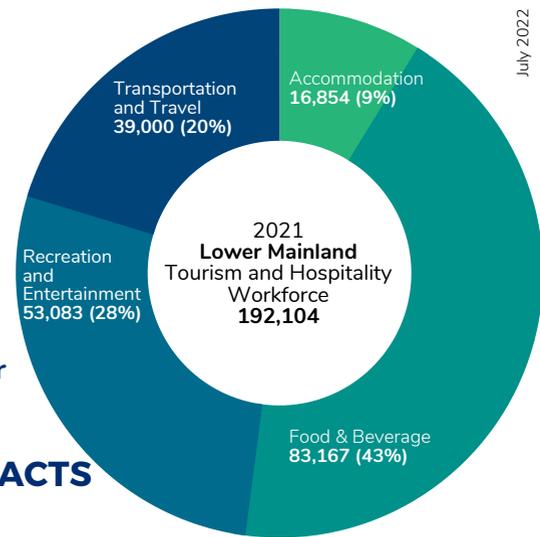


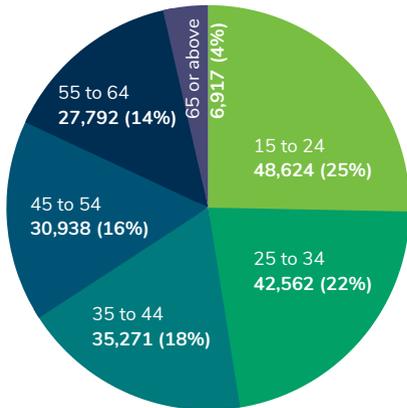
BC Tourism and Hospitality Workforce Profile

LOWER MAINLAND HIGHLIGHTS

The tourism and hospitality industry in the **Lower Mainland** region employed 192,104 employees in 2021, approximately 11% of the region's total employment. [Click here](#) to download the complete **Lower Mainland Workforce Profile** and 10 other workforce profiles



DEMOGRAPHICS



46%

of Lower Mainland workers are a visible minority

64%

of Lower Mainland workers are employed full-time

47%

of Lower Mainland workers are female

68%

of Lower Mainland workers are permanent

TOP JOBS

- 1 Food counter attendants (26,521)
- 2 Occupations in food and beverage service (22,604)
- 3 Chefs and cooks (21,021)
- 4 Food service supervisors (17,000)
- 5 Motor vehicle and transit drivers (12,354)

55%

2022 average hourly wage to date in the region is **55% higher than minimum wage**

\$24.40

2021 average hourly wage for the region, **up 11% from 2019**

COVID-19 IMPACTS



16%

drop in Lower Mainland tourism and hospitality employment from 2019 to 2021

14%

drop in Lower Mainland food and beverage employment from 2019 to 2021

23%

drop in Lower Mainland transportation and travel employment from 2019 to 2021

EMPLOYER SENTIMENT

47%

of Lower Mainland tourism and hospitality workers are under 35, creating the opportunity for long-term career development

Key issues for region **employers** are

- re-engaging female and full-time workers (employment dropped 17% and 20%, respectively)
- recruiting more Indigenous workers (13% of workforce)

WORKER SENTIMENT

60%

of Lower Mainland tourism and hospitality workers are relatively optimistic about future work opportunities

Key issues for region **employees** are

- wages
- predictability and seasonality of work
- increased health and safety concerns post-pandemic

Key Indicators	Lower Mainland	Vancouver Island	Thompson Okanagan	Kootenay	Cariboo	Northern BC
Employment (2021)	192,104	47,563	33,063	8,042	8,542	298,250
Employment Impact (2021 vs. 2019)	-16%	-11%	-11%	-17%	-6%	-14%

