



INDIGENOUS TOURISM

# LABOUR MARKET RESEARCH

Roots to a Future – Regional Profile – Northern BC



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](http://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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## INDIGENOUS TOURISM LABOUR MARKET RESEARCH

### Roots to a Future – Regional Profiles Northern BC

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## INDIGENOUS TOURISM LABOUR MARKET RESEARCH Roots to a Future – Regional Profile Northern BC

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



# NORTHERN BC



Exhibit 2: Northern BC – Indigenous Tourism Operators by Sector 2020

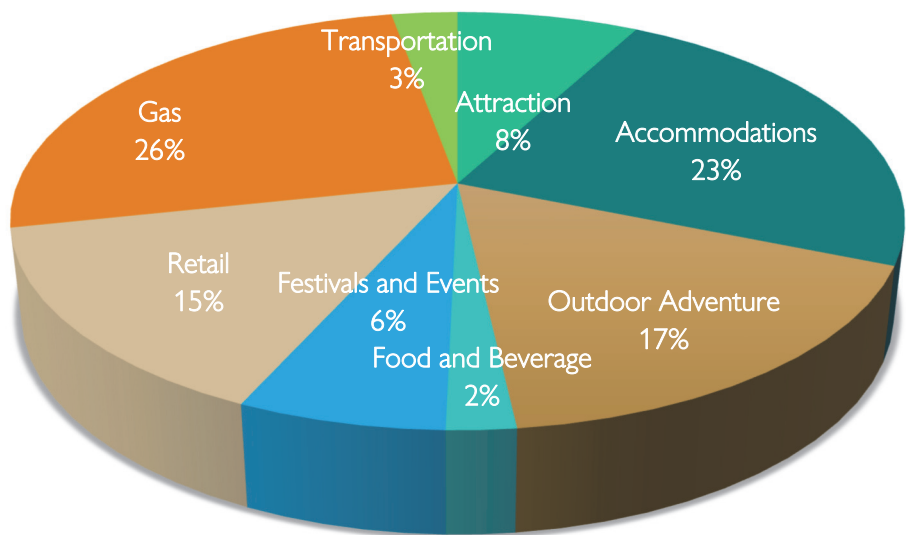


Exhibit 3: Northern BC – Indigenous Tourism Operators by Sector 2003 to 2020

| Primary Tourism Sector | # 2020     | % 2020      | # 2017     | % 2017      | # 2003    | % 2003      | % Change since 2017 | % Change since 2003 |
|------------------------|------------|-------------|------------|-------------|-----------|-------------|---------------------|---------------------|
| Attraction             | 11         | 8%          | 11         | 10%         | 5         | 16%         | 0%                  | 120%                |
| Accommodations         | 33         | 23%         | 13         | 12%         | 2         | 6%          | 154%                | 1550%               |
| Outdoor Adventure      | 24         | 17%         | 18         | 17%         | 7         | 23%         | 33%                 | 243%                |
| Food and Beverage      | 3          | 2%          | 1          | 1%          | 0         | 0%          | 200%                | 100%                |
| Festivals and Events   | 9          | 6%          | 8          | 8%          | 6         | 19%         | 13%                 | 50%                 |
| Retail                 | 21         | 15%         | 21         | 20%         | 10        | 32%         | 0%                  | 110%                |
| Gas                    | 36         | 26%         | 31         | 30%         | 1         | 3%          | 16%                 | 3500%               |
| Transportation         | 4          | 3%          | 2          | 2%          | 0         | 0%          | 100%                | 100%                |
| <b>Total</b>           | <b>141</b> | <b>100%</b> | <b>105</b> | <b>100%</b> | <b>31</b> | <b>100%</b> | <b>34%</b>          | <b>355%</b>         |

Exhibit 4: Northern BC – Change in Businesses Since 2017

|                                                  | 2020       |
|--------------------------------------------------|------------|
| Previous # of businesses operating               | 105        |
| LESS: No longer operating                        | 3          |
| <b>= Continued operating</b>                     | <b>102</b> |
| ADD: New Indigenous businesses                   | 39         |
| <b>= Current Indigenous businesses operating</b> | <b>141</b> |
| NET Change # Businesses (Gain/-Loss) since 2017  | 36         |
| % Change over previous period                    | 34%        |

