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THE TOURISM & HOSPITALITY WORKFORCE PROFILE IN THE CARIBOO REGION



In partnership with



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THE WORKFORCE PROFILE

In 2020, the global onset of the COVID-19 pandemic triggered unprecedented challenges in the Tourism and Hospitality industry, marked by extensive layoffs, widespread business closures, and profound uncertainty about the pandemic's short-term and long-term effects on both the demand for and supply of labor within the sector. The subsequent years witnessed the industry, along with the broader economy, navigating through these turbulent times, striving for recovery. By 2023, notable strides towards rejuvenation were evident, yet the path to full recovery remains dotted with ongoing challenges, underscoring the need for continued, concerted efforts.

This context sets the stage for the labour market information project initiated by go2HR in 2021, aimed at providing a comprehensive and evolving snapshot of the industry's labour market at provincial, regional, and sectoral levels. These workforce profiles, now encompassing data up to and including the year 2023, offer a detailed understanding of the labour market dynamics, spotlighting the workforce characteristics, and delineating the trajectory of the industry's recovery. This information is crucial for developing effective strategies and policies that not only aid the industry's current recovery but also strengthen its long-term stability.

This report focuses on the Cariboo region, presenting an in-depth profile of its industry workforce. The analysis utilizes detailed Labor Force Survey data, gathered monthly by Statistics Canada¹, and incorporates additional data sources such as Census information.

¹ 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 CARIBOO REGION

The Cariboo Region is a “land without limits²”, offering visitors access to untamed lands framed by the coastal mountains and rolling hills and a chance to live the authentic frontier experience. Boasting diverse landscapes, abundant nature and wildlife, and a rich history with a small and dispersed population, the Cariboo allows visitors to get lost in the experience.

The region is characterized by an extreme climate with hot dry summers that experience periods of thunderstorms, and very cold snowy winters. However, climate change has created more variability in both winter and summer months, which can have an impact on the industry. The region contains vast ranges of highlands, plains and woodlands, arid plateaus, mountains, rivers, and lakes making outdoor recreation activities like hiking, biking, fishing, Nordic skiing, canoeing, white water rafting, and snowshoeing all very popular and accessible. The region is home to abundant wildlife, ensuring that visitors enjoy many opportunities for nature and wildlife viewing.

Regional highlights like the historical town of Barkerville, the Gold Rush Trail, Secwepemc Nation on the banks of the Fraser River, the Xatsull Heritage Village, the Chilcotin Plateau’s ranches and wilderness, the Great Bear Rainforest on the coast, and the world famous “Fishing Highway” between 100 Mile House and Little Fort, are all examples of the many historical, cultural, and natural experiences that the Cariboo offers its visitors. The numerous provincial and regional parks give opportunities to hike and camp in the region’s vast wilderness.

² *Land Without Limits, Cariboo Chilcotin Coast BC, 2022. <https://landwithoutlimits.com/>*

Visitors can access the Cariboo region by air via regional airports at Williams Lake and 108 Mile Ranch, as well as its many scenic highways including the famous Fraser Canyon Highway. The region's population is dispersed through many small towns and villages, the largest of which are Williams Lake and Quesnel. Economic activity in the region has historically been focused on natural.

The Cariboo Region encompasses approximately 80,610 square kilometres of British Columbia's central interior, stretching out the central west coast. The region is situated between the Cariboo Mountains to the east and reaches west across the Fraser River Plateau to the Coast Mountains. As of 2022 approximately 65,000 people live in the region with major cities in the region including 100 Mile House, Williams Lake, and Quesnel.



Source: Indigenous Tourism BC Labour Market Research – Roots to a Future – Regional Profile - – Lower Mainland, Government of BC, 2021. <https://www.indigenoustbc.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

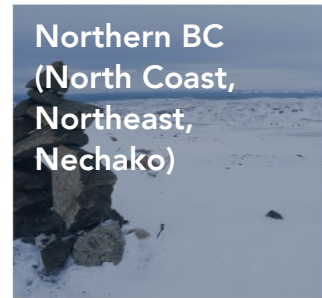
There are eight development regions in BC. The series of regional reports combines the three most northerly regions, presenting data for six development regions:



Cariboo



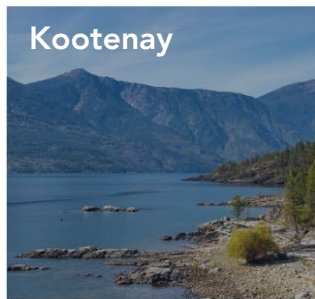
Lower Mainland



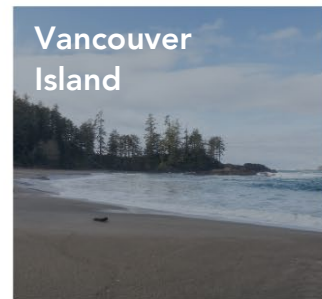
Northern BC
(North Coast,
Northeast,
Nechako)



Thompson
Okanagan



Kootenay

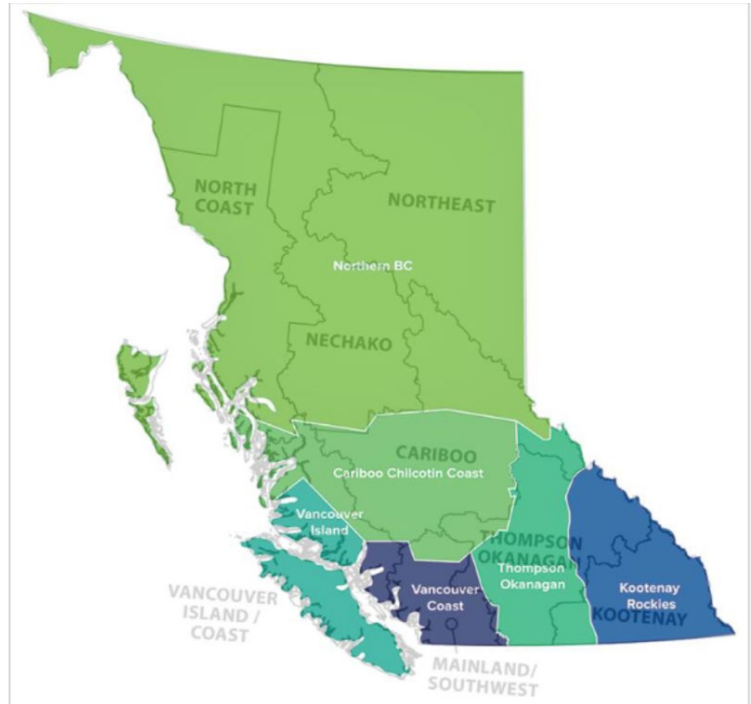


Vancouver
Island

Map of Tourism & Hospitality 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.



