

# go2 Tourism and Hospitality Health and Safety Division

## Market Penetration Survey – Final Report

July 14, 2025



## Table of Contents

3	Background, Objectives & Methodology
4	Key Findings
6	Detailed Findings
24	Appendix

# Background, Objectives, & Methodology

## Background & Objectives

WorkSafeBC funds 13 Health and Safety Associations (HSA) in the province, each covering a different industry sector. It is therefore important for WorkSafeBC to measure the performance of HSAs to ensure the funding it provides is achieving its target outcomes.

The Market Penetration Survey was first fielded in 2016, and the 2025 survey is the fourth survey wave and included 11 HSAs. The objectives of the survey fulfill the requirements of the Funding Framework for Health and Safety Associations (HSAs). The survey was designed to meet the requirements of the service evaluation by:

- Exploring employer perceptions of health and safety
- Measuring employer awareness of their HSAs
- Assessing employer satisfaction with the HSA services they have used
- Identifying employer needs and preferences for health and safety support.

## Methodology

The survey was conducted online, and among members of go2 Tourism and Hospitality Health and Safety Division (go2HR). This report covers the findings of the 2025 iteration of this survey. Below is information on the survey sample and fielding:

Survey wave	Fielding dates	Total responses	Overall response rate	Overall invites	Margin of Error 19 times out of 20
2025	March 3 – April 4	283	4.2%	6713	±6.1%

**Important Note:** At points in this report, we report on data with small sample sizes (<100n). Where this is the case, findings should be interpreted with caution and considered directional in nature.

Data has been weighted by company payroll size<sup>1</sup> to match the actual employer composition for the sector.

<sup>1</sup>**Very Small:** employers with a calculated 2025 assessable payroll amount less than \$150K, and a base WorkSafeBC assessment rate less than \$3K.

**Small:** employers with a calculated 2025 assessable payroll amount greater than or equal to \$150K, but less than \$600K, and / or a base WorkSafeBC assessment rate greater than or equal to \$3K, but less than \$12K.

**Medium:** employers with a calculated 2025 assessable payroll amount greater than or equal to \$600K, but less than \$1.6 million, and a base WorkSafeBC assessment rate greater than or equal to \$12K, but less than \$40K.

**Large:** employers with a calculated 2025 assessable payroll amount greater than or equal to \$1.6 million, and a base WorkSafeBC assessment rate greater than or equal to \$40K.

Key Findings

# Key Findings

## Awareness of go2HR

**Only a small majority of employers (53%) are aware of go2HR**, and there is an opportunity to raise awareness among your membership.

Email is the most common source of awareness, with advertising (typically in the media / news articles), go2HR publications, word of mouth and event sponsorships also contributing to awareness of the HSA.

## Satisfaction & Usage of go2HR

**39% of employers who know about go2HR are satisfied** with what it does to promote health and safety in hospitality and tourism. Most of the rest feel neutral (26%) or unsure (33%). Very few are actively dissatisfied.

Overall, one quarter of hospitality and tourism employers have accessed go2HR services, resources or information, and **those who make use of them are usually satisfied**. Updates / news and health and safety resources are the most widely used.

## Employer Suggestions for go2HR

When asked how go2HR could better support their company to improve workplace health and safety, employers suggest the HSA focus on providing **more training** and **sending updates / newsletters and materials / literature**.

Employers believe go2HR's **online training, health and safety resources, and updates / notifications**, would be the most beneficial in improving workplace health and safety. They generally prefer getting information via emails from go2HR, either personalized or in a group.

## Perceptions of Workplace H&S

Employers in hospitality and tourism generally think workplace safety is **improving** (38%) or **staying the same** (45%). Only 2% think that it is getting worse. When asked to name the main health and safety risks in hospitality and tourism, they tend to think of **acute physical injuries**. The most common concerns include slips, trips and falls, cuts / lacerations and burns, scalds, fires or explosions. About one-in-six mention stress, mental health or anger.

## Perceptions of Psychological Safety

**Most employers report having an inclusive and psychologically safe workplace**. About half agree that they have enough resources to prevent mental health injuries, with most of the rest unsure or ambivalent. Three quarters of employers are interested in receiving information about mental health and **51% believe mental health is taken seriously in the industry**. Just over one quarter (28%) think go2HR does a good job supporting workers' mental health, reflecting the fact that most are simply unsure (38%) or have no opinion (31%).

## Barriers to Improving Psychological Safety

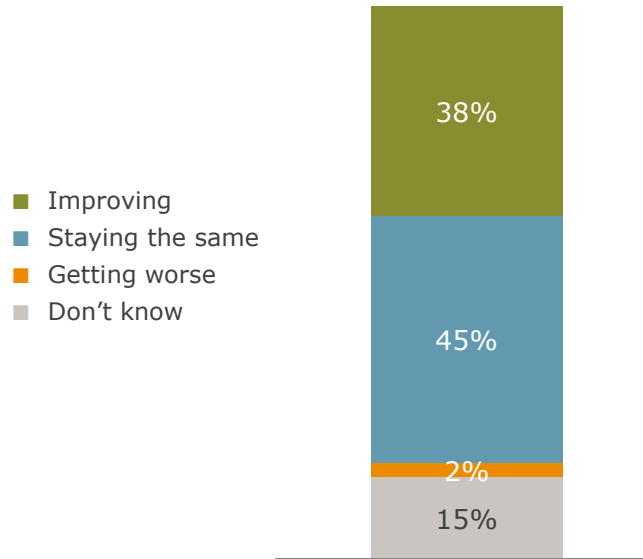
Employers say a **lack of adequate training and information, cost / affordability and insufficient time** are the main obstacles to improving mental health in the workplace. When asked what support and resources would help their organization with workplace mental health, employers reiterate the need for more resources, information and training, as well as ask for improved access to counseling and healthcare professionals.

Detailed Findings

About four-in-ten employers in hospitality and tourism think workplace safety is improving. Most of the remaining think it is staying the same.

Very small and small employers are less likely to think it is improving (36% do, vs. 62% among medium and large employers).

