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THE TOURISM & HOSPITALITY WORKFORCE PROFILE IN THE KOOTENAYS REGION



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THE WORKFORCE PROFILE

In 2020, the global onset of the COVID-19 pandemic triggered unprecedented challenges in the Tourism & 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 Kootenays 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 KOOTENAYS REGION

The Kootenays Region provides visitors with small, relaxed mountain towns with awe inspiring views and thriving arts, culture, and outdoor adventure experience scenes. The region generally experiences warm and dry summers and relatively mild winters with heavy snowfall, however, climate change has created more variability in both winter and summer months, which can have an impact on the industry. There are many mountains, lakes, rivers, and hot springs in the area, making outdoor recreation activities like swimming, hiking, mountain biking, river rafting, canoeing, and fishing very popular. However, the region is best known for its downhill and backcountry skiing, as the Kootenays Region is home to some of Canada's best ski resorts and backcountry terrain. Mountain culture influences much of life in the region that is encompassed by four mountain ranges —the Rockies, Purcells, Selkirks, and Monashees. Within these ranges there are seven national and provincial parks, that feature ancient fossil fields, old-growth rainforests, and alpine meadows renowned for their colourful displays of late-summer wildflowers.

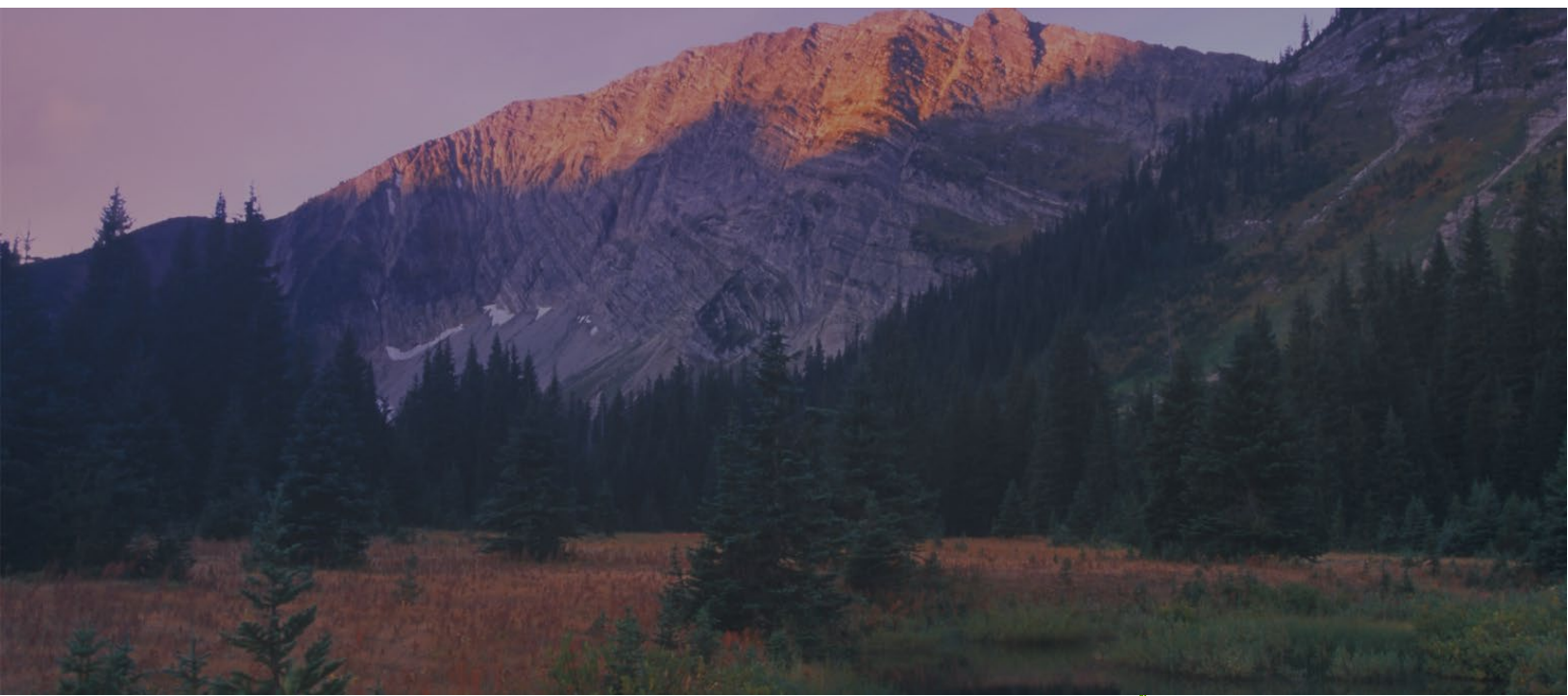
Towns like Revelstoke, Nelson, and Rossland provide visitors with unique culinary, cultural, and artistic opportunities, featuring world class dining, breweries, art installations and galleries, music, and accommodation, all with an easy going, locally influenced vibe.

The Ktunaxa peoples have lived in and around the Kootenays and Columbia Rivers on the west side of Rockies for over 10,000 years, and this long cultural heritage provides travellers opportunities to experience indigenous culture and lifestyle through its heritage centres and sites, museums, galleries, and arts studios.

The Kootenays Region is being discovered by more and more people each year and is expected to see continued annual growth in visitation. As such, Tourism and Hospitality will contribute significantly to the economy of the region.

The Kootenays Region covers approximately 86,849 square kilometres in British Columbia's southeastern corner. The region stretches from the Alberta Border to the Monashee Mountain Range of the Columbia Mountains. As of 2022 166,301 people live in the region with the most populous cities being Cranbrook, Nelson, Castlegar, Revelstoke, and Trail.