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

Exhibit 5: Northern BC – Percentage Ownership by Type

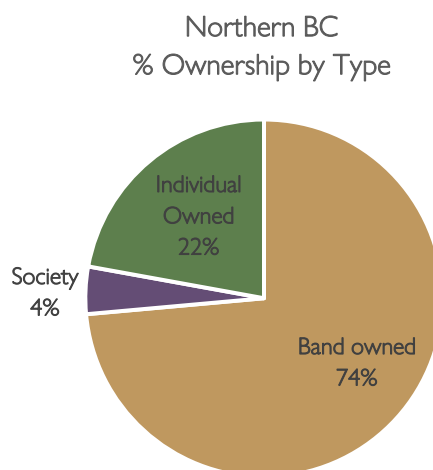


Exhibit 6: Northern BC – Employment by National Occupation Code (NOC)

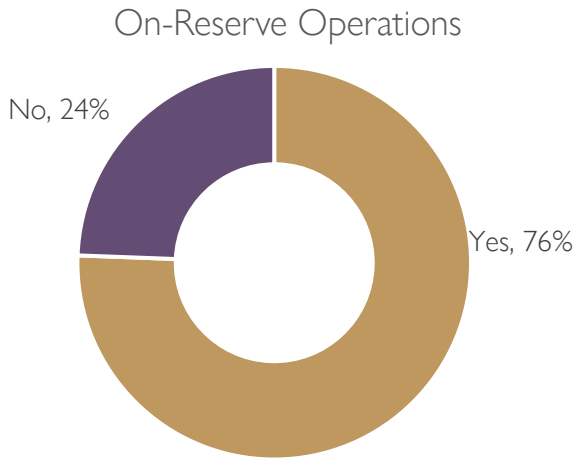
| Northern BC                                                                 | Employed   | % of Regional Total | % of Occupation Total |            |            |            |
|-----------------------------------------------------------------------------|------------|---------------------|-----------------------|------------|------------|------------|
|                                                                             |            |                     | FT                    | % FT       | PT         | % PT       |
| Accommodation Service Managers                                              | 25         | 4%                  | 25                    | 100%       | 0          | 0%         |
| Administrative Assistant                                                    | 10         | 2%                  | 10                    | 100%       | 0          | 0%         |
| Administrative Officers                                                     | 3          | 0%                  | 3                     | 100%       | 0          | 0%         |
| Artisans and Craftspersons                                                  | 10         | 2%                  | 0                     | 0%         | 10         | 100%       |
| Bartenders                                                                  | 5          | 1%                  | 3                     | 50%        | 3          | 50%        |
| Bus Drivers, Subway Operators and Other Transit Operators                   | 20         | 3%                  | 18                    | 88%        | 3          | 13%        |
| Chefs                                                                       | 10         | 2%                  | 10                    | 100%       | 0          | 0%         |
| Cooks                                                                       | 13         | 2%                  | 8                     | 60%        | 5          | 40%        |
| Dancers                                                                     | 13         | 2%                  | 0                     | 0%         | 13         | 100%       |
| Employment Coordinator                                                      | 3          | 0%                  | 0                     | 0%         | 3          | 100%       |
| Food and Beverage Servers                                                   | 71         | 11%                 | 40                    | 57%        | 30         | 43%        |
| Food Counter Attendants, Kitchen Helpers and Related Support Occupations    | 20         | 3%                  | 20                    | 100%       | 0          | 0%         |
| Hotel Front Desk Clerks                                                     | 18         | 3%                  | 15                    | 86%        | 3          | 14%        |
| Janitors, Caretakers and Building Superintendents                           | 43         | 7%                  | 13                    | 29%        | 30         | 71%        |
| Landscaping and Grounds Maintenance Labourers                               | 3          | 0%                  | 0                     | 0%         | 3          | 100%       |
| Lawyers and Quebec Notaries                                                 | 3          | 0%                  | 0                     | 0%         | 3          | 100%       |
| Library, Archive, Museum and Art Gallery Managers                           | 5          | 1%                  | 5                     | 100%       | 0          | 0%         |
| Light Duty Cleaners                                                         | 28         | 4%                  | 15                    | 55%        | 13         | 45%        |
| Other Customer and Information Services Representatives                     | 3          | 0%                  | 3                     | 100%       | 0          | 0%         |
| Outdoor Sport and Recreational Guides                                       | 38         | 6%                  | 25                    | 67%        | 13         | 33%        |
| Restaurant and Food Service Managers                                        | 28         | 4%                  | 28                    | 100%       | 0          | 0%         |
| Retail and Wholesale Trade Managers                                         | 51         | 8%                  | 51                    | 100%       | 0          | 0%         |
| Retail Salesperson                                                          | 43         | 7%                  | 23                    | 53%        | 20         | 47%        |
| Service Station Attendants                                                  | 66         | 10%                 | 51                    | 77%        | 15         | 23%        |
| Social Workers                                                              | 5          | 1%                  | 3                     | 50%        | 3          | 50%        |
| Support Occupations in Accommodation, Travel and Facilities Set-Up Services | 30         | 5%                  | 25                    | 83%        | 5          | 17%        |
| Technical Occupations Related to Museums and Art Galleries                  | 68         | 11%                 | 5                     | 7%         | 63         | 93%        |
| Tour and Travel Guides                                                      | 18         | 3%                  | 10                    | 57%        | 8          | 43%        |
| <b>All Occupations in NBC</b>                                               | <b>650</b> | <b>100%</b>         | <b>407</b>            | <b>63%</b> | <b>243</b> | <b>37%</b> |



