

Tourism Data

BC Tourism Outlook

with Christian Saint Cyr, Publisher, BC Labour Market Report

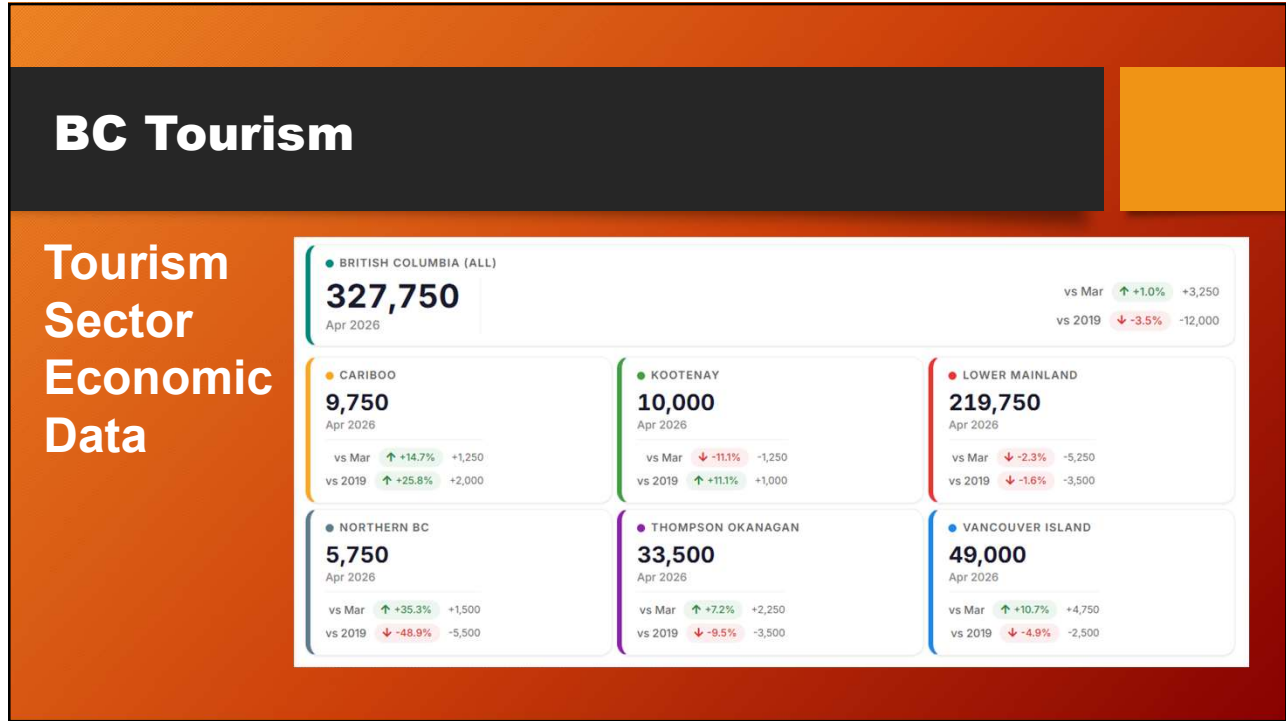
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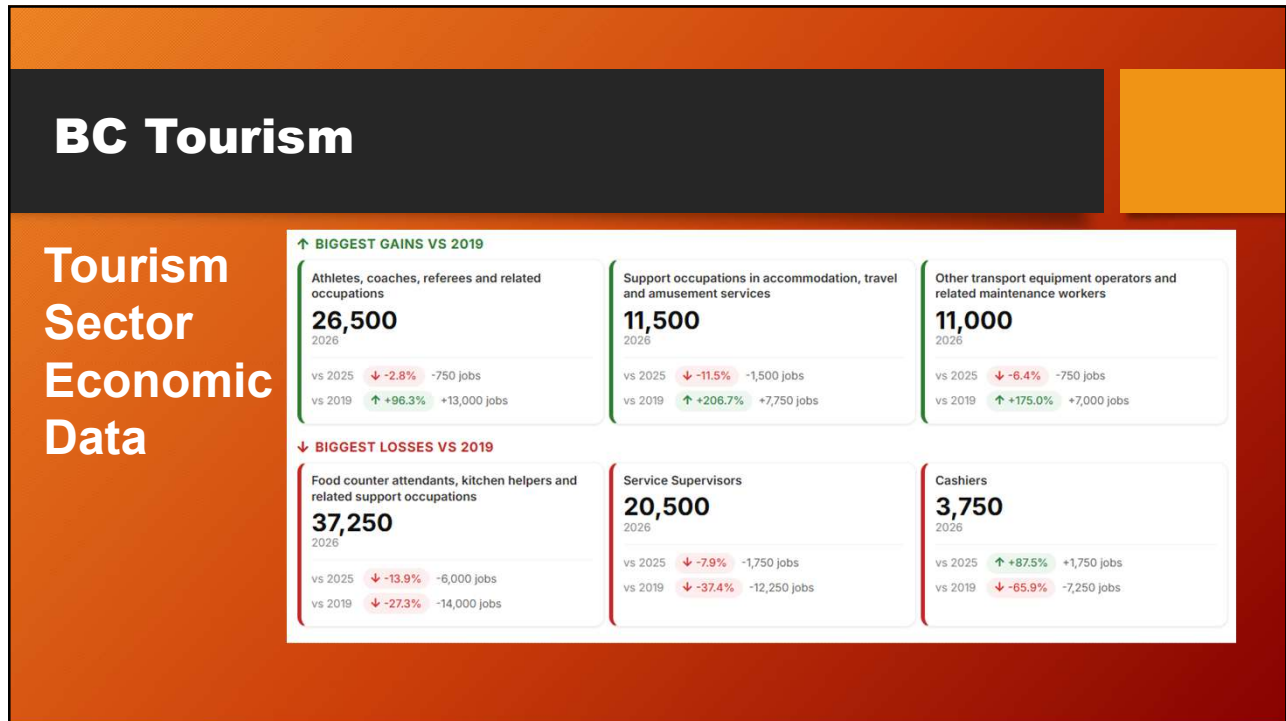
Tourism Sector Economic Data

