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THE TOURISM & HOSPITALITY WORKFORCE PROFILE OF BRITISH COLUMBIA



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THE WORKFORCE PROFILE

In 2020, the global onset of the COVID-19 pandemic triggered unprecedented challenges in the Tourism and hospitality industry, marked by extensive layoffs, widespread business closures, and profound uncertainty about the pandemic's short-term and long-term effects on both the demand for and supply of labor within the sector. The subsequent years witnessed the industry, along with the broader economy, navigating through these turbulent times, striving for recovery. By 2023, notable strides towards rejuvenation were evident, yet the path to full recovery remains dotted with ongoing challenges, underscoring the need for continued, concerted efforts.

This context sets the stage for the labour market information project initiated by go2HR in 2021, aimed at providing a comprehensive and evolving snapshot of the industry's labour market at provincial, regional, and sectoral levels. These workforce profiles, now encompassing data up to and including the year 2023, offer a detailed understanding of the labour market dynamics, spotlighting the workforce characteristics, and delineating the trajectory of the industry's recovery. This information is crucial for developing effective strategies and policies that not only aid the industry's current recovery but also strengthen its long-term stability.

This report focuses on the province of British Columbia, presenting an in-depth profile of its industry workforce. The analysis utilizes detailed Labor Force Survey data, gathered monthly by Statistics Canada¹, and incorporates additional data sources such as Census information.

¹ Readers should be aware that the LFS is a sample survey and estimates are subject to both sampling and non-sampling errors. Sample bias increases as sample size decreases. Unless otherwise stated, all information contained in this report is based on LFS data.



BC's Tourism and Hospitality industry is comprised of companies who provide accommodation, food and beverage, recreation and entertainment, and transportation and travel services. Some examples of such businesses include hotels, motels, bed and breakfasts, and resorts; restaurants, pubs, cafes, and lounges; arts and cultural facilities, sporting and recreation establishments, natural attractions and parks; and air, water, and automotive transportation service and travel information and booking businesses. The industry is known world-wide for providing access to renowned travel, recreational, cultural, and culinary experiences, from outdoor activities like whale watching, hiking, and skiing, to cultural venues like art galleries and museums, and fine dining and wine touring.

The industry is a growing and dynamic one, with areas such as adventure and indigenous tourism becoming increasingly popular, adding to the industry's breadth of businesses and services that are major economic generators for the province. In 2021, the Tourism and Hospitality industry in BC generated over \$13 billion in revenues and welcomed approximately 2.5 million international overnight visitors. The province had more than 16,000 tourism-related businesses in that year. The industry contributed nearly \$1.4 billion in provincial taxes and made a direct contribution of \$5.0 billion to BC's gross domestic product in 2021.²

In 2023, the Tourism and Hospitality industry employed nearly 344,000 workers. Of these, almost half (44%) worked in the food and beverage sector, with an additional 29% in the recreation and entertainment sector, 18% in transportation and travel, and 9% in accommodation. The majority of these jobs were located in the Lower Mainland (67%), Vancouver Island (16%), and Thompson Okanagan (10%). The remaining employment was distributed among the Kootenays (3%), Northern BC (2%), and Cariboo (1%). Despite the challenges posed by the pandemic, the industry has experienced a robust recovery and is anticipated to continue growing. Future projections suggest an average annual employment

² [Tourism Research - Province of British Columbia \(gov.bc.ca\)](https://www2.gov.bc.ca/gov2/tourism-research)

growth rate of 1.3% from 2023 to 2033, with an expected 122,900 job openings during this period.³

Popular destinations, attractions, and activities exist in all regions of the province. Some highlights include the small mountain towns, parks and outdoor adventure activities found in the Kootenays, the relaxed seaside villages and wild coastline of Vancouver Island, the lakes and vineyards of the Okanagan valley, and the temperate rainforests and abundant wildlife of the north coast and Haida Gwaii archipelago⁴.

This series of workforce profiles follows the Tourism Satellite Account's definition of the Tourism and Hospitality sector, in particular, the NAICs Codes that are used to define the industry. Those NAICs codes are:

- Accommodation:
 - 7211 Traveller accommodation
 - 7212 Recreational vehicle (RV) parks and recreational camps
- Food and Beverage Services:
 - 7224 Drinking places (alcoholic beverages)
 - 7225 Full-service restaurants and limited-service eating places
- Recreation and Entertainment:
 - 5121 Motion picture and video exhibition
 - 7111 Performing arts companies
 - 7112 Spectator sports
 - 7115 Independent artists, writers and performers
 - 7121 Heritage institutions
 - 7131 Amusement parks and arcades
 - 7132 Gambling industries
 - 7139 Other amusement and recreation industries
- Transportation and Travel Services:
 - 4811 Scheduled air transport
 - 4812 Non-scheduled air transport
 - 4821 Rail transportation
 - 4831 Deep sea, coastal and great lakes water transportation
 - 4832 Inland water transportation
 - 4851 Urban transit systems
 - 4852 Interurban and rural bus transportation
 - 4853 Taxi and limousine service
 - 4854 School and employee bus transportation
 - 4855 Charter bus industry
 - 4859 Other transit and ground passenger transportation
 - 4871 Scenic and sightseeing transportation – land
 - 4872 Scenic and sightseeing transportation – water
 - 4879 Scenic and sightseeing transportation – other
 - 5321 Automotive equipment rental and leasing
 - 5615 Travel arrangement and reservation services

Note: Any business is assigned to only one NAICs code, corresponding to the industry classification from which it generates its greatest revenues. NAICs Codes can be found at the following link:
<https://www23.statcan.gc.ca/imdb/p3VD.pl?Function=getVD&TVD=380372>

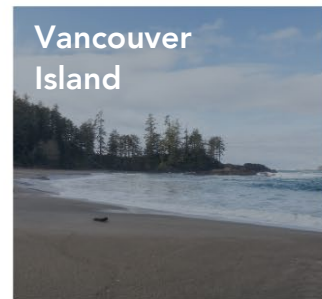
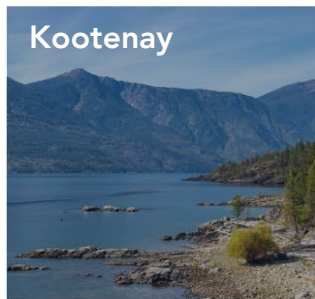
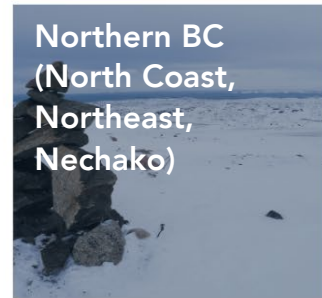
³ https://www.workbc.ca/sites/default/files/2023-11/MPSEFS_11803_BC_Jobs_LMO_2023_FINAL..pdf

