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# THE TOURISM & HOSPITALITY WORKFORCE PROFILE IN THE THOMPSON-OKANAGAN 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 & 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 Thompson-Okanagan region, presenting an in-depth profile of its industry workforce. The analysis utilizes detailed Labor Force Survey data, gathered monthly by Statistics Canada<sup>1</sup>, and incorporates additional data sources such as Census information.

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<sup>1</sup> 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 THOMPSON-OKANAGAN REGION

The Thompson-Okanagan provides visitors with numerous recreational, arts, music, agri-tourism, and sightseeing opportunities. The region experiences hot, dry summers and relatively mild winters, attracting visitors year-round however the majority of visitation takes place in the summer followed by early fall. Climate change has created more variability in both winter and summer months, which can have an impact particularly on the agri-tourism experiences unique to the Thompson Okanagan region.

There are many lakes, rivers, and mountains in the area, making outdoor recreation activities a major draw including fishing, hiking, boating, house boating, cycling and camping in the summer, and alpine and cross-country skiing as well as snowshoeing in the winter.

The region also boasts a renowned wine industry and world-class golf courses and restaurants, attracting visitors to areas such as Kelowna, Penticton, and Osoyoos and in recent years expanding into the Vernon, Kamloops and Shuswap for wine touring and culinary tourism and hospitality. The rich heritage and artistic community of the Thompson-Okanagan also make it a prime destination for Indigenous cultural Tourism and Hospitality, arts and music events, major sporting events including Ironman Canada, Gran Fondo and other similar race events, festivals, and cultural experiences.

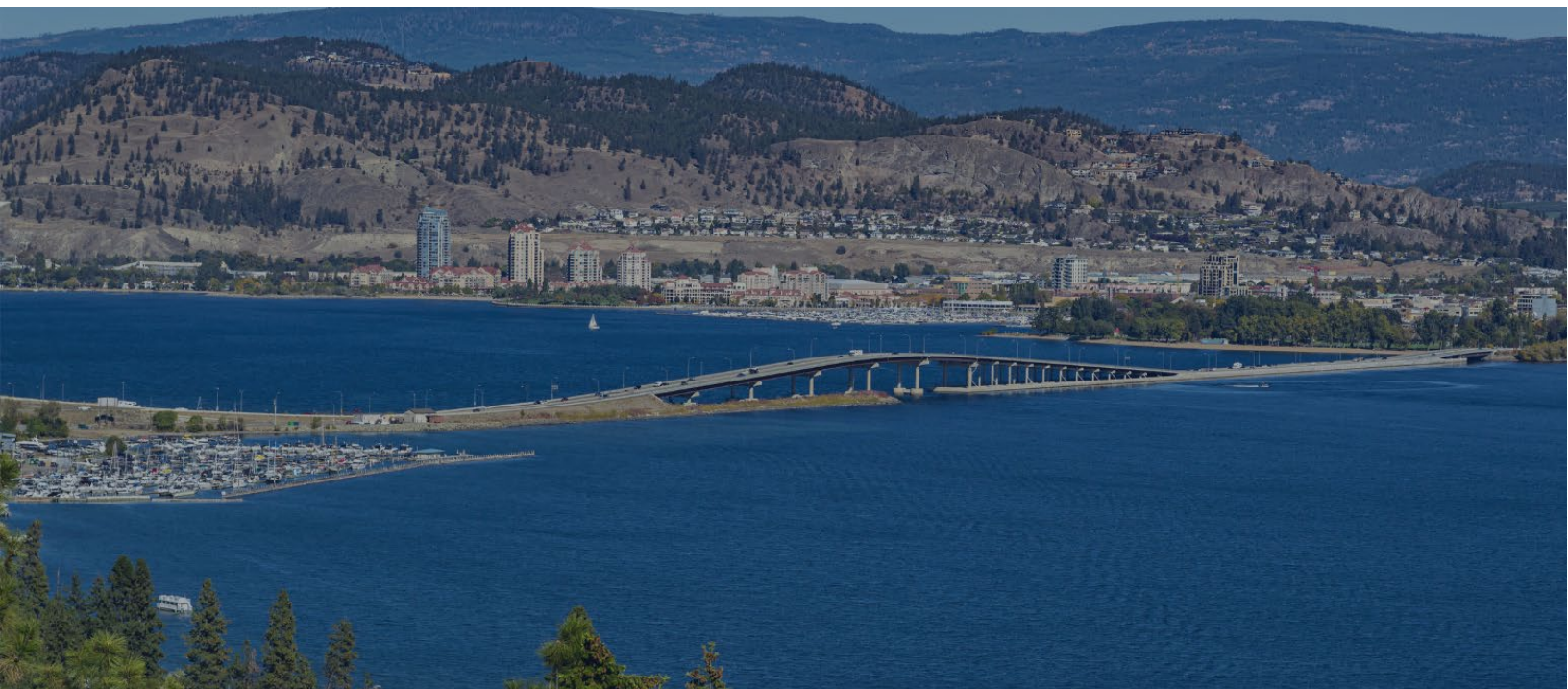
The region offers a wide array of landscapes, from arid grasslands and deserts to densely forested valleys, mountains, and highlands. The variety and landscapes and natural beauty of the region is accessible to visitors through its numerous provincial parks, which attract many visitors each year.

Tourism and Hospitality plays a key role in driving economic activity in the region, supporting the economic development and well-being of both urban centres and rural communities.

The Thompson-Okanagan Region encompasses approximately 71,600 square kilometres of British Columbia's southern interior. The region stretches from the Coast Mountain range in the west to the Monashee Mountain range in the east, northwards up the North Thompson River valley and as far south as US-Canada border. Nearly 550,000 people live in the region, with the most populous centres being Kelowna, Kamloops, Vernon, and Penticton.