### Perceptions of Workplace Health & Safety

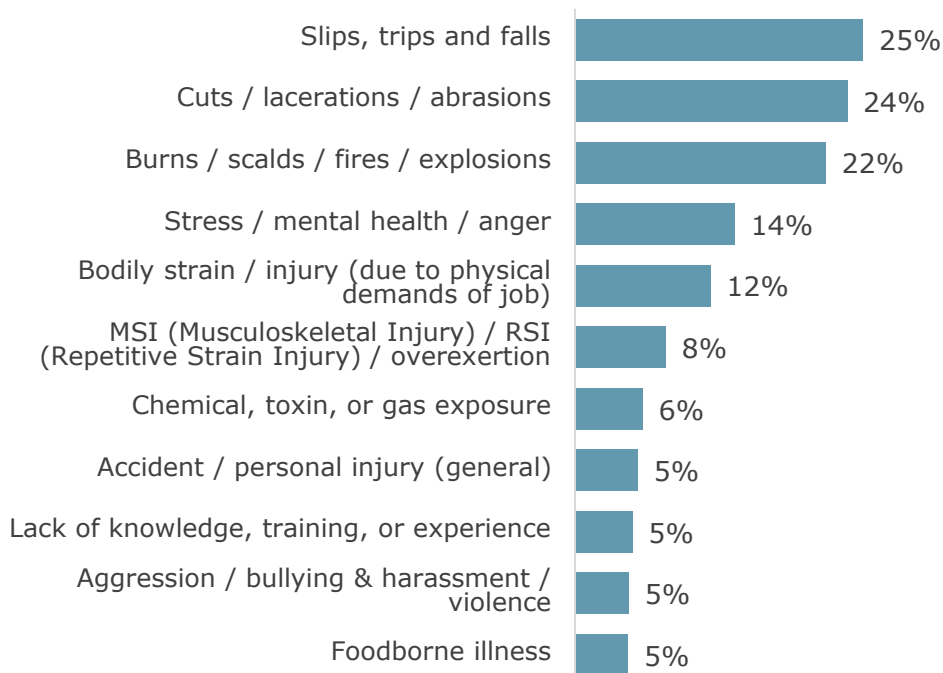


# Hospitality and tourism employers tend to mention acute physical injuries as key health and safety risks.

The most commonly mentioned health and safety risks are slips and trips, cuts and lacerations, and burns, scalds, fires or explosions.

About one-in-six mention stress, mental health or anger.

## Employer Health & Safety Concerns



Sample: Total 2025 (283)

Note: Only concerns mentioned by 5% or more are shown.

Q10. In every industry there is some degree of health and safety risk to workers. What do you think are the main health and safety risks in your industry? Please list up to three.



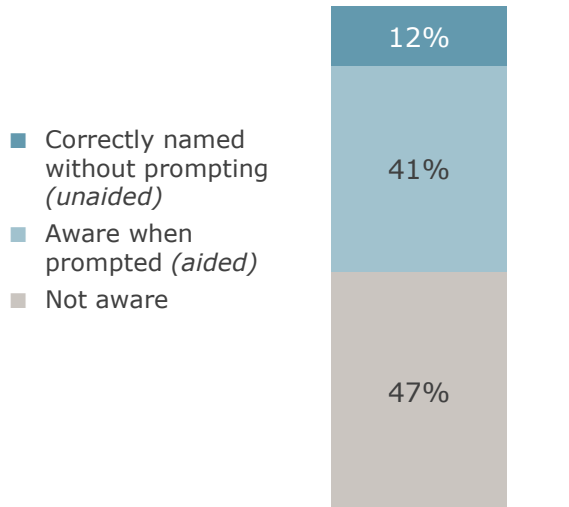
A small majority of hospitality and tourism employers are aware of go2HR, with emails being the primary driver of awareness.

### Awareness of go2HR

Sample: Total 2025 (283)

% Total aware

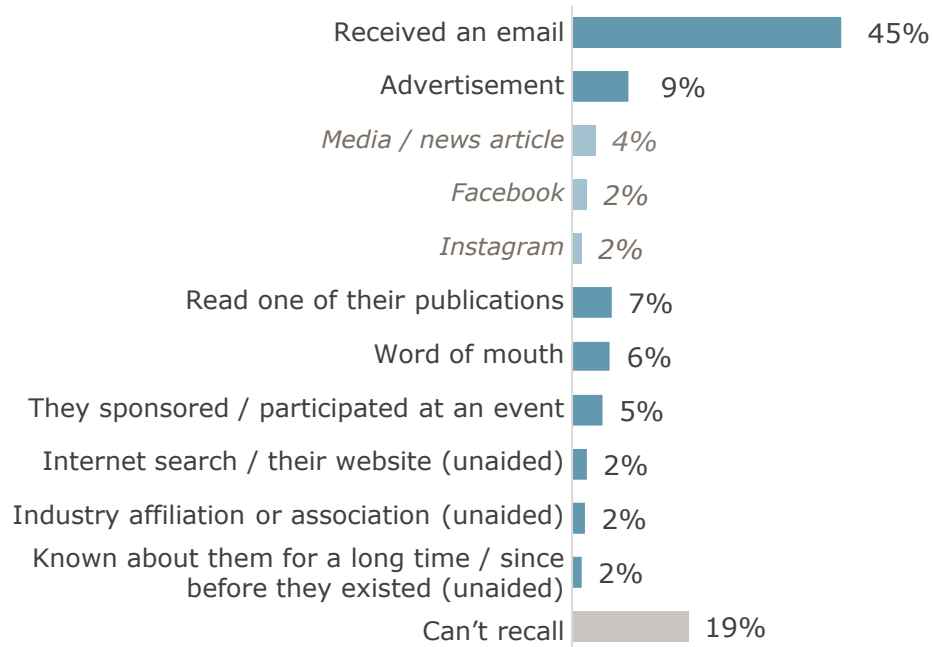
53%



### Source of Awareness:

How employers first learn about go2HR<sup>1</sup>

Sample: Those aware of go2HR (153)

