Fast Facts: Tourism Labour Market Strategy for BC

- 101,430 new job openings will be created by BC’s tourism industry between 2010 and 2020 – that’s 10 per cent of all expected job openings in the province during this period.
- Of this total, 44,220 will be new jobs created by expansion in the tourism industry. Another 57,210 job openings will become available due to permanent workforce exits, primarily retirements.
- By 2020, there will be 300,080 tourism-related jobs (full year job equivalencies) in BC, a 17.3% increase from 2010. This represents an average annual growth of 1.6 per cent – higher than the overall provincial growth rate of 1.4 per cent.
- By 2020, there will be 146,280 direct tourism jobs in BC. These are jobs directly attributable to tourist spending.
- Roughly 43% of new job openings in the tourism industry are expected to be in food and beverage services.
- The fastest growing sectors for tourism job growth over the next decade are expected to be recreation and entertainment and travel services.
- The average labour supply growth rate is projected to be lower than the demand growth rate (1.1% vs. 1.6%), which translates to more than 14,000 labour shortages by 2020.
- The tourism industry is the largest employer of 15-24 year olds (representing 30.3 per cent of its workforce), is nearly twice as reliant on young workers as other sectors in the province, and is often the first employer for youth.
- In 2010, the tourism industry generated over $13.4 billion in revenue for tourism-related businesses and contributed over $1.2 billion to provincial government revenues.
- BC’s tourism industry is now the single largest primary resource industry in the province, generating an annual real GDP ($2002) of more than $6.4 billion in 2010, ahead of forestry, mining, oil and gas extraction, and agriculture.
- More than 1,000 tourism and hospitality industry representatives were involved in regional consultations, led by go2, to develop the Tourism Labour Market Strategy.

Top Five Tourism Sectors for Job Growth

<table>
<thead>
<tr>
<th></th>
<th>Annual Employment Growth Rate</th>
<th>New Job Openings by 2020</th>
</tr>
</thead>
<tbody>
<tr>
<td>Food &amp; Beverage Services</td>
<td>1.6%</td>
<td>43,410</td>
</tr>
<tr>
<td>Recreation &amp; Entertainment</td>
<td>2.1%</td>
<td>20,530</td>
</tr>
<tr>
<td>Accommodation Services</td>
<td>1.5%</td>
<td>18,920</td>
</tr>
<tr>
<td>Transportation</td>
<td>1.2%</td>
<td>14,130</td>
</tr>
<tr>
<td>Travel Services</td>
<td>1.8%</td>
<td>4,440</td>
</tr>
</tbody>
</table>

Tourism Labour Market Study 2012
Tourism Job Growth by Region

<table>
<thead>
<tr>
<th>Region</th>
<th>Annual Labour Demand Growth Rate</th>
<th>New Job Openings by 2020</th>
</tr>
</thead>
<tbody>
<tr>
<td>Northern BC</td>
<td>2.0%</td>
<td>3,810</td>
</tr>
<tr>
<td>Vancouver Coast and Mountains</td>
<td>1.7%</td>
<td>71,314</td>
</tr>
<tr>
<td>Thompson Okanagan</td>
<td>1.6%</td>
<td>12,334</td>
</tr>
<tr>
<td>Cariboo Chilcotin Coast</td>
<td>1.4%</td>
<td>3,352</td>
</tr>
<tr>
<td>Kootenay Rockies</td>
<td>1.3%</td>
<td>3,089</td>
</tr>
<tr>
<td>Vancouver Island</td>
<td>1.0%</td>
<td>14,868</td>
</tr>
</tbody>
</table>

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Top Tourism Jobs in Demand (Provincial)

<table>
<thead>
<tr>
<th>Occupation</th>
<th>Job Openings (2010-2020)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Food counter attendants/ kitchen helpers</td>
<td>11,810</td>
</tr>
<tr>
<td>Cooks/Chefs</td>
<td>9,280</td>
</tr>
<tr>
<td>Food and beverage servers</td>
<td>9,190</td>
</tr>
<tr>
<td>Restaurant &amp; food service managers</td>
<td>4,870</td>
</tr>
<tr>
<td>Light duty cleaners</td>
<td>4,010</td>
</tr>
<tr>
<td>Bus drivers and subway and other transit operators</td>
<td>3,280</td>
</tr>
<tr>
<td>Cashiers</td>
<td>3,230</td>
</tr>
<tr>
<td>Program leaders and instructors in recreation, sport and fitness</td>
<td>2,520</td>
</tr>
<tr>
<td>Hotel front desk clerks</td>
<td>2,410</td>
</tr>
<tr>
<td>Accommodation Service Managers</td>
<td>1,760</td>
</tr>
<tr>
<td>Travel Counsellors</td>
<td>1,670</td>
</tr>
</tbody>
</table>

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Top Labour Shortages by Occupation (Provincial)

<table>
<thead>
<tr>
<th>Occupation</th>
<th>Labour Shortages (2010-2020)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Food and beverage servers</td>
<td>3,497</td>
</tr>
<tr>
<td>Food counter attendants/ kitchen helpers</td>
<td>2,993</td>
</tr>
<tr>
<td>Cooks/Chefs</td>
<td>917</td>
</tr>
<tr>
<td>Bartenders</td>
<td>769</td>
</tr>
<tr>
<td>Bus drivers and subway and other transit operators</td>
<td>694</td>
</tr>
<tr>
<td>Program leaders and instructors in recreation and sport</td>
<td>669</td>
</tr>
<tr>
<td>Hotel front desk clerks</td>
<td>397</td>
</tr>
<tr>
<td>Restaurant &amp; food service managers</td>
<td>367</td>
</tr>
</tbody>
</table>

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About go2hr

go2hr is BC’s tourism and hospitality human resource association responsible for coordinating the BC Tourism Labour Market Strategy, a key component of the industry’s growth strategy. Tourism is one of the largest resource industries in BC comprising 18,000 mostly small to medium-sized businesses, which provides sector employment of nearly 260,000. For more information, visit www.go2hr.ca.

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