annual growth rate dropped to 1% over the ten-year period from 2011 to 2021.

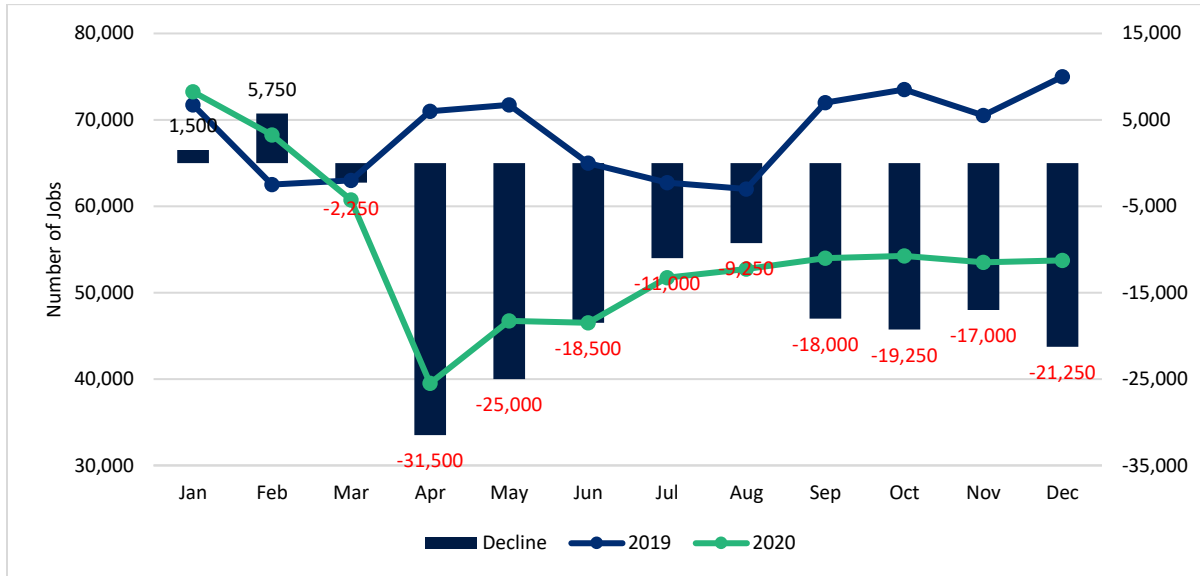
Chart 7: Total Transportation & Travel Sector Workforce, 2011 - 2021



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 April when there were 31,500 fewer employees.

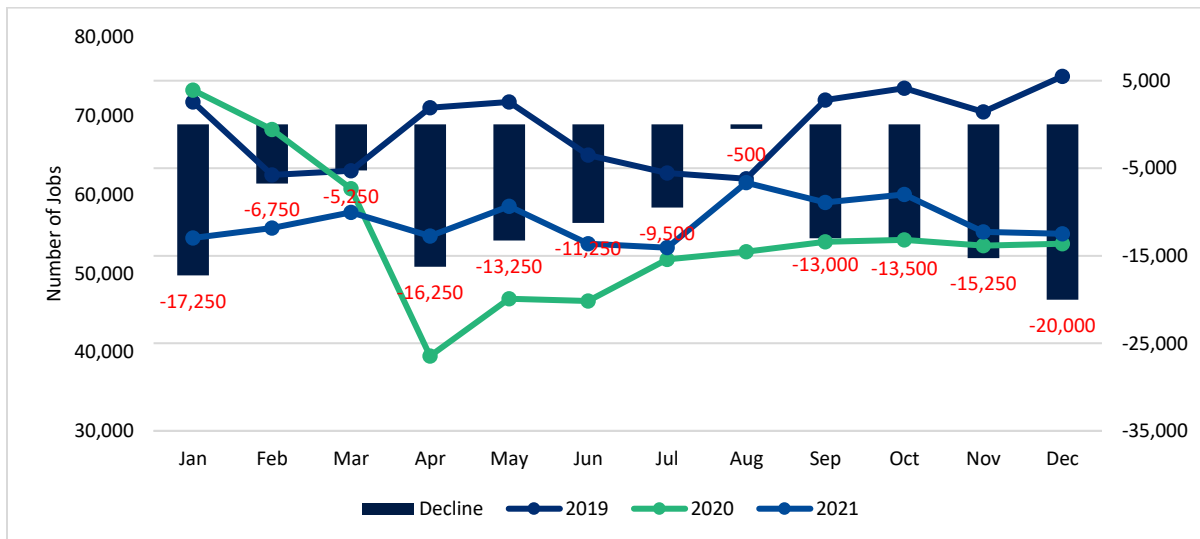
Chart 8: Monthly Decline in Transportation & Travel Sector Employment, 2020 vs. 2019



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 December when there were 20,000 fewer jobs filled.

Chart 9: Monthly Decline in Transportation & Travel Sector Employment, 2021 vs. 2019



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

The transportation and travel experienced a 20% decline in employment levels between 2019 and 2020 with the Lower Mainland seeing the largest decline at 27%. The sector has recovered slightly in 2021 with employment levels remaining 17% lower than in 2019.