Category	Apr 2026	vs Mar	vs 2019
TOURISM & HOSPITALITY (ALL)	327,750	+1.0% (+3,250 jobs)	-3.6% (-12,250 jobs)
ACCOMMODATION	31,250	-6.7% (-2,250)	-13.2% (-4,750)
FOOD & BEVERAGE	141,750	-1.6% (-2,250)	-8.5% (-13,250)
RECREATION	100,750	+3.6% (+3,500)	+18.2% (+15,500)
TRANSPORT & TRAVEL	54,000	+8.5% (+4,250)	-15.3% (-9,750)

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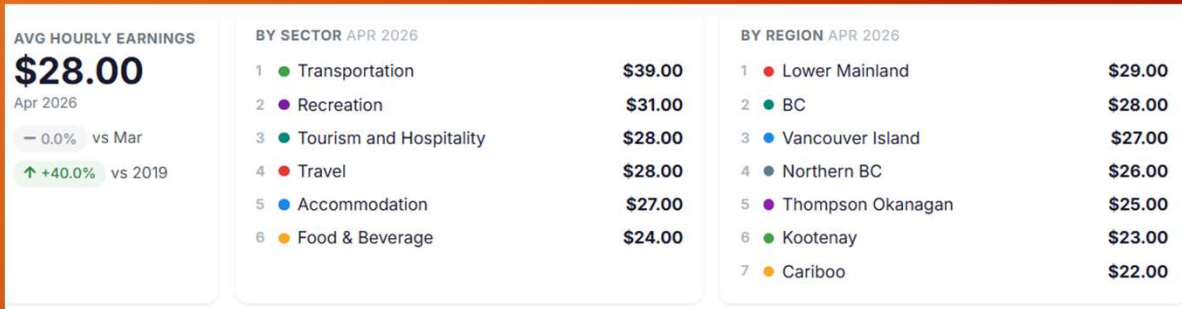
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Tourism Sector Economic Data



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Employment Challenges

- Lack of English-language capability, as well as French, often limit an immigrant's ability to fully utilize their skills and education.
- Low proficiency in Canada's official languages can overshadow immigrants' technical skills and competencies in hospitality roles. Some employers are addressing this by translating onboarding materials and incorporating hands-on skill demonstrations into their hiring process.

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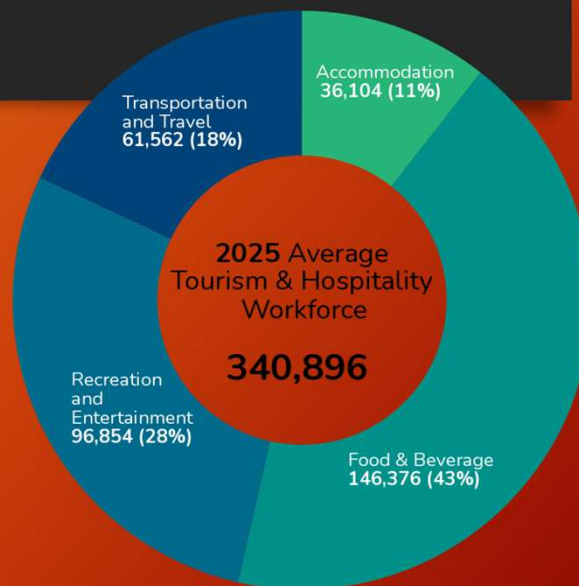
Hospitality Sector Suggestions for Policy Makers

- Develop joint workforce plans to address regional labour market needs
- Leverage transferable skills and language diversity in the hospitality workforce by providing tailored training and career opportunities
- Prepare for the impact of immigration policy changes by strengthening recruitment and workforce integration for domestic workers and newcomers already in the country

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Sector of Challenges and Opportunities



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