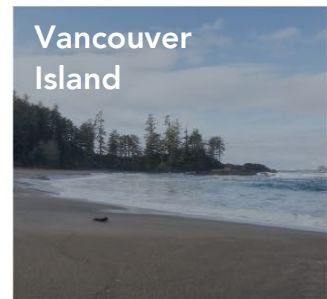
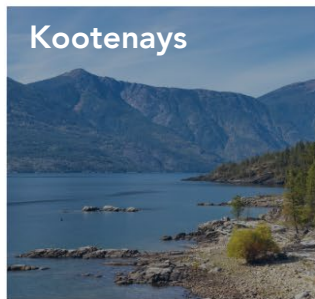
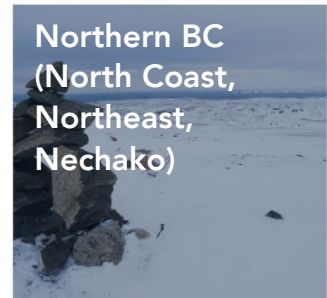
*Source: Indigenous Tourism BC Labour Market Research – Roots to a Future – Regional Profile - – Lower Mainland, Government of BC, 2021.
<https://www.indigenoustourismbc.com/corporate/news/indigenous-tourism-bc-releases-labour-market-research-indigenous-tourism-labour-strategy-and-a-guide-to-wise-hr-practices/>*





BREAKDOWN OF BC'S DEVELOPMENT AND TOURISM REGIONS

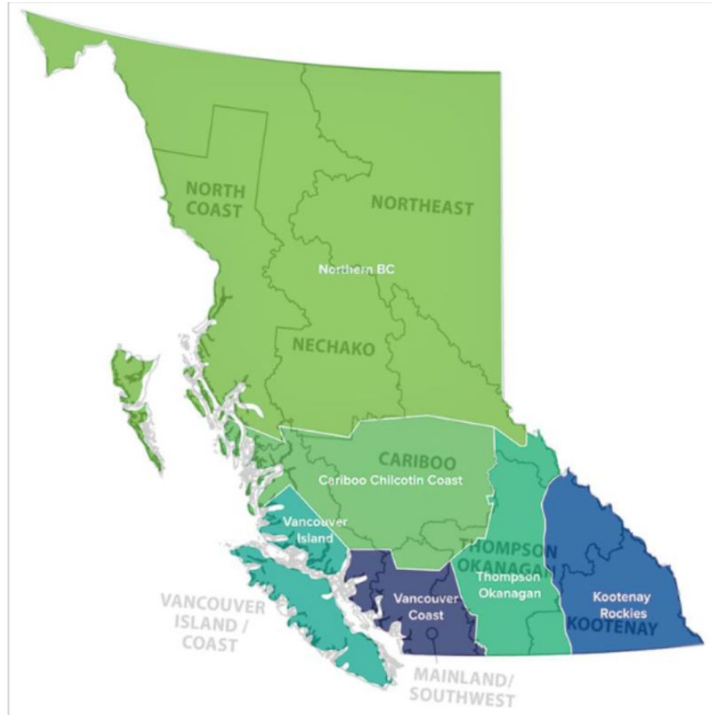
There are eight development regions in BC. The series of regional reports combines the three most northerly regions, presenting data for six development regions:



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 Kootenays Tourism Region includes over half of the Kootenays Development Region, as well as roughly one-third of the Thompson Okanagan Development Region. About one quarter of the Kootenays Development Region is covered by the Thompson Okanagan Tourism Region.



CHARACTERISTICS OF THE KOOTENAYS WORKFORCE

In 2023, the Tourism and Hospitality industry in the Kootenays region employed 8,813 people, with 59% working in the food and beverage sector and 23% in recreation and entertainment. This region constituted 2.5% of the total provincial industry workforce, numbering 343,979. The workforce distribution across sectors in the Kootenays differs from the rest of the province. The food and beverage sector comprises a larger proportion of the industry in the Kootenays, while the recreation and entertainment, and transportation and travel sectors are comparatively smaller.

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

Sectors ²	Kootenays		British Columbia	
	#	%	#	%
Accommodation	729	8%	30,333	9%
Food and beverage	5,125	59%	153,646	45%
Recreation and entertainment	2,042	23%	99,146	29%
Transportation and travel	917	10%	60,854	18%
Total	8,813	100%	343,979	100%

² 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: North American Industry Classification System, Statistics Canada, 2017. <https://www23.statcan.gc.ca/imdb/p3VD.pl?Function=getVD&TVD=380372>

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

The Tourism and Hospitality industry in the Kootenays represents a slightly smaller percentage of total employment compared to the overall industry concentration in the province.

Table 2: Tourism and Hospitality vs Total, 2023

Employment	Kootenays	British Columbia
Tourism Employment	8,183	343,979
Overall Employment	80,979	2,791,792
Percent Tourism of Overall Employment	10.1%	12.3%

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

In the Kootenays' Tourism and Hospitality workforce, the distribution between male and female workers is relatively balanced. More than half of the workforce (55%) is under the age of 35 years, and about 42% of workers hold at least a post-secondary degree or diploma.

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

Demographics	Kootenays	
Sex	#	%
Male	4,563	52%
Female	4,250	48%
Age Group	#	%
15 to 24	2,584	29%
25 to 34	2,333	26%
35 to 44	1,125	13%
45 to 54	1,063	12%
55 to 64	1,354	15%
65 or above	354	4%
Education	#	%
Below high school	2,146	24%
High school or some post-secondary education	2,979	34%
Degree below bachelor's	2,208	25%
Bachelor's degree or above	1,479	17%

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

Approximately 51% of the regional workforce is employed on a full-time basis and 49% are employed part-time. Permanent workers account for 72% of the regional workforce, while 16% are seasonal, temporary, or casual workers. The average wage rate is \$25.08 per hour and the average hours worked per week per employee is 24.

