

March 31, 2024

THE TOURISM & HOSPITALITY WORKFORCE PROFILE OF THE RECREATION & ENTERTAINMENT SECTOR



In partnership with



Contents

- 1. THE WORKFORCE PROFILE 3
- 2. THE RECREATION AND ENTERTAINMENT SECTOR 4
- 3. BREAKDOWN OF BC'S DEVELOPMENT AND TOURISM REGIONS..... 6
- 4. CHARACTERISTICS OF THE RECREATION & ENTERTAINMENT WORKFORCE..... 8
- 5. IMPACT OF THE COVID-19 PANDEMIC20
- 6. COMPARISON TO OTHER TOURISM & HOSPITALITY SECTORS IN BC26

List of Tables

- Table 1: Employment in the Tourism and Hospitality Industry, 2023 8
- Table 2: Recreation & Entertainment vs Tourism and Hospitality, 2023 9
- Table 3: Recreation & Entertainment Sector Workforce Demographics, 2023 9
- Table 4: Recreation & Entertainment Sector Demographics, 2023.....10
- Table 5: Ethnicity, Immigration, and Mother Tongue in the Recreation and Entertainment Workforce, 202115
- Table 6: Leading Occupations in the Recreation & Entertainment Sector Workforce. 2023....17
- Table 7: Tourism and Hospitality Workforce Experience, 202319
- Table 8: Recreation & Entertainment Sector Change in Employment by Region, 2019 - 2023.22
- Table 9: Recreation & Entertainment Sector Change in Employment by Demographics, 2019 - 2023.....23
- Table 10: Recreation and Entertainment Sector Average Actual Hours Worked Per Week Per Employee.....24
- Table 11: Recreation and Entertainment Sector Average Hourly Wage by Region25
- Table 12: Key Indicators Across the Tourism & Hospitality Sectors in BC, 2023.....26

List of Charts

- Chart 1: Recreation & Entertainment Sector Job Status by Region, 202311
- Chart 2: Recreation & Entertainment Sector Employee Type by Region, 202311
- Chart 3: Recreation & Entertainment Sector Workforce Sex by Region, 2023.....12
- Chart 4: Recreation & Entertainment Sector Workforce Education Level by Region, 202312
- Chart 5: Recreation & Entertainment Sector Workforce by Age Groups by Region, 202313
- Chart 6: Recreation & Entertainment Sector Average Hours Worked and Wages by Region, 2023.....13
- Chart 7: Total Recreation & Entertainment Sector Workforce, 2013 - 202320
- Chart 8: Monthly Change in Recreation & Entertainment Sector Employment, 2023 vs 2019..21
- Chart 9: Annual Recreation & Entertainment Sector Employment, 2019 - 2023.....21



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 recreation and entertainment sector, 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 RECREATION AND ENTERTAINMENT SECTOR


BC's recreation and entertainment sector includes businesses who are primarily engaged in providing a service or operating a facility that offer customers a cultural, entertainment, or recreational experience. The sector includes establishments that provide live entertainment, such as theatres or performance halls, events or exhibits such as galleries or museums, artistic or cultural entertainment such as movie theatres or studios, and sporting or recreational services or entertainment like arenas, recreation centres, and sports facilities.

The pandemic led to a 21% decline in employment in the recreation and entertainment sector, falling from 87,000 in 2019 to 69,000 in 2020. However, as travel restrictions eased, the sector rebounded swiftly, achieving a five-year peak with just over 99,000 employees in both 2022 and 2023. Over the next decade, employment in this sector is projected to grow at an annual rate of 0.9%, with an anticipated 15,800 job openings.²

Adventure tourism, natural attractions, recreational activities, and cultural experiences at facilities such as parks, heritage sites, gardens, ski hills, zoos and aquariums, casinos, and amusement parks are all key components of the sector. BC offers some unique recreation and entertainment experiences due to its various natural landscapes and abundant wildlife that draw visitors from around the world such as salmon fishing, kayaking, boating, mountain biking and road cycling, Nordic and downhill skiing, camping and trekking, whale watching, river rafting, and surfing. While these activities can be found in many areas of the province,

² BC Labour Market Outlook, 2023. https://www.workbc.ca/sites/default/files/2023-11/MPSEFS_11803_BC_Jobs_LMO_2023_FINAL..pdf

locations such as the sea-to-sky corridor, mountain towns like Revelstoke and Nelson, and seaside villages such as Tofino are home to many businesses that specialize in the provision of outdoor recreation and entertainment activities and make significant contributions to their local economies.



This series of workforce profiles follows the Tourism Satellite Account's definition of the Tourism and Hospitality sector, in particular, the NAICs Codes that are used to define the recreation and entertainment sector. Those NAICs codes are:

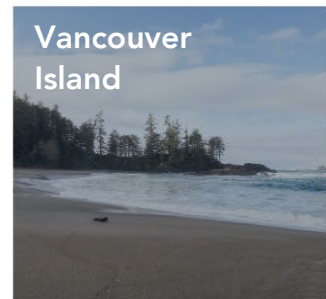
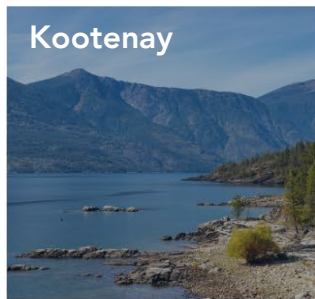
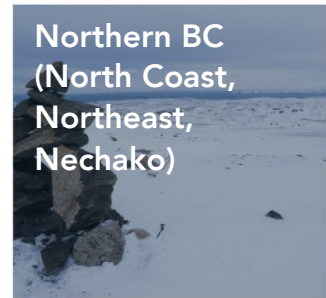
- 5121: Motion picture and video exhibition
- 7111: Performing arts companies
- 7112: Spectator sports
- 7115: Independent artists, writers, and performers
- 7121: Heritage institutions
- 7131: Amusement parks and arcades
- 7132: Gambling industries
- 7139: Other amusement and recreation industries

Note: Any business is assigned to only one NAICs code, corresponding to the industry classification from which it generates its greatest revenues. NAICs Codes can be found at the following link: <https://www23.statcan.gc.ca/imdb/p3VD.pl?Function=aetVD&TVD=380372>



