

# **Research to Support Development of the B.C. Tourism & Hospitality Worker Attraction Program**

***Final Report***

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***November 8, 2022***



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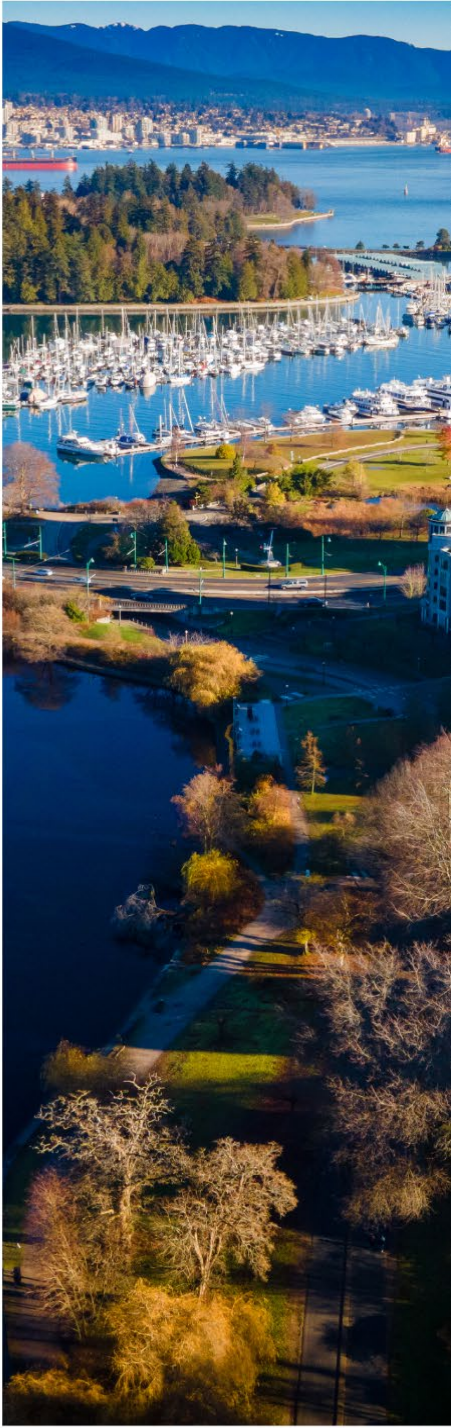
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# 1. INTRODUCTION



## 1.1 BACKGROUND

The tourism and hospitality industry faces significant issues related to staff recruitment and retention, positioning and perceptions of the industry, infrastructure (particularly housing), skill development, human resource practices, and technology. Recognizing the industry's need for support as it emerges from the pandemic, go2HR created the Industry Engagement Working Group to develop a Tourism & Hospitality Labour Recovery Framework (LRF) for B.C. The Framework outlined a series of targeted, prioritized solutions to advance tourism and hospitality labour recovery and fuel B.C.'s economic strategy. The Framework consists of six pillars, two of which focus on directly attracting and retaining workers in the industry:

- *Pillar 1: Grow Labour Supply.* Maintain and retain people that work in tourism and hospitality and remove barriers for people willing to join our industry.
- *Pillar 2: Renew Our Value.* Communicate the value of our industry as a place for people to work and as a foundational contributor to B.C.'s economic strategy.

Go2HR has secured funding from PacifiCan's Tourism Relief Fund (TRF) to undertake a communications/engagement campaign designed to attract and retain workers in the B.C. tourism and hospitality industry. Patio and Pace Creative will lead the development of a communications plan (messages, positioning, tactics, etc.) and program execution (e.g., media buy and development of materials for web, ads, social media, etc.).

## 1.2 PURPOSE OF THE PROJECT

The purpose of this project is to conduct research that will help inform the design of the recruitment campaign including communications and collateral materials as well as support tourism and hospitality employer recruitment efforts. The report develops a profile of potential target audiences in terms of their:

- Awareness and understanding of tourism and hospitality job opportunities and career pathways;
- Perceptions of tourism and hospitality work;
- Perceptions of the barriers to entering the tourism and hospitality workforce; and

- Job and career aspirations and values and whether there is alignment with how the industry wants to be perceived (green economy, sustainable career pathways, diverse and equitable).

A mix of primary and secondary research was used to develop the profile of three target audience groups including youth aged 16 to 18 years, youth aged 19 to 29 years, and newcomers (people who have moved to Canada in the past five years). Secondary research was used to develop a profile of other target groups including visible minorities, Indigenous peoples, and former workers in the industry.

## 1.3 WORK COMPLETED

We conducted the project in three phases: the development of a project work plan (Phase 1), field research (Phase 2), and analysis and reporting (Phase 3).

The work that we completed in Phase 1 included:

- **A project launch meeting with representatives of go2HR** to review the expectations for this engagement and to ensure that we share a common understanding of the goals and priorities, areas of focus for the assignment, planned approach for the research, as well as expected outputs. A discussion on target groups and approach to facilitating these engagements was also initiated.
- **A review of data, literature and sourcing key articles of interest.** We conducted a review of the Labour Force Survey (LFS) data regarding the participation of various demographic groups in the tourism and hospitality association. We also reviewed questionnaires associated with research we are conducting for Tourism HR Canada to determine what data may be available from those sources. We also reviewed research, reports and articles related to the attraction and retention of workers in the industry, barriers or challenges to participation, factors that have fueled staffing shortages, the impact of the pandemic on perceptions of the industry, potential targets for attraction programs and some strategies that have been used or proposed in other jurisdictions. A key objective of this task was to determine what questions can be answered through the available documentation and data, and what will need to be addressed, confirmed, and explored further in the primary research.
- **Met with representatives of go2HR** to further review the objectives and potential methodologies, including different paths through which we could obtain input.

- **Prepared a work plan as well as the data collection instruments.** We then met with go2HR and, based on the feedback obtained, will make final changes prior to proceeding with the field research.

The primary research conducted in Phase 2 included:

- **A survey of 300 target audience members.** The number of respondents were stratified to include 100 youth aged 16 to 18 years, 100 youth aged 19 to 29 years, and 100 newcomers (people who have moved to Canada in the past five years). Across surveys, 55% of respondents were female, 40% were male and 5% were other.

*Table 1: Overview Survey Sample - Gender (n=300)*

Segments	Female		Male		Other	
	#	%	#	%	#	%
Aged 16 to 19 years	48	29%	42	36%	10	67%
Aged 19 to 29 years	59	35%	38	32%	3	20%
Newcomers (18+)	60	36%	38	32%	2	13%
Indigenous Peoples	29	17%	31	26%	9	60%
Visible Minority	70	42%	48	41%	5	33%
Never	37	22%	43	36%	5	33%
Former	78	47%	46	39%	5	33%
Current	52	31%	29	25%	5	33%
<b>Total Respondents</b>	<b>167</b>	<b>100%</b>	<b>118</b>	<b>100%</b>	<b>15</b>	<b>100%</b>
	<b>55%</b>		<b>40%</b>		<b>5%</b>	

\*Numbers are not mutually exclusive

Across surveys, 42% of respondents had up to a high school level of education, followed by university or above (32%), and at least some college or university (26%).

*Table 2: Overview survey sample - Education (n=290)<sup>1</sup>*

Segments	High School or below		At least some college or university		University or above	
	#	%	#	%	#	%
Aged 16 to 19 years	80	66%	11	14%	2	2%

<sup>1</sup> 10 individuals did not respond to this question



Aged 19 to 29 years	32	26%	28	37%	39	42%
Newcomers	10	8%	37	49%	51	55%
Indigenous	47	39%	11	14%	5	5%
Visible Minority	24	20%	35	46%	61	66%
Female	62	51%	54	71%	46	50%
Male	48	39%	21	28%	45	49%
Never	33	27%	19	25%	27	29%
Former	54	44%	33	43%	40	43%
Current	35	29%	24	32%	25	27%
<b>Total Respondents</b>	<b>122</b>	<b>100%</b>	<b>76</b>	<b>100%</b>	<b>92</b>	<b>100%</b>
	<b>42%</b>		<b>26%</b>		<b>32%</b>	

\*Numbers are not mutually exclusive

- **Interviews (and online questionnaire) with influencers.** A questionnaire was administered to individuals who were in a position to comment on the perceptions, interests, barriers, attraction strategies and messaging that could be used to attract prospective workers from each of the target audiences. The questionnaire was available to be completed over the phone or online. A total of 28 responses were collected and included a mixture of respondents representing organizations focused on: Immigration supports and services (18), Education (3), Community programming (6), and Indigenous tourism (1).
- **Focus groups with youth and newcomers.** A total of 53 participants were recruited and paid an incentive by Decision Point Research to participate in a focus group session. The sessions were facilitated by Qatalyst consultants and were completed online between October 19-27. Participants were provided the questions in advance of starting the session. A summary of participants by group included:

Table 3: Sample overview (n=53)

# of sessions	Target group	Total # of participants
2	Youth 16-18	19
2	Youth 19-29	18
1	Newcomers 18-29	9
1	Newcomers 30+	7
<b>Total</b>		<b>53</b>

In Phase 3, we conducted an analysis of findings from primary and secondary research and prepared this report. A list of the secondary research and reports that we reviewed as part of this analysis is provided in Appendix I.

## **1.4 STRUCTURE OF THE WORK PLAN**

This work plan is divided into three chapters. Chapter 2 provides key research insights across the B.C. tourism and hospitality industry. Chapter 3 presents individual findings by key target group. The final chapter, Chapter 4, provides a summary of findings by key target group. The appendix includes a list of the secondary research which was reviewed.

## 2. KEY RESEARCH INSIGHTS

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## 2.1 EMPLOYMENT IN THE INDUSTRY

Tourism and hospitality is one of the leading sources of employment for B.C. residents, accounting for about 11% of provincial employment. Employment in the industry remains well below the levels experienced in 2019. Average monthly employment declined from 348,000 in 2019 to 284,000 in 2020 before increasing to 298,000 in 2021. The average monthly employment in 2022 (up to September) was 322,000. So far in 2022, the unemployment rate has averaged 3.8% in the tourism and hospitality industry. The labor force for the tourism sector averaged 335,278 through the first nine months of 2022 including both employed and unemployed individuals (i.e., those whose most recent job was in tourism), which is lower than the provincial average across all sectors.

The industry is incredibly diverse. The industry encompasses:

- **A mix of full-time and part-time workers and permanent and seasonal workers.** Approximately 62% of the provincial workforce are employed on a full-time basis and 38% are employed part-time. Permanent workers account for 70% of the workforce.
- **People at different stages in their career.** The majority (63%) of the provincial tourism and hospitality workforce has been employed in their current or latest job for less than five years, while 19% have been in their position for five to ten years. The average experience level of employees in the industry is seven years.
- **Four major sectors, each of which has a variety of sub-sectors.** Of the 298,000 people employed in 2021, 45% were employed in the food and beverage sector and 26% in the recreation and entertainment sector, 19% in transportation and travel sector, and 10% in the accommodation sector.
- **A myriad of occupations (NOCs).** There are over 50 occupations associated with industry, which vary widely in terms of training/education requirements, employment status, wage rates and other characteristics.
- **A broad cross-section of B.C. residents.** The gender of the workforce is relatively evenly divided. Half of the workforce is under the age of 35 and over half (52%) have a post-secondary degree or diploma. According to Statistics Canada's 2016 Census, approximately 6% of B.C.'s tourism and hospitality workforce are Aboriginal, and 35% are members of a visible minority.

