



THE TOURISM AND HOSPITALITY WORKFORCE PROFILE OF THE NORTHERN BC REGION

2025 Report



In partnership with



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Data Limitations and Methodology

This report is based on Statistics Canada's Labour Force Survey (LFS), a monthly sample survey of Canadian households. As with all sample surveys, the estimates presented in this report are subject to **sampling error** and **non-sampling error**.

Sampling Error: The LFS surveys a representative sample of the population rather than conducting a complete census. This means estimates are subject to variability, if a different sample had been selected, the results would differ slightly. Sampling error increases as sample size decreases, meaning estimates for smaller regions or demographic subgroups should be interpreted with caution.

Non-Sampling Error: In addition to sampling error, the LFS is subject to non-sampling error, which can arise from response error (respondents misunderstanding questions or providing inaccurate information), non-response bias (selected households not participating), coverage limitations (underrepresentation of certain populations), and data processing errors. Statistics Canada employs rigorous quality control procedures to minimize these errors.

Rounding: Employment figures, percentages, and other statistics in this report have been rounded for readability. Due to rounding, some totals may not equal the sum of individual components, and percentages may not total exactly 100%. Small discrepancies between charts, tables, and narrative text are the result of rounding and do not indicate data inconsistencies.

For more information on LFS methodology, data quality, and confidence intervals, please consult Statistics Canada's Labour Force Survey documentation at www23.statcan.gc.ca/imdb/p2SV.pl?Function=getSurvey&SDDS=3701.



THE BC TOURISM AND HOSPITALITY INDUSTRY

Northern BC Tourism Association

British Columbia's tourism and hospitality industry has undergone a period of extraordinary disruption and transformation over the past seven years. The COVID-19 pandemic triggered an unprecedented crisis in 2020, cutting the provincial tourism and hospitality workforce nearly in half and forcing widespread business closures¹. The industry now faces a convergence of structural pressures, including persistent labour shortages, rising wages and operational costs, a housing affordability crisis, and escalating climate risks. At the same time, significant growth opportunities are emerging in Indigenous tourism and hospitality, recreation and entertainment, cruise and air travel, and major event hosting, including the FIFA World Cup 2026™.

This report forms part of a series of workforce profiles that present a snapshot of the industry's labour market at provincial, regional, and sectoral levels, and now encompass data from 2021 through 2025. They offer a detailed understanding of labour market dynamics, spotlight workforce characteristics, and delineate the trajectory of an industry that has moved beyond recovery into a new phase defined by tight labour conditions, structural adaptation, and long-term resilience building. This information is crucial for developing strategies and policies that address the sector's current workforce challenges while strengthening its capacity for sustained growth.

This report focuses on Northern BC, presenting an in-depth profile of its tourism and hospitality industry workforce. The analysis utilizes detailed Labour Force Survey data, gathered monthly by Statistics Canada², and incorporates additional data sources such as Census information.

BC's tourism and hospitality industry is comprised of companies who provide Accommodation, Food and Beverage, Recreation and Entertainment, and Transportation and Travel services. Some examples of such businesses include hotels, motels, bed and breakfasts, and resorts; restaurants, pubs, cafes, and lounges; arts and cultural facilities, sporting and recreation establishments, natural attractions and parks; and air, water, and automotive transportation service and travel information and booking businesses. The industry is known worldwide for providing access to renowned travel, recreational, cultural, and culinary experiences, from outdoor activities like whale watching, hiking, and skiing, to cultural venues like art galleries and museums, and fine dining and wine touring.

The industry is a growing and dynamic one, with areas such as adventure tourism and hospitality, Indigenous tourism and hospitality, and experiential travel becoming increasingly popular. One in

¹ <https://www.biv.com/news/economy-law-politics/bc-workers-are-needed-serve-rising-tourism-demand-8272859>

² Readers should be aware that the LFS is a sample survey and estimates are subject to both sampling and non-sampling errors. Sample bias increases as sample size decreases. Unless otherwise stated, all information contained in this report is based on LFS data.

four visitors to BC now seeks authentic Indigenous experiences, making it one of the fastest growing segments of the sector³. In 2023, the tourism and hospitality industry in BC generated \$22.1 billion in revenue and paid \$5.9 billion in wages and salaries⁴. The industry contributed \$9.7 billion (3.1%) to provincial GDP, more than mining, oil and gas extraction, agriculture and fishing, and forestry and logging (\$1.7 billion).

In 2025, Northern BC employed 7,750 workers in tourism and hospitality, representing 2% of the provincial tourism and hospitality workforce. Food and Beverage was the largest sector at 49% (3,792 workers), followed by Recreation and Entertainment at 21%, Transportation and Travel at 16%, and Accommodation at 14%. Since 2021, Northern BC's tourism and hospitality workforce has declined 12%, from 8,771 to 7,750 workers.

Northern BC's tourism and hospitality economy operates at the intersection of resource industries and frontier adventure. The Great Bear Rainforest on the north coast, Haida Gwaii's cultural heritage, and the northern wilderness attract a growing niche of ecotourism and Indigenous-led tourism visitors. The region has the highest proportion of Indigenous workers in the tourism and hospitality industry at 19%, compared to 5% provincially. However, LNG Canada and other major industrial projects compete directly for workers, and the region's remoteness creates both a unique appeal and a constraint on workforce availability.



Blake Jorgensen/Squamish Lil'wat Cultural Centre/Indigenous Tourism BC

³ <https://www.destinationbc.ca/news/opinion-british-columbias-tourism-industry-is-an-economic-powerhouse/>

⁴ [https://www.destinationbc.ca/content/uploads/2025/03/ValueOfTourism and Hospitality2023-FINAL-Feb-21-25.pdf](https://www.destinationbc.ca/content/uploads/2025/03/ValueOfTourism%20and%20Hospitality2023-FINAL-Feb-21-25.pdf)

This series of workforce profiles follows the Tourism Satellite Account's definition of the tourism and hospitality industry, in particular, the North American Industry Classification System (NAICS) codes that are used to define the industry. Those codes are:

- Accommodation:
 - 7211 Traveller accommodation
 - 7212 Recreational vehicle (RV) parks and recreational camps
- Food and Beverage:
 - 7224 Drinking places (alcoholic beverages)
 - 7225 Full-service restaurants and limited-service eating places
- Recreation and Entertainment:
 - 5121 Motion picture and video exhibition
 - 7111 Performing arts companies
 - 7112 Spectator sports
 - 7115 Independent artists, writers and performers
 - 7121 Heritage institutions
 - 7131 Amusement parks and arcades
 - 7132 Gambling industries
 - 7139 Other amusement and recreation industries
- Transportation and Travel:
 - 4811 Scheduled air transport
 - 4812 Non-scheduled air transport
 - 4821 Rail transportation
 - 4831 Deep sea, coastal and great lakes water transportation
 - 4832 Inland water transportation
 - 4851 Urban transit systems
 - 4852 Interurban and rural bus transportation
 - 4853 Taxi and limousine service
 - 4854 School and employee bus transportation
 - 4855 Charter bus industry
 - 4859 Other transit and ground passenger transportation
 - 4871 Scenic and sightseeing transportation – land
 - 4872 Scenic and sightseeing transportation – water
 - 4879 Scenic and sightseeing transportation – other
 - 5321 Automotive equipment rental and leasing
 - 5615 Travel arrangement and reservation services

Note: Any business is assigned to only one code, corresponding to the industry classification from which it generates its greatest revenues. Codes can be found at the following link:

<https://www23.statcan.gc.ca/imdb/p3VD.pl?Function=getVD&TVD=380372>

BREAKDOWN OF THE NORTHERN BC REGION

2

Grant Harder/ Northern BC Tourism Association

Northern BC is one of Canada's most expansive and untamed regions, characterized by glaciated valleys, towering mountain ranges, pristine glaciers, and abundant large wildlife including moose, elk, and grizzly bears. The region's more than 60 provincial, national, and marine parks provide access to globally unique ecosystems, with highlights including Monkman Provincial Park, Tatshenshini-Alsek Provincial Park, and the Alaska Highway stretching over 2,200 kilometres from Dawson Creek, BC to Delta Junction, Alaska. Outdoor recreation is a major draw, with heli-skiing, snowmobiling, Nordic skiing, mountaineering, river rafting, horseback riding, and fishing all popular pursuits, though the region's long cold winters and short summers are becoming increasingly variable due to climate change.

