

Fastest Growing Industries: Tourism

A guide for newcomers to British Columbia



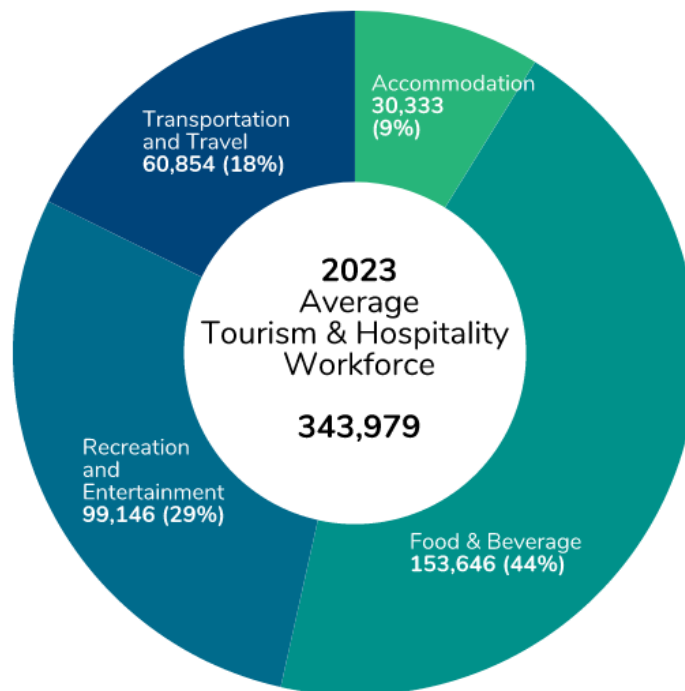
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1. Overview of the Tourism Industry

Introduction

In 2023, the Tourism industry employed nearly 344,000 workers, representing more than 12% of total employment in the province. Of these, almost half worked in the food and beverage sector, followed by the recreation and entertainment sector, transportation and travel, and accommodation sectors. Future projections suggest an average annual employment growth rate of 1.3% from 2023 to 2033, with an expected 122,900 job openings during this period.



Source: Go2HR <https://www.go2hr.ca/workforce-profiles>

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Although growth is anticipated in all sectors between 2023 and 2033, it is expected to be the highest in the accommodation and food services sector.

Accommodation & Food Services:

	Employment (2023) 193,542		Employment Growth (2023-2033) +1.3%		Job Openings (2023-2033) 60,720
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Source: WorkBC <https://www.workbc.ca/industry-profile/accommodation-and-food-services>

Recreation:

	Employment (2023) 136,771		Employment Growth (2023-2033) +0.9%		Job Openings (2023-2033) 44,210
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Source: WorkBC <https://www.workbc.ca/industry-profile/information-culture-and-recreation>

Transportation:

	Employment (2023) 141,688		Employment Growth (2023-2033) +1.2%		Job Openings (2023-2033) 56,800
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Source: WorkBC <https://www.workbc.ca/industry-profile/transportation-and-warehousing>

The current number of workers is unlikely to meet future job demand. Shortages are felt particularly during peak seasons (summer and winter), as well as in resorts and rural communities. Management and leadership skills are also in high demand.

Newcomers to Canada are seen as a key source of talent as tourism organizations seek to meet their hiring needs. The industry has responded by creating a number of programs to attract new workers.

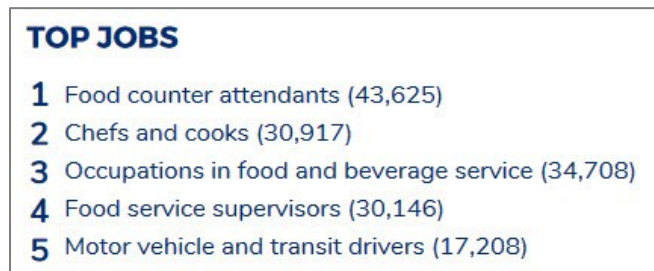
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More information:

- **Go2HR Immigration Overview**
<https://www.go2hr.ca/human-resources/immigration>
- **ISSofBC Gateway to Tourism**
<https://issbc.org/our-programs-and-services/gateway-to-tourism-hospitality-jobs-for-newcomers/>
- **Career Paths for Skilled Immigrants**
<https://www.welcomebc.ca/Work-in-B-C/Career-Paths-for-Skilled-Immigrants>

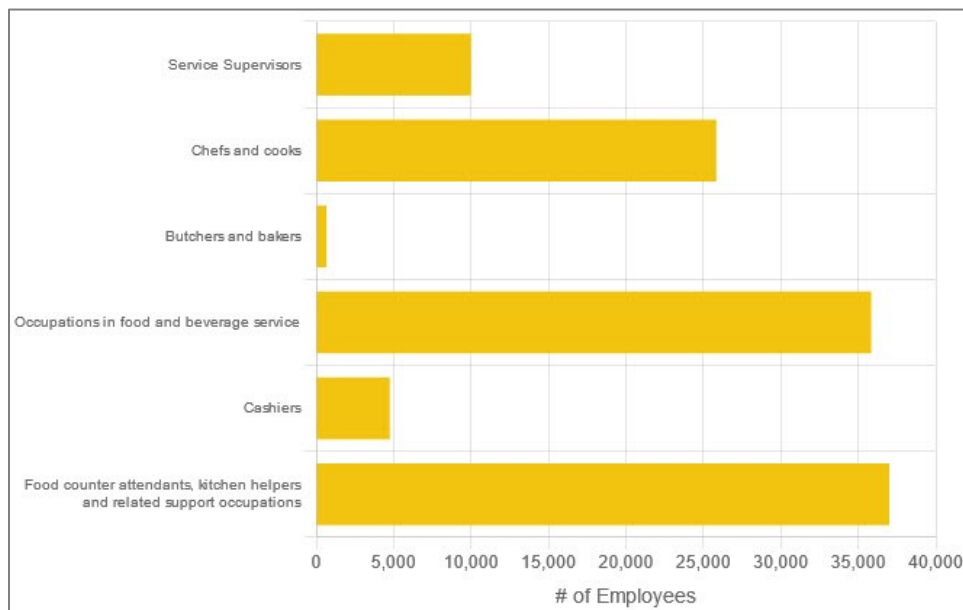
2. Occupations in Tourism

There are over 400 occupations in BC's Tourism & Hospitality industry. Over the next decade, you will find thousands of new openings in a wide variety of jobs. The majority of high demand occupations will be found in the food and beverage sector.



Source: Go2HR <https://www.go2hr.ca/workforce-profiles>

Food & Beverage:

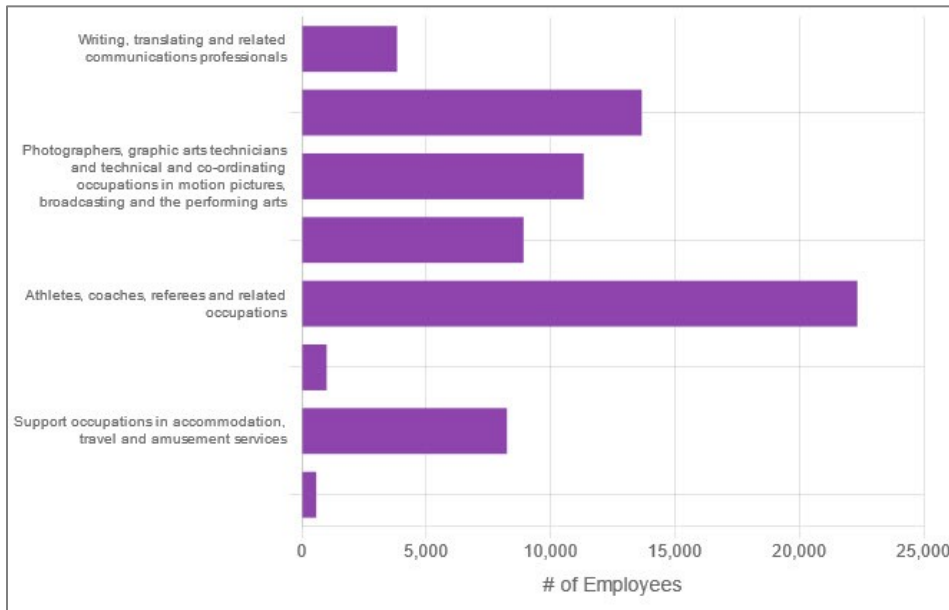


Source: Go2HR <https://www.go2hr.ca/research/employment-tracker>

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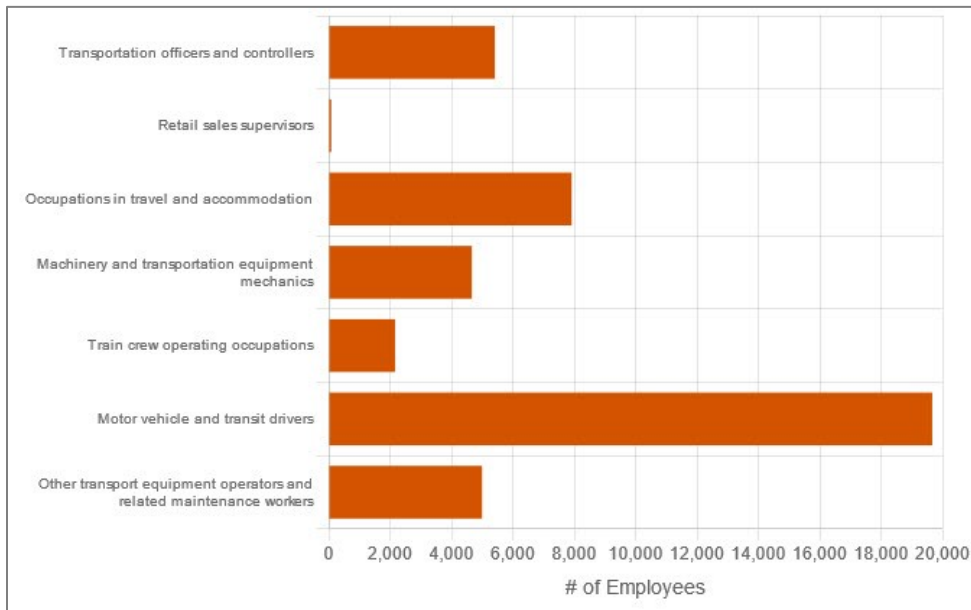
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Recreation & Entertainment:



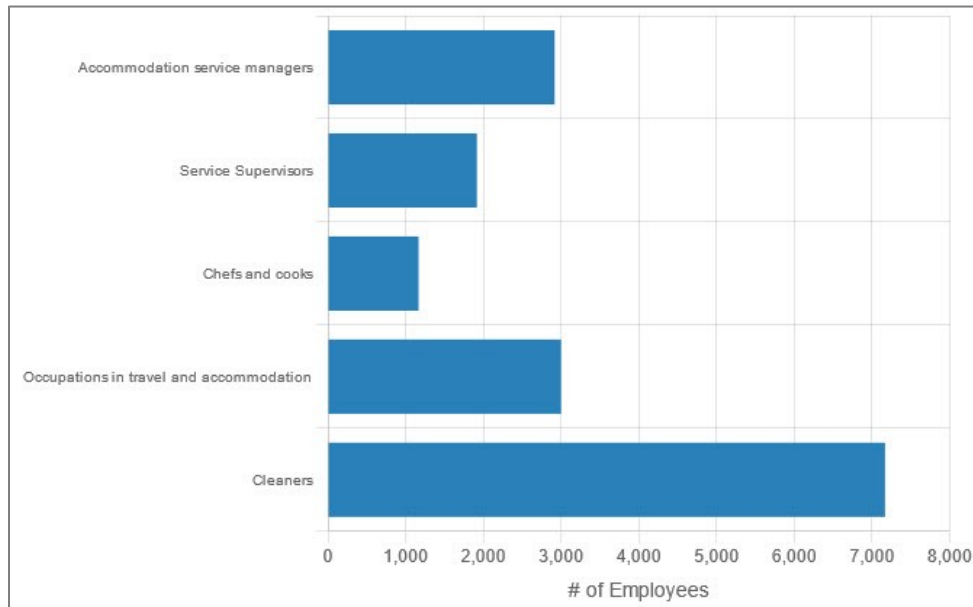
Source: Go2HR <https://www.go2hr.ca/research/employment-tracker>