## 2.2 STAFFING SHORTAGES

Given existing vacancies, projected employment growth, and normal permanent and seasonal staff turnover, significant numbers of new hires will be required. The literature highlights some key factors that have recently further fueled staffing shortages, including:

- **Virtually all economic sectors in B.C. have reported difficulties in attracting workers** (although conditions may be beginning to ease). The unemployment rate in B.C. declined from an average of 8.9% in 2020 to a low of 4.5% in June 2022 before increasing over the past two months reaching 5.5% in August 2022. The most recent provincial unemployment rate (5.2% in September) is now slightly higher than that which existed prior to the pandemic (it was 4.7% on average in 2018 and 2019).
- **A major challenge for B.C. has been the slow growth in the size of the labour force.** The size of the labour force declined by 2.8% in 2020 before recovering to 2019 levels in 2021. The key contributor was not a decline in labour market participation rates (unlike in the U.S., for example, where more people stayed home); rather it was a decline in the number of new immigrants and net non-permanent residents (e.g., temporary foreign workers) arriving in B.C. The B.C. labour force has grown at an above average annual rate in 2022, which has helped to somewhat ease labour shortages overall.
- **The decline in the size of the tourism and hospitality labour force since 2019 can be attributed to:**
  - **The prevalence of layoffs in the industry in 2020 and 2021.** Workers who are seasonal, female, younger, and/or have lower education levels were more likely to experience job loss as a result of the pandemic. Many of these workers moved to other sectors, particularly retail and healthcare which saw fairly significant



- employment growth in 2021 and 2022. While many workers over the age of 55 left the industry in 2020, most returned in 2021.
- **Low levels of new hires in 2020 and 2021.** About 40,000 fewer new workers were hired in 2020 and 2021 to maintain the workforce than would have occurred in a typical year.
  - **Lower than normal returns of seasonal workers.** In 2021, 38% of seasonal workers returned to their position, down from 49% in a typical year.
  - **The impact of the pandemic on perceptions of the industry.** COVID-19 negatively impacted interest in working in the industry amongst both existing and potential workers, raising concerns regarding health risks, employment stability and employee stress levels. While employees have generally been quite satisfied with their experiences working in the industry, the pandemic may have weakened their interest in continuing to work in the industry.
  - **Wages are not keeping up with inflation and with other industries.** While average hourly wages for the industry increased by 13% from 2019 to 2021, much of that increase is related to having fewer lower-level workers in the industry
  - **Employers may have underestimated the strength of the recovery in 2022.** It was two years of disappointment with respect to false or temporary recoveries from the pandemic.

Influencers offered some insights into the perceived barriers for job seekers that may be contributing to staffing shortages in the industry. For example, cost of living plays a big role in people's career decisions and within the tourism and hospitality industry, it is perceived that many positions offer lower compensation than other sectors. Accordingly, many job seekers will hold out to find something with higher wages to offset these costs. Another key barrier highlighted by influencers includes transportation. For example, it was mentioned that for many newcomers, family obligations, shared vehicles, and distrust of using transit late at night prevents them from being available for evening and weekend shift work. It was also noted that there is a lack of awareness amongst some job seekers related to opportunities within the industry as well as if there are good intensive shorter training courses that will get them into good paying jobs.

## 2.3 ANALYSIS ACROSS SEGMENTS

### EMPLOYMENT STATUS

The majority of survey respondents stated they were employed full-time (43%), followed by part-time (16%) and unemployed students (16%).

Table 4: Current employment status (n=300)

Categories	#	%
Employed - full time (> 30 hrs per week)	127	43%
Employed - part time (< 30 hrs per week)	49	16%
Student, not employed	48	16%
Not employed, looking for work	36	12%
Student, employed	34	11%
Not employed, not looking for work	3	1%
Other	3	1%
<b>Total</b>	<b>300</b>	<b>100%</b>

### EXPERIENCE IN THE SECTOR

Of those respondents *currently working in tourism and hospitality*, the majority work in the food and beverage sector (16%), followed by recreation and entertainment (9%), transportation and travel (6%) and accommodation (5%).

Table 5: Sector experience (n=300)

	Food & Beverage	Accommodation	Recreation & Entertainment	Travel Services	Transportation	Tourism overall
Previously worked in but no longer	42%	17%	24%	11%	8%	43%
Currently work in	16%	5%	9%	3%	3%	29%
Never worked in	42%	78%	68%	86%	89%	28%
<b>Total</b>	<b>300</b>	<b>300</b>	<b>300</b>	<b>300</b>	<b>300</b>	<b>100%</b>

### WHY NO LONGER WORKING

Survey respondents who worked but no longer work in the tourism and hospitality industry were asked why they no longer work in the industry. The most common response was that their job was temporary while they were in school (36%), followed by the response that it was a seasonal job that ended (33%) and they wanted to change their careers or do something different (21%).

*Table 6: Reasons for no longer working in tourism and hospitality (n=129)*

Reasons	#	%
Was a temporary job while in school	47	36%
Was a seasonal job that ended	43	33%
Wanted to change careers/do something different	27	21%
Had other/better career opportunities	20	16%
Wages and benefits (total compensation) were not competitive	20	16%
Did not like the work environment	19	15%
Not enough opportunities for career advancement	16	12%
Not well-suited to my skills, interests or personality	13	10%
Laid off/terminated as a result of the COVID-19 pandemic	11	9%
Laid off/terminated prior to the COVID-19 pandemic	2	2%
Other	1	1%

## JOB SELECTION CRITERIA

When survey respondents were asked to rate a 5-point scale (where 1 is not at all important, 3 is somewhat important and 5 is very important) the importance of various criteria on their decision to take or remain in a job, the top three responses with the highest agreement ratings were related to total compensation, career growth and ability to work full time.

*Table 7: Importance of selected criteria in decision to take or remain in a job (n=300)*

Criteria	Average	% Rated very important
The wages and benefits (total compensation)	4.4	62%
Opportunities to further develop your skills	4.1	44%
Ability to work full-time	4.0	43%
Flexibility in terms of where you work (e.g., the ability to work remotely)	4.0	40%
Flexibility in terms of when you work (e.g., which hours)	3.9	41%

Criteria	Average	% Rated very important
Opportunities to access training and education	3.9	36%
Opportunity to build a career in the medium to long-term	3.9	38%
Ability to work year-round	3.9	36%
The people I'd be working with	3.8	35%
The level of diversity, equity and inclusion in the workplace	3.8	32%
Opportunities for advancement in the short-term	3.6	26%
The environmental sustainability of the business	3.6	27%
Other	3.2	22%

## DESIRABILITY OF THE SECTOR

Using a scale of 1 to 5 (where 1 is not at all desirable, 3 is somewhat desirable and 5 is very desirable) survey respondents were asked to rate the desirability of various sectors when next looking for a job. Respondents provided the highest average rating of 3.5 for “another industry” (outside of tourism and hospitality), followed by an average rating of 3.1 for recreation and entertainment. Finally, respondents provided a rating of 2.8 for travel services and transportation.

*Table 8: Desirability of jobs by sector (n=300)*

Sectors	Avg.	% Rated very desirable
Recreation and Entertainment	3.1	15%
Accommodation	2.8	8%
Travel Services	2.8	8%
Food and Beverage	2.7	8%
Transportation	2.5	6%
Another industry	3.5	23%

Recognizing that conditions can vary widely from employer to employer, some of the advantages of working in the industry that were commonly identified by focus group participants included:

- **The social aspect:** Many positions require direct interaction with customers each day which can be appealing to individuals who like interacting with a variety of people and provides ample opportunity to network. This is particularly attractive for people who want to improve their communication skills by working with others. Some people find a fast-paced environment fun to work in and enjoy the energy that they get from working closely with people every day.
- **Perks:** Depending on the job, there may be opportunities for employees to travel, participate in activities and earn extra money through tips.
- **Short-term opportunities:** Some respondents discussed the convenience of working in an industry that provides seasonal positions such as working in a ski resort (this was particularly appealing to students).
- **Opportunities to explore different interests:** The diversity of positions in the tourism and hospitality industry appeals to people with different types of interests.
- **Flexible hours:** This is attractive to employees who prefer to select or have flexibility within their work schedules.

Some of the disadvantages that were commonly mentioned by focus group and key informants are listed below. *Note: the items that are highlighted in green were also identified by influencers.*

- **Short-term opportunities:** The inability to work consistently throughout the year due to seasonal positions makes it challenging to maintain a set schedule which can be risky and unappealing for people who prefer a more stable employment. For short-term work opportunities, health and wellness benefits tend to be excluded.
- **High turnover rate:** Because of the seasonal nature of employment, many people leave their jobs after the season has ended, which makes it challenging to build connections with coworkers.
- **Compensation:** The amount of effort and work that the positions require is often not proportional to the pay.
- **Difficult to rise through the ranks:** There is high competition for higher paying roles - there is a perception of a lack of more senior positions available.
- **Outgoing and people-oriented:** Due to the nature of positions in customer service, they require a more extraverted personality which may not be appealing to more introverted people.
- **Unorthodox hours:** Working during holidays and late hours can be challenging for people who want to spend that time with their friends and families or have early morning commitments (school, children etc.).



- **Physical nature of the work:** Some jobs such as restaurant servers, require employees to stand on their feet all day. This may not be ideal for everyone.
- **Long commutes:** Employees may be required to commute long distances and are not compensated for this time.

## JOB OPPORTUNITIES

Using a 5-point scale (1 = strongly disagree; 2 = disagree; 3 = neither agree nor disagree; 4 = agree; 5 = strongly agree; N/A) survey respondents were asked to rate the extent to which they agree or disagree with the following statements relating to job opportunities in the industry that might be available to them. The statements with the highest average ratings of agreement included the following statements:

- I'm more interested in building a career than getting a job
- Most jobs involve shift work
- Jobs in tourism and hospitality are stressful
- There are opportunities to work with outgoing, passionate and easy-going people

*Table 9: Agreement with statements (n=300)*

Statements	Avg.	% Rated strongly agree
I'm more interested in building a career than getting a job	3.9	31%
Most jobs involve shift work (e.g., evenings/weekends/holidays)	3.8	24%
Jobs in tourism and hospitality are stressful	3.8	22%
There are opportunities to work with outgoing, passionate and easy-going people	3.8	18%
The industry is important to the economic well-being of my community	3.7	22%
The industry offers a range of employment opportunities including seasonal, part-time and full-time employment	3.7	17%
The industry offers diverse, equitable and inclusive workplaces	3.7	18%
The workplaces are fun, interesting, fast-paced and exciting	3.7	18%
The ability to work remotely is important	3.7	22%
It is not clear what a career path might be for me in tourism and hospitality	3.6	16%
Working in tourism and hospitality would provide opportunities for me to gain experience and develop valuable skills	3.6	20%
Expectations in terms of hours worked and workload are greater than in other industries	3.6	17%

Statements	Avg.	% Rated strongly agree
There are many interesting jobs to choose from in tourism and hospitality	3.6	16%
Working in tourism and hospitality would provide opportunities for me to develop skills that will be important regardless of what other industry I eventually work in	3.6	13%
It is an experience-based industry in which people can work their way up	3.5	12%
Jobs in tourism and hospitality do not offer long-term employment stability	3.5	14%
It is easy to get a job in tourism and hospitality	3.5	13%
I know little about the job opportunities in tourism and hospitality	3.4	17%
Most jobs in the industry do not provide year-round work	3.4	13%
Working in the industry is well-suited to my skills, interests and personality	3.4	15%
Most jobs in the tourism industry are low skilled	3.4	13%
There are good opportunities for me to build a career in tourism and hospitality	3.3	14%
The industry is environmentally sustainable	3.3	11%
I am concerned about health & safety risks associated with working in the industry	3.3	13%
The pay is fair given the nature of the work	3.2	9%

**MOST IMPORTANT MESSAGE**

When stakeholders were asked to provide suggestions about the most important message to communicate in order to help encourage people to consider tourism and hospitality when next looking for a job or a career, several themes emerged.

- **Job perks.** Focus group respondents most often suggested the need to communicate job perks such as travel opportunities, flexible work options and discounts to offset the low wages often encountered in most positions.
- **Career progression.** Focus groups respondents noted they wanted to have a better sense of where they may go within a company and can set long term goals. The majority of influencers also emphasized the importance of identifying and communicating clear long-term career paths and opportunities for employees to advance as many are only exposed to short-term jobs within the industry.