⁴ *Top Tourist Attractions in BC*, Lana Law, 2020. <https://www.planetware.com/tourist-attractions-/british-columbia-cdn-bc-bc.htm>



BREAKDOWN OF BC'S DEVELOPMENT AND TOURISM REGIONS

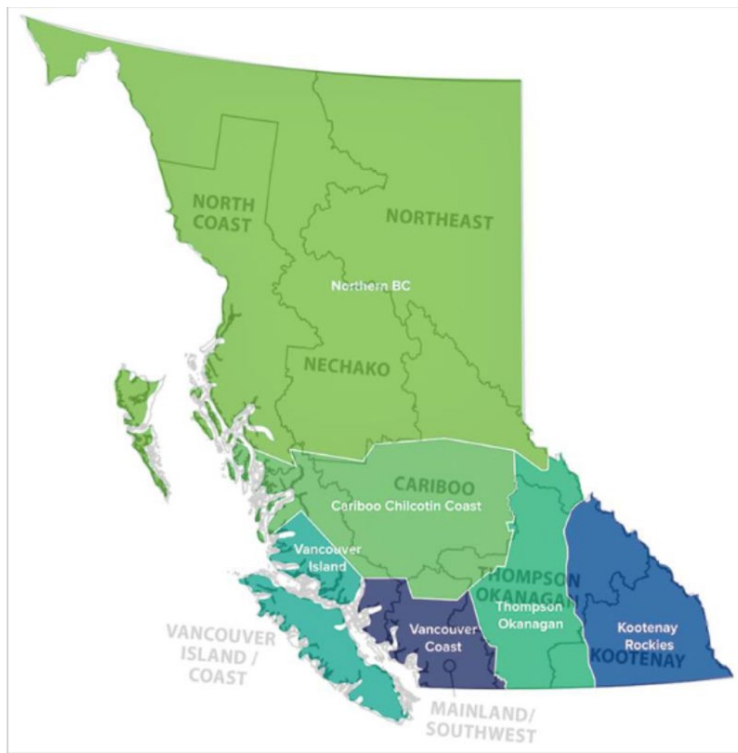
There are eight development regions in BC. The series of regional reports combines the three most northerly regions, presenting data for six development regions:



Map of Tourism and Development Regions of British Columbia

The map to the right indicates the development regions of British Columbia (displayed in dark text) and the tourism regions of British Columbia (displayed in white text). Some of the development and tourism regions may have the same name but represent slightly different geographic areas.

As indicated in the map, there is some commonality between the two sets of regional definitions (i.e. tourism vs development regions), however, no region aligns perfectly with their counterpart in the opposite set. For example:



- The Thompson Okanagan Tourism Region covers about half of the original Thompson Okanagan development region and includes parts of the Cariboo and Kootenay Development Regions. The Kootenay Tourism Region covers roughly a third of the Thompson Okanagan development region, and Cariboo Tourism Region includes its northwest corner. The Vancouver Coast Tourism Region also covers part of the Thompson Okanagan development region, cutting off parts of its southwest corner.
- The Vancouver Island Tourism Region includes about three-quarters of the Vancouver Island/Coast Development Region, which has small portions covered by the Vancouver Coast and Cariboo Chilcotin Coast Tourism Regions.
- The Lower Mainland Region (Vancouver Coast Tourism Region on the map above) includes most of the Mainland/Southwest Development Region, and parts of Vancouver Island/Coast and Thompson Okanagan Development Regions. The Cariboo Tourism Region covers small portions of the Vancouver Island/Coast, Mainland/Southwest, and Thompson Okanagan Development Regions.
- The Kootenay Tourism Region includes over half of the Kootenay Development Region, as well as roughly one-third of the Thompson Okanagan Development Region. About one quarter of the Kootenay Development Region is covered by the Thompson Okanagan Tourism Region.

- The Cariboo Tourism Region covers roughly two-thirds of the Cariboo Development Region and small parts of Vancouver Island/Coast, Mainland/Southwest, North Coast, and Thompson Okanagan Development Regions. Approximately a third of the Cariboo Development Region is covered by the Northern BC Tourism Region, and a small piece falls under the Thompson Okanagan Tourism Region.
- The Northern BC Tourism Region covers three development regions (North Coast, Nechako, and Northeast) and parts of the Cariboo development region. A small portion of the North Coast development region is covered by the Cariboo Tourism Region.





CHARACTERISTICS OF THE BC PROVINCIAL WORKFORCE

BC’s Tourism and Hospitality employed 343,979 employees in 2023, of which 9% are employed in the accommodation sector, 44% in the food and beverage sector and 29% in the recreation and entertainment sector, and 18% in the transportation and travel sector.

Table 1: Employment in the Tourism and Hospitality Industry, 2023

Sectors	British Columbia	
	#	%
Accommodation	30,333	9%
Food and Beverage	153,646	44%
Recreation and Entertainment	99,146	29%
Transportation and Travel	60,854	18%
Total	343,979	100%

Note: The LFS data in this table are annual averages.

The Tourism and Hospitality industry accounts for approximately 12% of total employment in BC, slightly higher than the national average.

Table 2: Tourism and Hospitality vs Total Employment, 2023

Employment	British Columbia	Canada
Tourism and Hospitality	343,979	2,007,396
Overall Employment	2,791,792	20,170,917
Percent Tourism of Overall Employment	12.3%	10.0%

Note: The LFS data in this table are annual averages.

The sex of the workforce is relatively evenly divided. About half (54%) of the workforce is under the age of 35 and over half (55%) have at least a post-secondary degree or diploma.

Table 3: Tourism and Hospitality Industry Workforce Demographics, 2023

Demographics	British Columbia	
Sex	#	%
Male	176,083	51%
Female	167,896	49%
Age Group	#	%
15 to 24	98,708	29%
25 to 34	86,667	25%
35 to 44	60,000	17%
45 to 54	48,333	14%
55 to 64	36,563	11%
65 or above	13,708	4%
Education	#	%
Below high school	37,896	11%
High school or some post-secondary education	117,166	34%
Degree below bachelor's	92,438	27%
Bachelor's degree or above	96,479	28%

Note: The LFS data in this table are annual averages.

Approximately 66% of the provincial industry workforce are employed on a full-time basis and 34% are employed part-time. Permanent workers account for 70% of the workforce, while 17% are seasonal, temporary, or casual workers. The average wage rate is \$27.00 per hour and the average hours worked per week is 28.

Table 4: Tourism and Hospitality Industry Demographics, 2023

Demographics	British Columbia	
Job Status	#	%
Full-time	226,021	66%
Part-time	117,958	34%
Permanent and Seasonal⁵	#	%
Permanent	240,353	70%
Seasonal	14,458	4%
Casual	19,063	6%
Temporary	22,417	7%
Other	2,542	1%
N/A	45,146	13%

Note: The LFS data in this table are annual averages.