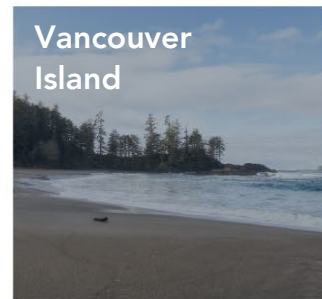
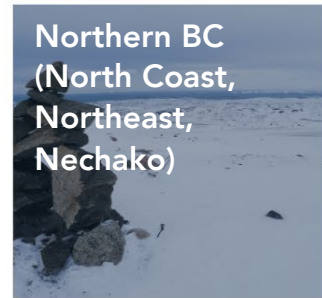
*Source: Indigenous Tourism BC Labour Market Research - Roots to a Future - Regional Profile - - Lower Mainland, Government of BC, 2021. [https://www.indigenoussc.com/corporate/news/indigenoussc-](https://www.indigenoussc.com/corporate/news/indigenoussc)*





# BREAKDOWN OF BC'S DEVELOPMENT AND TOURISM REGIONS

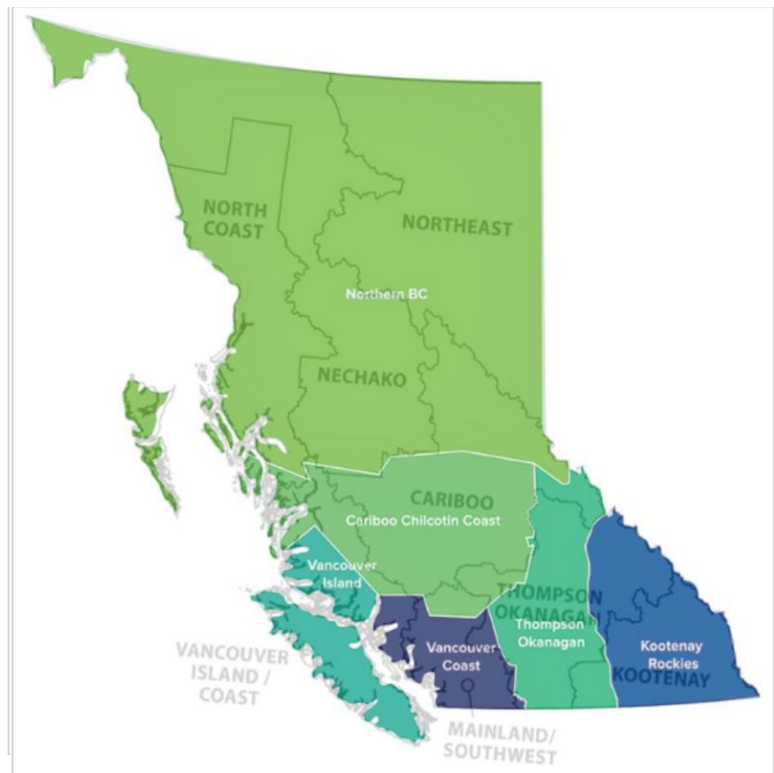
There are eight development regions in BC. The series of regional reports combines the three most northerly regions, presenting data for six development regions:



## 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 and Hospitality regions of British Columbia (displayed in white text). Some of the development and Tourism and Hospitality 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 and Hospitality vs development regions), however, no region aligns perfectly with their counterpart in the opposite set.



The Thompson Okanagan Tourism and Hospitality Region covers about half of the original Thompson Okanagan development region and includes parts of the Cariboo and Kootenay development regions. The Kootenay Tourism and Hospitality Region covers roughly a third of the Thompson Okanagan development region, and Cariboo Tourism and Hospitality Region includes its northwest corner. The Vancouver Coast Tourism and Hospitality Region also covers part of the Thompson Okanagan development region, cutting off parts of its southwest corner.



# CHARACTERISTICS OF THE THOMPSON-OKANAGAN

The Tourism and Hospitality industry in the Thompson-Okanagan region employed 33,396 people in 2023, of which 55% were employed in the food and beverage sector and 22% in the recreation and entertainment sector. The region accounted for roughly 10% of the total provincial Tourism and Hospitality workforce (343,979), and its workforce distribution across sectors is slightly more concentrated in the food and beverage sector than the provincial distribution.

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

Sectors <sup>2</sup>	Thompson Okanagan		British Columbia	
	#	%	#	%
Accommodation	4,063	12%	30,333	9%
Food and beverage	18,333	55%	153,646	45%
Recreation and entertainment	7,292	22%	99,146	29%
Transportation and travel	3,708	11%	60,854	18%
<b>Total</b>	<b>33,396</b>	<b>100%</b>	<b>343,979</b>	<b>100%</b>

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

<sup>2</sup> 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>



The Tourism and Hospitality industry represents about 11% of total employment in the Thompson-Okanagan region, which is slightly lower than the rest of the province, where it accounts for 12.3%.

*Table 2: Tourism and Hospitality vs Total*

Employment	Thompson Okanagan	British Columbia
Tourism and Hospitality Employment	33,396	343,979
Overall Employment	303,167	2,791,792
<b>Percent Tourism and Hospitality of Overall Employment</b>	<b>11.0%</b>	<b>12.3%</b>

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

The sex of the regional industry workforce is relatively evenly divided. Over half of the workforce (57%) is under the age of 35 years and approximately half (45%) of workers have at least a post-secondary degree or diploma.

*Table 3: Thompson-Okanagan Region Tourism and Hospitality Industry Workforce Demographics, 2023*

Demographics	Thompson Okanagan	
<b>Sex</b>	<b>#</b>	<b>%</b>
Male	15,854	47%
Female	17,542	53%
<b>Age Group</b>	<b>#</b>	<b>%</b>
15 to 24	11,688	35%
25 to 34	7,229	22%
35 to 44	4,979	15%
45 to 54	3,979	12%
55 to 64	3,771	11%
65 or above	1,750	5%
<b>Education</b>	<b>#</b>	<b>%</b>
Below high school	5,438	16%
High school or some post-secondary education	12,999	39%
Degree below bachelor's	9,896	30%
Bachelor's degree or above	5,063	15%

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

Approximately 60% of the regional workforce is employed on a full-time basis and 40% are employed part-time. Permanent workers account for 70% of the regional workforce, while 16% are seasonal, temporary, or casual workers. The average wage rate is \$23.83 per hour and the average hours worked per week is 27.

