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BC TOURISM & HOSPITALITY LABOUR MARKET INSIGHTS

BC Labour Market Forum 2021

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WHO WE ARE

Strong workforces

Safe workplaces



**HEALTH &
SAFETY**

**HUMAN
RESOURCES**

**INDUSTRY
TRAINING**

**RESEARCH:
LMI &
STRATEGY**

BC TOURISM & HOSPITALITY LABOUR MARKET: PRE-COVID

- 12% of BC employment
- 310K workers across 4 subsectors

Tourism and Hospitality Sub-Sectors	BC Employment	
Food and Beverage	163,282	53%
Recreation and Entertainment	71,979	23%
Transportation & Travel Services	43,280	14%
Accommodation	32,009	10%
Total T&H Sector	310,550	100%

BC TOURISM & HOSPITALITY WORKFORCE PROFILE: PRE-COVID

Diverse and important in every community in BC

- 51 % females
- Not just young people
 - 28% 15-24 years
 - 40% 25-45 years old
- 32% immigrants
- 28% visible minority
- 47% have some form of post-secondary education

BC TOURISM & HOSPITALITY WORKFORCE PROFILE: PRE-COVID

Indigenous people

- 28% of employment work in tourism sector
- 5% of workforce
- Employs large portion of young workers (40%)

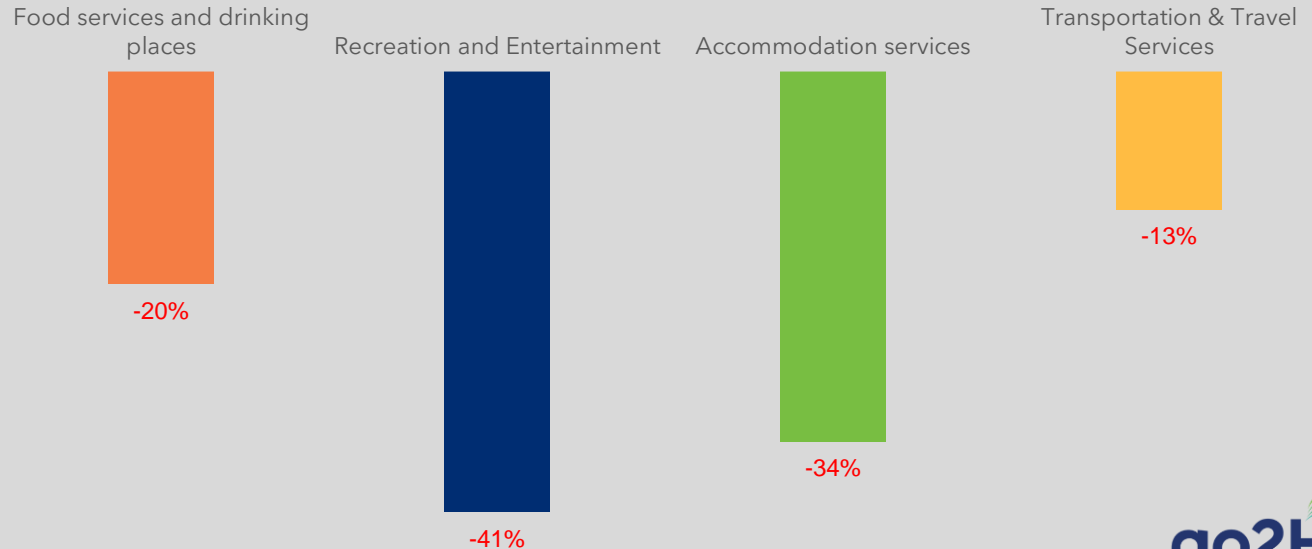


BC TOURISM & HOSPITALITY LABOUR MARKET: COVID-19 IMPACTS



BC TOURISM & HOSPITALITY LABOUR MARKET: COVID-19 IMPACTS

Average year to year decline of sector employment in BC



PRE-COVID LABOUR MARKET ISSUES

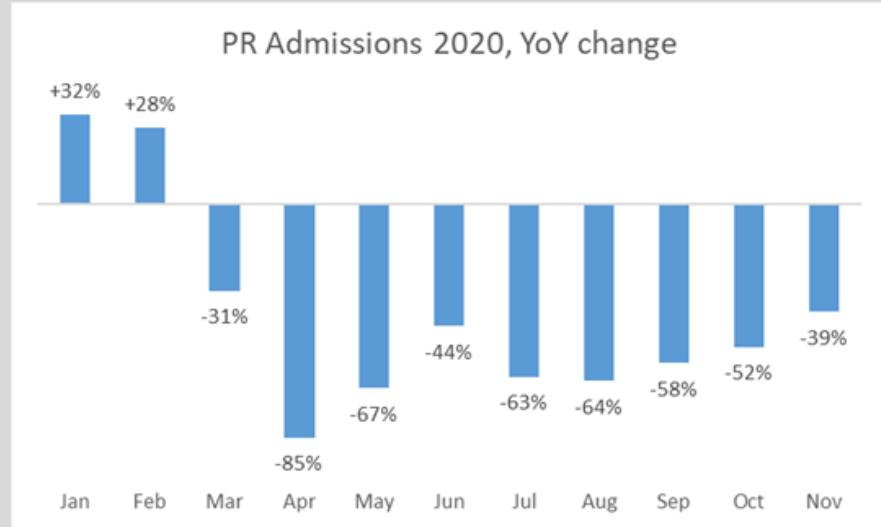
- Changing demographics
- Regional, remote, rural context
- Seasonality
- **Small businesses**
- **Awareness and perception of jobs and careers in tourism**
- Overall labour and skill shortages
- Labour policy
- **Competition for workers**
- Industry culture
- Aligning education and industry
- **Infrastructure - housing and transportation**
- Duplication of efforts

COMPETITION

- Our workers have invaluable, transferrable skill sets that many business desire
- In tight labor markets, sectors look to surplus areas. Gov't investment in workforce development.
- Active, outside industry workforce development of our highly desirable talent pool

INTERNATIONAL WORKFORCE

- International workforce disruption wreaked havoc on labour supply
- Impacts BC PNP, Temporary Foreign Worker, Working Holiday Visa, Mobilité Francophone



EDUCATION

- Decreased student enrollment in post secondary institution tourism and hospitality programs



40% year over year

- Welcome back students
 - communications, scholarships/loans, incentives for co-op
- Tourism and hospitality careers in high schools

MENTAL HEALTH & WELLNESS

- Mental health disorders can effect all
- Factors in tourism and hospitality
 - uncertainty, instability, safety, and demands
- Pandemic impacts unknown
- Canadian Mental Health Association (CMHA) and WorkSafeBC

LOOKING AHEAD: BC's MARKET POSITION

- BC desirable place to live
- Top post-secondary schools
- Renewed values of workers to prioritize place over position



OUTLOOK & LMI

- 2019 employment level in 2025
 - expectation air travel
- LMI project
 - Developing BC and regional labour market forecasts aligned with COVID-19 economic recovery scenarios for the next 1-5 years (**labour forecasts**)

Tracking, analysing and communicating monthly employment activity (**employment tracker**)



Offering pre/post COVID insights to the labour supply (**workforce profile**)

LOOKING AHEAD:

1. Ensure sufficient supply
2. Ensure safe environment (workers, customers, communities)
 - Protocols
 - New BSAFE - **BC Safety Assured For Everyone** - training free, online
3. Trained staff

THANK YOU

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thank you

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