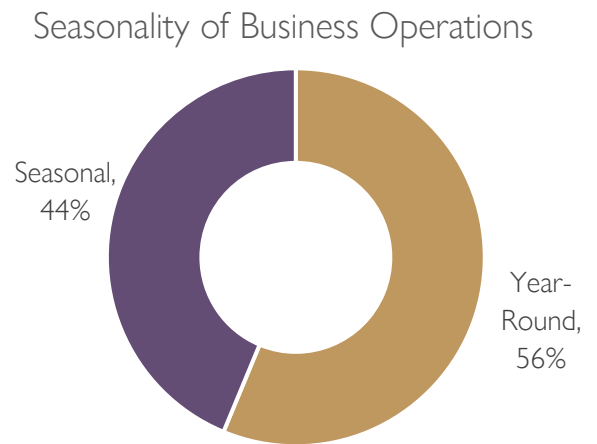
## Northern BC and Cariboo Chilcotin Coast – Indigenous Tourism Business Survey Results

### Business Profile

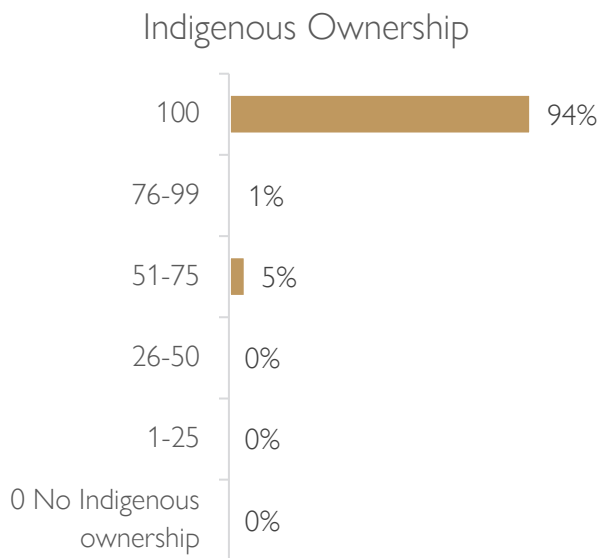
Exhibit 7: Northern BC and Cariboo Chilcotin Coast – Indigenous Tourism Business Profile