*Table 4: Thompson-Okanagan Region Tourism and Hospitality Industry Demographics, 2023*

Demographics	Thompson Okanagan	
<b>Job Status</b>	<b>#</b>	<b>%</b>
Full-time	19,938	60%
Part-time	13,458	40%
<b>Permanent and Seasonal<sup>3</sup></b>	<b>#</b>	<b>%</b>
Permanent	23,397	70%
Seasonal	1,854	6%
Casual	1,854	6%
Temporary	1,479	4%
Other	354	1%
N/A	4,458	13%

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



**27** hours worked per week on average

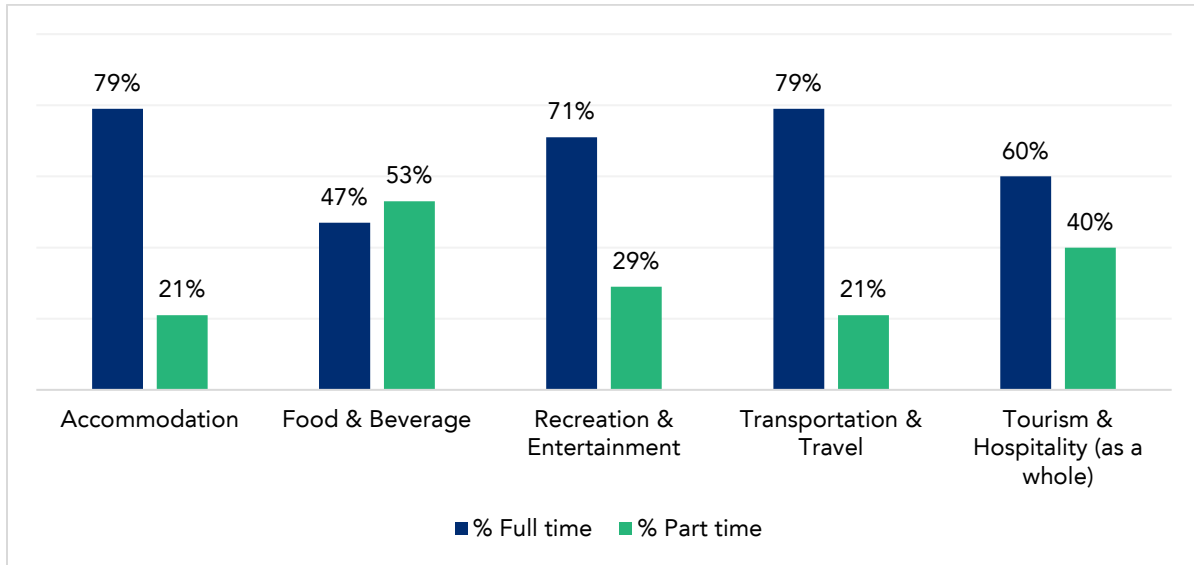


**23.83** earned per hour on average

<sup>3</sup> 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, and transportation and travel sectors have the highest percentage of full-time workers (79%) and the food and beverage sector has the highest percentage of part-time workers (53%).

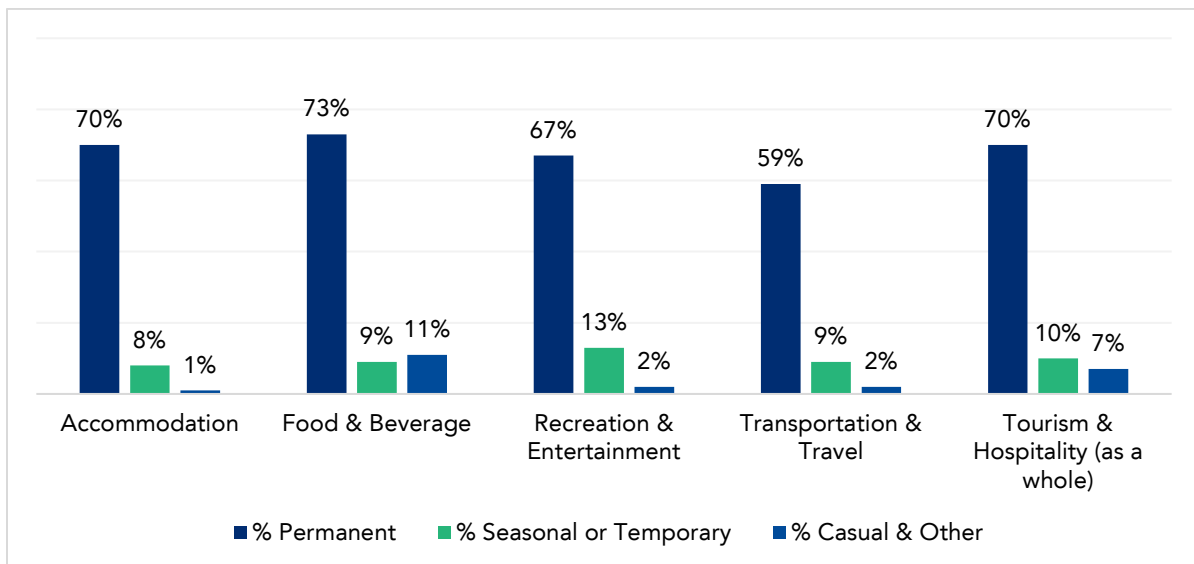
*Chart 1: Thompson-Okanagan Region Job Status by Sector, 2023*



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

The food and beverage service sector has the highest percentage of permanent employees (73%), while the recreation and entertainment sector has the highest percentage of seasonal employees (13%).

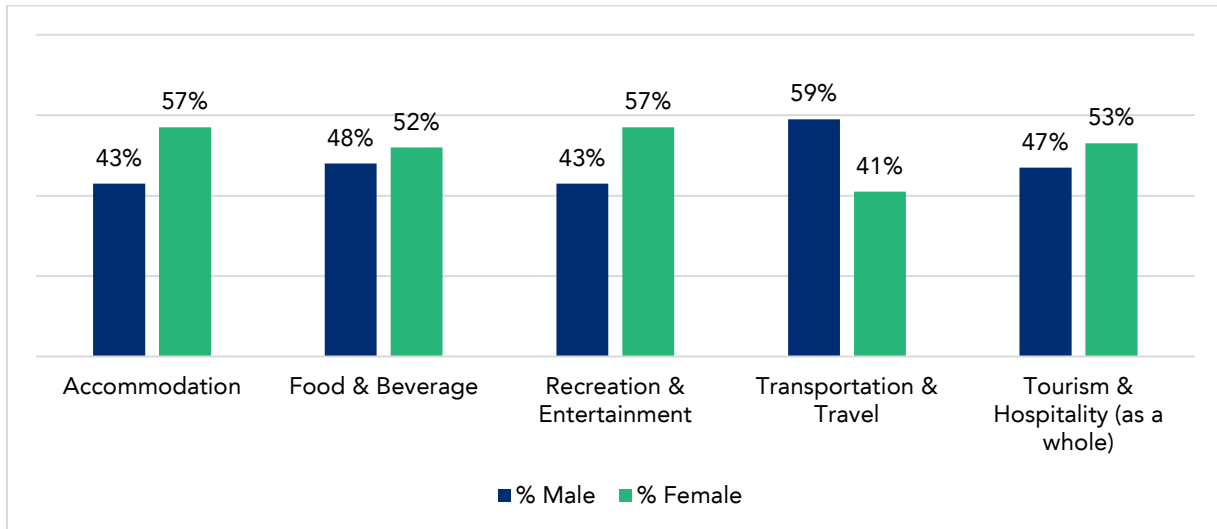
*Chart 2: Thompson-Okanagan Region Employee Type by Sector, 2023*



*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 accommodation, and recreation and entertainment sectors have the highest concentration of female workers (57%) and the transportation and travel sector has the highest concentration of male workers (59%).

