



# THE TOURISM & HOSPITALITY WORKFORCE PROFILE IN THE VANCOUVER ISLAND

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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 Vancouver Island Development Region, based on a detailed analysis of Labour Force Survey data collected monthly by Statistics Canada<sup>1</sup>, complemented with the results of industry surveys (principally a survey of 800 employers and 262 employees in the industry conducted as part of the study) and other secondary data including Census data. Of those surveyed, 178 employers and 34 employees are in the Vancouver Island region.

## The Vancouver Island Region

From the sophisticated provincial capital of Victoria in the southeast, to Cape Scott's windswept beaches and rugged headlands at its northwestern tip, Vancouver Island offers an array of carefree surfing and fishing towns and eclectic communities begging to be explored. The rugged headlands combine with old-growth forests, untamed shorelines, and snow-capped mountains to create one of the planet's most diverse ecosystems. The Island also offers visitors access to the world class amenities found in major tourist destinations in a way that is distinctively relaxed.

The region is characterized by a mild climate and a measured way of life that makes it a prime destination for peaceful getaways. Vancouver Island is defined by its ancient rainforests, rugged coastlines and mountains, and the bountiful waters of the Pacific Ocean, creating an abundance of outdoor recreation opportunities such as hiking, camping, whale watching, fishing, skiing, and paddling adventures. In addition, the Island offers opportunities to relax on its scenic golf courses and luxurious vineyards. The region is well-known for wild, untamed beaches that are an idyllic summer sanctuary, and as a hub for storm-watching and surfing in the winter. Visitors also travel from around the world to visits the Island's cultural and culinary experiences, from its many craft breweries and cideries and west coast inspired cuisine, to its rich heritage formed through life closely influenced by the ocean, forests, and mountains. The Indigenous communities around the waters of the Pacific Ocean and across Vancouver Island make it a frequent destination for Indigenous cultural tourism.

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.

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<sup>1</sup> Readers should be aware that the LFS is a sample survey and estimates are subject to both sampling and non-sampling errors. Sample bias increases as sample size decreases. Unless otherwise stated, all information contained in this report is based on LFS data.



The Vancouver Island is the largest island on the west coast of North America covering 31,285 square kilometres. The region is situated in the southwestern corner of BC and separated from mainland BC by the Johnstone Strait in the northeast and the Strait of Georgia on the southeast. 846,278 people live on Vancouver Island as of 2020, with 401,700 living in the metropolitan area of Greater Victoria at the southern tip of the island.

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

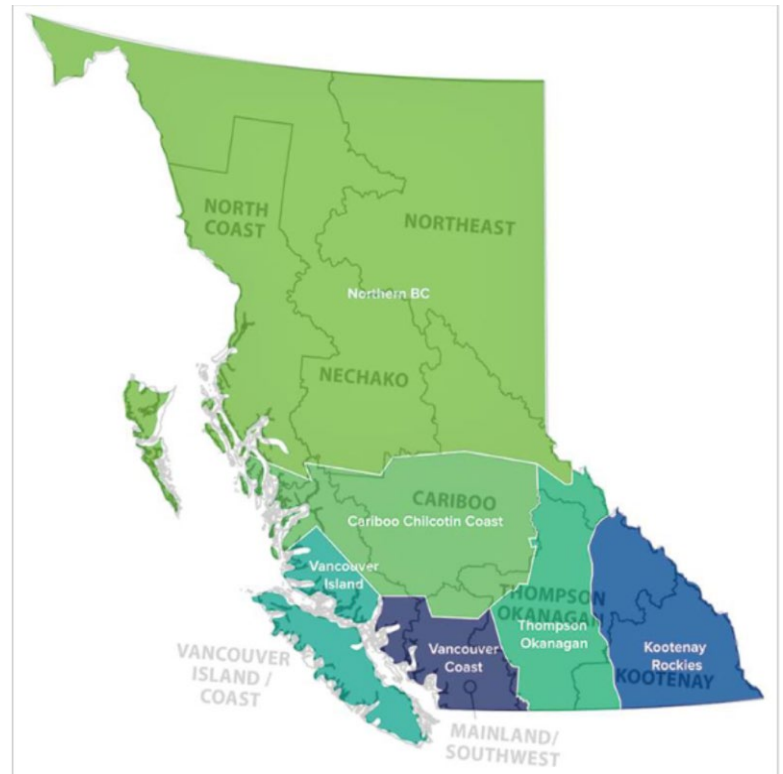
## Breakdown of BC's Development and Tourism Regions

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 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.

## Characteristics of Vancouver Island's Workforce

The tourism and hospitality industry in the Vancouver Island region employed over 47,500 employees in 2021, of which 47% are employed in the food and beverage sector and 22% in the recreation and entertainment sector. The region accounted for roughly 16% of the total provincial workforce (298,250), and its workforce distribution across sectors is similar to the provincial workforce distribution.

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

Sectors <sup>2</sup>	Vancouver Island		British Columbia	
	#	%	#	%
Accommodation	6,125	13%	29,875	10%
Food and beverage	22,333	47%	133,938	45%
Recreation and entertainment	10,354	22%	77,854	26%
Transportation and Travel	8,750	18%	56,583	19%
<b>Total</b>	<b>47,563</b>	<b>100%</b>	<b>298,250</b>	<b>100%</b>

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

In the Vancouver Island region and across BC, the Tourism and Hospitality industry accounts for approximately 11% of total employment.

Table 2: Tourism and Hospitality vs Total

Employment	Vancouver Island	British Columbia
Tourism Employment	47,563	298,250
Overall Employment	415,146	2,655,688
<b>Percent Tourism of Overall Employment</b>	<b>11.4%</b>	<b>11.2%</b>

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

The sex and age of the regional workforce is relatively evenly divided, with slightly more than half (54%) of employees identifying as male, and slightly less than half (48%) of employees being under 35 years old.

