



INDIGENOUS TOURISM

LABOUR MARKET RESEARCH

Roots to a Future – Regional Profile – Cariboo Chilcotin Coast



Canada



Funding provided through the Canada-British Columbia
Labour Market Development Agreement.

About the Indigenous Tourism British Columbia (ITBC)

ITBC is a non-profit, stakeholder-based organization that is committed to growing and promoting a sustainable, culturally rich Indigenous tourism industry that envisions a sustainable Indigenous tourism sector with diverse products in every region of the province. Through training, information resources, networking opportunities and co-operative marketing programs, ITBC is a one-stop resource for Indigenous entrepreneurs and communities in British Columbia who are operating or looking to start a tourism business. ITBC works closely with tourism, business, education, and government organizations to help BC's Indigenous tourism businesses offer quality experiences and actively promotes these experiences to visitors and residents.

Project Advisory Committee

The project is guided by a Project Advisory Committee (PAC) consisting of Indigenous and mainstream tourism industry leaders. The members provided advice throughout the project on the research activities, reviewed project reports, and offered guidance on strategic activities.

- Krista Bax, CEO, go2HR
- Sharon Bondhogg, Owner/Operator, Kekuli Café / Director, Indigenous Tourism BC
- Andrea Hinck, Director of Industry Training, go2HR
- Walt Judas, CEO, Tourism Industry Association of BC (TIABC)
- Richard Porges, Acting CEO, Destination BC
- Arun Subramanian, Director of Industry Health & Safety, go2HR
- Sandra White, Sandra White & Associates

Ex-Officio

- Ryan McCormick, BC Ministry of Advanced Education & Training
- Jessica McKierahan, BC Ministry of Tourism, Arts & Culture



The Consultants – O'Neil Marketing & Consulting

O'Neil Marketing & Consulting collaborates with other leaders in Indigenous and tourism research and economic forecasts. For more than 25 years, Beverley O'Neil (Klawum' Patki) of the Ktunaxa Nation has tailored project teams to the client's project. O'Neil and team members have worked on projects that defined Indigenous tourism in British Columbia, Canada, and guided Indigenous people and Nations worldwide in designing tourism experiences that reflect their story. More info: www.designingnations.com

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The views and opinions expressed in this report are those of its author(s) and not the official policy or position of the Government of British Columbia.



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CARIBOO CHILCOTIN COAST





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List of Exhibits

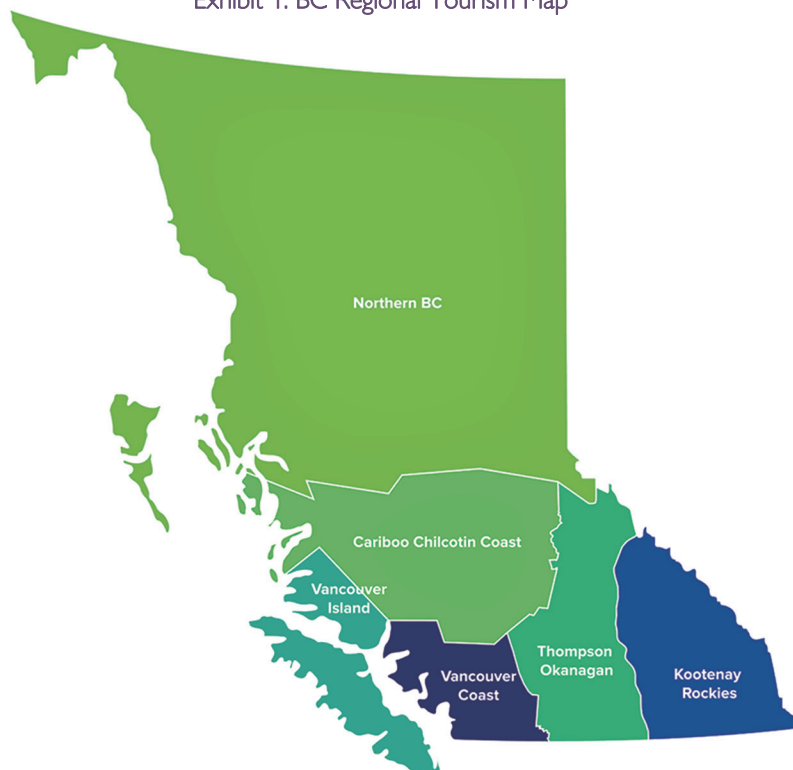
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This section includes a profile of the Indigenous tourism industry in this tourism region. It summarizes the number and type of Indigenous tourism businesses. The Indigenous tourism operator inventory list has been periodically updated for over 20 years for ITBC research and audit projects. This list was also used to calculate industry sectors and changes within those regions. In addition, 2019 regional Indigenous tourism employment estimates by occupation are summarized here from research conducted by the consulting team in 2020. Finally, the 2020 Indigenous tourism business survey results were composed by region to produce the business profile, employee profile and skills and recruitment characteristics. Though it was necessary to combine business survey results for several regions due to small sample sizes – e.g., Northern BC with the Cariboo Chilcotin Coast, and Kootenay Rockies with the Thompson Okanagan region.