The Cariboo Tourism Region covers roughly two-thirds of the Cariboo Development Region and small parts of Vancouver Island/Coast, Mainland/Southwest, North Coast, and Thompson Okanagan Development Regions. Approximately a third of the Cariboo Development Region is covered by the Northern BC Tourism Region, and a small piece falls under the Thompson Okanagan Tourism Region.



CHARACTERISTICS OF THE CARIBOO WORKFORCE

The Tourism and Hospitality industry in the Cariboo region employed 6,250 people in 2023, of which 51% were employed in the food and beverage sector. The region accounts for 1.8% of the provincial tourism and hospitality workforce (343,979), and its distribution across sectors is slightly more heavily weighted towards the food and beverage, and transportation and travel sectors than the provincial distribution.

Table 1: Employment in the Tourism and Hospitality Industry, 2023

Sectors ³	Cariboo		British Columbia	
	#	%	#	%
Accommodation	375	6%	30,333	9%
Food and beverage	3,166	51%	153,646	45%
Recreation and entertainment	1,271	20%	99,146	28%
Transportation and Travel	1,438	23%	60,854	18%
Total	6,250	100%	343,979	100%

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

³ 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: <https://www23.statcan.gc.ca/imdb/p3VD.pl?Function=getVD&TVD=380372>

The Tourism and Hospitality industry in the Cariboo region comprises about 7.4% of the total regional employment, which is lower than the overall provincial industry concentration of 12.3%.

Table 2: Tourism and Hospitality vs Total

Employment	Cariboo	British Columbia
Tourism Employment	6,250	343,979
Overall Employment	84,750	2,791,792
Percent Tourism of Overall Employment	7.4%	12.3%

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

The regional workforce is evenly split between male and female workers. A majority of these workers, 72%, are under the age of 35 years, and about 40% hold at least a post-secondary degree or diploma.

Table 3: Cariboo Region Tourism and Hospitality Industry Workforce Demographics, 2023

Demographics	Cariboo	
Sex	#	%
Male	3,271	52%
Female	2,979	48%
Age Group	#	%
15 to 24	2,750	44%
25 to 34	1,750	28%
35 to 44	854	14%
45 to 54	396	6%
55 to 64	375	6%
65 or above	125	2%
Education	#	%
Below high school	1,438	23%
High school or some post-secondary education	2,312	37%
Degree below bachelor's	1,792	29%
Bachelor's degree or above	708	11%

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

Approximately 59% of the regional workforce is employed on a full-time basis and 41% are employed part-time. Permanent workers account for 78% of the regional workforce, while 15% are seasonal, temporary, or casual workers. The average wage rate is \$23.00 per hour and the average hours worked per week is 28.

Table 4: Cariboo Region Tourism and Hospitality Industry Demographics, 2023

Demographics	Cariboo	
Job Status	#	%
Full-time	3,687	59%
Part-time	2,563	41%
Permanent and Seasonal⁴	#	%
Permanent	4,937	78%
Seasonal	271	4%
Casual	313	5%
Temporary	354	6%
Other	42	1%
N/A	333	5%

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



28 hours worked per week on average

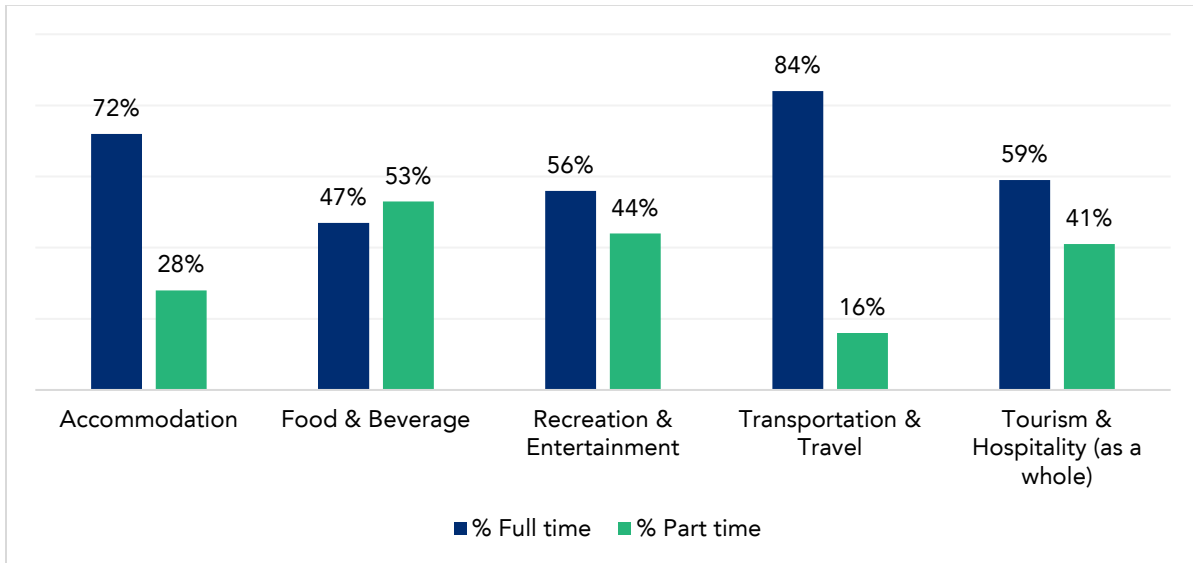


23.00 earned per hour on average

The transportation and travel sector has the highest percentage of full-time workers (84%) and the food and beverage sector has the highest percentage of part-time workers (53%).

⁴ 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.