- **Job stability.** Messaging around job stability/security was frequently discussed by a number of focus group participants, influencers, and survey respondents. Due to the instability of the industry during the pandemic, people are looking for some assurance regarding the security of positions.
- **Compensation packages.** Compensation including salary/wage and health benefits was said to be an important area of focus across all stakeholder groups when trying to encourage participation in the industry.
- **Healthy work environment.** Work environment was commonly noted by both influencers and survey respondents. Survey respondents specifically highlighted the importance of promoting a “fun” work environment where employees can get the chance to meet different people and develop their social skills.
- **Skills.** Influencers also mentioned providing messaging around the opportunity for skills training such as how to deal with difficult customers. Further, it was noted that messaging around skill requirements should cater to people with different experience and backgrounds.
- **Job flexibility.** Survey respondents encouraged messaging around job flexibility such as providing the option of remote work.
- **Low barrier of entry.** Survey respondents indicated that there are many available openings/opportunities within the tourism and hospitality industry, and this could be highlighted within communications.

## 2.4 APPROACHES USED TO ATTRACT WORKERS

Focus group participants and influencers provided a number of strategies and recommendations regarding how to better attract people to work in the industry. Some of the common elements of these strategies or recommendations include:

- **Social media marketing and campaigns.** The use of social media platforms to share information about the industry, highlighting success stories and showcasing pictures and the work environment was recommended. It was suggested that it would be beneficial to hire an ambassador who has a visible public image advocating for the industry as a public figure would help draw in the younger generation in particular.
- **Informational ads:** Influencers mentioned that the best way to attract target audiences to the industry would be through social media, email, posters, flyers and websites. Focus group participants highlighted the use of billboards and ads in public spaces and online platforms to attract potential employees.

- **Training and seminars.** Developing a program to help people get hands-on experience in the industry as well as providing easier access to education in the industry with lower tuition was recommended. Short virtual seminars where people can join for free to help spread the word of job opportunities was also discussed.
- **Skill transitioning programs.** Participants suggested that the industry should provide more opportunities to support people from other industries who do not have experience in tourism and hospitality to access employment. One participant stated that many positions require a minimum level of experience to apply.
- **Job fairs.** Job fairs (that are accessible to everyone) were felt to be an excellent approach to access and hire workers.
- **Job rotations.** Providing employees with an opportunity to try out various roles in a company was recommended as a strategy to allow people to cultivate various skills and provide access to other potential opportunities.
- **Offering more perks/incentives.** Offering accommodation, meals, travel opportunities, transportation support, and hiring bonuses were examples of incentives that would appeal to various age groups.
- **Familiarization tours for job seekers and influencers.** Participants suggested encouraging employers to invite potential employees to view the space and work environment.

### 3. TARGET AUDIENCE SEGMENTS

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## 3.1 YOUTH AGED 16 TO 18 YEARS

### EMPLOYMENT STATUS

Survey respondents between the ages of 16 to 18 were asked to select the option that best describes their current employment status. A total of 35% of respondents identified that they were unemployed students, followed by 19% who were employed on a part-time basis. Finally, 19% said that they were unemployed but looking for work.

Table 10: Current employment status (n=100)

Categories	#	%
Employed - full time (> 30 hrs per week)	13	13%
Employed - part time (< 30 hrs per week)	19	19%
Student, employed	13	13%
Student, not employed	35	35%
Not employed, looking for work	19	19%
Not employed, not looking for work	1	1%
<b>Total</b>	<b>100</b>	<b>100%</b>

### EXPERIENCE IN THE SECTOR

The majority (42%) of young people (16-18) stated that they previously worked in but no longer work in the tourism and hospitality sector. A total of 35% of respondents currently work in tourism and hospitality while 23% have never worked in the industry. Of those respondents currently working in tourism and hospitality, the majority work in the food and beverage sector (19%), followed by recreation and entertainment (4%).

Table 11: Sector experience (n=100)

	Food and Beverage	Accommodation	Recreation and Entertainment	Travel Services	Transportation	Tourism overall
Never worked in	45%	93%	81%	94%	98%	23%
Previously worked in but no longer	36%	7%	15%	6%	1%	42%
Currently work in	19%	0%	4%	0%	1%	35%

	Food and Beverage	Accommodation	Recreation and Entertainment	Travel Services	Transportation	Tourism overall
<i>Total</i>	<i>100%</i>	<i>100%</i>	<i>100%</i>	<i>100%</i>	<i>100%</i>	<i>100%</i>

**WHY NO LONGER WORKING**

Survey respondents who worked but no longer work in the tourism and hospitality industry were asked why they no longer work in the industry. The most common response was that it was a seasonal job that ended (36%), followed by the response that it was a temporary job while in school (31%). Finally, other respondents did not like the work environment (24%).

*Table 12: Reasons for no longer working in tourism and hospitality (n=42)*

Reasons	#	%
Was a seasonal job that ended	15	36%
Was a temporary job while in school	13	31%
Did not like the work environment	10	24%
Laid off/terminated as a result of the COVID-19 pandemic	5	12%
Wanted to change careers/do something different	5	12%
Wages and benefits (total compensation) were not competitive	5	12%
Not enough opportunities for career advancement	4	10%
Not well-suited to my skills, interests or personality	4	10%
Had other/better career opportunities	3	7%
Laid off/terminated prior to the COVID-19 pandemic	0	0%
Other	0	0%

**JOB SELECTION CRITERIA**

When survey respondents were asked to rate a 5-point scale (where 1 is not at all important, 3 is somewhat important and 5 is very important) the importance of various criteria on their decision to take or remain in a job. The top three responses with the highest agreement ratings were related to total compensation, career growth and work flexibility.

*Table 13: Importance of selected criteria in decision to take or remain in a job (n=100)*

Criteria	Avg.	% Rated very important
The wages and benefits (total compensation)	4.2	52%

Opportunities to further develop your skills	4.0	36%
Flexibility in terms of when you work (e.g., which hours)	3.9	32%
Opportunities to access training and education	3.8	27%
Flexibility in terms of where you work (e.g., the ability to work remotely)	3.8	34%
Ability to work full-time	3.7	31%
The people I'd be working with	3.7	30%
Ability to work year-round	3.6	27%
Opportunity to build a career in the medium to long-term	3.5	21%
Opportunities for advancement in the short-term	3.5	18%
The level of diversity, equity and inclusion in the workplace	3.5	21%
The environmental sustainability of the business	3.4	18%
Other	3.2	21%

When focus group participants (16-18) were asked about the most important criteria considered when **applying for or taking a job**, they offered the following insights (by order of most commonly mentioned):

- compensation package (pay/salary, vacation and benefits);
- location and/or ease of transportation; and
- overall work culture.

When asked the same question about criteria to **remain** within a position, youth highlighted the following items (by order of most commonly mentioned):

- growth potential;
- increase in salary;
- healthy relationships with management and coworkers;
- job training and the ability to learn a new skill;
- ability to maintain a good work/life balance; and
- company's financial status/ if company is doing well.

Participants also highlighted the top three influencers who impact their awareness, pursuit and acceptance of a job. These included friends, family members and social media. Of note, social media was seen as the main source of information for this age group to gather early insights on a company’s culture through employee reviews.

**DESIRABILITY OF THE SECTOR**

Using a scale of 1 to 5 (where 1 is not at all desirable, 3 is somewhat desirable and 5 is very desirable) survey respondents were asked to rate the desirability of various sectors when next looking for a job. Respondents provided the highest average rating of 3 for recreation and entertainment followed by an average rating of 2.6 for both accommodation and travel services.

*Table 14: Desirability of jobs by sector (n=100)*

Sectors	Avg.	% Rated very desirable
Recreation and Entertainment	3	7%
Accommodation	2.6	3%
Travel Services	2.6	2%
Food and Beverage	2.5	3%
Transportation	2.5	3%
Another industry	3.5	19%

Focus group participants (16-18) were asked their opinions on the advantages and disadvantages of working in tourism and hospitality.

- *Advantages:* The most frequently discussed advantage was the **social aspect** of most jobs in the industry and how it can be a great fit for people who love interacting with a variety of people every day. Participants also highlighted **the perks** of most tourism and hospitality jobs as a major advantage, including the opportunity to travel and earn extra money through tips.
- *Disadvantage:* Participants also discussed some of the perceived disadvantages of working in the industry. For example, several participants explained that they were concerned about the ability to maintain work and a consistent schedule throughout the year due to the **seasonal nature** of most jobs. Participants also highlighted that the amount of work and effort is not proportional to the **compensation** for most jobs. Finally, participants noted it is **difficult to rise through the ranks** due to the lack of senior positions available.

**JOB OPPORTUNITIES**

Using a 5-point scale (1 = strongly disagree; 2 = disagree; 3 = neither agree nor disagree; 4 = agree; 5 = strongly agree; N/A) survey respondents were asked to rate the extent to which they agree or disagree with the following statements relating to job opportunities in the industry that might be available to them. The statements with the highest average ratings of agreement (with average ratings of 3.7 or 3.9) included the following statements:

- Jobs in tourism and hospitality are stressful
- I'm more interested in building a career than getting a job
- The ability to work remotely is important
- Most jobs involve shift work

*Table 15: Agreement with statements (n=100)*

Statements	Avg.	% Rated strongly agree
Jobs in tourism and hospitality are stressful	3.9	26%
I'm more interested in building a career than getting a job	3.9	32%
The ability to work remotely is important	3.7	19%
Most jobs involve shift work (e.g., evenings/weekends/holidays)	3.7	13%
I know little about the job opportunities in tourism and hospitality	3.6	21%
Jobs in tourism and hospitality do not offer long-term employment stability	3.6	15%
Working in tourism and hospitality would provide opportunities for me to gain experience and develop valuable skills	3.6	13%
Expectations in terms of hours worked and workload are greater than in other industries	3.6	15%
It is not clear what a career path might be for me in tourism and hospitality	3.6	11%
Working in tourism and hospitality would provide opportunities for me to develop skills that will be important regardless of what other industry I eventually work in	3.5	9%
Most jobs in the industry do not provide year-round work	3.5	13%
There are opportunities to work with outgoing, passionate and easy-going people	3.5	9%
The industry offers diverse, equitable and inclusive workplaces	3.5	8%
The industry is important to the economic well-being of my community	3.5	15%
Most jobs in the tourism industry are low skilled	3.4	13%
The industry offers a range of employment opportunities including seasonal, part-time and full-time employment	3.4	6%
It is an experience-based industry in which people can work their way up	3.4	11%
The workplaces are fun, interesting, fast-paced and exciting	3.4	9%
It is easy to get a job in tourism and hospitality	3.4	9%



Statements	Avg.	% Rated strongly agree
There are good opportunities for me to build a career in tourism and hospitality	3.4	13%
The pay is fair given the nature of the work	3.3	8%
There are many interesting jobs to choose from in tourism and hospitality	3.3	7%
Working in the industry is well-suited to my skills, interests and personality	3.2	9%
I am concerned about health & safety risks associated with working in the industry	3.2	6%
The industry is environmentally sustainable	3.1	3%

When focus group participants (16-18) were asked about the types of jobs that come to mind when they think about tourism and hospitality, a variety of responses emerged including:

- Hotel employees (e.g., bell hops, front desk, managers, cleaning staff concierges);
- Translators for tourists and instructors on attractions like suspension bridges;
- Food and beverage service (e.g., bartenders, chefs, caterers);
- Travel (e.g., travel agents, flight attendants, cruises, airports, taxi services);
- Accommodation services (e.g., Airbnb, hotels).

**MOST IMPORTANT MESSAGE**

Stakeholders (16-18) were asked to provide suggestions about the most important message to communicate in order to help encourage people to consider tourism and hospitality when next looking for a job or a career. Accordingly, survey respondents suggested underlining messaging about the **ease of finding work** as well as **flexibility** in working hours. Focus group participants echoed the need to highlight information relating to job flexibility in communications. These participants also suggested including information about **job perks** (such as travel opportunities), **compensation packages** and **career progression**. Finally, focus group participants explained that they would like to hear more **success stories** and real-life examples of people’s experiences working in the industry.