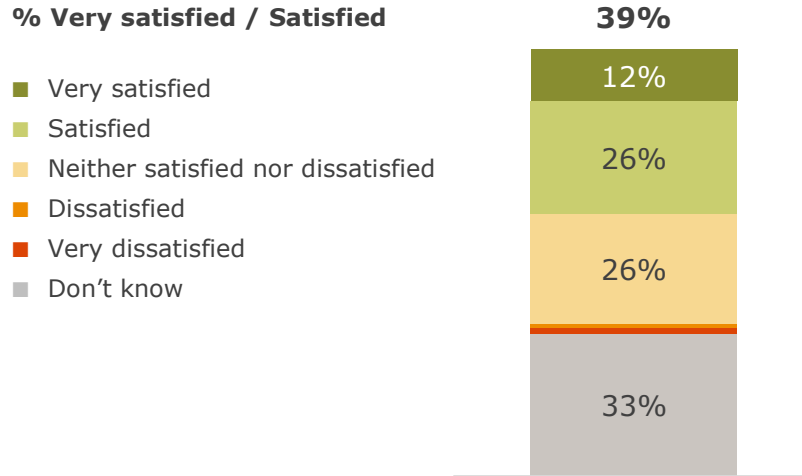


<sup>1</sup>Note: Only mentions of 2% or more are shown.

Q2. Can you think of any organizations in BC that support or promote workplace health and safety for hospitality and tourism? Please list up to three. / Q3. Have you heard of go2HR (go2 Tourism and Hospitality Health and Safety Division)? / Q3b. How did you first hear about go2HR (go2 Tourism and Hospitality Health and Safety Division)? / Q3c. What kind of advertising first made you aware?

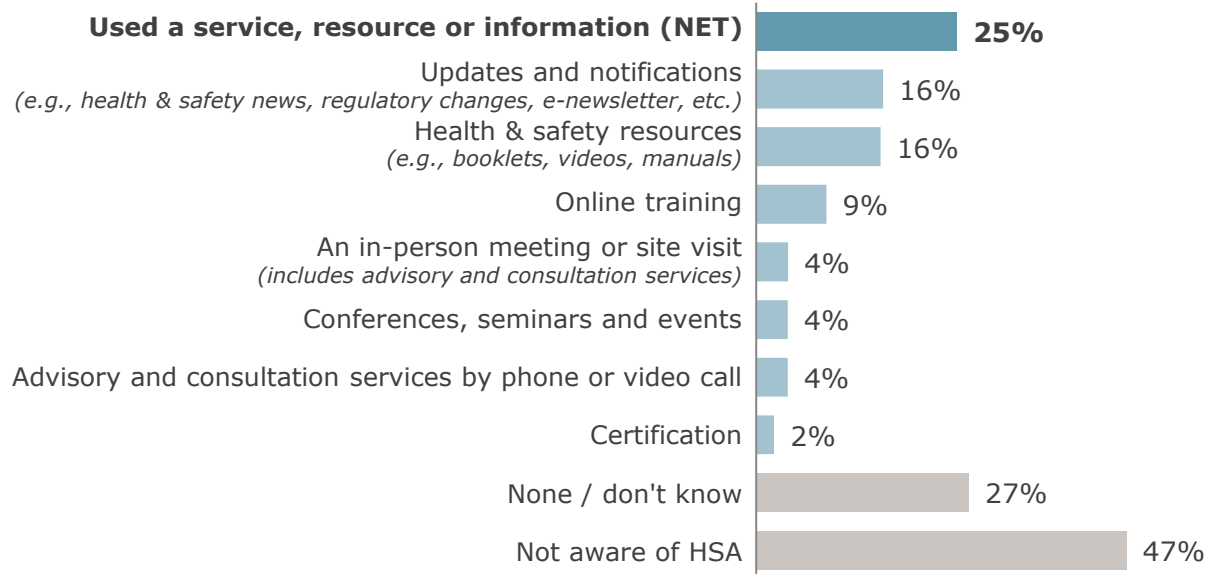
Four-in-ten of those aware of go2HR are satisfied with its efforts to promote health and safety in the industry.

### Satisfaction with go2HR's Health & Safety Initiatives



One-quarter of employers have accessed services, resources or information from go2HR. Updates / notifications and health and safety resources are the most widely used.

### Access and Usage of Health & Safety Resources

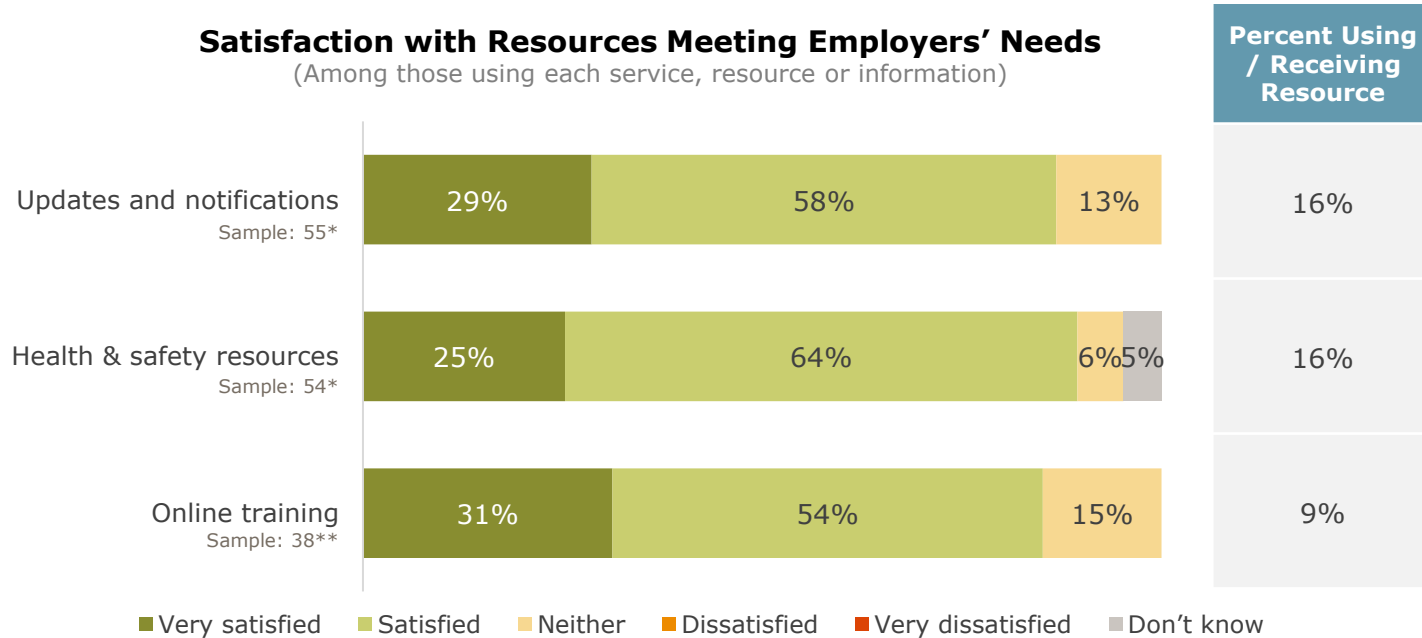


Sample: Total 2025 (283)

Note: Only mentions of 2% or more are shown.