28 hours worked per week on average

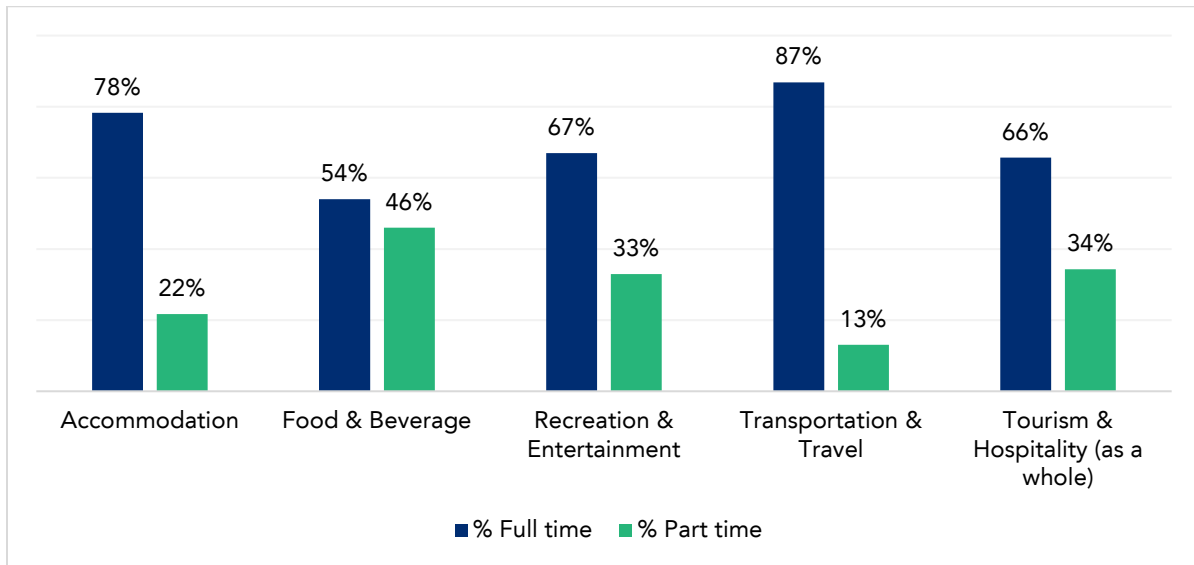


27.00 earned per hour on average

⁵Permanent= indefinite employment position; Seasonal=steady work, but not for all months of the year; Casual= work only when needed or on-call; Temporary= non-permanent position.

The transportation and travel sector has the highest percentage of full-time workers (87%) and the food and beverage sector has the highest percentage of part-time workers (46%).

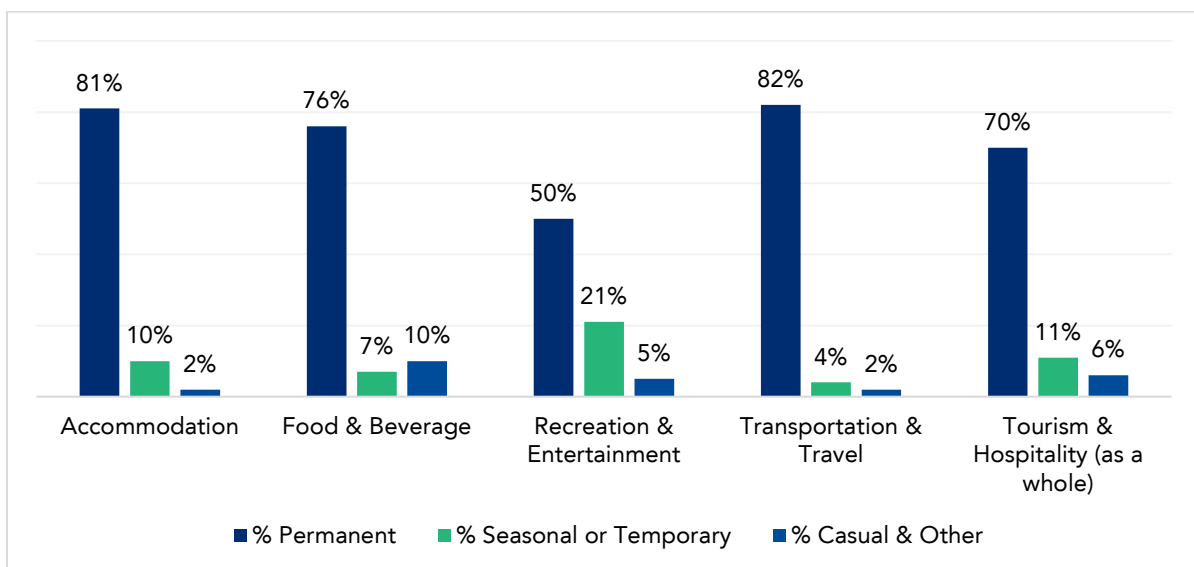
Chart 1: Job Status by Sector, 2023



Note: The LFS data in this chart are annual averages.

The transportation and travel sector has the highest percentage of permanent employees (82%), while the recreation and entertainment sector has the highest percentage of seasonal employees (21%).

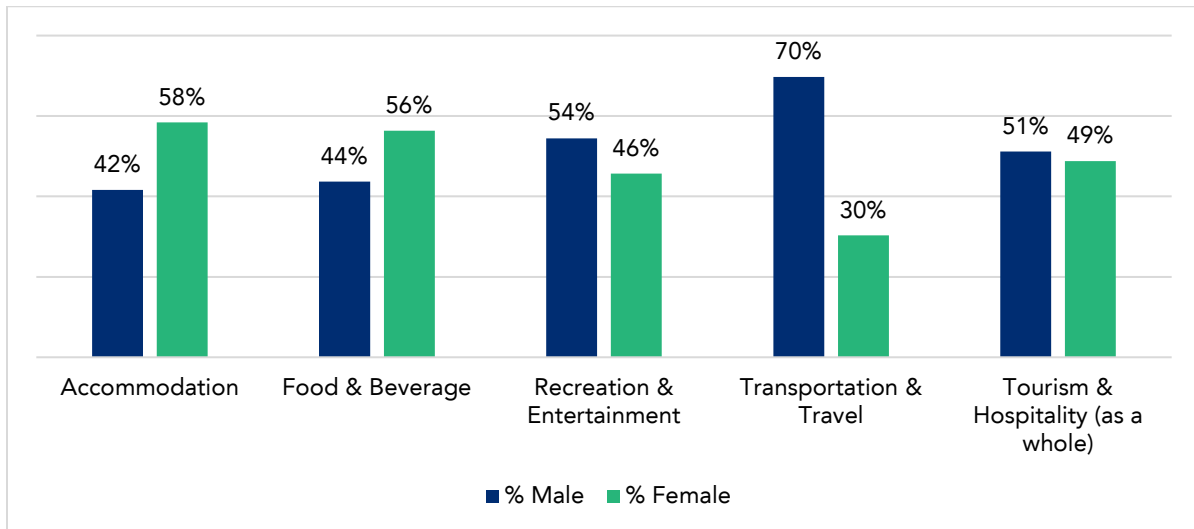
Chart 2: Employee Type by Sector, 2023



Note: The LFS data in this chart are annual averages. Percentages may not total 100% because a small portion of employees did not record their employment type, which is indicated as N/A in Table 4.

