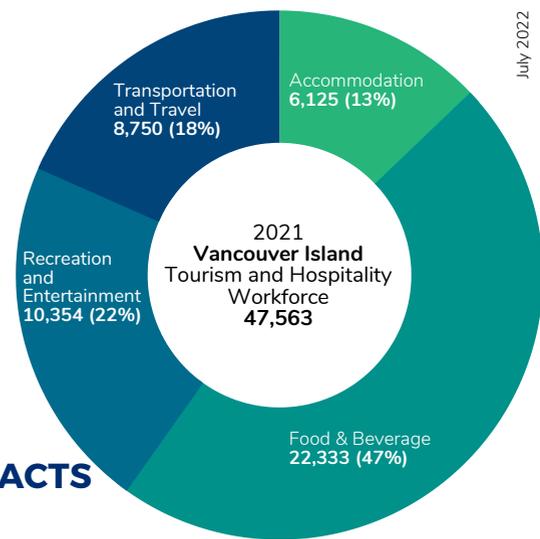


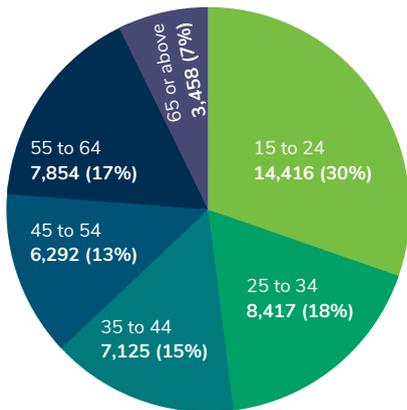
BC Tourism and Hospitality Workforce Profile

VANCOUVER ISLAND HIGHLIGHTS

The tourism and hospitality industry in the **Vancouver Island** region employed 47,563 employees in 2021, approximately 11% of the region's total employment. [Click here](#) to download the complete **Vancouver Island Workforce Profile** and 10 other workforce profiles



DEMOGRAPHICS



8%

of Vancouver Island workers are Indigenous

58%

of Vancouver Island workers are employed full-time

46%

of Vancouver Island workers are female

73%

of Vancouver Island workers are permanent

TOP JOBS

- 1 Food counter attendants (7,354)
- 2 Chefs and cooks (6,938)
- 3 Occupations in food and beverage service (5,667)
- 4 Food service supervisors (5,271)
- 5 Motor vehicle and transit drivers (2,792)

39%

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

\$22.00

2021 average hourly wage for the region, up **10% from 2019**

COVID-19 IMPACTS



11%

drop in Vancouver Island tourism and hospitality employment from 2019 to 2021



13%

drop in Vancouver Island recreation and entertainment employment from 2019 to 2021



28%

drop in Vancouver Island accommodation employment from 2019 to 2021

EMPLOYER SENTIMENT

48%

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

Key issues for region **employers** are

- 24% of workers are 55+
- re-engaging seasonal workers (66% drop from 2019 to 2021)
- recruiting more visible minority workers (15% of workforce)

WORKER SENTIMENT

58%

of Vancouver Island 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%