Q5a. go2HR (go2 Tourism and Hospitality Health and Safety Division) offers various services, resources, and information on health and safety. Which of these services, resources, or information has your organization used or received from go2HR (go2 Tourism and Hospitality Health and Safety Division)? Please check all that apply.

go2HR's resources are well-rated by those who use them, though even the most frequently used are only accessed by a minority of employers.



\*Small base size, interpret with caution / \*\*Very small base size, interpret with extreme caution

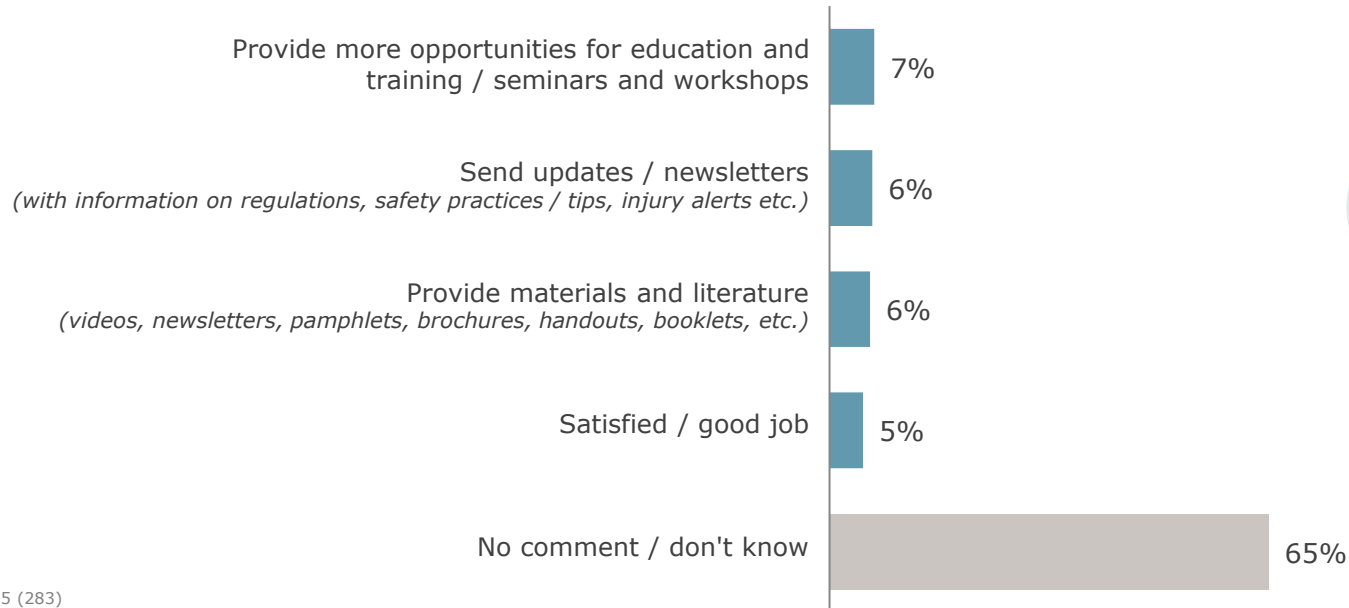
Note: Only services / resources with 30+ responses are shown.

Q5. Which of these services, resources, or information has your organization used or received from go2HR (go2 Tourism and Hospitality Health and Safety Division)? / Q6a-f. How would you rate [RESOURCE] on meeting your needs?

To better support them in improving health and safety at work, employers suggest go2HR could provide more education opportunities, send more updates / newsletters and provide materials / literature.

### How go2HR Could Better Serve or Support Employers to Improve their Workplace Health & Safety

(unaided comments)



**35%** of employers offered a comment

Sample: Total 2025 (283)

Note: Only mentions of 5% or more are shown.

Q7. In what ways could go2HR (go2 Tourism and Hospitality Health and Safety Division) better serve or support your company and industry to improve health and safety in your workplace? / go2HR (go2 Tourism and Hospitality Health and Safety Division) is the health and safety association for Hospitality and Tourism in BC. With this in mind, in what ways could go2HR (go2 Tourism and Hospitality Health and Safety Division) serve or support your company and industry to improve health and safety in your workplace? Please provide up to three suggestions.

## Examples of Employer Comments on How go2HR Could Better Serve or Support Employers



### PROVIDE MORE OPPORTUNITIES FOR EDUCATION AND TRAINING

(7% mentioning)

*"Provide training for new regulations for employees and cover employee wages during training."*

*"[...] Many tourism and hospitality businesses in BC employ seasonal workers. go2HR could offer more support and resources tailored to these workers, such as short-term safety orientation programs and ensuring that seasonal staff are trained on health and safety protocols from day one."*

*"[...] Offering workplace safety training materials, videos, or workshops in Japanese would make it easier for those who are more comfortable in their native language to fully understand and implement safety protocols."*



### SEND UPDATES / NEWSLETTERS

(6% mentioning)

*"Reach out directly to let us know they have specific tourism and hospitality health and safety resources we might benefit from."*

*"Quarterly newsletters reporting interesting or important industry updates."*

*"Promote safe work practices by providing industry related newsletters to post in the workplace."*

*"Creating campaigns targeted towards specific sectors within the industry [...] would ensure that health and safety messaging is directly relevant to the issues that each sector faces."*