Exhibit 1: BC Regional Tourism Map



CARIBOO CHILCOTIN COAST



Exhibit 2: Cariboo Chilcotin Coast – Indigenous Tourism Operators by Sector 2020

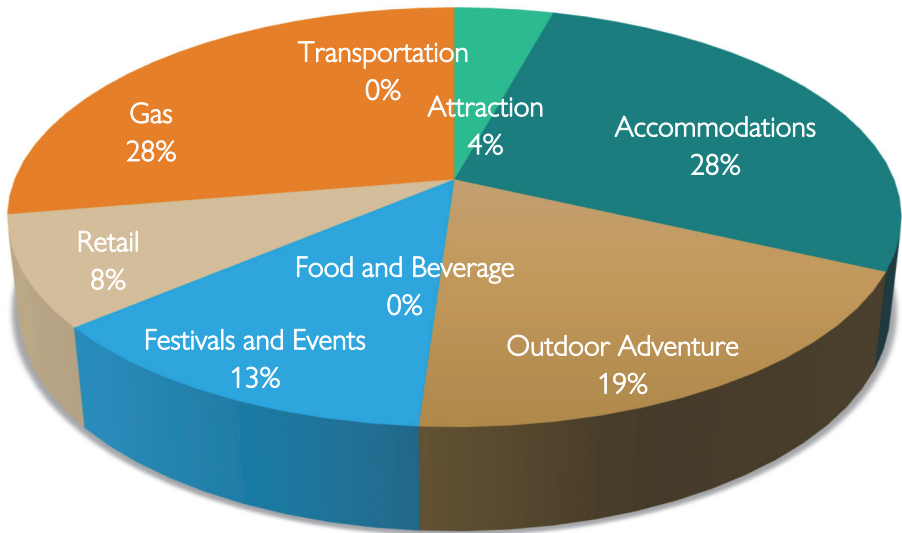


Exhibit 3: Cariboo Chilcotin Coast – Indigenous Tourism Operators by Sector 2003 to 2020

Primary Tourism Sector	# 2020	% 2020	# 2017	% 2017	# 2003	% 2003	% Change since 2017	% Change since 2003
Attraction	2	4%	4	10%	2	14%	-100%	0%
Accommodations	13	28%	9	23%	7	50%	44%	86%
Outdoor Adventure	9	19%	9	23%	3	21%	0%	200%
Food and Beverage	0	0%	0	0%	0	0%	100%	0%
Festivals and Events	6	13%	1	3%	1	7%	500%	500%
Retail	4	9%	17	43%	1	7%	-76%	300%
Gas	13	28%	0	0%	0	0%	1000%	100%
Transportation	0	0%	0	0%	0	0%	100%	0%
Total	47	100%	40	100%	14	100%	18%	236%

Exhibit 4: Cariboo Chilcotin Coast – Change in Businesses Since 2017

	2020
Previous # of businesses operating	40
LESS: No longer operating	0
= Continued operating	40
ADD: New Indigenous businesses	7
= Current Indigenous businesses operating	47
NET Change # Businesses (Gain/-Loss) since 2017	7
% Change over previous period	18%

NOTE: New Indigenous businesses are businesses that were not included in the 2017 BC Indigenous tourism operators list.