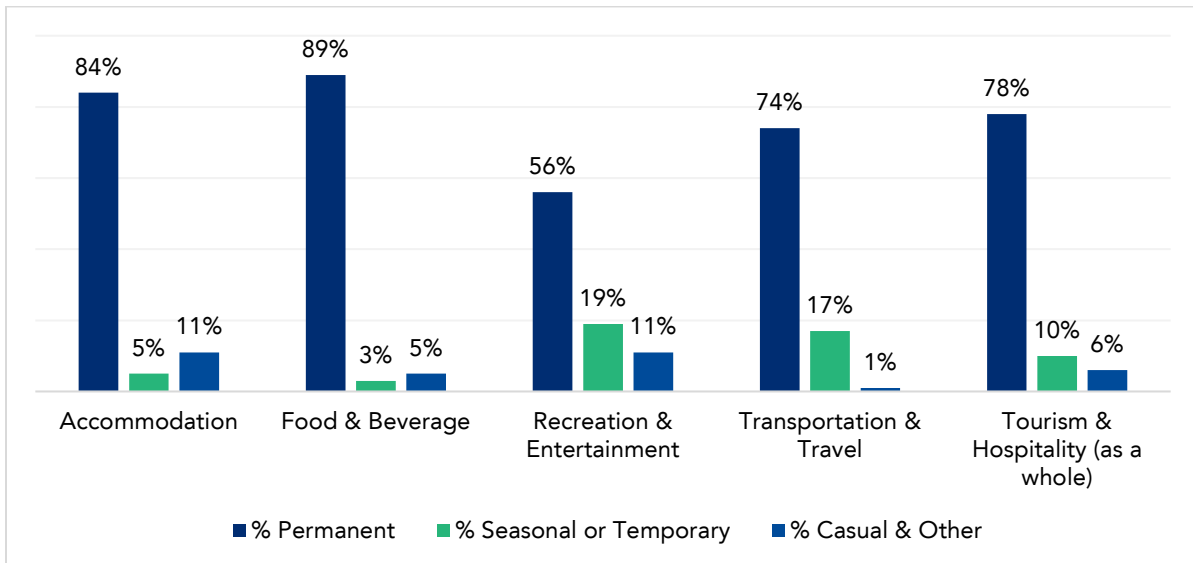
Chart 1: Cariboo Region Job Status by Sector, 2023



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

The food and beverage sector has the highest percentage of permanent employees (89%), while the recreation and entertainment sector has the highest percentage of seasonal employees (19%).

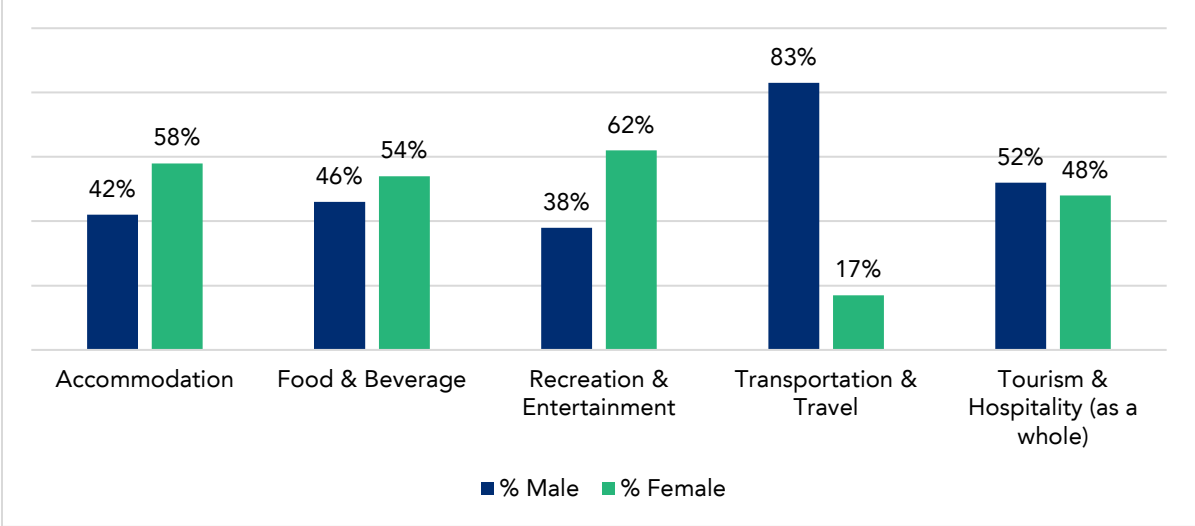
Chart 2: Cariboo Region Employee Type by Sector, 2023



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

The transportation and travel sector has the highest concentration of male workers (83%) and the recreation and entertainment sector has the highest concentration of female workers (62%).

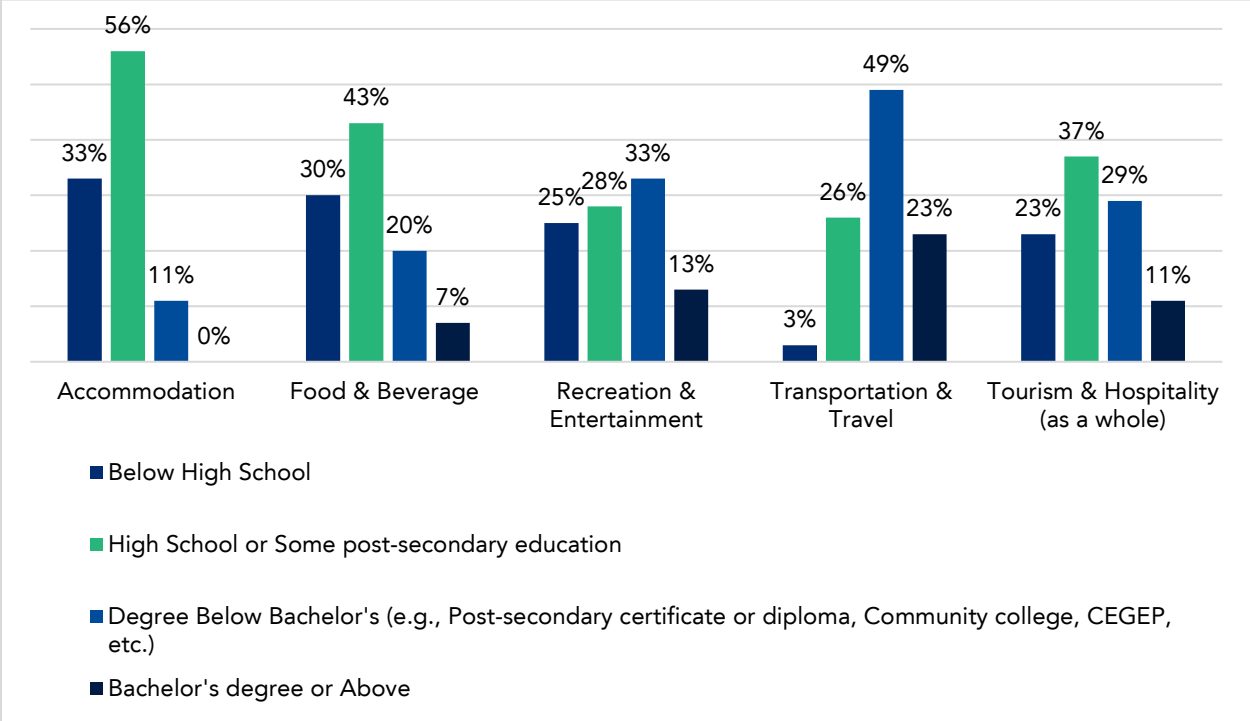
Chart 3: Cariboo Region Workforce Sex by Sector, 2023