The region's cultural and natural heritage reaches its most striking expression along the coast, where the Great Bear Rainforest and Haida Gwaii offer some of the most rugged coastline and largest trees in the world. Haida Gwaii has been home to the Haida Nation for over 10,000 years, and the villages of Skidegate and Masset preserve some of the oldest authentic totem poles and longhouse remains on the Pacific Coast, offering visitors intimate cultural experiences found nowhere else. Together, Northern BC's wilderness, wildlife, and Indigenous cultural heritage make it a destination of global significance, with tourism and hospitality playing an important role in supporting the economic well-being of the region's communities.

Map of the Northern BC Tourism and Hospitality region



Source: Indigenous Tourism and Hospitality BC Labour Market Research – Roots to a Future – Regional Profile – Northern BC, Government of BC, 2021. <https://www.indigenoustbc.com/corporate/news/indigenous-tourism-bc-releases-labour-market-research-indigenous-tourism-labour-strategy-and-a-guide-to-wise-hr-practices/>

CHARACTERISTICS OF THE NORTHERN BC WORKFORCE

3

Christie Fitzpatrick/ Northern BC Tourism Association

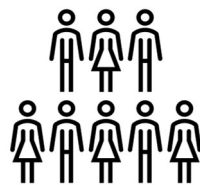
The tourism and hospitality industry in Northern BC employed 7,750 workers across the four sectors, with Food and Beverage (49%) and Recreation and Entertainment (21%) as the leading sectors. The region's notably high Food and Beverage share (49% vs. 43% provincially) and relatively high Accommodation share (14% vs. 11%) reflect the region's role as a resource-town service economy where restaurants and lodging serve both tourists and the local workforce.

Table 1: Employment in the Tourism and Hospitality industry, 2025

Sectors	Northern BC		British Columbia	
	#	%	#	%
Accommodation	1,062	14%	36,104	11%
Food and Beverage	3,792	49%	146,376	43%
Recreation and Entertainment	1,625	21%	96,854	28%
Transportation and Travel	1,271	16%	61,562	18%
Total	7,750	100%	340,896	100%
Overall Employment	77,729		2,946,229	
Percent Tourism and Hospitality of Overall Employment	10.0%		11.6%	

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

Table 2 presents the demographic profile of Northern BC's tourism and hospitality workforce in 2025. The Northern BC tourism and hospitality industry workforce features:



Slightly more females than males, while provincially there is a relatively even split



Slightly younger workforce. Provincially, workers under the age of 44 account for 70% of the workforce compared to 77% in Northern BC

Lower education levels than the provincial average. Nearly half (49%) hold a bachelor's degree or above, 42% in Northern BC

Table 2: Tourism and Hospitality industry workforce demographics, 2025

Demographics	Northern BC		British Columbia	
Sex	#	%	#	%
Male	3,833	49%	171,646	50%
Female	3,917	51%	169,250	50%
Age Group	#	%	#	%
15 to 24	1,875	24%	84,854	25%
25 to 34	2,271	29%	91,042	27%
35 to 44	1,729	24%	63,021	18%
45 to 54	646	8%	50,917	15%
55 to 64	729	9%	35,542	10%
65 or above	500	6%	15,520	5%
Education	#	%	#	%
Below high school	604	8%	19,375	6%
High school or some post-secondary education	2,354	30%	95,292	28%
Degree below bachelor's	1,562	20%	60,479	17%
Bachelor's degree or above	3,230	42%	165,750	49%

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

Table 3 presents the employment characteristics of the Northern BC tourism and hospitality industry against provincial averages. Full-time workers comprise 66% of the workforce, above the provincial rate of 63%. Permanent employment accounts for 79% of positions, above the provincial average of 71%.

Table 3: Tourism and Hospitality industry type of employment, 2025

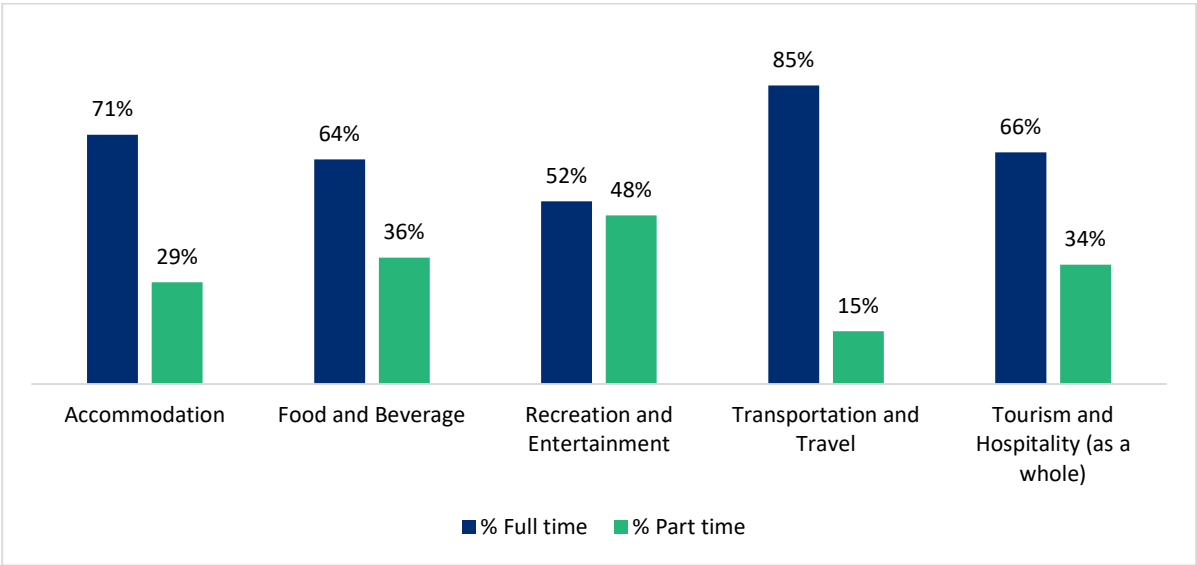
Demographics	Northern BC		British Columbia	
Job Status	#	%	#	%
Full-time	5,083	66%	216,125	63%
Part-time	2,667	34%	124,771	37%
Permanent and Seasonal ⁵	#	%	#	%
Permanent	6,104	79%	241,937	71%
Seasonal	146	2%	13,729	4%
Casual	375	5%	15,521	5%
Temporary	375	5%	21,542	6%
Other	83	1%	3,521	1%
N/A	667	8%	44,646	13%

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

⁵Permanent= indefinite employment position; Seasonal=steady work, but not for all months of the year; Casual= work only when needed or on-call; Temporary= non-permanent position.