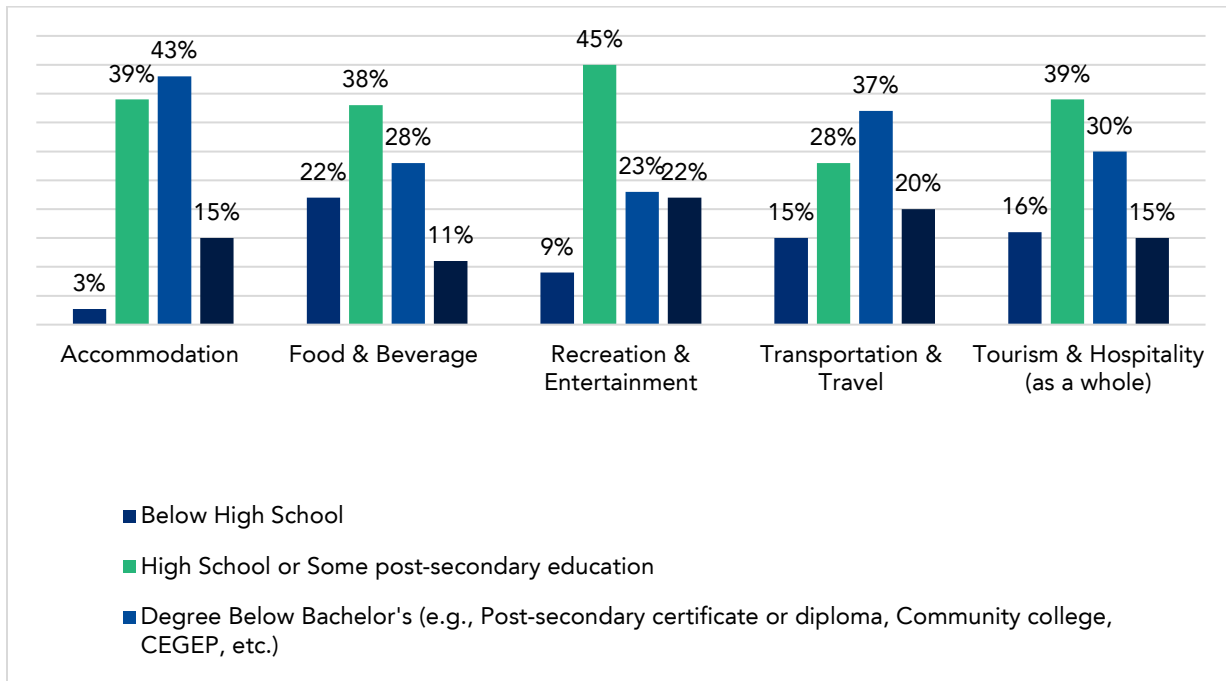
**Chart 3: Thompson-Okanagan Region Workforce Sex by Sector, 2023**



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

Over half of the accommodation (58%), and transportation and travel (57%) sectors have at least a post-secondary degree or diploma, while 60% of the food and beverage sector does not.

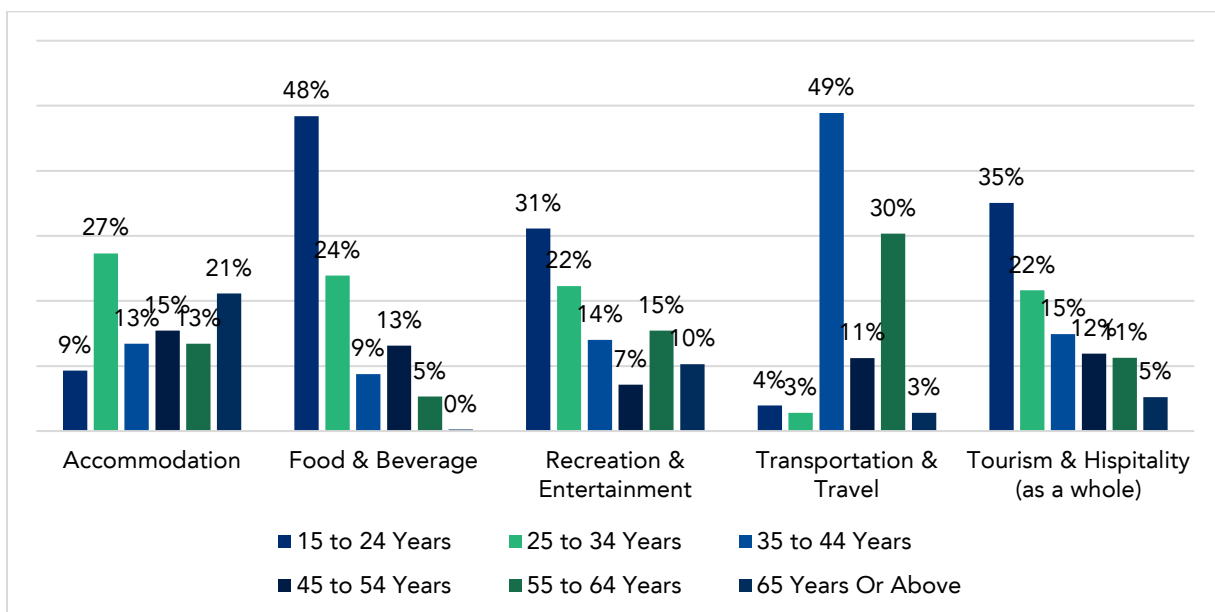
**Chart 4: Thompson-Okanagan Region Workforce Education Level by Sector, 2023**



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

The food and beverage sector has the youngest workforce with 48% of its workers being between 15 and 24 years of age, while the accommodation sector is the oldest with 49% of its workers being 45 or older.