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

In the transportation and travel sector, a majority (72%) of the workforce possesses at least a post-secondary degree or diploma. In contrast, in the accommodation sector, most workers (89%) have, at most, a high school education or some level of post-secondary education.

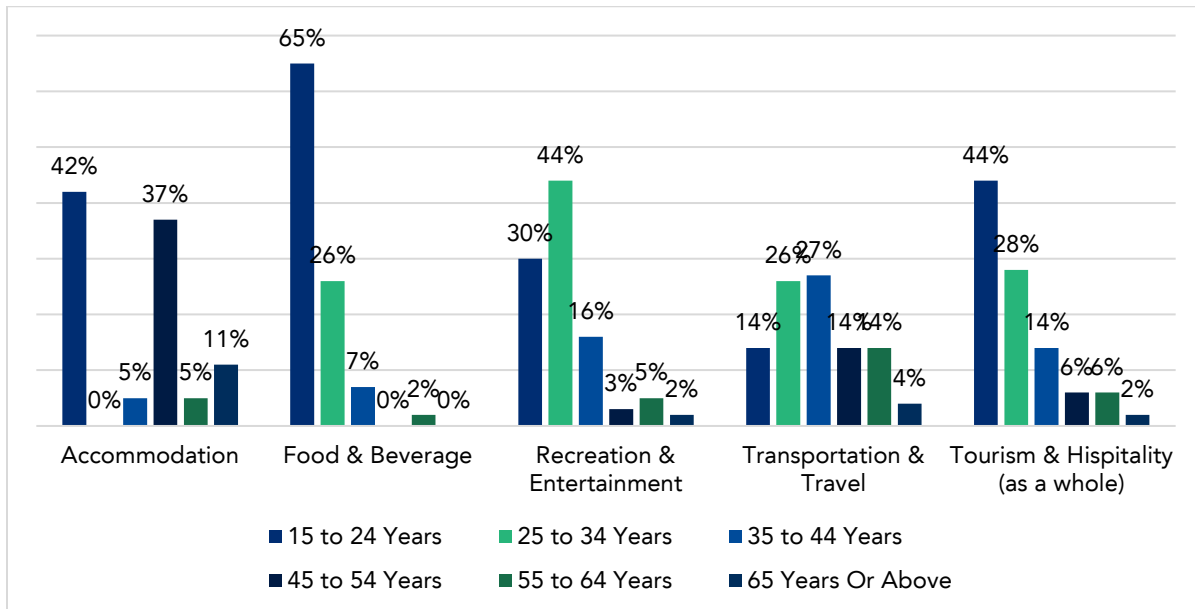
Chart 4: Cariboo Region Workforce Education Level by Sector, 2023



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

The food and beverage sector has the youngest workforce with 65% of its workers being between 15 and 24 years of age, and accommodation sector is the oldest workforce with 53% of its workers being 45 or older.

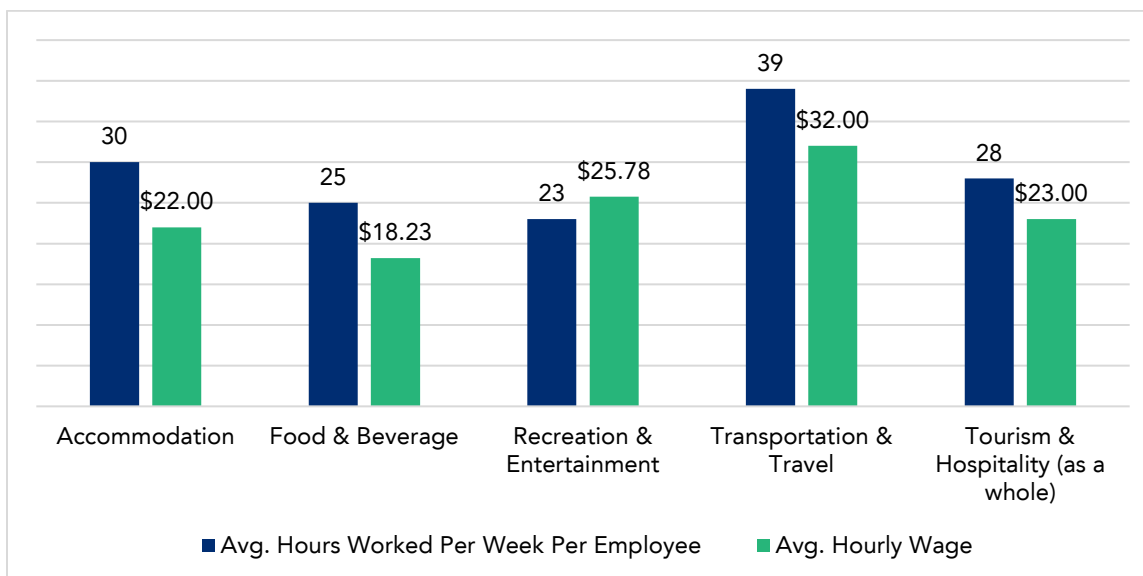
Chart 5: Cariboo Region Workforce by Age Groups, 2023



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

Workers in the transportation and travel sector, on average, work the most hours per week and receive the highest wages, averaging 38 hours per week and \$32 per hour, respectively.

