



**OKANAGAN
PARTNERSHIP**
Collaborating for
Sustainable Prosperity

Fact Sheet

Tourism Cluster HR Study

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The Tourism Cluster HR Study report can be found at: www.okanaganpartnership.ca/report

Okanagan Partnership

The Okanagan Partnership is a non-profit society working towards a successful and sustainable Okanagan that provides a high quality of life for all inhabitants. The Okanagan Partnership promotes regional partnerships to research, develop and implement strategies based on economic groups, or clusters, that enhance the Okanagan region's global competitive advantage.

Okanagan Tourism Industry

- In 2007 the tourism industry accounted for 4.3 per cent of B.C.'s GDP.
- Tourism BC has an action plan to double tourism revenues by 2015 .
- In the Okanagan, tourism is a vital part of the economic structure with 1,130 firms (8.2 per cent of total firms with employees) employing 11.8 per cent of our labour force .

Okanagan Tourism HR Study

The purpose behind this research and recommendations:

- Attracting and keeping labour, which is key to a thriving tourism industry, is a challenge in the Okanagan.

Challenges include:

1. low unemployment rate in B.C. (4.2% in 2007 - Statistics Canada) makes it harder to fill lower waged jobs.
2. the tourism industry has the lowest average weekly wage of all industries in BC at 395 dollars. (BC Stats: Earning & Employment Trends, December 2007)
3. traditional labour force in tourism - the 15-29 year old, is shrinking (Population Section, BC Stats, Ministry of Labour and Citizen's Services, P.E.O.P.L.E. Run 33, July 2008.)
4. the labour attraction issue in the Okanagan is magnified by the high cost of housing in relation to the average family income. The Okanagan has one of the lowest vacancy rates in Canada (CMHC National vacancy rates, December 2008 show a national rate of 2.2%, a BC rate of 1.0% and a Kelowna rate, the lowest in the country, at 0.3%)

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