**3.2 YOUTH AGED 19 TO 29 YEARS**

**EMPLOYMENT STATUS**

Survey respondents between the ages of 19 to 29 were asked to select the option that best describes their current employment status. A total of 61% of respondents identified that they are employed full-time, followed by 18% who were employed on a part-time basis. Finally, 9% said that they are currently employed students.

*Table 16: Current employment status (n=100)*

Categories	#	%
Employed - full time (> 30 hrs per week)	61	61%
Employed - part time (< 30 hrs per week)	18	18%
Student, employed	9	9%
Student, not employed	4	4%
Not employed, looking for work	6	6%
Not employed, not looking for work	1	1%
Other	1	1%
<b>Total</b>	<b>100</b>	<b>100%</b>

## EXPERIENCE IN THE SECTOR

The majority (47%) of respondents (19-29) stated that they previously worked in but no longer work in the tourism and hospitality sector. A total of 21% of respondents currently work in tourism and hospitality while 32% have never worked in the industry. Of those respondents currently working in tourism and hospitality, the majority work in the food and beverage sector (16%), followed by recreation and entertainment (14%).

*Table 17: Sector experience (n=100)*

	Food and Beverage	Accommodation	Recreation and Entertainment	Travel Services	Transportation	Tourism overall
Never worked in	35%	74%	54%	87%	85%	32%
Previously worked in but no longer	49%	22%	32%	10%	10%	47%
Currently work in	16%	4%	14%	3%	5%	21%
<b>Total</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>

## WHY NO LONGER WORKING

Survey respondents who worked but no longer work in the tourism and hospitality industry were asked why they no longer work in the industry. The most common response was that their job was temporary while they were in school (43%), followed by the response that it was a seasonal job that ended (40%). Finally, other respondents wanted to change their careers or do something different (33%).

*Table 18: Reasons for no longer working in tourism and hospitality (n=40)*

Reasons	#	%
Was a temporary job while in school	17	43%
Was a seasonal job that ended	16	40%
Wanted to change careers/do something different	13	33%
Had other/better career opportunities	9	23%
Wages and benefits (total compensation) were not competitive	7	18%
Not enough opportunities for career advancement	6	15%
Did not like the work environment	6	15%
Not well-suited to my skills, interests or personality	6	15%
Laid off/terminated as a result of the COVID-19 pandemic	5	13%
Laid off/terminated prior to the COVID-19 pandemic	1	3%

## JOB SELECTION CRITERIA

When survey respondents were asked to rate a 5-point scale (where 1 is not at all important, 3 is somewhat important and 5 is very important) the importance of various criteria on their decision to take or remain in a job, the top three responses with the highest agreement ratings were related to total compensation, skills development and ability to work year-round.

*Table 19: Importance of selected criteria in decision to take or remain in a job (n=100)*

Criteria	Avg.	% Rated very important
The wages and benefits (total compensation)	4.4	66%
Opportunities to further develop your skills	4.1	43%
Ability to work year-round	4.1	45%
Ability to work full-time	4.0	52%
Opportunity to build a career in the medium to long-term	4.0	43%
The people I'd be working with	4.0	43%

Criteria	Avg.	% Rated very important
Flexibility in terms of when you work (e.g., which hours)	4.0	45%
Opportunities to access training and education	3.9	42%
The level of diversity, equity and inclusion in the workplace	3.9	39%
Flexibility in terms of where you work (e.g., the ability to work remotely)	3.9	36%
Opportunities for advancement in the short-term	3.7	28%
The environmental sustainability of the business	3.7	38%
Other	3.1	21%

When focus group participants (19-29) were asked about the most important criteria they consider when **applying for or taking a job**, responses were as follows (by order of most commonly mentioned).

- compensation package (pay/salary, vacation and benefits);
- location and transportation to job;
- company culture and values; and
- flexibility.

When participants were asked the same question about important criteria **to remain within a position** the most commonly mentioned themes were (by order of most commonly mentioned):

- Continuing to like the company culture and the people that they would be working with;
- An increase in salary;
- Opportunities for growth within the company; and
- Feeling valued.

Focus group participants also highlighted the top three influencers who impact their awareness, pursuit and acceptance of a job. The most frequent response provided was job platforms (i.e., Indeed, Glassdoor, LinkedIn, Facebook ads). Participants also regularly mentioned relying on their peers and family for advice as well as guidance counsellors to provide support in their awareness as well as decision making related to their careers.

**DESIRABILITY OF THE SECTOR**

Using a scale of 1 to 5 (where 1 is not at all desirable, 3 is somewhat desirable and 5 is very desirable) survey respondents were asked to rate the desirability of various sectors when next looking for a job. Respondents provided the highest average rating of 3.4 for “another industry” followed by an average rating of 3.3 for recreation and entertainment. Finally, respondents provided an average rating of 2.8 for food and beverage, accommodation and travel services.

Table 20: Desirability of jobs by sector (n=100)

Sectors	Avg.	% Rated very desirable
Recreation and Entertainment	3.3	21%
Food and Beverage	2.8	10%
Accommodation	2.8	12%
Travel Services	2.8	11%
Transportation	2.5	7%
Another industry	3.4	24%

Focus group participants (19-29) were asked about their opinions on the advantages and disadvantages of working in tourism and hospitality.

- Advantages:* The major advantages noted included **perks/incentives** such as being able to participate in activities while on the job and being able to earn tips. The opportunity to earn income through seasonal or **short-term opportunities** like in a ski resort was noted to be an advantage for students.
- Disadvantages:* Participants also discussed the disadvantages of working in the industry and most often noted that **wages are not competitive** and high **turnover rates**. Most positions require employees to be **outgoing and ‘people-orientated’** due to the nature of the position in customer service, which is not appealing to less extroverted people. Participants also discussed that many positions are **short term**, which although was seen as an advantage for students, was a disadvantage to others who wanted more stable employment. Finally, participants highlighted the **unorthodox hours**, including working during holidays, as being a disadvantage.

**JOB OPPORTUNITIES**

Using a 5-point scale (1 = strongly disagree; 2 = disagree; 3 = neither agree nor disagree; 4 = agree; 5 = strongly agree; N/A) survey respondents were asked to rate the extent to which they agree or disagree with the following statements relating to job opportunities in the industry

that might be available to them. The statements with the highest average ratings of agreement (with average ratings of 3.8 or 3.9) included the following statements:

- I'm more interested in building a career than getting a job
- There are opportunities to work with outgoing, passionate and easy-going people
- The industry offers diverse, equitable and inclusive workplaces
- The industry offers a range of employment opportunities
- The workplaces are fun, interesting, fast-paced and exciting
- The industry is important to the economic well-being of my community

*Table 21: Agreement with statements (n=100)*

Statements	Avg.	% Rated strongly agree
I'm more interested in building a career than getting a job	3.9	28%
There are opportunities to work with outgoing, passionate and easy-going people	3.9	24%
The industry offers diverse, equitable and inclusive workplaces	3.8	29%
The industry offers a range of employment opportunities including seasonal, part-time and full-time employment	3.8	22%
The workplaces are fun, interesting, fast-paced and exciting	3.8	21%
The industry is important to the economic well-being of my community	3.8	24%
Jobs in tourism and hospitality are stressful	3.7	24%
There are many interesting jobs to choose from in tourism and hospitality	3.7	22%
It is an experience-based industry in which people can work their way up	3.7	13%
Most jobs involve shift work (e.g., evenings/weekends/holidays)	3.7	25%
Working in tourism and hospitality would provide opportunities for me to gain experience and develop valuable skills	3.6	25%
It is not clear what a career path might be for me in tourism and hospitality	3.6	16%
The ability to work remotely is important	3.6	21%
Working in tourism and hospitality would provide opportunities for me to develop skills that will be important regardless of what other industry I eventually work in	3.6	15%
It is easy to get a job in tourism and hospitality	3.5	16%
Expectations in terms of hours worked and workload are greater than in other industries	3.5	15%
Jobs in tourism and hospitality do not offer long-term employment stability	3.5	15%
Working in the industry is well-suited to my skills, interests and personality	3.4	15%
I know little about the job opportunities in tourism and hospitality	3.4	14%
Most jobs in the tourism industry are low skilled	3.4	12%

Statements	Avg.	% Rated strongly agree
There are good opportunities for me to build a career in tourism and hospitality	3.3	14%
Most jobs in the industry do not provide year-round work	3.3	16%
The industry is environmentally sustainable	3.3	15%
I am concerned about health & safety risks associated with working in the industry	3.2	16%
The pay is fair given the nature of the work	3.2	11%

When focus group participants (19-29) were asked about the types of jobs that come to mind when they think about tourism and hospitality, responses included:

- Hotel employees (e.g., concierge);
- Accommodation services (e.g., Airbnb, hotels);
- Food and beverage service (e.g., clubs and restaurants)
- Travel (e.g., travel agents, event planners, flight attendants or pilot, cruises,); and
- Activities and Tours (local attraction guides hop on, hope off, Mountains like skiing and snowboarding in B.C.).

### MOST IMPORTANT MESSAGE

Stakeholders (19-29) were asked to provide suggestions regarding the most important message to communicate in order to help encourage people to consider tourism and hospitality when next looking for a job or a career. Many focus group participants agreed that highlighting **job perks/incentives** was very important to attract them to apply for a position as was **job stability** (especially for seasonal workers who'd be attracted to messaging that offers opportunities to shift to a new position offseason within a company). Survey respondents most often suggested highlighting information on **wage and benefits** in communications targeting future employees. **Flexibility** within a position and **career progression** were also felt to be important messages to communicate from both survey respondents and focus group participants.

## 3.3 NEWCOMERS

### EMPLOYMENT STATUS

Survey respondents (newcomers) were asked to select the option that best describes their current employment status. A total of 53% of respondents identified that they are employed full-time, followed by 12% who were employed on a part-time basis and students who are also employed.



Table 22: Current employment status (n=100)

Categories	#	%
Employed - full time (> 30 hrs per week)	53	53%
Employed - part time (< 30 hrs per week)	12	12%
Student, employed	12	12%
Student, not employed	9	9%
Not employed, looking for work	11	11%
Not employed, not looking for work	1	1%
Other	2	2%
Retired	0	0%
<b>Total</b>	<b>100</b>	<b>100%</b>

## EXPERIENCE IN THE SECTOR

The majority (40%) of newcomers stated that they previously worked in but no longer work in the tourism and hospitality sector. A total of 29% of respondents currently work in tourism and hospitality while 31% have never worked in the industry. Of those respondents currently working in tourism and hospitality, the majority work in the food and beverage sector (13%), followed by accommodation (11%).

Table 23: Sector experience (n=100)

	Food and Beverage	Accommodation	Recreation and Entertainment	Travel Services	Transportation	Tourism overall
Never worked in	45%	67%	68%	77%	83%	31%
Previously worked in but no longer	42%	22%	24%	17%	14%	40%
Currently work in	13%	11%	8%	6%	3%	29%
<b>Total</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>

## WHY NO LONGER WORKING

Survey respondents who worked but no longer work in the tourism and hospitality industry were asked why they no longer work in the industry. The most common response was that it was a temporary job while they were in school (36%), followed by the response that it was a

seasonal job that ended (26%). Finally, other respondents wanted to change careers or do something different (19%).

*Table 24: Reasons for no longer working in tourism and hospitality (n=47)*

Reasons	#	%
Was a temporary job while in school	17	36%
Was a seasonal job that ended	12	26%
Wanted to change careers/do something different	9	19%
Had other/better career opportunities	8	17%
Wages and benefits (total compensation) were not competitive	8	17%
Not enough opportunities for career advancement	6	13%
Did not like the work environment	3	6%
Not well-suited to my skills, interests or personality	3	6%
Laid off/terminated prior to the COVID-19 pandemic	1	2%
Laid off/terminated as a result of the COVID-19 pandemic	1	2%
Other	1	2%

## JOB SELECTION CRITERIA

When survey respondents were asked to rate a 5-point scale (where 1 is not at all important, 3 is somewhat important and 5 is very important) the importance of various criteria on their decision to take or remain in a job the top three responses with the highest agreement ratings were related to total compensation, skills development and flexibility of where they work.