BREAKDOWN OF BC'S DEVELOPMENT AND TOURISM REGIONS

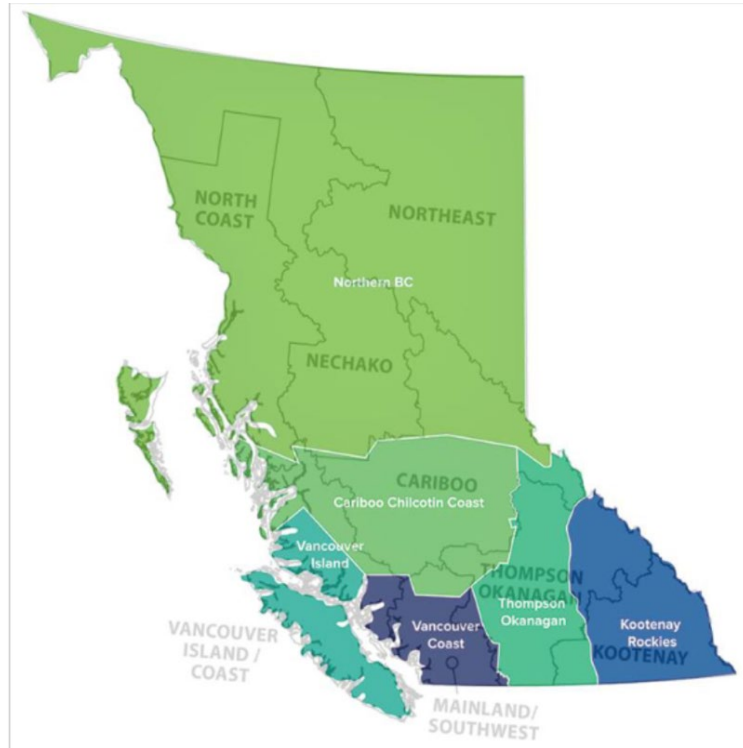
There are eight development regions in BC. The series of regional reports combines the three most northerly regions, presenting data for six development regions:



Map of Tourism 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, 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.



CHARACTERISTICS OF THE RECREATION & ENTERTAINMENT WORKFORCE

The recreation and entertainment sector employed 99,146 people in 2023, of which 74% were employed in the Lower Mainland, 14% in the Vancouver Island region, and 7% in the Thompson Okanagan. The sector is relatively more concentrated in the Lower Mainland than the overall Tourism and Hospitality industry.

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

Region	Recreation & Entertainment		Tourism and Hospitality	
	#	%	#	%
Lower Mainland	73,313	74%	232,979	67%
Vancouver Island	13,770	14%	54,354	16%
Thompson Okanagan	7,292	7%	33,416	10%
Kootenay	2,042	2%	8,813	3%
Cariboo	1,271	1%	6,250	2%
Northern BC	1,458	1%	8,167	2%
British Columbia	99,146	100%	343,979	100%

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

The sector accounts for 29% of industry employment and 4% of the total provincial workforce. The employment concentration in BC's recreation and entertainment sector, relative to the overall industry, is slightly higher than the national average.

Table 2: Recreation & Entertainment vs Tourism and Hospitality, 2023

Employment	British Columbia	Canada
Recreation & Entertainment Employment	99,146	537,708
Tourism Employment	343,979	2,007,396
Overall Employment	2,791,792	20,170,917
% Tourism of Overall	12%	10%
% Recreation & Entertainment of Overall	4%	3%
% Recreation & Entertainment of Tourism	29%	27%

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

The sex of the sector workforce is somewhat evenly divided, with 54% of the workforce identifying as male. Over half of the workforce (53%) is under the age of 35 and nearly two thirds (62%) of workers have a post-secondary degree or diploma.

Table 3: Recreation & Entertainment Sector Workforce Demographics, 2023

Demographics	Recreation & Entertainment	
Sex	#	%
Male	53,896	54%
Female	45,250	46%
Age Group	#	%
15 to 24	25,771	26%
25 to 34	27,063	27%
35 to 44	20,250	20%
45 to 54	10,729	11%
55 to 64	9,979	10%
65 or above	5,354	5%
Education	#	%
Below high school	7,604	8%
High school or some post-secondary education	29,375	30%
Degree below bachelor's	24,083	24%
Bachelor's degree or above	38,084	38%

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

Two thirds (67%) of the sector’s workforce is employed on a full-time basis and 33% are employed part-time. Permanent workers account for half (50%) of the workforce, while 25% are seasonal, temporary, or casual workers. The average wage³ rate is \$31.08 per hour and the average hours worked per week is 28.

Table 4: Recreation & Entertainment Sector Demographics, 2023

Demographics	Recreation & Entertainment	
Job Status	#	%
Full-time	66,458	67%
Part-time	32,688	33%
Permanent and Seasonal⁴	#	%
Permanent	49,728	50%
Seasonal	6,813	7%
Casual	4,417	4%
Temporary	13,771	14%
Other	500	1%
N/A	23,917	24%



28 hours worked per week on average



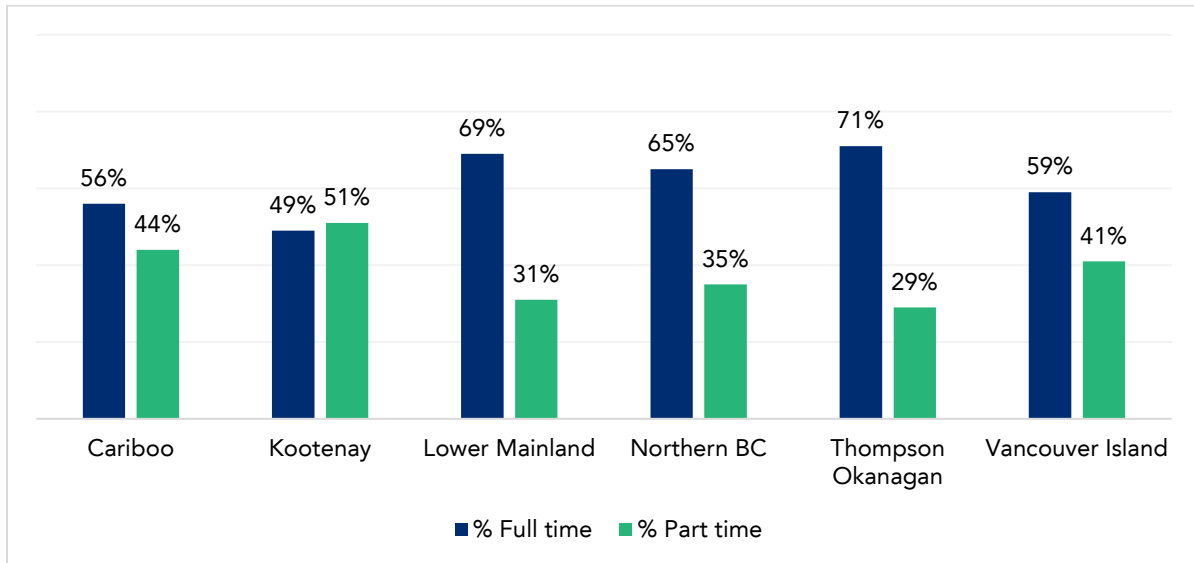
31.08 earned per hour on average

³ Includes tips and commissions.