<sup>2</sup> NAICs codes were used to define the sectors. Any business is assigned to only one NAICs code, corresponding to the industry classification from which it generates its greatest revenues. Source: North American Industry Classification System, Statistics Canada, 2017. <https://www23.statcan.gc.ca/imdb/p3VD.pl?Function=getVD&TVD=380372>

Table 3: Tourism and Hospitality Industry Workforce Demographics, 2021

<b>Demographics</b>	<b>Vancouver Island</b>	
<b>Sex</b>	<b>#</b>	<b>%</b>
Male	25,583	54%
Female	21,979	46%
<b>Age Group</b>	<b>#</b>	<b>%</b>
15 to 24	14,416	30%
25 to 34	8,417	18%
35 to 44	7,125	15%
45 to 54	6,292	13%
55 to 64	7,854	17%
65 or above	3,458	7%
<b>Education</b>	<b>#</b>	<b>%</b>
Below high school	6,813	14%
High school or some post-secondary education	19,408	41%
Degree below bachelor's	11,658	25%
Bachelor's degree or above	9,684	20%

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

Approximately 58% of the regional workforce is employed on a full-time basis and 42% are employed part-time. Permanent workers account for 73% of the regional workforce, while 8% are seasonal, temporary, or casual workers. The average wage rate is \$22 per hour and the average hours worked per week is 27.

Table 4: Vancouver Island Region Tourism and Hospitality Industry Demographics, 2021

Demographics	Vancouver Island	
<b>Job Status</b>	<b>#</b>	<b>%</b>
Full-time	27,563	58%
Part-time	20,000	42%
<b>Permanent and Seasonal<sup>3</sup></b>	<b>#</b>	<b>%</b>
Permanent	34,562	73%
Seasonal	1,375	3%
Casual	2,896	6%
Temporary	1,021	2%
Other	0	0%
N/A	7,708	16%
<b>Avg hours worked per week per Individual</b>	<b>27</b>	
<b>Avg Hourly Wage<sup>4</sup></b>	<b>\$22</b>	

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

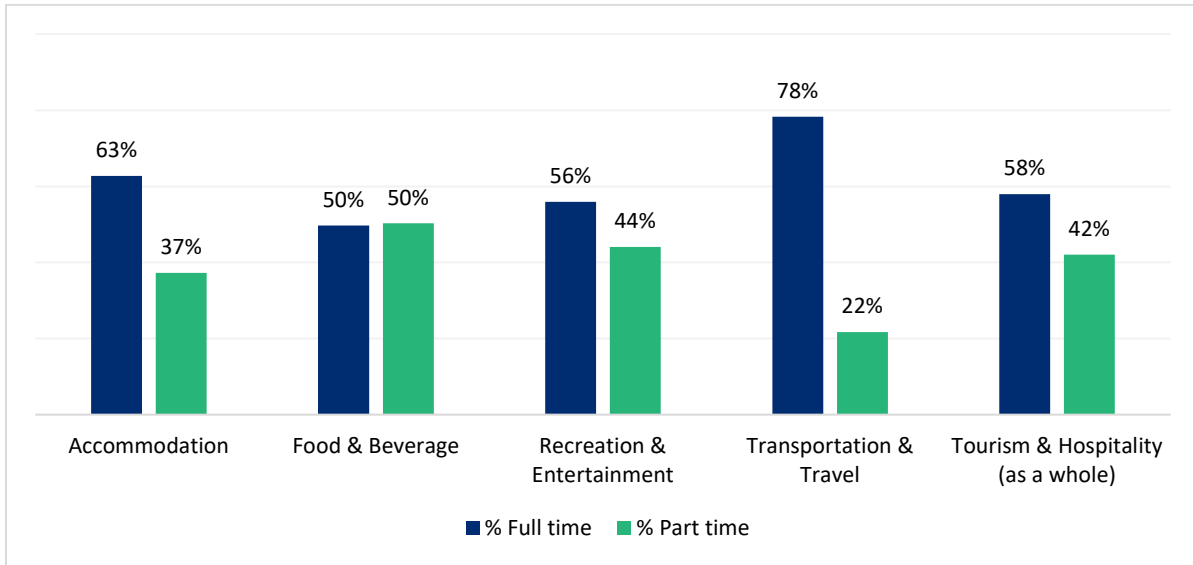
The transportation and travel sector has the highest percentage of full-time workers (78%) and the food and beverage sector has the highest percentage of part-time workers (50%). The food and beverage sector has the highest percentage of permanent employees (84%), while the recreation and entertainment sector has the highest percentage of seasonal employees (15%). The transportation and travel sector has the highest concentration of male workers (76%) and the accommodation sector has the highest concentration of female workers (59%). Approximately two thirds (63%) of the transportation and travel sector hold a post-secondary degree or diploma, while over two thirds (68%) of the food and beverage sector do not. The food and beverage sector also has the youngest workforce with 49% of its workers being between 15 and 24 years of age, and the transport and travel sector is the oldest with 64% of its workers being 45 or older. Employees in the transportation sector also work the most hours per week at an average of 33 hours per employee, and receive the highest average hourly wage at \$32 per hour.

<sup>3</sup> Permanent= indefinite employment position; Seasonal=steady work, but not for all months of the year; Casual= work only when needed or on-call; Temporary= non-permanent position.