Exhibit 5: Cariboo Chilcotin Coast – Percentage Ownership by Type

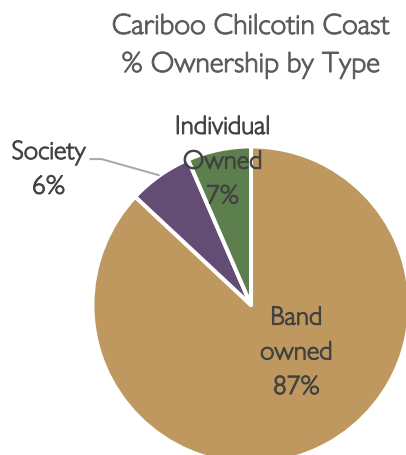


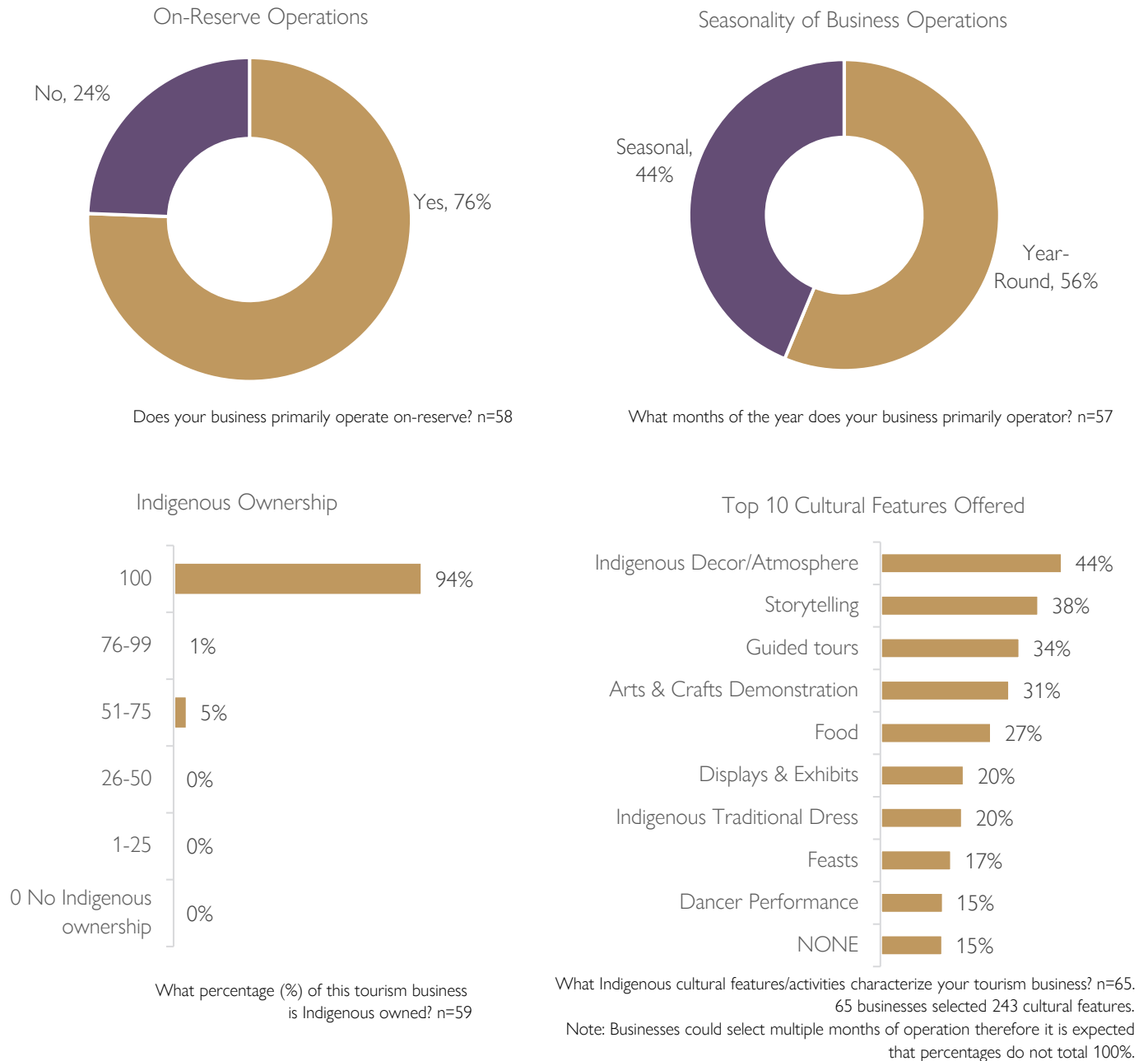
Exhibit 6: Cariboo Chilcotin Coast – Employment by National Occupation Code (NOC)