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.

Thompson Okanagan has the highest percentage of full-time workers (71%) and Kootenay has the highest percentage of part-time workers (51%).

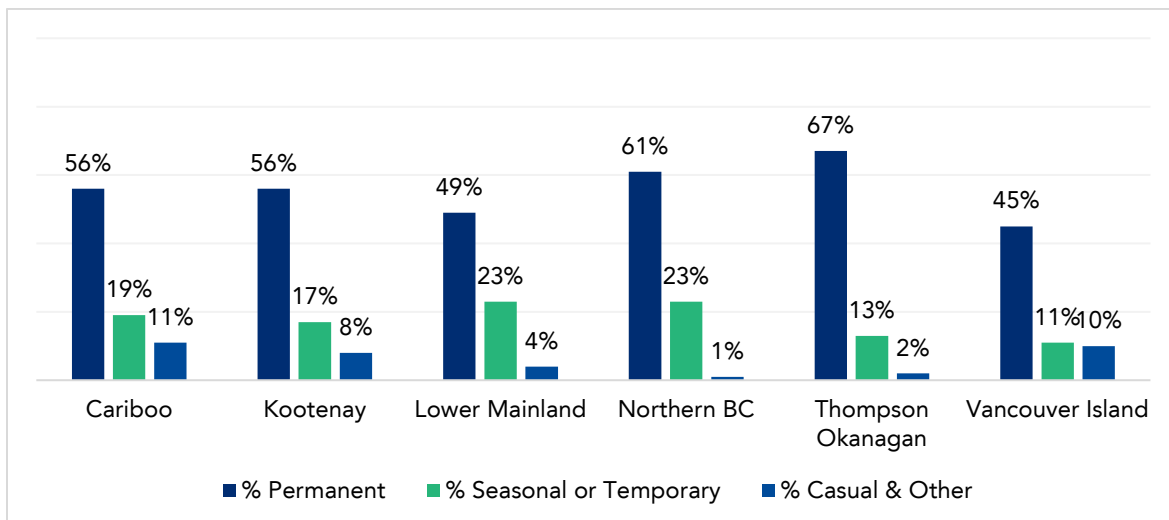
Chart 1: Recreation & Entertainment Sector Job Status by Region, 2023



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

Thompson Okanagan also has the highest percentage of permanent employees (67%) while the Lower Mainland and Northern BC have the highest percentage of seasonal or temporary employees (23%).

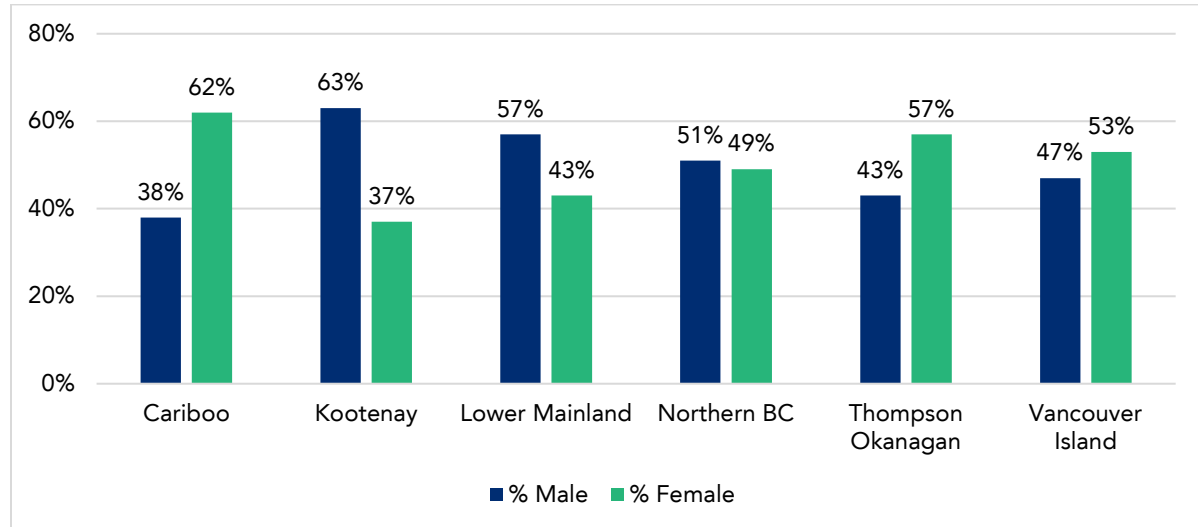
Chart 2: Recreation & Entertainment Sector Employee Type by Region, 2023



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.

Cariboo has the highest concentration of female workers (62%) and the Kootenays have highest concentration of male workers (63%).