### PROVIDE MATERIALS AND LITERATURE

(6% mentioning)

*"Information sheets with common problems encountered and resources for how to solve / avoid them."*

*"Advice packets for managers and owners that outline different situations and correct ways to respond."*

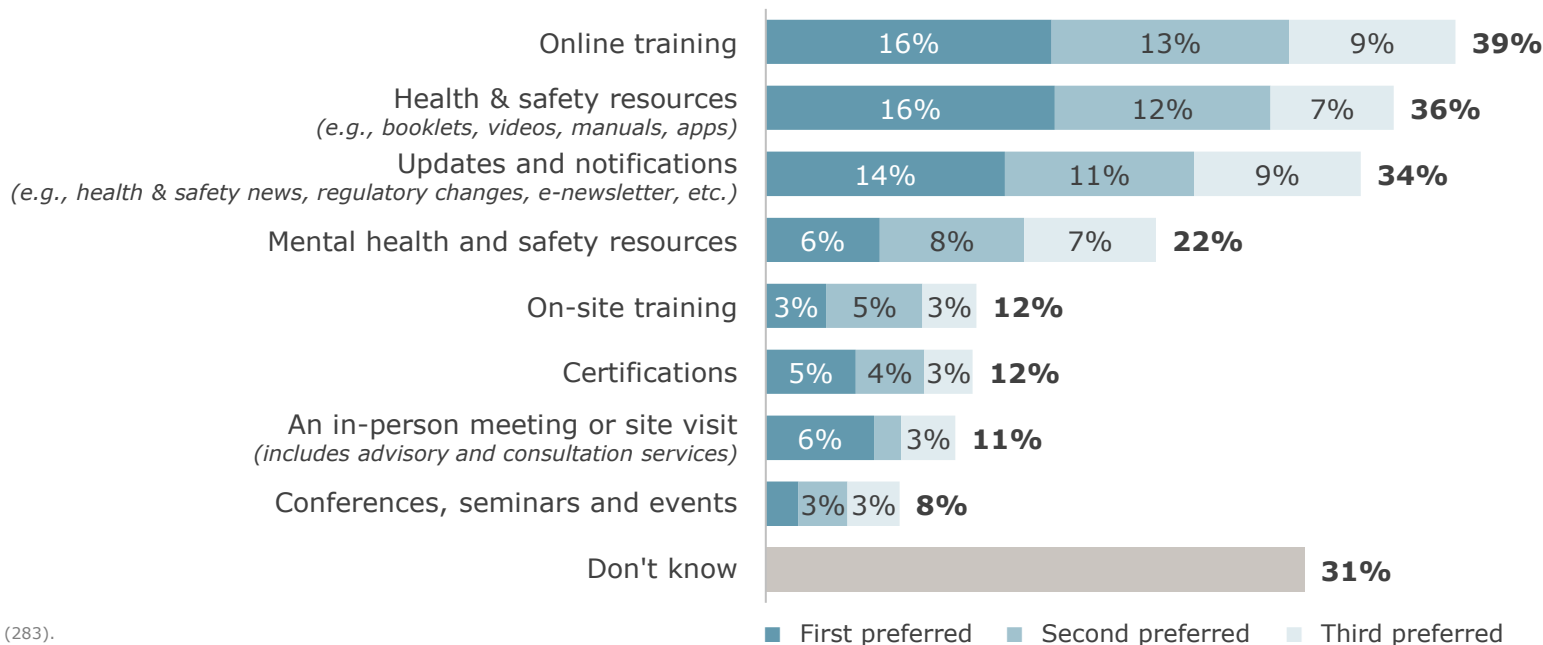
*"Safety Diagrams to ensure health and safety of staff. Main concerns: Toxic substances left behind by guests, guest bacteria, repetitive motion strains, care with cleaning chemicals."*

*"Posters for lunchrooms on a variety of safety topics and resources."*

Employers say that go2HR online training, health and safety resources and updates / notifications would most help them to enhance workplace safety in the future.

### Demand for Services, Resources or Information to Help Improve Workplace Health & Safety

(% selecting from aided list)



Sample: Total 2025 (283).

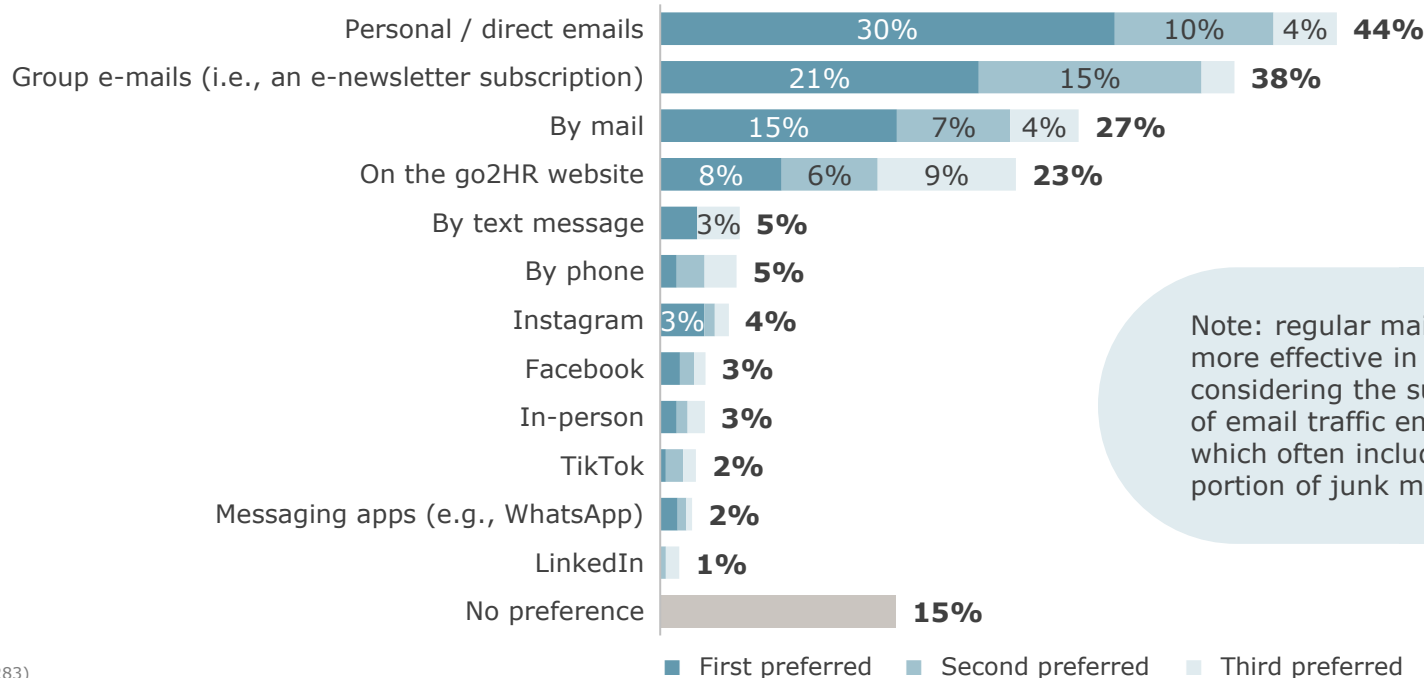
Note: Mentions of 'Other' (1%) are not shown.