The Transportation and Travel sector had the highest percentage of full-time workers (85%) and the Recreation and Entertainment sector had the highest percentage of part-time workers (48%).

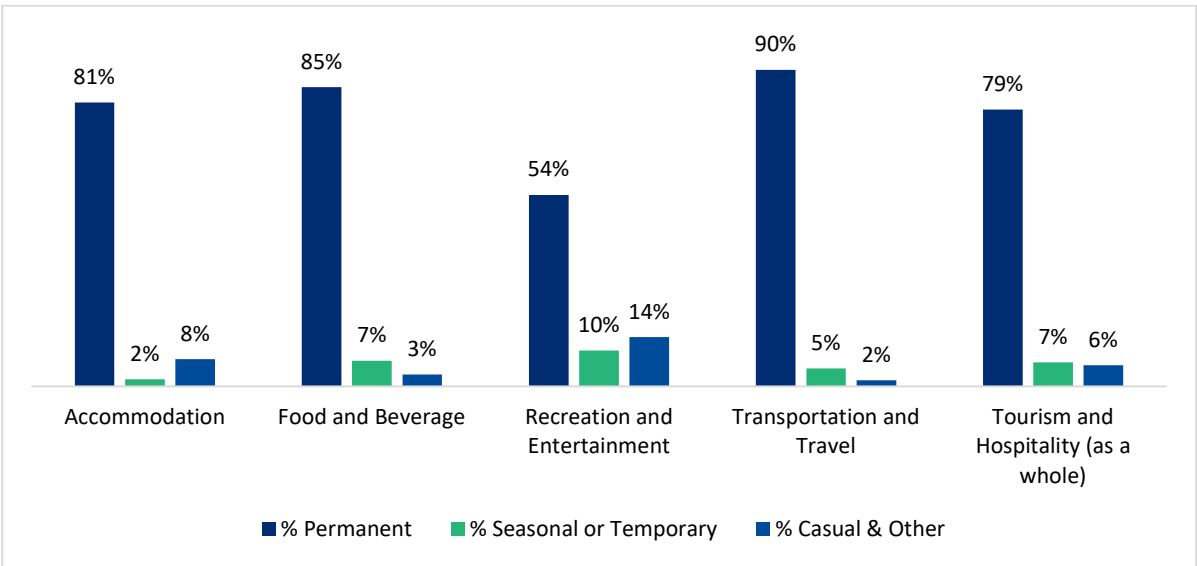
Chart 1: Job status by sector, 2025



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

The Transportation and Travel sector had the highest percentage of permanent employees (90%), while the Recreation and Entertainment sector had the highest percentage of seasonal employees (10%).

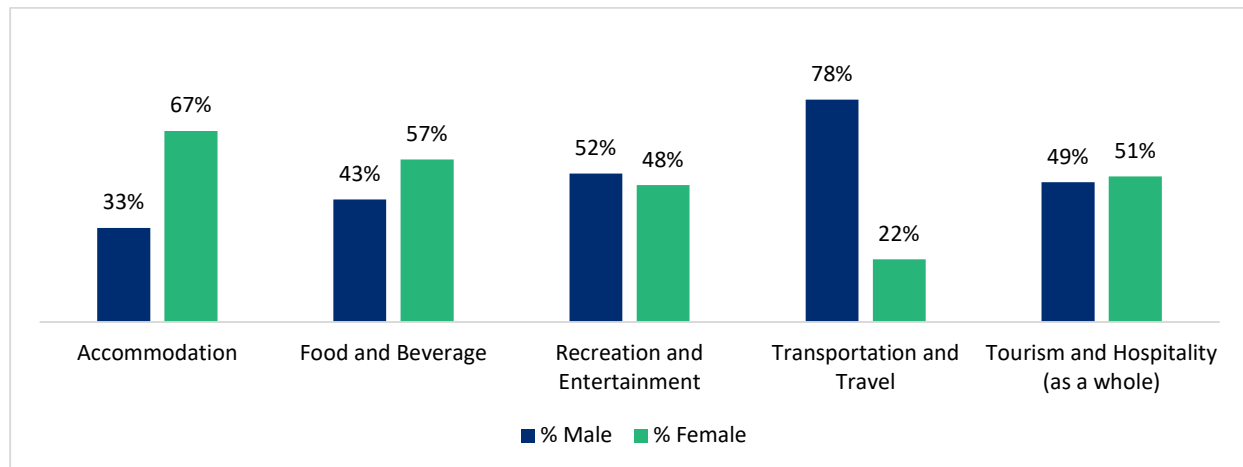
Chart 2: Employment type by sector, 2025



Note: The LFS data in this chart are annual averages. Percentages may not total 100% because a small portion of employees did not record their employment type.

The Transportation and Travel sector had the highest concentration of male workers (78%) and the Accommodation sector had the highest concentration of female workers (67%).

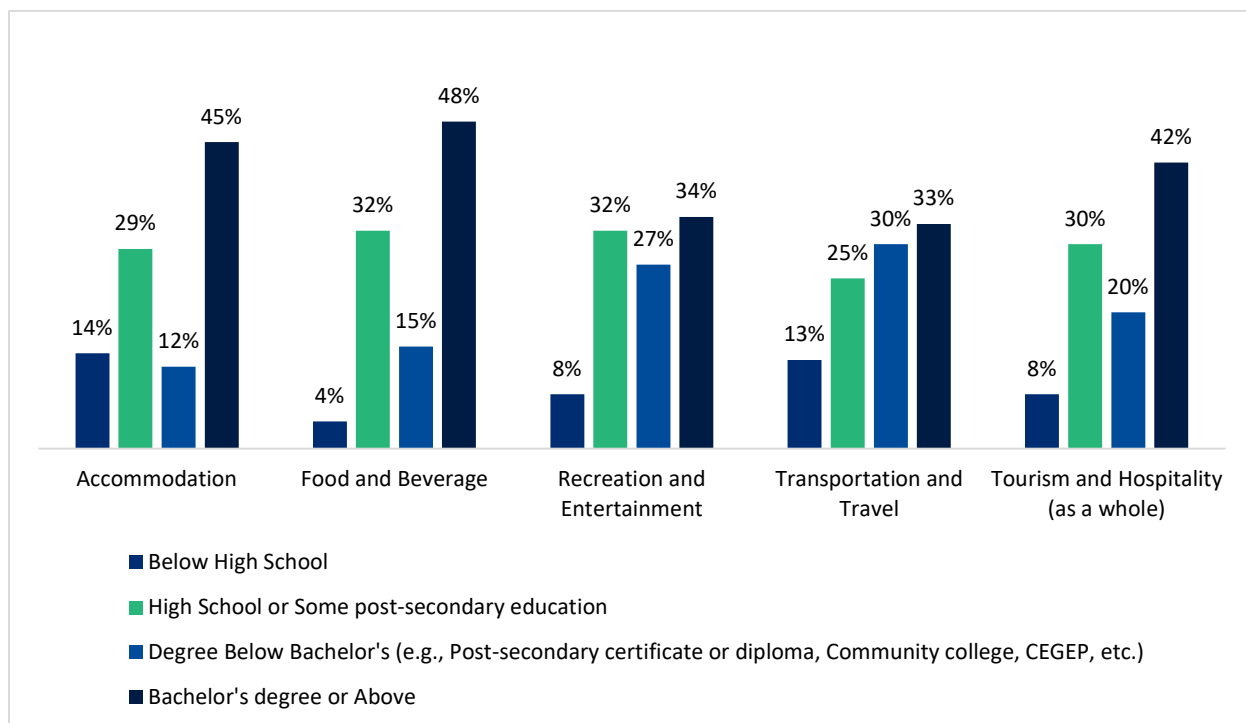
Chart 3: Sex of workforce by sector, 2025



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

The Food and Beverage sector had the highest education level, with 63% of its workers holding at least a post-secondary degree or diploma. Conversely, in the Accommodation sector, almost half of the workforce (43%) have completed, at most, high school or some post-secondary education.