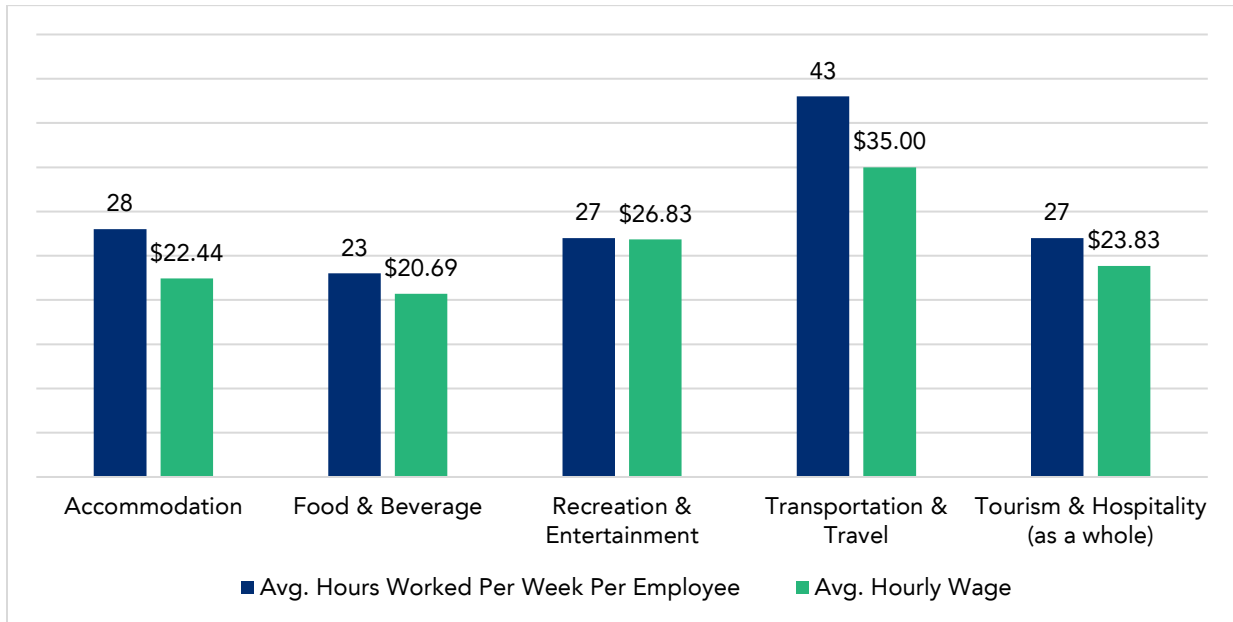
**Chart 5: Thompson-Okanagan Region Workforce by Age Groups, 2023**



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

Employees in the transportation and travel sector work the most hours per week at an average of 43 hours per employee and earn the highest average hourly wage at \$35 per hour.

*Chart 6: Thompson-Okanagan Region Average Hours Worked and Wages by Sector, 2023*



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

According to Statistics Canada’s 2021 Census, approximately 8% of the Thompson Okanagan’s Tourism and Hospitality industry workforce are Indigenous, roughly 3% higher than the provincial industry average and the provincial population (5% for both). However, only 18% are members of a visible minority, 22% lower than the provincial industry workforce average (40%), and 17% lower than the provincial population (35%). The accommodation sector has the highest percent of workers who are immigrants to Canada (20%) and people whose mother tongue is not English or French (20%).

Table 5: Ethnicity, Immigration, and Mother Tongue in the Thompson-Okanagan Region Workforce, 2021

Selected Characteristics	Accommodation		Food & Beverage		Recreation & Entertainment		Transportation & Travel		Regional Tourism & Hospitality		BC Tourism and Hospitality	BC Population
	#	%	#	%	#	%	#	%	#	%	%	%
<b>Labour Force</b>	<b>4,680</b>	<b>100%</b>	<b>17,190</b>	<b>100%</b>	<b>8,565</b>	<b>100%</b>	<b>4,545</b>	<b>100%</b>	<b>34,980</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>
<b>Indigenous Status</b>												
Indigenous	365	8%	1,535	9%	550	6%	305	7%	2,755	8%	5%	5%
Non-Indigenous	4,315	92%	15,655	91%	8,015	94%	4,240	93%	32,225	92%	95%	95%
<b>Visible Minority Status</b>												
Visible Minority	960	21%	4,440	26%	585	7%	465	10%	6,450	18%	40%	35%
Not a Visible Minority	3,720	79%	12,750	74%	7,980	93%	4,080	90%	28,530	82%	60%	65%
<b>Immigration Status</b>												
Non-immigrant	3,345	72%	12,800	74%	7,535	88%	3,770	83%	27,450	78%	61%	65%
Immigrant	945	20%	2,540	15%	955	11%	735	16%	5,175	15%	31%	31%
Non-permanent residents	390	8%	1,850	11%	75	1%	40	1%	2,355	7%	8%	4%
<b>Mother Tongue</b>												
English	3,525	76%	13,050	76%	7,690	89%	3,865	85%	28,130	80%	63%	66%
French	90	2%	160	1%	185	2%	95	2%	530	2%	1%	1%
Non-official language	955	20%	3,405	20%	560	7%	505	11%	5,425	16%	32%	29%
Multiple mother tongues*	110	2%	575	3%	130	2%	80	2%	895	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 region’s leading occupations, the primary sector in which they are employed, and some of the common training and certification/education requirement. 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 Thompson-Okanagan Region Workforce, 2023*

<b>NOC</b>	<b>Occupation Title</b>	<b>Certification/Training Requirements</b>	<b>Primary sector**</b>	<b>Employment</b>
65201	Food counter attendants, kitchen helpers, and related support occupations	<ul style="list-style-type: none"> <li>▪ On the job training</li> </ul>	Food and Beverage services	6,271
63200	Cooks	<ul style="list-style-type: none"> <li>▪ Cook's trade certification</li> <li>▪ Completion of a three-year apprenticeship program for cooks or completion of college or other program in cooking or food safety</li> </ul>	Food and Beverage services	3,396
65200	Food and beverage servers	<ul style="list-style-type: none"> <li>▪ On-the-job training is usually provided.</li> <li>▪ Responsible beverage service certification</li> </ul>	Food and Beverage services	2,771
60030	Restaurant and food service managers	<ul style="list-style-type: none"> <li>▪ Completion of a college or other program related to hospitality or food and beverage service management</li> <li>▪ Responsible beverage service certification</li> </ul>	Food and Beverage services	2,542
62020	Food service supervisors	<ul style="list-style-type: none"> <li>▪ Completion of a community college program in food service administration, hotel and restaurant management or related discipline</li> </ul>	Food and Beverage services	2,333
60031	Accommodation service managers	<ul style="list-style-type: none"> <li>▪ 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.</li> </ul>	Accommodation	1,000
65211	Operators and attendants in amusement, recreation, and sport	<ul style="list-style-type: none"> <li>▪ On the job training</li> </ul>	Recreation and Entertainment	917
54100	Program leaders and instructors in recreation, sport, and fitness	<ul style="list-style-type: none"> <li>▪ Completion of a college program in recreation or physical education or extensive experience in a specific recreational or sports program activity</li> <li>▪ 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.</li> </ul>	Recreation and Entertainment	917
62200	Chefs	<ul style="list-style-type: none"> <li>▪ 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.</li> </ul>	Food and Beverage services	875