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

Demographics	Kootenays	
Job Status	#	%
Full-time	4,480	51%
Part-time	4,333	49%
Permanent and Seasonal³	#	%
Permanent	6,395	72%
Seasonal	750	9%
Casual	542	6%
Temporary	63	1%
Other	42	0%
N/A	1,021	12%

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



24 hours worked per week on average

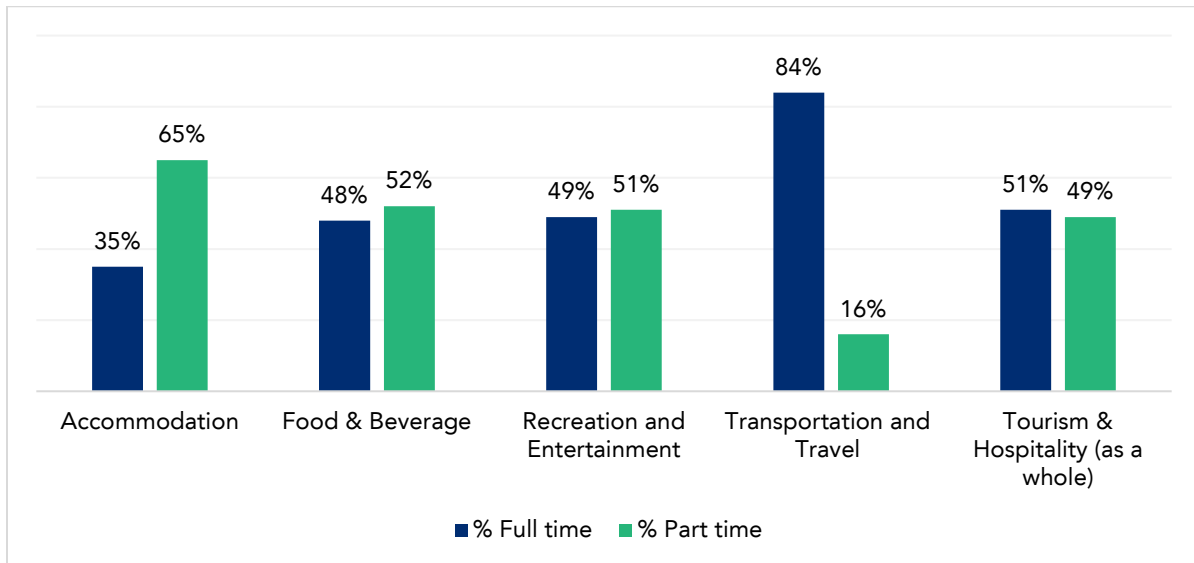


25.08 earned per hour on average

³ 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.

The accommodation sector has the largest percentage of part-time workers (65%) while the transportation and travel sector has the largest percentage of full-time workers (84%).

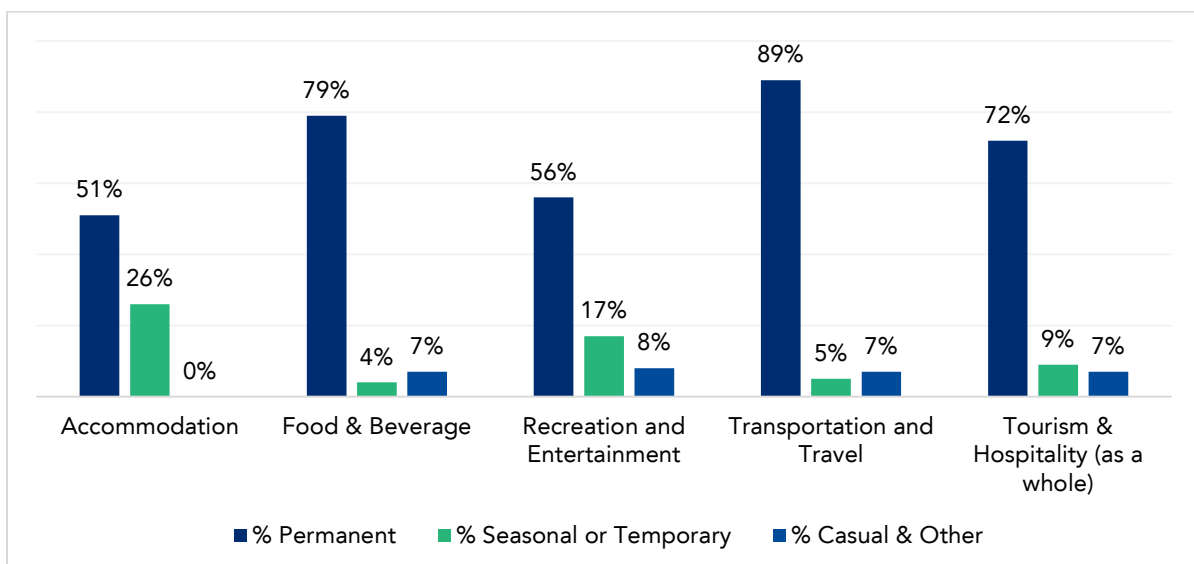
Chart 1: Kootenays Region Job Status by Sector, 2023



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

The transportation and travel sector has the highest percentage of permanent employees (89%), while the accommodation sector has the highest percentage of seasonal employees (26%).