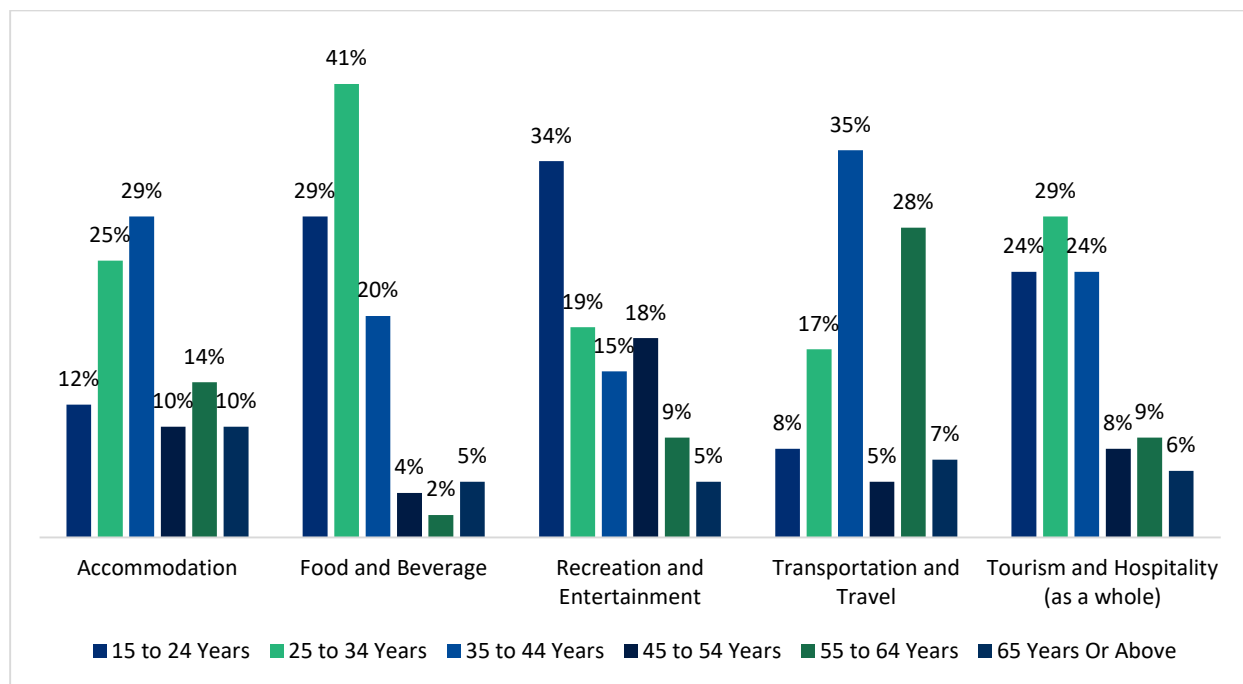
Chart 4: Workforce education level by sector, 2025



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

The Food and Beverage sector had the youngest workforce with 70% of its workers being between 15 and 34 years of age, while the Transportation and Travel sector was the oldest with 40% of its workers being 45 or older.

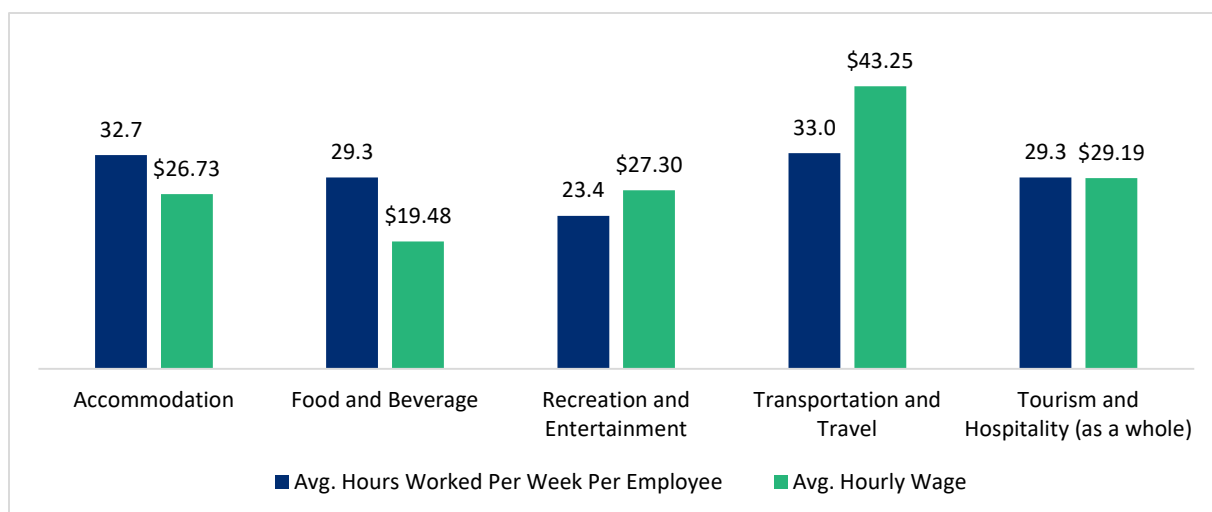
Chart 5: Industry workforce by age groups, 2025



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

Employees in the Transportation and Travel sector worked the most hours per week at an average of 33.0 hours per employee and are paid the highest average hourly wage at \$43.25 per hour.

Chart 6: Average hours worked and wages by sector, 2025



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

According to Statistics Canada's 2021 Census, Northern BC's tourism and hospitality industry employs a significantly higher percentage of Indigenous workers (19%) than the provincial industry average (5%), and the provincial population (5%). However, the regional workforce includes less members of a visible minority (25%) compared to the provincial industry average (40%) or the provincial population (35%). Approximately 18% of the regional workforce are immigrants to Canada, with the Accommodation sector employing the highest percentage of immigrants at 24% of its workforce. The regional Accommodation sector also employs the highest percentage (29%) of workers whose mother tongue is not English or French.