Transportation & Travel:



Source: Go2HR <https://www.go2hr.ca/research/employment-tracker>

Accommodation:

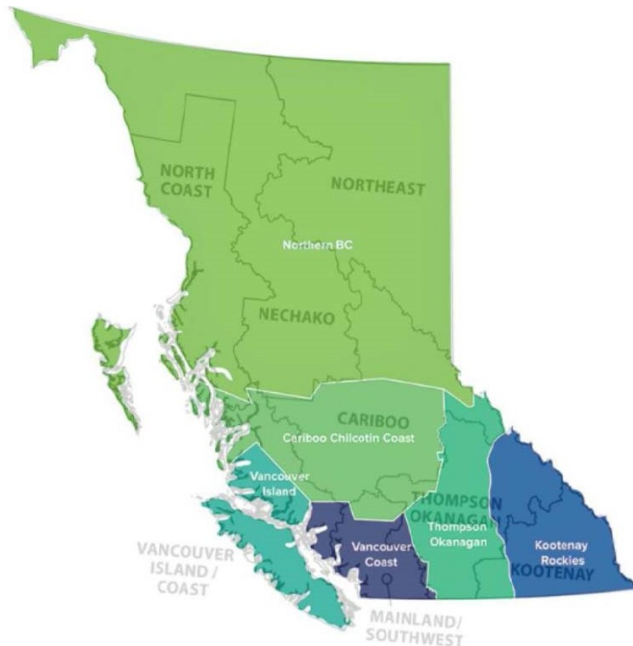


Source: Go2HR <https://www.go2hr.ca/research/employment-tracker>

For detailed information on any of the occupations in the tourism sector, including job description, educational requirements, salary, and more see:

- **Go2HR Career Explorer**
<https://www.go2hr.ca/career-explorer>
- **WorkBC Career Profiles**
<https://www.workbc.ca/plan-career/explore-careers> [search by job title]