Q8. Looking ahead, what kinds of services, resources, or information from go2HR (go2 Tourism and Hospitality Health and Safety Division) would most help you improve health and safety in your workplace? Please select up to three in preference order, with your top choice first.

Employers generally prefer to receive information via emails from go2HR, either personalized or in group format.

### Employer Communication Preferences

(% ranking top 3)



Note: regular mail can sometimes be more effective in drawing attention, considering the substantial amount of email traffic employers receive, which often includes a significant portion of junk mail.

Sample: Total 2025 (283)

Note: Mentions of <1% are not shown.

Q9. How would you generally prefer to receive information (e.g., updates on new services and resources, health and safety news, regulatory changes) from go2HR (go2 Tourism and Hospitality Health and Safety Division)? Please select up to three in preference order, with your top choice first.

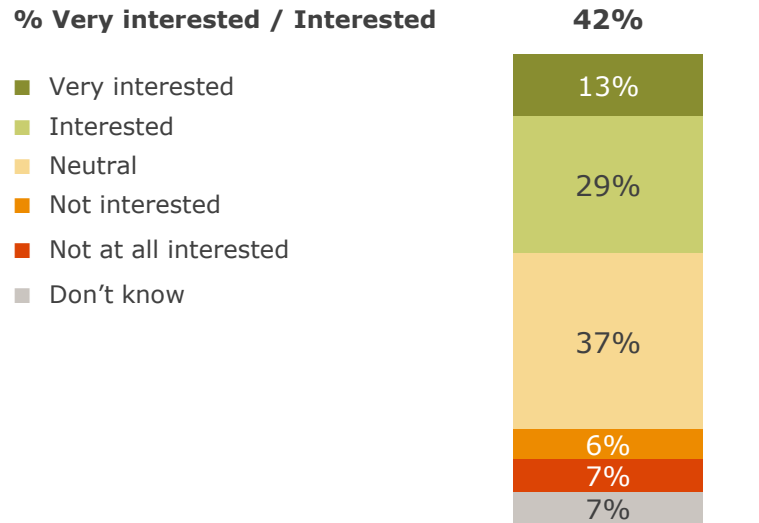


A little over two-fifths of employers are interested in receiving services, resources or information to improve health and safety in their workplace.

Interest increases with employer payroll size. Among very small employers, only 32% are interested.

In contrast, 47% of small employers and 69% among medium / large employers are interested.

### Interest in Receiving Health & Safety Resources



# Most employers report having an inclusive and psychologically safe workplace. Roughly half feel they have enough resources to prevent workplace mental health injuries.

One-in-two think mental health is taken seriously in the hospitality and tourism industry.

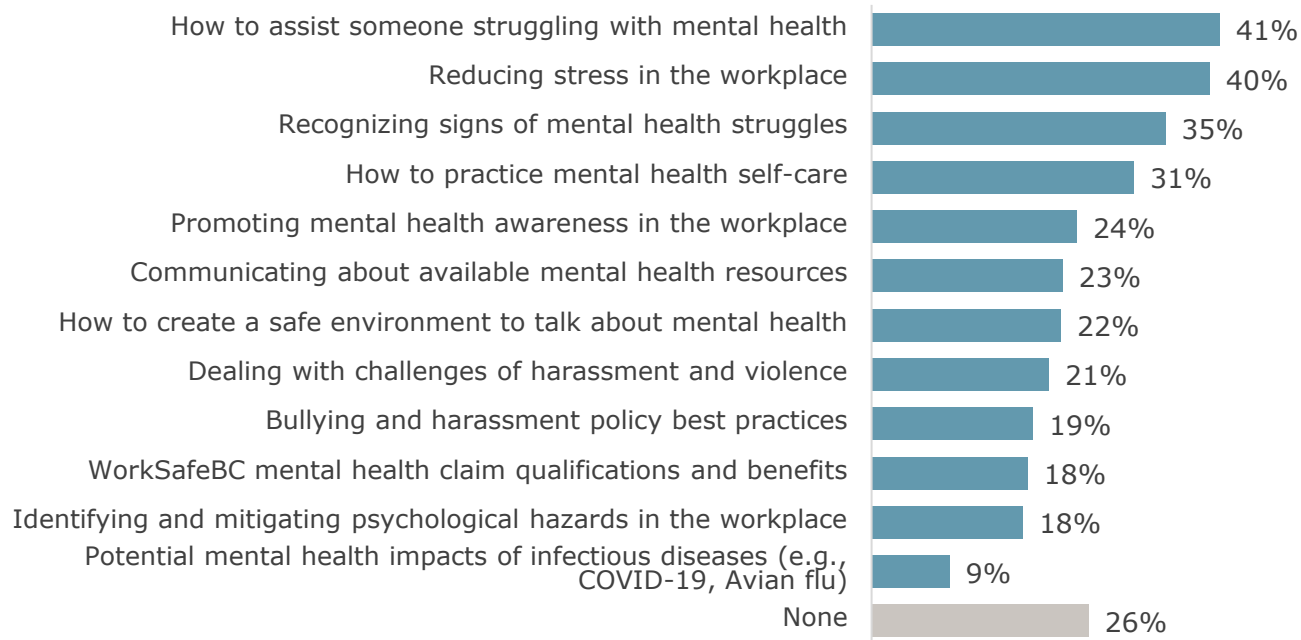
However, only 28% of employers think go2HR is doing a good job of helping employers support workers' mental health. Most either don't know (38%) or don't have an opinion either way (31%).