Cariboo Chilcotin Coast	Employed	% of Regional Total	% of Occupation Total			
			FT	% FT	PT	% PT
Outdoor Sport and Recreational Guides	124	25%	94	76%	30	24%
Tour and Travel Guides	104	21%	81	78%	23	22%
Service Station Attendants	40	8%	30	75%	10	25%
Light Duty Cleaners	33	7%	33	100%	0	0%
Retail and Wholesale Trade Managers	33	7%	33	100%	0	0%
Food Counter Attendants, Kitchen Helpers and Related Support Occupations	28	6%	28	100%	0	0%
Retail Salesperson	23	5%	5	22%	18	78%
Accommodation Service Managers	20	4%	18	88%	3	13%
Cashiers	20	4%	10	50%	10	50%
Bus Drivers, Subway Operators and Other Transit Operators	18	4%	0	0%	18	100%
Janitors, Caretakers and Building Superintendents	10	2%	8	75%	3	25%
Administrative Assistant	5	1%	5	100%	0	0%
Chefs	5	1%	5	100%	0	0%
Cooks	5	1%	5	100%	0	0%
Executive Housekeepers	5	1%	5	100%	0	0%
Landscaping and Grounds Maintenance Labourers	5	1%	5	100%	0	0%
Support Occupations in Accommodation, Travel and Facilities Set-Up Services	5	1%	0	0%	5	100%
Accommodation, Travel, Tourism and Related Services Supervisors	3	1%	3	100%	0	0%
Financial Managers	3	1%	3	100%	0	0%
Hotel Front Desk Clerks	3	1%	3	100%	0	0%
Library, Archive, Museum and Art Gallery Managers	3	1%	0	0%	3	100%
All Occupations in CCC	493	100%	372	75%	121	25%

Northern BC and Cariboo Chilcotin Coast – Indigenous Tourism Business Survey Results

Business Profile

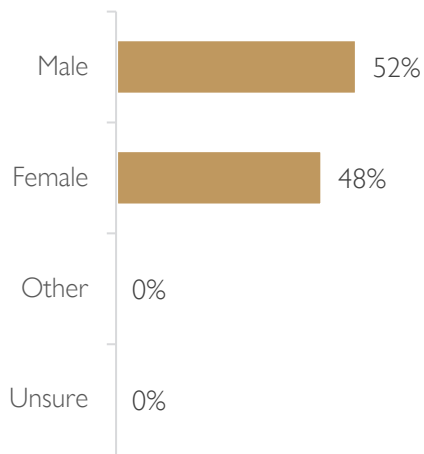
Exhibit 7: Northern BC and Cariboo Chilcotin Coast – Indigenous Tourism Business Profile