Chart 6: Cariboo Region Average Hours Worked and Wages by Sector, 2023



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

According to Statistics Canada's 2021 Census, the Tourism and Hospitality workforce in the Cariboo region has a notably higher percentage of Indigenous workers (14%) compared to the average in both the provincial industry and the general population (5% each). Conversely, only 19% of this workforce are visible minorities, lower than the 40% in the provincial industry and 35% in the provincial population. Within the sectors, accommodation has the highest representation of Indigenous workers (16%), while the recreation and entertainment sector has the largest proportion of visible minorities (40%). Additionally, the recreation and entertainment sector boasts the highest percentage of immigrants (31%) and workers whose first language is neither English nor French (32%).

Table 5: Ethnicity, Immigration, and Mother Tongue in the Cariboo Region Workforce, 2021

Selected Characteristics	Accommodation		Food & Beverage		Recreation & Entertainment		Transportation & Travel		Regional Tourism & Hospitality		BC Tourism and Hospitality	BC Population
	#	%	#	%	#	%	%	%	#	%	%	%
Labour Force	1,015	100%	3,820	100%	1,315	100%	1,480	100%	7,630	100%	100%	100%
Indigenous Status												
Indigenous	160	16%	555	15%	210	5%	145	10%	1,070	14%	5%	5%
Non-Indigenous	855	84%	3,265	85%	1,105	95%	1,335	90%	6,560	86%	95%	95%
Visible Minority Status												
Visible Minority	255	25%	1,025	27%	70	40%	130	9%	1,480	19%	40%	35%
Not a Visible Minority	760	75%	2,795	73%	1,245	60%	1,350	91%	6,150	81%	60%	65%
Immigration Status												
Non-immigrant	740	73%	2,820	74%	1,235	61%	1,285	87%	6,080	80%	61%	65%
Immigrant	190	19%	460	12%	80	31%	185	13%	915	12%	31%	31%
Non-permanent residents	85	8%	540	14%	0	8%	10	1%	635	8%	8%	4%
Mother Tongue												
English	750	74%	2,910	76%	1,240	63%	1,260	85%	6,160	81%	63%	66%
French	10	1%	0	0%	10	1%	20	1%	40	1%	1%	1%
Non-official language	215	21%	760	20%	65	32%	135	9%	1,175	15%	32%	29%
Multiple mother tongues	40	4%	150	4%	0	4%	65	4%	255	3%	4%	4%

Source: Custom Tabulation, 2021 Census, Statistics Canada. *Include the population who claimed a combination of English, French, and Non-official languages as their mother tongue.



The following table shows the industry's leading occupations, the primary sector in which they are employed, and some of the common certifications and training/education 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 Cariboo Region Workforce, 2023

NOC	Occupation Title	Certification/Training Requirements	Primary sector**	Employment
65201	Food counter attendants, kitchen helpers, and related support occupations	<ul style="list-style-type: none"> On the job training 	Food and Beverage services	1,000
63200	Cooks	<ul style="list-style-type: none"> Cook's trade certification Completion of a three-year apprenticeship program for cooks or completion of college or other program in cooking or food safety 	Food and Beverage services	979
65200	Food and beverage servers	<ul style="list-style-type: none"> On-the-job training is usually provided. Responsible beverage service certification 	Food and Beverage services	396
62020	Food service supervisors	<ul style="list-style-type: none"> Completion of a community college program in food service administration, hotel and restaurant management or related discipline 	Food and Beverage services	375
75201	Delivery service drivers and door-to-door distributors	<ul style="list-style-type: none"> Valid driver's licence On-the-job training is usually provided 	Food and Beverage services	292
74200	Railway yard and track maintenance workers	<ul style="list-style-type: none"> On-the-job training is provided Canadian Rail Operating Rules Certificate 	Transportation and Travel	271
73301	Bus drivers, subway operators, and other transit operators	<ul style="list-style-type: none"> Up to three months of on-the-job training, including classroom instruction, is usually provided for all occupations in this unit group. A minimum of one year of safe driving experience is required. 	Transportation and Travel	250
54100	Program leaders and instructors in recreation, sport, and fitness	<ul style="list-style-type: none"> Completion of a college program in recreation or physical education or extensive experience in a specific recreational or sports program activity Certification in a specific area of recreational, sports or fitness activity, such as ski instructor or personal trainer, or in first aid or emergency care. 	Recreation and Entertainment	208
64321	Casino Workers	<ul style="list-style-type: none"> On-the-job training is provided for gaming table dealers. Security clearance is required for all casino workers. Casino gaming licences are usually required for all casino employees. 	Recreation and Entertainment	208
65211	Operators and attendants in amusement, recreation, and sport	<ul style="list-style-type: none"> On the job training 	Recreation and Entertainment	188

NOC	Occupation Title	Certification/Training Requirements	Primary sector**	Employment
60020	Retail and wholesale trade managers	<ul style="list-style-type: none"> Post-secondary degree or diploma may be required Several years of related retail or wholesale sales experience at increasing levels of responsibility are usually required. 	Transportation and Travel	146
72410	Automotive service technicians, truck and bus mechanics and mechanical repairers	<ul style="list-style-type: none"> Completion of secondary school and relevant training courses Completion of four year apprenticeship Trade certification for truck and transport mechanics Red Seal endorsement is also available 	Transportation and Travel	125
64300	Maîtres d'hôtel and hosts/hostesses	<ul style="list-style-type: none"> On the job training 	Food and Beverage services	125
72024	Supervisors, motor transport and other ground transit operators	<ul style="list-style-type: none"> Completion of secondary school is usually required. Several years of experience as a driver or operator of motor transport or ground transit equipment are usually required. 	Transportation and Travel	104
65310	Light duty cleaners	<ul style="list-style-type: none"> On the job training 	Accommodation	104
73310	Railway and yard locomotive engineers	<ul style="list-style-type: none"> Experience as a conductor is required for railway locomotive engineers and may be required for yard locomotive engineers. Experience as a railway yard worker may be required for yard locomotive engineers. Railway locomotive engineers require a Canadian Rail Operating Rules certificate 	Transportation and Travel	104
62200	Chefs	<ul style="list-style-type: none"> The certifications of Certified Working Chef (CWC) and Certified Chef de Cuisine (CCC), administered by the Canadian Culinary Institute (CCI) of the Canadian Culinary Federation (CCF) are available to qualified chefs. Red Seal endorsement is available upon successful completion of the interprovincial Red Seal examination. 	Accommodation	104
65311	Specialized cleaners	<ul style="list-style-type: none"> On-the-job training is usually provided 	Transportation and Travel	*
60030	Restaurant and food service managers	<ul style="list-style-type: none"> Completion of a college or other program related to hospitality or food and beverage service management Responsible beverage service certification 	Food and Beverage services	*
64312	Airline ticket and service agents	<ul style="list-style-type: none"> Airline station agents usually require experience as a ticket, baggage or cargo agent. Load planners require a restricted radio operator's licence and usually require airline operations experience 	Transportation and Travel	*