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

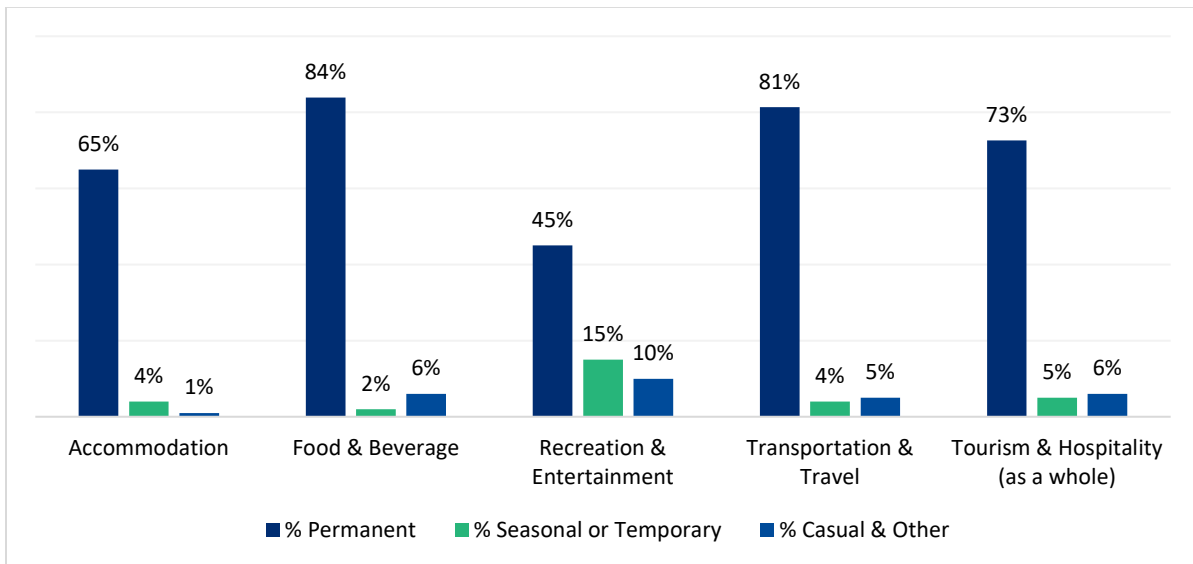


Chart 1: Vancouver Island Region Job Status by Sector, 2021



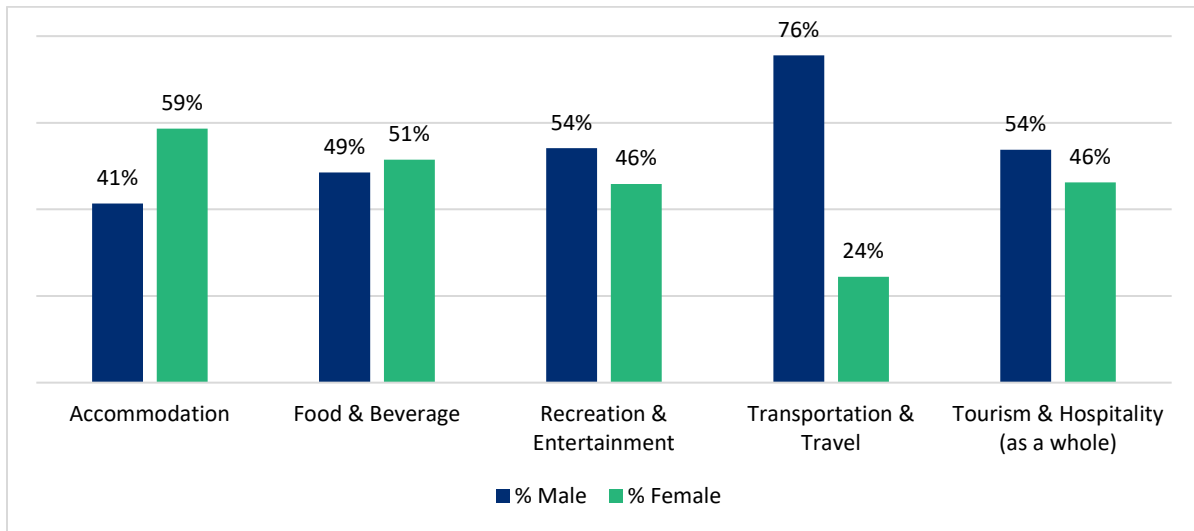
Note: The LFS data in this chart are annual averages.

Chart 2: Vancouver Island Region Employee Type by Sector, 2021



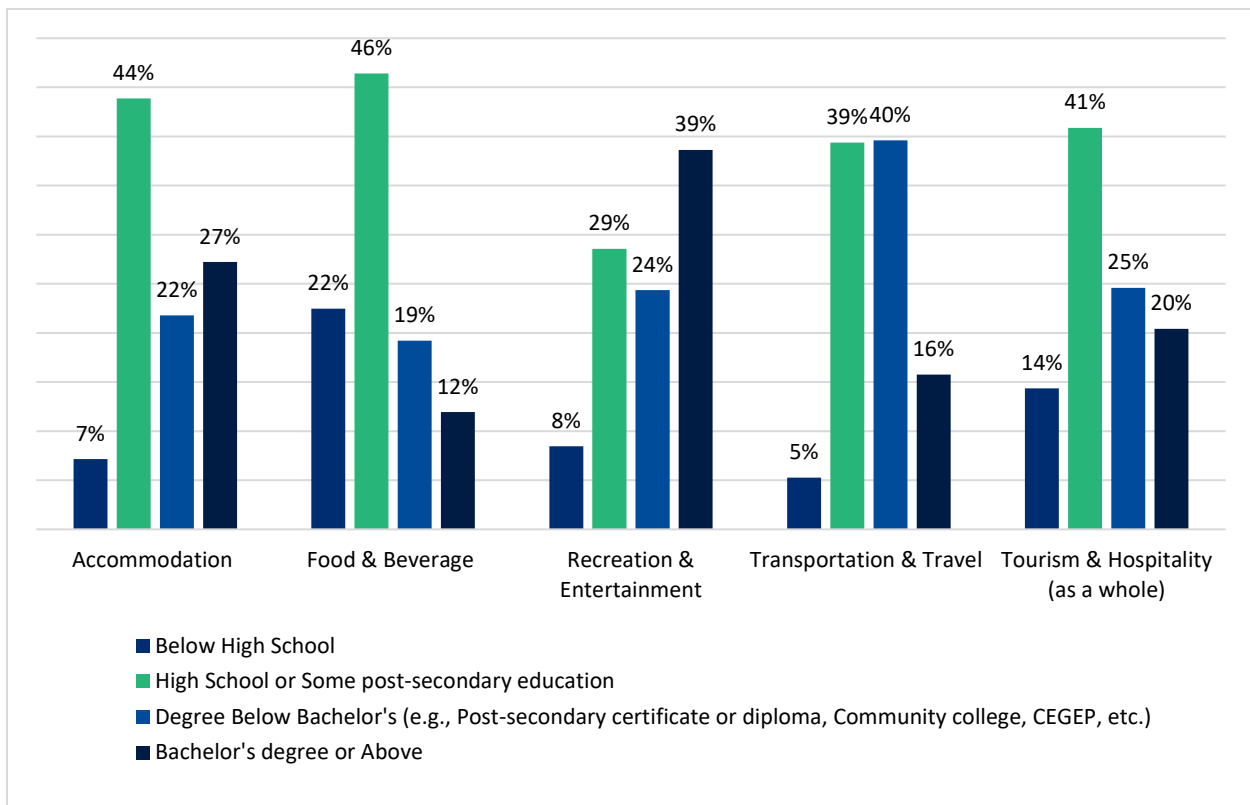
Note: The LFS data in this chart are annual averages.