The transportation and travel sector has the highest concentration of male workers (70%) and the accommodation sector has the highest concentration of female workers (58%).

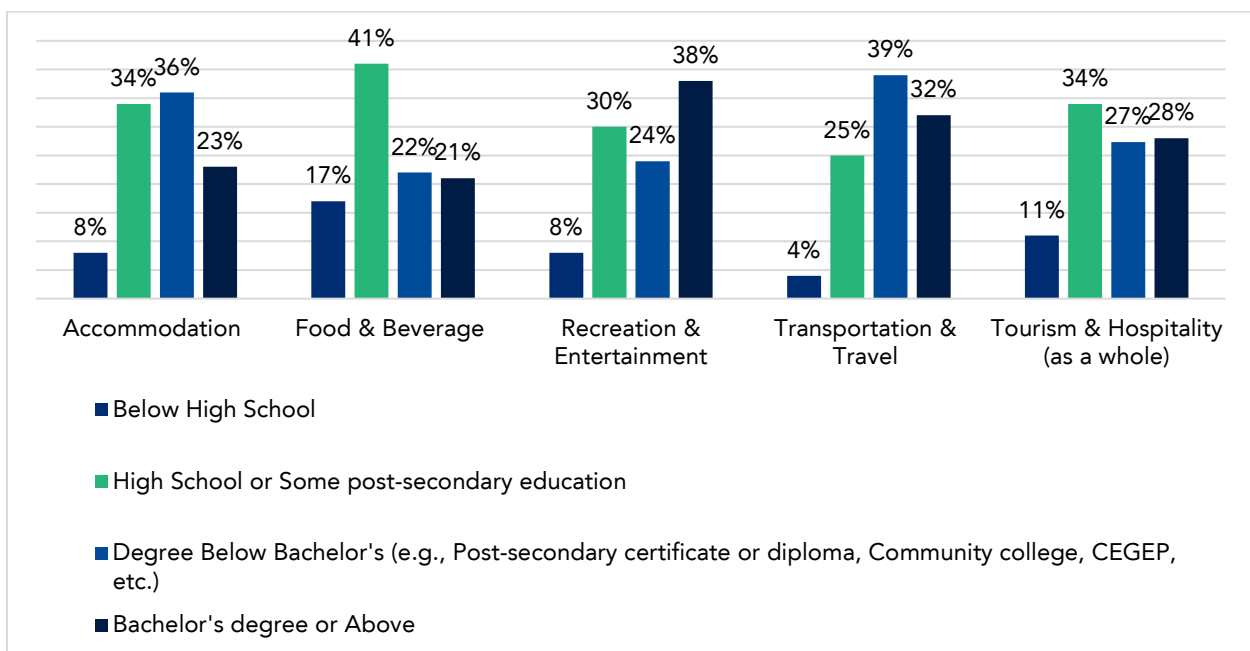
Chart 3: Workforce Sex by Sector, 2023



Note: The LFS data in this chart are annual averages.

The transportation and travel sector boasts the highest education level, with 71% of its workers holding at least a post-secondary degree or diploma. Conversely, in the food and beverage sector, over half of the workforce (58%) have completed, at most, high school or some post-secondary education.

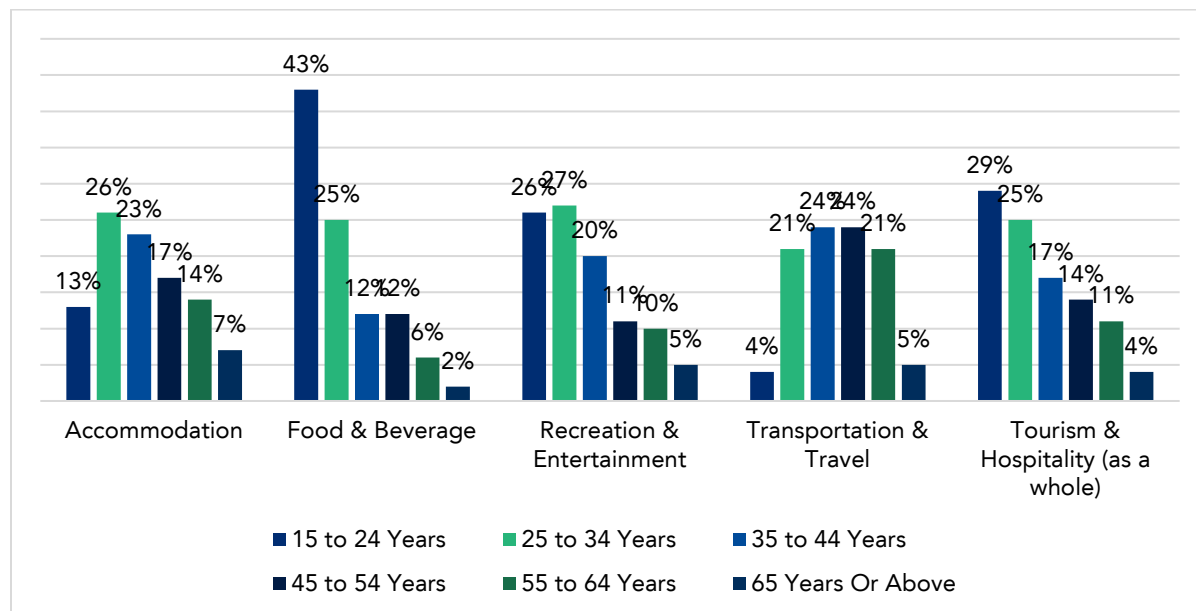
Chart 4: Workforce Education Level by Sector, 2023



Note: The LFS data in this chart are annual averages.

The food and beverage sector has the youngest workforce with 43% of its workers being between 15 and 24 years of age, while the transportation and travel sector is the oldest with 50% of its workers being 45 or older.