Table 4: Ethnicity, immigration, and mother tongue in the industry workforce, 2021

Selected Characteristics	Accommodation		Food and Beverage		Recreation and Entertainment		Transportation and Travel		Regional Tourism and Hospitality		BC Tourism and Hospitality	BC Population
	#	%	#	%	#	%	#	%	#	%	%	%
Labour Force	1,215	100%	3,445	100%	1,495	100%	1,355	100%	7,510	100%	100%	100%
Indigenous Status												
Indigenous	255	21%	550	16%	370	25%	235	17%	1,410	19%	5%	5%
Non-Indigenous	960	79%	2,895	84%	1,125	75%	1,120	83%	6,100	81%	95%	95%
Visible Minority Status												
Visible Minority	360	30%	1,350	39%	30	2%	105	8%	1,845	25%	40%	35%
Not a Visible Minority	855	70%	2,095	61%	1,465	98%	1,250	92%	5,665	75%	60%	65%
Immigration Status												
Non-immigrant	820	68%	2,130	62%	1,395	93%	1,150	85%	5,495	73%	61%	65%
Immigrant	295	24%	720	21%	100	7%	205	15%	1,320	18%	31%	31%
Non-permanent residents	100	8%	595	17%	0	0%	0	0%	695	9%	8%	4%
Mother Tongue												
English	825	68%	2,190	64%	1,390	93%	1,165	86%	5,570	74%	63%	66%
French	0	0%	30	1%	0	0%	0	0%	30	0%	1%	1%
Non-official language	350	29%	970	28%	85	6%	120	9%	1,525	20%	32%	29%
Multiple mother tongues*	40	3%	255	7%	20	1%	70	5%	385	5%	4%	4%

Source: Custom Tabulation, 2021 Census, Statistics Canada. * Includes the population who claimed a combination of English, French, and Non-official languages as their mother tongue.

The following table shows the industry's leading occupations, primary sector in which they are employed, and some of the certifications or training/education that may be required.

Table 5: Leading occupations in the industry workforce, 2025

NOC Code	Occupation Title	Certification / Training Requirements	Employment Avg/ Month	Primary Industry
65201	Food counter attendants, kitchen helpers and related support occupations	Some secondary school education usually required; On-the-job training; FoodSafe Level 1 preferred	1,167	Food and Beverage
65200	Food and beverage servers	Secondary school may be required; On-the-job training usually provided; Responsible beverage service certification (Serving It Right in BC)	938	Food and Beverage
63200	Cooks	Secondary school completion; Three-year apprenticeship or college program in cooking; Red Seal endorsement available; FoodSafe certification (BC)	729	Food and Beverage
62020	Food service supervisors	Secondary school completion; College program in food service administration or hotel/restaurant management; or several years of food preparation/service experience	458	Food and Beverage
60031	Accommodation service managers	University degree or college diploma in hotel management or related discipline; Several years of accommodation industry experience	333	Accommodation
65211	Operators and attendants in amusement, recreation and sport	Some secondary school education may be required; On-the-job training; First aid/CPR; Specific facility training	333	Recreation and Entertainment
65310	Light duty cleaners	No formal education required; On-the-job training; WHMIS certification preferred	333	Accommodation
73301	Bus drivers, subway operators and other transit operators	Secondary school completion; Class 2 commercial driver's licence; Air brakes endorsement; First aid certificate may be required	292	Transportation and Travel
54100	Program leaders and instructors in recreation, sport and fitness	Secondary school completion; College program in recreation or physical education; Certification in specific activity (e.g., ski instructor, personal trainer); First aid/CPR	271	Recreation and Entertainment
60030	Restaurant and food service managers	College diploma in hospitality or food service management; Responsible beverage service certification (Serving It Right in BC); Several years of food service experience including supervisory	250	Food and Beverage
73310	Railway and yard locomotive engineers	Secondary school completion; Experience as conductor or railway worker; Canadian Rail Operating Rules certificate required	208	Transportation and Travel
64300	Maîtres d'hôtel and hosts/hostesses	Secondary school completion; Several weeks of on-the-job training; Maîtres d'hôtel require experience as formal waiter/waitress or other food service experience	188	Food and Beverage
70012	Facility operation and maintenance managers	College or university program in business administration or facility operations/maintenance; Several years of supervisory experience in facility operations	146	Recreation and Entertainment
64314	Hotel front desk clerks	Secondary school completion; Two-year apprenticeship or college program in front desk operations or hotel management may be required; Guest services representative trade certification available	125	Accommodation
73311	Railway conductors and brakemen/women	Secondary school completion; Experience as railway worker; Canadian Rail Operating Rules certificate required	125	Transportation and Travel

Note: "Primary sector" indicates the sector that accounts for the largest portion of the reported employment numbers; ** Employment counts are annual averages.

The majority (70%) of Northern BC's tourism and hospitality workforce has been employed in their current or latest job for less than five years, while 13% have been in their position for over ten years. The average experience level of employees in the region is 4.9 years, below the provincial average of 5.9 years, suggesting higher turnover in the region's tourism and hospitality workforce, potentially driven by competition from resource-sector employment and the transient nature of the northern labour market.

Table 6: Tourism and Hospitality workforce experience, 2025

Length of Employment	Northern BC		British Columbia	
	#	%	#	%
Less than 1 year	1,000	13%	50,896	15%
1 to 2 years	3,354	43%	113,333	32%
3 to 4 years	1,104	14%	53,042	16%
5 to 7 years	875	11%	38,979	11%
8 to 10 years	438	6%	23,583	7%
11 to 15 years	229	3%	23,271	7%
16 to 20 years	354	5%	15,542	5%
Over 20 years	396	5%	22,250	7%
Total	7,750	100%	340,896	100%
Avg. Length	4.9 years		5.9 years	