Note: The LFS data in this table are annual averages. *Employment counts is being suppressed due to high probability of large sampling error; ** Note: "Primary sector" indicates the sector that accounts for the largest portion of the reported employment numbers.

In the regional Tourism and Hospitality workforce, a majority (77%) have been employed in their current or most recent position for less than five years, while only 10% have held their position for more than ten years. The average experience level of this regional workforce is significantly lower than the provincial average.

Table 7: Tourism and Hospitality Workforce Experience, 2023

Length of Employment	Cariboo		British Columbia	
	#	%	#	%
Less than 1 year	1,188	19%	56,208	16%
1 to 2 years	3,020	49%	121,978	35%
3 to 4 years	542	9%	39,938	12%
5 to 7 years	729	12%	40,313	12%
8 to 10 years	146	2%	22,646	7%
11 to 15 years	250	4%	23,958	7%
16 to 20 years	208	3%	13,146	4%
Over 20 years	167	3%	25,792	7%
Total	6,250	100%	343,979	100%
Avg. Length	3.7 years		6.0 years	

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



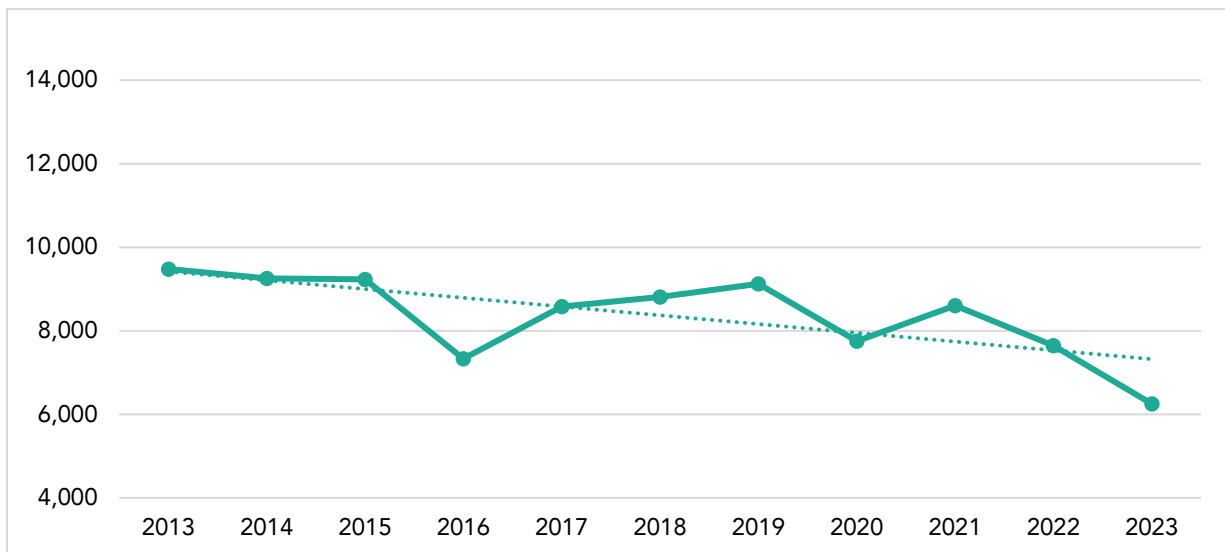
An average employee has been working at their current job for 3.7 years



IMPACT OF THE COVID-19 PANDEMIC

Employment in the regional industry has been on a downward trend from 2013 to 2023. In 2023, the average number of employees was 6,250, a decrease from 9,479 in 2013. Over this ten-year period, the compounded annual growth rate (CAGR) was -4.1%.