Employee Profile

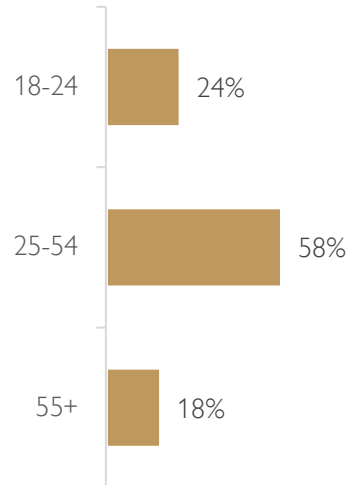
Exhibit 8: Northern BC and Cariboo Chilcotin Coast – Indigenous Tourism Business Employee Profile

Gender of Business Employees
(Average %)



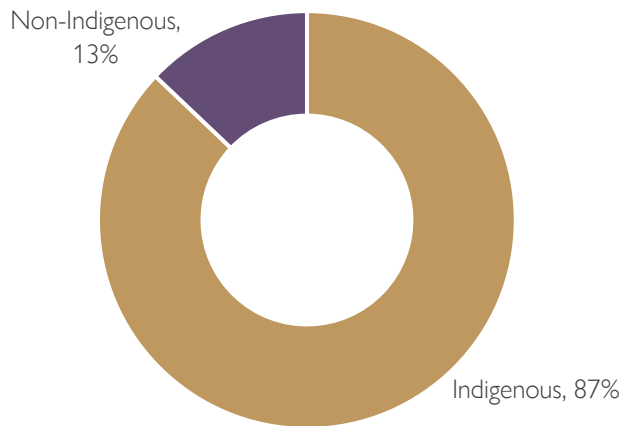
How many employees are typically male, female, other, unsure? n=32

Age of Business Employees
(Average %)



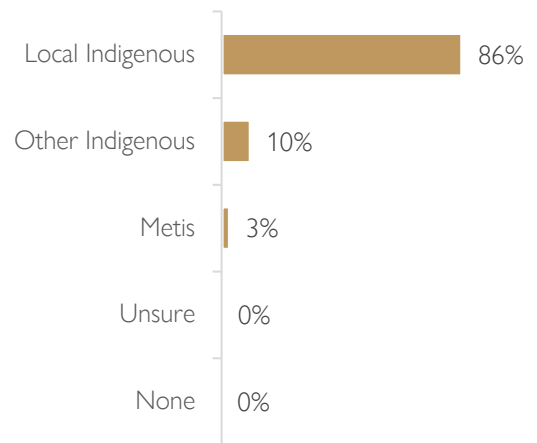
Overall, how many employees fall in each of the following age categories? n=32

Indigenous Employees
(Average %)