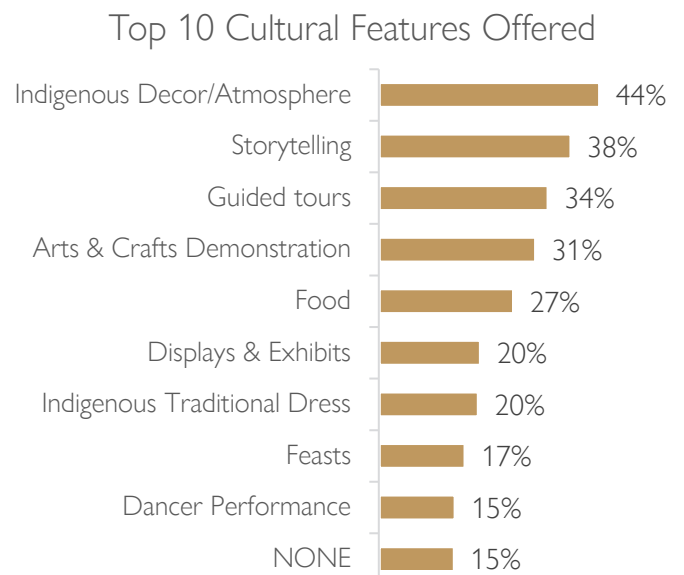
Does your business primarily operate on-reserve? n=58



What months of the year does your business primarily operator? n=57



What percentage (%) of this tourism business is Indigenous owned? n=59



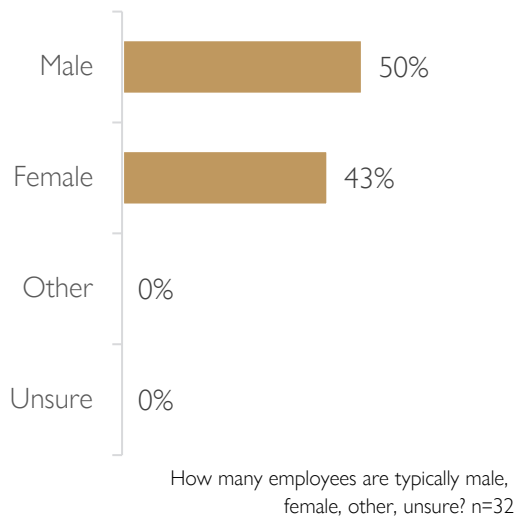
What Indigenous cultural features/activities characterize your tourism business? n=65.  
65 businesses selected 243 cultural features.

Note: Businesses could select multiple months of operation therefore it is expected that percentages do not total 100%.

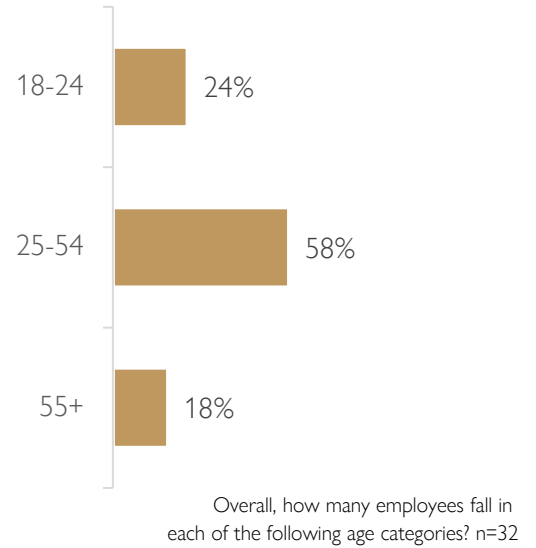
## Employee Profile

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

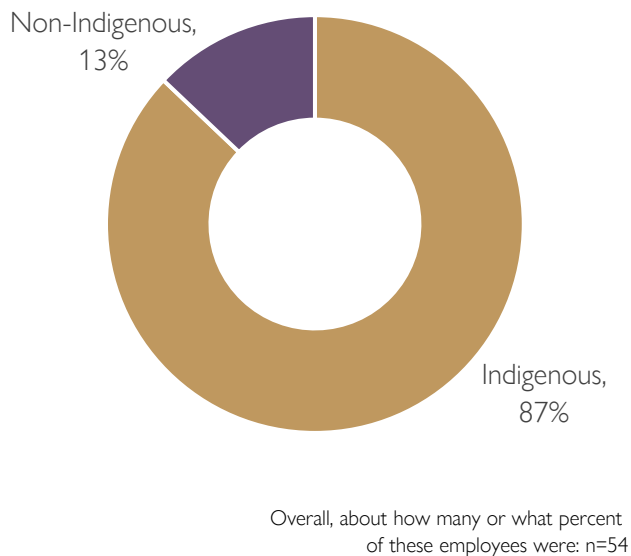
Gender of Business Employees  
(Average %)