Chart 3: Vancouver Island Region Workforce Sex by Sector, 2021



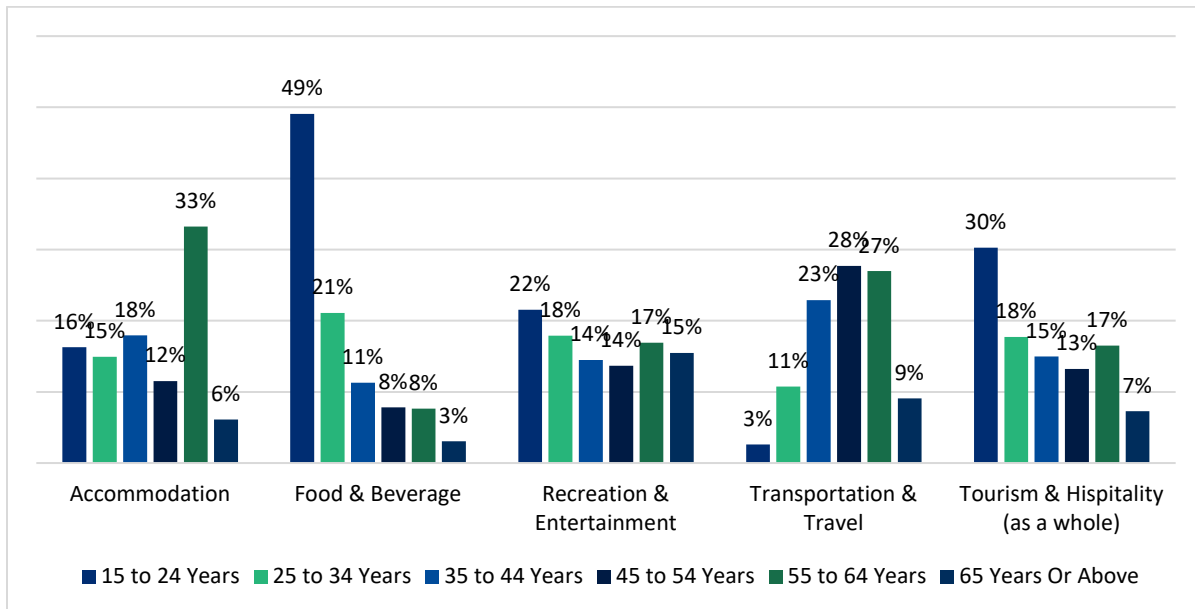
Note: The LFS data in this chart are annual averages.

Chart 4: Vancouver Island Region Workforce Education Level by Sector



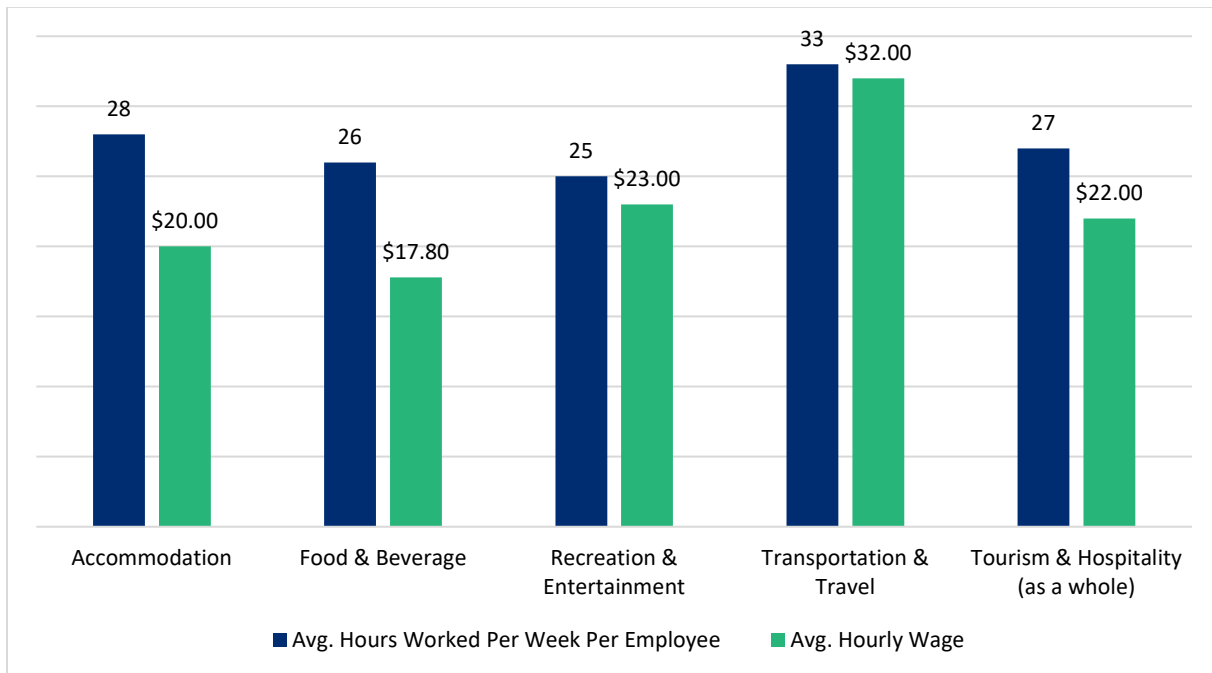
Note: The LFS data in this chart are annual averages.