*Table 25: Importance of selected criteria in decision to take or remain in a job (n=100)*

Criteria	Avg.	% Rated very important
The wages and benefits (total compensation)	4.4	67%
Opportunities to further develop your skills	4.2	52%
Flexibility in terms of where you work (e.g., the ability to work remotely)	4.2	51%
Opportunity to build a career in the medium to long-term	4.1	49%
Ability to work full-time	4.1	46%
Opportunities to access training and education	4.0	38%
Flexibility in terms of when you work (e.g., which hours)	4.0	46%

Criteria	Avg.	% Rated very important
Ability to work year-round	3.9	36%
The level of diversity, equity and inclusion in the workplace	3.9	35%
The people I'd be working with	3.9	32%
Opportunities for advancement in the short-term	3.7	31%
The environmental sustainability of the business	3.7	25%
Other	3.4	23%

When focus group participants were asked about the most important criteria they consider when **applying for or taking a job**, they offered the following insights (by order of most commonly mentioned):

- compensation package (pay/salary, vacation and benefits);
- company culture;
- work/life balance/job flexibility hours; and
- job location and commuting time.

When asked the same question about criteria to **remain** within a position, they highlighted the following items (by order of most commonly mentioned):

- growth potential;
- compensation;
- recognition from management;
- job security;
- salary increase; and
- good management.

Participants also highlighted the top three influencers who impact their awareness, pursuit and acceptance of a job. The most common response family and friends followed by social media (Indeed, LinkedIn, Facebook, Instagram, Twitter, Fishbowl). Previous colleagues were also mentioned as an important source.

## DESIRABILITY OF THE SECTOR

Using a scale of 1 to 5 (where 1 is not at all desirable, 3 is somewhat desirable and 5 is very desirable) survey respondents were asked to rate the desirability of various sectors when next looking for a job. Respondents provided the highest average rating of 3.6 for “another industry” (outside of tourism and hospitality), followed by an average rating of 3.1 for recreation and entertainment and 3.0 for travel services.

Table 26: Desirability of jobs in the sector (n=100)

Sectors	Avg.	% Rated very desirable
Recreation and Entertainment	3.1	17%
Travel Services	3.0	12%
Accommodation	2.8	10%
Food and Beverage	2.7	11%
Transportation	2.7	8%
Another industry	3.6	27%

Focus group participants were asked their opinions on the advantages and disadvantages of working in tourism and hospitality.

The most commonly noted **advantage** was that the tourism industry has **opportunities for different types of interests**. Participants also added that some positions not only provide you with an hourly wage but allow for the **opportunity to receive tips**. Participants also explained that the work culture in the tourism industry is often a **fun atmosphere with a lot of energy** and provides ample opportunity to network and meet new people. This was particularly attractive to participants who wanted to improve their communication skills by working with others. Finally, it was felt that the **ability to work flexible hours** was also a major advantage.

Some of the perceived **disadvantages** of working in the industry noted by participants included **low wages** compared to other industries, high turnover rates and a lack of career progression opportunities. Participants also highlighted that many jobs require are **physical in nature** (e.g., a server is on their feet all day) and may require **long commutes** that employees are not compensated for.

## JOB OPPORTUNITIES

Using a 5-point scale (1 = strongly disagree; 2 = disagree; 3 = neither agree nor disagree; 4 = agree; 5 = strongly agree; N/A) survey respondents were asked to rate the extent to which

they agree or disagree with the following statements relating to job opportunities in the industry that might be available to them. The statements with the highest average ratings of agreement included the following statements:

- Most jobs involve shift work (e.g., evenings/weekends/holidays)
- The industry is important to the economic well-being of my community
- There are opportunities to work with outgoing, passionate and easy-going people
- The industry offers a range of employment opportunities

*Table 27: Agreement with statements (n=100)*

Statements	Avg.	% Rated strongly agree
Most jobs involve shift work (e.g., evenings/weekends/holidays)	4.1	33%
The industry is important to the economic well-being of my community	3.9	28%
There are opportunities to work with outgoing, passionate and easy-going people	3.9	22%
The industry offers a range of employment opportunities including seasonal, part-time and full-time employment	3.9	23%
I'm more interested in building a career than getting a job	3.8	34%
The workplaces are fun, interesting, fast-paced and exciting	3.8	23%
The industry offers diverse, equitable and inclusive workplaces	3.8	17%
There are many interesting jobs to choose from in tourism and hospitality	3.8	20%
Jobs in tourism and hospitality are stressful	3.7	17%
It is not clear what a career path might be for me in tourism and hospitality	3.7	22%
The ability to work remotely is important	3.7	25%
Expectations in terms of hours worked and workload are greater than in other industries	3.6	22%
Working in tourism and hospitality would provide opportunities for me to develop skills that will be important regardless of what other industry I eventually work in	3.6	14%
Working in the industry is well-suited to my skills, interests and personality	3.6	21%
Working in tourism and hospitality would provide opportunities for me to gain experience and develop valuable skills	3.5	21%
Jobs in tourism and hospitality do not offer long-term employment stability	3.5	12%
It is an experience-based industry in which people can work their way up	3.5	12%
It is easy to get a job in tourism and hospitality	3.5	15%
The industry is environmentally sustainable	3.5	15%
I am concerned about health & safety risks associated with working in the industry	3.4	16%
Most jobs in the industry do not provide year-round work	3.4	11%
Most jobs in the tourism industry are low skilled	3.4	13%

Statements	Avg.	% Rated strongly agree
There are good opportunities for me to build a career in tourism and hospitality	3.3	14%
I know little about the job opportunities in tourism and hospitality	3.3	15%
The pay is fair given the nature of the work	3.2	9%

When focus group participants were asked about the types of jobs that come to mind when they think about tourism and hospitality, they offered the following responses:

- hotels and resorts (e.g., manager, housekeeping, kitchen);
- restaurants (e.g., server);
- tour guides;
- travel agency owner;
- flight attendants, airlines; and
- entertainment (e.g., spas, theatres).

**MOST IMPORTANT MESSAGE**

Key messages were also offered by newcomers to help encourage people to consider tourism and hospitality when looking for a job or career. Focus group participants discussed highlighting any **perks/incentives**. They explained that given that the pay within the industry is often not as lucrative as other industries, employees look for other things to attract them such as an adventurous opportunity that is seasonal and meeting new people. Focus group participants also felt communications around the **stability of jobs** was important in attracting people to the industry. During the COVID-19 pandemic, respondents explained that the job market was unstable and so having assurance about the position being long lasting throughout the year was felt to be important. Survey respondents most often suggested highlighting information on **wage and benefits** in communications while both focus group and survey respondents suggested content related to **opportunities for advancement** within the company.

**3.4 INDIGENOUS PEOPLES**

**EMPLOYMENT STATUS**

Survey respondents (Indigenous peoples) were asked to select the option that best describes their current employment status. A total of 29% of respondents identified that they are

unemployed students, followed by 22% who were employed on a part-time basis. Finally, 20% said that they were employed full-time.

*Table 28: Current employment status (n=69)*

Categories	#	%
Student, not employed	20	29%
Employed - part time (> 30 hours per week)	15	22%
Employed - full time (< 30 or more hours per week)	14	20%
Not employed, looking for work	13	19%
Student, employed	6	9%
Not employed, not looking for work	1	1%
<b>Total</b>	<b>69</b>	<b>100%</b>

## EXPERIENCE IN THE SECTOR

The majority (41%) of the survey respondents stated that they previously worked in but no longer work in the tourism and hospitality sector. A total of 38% of respondents have never worked in the industry while 22% currently work in tourism and hospitality. Of those respondents currently working in tourism and hospitality, the majority work in the food and beverage sector (14%), followed by recreation and entertainment (4%).

*Table 29: Sector experience (n=69)*

	Food and Beverage	Accommodation	Recreation and Entertainment	Travel Services	Transportation	Tourism overall
Never worked in	49%	84%	83%	88%	91%	38%
Previously worked in but no longer	36%	14%	13%	10%	7%	41%
Currently work in	14%	1%	4%	1%	1%	22%
<b>Total</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>

## WHY NO LONGER WORKING

Survey respondents who worked but no longer work in the tourism and hospitality industry were asked why they no longer work in the industry. The most common response was that it was a seasonal job that ended (36%), followed by the response that they did not like the work environment (29%). Finally, other respondents wanted to change careers/do something different (18%) or said it was a temporary job while in school (18%).



Table 30: Reasons for no longer working in tourism and hospitality (n=28)

Reasons	#	%
Was a seasonal job that ended	10	36%
Did not like the work environment	8	29%
Was a temporary job while in school	5	18%
Wanted to change careers/do something different	5	18%
Laid off/terminated as a result of the COVID-19 pandemic	4	14%
Not well-suited to my skills, interests or personality	4	14%
Wages and benefits (total compensation) were not competitive	4	14%
Not enough opportunities for career advancement	3	11%
Had other/better career opportunities	3	11%
Laid off/terminated prior to the COVID-19 pandemic	0	0%
Other	0	0%

## JOB SELECTION CRITERIA

When survey respondents were asked to rate on a 5-point scale (where 1 is not at all important, 3 is somewhat important and 5 is very important) the importance of various criteria on their decision to take or remain in a job, the top responses with the highest agreement ratings were related to total compensation, flexibility in terms of work location and career growth.

Table 31: Importance of selected criteria in decision to take or remain in a job (n=69)

Criteria	Avg.	% Rated very important
The wages and benefits (total compensation)	4.2	55%
Flexibility in terms of where you work (e. g. the ability to work remotely)	4.0	41%
Opportunities to further develop your skills	3.9	38%
Opportunities to access training and education	3.9	33%
Flexibility in terms of when you work (e g , which hours)	3.9	32%
Ability to work full-time	3.7	30%
Opportunities for advancement in the short-term	3.7	19%
The level of diversity, equity and inclusion in the workplace	3.7	25%
The people I'd be working with	3.6	26%
Opportunity to build a career in the medium to long-term	3.6	25%

Criteria	Avg.	% Rated very important
Ability to work year-round	3.5	26%
The environmental sustainability of the business	3.3	20%
Other	3.5	37%

**DESIRABILITY OF THE SECTOR**

Using a scale of 1 to 5 (where 1 is not at all desirable, 3 is somewhat desirable and 5 is very desirable) survey respondents were asked to rate the desirability of various sectors when next looking for a job. Respondents provided the highest average rating for “another industry” (outside of tourism and hospitality), followed by recreation and entertainment.

*Table 32: Desirability of jobs in the sector (n=69)*

Sectors	Avg.	% Rated very desirable
Recreation and Entertainment	3.1	17%
Travel Services	2.7	7%
Accommodation	2.7	7%
Food and Beverage	2.5	6%
Transportation	2.5	0%
Another industry	3.6	19%

Research focused on the B.C. Indigenous tourism labour market<sup>2</sup> identified a number of challenges that Indigenous communities face when seeking employment in the tourism and hospitality sector, including:

- **Transportation:** There is a lack of private and public transportation options for employees to be able to get to and from work especially those living in small and rural

<sup>2</sup> Indigenous Tourism British Columbia (ITBC). 2020. Indigenous Tourism Labour Market Research.

communities. This is particularly problematic for shifts that start early in the morning or finish late at night.

- **Skills and qualifications:** Because of the high competition in the industry, the most qualified and skilled workers are selected for the jobs. Indigenous communities often do not have access to education to be able to gain skills to make them stand out in a pool of applicants.
- **Seasonality:** The nature of tourism opportunities in B.C. makes it challenging for employees who want stability to secure year-round and full-time employment.
- **Lack of awareness about opportunities:** Support for Indigenous people that improves their confidence, skills and training, and awareness about available tourism jobs is needed.