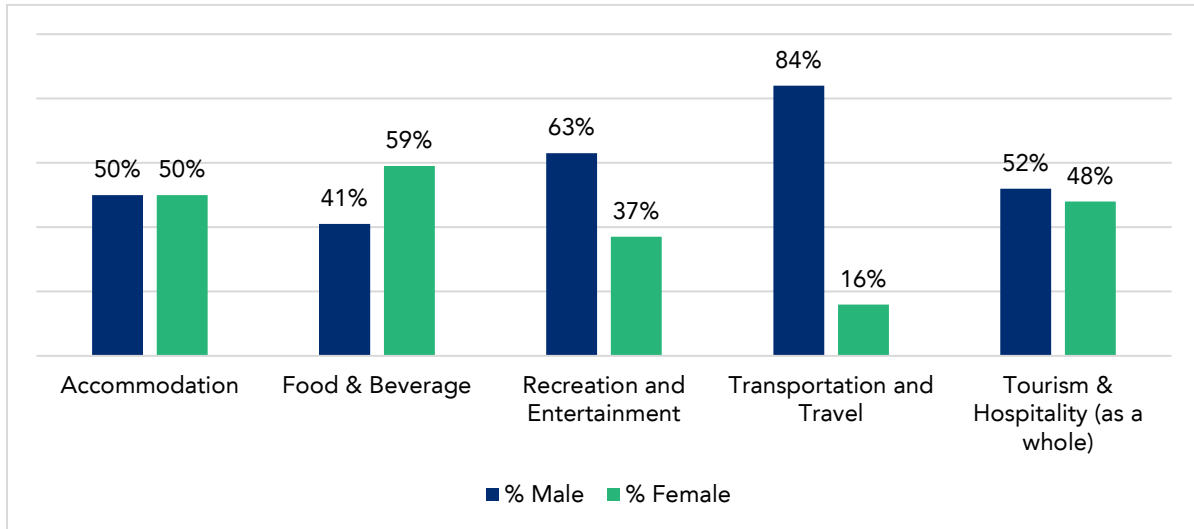
Chart 2: Kootenays Region Employee Type by Sector, 2023



Note: The LFS data in this chart are annual averages. Percentages may not total 100% because a small portion of employees did not record their employment type, which is indicated as N/A in Table 4.

The transportation and travel sector has the highest concentration of male workers (84%) and the food and beverage sector has the highest concentration of female workers (59%).

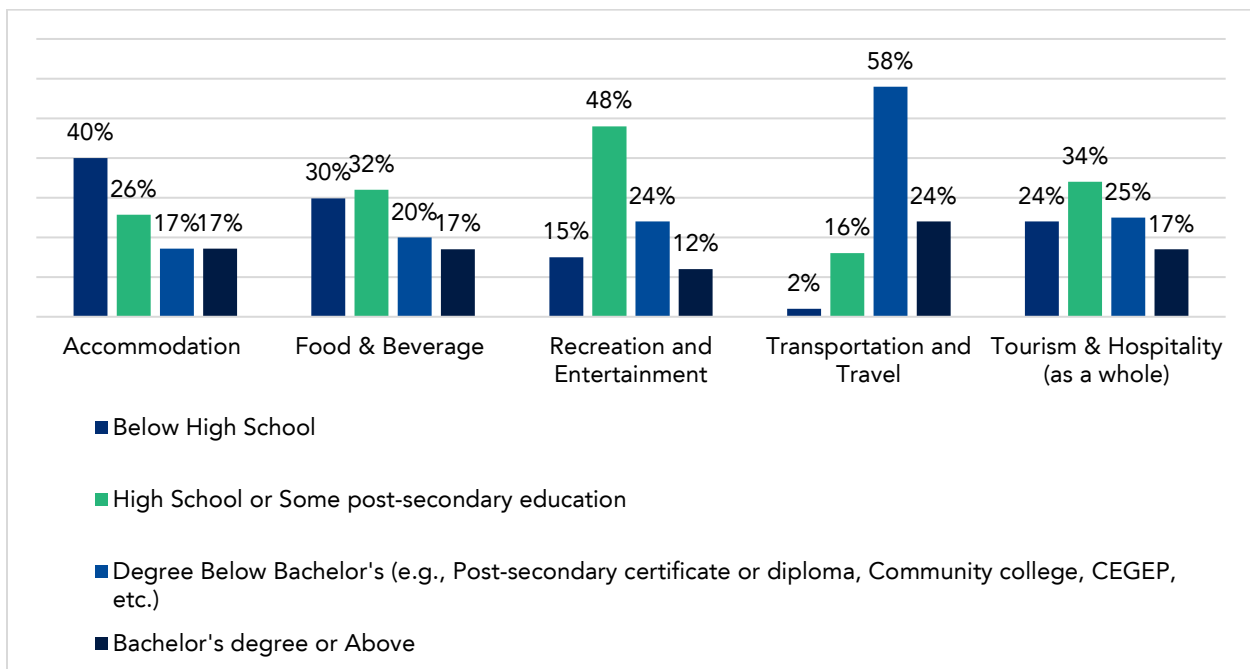
Chart 3: Kootenays Region Workforce Sex by Sector, 2023



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

In the accommodation sector, approximately 40% of employees have less than a high school education, while in the transportation and travel sector, most of the employees (82%) possess at least a post-secondary degree or diploma.