Chart 5: Vancouver Island Region Workforce by Age Groups



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

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



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

According to Statistics Canada's 2016 Census, the regional workforce employs a slightly higher percentage of Indigenous workers (8%) than the provincial industry average (6%) or the provincial population (5%). However, the percentage of employees who are members of a visible minority (15%) is lower than the provincial industry workforce average (35%) and the provincial population (30%). The accommodation sector employs the highest percent of immigrants at 22% and people for whom English or French is not their mother tongue (17%).

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

Selected Characteristics	Accommodation		Food & Beverage		Recreation & Entertainment		Transportation & Travel		Tourism & Hospitality		BC Population	
	#	%	#	%	#	%	#	%	#	%	#	%
<b>Labour Force</b>	<b>8,070</b>	<b>100%</b>	<b>25,250</b>	<b>100%</b>	<b>10,830</b>	<b>100%</b>	<b>9,665</b>	<b>100%</b>	<b>53,815</b>	<b>100%</b>	<b>2,471,670</b>	<b>100%</b>
<b>Indigenous Status</b>												
Indigenous	705	9%	2,325	9%	755	7%	535	6%	4,320	8%	127,890	5%
Non-Indigenous	7,365	91%	22,925	91%	10,075	93%	9,130	94%	49,495	92%	2,343,780	95%
<b>Visible Minority Status</b>												
Visible Minority	1,350	17%	5,115	20%	650	6%	1,090	11%	8,205	15%	729,580	30%
Not a Visible Minority	6,720	83%	20,135	80%	10,180	94%	8,575	89%	45,610	85%	1,742,090	70%
<b>Immigration Status</b>												
Non-immigrant	6,135	76%	20,185	80%	9,190	85%	7,895	82%	43,405	81%	1,679,060	68%
Immigrant	1,795	22%	4,105	16%	1,575	15%	1,735	18%	9,210	17%	741,165	30%
Non-permanent residents	140	2%	960	4%	65	0.4%	35	0.4%	1,200	2%	51,445	2%
<b>Mother Tongue</b>												
English	6,365	79%	20,355	81%	9,875	91%	8,175	85%	44,770	83%	1,704,780	69%
French	185	2%	325	1%	190	2%	135	1%	835	2%	33,160	1%
Non-official language	1,385	17%	4,150	16%	635	6%	1,250	13%	7,420	14%	681,940	28%
Other	135	2%	420	2%	130	1%	105	1%	790	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 certifications and training/education that may be required. As indicated, occupations often related to the food and beverage services sector accounted for the four top occupations in the region.

Table 6: Leading Occupations in the Vancouver Island Region Workforce, 2021

NOC	Occupation Title	Certification/Training Requirements	Primary sector**	Employment
671	Food counter attendants	<ul style="list-style-type: none"> <li>On the job training</li> </ul>	Food and Beverage services	7,354
632	Chefs and cooks	<ul style="list-style-type: none"> <li>Cook's trade certification</li> <li>Chef's Red Seal Certification</li> </ul>	Food and Beverage services	6,938
651	Occupations in food and beverage service	<ul style="list-style-type: none"> <li>On the job training</li> <li>Responsible beverage service certification</li> </ul>	Food and Beverage services	5,667
631	Food service supervisors	<ul style="list-style-type: none"> <li>Post-secondary training in restaurant management or food service admin, or;</li> <li>Equivalent job experience</li> </ul>	Food and Beverage services	5,271
751	Motor vehicle and transit drivers	<ul style="list-style-type: none"> <li>Appropriate class driver's license</li> <li>Additional certifications such as First-Aid, Transportation of Dangerous Goods, and Air Brakes Endorsement</li> </ul>	Transportation and Travel services	2,792
525	Athletes, coaches, referees and related occupations	<ul style="list-style-type: none"> <li>Extensive sport related training</li> <li>Coaching and refereeing certificates</li> </ul>	Recreation and Entertainment	2,083
652	Occupations in travel and accommodation	<ul style="list-style-type: none"> <li>Related post-secondary diploma</li> <li>On the job training</li> </ul>	Accommodation	1,875
513	Creative and performing artists	<ul style="list-style-type: none"> <li>Related post-secondary degree or diploma</li> <li>Extensive practical experience and training</li> </ul>	Recreation and Entertainment	1,458
227	Transportation officers and controllers	<ul style="list-style-type: none"> <li>Related post-secondary degree or diploma</li> <li>Industry related training and certifications</li> </ul>	Transportation and Travel Services	1,375
661	Cashiers	<ul style="list-style-type: none"> <li>On the job training</li> </ul>	Food and Beverage services	1,229
673	Cleaners	<ul style="list-style-type: none"> <li>On the job training</li> </ul>	Accommodation	1,063
672	Support occupations in accommodation, travel and amusement services	<ul style="list-style-type: none"> <li>On the job training</li> </ul>	Recreation and Entertainment	1,042
512	Writing, translating and related communications professionals	<ul style="list-style-type: none"> <li>Related post-secondary degree</li> </ul>	Recreation and Entertainment	938
731	Machinery and transportation equipment mechanics (except motor vehicle)	<ul style="list-style-type: none"> <li>Related post-secondary diploma or certification such as a trade certification or Red Seal Certification</li> </ul>	Transportation and Travel Services	813