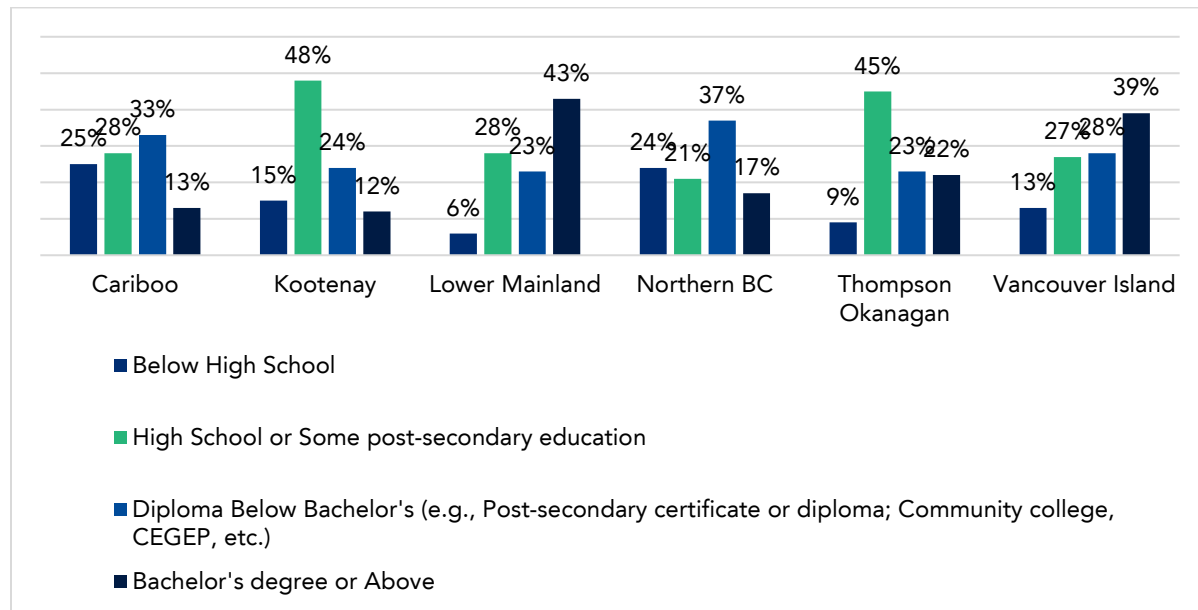
Chart 3: Recreation & Entertainment Sector Workforce Sex by Region, 2023



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

The workforce in the Lower Mainland and Vancouver Island have the highest education level in the sector with roughly two thirds of employees possessing a post-secondary degree or diploma, respectively.

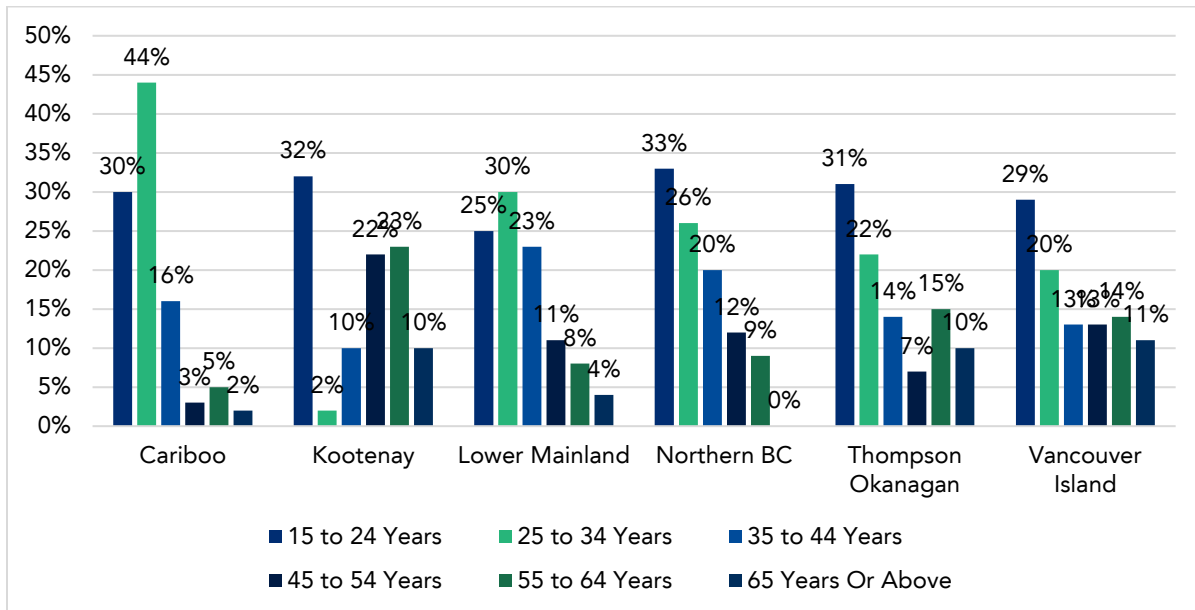
Chart 4: Recreation & Entertainment Sector Workforce Education Level by Region, 2023



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

Cariboo has the youngest workforce as 74% of workers are below the age of 35, and the Kootenay has the oldest workforce as a-third (33%) of workers are 55 or older.

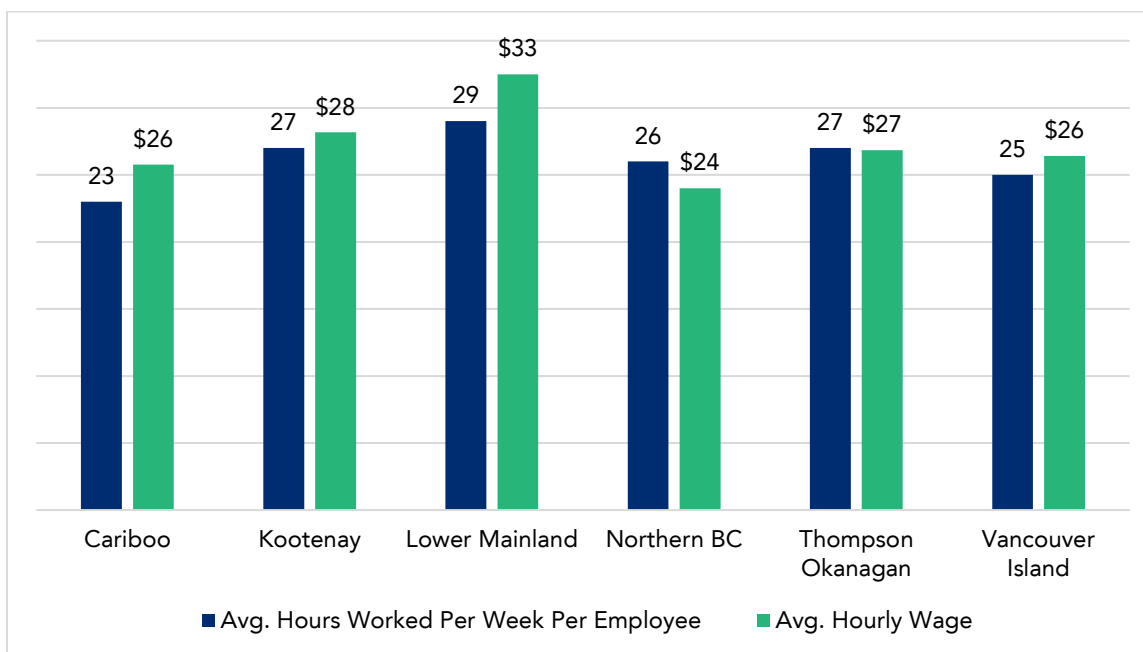
Chart 5: Recreation & Entertainment Sector Workforce by Age Groups by Region, 2023



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

Employees in the recreation and entertainment sector in the Lower Mainland have the highest work hours and wages, averaging 29 hours per week and receiving \$33 per hour.