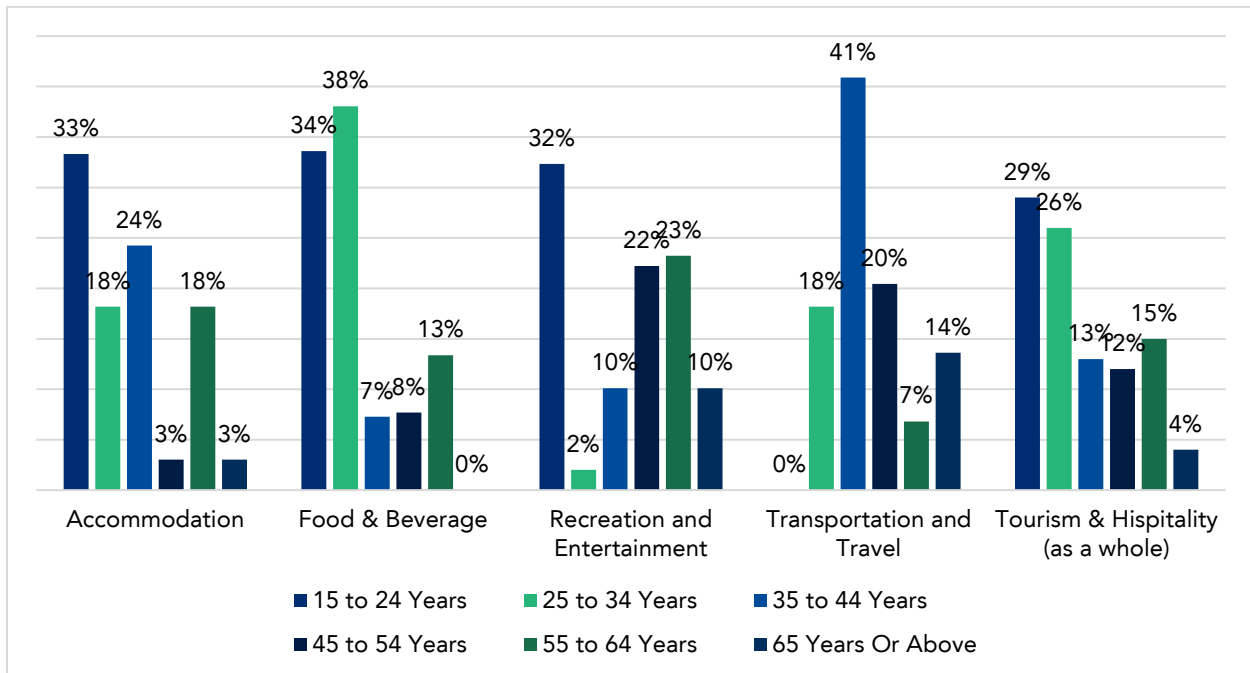
Chart 4: Kootenays Region Workforce Education Level by Sector, 2023



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

The accommodation, and food and beverage sectors have the highest percentages of workers aged 15 to 24, at 33% and 34% respectively. While the recreation and entertainment sector also has a significant portion of younger workers, about 32%, it has the largest percentage of workers aged 55 or older, at 33%.

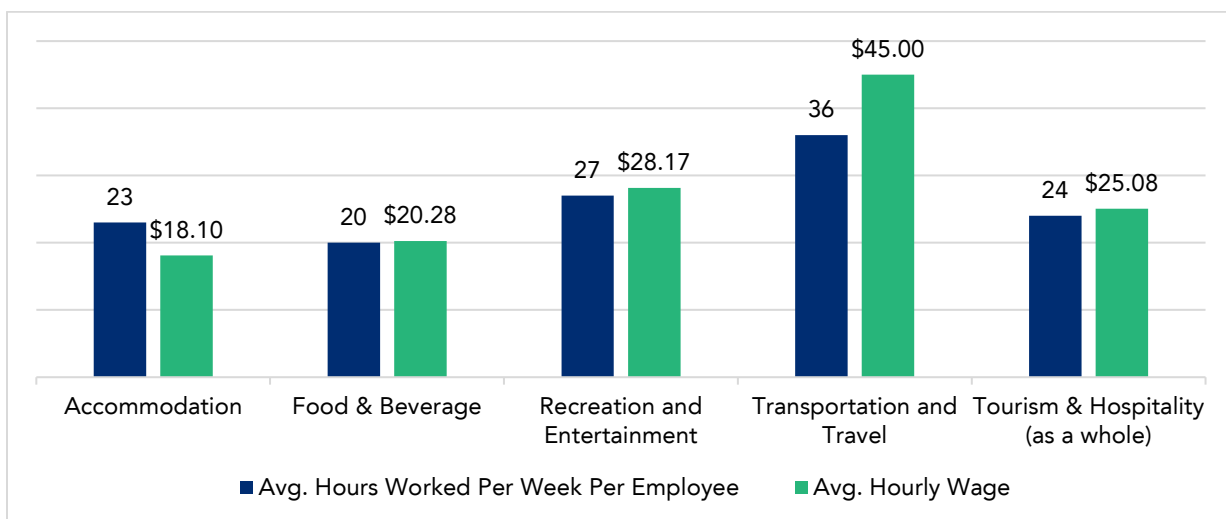
Chart 5: Kootenays Region Workforce by Age Groups, 2023



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

Employees in the transportation and travel sectors work the most hours per week at an average of 36 hours per week per employee and receive the highest average hourly wages at \$45 per hour.

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



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

According to Statistics Canada's 2021 Census, the regional Tourism and Hospitality workforce employed slightly more Indigenous workers (7%) than the provincial industry average (5%) and the provincial population (5%), but significantly less visible minorities (13%) than BC's Tourism and Hospitality industry as a whole (40%) and the provincial population (35%). Immigrants make up 12% of the regional workforce, with the accommodation sector having the highest representation at 18%. Correspondingly, approximately 12% of the workforce speak a language other than English or French as their mother tongue.

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

Selected Characteristics	Accommodation		Food & Beverage		Recreation & Entertainment		Transportation & Travel		Regional Tourism & Hospitality		BC T&H	BC Pop.
	#	%	#	%	#	%	#	%	#	%	%	%
Labour Force	1,660	100%	4,090	100%	2,565	100%	1,060	100%	9,375	100%	100%	100%
Indigenous Status												
Indigenous	145	9%	275	7%	220	9%	60	6%	700	7%	5%	5%
Non-Indigenous	1,515	91%	3,815	93%	2,345	91%	1,000	94%	8,675	93%	95%	95%
Visible Minority Status												
Visible Minority	170	10%	960	23%	85	3%	15	1%	1,230	13%	40%	35%
Not a Visible Minority	1,490	90%	3,130	77%	2,480	97%	1,045	99%	8,145	87%	60%	65%
Immigration Status												
Non-immigrant	1,250	76%	2,960	72%	2,310	90%	955	90%	7,475	80%	61%	65%
Immigrant	305	18%	535	13%	225	9%	95	9%	1,160	12%	31%	31%
Non-permanent residents	105	6%	595	15%	30	1%	10	1%	740	8%	8%	4%
Mother Tongue												
English	1,375	83%	3,055	75%	2,395	93%	955	90%	7,780	83%	63%	66%
French	65	4%	85	2%	65	3%	0	0%	215	2%	1%	1%
Non-official language	185	11%	795	19%	105	4%	40	4%	1,125	12%	32%	29%
Other	35	2%	155	4%	0	0%	65	6%	255	3%	4%	4%

Source: Custom Tabulation, 2021 Census, Statistics Canada. "BC T&H" refers to BC Tourism and Hospitality industry, and "BC Pop." Refers to BC population.



