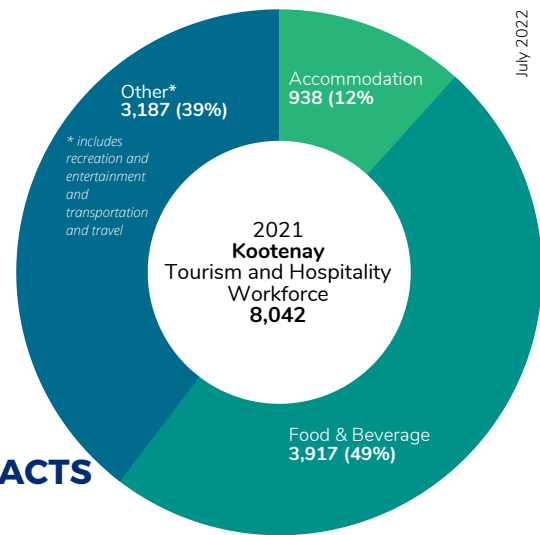


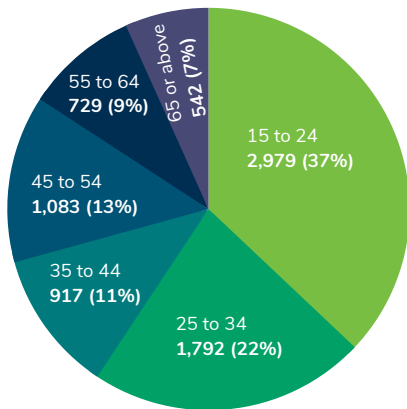
# BC Tourism and Hospitality Workforce Profile

## THE KOOTENAYS HIGHLIGHTS

The tourism and hospitality industry in the **Kootenay** region employed 8,042 employees in 2021, approximately 10% of the region's total employment. [Click here](#) to download the complete **Kootenay Workforce Profile** and 10 other workforce profiles



### DEMOGRAPHICS



**7%**  
of Kootenay workers are Indigenous

**59%**  
of Kootenay workers are employed full-time

**60%**  
of Kootenay workers are female

**69%**  
of Kootenay workers are permanent

### TOP JOBS

- 1 Food counter attendants (1,771)
- 2 Chefs and cooks (1,375)
- 3 Occupations in food and beverage service (771)
- 4 Food service supervisors (646)
- 5 Machinery and transportation equipment mechanics (458)

**38%**  
2022 average hourly wage to date in the region is **38% higher than minimum wage**

**\$20.00**  
2021 average hourly wage for the region, up **9% from 2019**

### COVID-19 IMPACTS



**17%**  
drop in Kootenay tourism and hospitality employment from 2019 to 2021

**3%**  
drop in other Kootenay employment from 2019 to 2021

**62%**  
drop in Kootenay accommodation employment from 2019 to 2021

### EMPLOYER SENTIMENT

**59%**  
of Kootenay tourism and hospitality workers are under 35, creating the opportunity for long-term career development

Key issues for region **employers** are

- 16% of workers are 55+
- re-engaging casual workers (76% drop from 2019 to 2021)
- recruiting more visible minority workers (8% of workforce)

### WORKER SENTIMENT

**52%**  
of Kootenay 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%