Chart 6: Recreation & Entertainment Sector Average Hours Worked and Wages by Region, 2023



Note: Wage include tips and commissions. The LFS data in this table are annual averages.

According to Statistic Canada's 2021 Census, approximately 5% of BC's recreation and entertainment sector are Indigenous, which is equal to the provincial Tourism and Hospitality industry average (5%) and the provincial population (5%). The highest percentage of Indigenous workers in the sector are employed in Northern BC (25%). However, the recreation and entertainment sector had less employees who are members of a visible minority (25%) than the provincial industry average (40%), or the provincial population (35%). Approximately 24% of the sector workforce are immigrants to Canada, with the Lower Mainland employing the highest percentage of immigrants in the sector (29%). Similarly, the Lower Mainland accounts for the highest percentage of workers for whom English or French is not their mother tongue (23%), 5% higher than the sector average (18%).

Table 5: Ethnicity, Immigration, and Mother Tongue in the Recreation and Entertainment Workforce, 2021

Selected Characteristics	Lower Mainland		Vancouver Island		Thompson Okanagan		Kootenay		Cariboo		Northern BC		BC Recreation & Entertainment		BC T&H	BC Pop.
	#	%	#	%	#	%	#	%	#	%	#	%	#	%	%	%
Labour Force	61,735	100%	11,665	100%	8,565	100%	2,565	100%	1,315	100%	1,495	100%	87,385	100%	100%	100%
Indigenous Identity																
Indigenous	2,035	3%	810	7%	550	6%	220	9%	210	16%	370	25%	4,245	5%	5%	5%
Non-Indigenous	59,700	97%	10,855	93%	8,015	94%	2,345	91%	1,105	84%	1,125	75%	83,140	95%	95%	95%
Ethnicity																
Visible Minority	19,750	32%	865	7%	585	7%	85	3%	70	5%	30	2%	21,405	25%	40%	35%
Not a Visible Minority	41,985	68%	10,800	93%	7,980	93%	2,480	97%	1,245	95%	1,465	98%	65,980	75%	60%	65%
Immigrant Status																
Non-immigrant	40,700	66%	10,075	86%	7,535	88%	2,310	90%	1,235	93%	1,395	93%	63,280	73%	61%	65%
Immigrant	18,190	29%	1,515	13%	955	11%	225	9%	80	6%	100	7%	21,065	24%	31%	31%
Non-permanent residents	2,845	5%	75	1%	75	1%	30	1%	0	0%	0	0%	3,040	3%	8%	4%
Mother Tongue																
English	43,425	71%	10,555	90%	7,690	89%	2,395	93%	1,240	94%	1,390	93%	66,705	76%	63%	66%
French	1,055	2%	190	2%	185	2%	65	3%	10	1%	0	0%	1,515	2%	1%	1%
Non-official language	14,480	23%	735	6%	560	7%	105	4%	65	5%	85	6%	16,025	18%	32%	29%
Other	2,775	4%	185	2%	130	2%	0	0%	0	0%	20	1%	3,140	4%	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 sectors' leading occupations and some of the certifications or training requirements that are typically required. The top four occupations in the sector, as indicated below, are Program Leaders and Instructors in Recreation, Sport, and Fitness; Operators and Attendants in Amusement, Recreation, and Sport; Producers, Directors, Choreographers, and Related Occupations; and Graphic Designers and Illustrators.

Table 6: Leading Occupations in the Recreation & Entertainment Sector Workforce. 2023

NOC	Occupation Title	Certification/Training Requirements	Employment
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. 	12,208
65211	Operators and attendants in amusement, recreation and sport	<ul style="list-style-type: none"> ▪ On the job training 	9,438
51120	Producers, directors, choreographers and related occupations	<ul style="list-style-type: none"> ▪ Relevant university or college diploma 	5,479
52120	Graphic designers and illustrators	<ul style="list-style-type: none"> ▪ A university degree in visual arts with specialization in graphic design, commercial art, graphic communications or cartooning or completion of a college diploma program in graphic arts is required. 	4,938
53111	Motion pictures, broadcasting, photography and performing arts assistants and operators	<ul style="list-style-type: none"> ▪ Most occupations in this unit group require completion of college courses in broadcasting, theatre arts or a related field or a period of on-the-job training. ▪ Projectionists are required to be licensed by their province of employment. 	3,750
52111	Graphic arts technicians	<ul style="list-style-type: none"> ▪ A college diploma in commercial or graphic arts, computer graphics or animated design is required 	3,667
51111	Authors and writers (except technical)	<ul style="list-style-type: none"> ▪ Copywriters usually require a university degree or college diploma in French, English, marketing, advertising or another discipline. 	3,625
52119	Other technical and coordinating occupations in motion pictures, broadcasting and the performing arts	<ul style="list-style-type: none"> ▪ For most occupations in this unit group, completion of a college or university program in broadcasting, theatre arts or a related field and several years of experience in a related support or assisting occupation in motion pictures, broadcasting or the performing arts are required. ▪ For gaffers, lighting technicians, key grips and other stage technicians, completion of a college program or other specialized training program in technical production for theatre is required. 	3,396
53121	Actors, comedians and circus performers	<ul style="list-style-type: none"> ▪ Demonstrated ability, based on an audition or previous acting or circus roles, is an important hiring criteria. ▪ Circus performers and acrobats may require a period of study at a circus school 	3,396
53122	Painters, sculptors and other visual artists	<ul style="list-style-type: none"> ▪ A college diploma in fine arts techniques may be required. ▪ Art instructors and teachers may be required to have a university degree or college diploma in a field related to art. 	2,750
51122	Musicians and singers	<ul style="list-style-type: none"> ▪ Musical training from a university or college or through private instruction is usually required. 	2,458