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 that may be required. As indicated, occupations often related to the food and beverage sector accounted for the four top occupations in the region.

Table 6: Leading Occupations in the Kootenays 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	1,604
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	604
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	604
64300	Maîtres d'hôtel and hosts/hostesses	<ul style="list-style-type: none"> On the job training 	Food and Beverage services	438
65100	Cashiers	<ul style="list-style-type: none"> On the job training 	Food and Beverage services	438
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. 	Food and Beverage services	438
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	396
64301	Bartenders	<ul style="list-style-type: none"> Responsible beverage certification Completion of college or other bartending program may be required 	Food and Beverage services	375

NOC	Occupation Title	Certification/Training Requirements	Primary sector**	Employment
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	333
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	313
70012	Facility and operation maintenance managers	<ul style="list-style-type: none"> ▪ Maintenance managers require completion of a college or university program in electrical or mechanical engineering or in another discipline related to building maintenance or an equivalent combination of technical training and experience in building maintenance. 	Recreation and Entertainment	271
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	271
64314	Hotel front desk clerks	<ul style="list-style-type: none"> ▪ Completion of a two-year apprenticeship program, or a college program in front desk operations or hotel management may be required 	Accommodation	229
53124	Artisans and craft persons	<ul style="list-style-type: none"> ▪ A college diploma in fine craft techniques may be required ▪ Various training programs and apprenticeships are available 	Recreation and Entertainment	229
85121	Landscaping and ground maintenance labourers	<ul style="list-style-type: none"> ▪ A provincial licence to apply chemical fertilizers, fungicides, herbicides and pesticides may be required. 	Recreation and Entertainment	167
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	167
64100	Retail salespersons and visual merchandisers	<ul style="list-style-type: none"> ▪ Demonstrated sales ability and product knowledge are usually required for retail salespersons who sell complex or valuable merchandise, such as automobiles, antiques or computers. 	Recreation and Entertainment	167
60031	Accommodation and service managers	<ul style="list-style-type: none"> ▪ A university degree or college diploma in hotel management or other related discipline is usually required for managers employed by hotel chains or large accommodation establishments 	Accommodation	167
65211	Operators and attendants in amusement, recreation and sport	<ul style="list-style-type: none"> ▪ On the job training 	Recreation and Entertainment	146

NOC	Occupation Title	Certification/Training Requirements	Primary sector**	Employment
72404	Aircraft mechanics and aircraft inspectors	<ul style="list-style-type: none"> ▪ A college diploma in aircraft maintenance or completion of a four-year apprenticeship program is usually required ▪ Aircraft mechanics and inspectors who sign maintenance releases and certify airworthiness require an Aircraft Maintenance Engineer's (AME) licence issued by Transport Canada. 	Transportation and Travel	125

*Note: The LFS data in this table are annual averages. **"Primary sector" indicates the sector that accounts for the largest portion of the reported employment numbers.*



The majority (70%) of the regional Tourism and Hospitality workforce has been employed in their current or latest job for less than five years, while 13% have been in their position for over ten years. The average experience level of the regional industry workforce is slightly less than the industry average in the province overall.

Table 7: Tourism and Hospitality Workforce Experience, 2023

Length of Employment	Kootenays		British Columbia	
	#	%	#	%
Less than 1 year	2,167	25%	56,208	16%
1 to 2 years	2,936	33%	121,978	35%
3 to 4 years	1,021	12%	39,938	12%
5 to 7 years	667	8%	40,313	12%
8 to 10 years	854	10%	22,646	7%
11 to 15 years	438	5%	23,958	7%
16 to 20 years	167	2%	13,146	4%
Over 20 years	563	6%	25,792	7%
Total	8,813	100%	343,979	100%
Avg. Length	5.2 years		6.0 years	

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



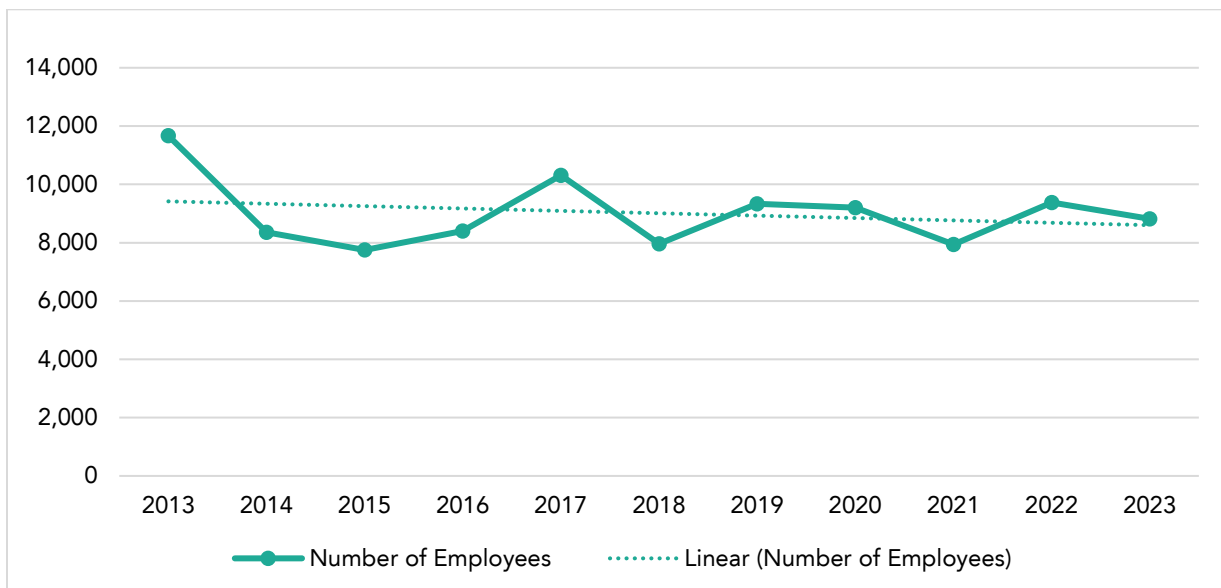
An average employee has been working at their current job for 5.2 years