NOC	Occupation Title	Certification/Training Requirements	Primary sector**	Employment
524	Creative designers and craftsperson	<ul style="list-style-type: none"> <li>▪ Related post-secondary degree or diploma</li> <li>▪ Technical training or certification</li> </ul>	Recreation and Entertainment	625
753	Other transport equipment operators and related maintenance workers	<ul style="list-style-type: none"> <li>▪ Applied training certificates such as Transport Canada certificates</li> <li>▪ On the job training</li> </ul>	Transportation and Travel Services	604
521	Technical occupations in libraries, public archives, museums and art galleries	<ul style="list-style-type: none"> <li>▪ Related post-secondary degree or diploma</li> <li>▪ Technical training or certification</li> <li>▪ Significant industry experience</li> </ul>	Recreation and Entertainment	-*
730	Trades contractors and supervisors	<ul style="list-style-type: none"> <li>▪ Applied certifications and training</li> <li>▪ Substantial related work experience</li> </ul>	Transportation and Travel Services	-*
522	Photographers, graphic arts technicians and technical and co-ordinating occupations	<ul style="list-style-type: none"> <li>▪ Related post-secondary degree or diploma</li> <li>▪ Technical training or certification</li> </ul>	Recreation and Entertainment	-*
633	Butchers and bakers	<ul style="list-style-type: none"> <li>▪ Completion of a three or four-year apprenticeship program or completion of related post-secondary program</li> <li>▪ Several years of commercial baking experience</li> <li>▪ On-the-job training</li> </ul>	Food and Beverage services	-*

*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 (62%) of the regional tourism and hospitality workforce has been employed in their current or latest job for less than five years, while 18% have been in their position for five to ten years. The average experience level of the regional tourism and hospitality workforce is slightly higher than the provincial average.

Table 7: Vancouver Island Region Tourism and Hospitality Workforce Experience, 2021

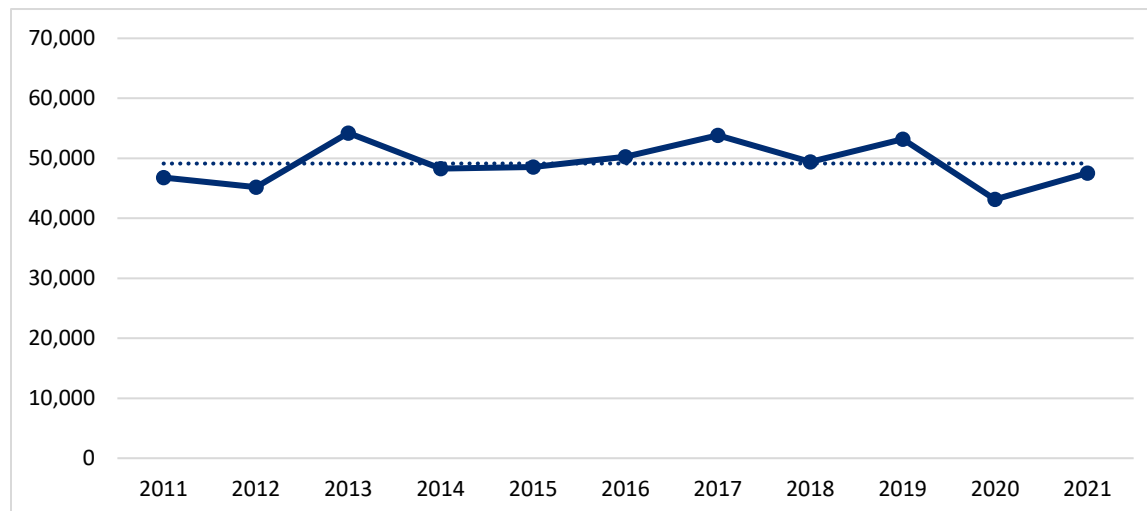
Length of Employment	Vancouver Island		British Columbia	
	#	%	#	%
Less than 1 year	8,604	18%	54,188	18%
2 to 4 years	21,022	44%	133,354	45%
5 to 7 years	4,854	10%	35,104	12%
8 to 10 years	3,729	8%	22,042	7%
11 to 15 years	2,104	4%	20,938	7%
16 to 20 years	1,958	4%	9,854	3%
over 20 years	5,292	11%	22,772	8%
<b>Total</b>	<b>47,563</b>	<b>100%</b>	<b>298,250</b>	<b>100%</b>
<b>Avg. Length</b>	<b>7.8 years</b>		<b>7.0 years</b>	

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

## Impact of COVID-19

Industry employment in the region has been consistent from 2011 to 2021, with an average of roughly 47,000 employees per month in 2011 and 47,500 employees per month in 2021. The compounded annual growth rate was 0.2% over the ten-year period from 2011 to 2021.