## JOB OPPORTUNITIES

Using a 5-point scale (1 = strongly disagree; 2 = disagree; 3 = neither agree nor disagree; 4 = agree; 5 = strongly agree; N/A), survey respondents were asked to rate the extent to which they agree or disagree with the following statements relating to job opportunities in the industry that might be available to them. The statements with the highest average ratings of agreement included the following statements:

- I'm more interested in building a career than getting a job
- Jobs in tourism and hospitality are stressful
- The ability to work remotely is important

*Table 33: Agreement with statements: Opportunities in tourism and hospitality industry (n= 69)*

Statements	Avg.	% Rated strongly agree
I'm more interested in building a career than getting a job	4.0	36%
Jobs in tourism and hospitality are stressful	3.9	26%
The ability to work remotely is important	3.9	26%
Most jobs in the industry do not provide year-round work	3.7	19%
Most jobs in the tourism industry are low skilled	3.7	22%

Statements	Avg.	% Rated strongly agree
Most jobs involve shift work (e.g., evenings/weekends/holidays)	3.7	13%
Working in tourism and hospitality would provide opportunities for me to gain experience and develop valuable skills	3.7	20%
Expectations in terms of hours worked and workload are greater than in other industries	3.7	19%
The industry offers diverse, equitable and inclusive workplaces	3.7	16%
Jobs in tourism and hospitality do not offer long-term employment stability	3.7	17%
The industry offers a range of employment opportunities including seasonal, part-time and full-time employment	3.6	14%
The workplaces are fun, interesting, fast-paced and exciting	3.6	22%
The industry is important to the economic well-being of my community	3.6	20%
I know little about the job opportunities in tourism and hospitality	3.6	19%
It is easy to get a job in tourism and hospitality	3.6	16%
It is not clear what a career path might be for me in tourism and hospitality	3.6	12%
There are many interesting jobs to choose from in tourism and hospitality	3.5	13%
There are good opportunities for me to build a career in tourism and hospitality	3.5	19%
Working in the industry is well-suited to my skills, interests and personality	3.5	16%
It is an experience-based industry in which people can work their way up	3.5	13%
Working in tourism and hospitality would provide opportunities for me to develop skills that will be important regardless of what other industry I eventually work in	3.5	7%
There are opportunities to work with outgoing, passionate and easy-going people	3.5	9%
The pay is fair given the nature of the work	3.4	9%
The industry is environmentally sustainable	3.2	7%
I am concerned about health & safety risks associated with working in the industry	3.1	12%

## MOST IMPORTANT MESSAGE

Key messaging suggestions were offered by survey respondents. Of the 60 respondents, close to half (45%) suggested messaging provide information on the **ease of finding a job** compared

to other industries. Respondents also felt messaging around **compensation, job stability and flexibility** would be important. Influencers were of the view that messaging should include **success stories** reflective of other people’s experience in the industry. Messaging that provides information that creates linkages between working in tourism and hospitality and re-connecting and learning about the land and culture (particularly language) would be very important. In addition, influencers suggested detailing some of the **key benefits of working in the industry**, including emphasizing how working in tourism and hospitality provides access to employment opportunities which can be found closer to the community.

### 3.5 VISIBLE MINORITIES

#### EMPLOYMENT STATUS

Survey respondents were asked to select the option that best describes their current employment status. A total of 46% of respondents were employed on a full-time basis, followed by 15% were employed part-time or employed students.

Table 34: Current employment status (n=123)

Categories	#	%
Employed - full time (> 30 hrs per week)	57	46%
Employed - part time (< 30 hrs per week)	19	15%
Student, employed	18	15%
Student, not employed	13	11%
Not employed, looking for work	13	11%
Not employed, not looking for work	1	1%
Other	2	2%
<b>Total</b>	<b>123</b>	<b>100%</b>

#### EXPERIENCE IN THE SECTOR

The majority (41%) of the respondents stated that they previously worked in but no longer work in the tourism and hospitality sector. A total of 29% of respondents currently work in tourism and hospitality while 30% have never worked in the industry. Of those respondents currently working in tourism and hospitality, the majority work in the food and beverage sector (16%), followed by recreation and entertainment (8%) and accommodation (8%).

Table 35: Sector experience (n=123)

	Food and Beverage	Accommodation	Recreation and Entertainment	Travel Services	Transportation	Tourism overall
Never worked in	45%	77%	67%	80%	86%	30%
Previously worked in but no longer	39%	15%	25%	14%	11%	41%
Currently work in	16%	8%	8%	6%	2%	29%
<b>Total</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>

## WHY NO LONGER WORKING

Survey respondents who worked but no longer work in the tourism and hospitality industry were asked why they no longer work in the industry. The most common response was that it was a temporary job while in school (32%), followed by the response that it was a seasonal job that ended (28%). Finally, other respondents wanted to change careers/do something different (24%) or had other/better career opportunities (18%).

Table 36: Reasons for no longer working in tourism and hospitality (n=50)

Reasons	#	%
Was a temporary job while in school	16	32%
Was a seasonal job that ended	14	28%
Wanted to change careers/do something different	12	24%
Had other/better career opportunities	9	18%
Did not like the work environment	7	14%
Wages and benefits (total compensation) were not competitive	7	14%
Not well-suited to my skills, interests or personality	6	12%
Not enough opportunities for career advancement	5	10%
Laid off/terminated as a result of the COVID-19 pandemic	4	8%
Laid off/terminated prior to the COVID-19 pandemic	1	2%
Other	1	2%

## JOB SELECTION CRITERIA

When survey respondents were asked to rate a 5-point scale (where 1 is not at all important, 3 is somewhat important and 5 is very important) the importance of various criteria on their following decision to take or remain in a job, the top three responses with the highest agreement ratings were related to total compensation, skills development and career growth.

*Table 37: Importance of selected criteria in decision to take or remain in a job (n=123)*

Criteria	Avg.	% Rated very important
The wages and benefits (total compensation)	4.4	63%
Opportunities to further develop your skills	4.2	50%
Opportunity to build a career in the medium to long-term	4.2	51%
Flexibility in terms of where you work (e.g., the ability to work remotely)	4.1	48%
Flexibility in terms of when you work (e.g., which hours)	4.1	48%
Opportunities to access training and education	4.1	45%
Ability to work full-time	4.1	46%
The people I'd be working with	3.9	38%
The level of diversity, equity and inclusion in the workplace	3.9	36%
Ability to work year-round	3.9	37%
Opportunities for advancement in the short-term	3.7	34%
The environmental sustainability of the business	3.7	29%
Other	3.2	23%

## DESIRABILITY OF THE SECTOR

Using a scale of 1 to 5 (where 1 is not at all desirable, 3 is somewhat desirable and 5 is very desirable) survey respondents were asked to rate the desirability of various sectors when next looking for a job. Respondents provided the highest average rating for “another industry” (outside of tourism and hospitality), followed by recreation and entertainment.

Table 38: Desirability of jobs in the sector (n=123)

Sectors	Avg.	% Rated very desirable
Recreation and Entertainment	3.2	15%
Travel Services	3.0	13%
Accommodation	2.8	10%
Food and Beverage	2.8	9%
Transportation	2.7	10%
Another industry	3.4	25%

## JOB OPPORTUNITIES

Using a 5-point scale (1 = strongly disagree; 2 = disagree; 3 = neither agree nor disagree; 4 = agree; 5 = strongly agree; N/A), survey respondents were asked to rate the extent to which they agree or disagree with the following statements relating to job opportunities in the industry that might be available to them. The statements with the highest average ratings of agree included the following statements:

- The industry is important to the economic well-being of my community
- There are opportunities to work with outgoing, passionate and easy-going people

Table 39: Agreement with statements (n=123)

Statements	Avg.	% Rated strongly agree
The industry is important to the economic well-being of my community	3.9	24%
There are opportunities to work with outgoing, passionate and easy-going people	3.9	20%
Most jobs involve shift work (e.g., evenings/weekends/holidays)	3.8	24%
The workplaces are fun, interesting, fast-paced and exciting	3.8	19%
I'm more interested in building a career than getting a job	3.8	27%
The industry offers a range of employment opportunities including seasonal, part-time and full-time employment	3.7	19%
Expectations in terms of hours worked and workload are greater than in other industries	3.7	22%
The industry offers diverse, equitable and inclusive workplaces	3.7	16%



Statements	Avg.	% Rated strongly agree
Jobs in tourism and hospitality are stressful	3.7	21%
It is not clear what a career path might be for me in tourism and hospitality	3.7	24%
Working in tourism and hospitality would provide opportunities for me to gain experience and develop valuable skills	3.6	20%
The ability to work remotely is important	3.6	20%
Working in the industry is well-suited to my skills, interests and personality	3.6	20%
There are many interesting jobs to choose from in tourism and hospitality	3.6	14%
Working in tourism and hospitality would provide opportunities for me to develop skills that will be important regardless of what other industry I eventually work in	3.6	12%
It is an experience-based industry in which people can work their way up	3.5	10%
Jobs in tourism and hospitality do not offer long-term employment stability	3.5	11%
I am concerned about health & safety risks associated with working in the industry	3.5	15%
The industry is environmentally sustainable	3.5	13%
I know little about the job opportunities in tourism and hospitality	3.5	16%
There are good opportunities for me to build a career in tourism and hospitality	3.5	14%
It is easy to get a job in tourism and hospitality	3.4	12%
Most jobs in the industry do not provide year-round work	3.4	12%
Most jobs in the tourism industry are low skilled	3.4	9%
The pay is fair given the nature of the work	3.3	11%

### MOST IMPORTANT MESSAGE

Survey respondents were asked their opinions on the most important message that could be communicated to encourage people to consider tourism and hospitality when next looking for a job or a career. Of the 5 respondents who responded to this question, close to half (42%) suggested messaging provide information around **wages and benefits**. Respondents also felt communications detailing the opportunities in **building a career** would be important to highlight.

## 3.6 EMPLOYEES: FORMER, CURRENT AND NEVER

### EMPLOYMENT STATUS

All 300 survey respondents were asked to select the option that best describes their current employment status within the tourism and hospitality industry. A total of 29% of respondents are currently employed, 43% were formally employed and 28% have never been employed in the industry.

## EXPERIENCE IN THE SECTOR

Of those respondents who are currently working in tourism and hospitality, the majority work in the food and beverage sector (16%), followed by recreation and entertainment (9%). These were also the most common areas to work in amongst those that previously worked in the industry with 42% working in food and beverage and 24% working in recreation and entertainment.

Table 40: Sector experience (n=300)

	Food & Beverage	Accommodation	Recreation & Entertainment	Travel Services	Transportation	Tourism overall
Never worked in	42%	78%	68%	86%	89%	28%
Previously worked in but no longer	42%	17%	24%	11%	8%	43%
Currently work in	16%	5%	9%	3%	3%	29%
<b>Total</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>

## WHY NO LONGER WORKING

Survey respondents who worked but no longer work in the tourism and hospitality industry were asked why they no longer work in the industry. The most common response was that it was a temporary job while in school (36%), followed by the response that it was a seasonal job that ended (33%). Finally, other respondents wanted to change careers/do something different (21%).

Table 41: Reasons for no longer working in tourism and hospitality (n=129)

Reasons	#	%
Was a temporary job while in school	47	36%
Was a seasonal job that ended	43	33%
Wanted to change careers/do something different	27	21%
Had other/better career opportunities	20	16%

Reasons	#	%
Wages and benefits (total compensation) were not competitive	20	16%
Did not like the work environment	19	15%
Not enough opportunities for career advancement	16	12%
Not well-suited to my skills, interests or personality	13	10%
Laid off/terminated as a result of the COVID-19 pandemic	11	9%
Laid off/terminated prior to the COVID-19 pandemic	2	2%
Other	1	1%

## JOB SELECTION CRITERIA

When survey respondents were asked to rate on a 5-point scale (where 1 is not at all important, 3 is somewhat important and 5 is very important) the importance of various criteria on ones decision to take or remain in a job, the top two criteria by highest average rating across each segment included:

- Currently working in the industry: wages and benefits as well as the ability to work full time.
- Formerly worked in the industry: wages and benefits as well as skills development
- Never worked in the industry: wages and benefits as well as flexibility in terms of where they work

*Table 42: Importance of selected criteria in the decision to take or remain in a job (n=300)*

Criteria	Never	Former	Current
	(n=85)	(n=129)	(n=86)
The wages and benefits (total compensation)	4.2	4.5	4.4
Ability to work full-time	3.6	4	4.3
Opportunities to further develop your skills	4	4.1	4.1
Ability to work year-round	3.4	4	4.1
Flexibility in terms of when you work (e.g., which hours)	3.8	4	4.1
Opportunities to access training and education	3.8	3.9	4.1
Opportunity to build a career in the medium to long-term	3.8	3.9	4
The people I'd be working with	3.6	3.8	4
Flexibility in terms of where you work (e.g., the ability to work remotely)	4.1	3.9	3.9
The level of diversity, equity and inclusion in the workplace	3.7	3.7	3.9
Opportunities for advancement in the short-term	3.7	3.5	3.8
The environmental sustainability of the business	3.5	3.6	3.7

Criteria	Never	Former	Current
	(n=85)	(n=129)	(n=86)
Other	3	3.2	3.5

**DESIRABILITY OF THE SECTOR**

Using a scale of 1 to 5 (where 1 is not at all desirable, 3 is somewhat desirable and 5 is very desirable) survey respondents were asked to rate the desirability of various sectors when next looking for a job. All respondents provided the highest average rating of desirability for the option of “another industry” (outside of tourism and hospitality) followed by recreation and entertainment.