3. Hiring Forecast by Region



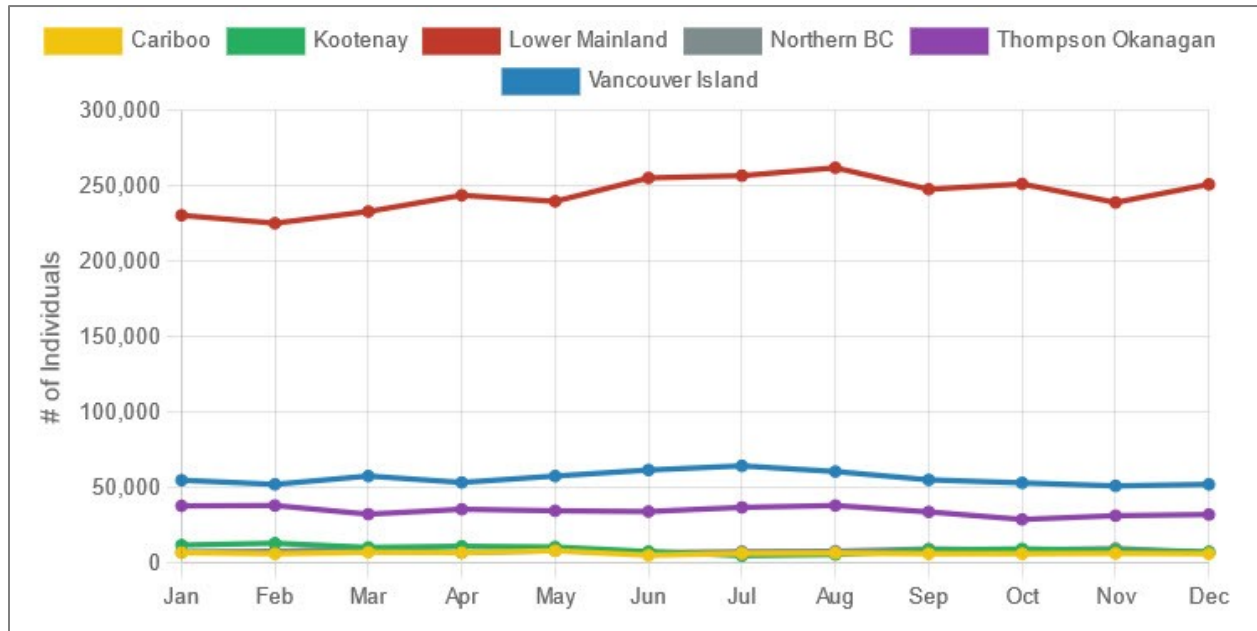
BC is divided into six tourism regions:

- **Cariboo Chilcotin Coast**
<https://www.go2hr.ca/regions/cariboo-chilcotin>
- **Kootenay Rockies**
<https://www.go2hr.ca/regions/kootenay-rockies>
- **Northern BC**
<https://www.go2hr.ca/regions/northern-bc>
- **Thompson Okanagan**
<https://www.go2hr.ca/regions/thompson-okanagan>
- **Vancouver, Coast & Mountains**
<https://www.go2hr.ca/regions/vancouver-coast-mountains>
- **Vancouver Island**
<https://www.go2hr.ca/regions/vancouver-island>

In 2023, the majority of tourism jobs were located in the Lower Mainland (67%), Vancouver Island (16%), and Thompson Okanagan (10%). The remaining employment was distributed among the Kootenays (3%), Northern BC (2%), and Cariboo (1%).

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Source: Go2HR <https://www.go2hr.ca/research/employment-tracker>

For more information see:

- **Destination BC Regional Profiles**
<https://www.destinationbc.ca/research-insights/type/regional-research>
- **Go2HR Regional Labour Market Studies**
<https://www.go2hr.ca/research/regional-labour-market-studies>

4. Finding Jobs

Online Job Postings

- **Go2HR Job Board**
<https://www.go2hr.ca/job-board>
- **Hcareers**
<https://www.hcareers.com>
- **BC Jobs**
<https://www.bcjobs.ca/hospitality-tourism-jobs>
- **Indeed.com**
<https://ca.indeed.com>

Creating a List of Potential Employers

You can use directories to produce lists of employers in the tourism industry in British Columbia. Contact them directly to find out if they're hiring.

- **Tourism Company Directory**
<https://www.go2hr.ca/companies>
- **Tourism Industry Association of BC Membership Directory**
<https://tiabc.ca/members>
- **Hello BC Accommodation Guide**
<https://www.hellobc.com/plan-your-trip/accommodations>

5. Additional Resources

Still looking for more information? Try looking at the following resources:

- **Go2HR**
<https://www.go2hr.ca>
- **Destination British Columbia**
<https://www.destinationbc.ca>
- **Tourism Industry Association of British Columbia**
<https://tiabc.ca>
- **Tourism HR Canada**
<https://tourismhr.ca>

Questions? Please ask the Information Staff at the Central Library or telephone 604-331-3603.

Please note that the information in this guide is also available online through the Skilled Immigrant InfoCentre website at <https://www.vpl.ca/siic>.