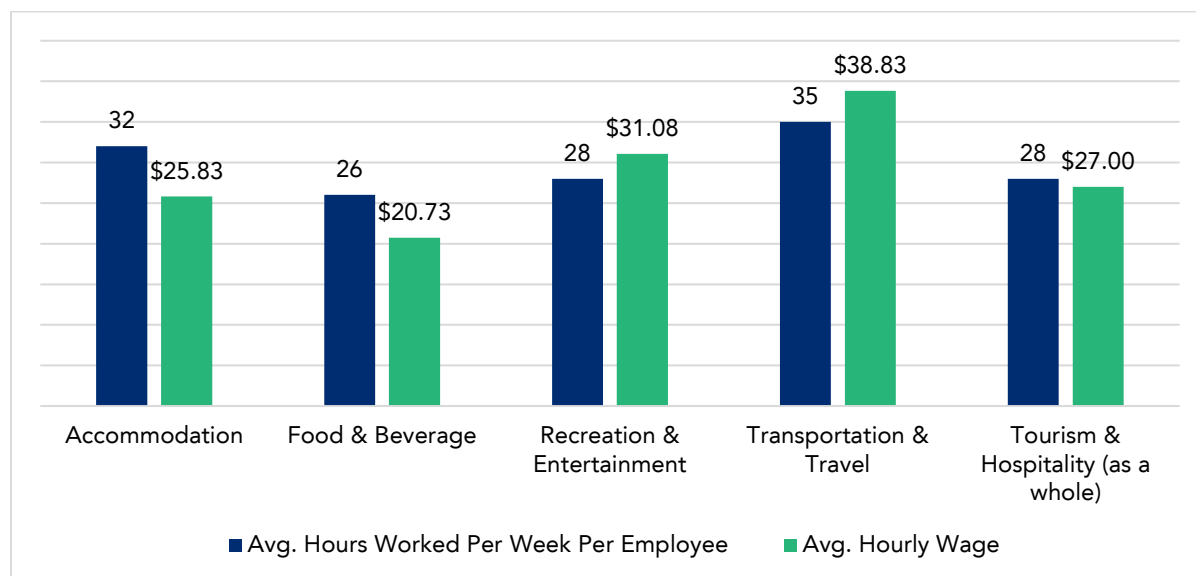
Chart 5: Industry Workforce by Age Groups, 2023



Note: The LFS data in this chart are annual averages.

Employees in the transportation and travel sector work the most hours per week at an average of 35 hours per employee and are paid the highest average hourly wage at \$38.83 per hour.

Chart 6: Average Hours Worked and Wages by Sector, 2023



Note: Wage includes tips and commissions. The LFS data in this chart are annual averages.

According to Statistics Canada's 2021 Census, approximately 5% of BC's Tourism and Hospitality workforce is Indigenous, and 40% belong to visible minority groups, compared to 5% Indigenous and 35% visible minorities in the broader provincial population. The accommodation sector has the highest proportion of Indigenous workers at 6%, while the food and beverage sector employs the most workers from visible minority groups at 50%. Nearly one-third (31%) of the sector's employees are immigrants to Canada, and a similar proportion (32%) do not speak English or French as their mother tongue, aligning with the provincial population averages.

Table 5: Ethnicity, Immigration, and Mother Tongue in the Industry Workforce, 2021

Selected Characteristics	Accommodation		Food & Beverage		Recreation & Entertainment		Transportation & Travel		BC T&H	BC Pop.
	#	%	#	%	%	%	#	%	%	%
Labour Force	27,185	100%	144,285	100%	100%	100%	49,620	100%	100%	100%
Indigenous Status										
Indigenous	1,670	6%	7,765	5%	5%	5%	1,920	4%	5%	5%
Non-Indigenous	25,515	94%	136,520	95%	95%	95%	47,700	96%	95%	95%
Visible Minority Status										
Visible Minority	10,170	37%	72,665	50%	40%	35%	18,635	38%	40%	35%
Not a Visible Minority	17,015	63%	71,620	50%	60%	65%	30,985	62%	60%	65%
Immigration Status										
Non-immigrant	15,335	57%	78,050	54%	61%	65%	29,770	60%	61%	65%
Immigrant	10,155	37%	46,645	32%	31%	31%	18,905	38%	31%	31%
Non-permanent residents	1,695	6%	19,590	14%	8%	4%	945	2%	8%	4%
Mother Tongue										
English	16,555	61%	78,435	54%	63%	66%	30,470	61%	63%	66%
French	510	2%	1,340	1%	1%	1%	720	1%	1%	1%
Non-official language	8,970	33%	57,680	40%	32%	29%	16,415	33%	32%	29%
Multiple mother tongues*	1,150	4%	6,830	5%	4%	4%	2,015	4%	4%	4%

Source: Custom Tabulation, 2021 Census, Statistics Canada. * Includes the population who claimed a combination of English, French, and Non-official languages as their mother tongue.



The following table shows the industry's leading occupations, primary sector in which they are employed, and some of the certifications or training/education that may be required. As indicated, occupations often related to the food and beverage sector accounted for the four top occupations in the industry.

Table 6: Leading Occupations in the Industry Workforce, 2023

NOC	Occupation Title	Certification/Training Requirements	Primary sector*	Employment**
65201	Food counter attendants, kitchen helpers, and related support occupations	<ul style="list-style-type: none"> On the job training 	Food and Beverage services	43,896
65200	Food and beverage servers	<ul style="list-style-type: none"> On-the-job training is usually provided. Responsible beverage service certification Cook's trade certification 	Food and Beverage services	28,500
63200	Cooks	<ul style="list-style-type: none"> Completion of a three-year apprenticeship program for cooks or completion of college or other program in cooking or food safety 	Food and Beverage services	22,813
60030	Restaurant and food service managers	<ul style="list-style-type: none"> Completion of a college or other program related to hospitality or food and beverage service management Responsible beverage service certification 	Food and Beverage services	19,500
54100	Program leaders and instructors in recreation, sport, and fitness	<ul style="list-style-type: none"> Completion of a college program in recreation or physical education or extensive experience in a specific recreational or sports program activity Certification in a specific area of recreational, sports or fitness activity, such as ski instructor or personal trainer, or in first aid or emergency care. 	Recreation and Entertainment	12,917
62020	Food service supervisors	<ul style="list-style-type: none"> Completion of a community college program in food service administration, hotel and restaurant management or related discipline 	Food and Beverage services	12,708
64300	Maîtres d'hôtel and hosts/hostesses	<ul style="list-style-type: none"> On the job training 	Food and Beverage services	11,792
73301	Bus drivers, subway operators, and other transit operators	<ul style="list-style-type: none"> Up to three months of on-the-job training, including classroom instruction, is usually provided for all occupations in this unit group. A minimum of one year of safe driving experience is required. 	Transportation and Travel	10,375
65211	Operators and attendants in amusement, recreation, and sport	<ul style="list-style-type: none"> On the job training 	Recreation and Entertainment	9,896