*Table 43: Desirability of jobs (n=300)*

	Never (n=85)	Former (n=129)	Current (n=86)
Recreation and Entertainment	3.0	3.0	3.5
Accommodation	2.5	2.8	3.1
Travel Services	2.6	2.7	3.0
Food and Beverage	2.4	2.5	3.2
Transportation	2.5	2.5	2.7
Another industry	3.4	3.5	3.6

**JOB OPPORTUNITIES**

Using a 5-point scale (1 = strongly disagree; 2 = disagree; 3 = neither agree nor disagree; 4 = agree; 5 = strongly agree; N/A), survey respondents were asked to rate the extent to which they agree or disagree with the following statements relating to job opportunities in the industry that might be available to them. The statements with the highest average ratings of agreement across each segment included:

- **Currently working in the industry:**
  - Most jobs involve shift work
  - Jobs in tourism and hospitality are stressful
  - The industry offers a range of employment opportunities
- **Formerly worked in the industry:**
  - I’m more interested in building a career than getting a job
  - Most jobs involve shift work
  - There are opportunities to work with outgoing, passionate and easy-going people

- **Never worked in the industry:**
  - Jobs in tourism and hospitality are stressful
  - I'm more interested in building a career than getting a job
  - The ability to work remotely is important

*Table 44: Agreement with statements: Opportunities in tourism and hospitality industry (n=300)*

Statements	Never (n=85)	Former (n=129)	Current (n=86)
Most jobs involve shift work (e.g., evenings/weekends/holidays)	3.5	3.8	4.1
Jobs in tourism and hospitality are stressful	3.7	3.6	4.0
The industry offers a range of employment opportunities including seasonal, part-time and full-time employment	3.6	3.6	4.0
The workplaces are fun, interesting, fast-paced and exciting	3.6	3.6	3.9
There are opportunities to work with outgoing, passionate and easy-going people	3.5	3.8	3.9
The industry is important to the economic well-being of my community	3.6	3.7	3.9
Working in tourism and hospitality would provide opportunities for me to develop skills that will be important regardless of what other industry I eventually work in	3.5	3.4	3.9
I'm more interested in building a career than getting a job	3.8	3.9	3.9
Working in tourism and hospitality would provide opportunities for me to gain experience and develop valuable skills	3.5	3.5	3.9
There are many interesting jobs to choose from in tourism and hospitality	3.5	3.5	3.9
The industry offers diverse, equitable and inclusive workplaces	3.6	3.6	3.9
It is easy to get a job in tourism and hospitality	3.4	3.3	3.8
It is an experience-based industry in which people can work their way up	3.5	3.5	3.7
It is not clear what a career path might be for me in tourism and hospitality	3.7	3.5	3.7
The industry is environmentally sustainable	3.2	3.1	3.7
Working in the industry is well-suited to my skills, interests and personality	3.3	3.2	3.7
Jobs in tourism and hospitality do not offer long-term employment stability	3.5	3.5	3.7
Expectations in terms of hours worked and workload are greater than in other industries	3.6	3.5	3.7
There are good opportunities for me to build a career in tourism and hospitality	3.3	3.1	3.7

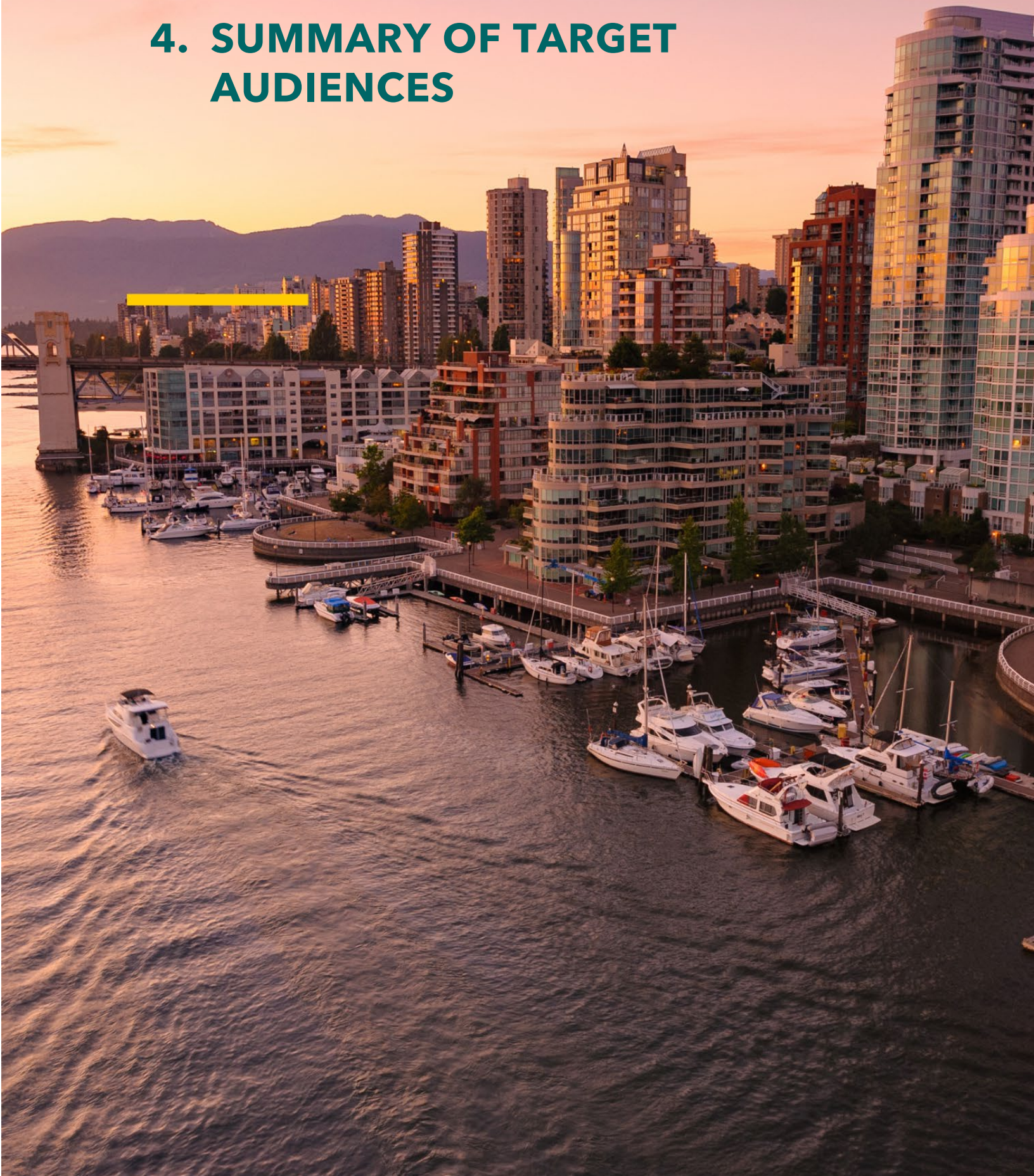
Statements	Never (n=85)	Former (n=129)	Current (n=86)
The ability to work remotely is important	3.7	3.7	3.6
Most jobs in the tourism industry are low skilled	3.4	3.2	3.6
The pay is fair given the nature of the work	3.2	3.1	3.5
Most jobs in the industry do not provide year-round work	3.5	3.3	3.5
I know little about the job opportunities in tourism and hospitality	3.5	3.4	3.5
I am concerned about health & safety risks associated with working in the industry	3.4	3.2	3.3

### MOST IMPORTANT MESSAGE

Survey respondents were asked their opinions on the most important message that could be communicated to encourage people to consider tourism and hospitality when next looking for a job or a career and most respondents who were former tourism workers stated that **low barrier of entry/ease of finding a job and job flexibility** is the most important message that could be communicated to encourage people to consider tourism and hospitality. Of those respondents currently working in tourism, it was indicated that the most important message is related to **career growth/opportunities to build a career**.



## 4. SUMMARY OF TARGET AUDIENCES





## 4.1 SUMMARY OF TARGET AUDIENCES

The following table illustrates some of the differences that exist across the major target groups who are currently working or potentially could work in the industry. It also provides an estimate of the number of people within that segment who are currently working in the industry in B.C.

Table 45: Overview of segments

Segment	Workforce <sup>3</sup>	Selected Characteristics <sup>4</sup>
16 to 18 years	27,500 (8%)	<ul style="list-style-type: none"> <li>• <b>Employment Status:</b> Of those youth (16-18) surveyed 35% were unemployed students, 19% were employed on a part-time basis and 19% were unemployed but looking for work.</li> <li>• <b>Experience in sector:</b> The majority (42%) of youth stated that they previously worked in but no longer work in the tourism and hospitality sector while 35% currently work in the industry. A total of 23% have never worked in the industry.</li> <li>• <b>Why No Longer Working:</b> Survey respondents <i>who no longer work in the industry</i> indicated that it was a seasonal job that ended (36%), followed by it was a temporary job while they were in school (31%) or they did not like the work environment (24%).</li> <li>• <b>Job Selection Criteria:</b> The most important criteria that focus group participants discussed when deciding to apply for or take a job includes compensation package (e.g., pay/salary, vacation, and benefits), location and/or ease of transportation, and overall work culture.</li> <li>• <b>Desirability of the sector:</b> Focus group participants rated the desirability of jobs by sector with the highest average rating of 3 for recreation and entertainment followed by an average rating of 2.6 for both accommodation and travel services.</li> <li>• <b>Most important message:</b> The most important messages that respondents indicated employers should highlight to attract people in the industry includes communicating job perks such as travel opportunities, flexibility in work hours and bonuses, highlighting compensation packages, providing opportunities for career progression, and sharing success stories of people working in the industry.</li> </ul>
19 to 29 years	114,200 (34%)	<ul style="list-style-type: none"> <li>• <b>Employment Status:</b> Of those youth (19-29) surveyed, 61% were employed full-time, 18% were employed on a part-time basis and 9% were students and employed.</li> </ul>

<sup>3</sup>Includes both employed and unemployed individuals who last worked in tourism & hospitality.