IMPACT OF THE COVID-19 PANDEMIC

Employment in the regional industry has shown a slight downward trend from 2013 to 2023, with an average of about 12,000 employees per month in 2013, which was the recorded ten-year high, decreasing to 9,000 per month in 2023. The compounded annual growth rate (CAGR) over this ten-year period was -3%.

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

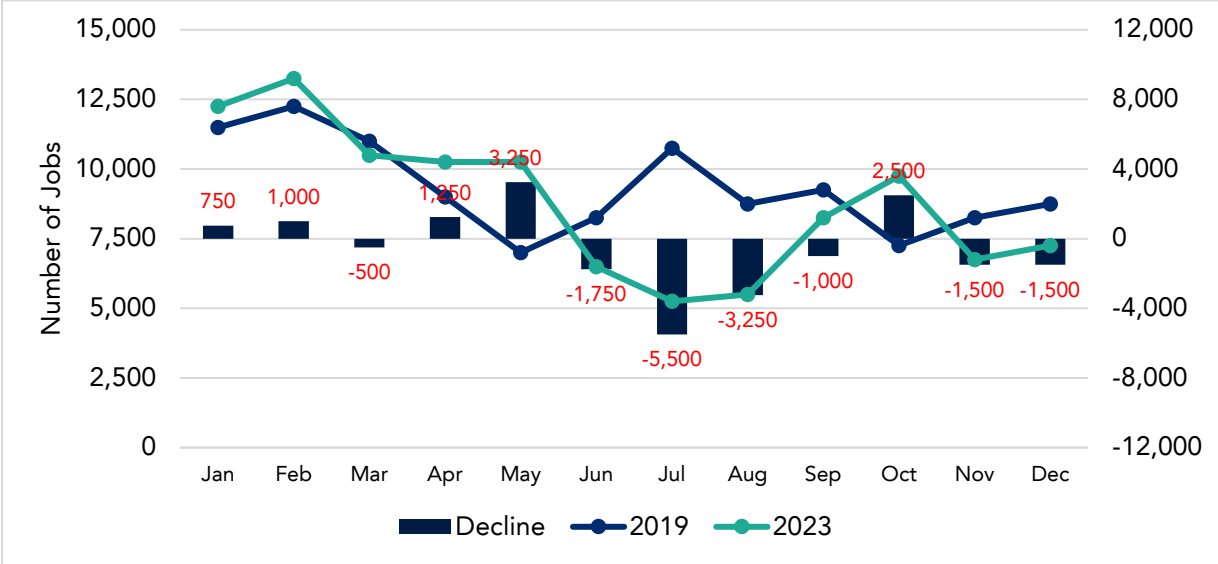


Note: The LFS data in this chart are annual averages

Regional Employment Briefly Returned to Pre-Pandemic Levels in 2022 but Did Not Sustain Through

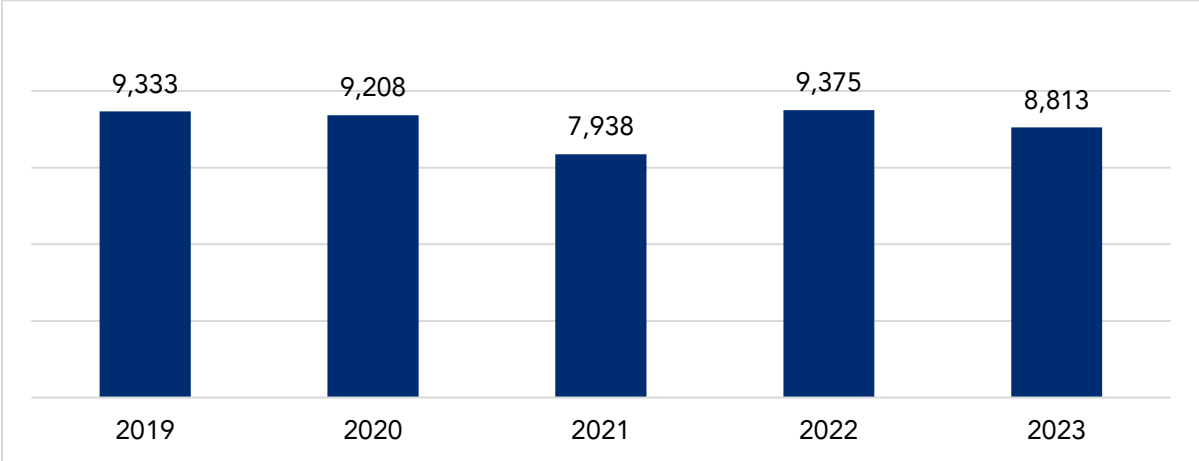
In the first half of 2023, employment levels were somewhat higher than the pre-pandemic levels of 2019, peaking in May with an increase of 3,250 jobs. However, the second half of 2023 did not maintain this strength, reaching a low in July with 5,500 fewer jobs than in 2019, and staying below pre-COVID employment levels for the rest of the year, with the exception of October.

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



Employment hit a five-year low in 2021, dropping to 7,938. Although the industry recovered to pre-pandemic 2019 levels in 2022, this rebound was not sustained through 2023, fluctuating to 8,813.