NOC	Occupation Title	Certification/Training Requirements	Employment
65200	Food and beverage servers	<ul style="list-style-type: none"> Members of orchestras and other professional classical musicians and singers usually require a university degree in music. On-the-job training is usually provided. Responsible beverage service certification 	2,229
11202	Professional occupations in advertising, marketing and public relations	<ul style="list-style-type: none"> A university degree or college diploma in business marketing, public relations, communications, journalism, museology or a discipline related to a particular subject matter is usually required. Practitioners in public relations may require an APR (Accredited in Public Relations) designation 	2,167
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 	1,875
65100	Cashiers	<ul style="list-style-type: none"> On the job training A casino gaming licence may be required for cashiers working in gambling casinos. 	1,417

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



Over half (58%) of the sector workforce has been employed in their current or latest job for less than five years, while 19% have been in their position for over ten years. The average experience level of the recreation and entertainment sector workforce is greater than the provincial industry average.

Table 7: Tourism and Hospitality Workforce Experience, 2023

Length of Employment	Recreation & Entertainment		Tourism and Hospitality	
	#	%	#	%
Less than 1 year	14,688	15%	56,208	16%
1 to 2 years	31,375	32%	121,978	35%
3 to 4 years	11,146	11%	39,938	12%
5 to 7 years	15,000	15%	40,313	12%
8 to 10 years	8,208	8%	22,646	7%
11 to 15 years	5,313	5%	23,958	7%
16 to 20 years	3,708	4%	13,146	4%
over 20 years	9,708	10%	25,792	7%
Total	99,146	100%	343,979	100%
Avg. Length	6.9 years		6.0 years	

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



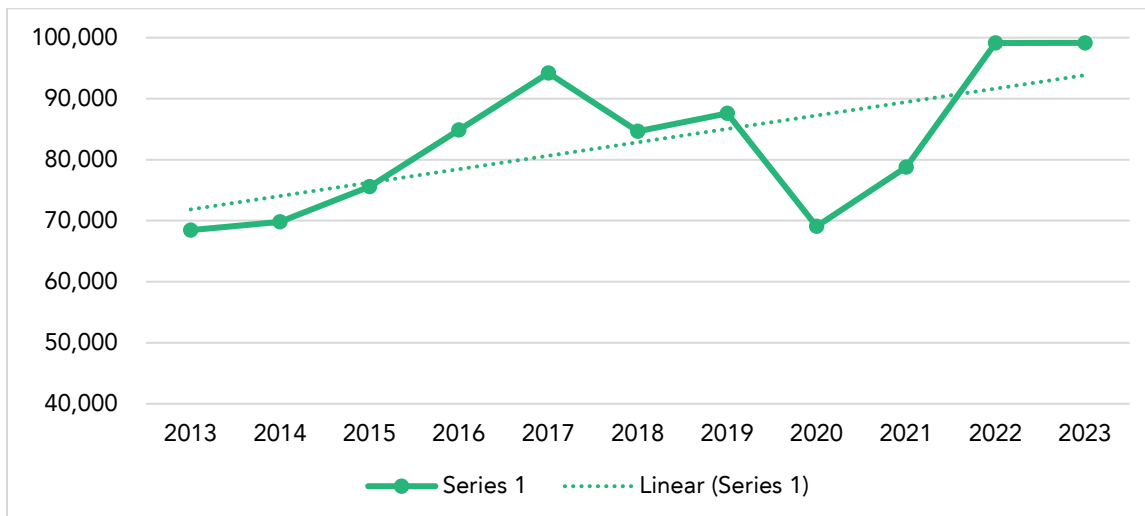
An average employee has been working at their current job for 6.9 years



IMPACT OF THE COVID-19 PANDEMIC

From 2013 to 2019, employment in the sector showed an upward trend, averaging 87,604 employees per month in 2019. It peaked in 2017 with 94,188 employees, up from 68,458 in 2013. The compounded annual growth rate (CAGR) over this six-year period from 2013 to 2019 was 4.2%. Despite the COVID-19 pandemic, the sector's workforce rebounded quickly, surpassing both the 2019 levels and the previous peak in 2017, reaching a new 10-year high of 99,146 in 2023. The new 10-year CAGR now stands at 3.8%.

Chart 7: Total Recreation & Entertainment Sector Workforce, 2013 - 2023

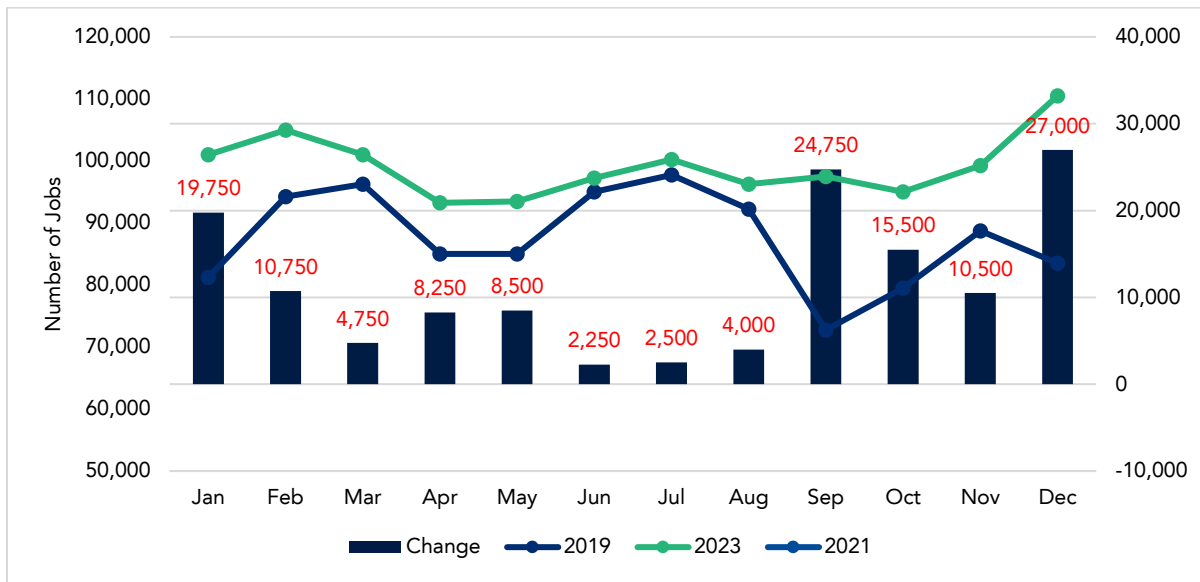


Note: The LFS data in this chart are annual averages.