Chart 7: Total Cariboo Region Tourism and Hospitality Workforce, 2013 - 2023

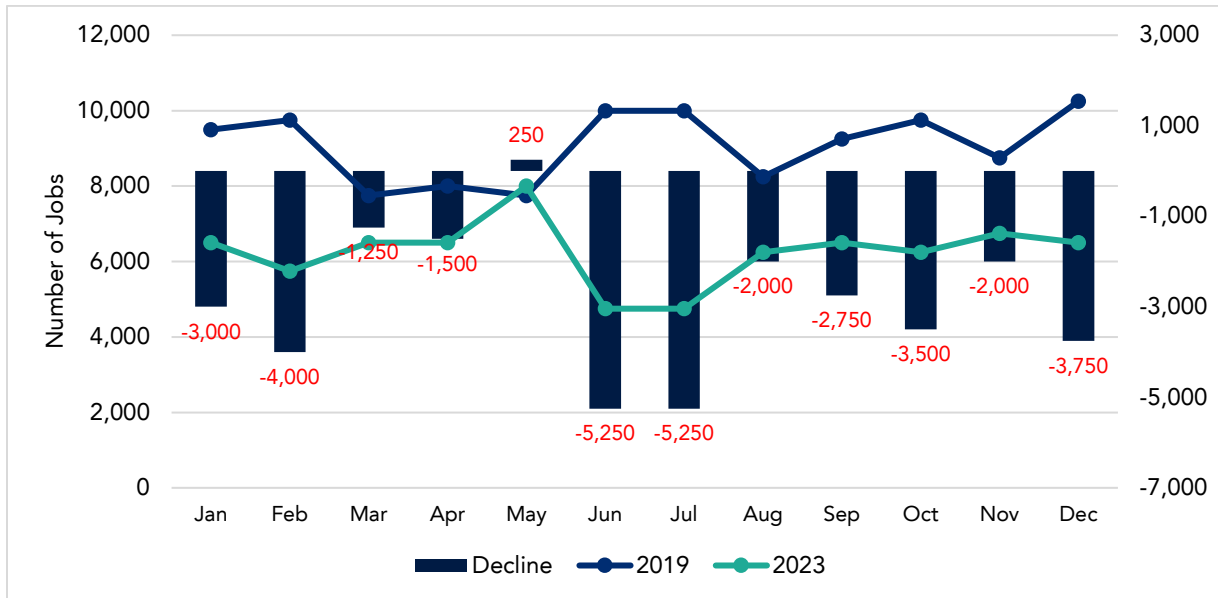


Note: The LFS data in this chart are annual averages.

Continued Downtrend: Regional Employment Stays Below Pre-Pandemic Levels Without Signs of Recovery

There were significantly fewer people employed in the industry in 2023 as compared to 2019, hitting a low point in June and July when there were 5,250 fewer employees. The regional industry remained below pre-pandemic employment levels almost all of 2023.

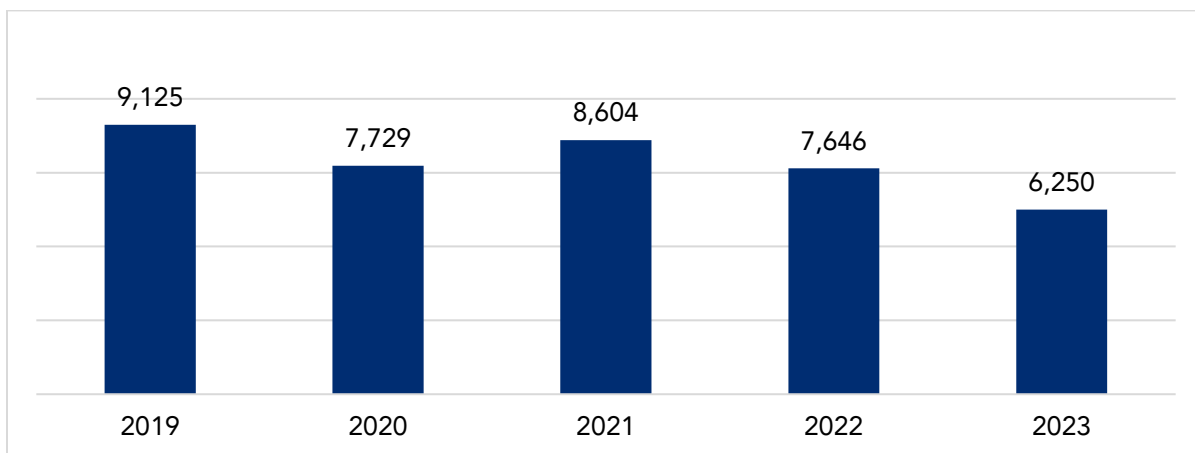
Chart 8: Cariboo Region Monthly Change in Tourism and Hospitality Employment, 2023 vs. 2019



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

Although employment levels showed some recovery in 2021, they continued to decline throughout 2022. In 2023, not only did it reach a five-year low of 6,250, but this figure also represents the lowest point in a decade.

Chart 9: Cariboo Region Annual Change in Tourism and Hospitality Employment, 2019 - 2023



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

The regional Tourism and Hospitality industry experienced a 31% decline in employment levels between 2019 and 2023. The accommodation sector experienced the largest decline with 75% less jobs. While the recreation and entertainment, and transportation and travel sectors have relatively smaller declines in employment (16% and 15% respectively), the overall regional industry has consistently experienced lower employment levels since the onset of the pandemic.

Table 8: Cariboo Region Change in Employment by Sector, 2019-2023

Employment	2019	2020	2021	2022	2023	% Change 2023 vs 2019
Sector						
Accommodation	1,479	1,396	1,417	438	375	-75%
Food and Beverage	4,312	3,125	4,561	4,229	3,166	-27%
Recreation and Entertainment	1,563	1,458	1,188	1,646	1,271	-16%
Transportation and Travel	1,771	1,750	1,438	1,333	1,438	-15%
Total	9,125	7,729	8,604	7,646	6,250	-31%

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

Both full-time and part-time jobs have seen a similar decline, amounting to a roughly 30% decrease in employment from 2019 to 2023. The most significant job losses have been in casual and temporary employment, at 62% and 35% respectively. Even permanent employment has lost about a quarter of its positions during this period (26%). Job losses have not been uniform across all demographics; women have experienced higher rates of job loss, while male employment remains 23% below 2019 levels. Workers aged 45 or older have faced the steepest employment declines among all age groups through 2023. From 2019 to 2023, employment levels decreased across all education groups, with the exception of workers holding a bachelor's degree or higher, which saw a 10% increase.

Table 9: Cariboo Region Change in Employment by Demographics, 2019 – 2023

Demographics	2019	2020	2021	2022	2023	% Change 2023 vs 2019
Job Status						
Full-time	5,375 (59%)	4,854 (63%)	4,729 (55%)	5,083 (67%)	3,687 (59%)	-31%
Part-time	3,750 (41%)	2,875 (37%)	3,875 (45%)	2,563 (34%)	2,563 (41%)	-32%
Permanent and Seasonal⁵						
Permanent	6,708 (74%)	6,146 (68%)	6,896 (80%)	5,333 (70%)	4,937 (78%)	-26%
Seasonal	333 (4%)	146 (2%)	63 (1%)	250 (3%)	271 (4%)	-19%