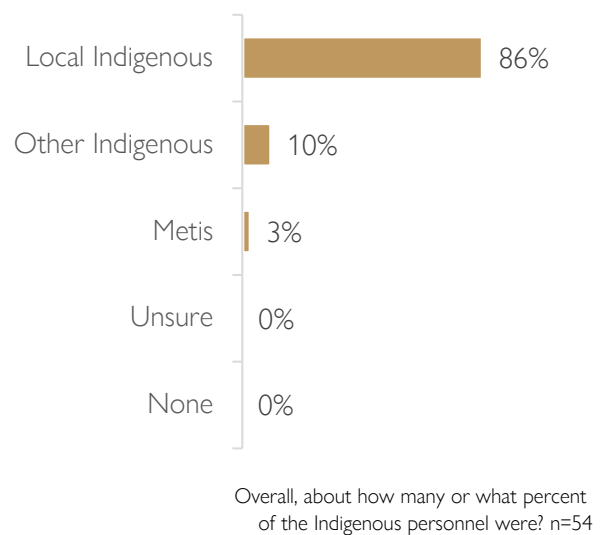
Age of Business Employees  
(Average %)



Indigenous Employees  
(Average %)



Origin of Indigenous Employees  
(Average %)

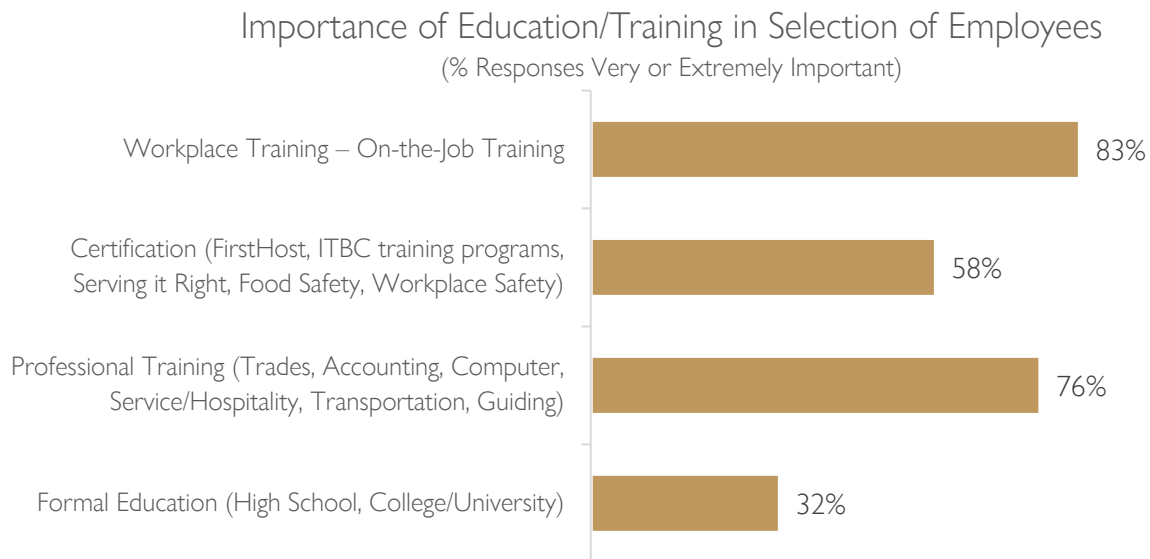


## Skills and Recruitment

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

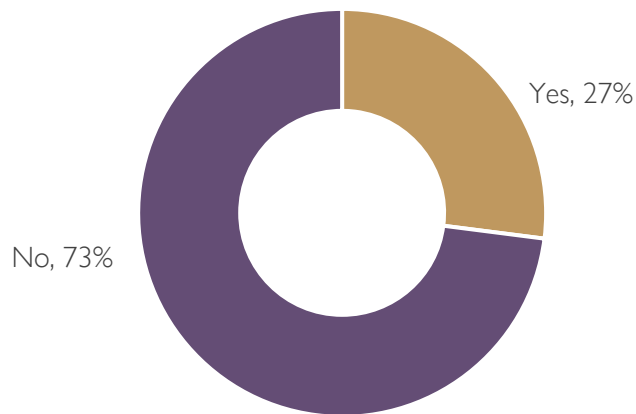


Overall, what uniquely Indigenous cultural skills or knowledge are used in any of these positions?  
Businesses could provide more than one response so totals add to more than 100%.  
54 business responded with 168 responses.