Most employers are interested in receiving information about mental health. The top topics of interest are assisting those struggling with mental health and reducing workplace stress.

### Interest in Mental Health Information

(% of employers who would be interested in receiving more information)



**74%** of employers are interested in 1+ topics.

Sample: Total 2025 (283)

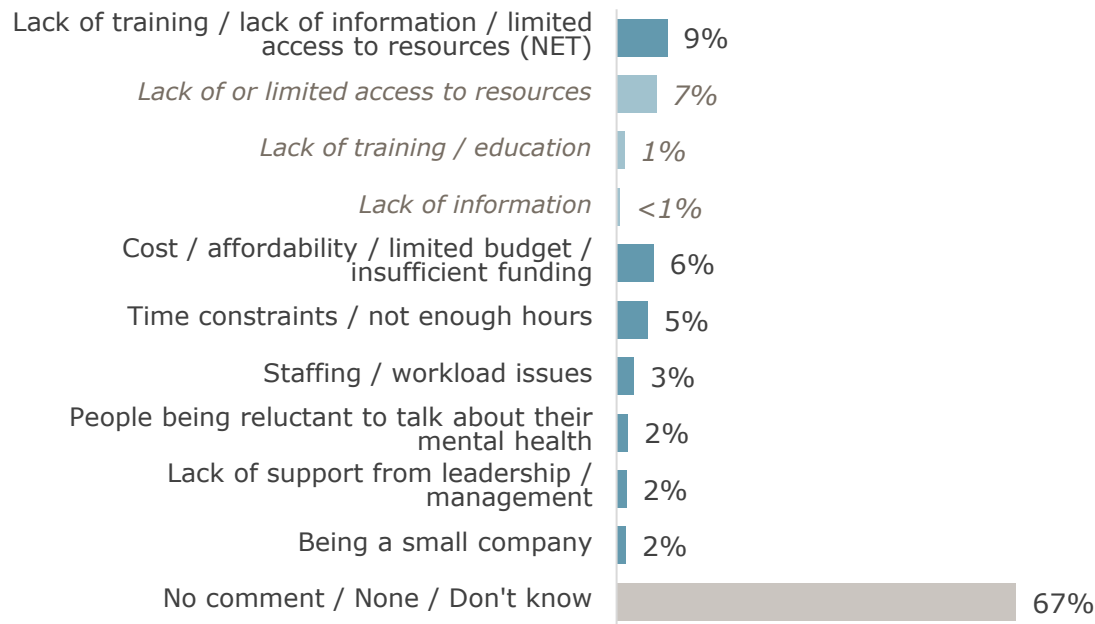
Note: Mentions of 'Other' (<1%) are not shown.

Q14. Which of the following topics related to mental health in the workplace would you be most interested in receiving information about if they were available? Select all that apply.

Employers cite insufficient training and information, cost / affordability and time constraints as the primary barriers to improving workplace mental health.

### Barriers Organizations Face to Improving Workplace Mental Health

(unaided comments)



**33%** of employers offered a comment

Sample: Total 2025 (283)

**New question in 2025**

Note: Only mentions of 2% or more are shown. Themes with <2% that are part of a net grouping are shown.

Q15. What barriers do you or your organization face (if any) in improving workplace mental health?

## Examples of Employer Comments on Barriers to Improving Workplace Mental Health



### LACK OF TRAINING / LACK OF INFORMATION / LIMITED ACCESS TO RESOURCES (NET)

(9% mentioning)

*"Many people who do not work within the industry do not understand adventure tourism or guiding operations, and this makes it difficult to receive proper support externally. Smaller operators do not have the resources for in house supports, and external resources are built for office or hotel environments, not operations that work in the backcountry on variable / seasonal schedules."*

*"I think all department heads need training and therefore will have the understanding of what mental health injuries at the workplace are. This will help with preventative injuries."*

*"There are limited resources on mental health in our region."*



### COST / AFFORDABILITY / LIMITED BUDGET / INSUFFICIENT FUNDING

(6% mentioning)

*"The main barrier is always the cost of doing business in the current economy. It is difficult to offer paid sick days, for example, for mental health. We do what we can when it is requested though."*

*"Not enough government funded programs."*

*"Cost, resources and time effort involved."*

*"[...] Financial struggles if time off required due to mental health."*

*"Low staff levels and struggles with operational costs."*



### TIME CONSTRAINTS / NOT ENOUGH HOURS

(5% mentioning)

*"Our barrier is time. We are a quick service industry. Everything moves fast here. We may not always be able to take the time to check in with someone's mental health. We do try and follow up, but we have many employees, a revolving door of anxiety and depression and not enough minutes in the day to make a difference it feels. We allow mental health days and then stress out trying to cover shifts."*