NOC	Occupation Title	Certification/Training Requirements	Primary sector*	Employment**
62200	Chefs	<ul style="list-style-type: none"> ▪ The certifications of Certified Working Chef (CWC) and Certified Chef de Cuisine (CCC), administered by the Canadian Culinary Institute (CCI) of the Canadian Culinary Federation (CCF) are available to qualified chefs. ▪ Red Seal endorsement is available upon successful completion of the interprovincial Red Seal examination. 	Food and Beverage services	9,438
65100	Cashiers	<ul style="list-style-type: none"> ▪ A casino gaming licence may be required for cashiers working in gambling casinos. 	Food and Beverage services	9,042
75200	Taxi and limousine drivers and chauffeurs	<ul style="list-style-type: none"> ▪ A minimum of one year of safe driving experience is usually required. ▪ A Class G driver's licence is required in Ontario, and a Class 4 driver's licence is required in all other provinces and the territories. ▪ Taxi drivers usually require a municipal permit. 	Transportation and Travel	6,021
65310	Light duty cleaners	<ul style="list-style-type: none"> ▪ On the job training 	Accommodation	5,521
51120	Producers, directors, choreographers and related occupations	<ul style="list-style-type: none"> ▪ A relevant university degree or college diploma 	Recreation and Entertainment	5,479
52120	Graphic designers and illustrators	<ul style="list-style-type: none"> ▪ A university degree in visual arts with specialization in graphic design, commercial art, graphic communications or cartooning or completion of a college diploma program in graphic arts is required. 	Recreation and Entertainment	4,938
70020	Managers in transportation	<ul style="list-style-type: none"> ▪ A bachelor's degree in business administration or engineering is usually required. ▪ Certification as an operator of a particular mode of transportation, such as commercial pilot, vessel master or truck driver, is usually required. 	Transportation and Travel	4,167
53111	Motion pictures, broadcasting, photography and performing arts assistants and operators	<ul style="list-style-type: none"> ▪ Most occupations in this unit group require completion of college courses in broadcasting, theatre arts or a related field or a period of on-the-job training. ▪ Projectionists are required to be licensed by their province of employment 	Recreation and Entertainment	3,750
52111	Graphic arts technicians	<ul style="list-style-type: none"> ▪ A college diploma in commercial or graphic arts, computer graphics or animated design is required. 	Recreation and Entertainment	3,667

NOC	Occupation Title	Certification/Training Requirements	Primary sector*	Employment**
51111	Authors and writers (except technical)	<ul style="list-style-type: none"> ▪ Copywriters usually require a university degree or college diploma in French, English, marketing, advertising or another discipline 	Recreation and Entertainment	3,625
60031	Accommodation service managers	<ul style="list-style-type: none"> ▪ A university degree or college diploma in hotel management or other related discipline is usually required for managers employed by hotel chains or large accommodation establishments. 	Accommodation	3,438

*Note: "Primary sector" indicates the sector that accounts for the largest portion of the reported employment numbers; ** Employment counts are annual averages.*



The majority (63%) of the provincial Tourism and Hospitality workforce has been employed in their current or latest job for less than five years, while 18% have been in their position for over ten years. The average experience level of employees in the industry is six years.

Table 7: Tourism and Hospitality Workforce Experience, 2023

Length of Employment	British Columbia	
	#	%
Less than 1 year	56,208	16%
1 to 2 years	121,978	35%
2 to 4 years	39,938	12%
5 to 7 years	40,313	12%
8 to 10 years	22,646	7%
11 to 15 years	23,958	7%
16 to 20 years	13,146	4%
Over 20 years	25,792	7%
Total	343,979	100%
Avg. Length	6.0 years	

Note: The LFS data in this table are annual averages.



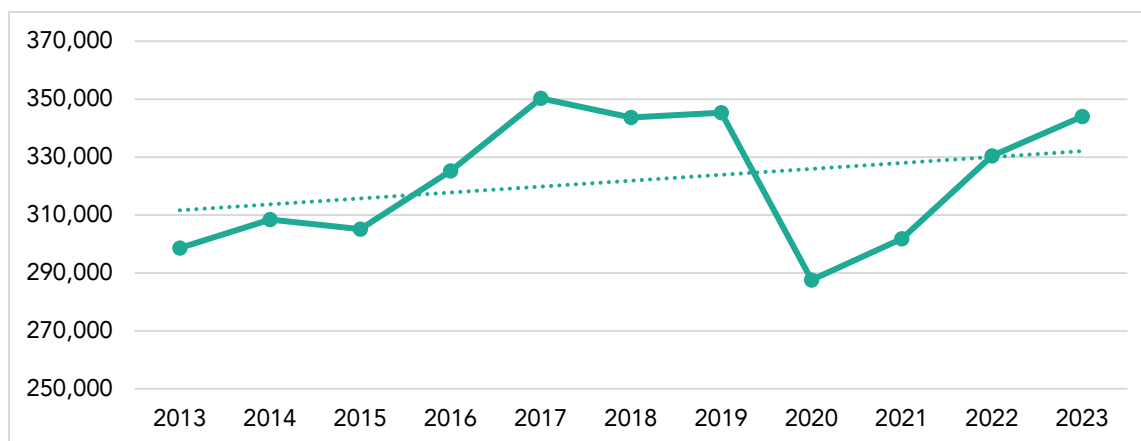
An average employee has been working at their current job for 6.0 years



IMPACT OF THE COVID-19 PANDEMIC

Before the pandemic, there was an upward trend in industry employment from 2013 to 2019, with an average of about 298,000 employees per month in 2013, increasing to 345,000 per month in 2019. The compounded annual growth rate (CAGR) for this six-year period was 2.5%. However, the pandemic disrupted this upward trend from 2019 to 2023, although there was a strong recovery, with the average rising back to nearly 344,000 employees per month in 2023. As a result, the compounded annual growth rate (CAGR) for the ten-year period from 2013 to 2023 was reduced to 1.4%.