Chart 7: Vancouver Island Region Tourism and Hospitality Workforce, 2011 - 2021

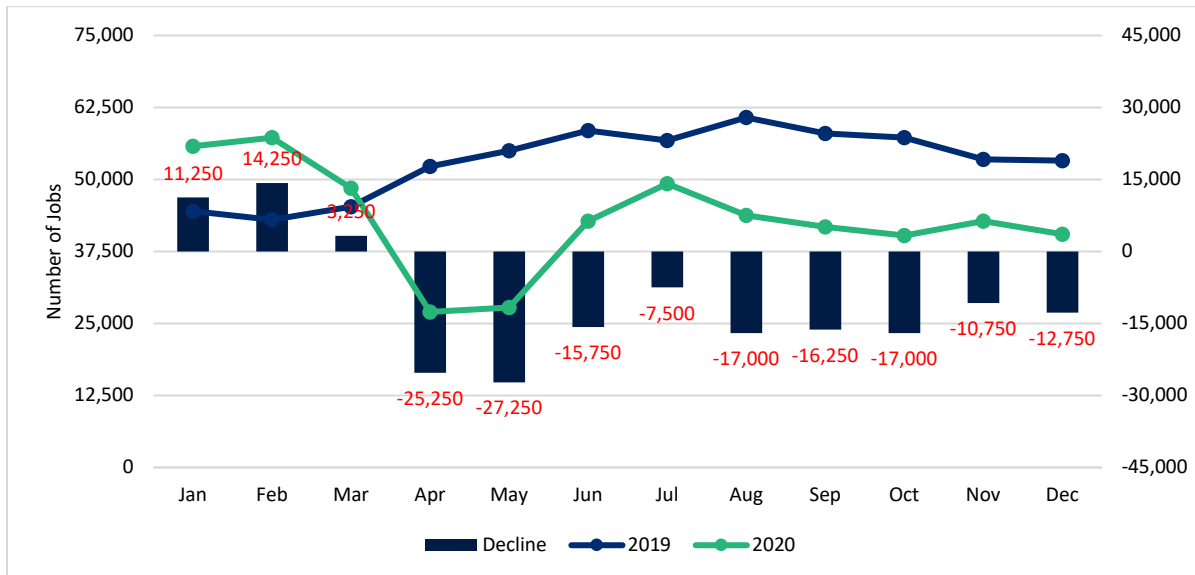


Note: The LFS data in this chart are annual averages.

There were more people employed in the industry during January and February of 2020 compared to 2019, however that trend shifted in March with significantly fewer people being employed in the

industry for the remainder of the year, hitting a low point in May when there were 27,500 fewer employees.

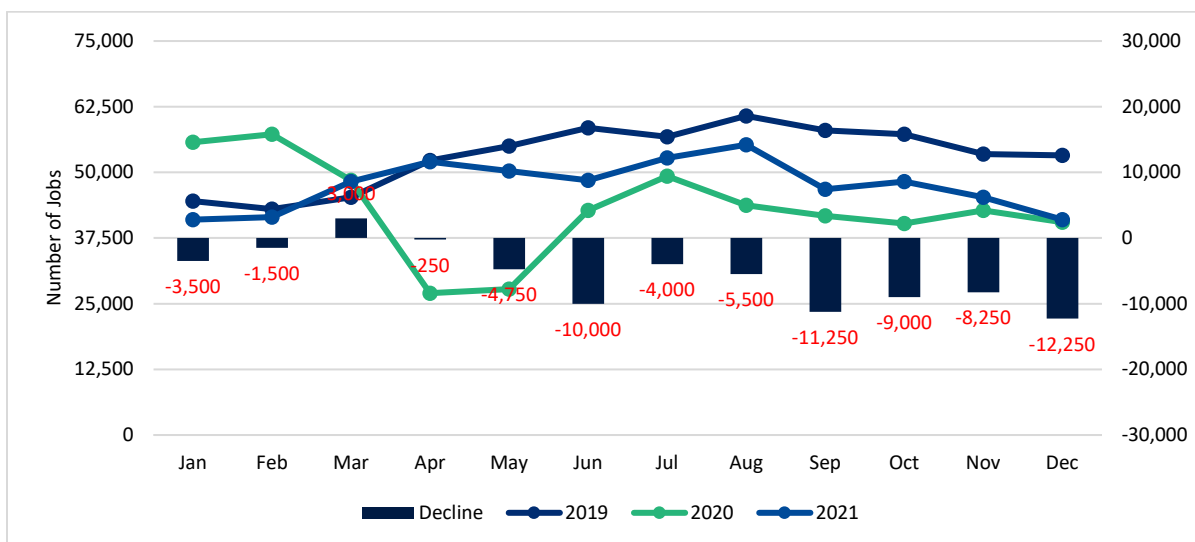
Chart 8: Vancouver Island Region Monthly Decline in Tourism and Hospitality Employment, 2020 vs. 2019



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

Employment recovered somewhat throughout 2021 but remained lower than 2019 levels for all months of the year except March when there were 3,000 more jobs filled. Employment hit a low point for 2021 in December when there were 12,250 fewer employees than in 2019.

Chart 9: Vancouver Island 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 19% decline in employment levels between 2019 and 2020 with the accommodation sector seeing the largest decline (38%). The

industry has recovered somewhat in 2021 with employment levels remaining 11% lower than in 2019.

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

Employment	2019	2020	2021	% Change 2020 vs 2019	% Change 2021 vs 2019
<b>Sector</b>					
Accommodation	8,521	5,250	6,125	-38%	-28%
Food and Beverage	24,625	19,167	22,333	-22%	-9%
Recreation and Entertainment	11,854	9,625	10,354	-19%	-13%
Transportation and Travel	8,167	9,063	8,750	11%	7%
<b>Total</b>	<b>53,167</b>	<b>43,104</b>	<b>47,563</b>	<b>-19%</b>	<b>-11%</b>

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

Full-time jobs saw larger declines than part-time jobs, falling by 17% from 2019 to 2021. Part-time jobs saw an initial decline of 15% during 2020 but recovered to 2019 levels in 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: Vancouver Island Region Change in Employment by Demographics, 2019, 2020, 2021