NOC	Occupation Title	Certification/Training Requirements	Primary sector**	Employment
		<ul style="list-style-type: none"> <li>Red Seal endorsement is available upon successful completion of the interprovincial Red Seal examination.</li> </ul>		
73301	Bus drivers, subway operators, and other transit operators	<ul style="list-style-type: none"> <li>Up to three months of on-the-job training, including classroom instruction, is usually provided for all occupations in this unit group.</li> <li>A minimum of one year of safe driving experience is required.</li> </ul>	Transportation and Travel	813
64300	Mâîtres d'hôtel and hosts/hostesses	<ul style="list-style-type: none"> <li>On the job training</li> </ul>	Food and Beverage services	771
64301	Bartenders	<ul style="list-style-type: none"> <li>Responsible beverage service certification</li> <li>Completion of college or other program in bartending or completion of courses in mixing drinks is usually required.</li> </ul>	Food and Beverage services	729
62022	Accommodation, travel, tourism, and related services supervisors	<ul style="list-style-type: none"> <li>Casino gaming licences are usually required for all casino employees.</li> <li>Completion of college courses related to the area supervised may be required</li> </ul>	Accommodation	729
75200	Taxi and limousine drivers and chauffeurs	<ul style="list-style-type: none"> <li>A minimum of one year of safe driving experience is usually required.</li> <li>A Class G driver's licence is required in Ontario, and a Class 4 driver's licence is required in all other provinces and the territories</li> </ul>	Transportation and Travel	646
65310	Light duty cleaners	<ul style="list-style-type: none"> <li>On the job training</li> </ul>	Accommodation	604
51122	Musicians and singers	<ul style="list-style-type: none"> <li>Members of orchestras and other professional classical musicians and singers usually require a university degree in music</li> <li>Musical training from a university or college or through private instruction is usually required</li> </ul>	Recreation and Entertainment	542
74200	Railway yard and track maintenance workers	<ul style="list-style-type: none"> <li>On-the-job training is provided</li> <li>Canadian Rail Operating Rules Certificate</li> </ul>	Transportation and Travel	479
65100	Cashiers	<ul style="list-style-type: none"> <li>A casino gaming licence may be required for cashiers working in gambling casinos.</li> </ul>	Food and Beverage services	458
62029	Other services supervisors	<ul style="list-style-type: none"> <li>Certification or licensing may be required for some occupations in this group (i.e., supervisors of commissionaires or security guards)</li> </ul>	Recreation and Entertainment	438

NOC	Occupation Title	Certification/Training Requirements	Primary sector**	Employment
60020	Retail and wholesale trade managers	<ul style="list-style-type: none"> <li>Completion of college courses related to the area supervised may be required</li> <li>A university degree or college diploma in business administration or other field related to the product or service being sold may be required.</li> </ul>	Transportation and Travel	417

*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.*



Roughly two thirds (68%) of the regional Tourism and Hospitality workforce have been employed in their current or latest job for less than five years, while 15% having been in their position for over ten years. The average experience level of the regional industry workforce is slightly less than the provincial average (5.3 years vs 6.0 years).

*Table 7: Thompson-Okanagan Region Tourism and Hospitality Workforce Experience, 2023*

Length of Employment	Thompson Okanagan		British Columbia	
	#	%	#	%
Less than 1 year	6,313	19%	56,208	16%
1 to 2 years	11,833	35%	121,978	35%
3 to 4 years	4,604	14%	39,938	12%
5 to 7 years	4,313	13%	40,313	12%
8 to 10 years	1,375	4%	22,646	7%
11 to 15 years	1,958	6%	23,958	7%
16 to 20 years	1,146	3%	13,146	4%
Over 20 years	1,854	6%	25,792	7%
<b>Total</b>	<b>33,396</b>	<b>100%</b>	<b>343,979</b>	<b>100%</b>
<b>Avg. Length</b>	<b>5.3 years</b>		<b>6.0 years</b>	

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



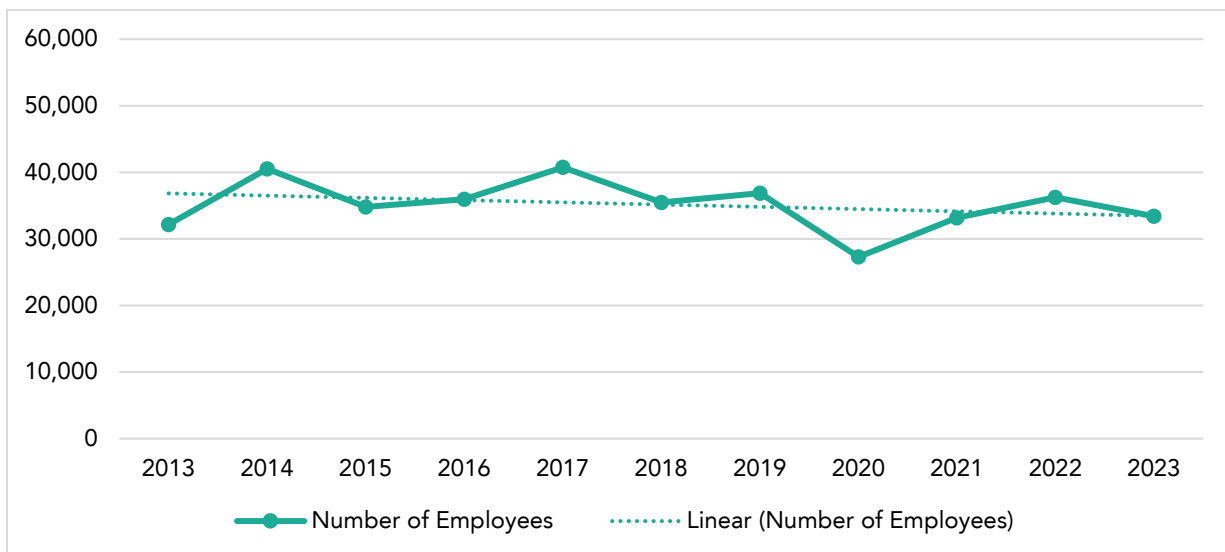
**An average employee has been working at their current job for 5.3 years**