Chart 7: Total Tourism and Hospitality Industry Workforce, 2013 – 2023

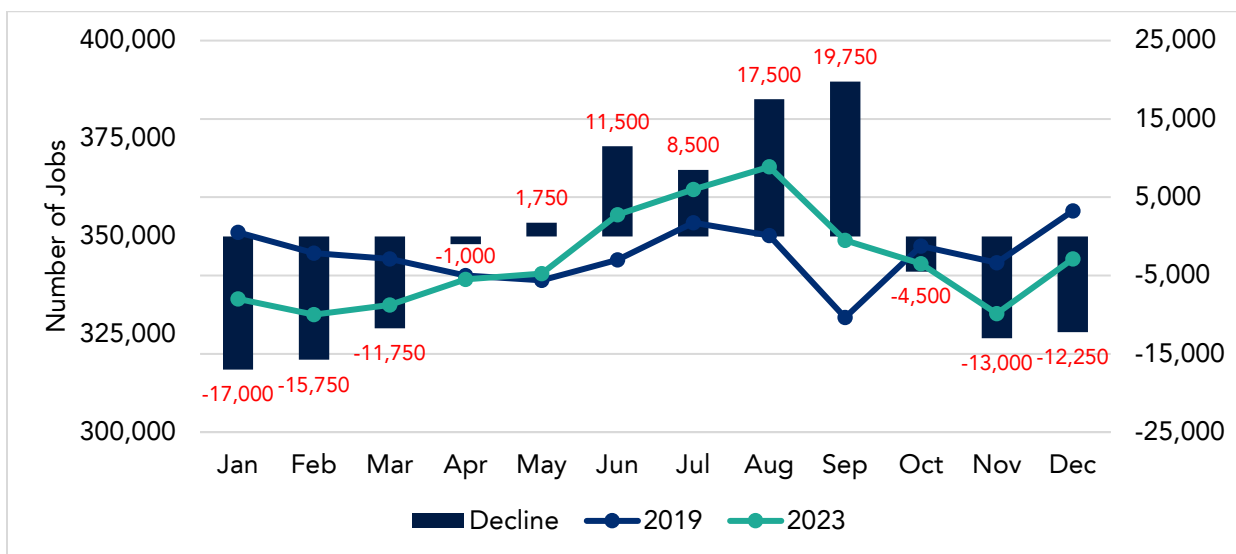


Note: The LFS data in this chart are annual averages.

Employment Resiliently Bounces Back to Approach Pre-Pandemic Highs

In the first and last quarters of 2023, the industry employed fewer people compared to 2019, with the lowest point in January, when there were 17,000 fewer employees. However, from June to September, monthly employment in 2023 exceeded that of 2019, peaking in September with 19,750 more employees. This uptrend reversed in the last quarter of the year, with employment numbers falling back below 2019 levels.

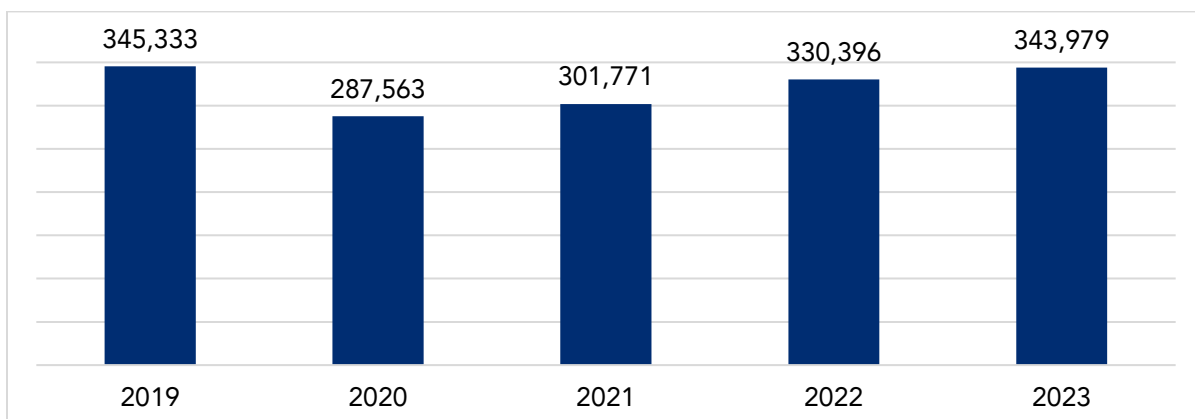
Chart 8: Monthly Change in Tourism Hospitality Employment, 2023 vs 2019



Note: The LFS data in this chart are monthly averages.

In 2020, the pandemic led to a 17% decrease in provincial industry employment, reducing the number to 287,563. This figure marked both a five-year and a ten-year low. However, by 2023, employment had nearly rebounded to its pre-pandemic levels.

Chart 9: Annual Change in Tourism Hospitality Employment, 2019 - 2023



Note: The LFS data in this chart are annual averages.

From 2019 to 2023, the recreation and entertainment sector experienced an 11% growth in employment, making it the only sector to see an increase. Conversely, the accommodation sector was the most adversely affected, with a 16% decline in employment over the same period. The growth in one sector and the reduction in others somewhat balanced out, leading to a modest 0.4% decrease in overall industry employment in 2023 compared to 2019 levels.

Table 8: Change in Employment by Sector, 2019 - 2023

Employment	2019	2020	2021	2022	2023	% Change 2023 vs 2019
Sector						
Accommodation	36,271	26,479	30,188	28,521	30,333	-16%
Food and Beverage	155,937	137,001	136,729	148,667	153,646	-2%
Recreation and Entertainment	87,625	69,104	78,771	99,125	99,146	13%
Transportation and Travel	65,500	54,979	56,083	54,083	60,854	-7%
Total	345,333	287,563	301,771	330,396	343,979	-0.4%

Note: The LFS data in this table are annual averages.

Full-time jobs experienced a modest 2% increase in employment, whereas part-time jobs declined by 5%. While permanent positions also saw growth, seasonal and casual jobs faced significant decreases over the same period. The impact of job losses varied across demographics, with women and older age groups experiencing the most pronounced declines. There was a notable 27% increase in employees holding a bachelor’s degree or higher, but workers with a high school education or less are facing a downturn.

Table 9: Change in Employment by Demographics, 2019 - 2023

Demographics	2019	2020	2021	2022	2023	% Change 2023 vs 2019
Job Status						
Full-time	221,437 (64%)	186,688 (65%)	187,146 (62%)	212,271 (64%)	226,021 (66%)	2%
Part-time	123,896 (36%)	100,875 (35%)	114,625 (38%)	118,125 (36%)	117,958 (34%)	-5%
Permanent⁶						
Permanent	235,063 (68%)	198,959 (69%)	213,521 (71%)	227,542 (69%)	240,417 (70%)	2%
Seasonal	15,229 (4%)	8,938 (3%)	9,938 (3%)	10,021 (3%)	14,458 (4%)	-5%

⁶Permanent= indefinite employment position; Seasonal=steady work, but not for all months of the year; Casual= work only when needed or on-call; Temporary= non-permanent position.