Demographics	2019	2020	2021	% Change 2020 vs 2019	% Change 2021 vs 2019
<b>Job Status</b>					
Full-time	33,292 (63%)	26,271 (61%)	27,563 (58%)	-21%	-17%
Part-time	19,875 (37%)	16,833 (39%)	20,000 (42%)	-15%	1%
<b>Permanent and Seasonal<sup>5</sup></b>					
Permanent	36,083 (68%)	30,313 (70%)	34,562 (73%)	-16%	-4%
Seasonal	4,021 (8%)	1,479 (3%)	1,375 (3%)	-63%	-66%
Casual	2,854 (5%)	1,938 (4%)	2,896 (6%)	-32%	1%
Temporary	2,042 (4%)	1,542 (4%)	1,021 (2%)	-24%	-50%

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

Demographics	2019	2020	2021	% Change 2020 vs 2019	% Change 2021 vs 2019
<b>Sex</b>					
Male	24,979 (47%)	22,313 (52%)	25,583 (54%)	-11%	2%
Female	28,188 (53%)	20,792 (48%)	21,979 (46%)	-26%	-22%
<b>Age Group</b>					
15 to 24	19,208 (36%)	10,500 (24%)	14,416 (30%)	-45%	-25%
25 to 34	9,729 (18%)	9,854 (23%)	8,417 (18%)	1%	-13%
35 to 44	6,958 (13%)	7,542 (18%)	7,125 (15%)	8%	2%
45 to 54	7,688 (14%)	6,188 (14%)	6,292 (13%)	-20%	-18%
55 to 64	7,042 (13%)	6,417 (15%)	7,854 (17%)	-9%	12%
65 or above	2,542 (5%)	2,604 (6%)	3,458 (7%)	2%	36%
<b>Education</b>					
Below high school	8,188 (15%)	5,188 (18%)	6,813 (14%)	-37%	-17%
High school or some post-secondary	20,792 (39%)	15,688 (39%)	19,408 (41%)	-25%	-7%
Degree below bachelor's	14,000 (26%)	13,208 (32%)	11,658 (25%)	-6%	-17%
Bachelor's degree or above	10,188 (19%)	9,021 (10%)	9,684 (20%)	-11%	-5%

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

The regional workforce saw a 14% reduction in hours worked per employee during 2020 but has recovered somewhat through 2021. The transportation and travel sector is the only sector to see average hours worked surpass 2019 levels.

Table 10: Vancouver Island Region Average Actual Hours Worked Per Week Per Employee

Average Hours worked	2019	2020	2021	% Change 2020 vs 2019	% Change 2021 vs 2019
<b>Sector</b>					
Accommodation	31	28	28	-10%	-10%
Food and Beverage	26	23	26	-12%	0%
Recreation and Entertainment	26	20	25	-23%	-4%
Transportation and Travel	32	31	33	-3%	3%
<b>Total</b>	<b>28</b>	<b>24</b>	<b>27</b>	<b>-14%</b>	<b>-4%</b>

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

Average hourly wages for the regional tourism and hospitality industry increased by 5% from 2019 to 2020, and 10% from 2019 to 2021, with the food and beverage sector seeing the largest increase.

Table 11: Vancouver Island Region Average Hourly Wage by Sector

Average Hourly wage <sup>6</sup>	2019	2020	2021	% Decline 2020 vs 2019	% Decline 2021 vs 2019
<b>Sector</b>					
Accommodation	\$20.0	\$21.0	\$20.0	5%	0%
Food and Beverage	\$16.2	\$17.3	\$17.8	7%	10%
Recreation and Entertainment	\$23.0	\$24.0	\$23.0	4%	0%
Transportation and Travel	\$30.0	\$30.0	\$32.0	0%	7%
<b>Total</b>	<b>\$20.0</b>	<b>\$21.0</b>	<b>\$22.0</b>	<b>5%</b>	<b>10%</b>

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

Of the 262 industry employees surveyed across British Columbia<sup>7</sup>, 34 were in the Vancouver Island Region. Their opinions on their actual experience, motivations, and perceptions of working in the industry are summarized below.

- Employees were asked to rate their actual experience working in the sector. On a scale of 1 to 5, where 1 is not at all satisfied, 3 is somewhat satisfied and 5 is very satisfied, employees indicated an average rating of 3.8, including 12% who are very satisfied.
- Relative to other industries, employees are motivated to work in the industry by the sense of fulfilment from doing the work, their ability to do the work, the work setting (e.g. in a tourism area), quality relationships with co-workers, the work conditions, the lifestyle, and the opportunities for advancement. The major concerns (demotivating aspects of the industry) are the wages, the predictability of how much work will be available, the

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

<sup>7</sup> Of the 262 employee survey respondents, 246 indicated their region (82 Thompson Okanagan, 71 Lower Mainland, 44 Kootenay, 34 Vancouver Island, 15 Northern BC and Cariboo, 16 did not indicate their region).

seasonality of the work, and health & safety concerns which have increased as a result of the pandemic.

- Sixty-four percent of employees surveyed noted that COVID-19 has reduced their interest in working in the industry. Of those surveyed, 58% are relatively optimistic regarding their future work opportunities in the industry, with 39% considering or definitely intending to make the industry a career (i.e. stay in the industry), and 19% considering staying for at least a few more years. On the other hand, 42% are relatively pessimistic, with 35% taking it year-by-year, and 7% having left or are about to leave the industry and anticipate that they will not return.

## Comparison to Other Regions in BC

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

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

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

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

Note: The LFS data in this table are annual averages. \*\*"Impact on Employment" indicates the percentage change in employment numbers between a normal year and a pandemic year; \*\*Sourced from 2016 Census, Statistics Canada; \*\*\*The Cariboo and Northern BC regions were combined as their sample sizes were too small to be used



*individually without experiencing bias. However, even after combining the regions the small sample size may affect the reliability and validity of the findings. Their responses should be interpreted with caution.*



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