# IMPACT OF THE COVID-19 PANDEMIC

Employment in the regional industry was relatively stable from 2013 to 2019, fluctuating between 32,000 and 41,000. However, the pandemic initiated a downward trend, despite some recovery in the past two years. In 2023, the average employment was around 33,000, slightly higher than the level ten years ago, which was about 32,000, but significantly lower than the ten-year peak of 40,750.

*Chart 7: Thompson-Okanagan Region Tourism and Hospitality Workforce, 2013 - 2023*

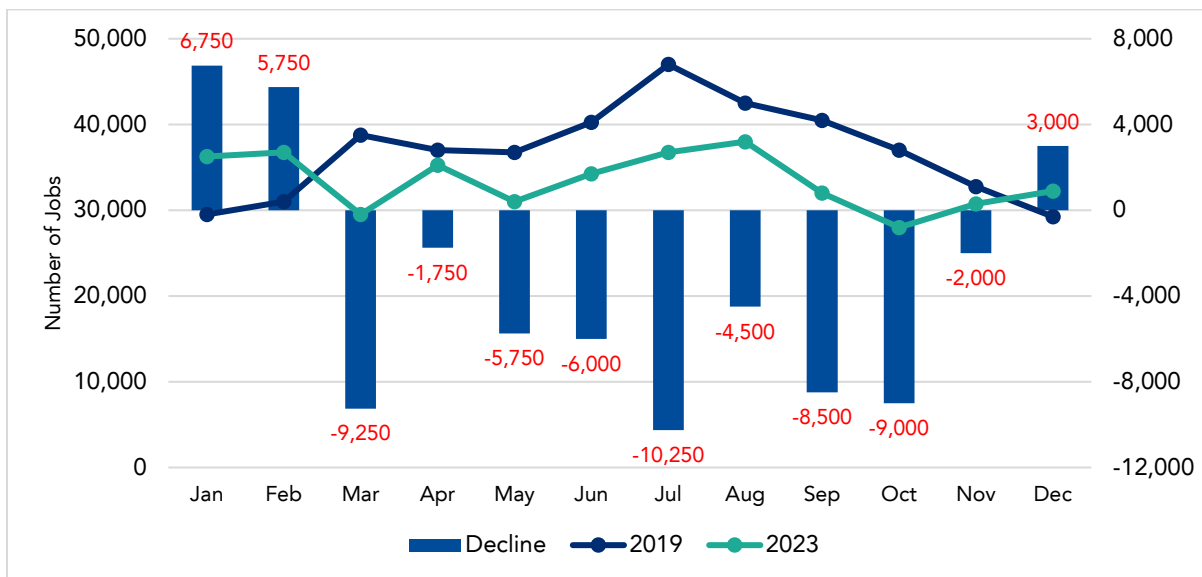


*Note: The LFS data in this chart are annual averages.*

# Despite showing signs of recovery, regional employment remained below pre-pandemic levels

Monthly employment in 2023 surpassed 2019 levels in January, February, and December. However, for the majority of 2023, there were significantly fewer people employed in the industry in 2023 as compared to 2019, hitting a low point in July when there were 10,250 fewer jobs filled.

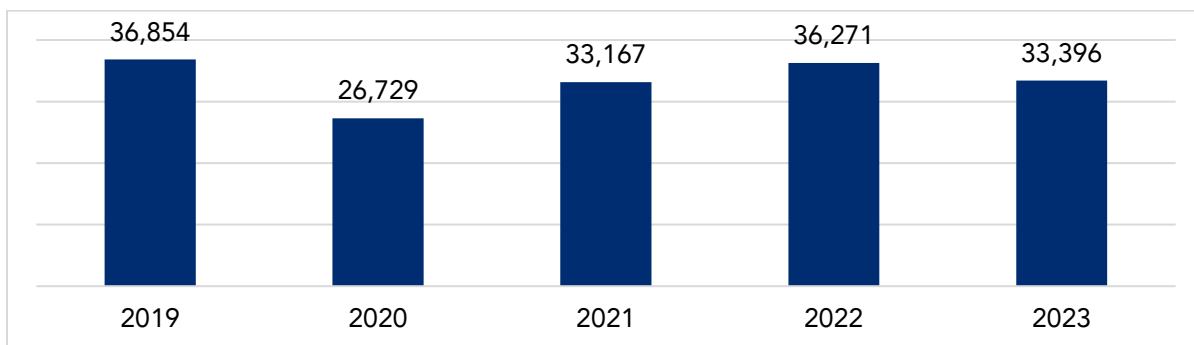
**Chart 8: Thompson-Okanagan Region Monthly Change in Tourism and Hospitality Employment, 2023 vs. 2019**



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

Employment in the regional Tourism and Hospitality industry has yet to fully recover from the pandemic. In 2020, the industry experienced a 28% reduction in employment. Although there has been some recovery, the five-year change in employment from 2019 to 2023 still shows a net decline of 10%.

**Chart 9: Thompson-Okanagan Region Annual Change in Tourism and Hospitality Employment, 2019-2023**



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

In 2023, industry employment remained 10% below pre-pandemic levels, with the most significant losses occurring in the transportation and travel sector, which saw a 29% reduction during this period.

*Table 8: Thompson-Okanagan Region Change in Employment by Sector, 2019-2023*

Employment	2019	2020	2021	2022	2023	% Change 2023 vs 2019
<b>Sector</b>						
Accommodation	4,708	5,604	2,771	3,563	4,063	-13%
Food and Beverage	18,875	12,063	15,542	17,687	18,333	-3%
Recreation and Entertainment	8,021	5,375	9,542	11,396	7,292	-11%
Transportation and Travel	5,250	4,250	5,313	3,625	3,708	-29%
<b>Total</b>	<b>36,854</b>	<b>27,292</b>	<b>33,167</b>	<b>36,271</b>	<b>33,396</b>	<b>-10%</b>

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



**-29%**

**Transportation  
and Travel  
(2023 vs 2019)**



From 2019 to 2023, part-time jobs experienced more significant declines than full-time jobs, decreasing by 20% compared to a 1% decline in full-time jobs. Permanent employment remained relatively stable in this period, whereas casual and seasonal employment witnessed the steepest drops, declining by 43% and 26%, respectively, over the last five years. The job losses did not affect all demographic groups equally; women and individuals aged 65 or older were the most severely impacted. The most substantial decrease in employment levels was seen among those with an education level below high school.

