

Labour Market Information (LMI) Research Project

BC's Tourism & Hospitality Labour Market Information (LMI) Research Project can serve as a critical resource as the tourism and hospitality industry begins its recovery journey. The LMI Project resulted in:



An interactive, online **Employment Tracker** updated monthly to report and explain employment statistics



A one-stop-shop for **Workforce Profiles** broken down by province, region and industry sector



A final **Labour Market Information Research Report** showcasing demand projections, recovery scenarios, and worker and employer sentiment

To learn more about BC's Tourism and Hospitality LMI please visit: go2hr.ca/labour-market-recovery



BC's Tourism and Hospitality LMI Research Project findings include key data points on four key areas: **industry impact, labour demand, worker sentiment** and **employer concerns**.

INDUSTRY IMPACT

- Tourism and Hospitality employment across BC, within economic regions, and by industry sector
- Pandemic impact(s) on employment, including detailed occupational and demographic data
- Workforce experience by sector and length of employment

LABOUR DEMAND

- Recovery projections with potential challenges and constraints, including labour market demand uncertainties
- Future growth scenarios by industry sector and region
- Factors and issues that will impact industry labour demand and supply

WORKER SENTIMENT

- Employee satisfaction with tourism and hospitality industry work experience
- Worker feedback on working conditions, wages, seasonality, and predictability
- Employee priorities to keep tourism and hospitality employees in the industry for the long term

EMPLOYER CONCERNS

- Employer estimates of new temporary, seasonal, and permanent hires
- Employer views on the challenges of filling open positions
- Employer perceptions of top priorities for tourism and hospitality industry to attract and retain employees