Despite the challenges posed by the pandemic, employment in 2023 soared to a new all-time high

In 2023, the industry saw a substantial increase in employment compared to 2019, reaching its peak in December with an additional 27,000 employees.

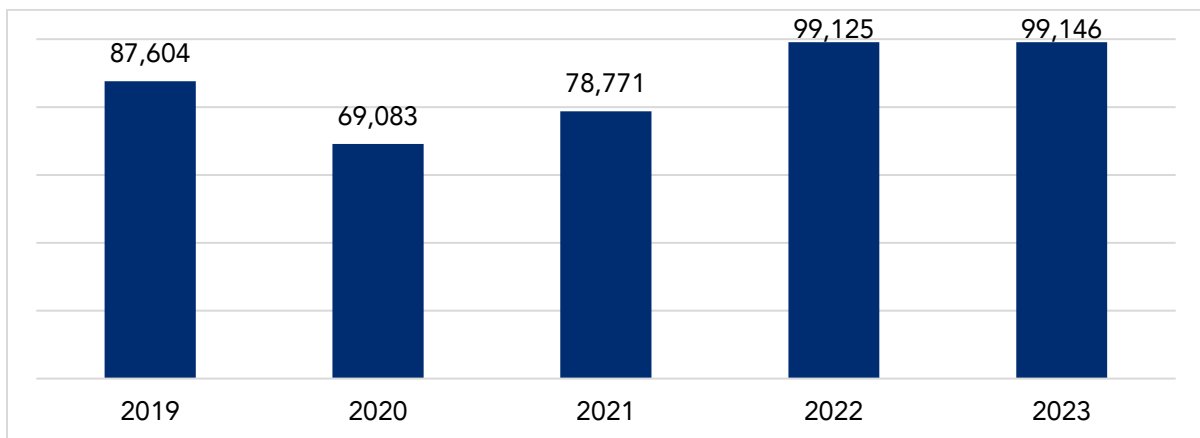
Chart 8: Monthly Change in Recreation & Entertainment Sector Employment, 2023 vs 2019



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

Even with the pandemic's impact, employment in the recreation and entertainment sector not only rebounded to pre-pandemic levels but also achieved a new peak in 2023, with 99,146 jobs. This represents a 13% increase from 2019 to 2023.

Chart 9: Annual Recreation & Entertainment Sector Employment, 2019 - 2023



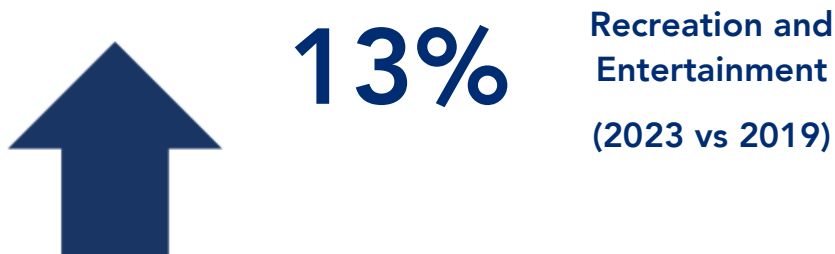
Note: The LFS data in this chart are monthly averages.

In 2023, the sector experienced a surge in employment, with Vancouver Island witnessing the largest increase at 23% compared to 2019 levels. Although some regions faced negative growth over the past five years, the substantial growth in the two largest regions (Lower Mainland and Vancouver Island) was significant enough to drive overall sectoral growth. However, this also highlights that there is potential for further growth and opportunities, and efforts are needed to support these lagging regions in recovering from the pandemic's impact on the sector.

Table 8: Recreation & Entertainment Sector Change in Employment by Region, 2019 - 2023

Employment	2019	2020	2021	2022	2023	% Change 2023 vs 2019
Region						
Cariboo	1,563	1,458	1,188	1,646	1,271	-19%
Kootenay	2,125	2,146	2,813	2,563	2,042	-4%
Lower Mainland	62,541	49,770	53,938	67,396	73,313	17%
Northern BC	2,125	1,188	979	2,146	1,458	-31%
Thompson Okanagan	8,021	5,375	9,542	11,396	7,292	-9%
Vancouver Island	11,229	9,146	10,311	13,978	13,770	23%
British Columbia	87,604	69,083	78,771	99,125	99,146	13%

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



Full-time jobs saw slightly larger increases in employment than part-time jobs (16% vs 8%) and permanent roles also saw growth of 23% during this time. From 2019 to 2023 the workforce has gotten younger with employment increasing for people under the age of 45 while decreasing for those over 45. There has also been a significant increase in employees with a bachelor's degree or higher, growing by 42% from 2019 to 2023.

Table 9: Recreation & Entertainment Sector Change in Employment by Demographics, 2019 - 2023

Demographics	2019	2020	2021	2022	2023	% Change 2023 vs 2019
Job Status						
Full-time	57,229 (65%)	45,063 (65%)	51,854 (66%)	64,667 (65%)	66,459 (67%)	16%
Part-time	30,375 (35%)	24,021 (65%)	26,917 (34%)	34,458 (35%)	32,688 (33%)	8%
Permanent and Seasonal⁵						
Permanent	40,375 (46%)	33,625 (49%)	38,396 (49%)	47,958 (48%)	49,729 (50%)	23%
Seasonal	9,229 (11%)	4,417 (6%)	5,083 (6%)	6,875 (6%)	6,813 (7%)	-26%
Casual	5,563 (6%)	3,583 (5%)	3,167 (4%)	3,979 (4%)	4,417 (4%)	-21%
Temporary	10,104 (12%)	7,750 (11%)	11,917 (15%)	14,438 (15%)	13,771 (14%)	36%
Sex						
Male	47,146 (54%)	35,541 (51%)	43,354 (55%)	54,458 (55%)	53,896 (54%)	14%
Female	40,458	33,542	35,417	44,708	45,250	12%