Table 8: Transportation & Travel Sector Change in Employment by Region, 2019, 2020, 2021

Employment	2019	2020	2021	% Change 2020 vs 2019	% Change 2021 vs 2019
Region					
Lower Mainland	50,958	37,104	39,000	-27%	-23%
Vancouver Island	8,167	9,063	8,750	11%	7%
Thompson Okanagan and Kootenay	6,312	5,146	5,562	-18%	-12%
Cariboo	1,688	1,708	1,396	1%	-17%
Northern BC	1,271	1,563	1,875	23%	48%
British Columbia	68,396	54,583	56,583	-20%	-17%

Note: The LFS data in this table are annual averages. The Thompson Okanagan and Kootenay regions have been combined for reporting purposes due to the high probability of sampling bias resulting from the relatively small sample size of the transportation and travel sector in the Kootenay region.

Full-time jobs saw larger declines than part-time jobs, falling by 21% from 2019 to 2020. However, this trend reversed in 2021 as part-time jobs fell to 27% below 2019 levels and full-time jobs recovered somewhat. Job losses did not impact all demographics equally, with women and those under the age of 25 feeling the most significant declines.

Table 9: Transportation & Travel 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	55,896 (82%)	44,405 (81%)	47,448 (84%)	-21%	-15%
Part-time	12,500 (18%)	10,178 (19%)	9,135 (16%)	-18%	-27%
Permanent and Seasonal⁶					
Permanent	52,750 (77%)	41,833 (77%)	42,645 (75%)	-21%	-19%
Seasonal	2,146 (3%)	667 (1%)	833 (1.5%)	-69%	-61%
Casual	2,729 (4%)	1,292 (2%)	771 (1.4%)	-53%	-72%
Temporary	1,250 (2%)	229 (0.4%)	2,375 (4%)	-82%	90%

⁶ 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	45,792 (67%)	41,178 (75%)	40,510 (72%)	-10%	-12%
Female	22,604 (33%)	13,405 (25%)	16,073 (28%)	-41%	-29%
Age Group					
15 to 24	5,917 (9%)	2,479 (5%)	2,646 (5%)	-58%	-55%
25 to 34	14,708 (22%)	8,958 (16%)	8,792 (16%)	-39%	-40%
35 to 44	14,646 (21%)	13,136 (24%)	13,781 (24%)	-10%	-6%
45 to 54	16,771 (25%)	15,240 (28%)	16,385 (29%)	-9%	-2%
55 to 64	12,354 (18%)	12,417 (23%)	11,042 (20%)	1%	-11%
65 or above	4,000 (6%)	2,354 (4%)	3,938 (7%)	-41%	-2%
Education					
Below High School	3,000 (4%)	2,729 (5%)	1,833 (3%)	-9%	-39%
High school or some post-secondary	18,771 (27%)	16,365 (30%)	18,489 (33%)	-13%	-2%
Degree below bachelor's	27,229 (40%)	21,198 (39%)	20,739 (37%)	-22%	-24%
Bachelor's degree or above	19,396 (28%)	14,292 (26%)	15,521 (27%)	-26%	-20%

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

The sector experienced a 6% reduction in average hours worked per week in 2020, before making a recovery and exceeding 2019 levels by 6% in 2021. 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: Transportation and Travel 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	32	27	34	-16%	6%
Vancouver Island	32	31	33	-3%	3%
Thompson Okanagan and Kootenay	30	43	32	43%	7%
Cariboo	35	35	38	0%	9%
Northern BC	38	33	41	-13%	8%
British Columbia	32	30	34	-6%	6%

Note: The LFS data in this table are annual averages. The Thompson Okanagan and Kootenay regions have been combined for reporting purposes due to the high probability of sampling bias resulting from the relatively small sample size of the transportation and travel sector in the Kootenay region.

Average hourly wages for the transportation and travel sector increased by 14% from 2019 to 2020, and 18% from 2019 to 2021. The Lower Mainland saw the most significant wages increases, surpassing 2019 levels by 21% in 2021.

Table 11: Transportation and Travel Sector Average Hourly Wage by Sector

Average Hourly wage ⁷	2019	2020	2021	% Change 2020 vs 2019	% Change 2021 vs 2019
Region					
Lower Mainland	\$28.0	\$33.0	\$34.0	18%	21%
Vancouver Island	\$30.0	\$30.0	\$32.0	0%	7%
Thompson Okanagan and Kootenay	\$30.0	\$31.8	\$34.3	6%	14%
Cariboo	\$31.0	\$32.0	\$34.0	3%	10%
Northern BC	\$33.0	\$32.0	\$30.0	-3%	-9%
British Columbia	\$28.0	\$32.0	\$33.0	14%	18%

Note: The LFS data in this table are annual averages. The Thompson Okanagan and Kootenay regions have been combined for reporting purposes due to the high probability of sampling bias resulting from the relatively small sample size of the transportation and travel sector in the Kootenay region.

Of the 262 industry employees surveyed across British Columbia, 45 were in the transportation and travel 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 4.0, including 44% who are very satisfied.
- Relative to other industries, employees are motivated to work in the industry by their ability to do the work, the work setting (e.g. in a tourism area), quality relationships with

⁷ Includes tips and commissions.

co-workers, the sense of fulfilment from doing the work, the lifestyle, 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.

- Seventy percent of employees surveyed noted that COVID-19 has reduced their interest in working in the industry. Of those surveyed, 50% are relatively optimistic regarding their future work opportunities in the industry, with 33% considering or definitely intending to make the industry a career (i.e. stay in the industry), and 17% considering staying for at least a few more years. On the other hand, 50% are relatively pessimistic, with 38% taking it year-by-year, 10% having left or are about to leave the industry and anticipate that they will not return, and 2% expecting this year to be their last year.

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%	47%	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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