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



An average employee has been working at their current job for 4.9 years

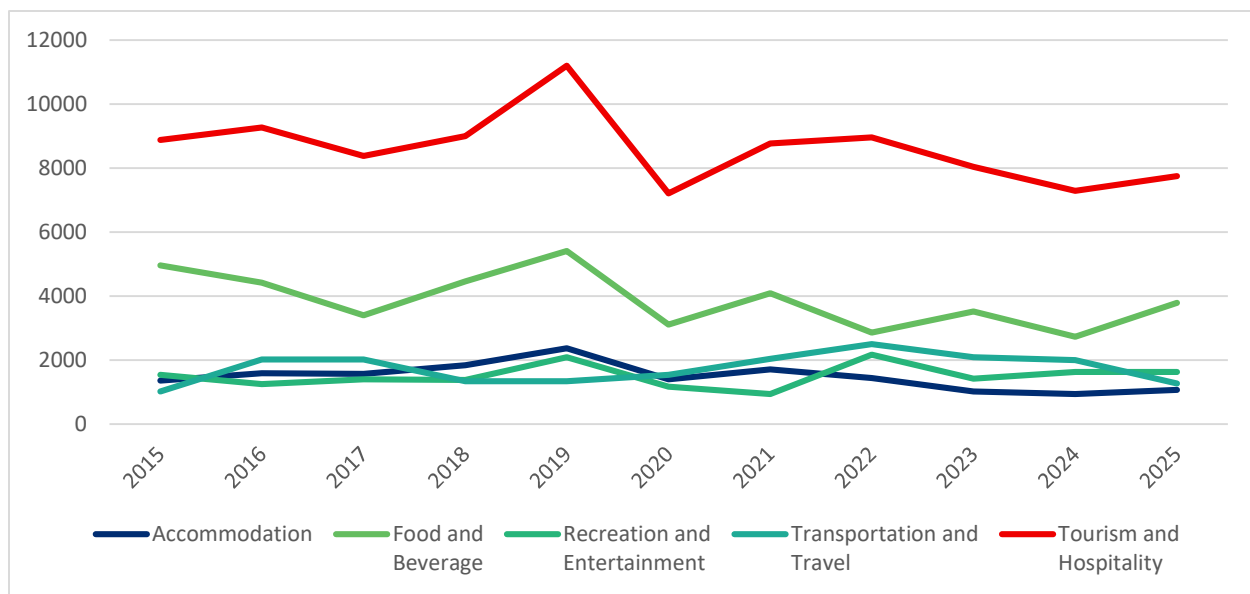
REGIONAL WORKFORCE TRENDS

4

Christie Fitzpatrick/ Northern BC Tourism Association

From 2021 to 2025, Northern BC tourism and hospitality employment declined 11.6%, from 8,771 to 7,750 workers. This contraction was concentrated in two sectors: the Accommodation sector which fell 37.8% from 1,708 to 1,062 workers, and the Transportation and Travel sector which declined 37.8% from 2,042 to 1,271 workers. The Food and Beverage sector declined more modestly at 7.1% from 4,083 to 3,792 workers. The one bright spot was the Recreation and Entertainment sector, which grew 73.2% from 938 to 1,625 workers, likely reflecting the expansion of Indigenous-led tourism and outdoor recreation experiences in the region. Northern BC's employment decline reflects the convergence of several structural pressures: the ongoing contraction of the forestry sector has reduced economic activity in communities that also support tourism and hospitality, consecutive wildfire seasons have disrupted summer visitation, and major resource projects like LNG Canada in Kitimat are competing for the same limited labour pool, driving up local costs and drawing workers away from lower-paying hospitality roles.

Chart 7: Regional Tourism and Hospitality industry workforce, 2015 – 2025



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

The Northern BC tourism and hospitality workforce declined by 12% between 2021 and 2025, falling from 8,771 to 7,750 workers. Despite this contraction, the workforce has become more stable in its composition. Full-time employment fell 14% from 5,917 to 5,083 workers, while part-time declined 7% from 2,854 to 2,667 workers. Permanent employment edged down 5% from 6,417 to 6,104 workers, while seasonal work fell sharply by 61% from 375 to 146 workers and casual arrangements declined by 47% from 708 to 375 workers, reflecting a shift away from precarious employment toward more stable, year-round positions.

The gender split remained nearly even from 2021 to 2025, with female employment declining 13% from 4,521 to 3,917 workers. The age profile shifted notably, the 15 to 24 cohort declined by 26% from 2,542 to 1,875 workers, while the 35 to 44 cohort nearly doubled, growing by 77% from 979 to 1,729 workers. The 45 to 54 cohort declined sharply by 56% from 1,458 to 646 workers, creating a notable gap in mid-career representation. Educational attainment shifted from 2021 to 2025. Workers holding a bachelor's degree or above fell 4% from 3,375 to 3,230 workers. Similarly, those with a degree below bachelor's level declined 5% from 1,646 to 1,562 workers.

Table 7: Change in Employment by demographics, 2015 – 2025

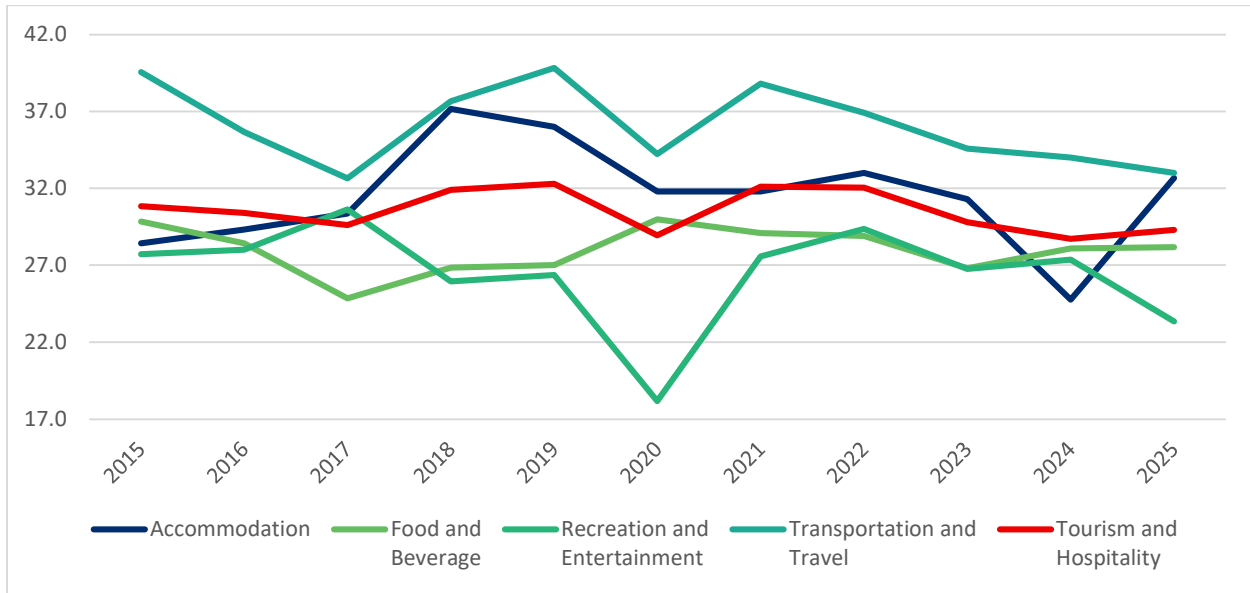
Demographics	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	% Change (2021 – 2025)
Job Status	8,875	9,271	8,375	9,000	11,208	7,208	8,771	8,958	8,042	7,292	7,750	-12%
Full-time	6,212	6,304	5,527	5,760	7,285	4,829	5,917	6,604	5,584	4,896	5,083	-14%
Part-time	2,663	2,967	2,848	3,240	3,923	2,379	2,854	2,354	2,458	2,396	2,667	-7%
Employment Type*												
Permanent	6,834	7,046	6,198	7,020	8,406	5,190	6,417	7,021	6,479	6,000	6,104	-5%
Seasonal	355	278	335	270	560	216	375	479	458	354	146	-61%
Casual	621	742	670	540	448	505	708	354	167	313	375	-47%
Temporary	533	278	503	270	448	505	292	167	396	167	375	28%
Sex												
Male	3,994	3,987	3,099	3,420	4,595	3,388	4,250	4,916	3,917	3,104	3,833	-10%
Female	4,881	5,284	5,276	5,580	6,613	3,820	4,521	4,042	4,125	4,188	3,917	-13%
Age Group												
15 to 24	3,106	2,874	2,847	3,330	4,483	1,586	2,542	2,021	2,416	2,145	1,875	-26%
25 to 34	2,396	2,225	1,759	1,980	2,802	2,523	2,917	3,062	2,021	1,938	2,271	-22%
35 to 44	1,154	1,854	1,005	1,170	1,457	937	979	1,458	1,500	1,042	1,729	77%
45 to 54	1,331	1,113	1,508	1,260	1,009	1,081	1,458	1,167	1,104	604	646	-56%
55 to 64	799	1,020	1,005	1,080	1,121	793	667	854	688	1,250	729	9%
65 or above	89	185	251	180	336	288	208	396	313	313	500	140%
Education												
Below high school	710	927	1,256	630	1,009	577	729	188	563	458	604	-17%
High school or some post-secondary	4,349	3,987	3,769	3,780	4,707	2,234	3,021	3,021	2,979	2,979	2,354	-22%
Degree below bachelor's	1,331	1,761	1,089	1,440	1,233	1,946	1,646	2,083	1,729	1,188	1,562	-5%
Bachelor's degree or above	2,485	2,596	2,261	3,150	4,259	2,451	3,375	3,666	2,771	2,667	3,230	-4%

Note: The LFS data in this table are annual averages. Values in 2020 and 2021 should be interpreted with care due to interruptions caused by the COVID-19 pandemic

*As sample sizes decrease, values become more susceptible to rounding error.