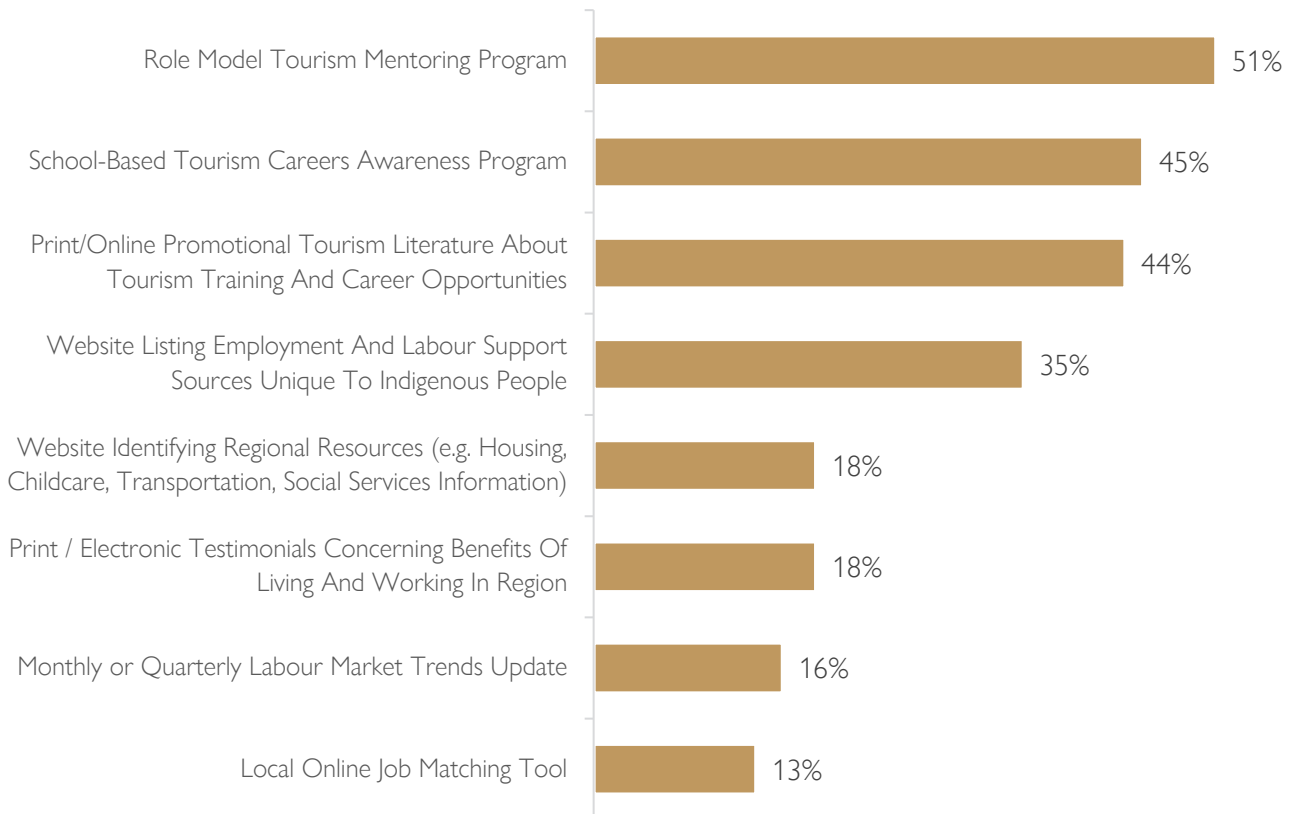
How important were the presence of the following formal education/training qualifications in your typical selection of employees? n=34.

### Recruitment Challenges (% of Businesses)



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

### Future Recruitment Tools to Attract Indigenous Employees (% of Businesses Responding 'A Lot')



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.