*Table 9: Thompson-Okanagan Region Change in Employment by Demographics, 2019-2023*

Demographics	2019	2020	2021	2022	2023	% Change 2023 vs 2019
<b>Job Status</b>						
Full-time	20,062 (54%)	16,438 (60%)	20,396 (61%)	20,146 (56%)	19,938 (60%)	-1%
Part-time	16,792 (46%)	10,854 (40%)	12,771 (39%)	16,125 (44%)	13,458 (40%)	-20%
<b>Permanent and Seasonal<sup>4</sup></b>						
Permanent	23,375 (65%)	20,521 (75%)	24,563 (74%)	24,563 (68%)	23,417 (70%)	0%
Seasonal	2,500 (7%)	2,646 (10%)	1,667 (5%)	2,042 (6%)	1,854 (6%)	-26%
Casual	3,229 (9%)	1,938 (7%)	1,583 (5%)	2,479 (7%)	1,854 (6%)	-43%
Temporary	1,604 (4%)	229 (1%)	1,438 (4%)	2,188 (6%)	1,479 (4%)	-8%
<b>Sex</b>						
Male	16,354 (44%)	13,729 (50%)	18,021 (54%)	18,271 (50%)	15,854 (47%)	-3%
Female	20,500 (56%)	13,563 (50%)	15,146 (56%)	18,000 (50%)	17,542 (53%)	-14%
<b>Age Group</b>						
15 to 24	14,908 (40%)	10,813 (40%)	10,646 (32%)	14,625 (40%)	11,688 (35%)	-22%
25 to 34	5,083 (14%)	4,104 (15%)	7,875 (24%)	6,167 (17%)	7,229 (22%)	42%
35 to 44	7,063 (19%)	3,354 (12%)	5,438 (16%)	5,604 (15%)	4,979 (15%)	-30%
45 to 54	3,583 (10%)	3,771 (14%)	5,208 (16%)	4,708 (13%)	3,979 (12%)	11%
55 to 64	3,542 (10%)	4,167 (15%)	2,625 (8%)	3,479 (10%)	3,771 (11%)	6%

<sup>4</sup> 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
65 or above	2,667 (7%)	1,083 (4%)	1,375 (4%)	1,688 (5%)	1,750 (5%)	-34%
<b>Education</b>						
Below high school	7,000 (19%)	5,000 (18%)	5,625 (17%)	7,333 (20%)	5,438 (16%)	-22%
High school or some post-secondary	14,292 (39%)	10,480 (38%)	11,709 (35%)	12,938 (36%)	12,999 (39%)	-9%
Degree below bachelor's	10,521 (28%)	9,229 (34%)	9,354 (28%)	9,896 (27%)	9,896 (30%)	-6%
Bachelor's degree or above	5,042 (14%)	2,583 (9%)	6,479 (20%)	6,104 (17%)	5,063 (15%)	0%

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

The food and beverage sector has seen the largest decline in average hours worked per employee, dropping 8% from 2019 to 2023. The transportation and travel sector experienced a 39% increase over the same period. Overall, industry average hours worked per week per employee have recovered back to 2019 levels.

*Table 10: Thompson-Okanagan Region Average Actual Hours Worked Per Week Per Employee, 2019-2023*

Average Hours worked	2019	2020	2021	2022	2023	% Change 2023 vs 2019
<b>Sector</b>						
Accommodation	27	30	38	31	28	4%
Food and Beverage	25	22	24	22	23	-8%
Recreation and Entertainment	26	21	28	27	27	4%
Transportation and Travel	31	44	31	25	43	39%
<b>Total</b>	<b>27</b>	<b>27</b>	<b>27</b>	<b>25</b>	<b>27</b>	<b>0%</b>

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

Average hourly wages for the regional Tourism and Hospitality industry increased by 29% from 2019 to 2023. The accommodation sector had the largest gains (42%) while the transportation and travel sector had the lowest (15%). Average hourly wage in the regional industry is roughly 1.4 times higher than the provincial minimum wage (\$23.83 vs \$16.75).

*Table 11: Thompson-Okanagan Region Average Hourly Wage by Sector, 2019-2023*

Average Hourly wage <sup>5</sup>	2019	2020	2021	2022	2023	% Change 2023 vs 2019
<b>Sector</b>						
Accommodation	\$15.76	\$21.10	\$22.00	\$26.00	\$22.44	42%
Food and Beverage	\$15.13	\$16.36	\$17.78	\$18.87	\$20.69	37%
Recreation and Entertainment	\$19.93	\$20.96	\$26.67	\$26.58	\$26.83	35%
Transportation and Travel	\$30.50	\$31.18	\$37.64	\$41.40	\$35.00	15%
<b>Total</b>	<b>\$18.46</b>	<b>\$20.36</b>	<b>\$23.33</b>	<b>\$24.00</b>	<b>\$23.83</b>	<b>29%</b>

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



**Wages in the Accommodation Sector have had the strongest growth since 2019.**

## 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
<b>Employment 2023</b>							
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%
<b>Hours Worked and Wages</b>							
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
<b>Experience</b>							
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%
<b>Avg. Length in years</b>	<b>6.2 years</b>	<b>6.4 years</b>	<b>5.3 years</b>	<b>5.2 years</b>	<b>3.7 years</b>	<b>4.8 years</b>	<b>6.0 years</b>
<b>Job Status</b>							
% Full-time Workers	68%	61%	60%	51%	59%	69%	66%
% Permanent Workers	69%	69%	70%	72%	78%	80%	70%
<b>Age Group</b>							
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%
<b>Sex and Education</b>							
% Female	47%	53%	53%	48%	48%	53%	49%
% Bachelor's degree or above	33%	20%	15%	17%	11%	14%	28%
<b>Ethnicity and Immigration* (2021 Census)</b>							
% 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%
<b>Mother Tongue* (2021 Census)</b>							
% 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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