Demographics	2019	2020	2021	2022	2023	% Change 2023 vs 2019
Casual	25,813 (7%)	17,833 (6%)	14,646 (5%)	22,208 (7%)	19,063 (6%)	-26%
Temporary	20,646 (6%)	14,625 (5%)	19,292 (6%)	21,083 (6%)	22,417 (7%)	9%
Sex						
Male	170,291 (49%)	150,959 (53%)	156,813 (52%)	173,000 (52%)	176,083 (51%)	3%
Female	175,042 (51%)	136,604 (47%)	144,958 (48%)	157,396 (48%)	167,896 (49%)	-4%
Age Group						
15 to 24	105,520 (31%)	73,729 (26%)	83,229 (28%)	99,250 (30%)	98,708 (29%)	-6%
25 to 34	75,604 (22%)	66,375 (23%)	67,500 (22%)	72,604 (22%)	86,667 (25%)	15%
35 to 44	53,208 (15%)	52,625 (18%)	51,375 (17%)	57,500 (17%)	60,000 (17%)	13%
45 to 54	52,896 (15%)	43,979 (15%)	46,250 (15%)	47,500 (14%)	48,333 (14%)	-9%
55 to 64	43,667 (13%)	39,667 (14%)	40,354 (13%)	39,750 (12%)	36,563 (11%)	-16%
65 or above	14,438 (4%)	11,188 (4%)	13,063 (4%)	13,792 (4%)	13,708 (4%)	-5%
Education						
Below high school	44,375 (13%)	29,667 (10%)	39,896 (13%)	44,021 (13%)	37,874 (11%)	-15%
High school or some post-secondary	131,187 (38%)	106,813 (37%)	104,625 (35%)	119,563 (36%)	117,188 (34%)	-11%
Degree below bachelor's	93,875 (27%)	85,500 (30%)	82,521 (27%)	92,229 (28%)	92,438 (27%)	-2%
Bachelor's degree or above	75,896 (22%)	65,583 (23%)	74,729 (25%)	74,583 (23%)	96,479 (28%)	27%

Note: The LFS data in this table are annual averages.

Overall, the average hours worked per week per employee decreased by 3% from 2019 to 2023. The food and beverage sector experienced the largest decline in average hours worked per employee, with a 4% drop. Conversely, the transport and travel sector saw a 9% increase in average hours worked during the same period.

Table 10: Average Actual Hours Worked Per Week Per Employee

Average Hours worked	2019	2020	2021	2022	2023	% Change 2023 vs 2019
Sector						
Accommodation	31	30	31	32	32	3%
Food and Beverage	27	24	25	26	26	-4%
Recreation and Entertainment	28	26	29	30	28	0%
Transportation and Travel	32	30	33	34	35	9%
Total	29	26	28	29	28	-3%

Note: The LFS data in this table are annual averages.

Average hourly wages in the industry rose by 29% from 2019 to 2023. The transportation and travel sector experienced the largest wage increase during this period, with a 35% rise. Average hourly wage in the industry is roughly 1.6 times higher than the provincial minimum wage (\$27.00 vs \$16.75).

Table 11: Average Hourly Wage by Sector

Average Hourly wage ⁷	2019	2020	2021	2022	2023	% Change 2023 vs 2019
Sector						
Accommodation	\$21.57	\$22.25	\$22.16	\$23.75	\$25.83	20%
Food and Beverage	\$16.01	\$17.39	\$17.93	\$19.37	\$20.73	29%
Recreation and Entertainment	\$25.00	\$28.50	\$29.42	\$29.58	\$31.08	24%
Transportation and Travel	\$28.67	\$33.75	\$34.17	\$34.58	\$38.83	35%
Total	\$20.92	\$23.25	\$23.92	\$24.83	\$27.00	29%

Note: The LFS data in this table are annual averages.



Wages in the transportation and travel sector are the highest in 2023

⁷ Includes tips and commissions.

Comparison to Other Regions in BC

The following table presents the key indicators across the six Tourism and Hospitality regions in BC.

Table 12: Key Indicators Across BC's Six Tourism and Hospitality Regions, 2023

Key Indicators (2023)	Lower Mainland	Vancouver Island	Thompson Okanagan	Kootenays	Cariboo	Northern BC	BC
Employment 2023	232,979	54,354	33,396	8,813	6,250	8,167	343,979
Relative Share to Regional Employment	12.9%	10.8%	11.0%	10.1%	7.4%	10.3%	12.3%
Employment Change (2023 vs 2019)	3%	3%	-10%	-6%	-31%	-28%	-0.4%
Hours Worked and Wages							
Avg. Hours Worked	29	27	27	24	28	30	28
Avg. Hourly Wage	\$28.33	\$24.75	\$23.83	\$25.08	\$23.00	\$24.17	\$27.00
Experience							
Less than 1 year	15%	19%	19%	25%	19%	17%	16%
1 to 2 years	35%	37%	35%	33%	49%	40%	35%
3 to 4 years	12%	8%	14%	12%	9%	13%	12%
5 to 7 years	12%	10%	13%	8%	12%	10%	12%
8 to 10 years	7%	6%	4%	10%	2%	7%	7%
11 to 15 years	8%	6%	6%	5%	4%	7%	7%
16 to 20 years	4%	4%	3%	2%	3%	3%	4%
over 20 years	8%	9%	6%	6%	3%	4%	7%
Avg. Length in years	6.2 years	6.4 years	5.3 years	5.2 years	3.7 years	4.8 years	6.0 years
Job Status							
% Full-time Workers	68%	61%	60%	51%	59%	69%	66%
% Permanent Workers	69%	69%	70%	72%	78%	80%	70%
Age Group							
15 to 24 years	26%	32%	35%	29%	44%	31%	29%

Key Indicators (2023)	Lower Mainland	Vancouver Island	Thompson Okanagan	Kootenays	Cariboo	Northern BC	BC
25 to 34 years	26%	22%	22%	26%	28%	23%	25%
35 to 44 years	19%	14%	15%	13%	14%	18%	17%
45 to 54 years	15%	13%	12%	12%	6%	14%	14%
55 to 64 years	10%	12%	11%	15%	6%	10%	11%
65 years and above	3%	7%	5%	4%	2%	5%	4%
Sex and Education							
% Female	47%	53%	53%	48%	48%	53%	49%
% Bachelor's degree or above	33%	20%	15%	17%	11%	14%	28%
Ethnicity and Immigration* (2021 Census)							
% Indigenous	3%	8%	8%	7%	14%	19%	5%
% Visible Minority	46%	19%	18%	13%	19%	25%	40%
% Immigrant	37%	17%	15%	12%	12%	18%	31%
Mother Tongue* (2021 Census)							
% English	57%	80%	80%	83%	81%	74%	63%
% French	1%	2%	2%	2%	1%	0%	1%
% Non-official language	37%	16%	16%	12%	15%	20%	32%

Note: The LFS data in this table are annual averages. *Sourced from 2021 Census, Statistics Canada.



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