# go2HR

BC Tourism and Hospitality Workforce Profile

NORTHERN BC HIGHLIGHTS

The tourism and hospitality industry in the **Northern BC** region employed 8,938 employees in 2021, approximately 11% of the region's total employment. **Click here** to download the complete **Northern BC Workforce Profile** and 10 other workforce profiles

2021 Northern BC Tourism and Hospitality Workforce 8,938

- Transportation and Travel 1,875 (21%)
- Accommodation 1,604 (18%)
- Recreation and Entertainment 1,104 (12%)
- Food & Beverage 4,354 (49%)

DEMOGRAPHICS

Age distribution:
- 15 to 24 — 2,855 (32%)
- 25 to 34 — 2,749 (31%)
- 35 to 44 — 938 (10%)
- 45 to 54 — 1,375 (15%)
- 55 to 64 — 688 (8%)
- 65 or above — 333 (4%)
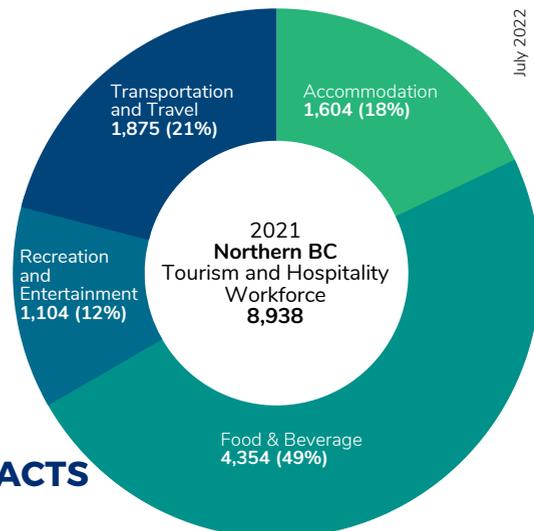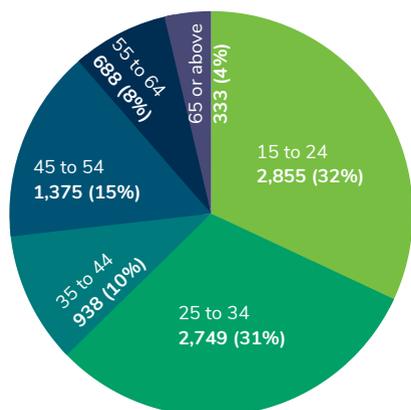
22% of Northern BC workers are Indigenous

66% of Northern BC workers are employed full-time

53% of Northern BC workers are female

71% of Northern BC workers are permanent

COVID-19 IMPACTS

- 2019 — 11,250
- 2020 — 7,375 (-34%)
- 2021 — 8,938 (-21%)
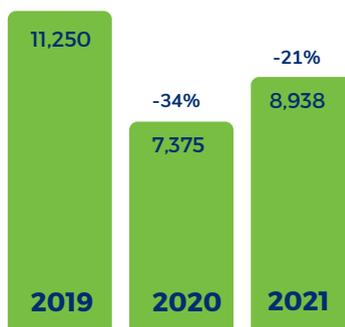
21% drop in Northern BC tourism and hospitality employment from 2019 to 2021

51% drop in Northern BC recreation and entertainment employment from 2019 to 2021

37% drop in Northern BC accommodation employment from 2019 to 2021

TOP JOBS

1. Food service supervisors (1,875)
2. Food counter attendants (1,563)
3. Chefs and cooks (979)
4. Occupations in food and beverage service (854)
5. Athletes, coaches, referees and related occupations (583)

61% 2022 average hourly wage to date in the region is **61% higher than minimum wage**

$21.00 2021 average hourly wage for the region, up **20% from 2019**

EMPLOYER SENTIMENT

63% of Northern BC tourism and hospitality workers are under 35, creating the opportunity for long-term career development

Key issues for region **employers** are
- re-engaging young workers (36% drop in 15-24 workers from 2019 to 2021)
- recruiting more visible minority workers (13% of workforce)

WORKER SENTIMENT

79% of Northern BC tourism and hospitality workers are relatively optimistic about future work opportunities

Key issues for region **employees** are
- wages
- predictability and seasonality of work
- increased health and safety concerns post-pandemic

Key Indicators	Lower Mainland	Vancouver Island	Thompson Okanagan	Kootenay	Cariboo	Northern BC
Employment (2021)	192,104	47,563	33,063	8,042	8,542	298,250
Employment Impact (2021 vs. 2019)	-16%	-11%	-11%	-17%	-6%	-14%

go2HR's Labour Market Information (LMI) Research Project, which includes the following resources:

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

11 **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