Segment	Workforce <sup>3</sup>	Selected Characteristics <sup>4</sup>
		<ul style="list-style-type: none"> <li>• <b>Experience in the sector:</b> The majority (47%) of youth stated that they previously worked in but no longer work in the tourism and hospitality sector while 21% currently work in the industry. A total of 32% have never worked in the industry.</li> <li>• <b>Why No Longer Working:</b> A total of 43% of respondents <i>who no longer work in the industry</i> indicated that it was a temporary job while they were in school, followed by 40% who stated that they it was a seasonal job that ended and 33% of respondents wanted to change careers/do something different.</li> <li>• <b>Job Selection Criteria:</b> The most important criteria that focus group participants discussed when deciding to apply for or take a job includes compensation package, location and/or ease of transportation, company culture and values, and flexibility.</li> <li>• <b>Desirability of the sector:</b> Focus group participants rated their desirability of jobs by sector with the highest average rating of 3.3 for working in “another industry,” followed by an average rating of 3.3 for recreation and entertainment. Finally, respondents provided an average rating of 2.8 for food and beverage and accommodation and travel services.</li> <li>• <b>Most important message:</b> The most important messages that respondents indicated employers should highlight to attract people in the industry include job perks and stability, compensation package (e.g., pay/salary, vacation, and benefits), flexibility within a position and opportunities for career progression.</li> </ul>
Newcomers	13,100 (4%)	<ul style="list-style-type: none"> <li>• <b>Employment Status:</b> Of those newcomers surveyed, 53% were employed full-time, 12% were employed on a part-time basis and 12% were students and employed.</li> <li>• <b>Experience in the sector:</b> The majority (40%) of respondents stated that they previously worked in but no longer work in the tourism and hospitality sector while 29% currently work in the industry. A total of 31% have never worked in the industry.</li> <li>• <b>Why No Longer Working:</b> A total of 36% of respondents <i>who no longer work in the industry</i> indicated that it was a temporary job while they were in school, 26% stated that they it was a seasonal job that ended and 19% of respondents wanted to change careers/do something different.</li> <li>• <b>Job Selection Criteria:</b> The most important criteria that focus group participants discussed when deciding to apply for or take a job include compensation package, company culture, work/life balance, job flexibility and hours, and job location / commuting time.</li> <li>• <b>Desirability of the sector:</b> Focus group participants rated their desirability of jobs by sector with the highest average rating of 3.6 for working in “another industry,” followed by an average rating of 3.1 for recreation and</li> </ul>

Segment	Workforce <sup>3</sup>	Selected Characteristics <sup>4</sup>
		<p>entertainment. Finally, respondents rated travel services at an average of 3.</p> <ul style="list-style-type: none"> <li>• <b>Most important message:</b> The most important messages that respondents indicated employers should highlight to attract people in the industry includes communicating job perks and incentives, job stability, compensation package (e.g., pay/salary, vacation, and benefits) and opportunities for advancement.</li> </ul>
Indigenous Peoples	20,000 (6%)	<ul style="list-style-type: none"> <li>• <b>Employment Status:</b> Of those Indigenous peoples surveyed, 29% were students and not employed, 22% were employed on a part-time basis and 20% were employed full-time.</li> <li>• <b>Experience in the sector:</b> The majority (41%) of respondents stated that they previously worked in but no longer work in the tourism and hospitality sector while 23% currently work in the industry. A total of 38% have never worked in the industry.</li> <li>• <b>Why No Longer Working:</b> A total of 36% of respondents <i>who no longer work in the industry</i> mentioned that it was a seasonal job that ended, followed by 29% who indicated that they did not like the work environment. Finally, 18% of respondents wanted to change careers/do something different and said it was a temporary job while in school.</li> <li>• <b>Job Selection Criteria:</b> The most important criteria that focus group participants discussed when deciding to apply for or take a job includes compensation, flexibility in terms of work location and career growth.</li> <li>• <b>Desirability of the sector:</b> Focus group participants rated their desirability of jobs by sector with the highest average rating of 3.6 for working in “another industry,” followed by an average rating of 3.1 for recreation and entertainment.</li> <li>• <b>Most important message:</b> The most important messages that respondents indicated employers should highlight to attract people in the industry includes communicating the ease of finding a job compared to other industries, compensation package (e.g., pay/salary, vacation, and benefits), job stability and flexibility.</li> </ul>
Visible minority	113,000 (34%)	<ul style="list-style-type: none"> <li>• <b>Employment Status:</b> Of the visible minorities surveyed, 46% were employed full-time, 15% were employed on a part-time basis and 15% were students and employed.</li> <li>• <b>Experience in the sector:</b> The majority (41%) of respondents stated that they previously worked in but no longer work in the tourism and hospitality sector while 29% currently work in the industry. A total of 30% have never worked in the industry.</li> <li>• <b>Why No Longer Working:</b> A total of 32% of respondents <i>who no longer work in the industry</i> indicated that it was temporary while in school, followed by 28% who mentioned that it was a seasonal job that ended. Finally, 24% of respondents wanted to change careers/do something different.</li> </ul>

Segment	Workforce <sup>3</sup>	Selected Characteristics <sup>4</sup>
		<ul style="list-style-type: none"> <li>• <b>Job Selection Criteria:</b> The most important criteria that focus group participants discussed when deciding to apply for or take a job includes compensation, skills development and career growth opportunities.</li> <li>• <b>Desirability of the sector:</b> Focus group participants rated their desirability of jobs by sector with the highest average rating of 3.4 for working in “another industry,” followed by an average rating of 3.2 for recreation and entertainment.</li> <li>• <b>Most important message:</b> The most important messages that respondents indicated employers should highlight to attract people in the industry includes communicating compensation package (e.g., pay/salary, vacation, and benefits) and outlining detailed opportunities in building a career.</li> </ul>

## APPENDICES

### A1: DOCUMENTS REVIEWED

Document Title	Source/Authors
Labour Market Research Literature Review 2020	Indigenous Tourism BC
November 5 Engagement Session Results	go2HR

Document Title	Source/Authors
Foundations of a BC Tourism and Hospitality Labour Recovery Framework, November 1, 2021	BC Tourism and Hospitality Labour Recovery Task Force
British Columbia Labour Market Outlook, 2021 edition	BC Ministry of Advanced Education and Skills Training
TFWs in Canada 2020: The distribution of Temporary Foreign Workers across industries in Canada	Statistics Canada
The Future of Canada's Tourism Sector: Shortages to Resurfaces as Labour Markets Tighten	The Conference Board of Canada, March 2012
10 Reasons Why 10% Matters: Tourism Employment Transforms Lives & Communities - Tourism HR Canada, 9/9/22	Tourism HR Canada - Webpage
Avoiding the hospitality workforce bubble: Strategies to attract and retain generation Z talent in the hospitality workforce	Edmund Goh, Fevzi Okumus, Tourism Managemens Perspectives, <a href="http://www.elsevier.com">www.elsevier.com</a> - webpage
Undergraduate hospitality students; perceptions of careers in the industry: The Ghanaian context, 2021	Grace Anthony, Ishmael Mensah & Eunice Fay Amisah, Research in Hospitality Management 2021
Developing the Tourism Workforce of the Future in the APEC Region, February 2017	Asia-Pacific Economic Cooperation
Undergraduate students perceptions and attitudes towards a career in Tourism industry: The Case of Indonesia, March 2021	Muhammad Iqbal Rosyidi, PDF
4 Ways to attract & retain new staff for your hospitality business	Amy Watts, <a href="http://www.Edume.com">www.Edume.com</a> - webpage
Measuring Employment in the Tourism Industries, 2014	UNWTO Publications
Understanding Refugee Employment in Tourism Social Enterprises: The Case of the Magdas Hotel, 2021	A thesis by Thabit Alomari, Doctor in Philosophy in Recreation and Leisure Studies, University of Waterloo
American and Macau student perceptions towards working in the tourism and hospitality industry, 2017	Caroline Lusby - Florida International University / Business Economics Advancement Journal
Tourism Youth Perceptions, Research Report	Auckland Tourism Events and Economic Development

Document Title	Source/Authors
Creating Middle Class Jobs: A Federal Tourism Growth Strategy	Government of Canada
Hospitality and Tourism workforce landscape, June 2019	Economic Insight
Effect of Covid-19 pandemic on perceptions and career goals of undergraduate tourism students in Ecuador, 2021	Maria Jose Ortiz Zurita, Revista Ciencia UNEMI
A workforce strategy for Alberta's Tourism and Hospitality Industry	Building and Educating Tomorrow Worforce
South Georgian Bay Tourism Industry Workforce Housing Research and Business Case, May 2018	NBLC
First to the Finish Line: How to Attract Top Talent to Your Hospitality Organization, February 2022	Court Williams, <a href="http://www.hospitalitunet.org">www.hospitalitunet.org</a> - webpage
Employee perception of employers' creativity and innovation: Implications for employers' attractiveness and branding in tourism and hospitality, 2022	Journal of Business Research, <a href="http://www.elsevier.com">www.elsevier.com</a> - webpage
How to Attract and Retain Hospitality Staff, August 2021	Mike Jardman, Marketing Manager at Alliance Online / <a href="http://www.Sevenrooms.com">www.Sevenrooms.com</a> - webpage
Not Quietly Quitting but Quietly Returning, Older workers are changing work and retirement, Sept 2022	Joseph Coughlin, Senior Contributor / <a href="http://www.forbes.com">www.forbes.com</a> - webpage
A Guide to help employers Attract and Retain Workers in a Post Pandemic Environment, 2022	Tourism HR Canada
Briefing for National Policy Forum, Priorities for Tackling Labour Challenges in Tourism, Nov 30, 2021	TIAC AITC , Tourism HR Canada
Indigenous Tourism BC Labour Market Research - Literature Review 2020	Deloitte
The state of the hospitality industry 2021 employment report: Covid-19 labor force legacy, Oct 27, 2021	Rosen College of Hospitality Management / University of Central Florida
How to Adapt to the Labour Shortage Situation, Study September 2021	bdc
Tourism Youth Perceptions, Research Report	Auckland Tourism Events and Economic Development

Document Title	Source/Authors
2019 Yukon Resident Perceptions of Tourism Survey, Department of Tourism and Culture	Government of Yukon
The long-term impacts of Covid-19 on Ontario Tourism Business and Capacities to Reopen, Rebuild, and Recover, Final Report, June 30, 2021	Jessica Ng, PhD Manager of Policy Government Affairs / Tourism Industry Association of Ontario
The impacts of Covid-19 on the Tourism Workforce in Canada, May 2022	Tourism HR Canada
Tourism Workforce Action Plan, April 2022	TIAPEI / MDB Insight
The UK tourism productivity gap, 2019	Yoo RI Jim, Andrew Lockwood, Allan M Williams - University of Surrey
Bottom Line: Bridging the Labour Gap, March 2018	Tourism HR Canada / The Conference Board of Canada
Young peoples' Perceptions of Careers in the Tourism Industry, March 29, 2018	Auckland Tourism, Events and Economic Development
Alberta Labour Market shifts as pandemic spurs workers to switch careers, Aug 24, 2022	Karina Zapata /CBC - <a href="http://www.cbc.ca">www.cbc.ca</a> - webpage
As summer dawns, employers try to fight the great disappearance of seasonal tourism workers in Europe, June 2022	<a href="http://www.lemonde.fr">www.lemonde.fr</a> - webpage
How employers desperate for workers are throwing cash at applicants, December 2021	Nojoud Al Mallees CBC News - <a href="http://www.cbc.ca">www.cbc.ca</a> - webpage
In a tight labour market, this is where Canadian workers are going, August 2022	Benjamin Shingler, Graeme Bruce / CBC News - <a href="http://www.cbc.ca">www.cbc.ca</a> - webpage
Majority of baby boomers would opt for semi-retirement if employers only allowed:poll , January 2019	Brandie Welkie - CBS NEWS - <a href="http://www.cbs.ca">www.cbs.ca</a>
The Labour shortage isn't over - and employers are having to lower their hiring expectations, April 2022	Nejoud AL Malless / CBC News - <a href="http://www.cbc.ca">www.cbc.ca</a> - webpage
ILO research highlights massive Covid-19 impact on tourism employment in Asia and the Pacific, November 2021	ILO - <a href="http://www.ilo.org">www.ilo.org</a> - webpage
The future of work in the tourism sector: Sustainable and safe recovery and decent work in the context of the Covid-19 pandemic, April 2022	International Labour Organization

Document Title	Source/Authors
Where have all the workers gone? Don't blame COVID, economists say, June 2022	Alistair Steele / CBC News - <a href="http://www.cbc.ca">www.cbc.ca</a> - webpage
Workers Wanted: Demand, Demographics and Disruption, August 2022	Economics BMO / <a href="https://economics.bmo.com">https://economics.bmo.com</a>