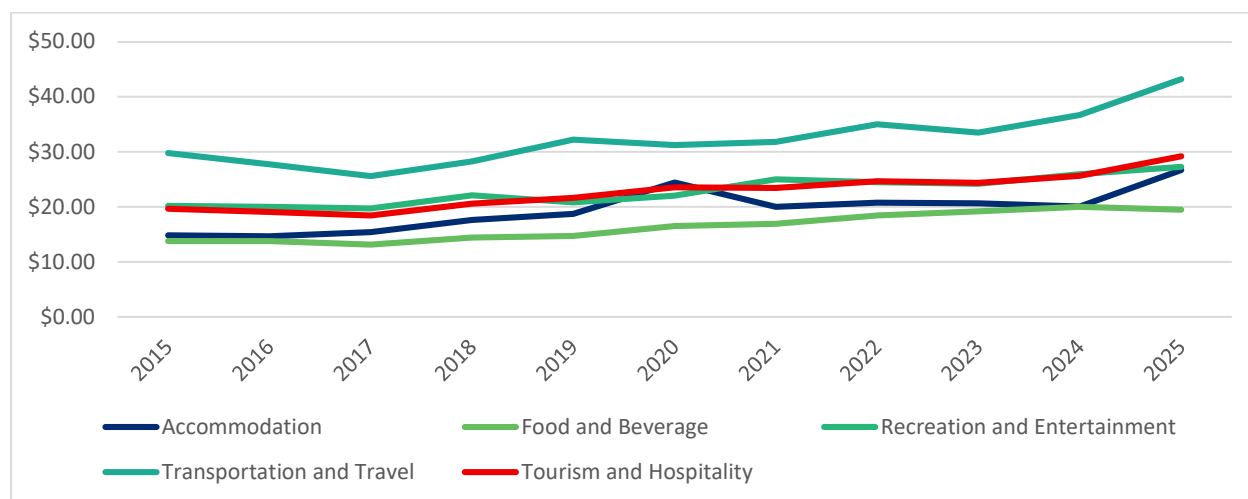
Average hours worked per week per employee in Northern BC was 29.3 hours in 2025. Transportation and Travel sector workers average the most hours in the region, while Recreation and Entertainment sector workers average the fewest, consistent with the sector's higher proportion of part-time positions. The region's average hours are in line with the provincial average of 27.9 hours, reflecting a workforce that is predominantly full-time and permanent.

Chart 8: Regional Tourism and Hospitality industry average hours worked, 2015 – 2025



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

Average hourly wages in Northern BC rose 24.6% from 2021 to 2025, climbing from \$23.43 to \$29.19. All four sectors saw increases: Transportation and Travel sector wages rose to \$43.25; Accommodation sector wages increased to \$26.73, Recreation and Entertainment sector wages grew to \$27.30, and Food and Beverage sector wages increased to \$19.48. Northern BC's average hourly wage of \$29.19 is slightly below the provincial average of \$29.68, driven largely by the Transportation and Travel sector's high wages. However, the Food and Beverage sector average of \$19.48 is below the provincial Food and Beverage sector average of \$20.92, reflecting the region's smaller, more dispersed restaurant and food service operations. Upward wage pressure from competing resource-sector employers, particularly in the LNG and mining industries, is a persistent factor shaping the region's tourism wage dynamics.

Chart 9: Regional Tourism and Hospitality industry average hourly wage, 2015 – 2025

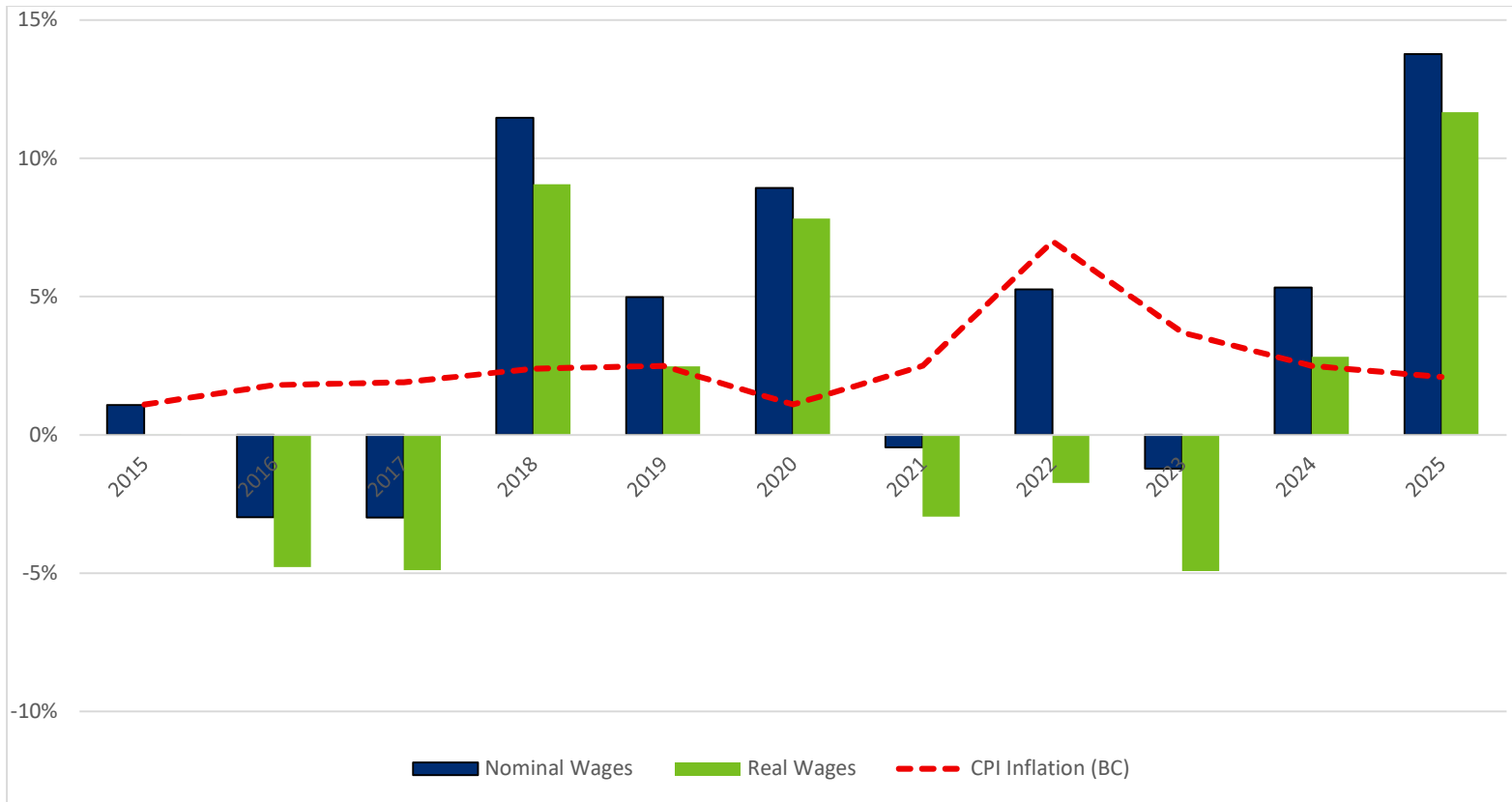
Note: The LFS data in this chart are annual averages.