Chart 9: Kootenays Region Annual Average Tourism and Hospitality Employment, 2019 - 2023



Note: The LFS data in this chart are annual averages

The regional Tourism and Hospitality industry experienced a 6% decline in employment levels between 2019 and 2023 with the accommodation sector seeing the largest decline (69%). The food and beverage sector saw employment gains of 36% over this time, however the gains were outweighed by employment losses in other key sectors.

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

Employment	2019	2020	2021	2022	2023	% Change 2023 vs 2019
	Sector					
Accommodation	2,375	1,188	979	2,625	730	-69%
Food and Beverage	3,770	4,166	3,855	3,083	5,125	36%
Recreation and Entertainment	2,125	2,146	2,813	2,563	2,042	-4%
Transportation and Travel	1,063	1,708	291	1,104	916	-14%
Total	9,333	9,208	7,938	9,375	8,813	-6%

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



Since the pandemic, full-time and part-time jobs in the regional industry have experienced a moderate decline. While permanent job numbers have risen, seasonal, casual, and temporary positions have all seen substantial reductions between 2019 and 2023. Employment among men in the industry has grown by 16% since 2019, but the number of women employed has decreased by 21%. There has also been an increase in employees aged 15 to 24 and 55 to 64, each by 16%. However, since 2019, there has been a 50% reduction in employees aged 35 to 44. From 2019 to 2023, the average number of employees with less than a high school education has more than doubled, and those with education levels above a bachelor's degree have seen an approximate 10% increase.

Table 9: Kootenays Region Change in Employment by Demographics, 2019 - 2023

Demographics	2019	2020	2021	2022	2023	% Change 2023 vs 2019
Job Status						
Full-time	4,771 (51%)	5,833 (63%)	4,605 (58%)	6,146 (65%)	4,480 (51%)	-6%
Part-time	4,562 (49%)	3,375 (37%)	3,333 (42%)	3,229 (35%)	4,333 (49%)	-5%
Permanent and Seasonal⁴						
Permanent	6,042 (65%)	6,063 (66%)	5,250 (66%)	7,167 (77%)	6,395 (72%)	6%
Seasonal	938 (10%)	1,063 (12%)	1,125 (14%)	375 (4%)	750 (9%)	-20%
Casual	896 (10%)	833 (9%)	229 (3%)	708 (8%)	542 (6%)	-40%
Temporary	354 (4%)	417 (5%)	313 (4%)	167 (2%)	63 (1%)	-82%
Sex						
Male	3,937 (42%)	4,541 (49%)	3,063 (39%)	4,354 (46%)	4,563 (52%)	16%
Female	5,396 (58%)	4,667 (51%)	4,875 (61%)	5,021 (54%)	4,250 (48%)	-21%
Age Group						
15 to 24	2,250 (24%)	3,395 (37%)	2,958 (37%)	3,042 (33%)	2,584 (29%)	16%
25 to 34	2,270 (24%)	1,520 (17%)	1,708 (22%)	2,020 (23%)	2,333 (26%)	3%
35 to 44	2,229 (24%)	1,063 (12%)	896 (11%)	1,729 (18%)	1,125 (13%)	-50%
45 to 54	1,000 (11%)	1,063 (12%)	1,083 (14%)	1,271 (14%)	1,063 (12%)	6%

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.

Demographics	2019	2020	2021	2022	2023	% Change 2023 vs 2019
55 to 64	1,167 (13%)	1,646 (18%)	730 (9%)	1,000 (11%)	1,354 (15%)	16%
65 or above	417 (4%)	521 (6%)	563 (7%)	313 (3%)	354 (4%)	-15%
Education						
Below high school	958 (10%)	1,604 (17%)	1,896 (24%)	2,458 (26%)	2,146 (24%)	124%
High school or some post-secondary	4,229 (45%)	4,500 (49%)	2,584 (33%)	2,958 (32%)	2,980 (34%)	-30%
Degree below bachelor's	2,792 (30%)	2,271 (25%)	1,771 (22%)	2,896 (31%)	2,208 (25%)	-21%
Bachelor's degree or above	1,354 (14%)	833 (9%)	1,688 (21%)	1,063 (11%)	1,479 (17%)	9%

Note: The LFS data in this table are annual averages

From 2019 to 2023, the food and beverage sector experienced the most significant reduction in average hours worked per employee, with a 26% decrease. Although the transportation and travel sector saw significant increases in average weekly hours worked, the smaller size of its workforce meant these increases did not offset the overall regional downtrend. Consequently, the regional industry saw a 4% reduction in average hours worked per week.

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

Average Hours worked	2019	2020	2021	2022	2023	% Change 2023 vs 2019
Sector						
Accommodation	28	41	29	30	23	-18%
Food and Beverage	27	22	25	24	20	-26%
Recreation and Entertainment	21	18	29	27	27	29%
Transportation and Travel	20	39	19	40	36	80%
Total	25	27	26	28	24	-4%

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

Wages in all sectors of the regional Tourism and Hospitality industry have risen, resulting in an overall industry increase of 38% from 2019 to 2023. The most significant wage growth occurred in the transportation and travel sector, with a 52% increase over this period. The average hourly wage in the regional industry is now approximately 1.5 times higher than the provincial minimum wage (\$25.08 vs \$16.75).

Table 11: Kootenays Region Average Hourly Wage by Sector

Average Hourly wage ⁵	2019	2020	2021	2022	2023	% Change 2023 vs 2019
Sector						
Accommodation	\$16.59	\$19.90	\$19.20	\$20.31	\$18.10	9%
Food and Beverage	\$14.83	\$16.90	\$19.02	\$17.80	\$20.28	37%
Recreation and Entertainment	\$19.37	\$20.58	\$22.81	\$22.89	\$28.17	45%
Transportation and Travel	\$29.67	\$41.80	\$55.00	\$44.50	\$45.00	52%
Total	\$18.12	\$22.78	\$21.83	\$23.08	\$25.08	38%

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



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

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. employment numbers between a normal year and a pandemic year; **Sourced from 2021 Census, Statistics



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