Overall, about how many or what percent of these employees were? n=54

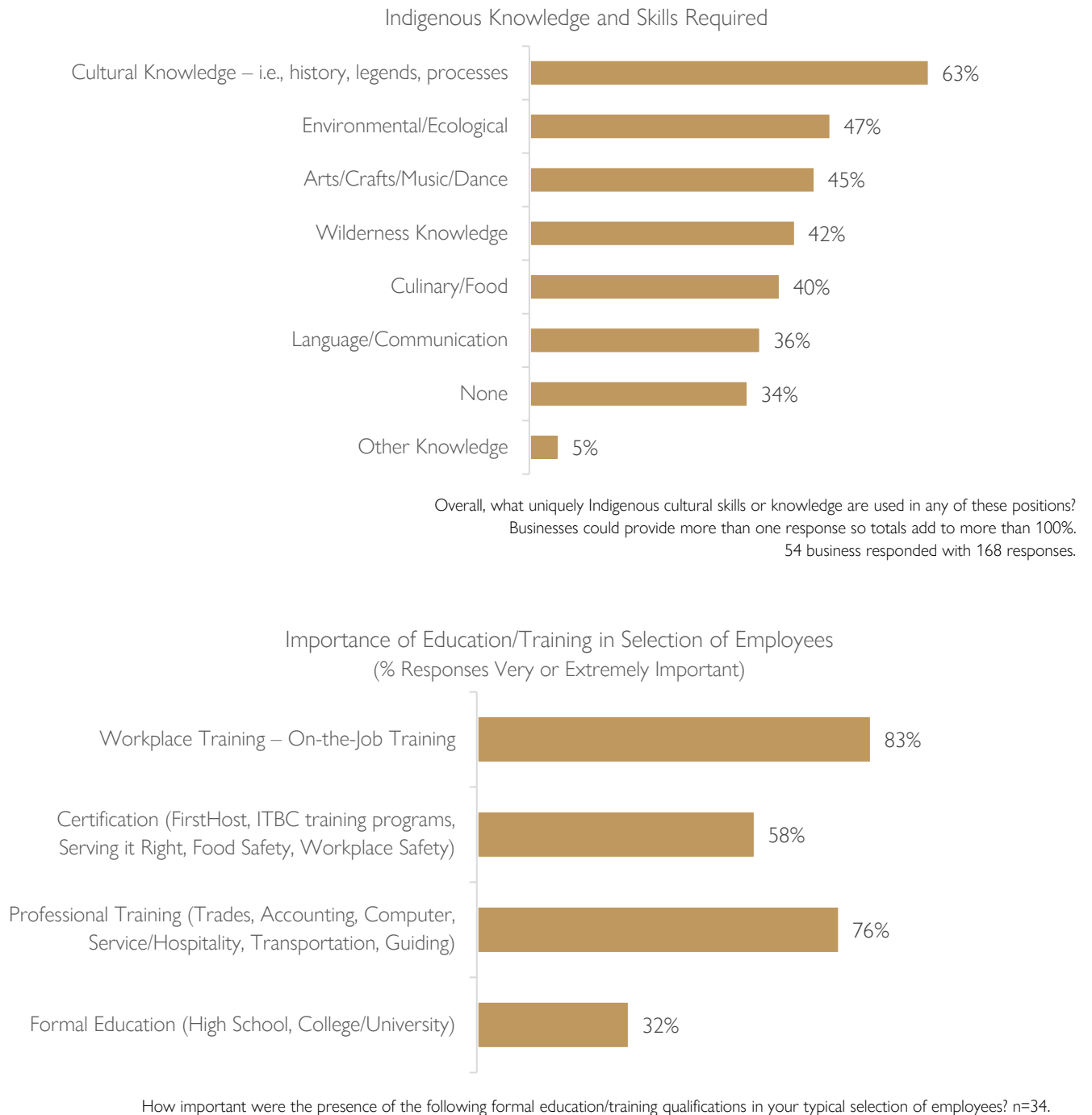
Origin of Indigenous Employees
(Average %)