Demographics	2019	2020	2021	2022	2023	% Change 2023 vs 2019
	(46%)	(49%)	(45%)	(45%)	(46%)	
Age Group						
15 to 24	21,458 (24%)	16,188 (23%)	14,854 (19%)	23,021 (23%)	25,771 (26%)	20%
25 to 34	19,979 (23%)	16,604 (24%)	19,146 (24%)	23,896 (24%)	27,063 (27%)	35%
35 to 44	15,583 (18%)	13,521 (20%)	17,896 (23%)	21,229 (21%)	20,250 (20%)	30%
45 to 54	13,292 (15%)	9,500 (14%)	12,021 (15%)	14,688 (15%)	10,729 (11%)	-19%
55 to 64	11,646 (13%)	8,667 (13%)	9,479 (12%)	10,708 (11%)	9,979 (10%)	-14%
65 or above	5,646 (6%)	4,604 (7%)	5,375 (7%)	5,583 (6%)	5,354 (5%)	-5%
Education						
Below high school	7,542 (9%)	3,667 (5%)	6,083 (8%)	7,875 (8%)	7,604 (8%)	1%
High school or some post-secondary	28,479 (32%)	21,396 (31%)	18,729 (24%)	29,313 (30%)	29,375 (30%)	3%
Degree below bachelor's	24,792 (28%)	21,167 (31%)	25,500 (32%)	30,417 (31%)	24,083 (24%)	-3%
Bachelor's degree or above	26,792 (31%)	22,854 (33%)	28,458 (36%)	31,521 (32%)	38,083 (38%)	42%

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

The sector saw 4% increase in average hours worked per employee per week from 2019 to 2023. Thompson Okanagan experience the largest increase (8%) during this time.

Table 10: Recreation and Entertainment Sector Average Actual Hours Worked Per Week Per Employee

Average Hours worked	2019	2020	2021	2022	2023	% Change 2023 vs 2019
Region						
Cariboo	24	24	24	24	23	-4%
Kootenay	27	22	29	27	27	0%
Lower Mainland	28	25	30	31	29	4%
Northern BC	27	30	27	30	26	-4%
Thompson Okanagan	25	22	28	27	27	8%
Vancouver Island	26	23	24	24	25	-4%
British Columbia	27	24	29	30	28	4%

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

Average hourly wages in the sector increased in 2023 compared to 2019 levels for all regions. The Kootenays saw the largest increase (45%) and Cariboo saw the lowest (13%) translating to the overall sector seeing a 24% increase in average hourly wages. Average hourly wage in the sector is roughly 1.9 times higher than the provincial minimum wage (\$31.08 vs \$16.75)

Table 11: Recreation and Entertainment Sector Average Hourly Wage by Region

Average Hourly wage	2019	2020	2021	2022	2023	% Change 2023 vs 2019
	Region					
Cariboo	\$22.75	\$21.64	\$22.67	\$23.19	\$25.78	13%
Kootenay	\$19.37	\$20.58	\$22.81	\$22.89	\$28.17	45%
Lower Mainland	\$26.50	\$30.83	\$31.42	\$31.17	\$32.50	23%
Northern BC	\$20.80	\$22.01	\$25.33	\$24.46	\$24.00	15%
Thompson Okanagan	\$19.93	\$20.96	\$26.67	\$26.58	\$26.83	35%
Vancouver Island	\$22.83	\$25.67	\$24.50	\$25.83	\$26.42	16%
British Columbia	\$25.00	\$28.50	\$29.42	\$29.58	\$31.08	24%

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



Wage growth in the recreation and entertainment sector has been strong in all regions.

Comparison to Other Tourism & Hospitality Sectors in BC

The following table presents the key indicators across the four Tourism and Hospitality sectors in BC.

Table 12: Key Indicators Across the Tourism & Hospitality Sectors in BC, 2023

Key Indicators (2023)	Accommodation	Food & Beverage	Recreation & Entertainment	Transportation & Travel	Tourism & Hospitality
Employment 2023					
Relative Share to BC Employment	1%	6%	4%	2%	12%
Relative Share to Tourism & Hospitality Employment	9%	45%	29%	17%	100%
Employment Change (2023 vs 2019)	-16%	-1%	13%	-7%	-0.4%
Avg. Hours Worked Per Week Per Employee and Avg. Hourly Wage					
Avg. Hours Worked	32	26	28	35	28
Avg. Hourly Wage	\$25.83	\$20.73	\$31.08	\$38.33	\$27.00
Length of Employment of Current or Latest Job					
Less than 1 year	15%	21%	15%	8%	16%
1 to 2 years	36%	43%	32%	22%	35%
3 to 4 years	6%	14%	11%	10%	12%
5 to 7 years	11%	9%	15%	14%	12%
8 to 10 years	7%	4%	8%	10%	7%
11 to 15 years	9%	4%	5%	16%	7%
16 to 20 years	5%	3%	4%	6%	4%
Over 20 years	11%	3%	10%	14%	7%
Avg. Length in years	7.4 years	3.8 years	6.9 years	9.7 years	6.0 years
Job Status					
% Full-time Workers	78%	54%	67%	87%	66%
% Permanent Workers	22%	46%	33%	13%	34%
Age Group					

Key Indicators (2023)	Accommodation	Food & Beverage	Recreation & Entertainment	Transportation & Travel	Tourism & Hospitality
15 to 24 years	13%	43%	26%	4%	29%
25 to 34 years	26%	25%	27%	21%	25%
35 to 44 years	23%	12%	20%	24%	17%
45 to 54 years	17%	12%	11%	24%	14%
55 to 64 years	14%	6%	10%	21%	11%
65 years or above	7%	2%	5%	6%	4%
Sex and Education					
% Female	58%	56%	46%	30%	49%
% Bachelor's degree or above	23%	21%	38%	32%	28%
Ethnicity and Immigration* (2021 Census)					
% Indigenous	6%	5%	5%	4%	5%
% Visible Minority	37%	50%	25%	38%	40%
% Immigrant	37%	32%	24%	38%	31%
Mother Tongue* (2021 Census)					
% English	61%	54%	76%	61%	62%
% French	2%	1%	2%	1%	1%
% Non-official language	33%	40%	18%	33%	32%

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



 **CATALYST**
RESEARCH GROUP

In partnership with _____

 go2HR

 Canada 