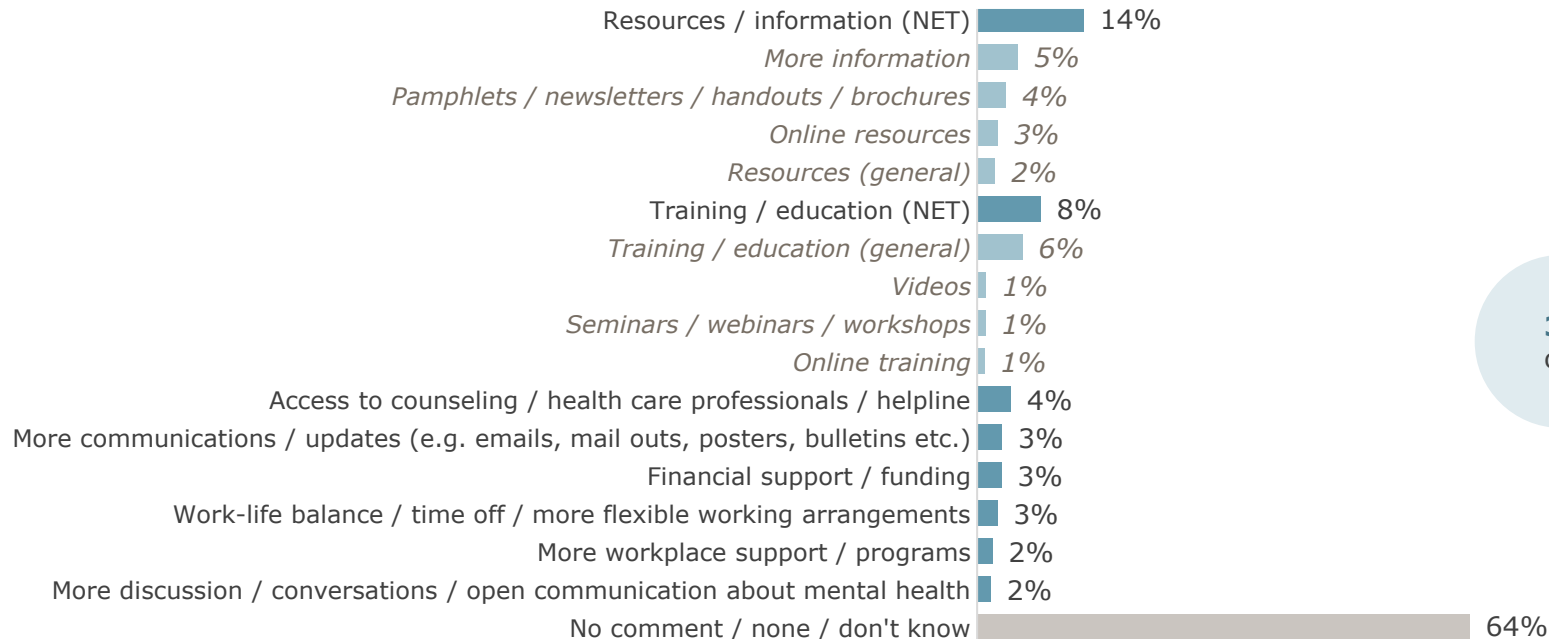
*"Time to facilitate meetings and communications."*

*"Time and capacity to implement our ideas and initiatives."*

Employers want more resources and information, additional training, and greater access to counseling and health care professionals to improve workplace mental health.

### Desired Support Resources for Improving Workplace Mental Health

(unaided comments)



**36%** of employers offered a comment

Sample: Total 2025 (283)

**New question in 2025**

Note: Only mentions of 2% or more are shown. Themes with <2% that are part of a net grouping are shown.

Q16. What type of support and / or resources, if any, would help your organization improve workplace mental health?

## Examples of Employer Comments on Desired Support Resources for Improving Workplace Mental Health



### RESOURCES / INFORMATION (NET)

(14% mentioning)

*"Information is always helpful. We have a diverse group of employees and understand that different cultures view and deal with stress in different ways. Information provided in newsletters or emails can be shared through staff emails or posted in the staff room so that employees understand the help that is available."*

*"[...] 1. Concise self-care guides focused on stress reduction, available online. 2. Short online counseling sessions and webinars tailored for small teams. 3. Assistance with optimizing work processes to reduce workload and improve work-life balance."*

*"Meaningful resources that are easy to implement and less costly."*



### TRAINING / EDUCATION (NET)

(8% mentioning)

*"Training for leadership on understanding workplace mental health and someone who could help us figure out how to balance our business needs with our worker needs."*

*"Mental Health training & resources would be supportive. Tools for handling customer conflict."*

*"Mental health training for managers and stress management workshops."*

*"Mental health first aid / response training, toolkits for setting up site specific mental health support programs at workplaces. Examples of what other tourism and hospitality organizations are doing to support mental health."*



### ACCESS TO COUNSELING / HEALTH CARE PROFESSIONALS / HELPLINE

(4% mentioning)

*"Access to healthcare so if someone was having an issue, there would be an online agent to help talk them through it."*

*"Partnerships with local counselors or therapists for on-call support or referrals."*

*"Having someone for them to go to seek help, ease for them to do so."*

*"Legitimate counseling and access to therapy."*

*"Free counseling services."*

*"Access to Mental Health Professionals – Providing employees with confidential counseling services or Employee Assistance Programs (EAPs) to support their well-being."*

Appendix



# Employer Profile

Employer Payroll Size				
	Total	Very Small	Small	Medium / Large
Sample	283	79*	133	49**
<b>Role in Organization<sup>1</sup> (self-reported)</b>				
Business owner	53%	70%	48%	13%
Manager	22%	15%	23%	31%
Bookkeeper / accountant	9%	9%	9%	16%
Senior executive	8%	1%	10%	24%
Staff member	2%	1%	3%	0%
Dedicated health and safety position	1%	0%	1%	6%
Supervisor	1%	0%	2%	0%
Office Manager / admin (unaided)	1%	1%	1%	2%
All of the above (unaided)	1%	3%	0%	0%
HR (unaided)	1%	0%	0%	7%
<b>Employer Payroll Size (from sample listings)</b>				
Very Small	36%	N/A		
Small	50%			
Medium	6%			
Large	1%			
Unknown	7%			

<sup>1</sup>Showing roles with at least 1% total mentions. / \*Small base size, interpret with caution / \*\*Very small base size, interpret with extreme caution

Note: All data has been weighted by the estimated employer payroll size to match the target population.

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Large: employers with a calculated 2025 assessable payroll amount greater than or equal to \$1.6 million, and a base WorkSafeBC assessment rate greater than or equal to \$40K.

# Employer Profile

	Employer Payroll Size			
	Total	Very Small	Small	Medium / Large
Sample	283	79*	133	49**
Number of Employees in BC (self-reported)				
None / No employees	<b>6%</b>	11%	1%	0%
1-3 employees	<b>15%</b>	35%	2%	0%
4-19 employees	<b>47%</b>	46%	55%	2%
20-99 employees	<b>27%</b>	8%	38%	57%
100+ employees	<b>6%</b>	0%	4%	41%

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