⁵ 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	2022	2023	% Change 2023 vs 2019
Casual	833 (9%)	438 (5%)	938 (11%)	750 (10%)	313 (5%)	-62%
Temporary	542 (6%)	104 (1%)	271 (3%)	417 (5%)	354 (6%)	-35%
Sex						
Male	4,292 (47%)	3,646 (47%)	3,583 (42%)	4,083 (53%)	3,271 (52%)	-23%
Female	4,833 (53%)	4,083 (53%)	5,021 (58%)	3,563 (47%)	2,979 (48%)	-38%
Age Group						
15 to 24	3,500 (38%)	2,104 (27%)	3,604 (42%)	2,459 (33%)	2,750 (44%)	-20%
25 to 34	1,958 (21%)	1,792 (23%)	2,229 (26%)	1,833 (24%)	1,750 (28%)	-11%
35 to 44	1,042 (11%)	958 (12%)	1,083 (13%)	1,396 (18%)	854 (14%)	-18%
45 to 54	1,104 (12%)	1,542 (20%)	1,021 (12%)	708 (9%)	396 (6%)	-64%
55 to 64	1,146 (13%)	1,125 (15%)	604 (7%)	958 (13%)	375 (6%)	-67%
Education						
Below high school	1,750 (19%)	1,375 (18%)	1,729 (20%)	1,229 (16%)	1,438 (23%)	-18%
High school or some post-secondary	3,562 (39%)	2,750 (35%)	3,167 (37%)	2,417 (32%)	2,312 (37%)	-35%
Degree below bachelor's	3,167 (35%)	2,875 (37%)	3,104 (36%)	3,125 (41%)	1,792 (29%)	-43%
Bachelor's degree or above	646 (7%)	729 (9%)	604 (7%)	875 (11%)	708 (11%)	10%

The LFS data in this chart are annual averages.

In 2023, the average hours worked per week per employee stayed consistent with 2019 levels, despite fluctuations during the preceding five-year period. The recreation and entertainment sector experienced a 15% decrease in weekly hours worked, while the transportation and travel sector saw an 11% increase.

Table 10: Cariboo Region Average Actual Hours Worked Per Week Per Employee

Average Hours worked	2019	2020	2021	2022	2023	% Change 2023 vs 2019
Sector						
Accommodation	31	26	23	33	30	-3%
Food and Beverage	24	24	24	30	25	4%

Average Hours worked	2019	2020	2021	2022	2023	% Change 2023 vs 2019
Recreation and Entertainment	27	25	24	24	23	-15%
Transportation and Travel	35	36	38	41	39	11%
Total	28	27	26	31	28	0%

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

Average hourly wages for the regional industry increased by 17% from 2019 to 2023. Wage increases were the largest in the accommodation (29%) and food and beverage sectors (25%). Average hourly wage in the regional industry is roughly 1.4 times higher than the provincial minimum wage (\$23.00 vs \$16.75).

Table 11: Cariboo Region Average Hourly Wage by Sector

Average Hourly wage ⁶	2019	2020	2021	2022	2023	% Change 2023 vs 2019
Sector						
Accommodation	\$17.05	\$18.81	\$17.10	\$17.60	\$22.00	29%
Food and Beverage	\$14.55	\$15.95	\$16.40	\$19.20	\$18.23	25%
Recreation and Entertainment	\$22.75	\$21.64	\$22.67	\$23.19	\$25.78	13%
Transportation and Travel	\$31.91	\$32.67	\$38.00	\$42.90	\$31.20	-2%
Total	\$19.66	\$21.50	\$20.63	\$24.50	\$23.00	17%

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



Wages in the transportation and travel sector are the highest in 2023

⁶ Includes tips and commissions

Comparison to Other Regions in BC

The following table presents the key indicators across the six Tourism and Hospitality regions in BC.

Table 12: Key Indicators Across BC's Six Tourism and Hospitality Regions, 2023

Key Indicators (2023)	Lower Mainland	Vancouver Island	Thompson Okanagan	Kootenays	Cariboo	Northern BC	BC
Employment 2023							
Relative Share to Regional Employment	12.9%	10.8%	11.0%	10.1%	7.4%	10.3%	12.3%
Employment Change (2023 vs 2019)	3%	3%	-10%	-6%	-31%	-28%	-0.4%
Hours Worked and Wages							
Avg. Hours Worked	29	27	27	24	28	30	28
Avg. Hourly Wage	\$28.33	\$24.75	\$23.83	\$25.08	\$23.00	\$24.17	\$27.00
Experience							
Less than 1 year	15%	19%	19%	25%	19%	17%	16%
1 to 2 years	35%	37%	35%	33%	49%	40%	35%
3 to 4 years	12%	8%	14%	12%	9%	13%	12%
5 to 7 years	12%	10%	13%	8%	12%	10%	12%
8 to 10 years	7%	6%	4%	10%	2%	7%	7%
11 to 15 years	8%	6%	6%	5%	4%	7%	7%
16 to 20 years	4%	4%	3%	2%	3%	3%	4%
over 20 years	8%	9%	6%	6%	3%	4%	7%
Avg. Length in years	6.2 years	6.4 years	5.3 years	5.2 years	3.7 years	4.8 years	6.0 years
Job Status							
% Full-time Workers	68%	61%	60%	51%	59%	69%	66%
% Permanent Workers	69%	69%	70%	72%	78%	80%	70%
Age Group							
15 to 24 years	26%	32%	35%	29%	44%	31%	29%

Key Indicators (2023)	Lower Mainland	Vancouver Island	Thompson Okanagan	Kootenays	Cariboo	Northern BC	BC
25 to 34 years	26%	22%	22%	26%	28%	23%	25%
35 to 44 years	19%	14%	15%	13%	14%	18%	17%
45 to 54 years	15%	13%	12%	12%	6%	14%	14%
55 to 64 years	10%	12%	11%	15%	6%	10%	11%
65 years and above	3%	7%	5%	4%	2%	5%	4%
Sex and Education							
% Female	47%	53%	53%	48%	48%	53%	49%
% Bachelor's degree or above	33%	20%	15%	17%	11%	14%	28%
Ethnicity and Immigration* (2021 Census)							
% Indigenous	3%	8%	8%	7%	14%	19%	5%
% Visible Minority	46%	19%	18%	13%	19%	25%	40%
% Immigrant	37%	17%	15%	12%	12%	18%	31%
Mother Tongue* (2021 Census)							
% English	57%	80%	80%	83%	81%	74%	63%
% French	1%	2%	2%	2%	1%	0%	1%
% Non-official language	37%	16%	16%	12%	15%	20%	32%

Note: The LFS data in this table are annual averages. *Sourced from 2021 Census, Statistics Canada.



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