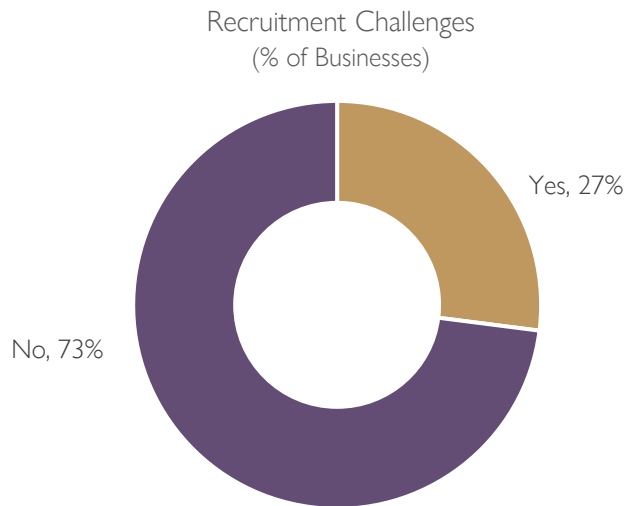


Overall, about how many or what percent of the Indigenous personnel were? n=54

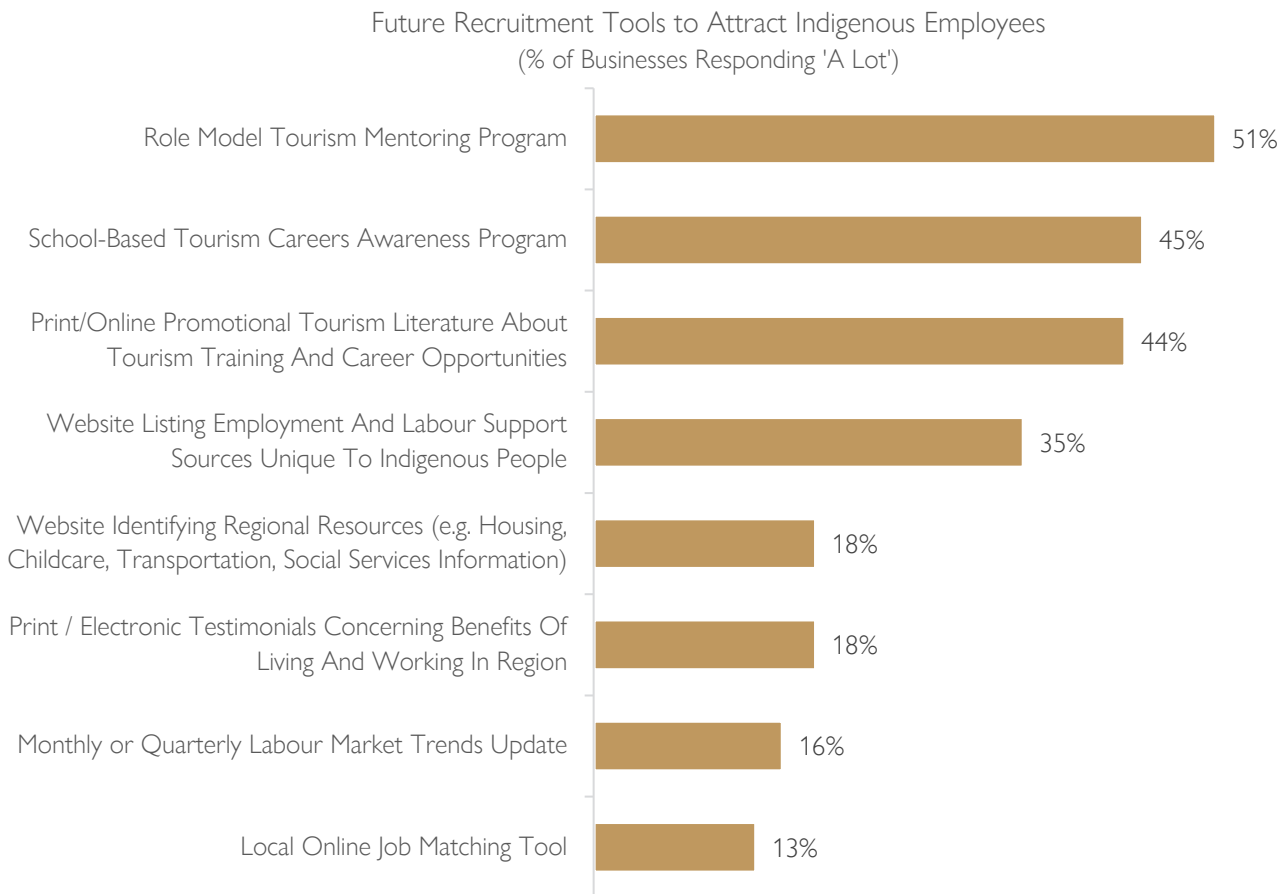
Skills and Recruitment

Exhibit 9: Northern BC and Cariboo Chilcotin Coast – Indigenous Tourism Business Skills and Recruitment Profile





Overall, did your tourism business have any challenges recruiting its required employee complement in 2019, n=35



Over the next 5 years (2020/24), to what extent would the availability of the following recruitment tools help your company attract Indigenous employees?

Not At All, Somewhat, A lot

n=32. Small sample sizes please use caution when interpreting.



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