Chart 10 shows the growth rate of real wages in Northern BC's tourism and hospitality industry against provincial CPI inflation since 2015. The nominal wages shown in Chart 9 represent the actual hourly dollar figures workers earn on their paycheques, but they do not account for inflation. To capture the true purchasing power of the tourism and hospitality workforce, we calculate real wage growth as the difference between nominal wage growth and CPI inflation in each year. When real wage growth is negative, the average worker's purchasing power has declined relative to the prior year, even if their hourly rate has increased.

This distinction is particularly important in the current environment, as BC has experienced significant inflationary pressure since 2021 in housing, food, and energy costs. While nominal wage growth across the industry has been meaningful, it can overstate the actual improvement in living standards, especially in lower-paid sectors like Food and Beverage sector where wages sit closest to the minimum wage floor.

The volatility of real wages over this period reflects the challenging monetary policy environment the Bank of Canada was forced to navigate. Nominal wages were negative in 2016 and 2017, pushing real wages to approximately -5% in both years, before a strong recovery in 2018 saw nominal wages surge to nearly 12% and real wages climb to around 9%. The 2021 to 2023 period brought renewed turbulence, with CPI inflation peaking at approximately 7% in 2022 and real wages falling to around -5% by 2023 despite modest nominal gains. Since then, conditions have improved sharply: nominal wages accelerated to approximately 14% in 2025, well ahead of inflation settling near 2%, producing real wage growth of roughly 12% - the strongest purchasing power gain in the decade shown.

Chart 10: Nominal and real wages vs inflation, 2015-2025



Source: CPI Data: Statistics Canada. [Table 18-10-0005-01 Consumer Price Index, annual average, not seasonally adjusted](#) Real Wages. Calculated from LFS RTRA annual averages.

Appendix 1. Comparison to other regions in BC

The following table presents the key indicators across the six tourism and hospitality regions in BC.

Table 8: Key indicators across BC's six Tourism and Hospitality regions, 2025

Key Indicators (2025)	Cariboo	Kootenay	Lower Mainland	Northern BC	Thompson Okanagan	Vancouver Island	BC
Employment 2025							
Relative Share to Regional Employment	10%	13%	12%	10%	12%	12%	12%
Employment Change (2025 vs 2015)	-12%	46%	13%	-13%	5%	17%	12%
Hours Worked and Wages							
Avg. Hours Worked	29.5	31.9	29.5	29.3	30.0	26.2	27.9
Avg. Hourly Wage	\$29.77	\$26.73	\$32.23	\$29.19	\$29.46	\$28.40	\$29.68
Experience							
Less than 1 year	15%	22%	13%	13%	15%	21%	15%
1 to 2 years	36%	32%	32%	43%	33%	38%	32%
3 to 4 years	15%	21%	16%	14%	15%	14%	16%
5 to 7 years	10%	12%	12%	11%	10%	11%	11%
8 to 10 years	3%	5%	7%	6%	7%	6%	7%
11 to 15 years	9%	2%	7%	3%	10%	4%	7%
16 to 20 years	6%	4%	5%	5%	6%	2%	5%
Over 20 years	6%	3%	8%	5%	4%	4%	7%
Avg. Length in years	5.4	3.9	6.4	4.9	5.6	4.7	5.9
Job Status							
% Full-time Workers	57%	63%	65%	66%	59%	58%	63%
% Permanent Workers	70%	68%	71%	79%	72%	69%	71%

Key Indicators (2025)	Cariboo	Kootenay	Lower Mainland	Northern BC	Thompson Okanagan	Vancouver Island	BC
Age Group							
15 to 24 years	31%	33%	22%	24%	29%	32%	25%
25 to 34 years	29%	31%	28%	29%	25%	22%	27%
35 to 44 years	11%	12%	21%	24%	14%	15%	18%
45 to 54 years	10%	15%	15%	8%	15%	15%	15%
55 to 64 years	14%	4%	11%	9%	9%	9%	10%
65 years and above	5%	4%	3%	6%	8%	7%	5%
Sex and Education							
% Female	54%	55%	48%	51%	54%	50%	50%
% Bachelor's degree or above	30%	45%	52%	42%	46%	42%	49%

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

Appendix 2. Tourism and Hospitality Trends (Full Tables), 2015 - 2025

Table 9: Change in Employment by sector, 2015 - 2025

Employment	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	% Change (2015 - 2025)
Sector												
Accommodation	1,354	1,583	1,563	1,833	2,375	1,396	1,708	1,438	1,021	938	1,062	-22%
Food and Beverage	4,958	4,417	3,396	4,458	5,417	3,104	4,083	2,854	3,521	2,729	3,792	-24%
Recreation and Entertainment	1,542	1,250	1,396	1,375	2,083	1,167	938	2,167	1,417	1,625	1,625	5%
Transportation and Travel	1,021	2,021	2,021	1,333	1,333	1,542	2,042	2,500	2,083	2,000	1,271	24%
Total	8,875	9,271	8,375	9,000	11,208	7,208	8,771	8,958	8,042	7,292	7,750	-13%

Note: The LFS data in this table are annual averages. Values in 2020 and 2021 should be interpreted with care due to interruptions caused by the COVID-19 pandemic

**As sample sizes decrease, values become more susceptible to rounding error.*

Table 10: Average actual hours worked per week, 2015 - 2025

Average Hours worked	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	% Change (2015 - 2025)
Sector												
Accommodation	28.4	29.3	30.4	37.2	36.0	31.8	31.8	33.0	31.3	24.8	32.7	15%
Food and Beverage	29.8	28.4	24.9	26.8	27.0	30.0	29.1	28.9	26.8	28.1	29.3	-2%
Recreation and Entertainment	27.7	28.0	30.6	26.0	26.4	18.2	27.6	29.4	26.8	27.4	23.4	-16%
Transportation and Travel	39.6	35.7	32.7	37.7	39.8	34.2	38.8	36.9	34.6	34.0	33.0	-17%
Total	30.8	30.4	29.6	31.9	32.3	28.9	32.1	32.0	29.8	28.7	29.3	-5%

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

Table 11: Average hourly wage by sector, 2015 - 2025

Average Hourly wage ⁶	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	% Change (2015 – 2025)
Sector												
Accommodation	\$14.81	\$14.66	\$15.42	\$17.63	\$18.73	\$24.40	\$20.01	\$20.76	\$20.60	\$20.07	\$26.73	81%
Food and Beverage	\$13.75	\$13.74	\$13.14	\$14.41	\$14.72	\$16.51	\$16.91	\$18.43	\$19.18	\$19.98	\$19.48	42%
Recreation and Entertainment	\$20.18	\$20.00	\$19.73	\$22.05	\$20.80	\$22.01	\$25.00	\$24.46	\$24.17	\$25.91	\$27.30	35%
Transportation and Travel	\$29.75	\$27.75	\$25.58	\$28.25	\$32.18	\$31.22	\$31.80	\$35.00	\$33.50	\$36.67	\$43.25	45%
Total	\$19.62	\$19.04	\$18.47	\$20.58	\$21.61	\$23.54	\$23.43	\$24.66	\$24.36	\$25.66	\$29.19	49%

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

⁶ Includes tips and commissions.