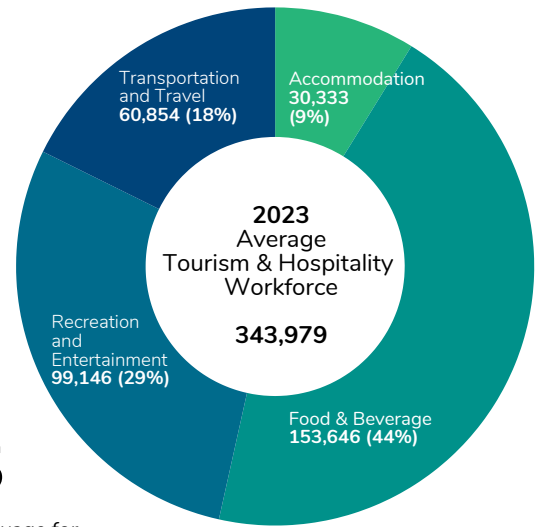


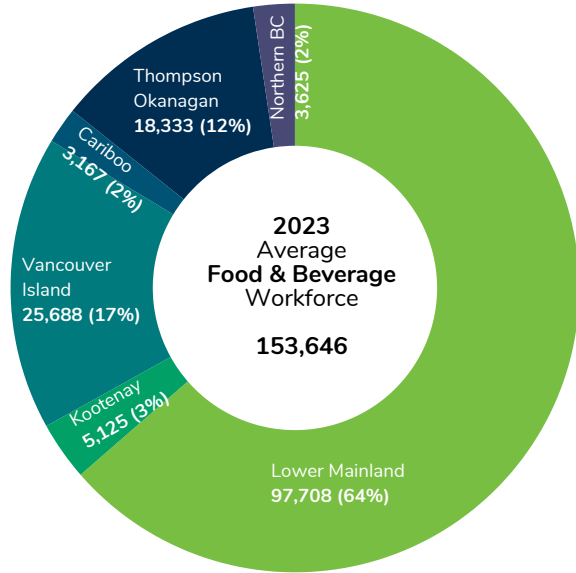
# Workforce Profile

## 2023 FOOD & BEVERAGE SECTOR HIGHLIGHTS

The **Food & Beverage** sector employed an average of **153,646** people throughout **2023**, or about **44%** of the total provincial tourism and hospitality workforce. [Click here](#) to download the updated **2023 Food & Beverage** sector Workforce Profile.



### REGIONAL EMPLOYMENT



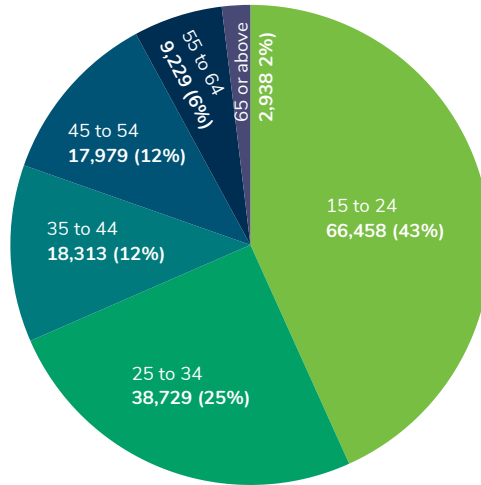
**↑ 24%**  
Vancouver Island and Northern BC regional **Food & Beverage** sector employment both **grew 24%** between 2022 and 2023

**↑ 66%**  
Kootenay regional **Food & Beverage** sector employment **grew 66%** between 2022 and 2023

### WAGES

**↑ \$20.73**  
2023 average hourly wage for the **Food & Beverage** sector, up **9%** from 2022 and **19%** above minimum wage.

### DEMOGRAPHICS



**↑ 43%**  
of **Food & Beverage** sector workers are **under 25**, the highest percentage of any tourism and hospitality industry sector

**↑ 28%**  
increase in employment of **Food & Beverage** sector workers **aged 45 to 54** between 2022 and 2023

**↑ 18%**  
increase in employment of **Food & Beverage** sector workers **aged 25-34** between 2022 and 2023

**↑ 76%**  
of **Food & Beverage** sector jobs in 2023 were permanent, **rebounding to pre-pandemic levels**

**↑ 50%**  
of **Food & Beverage** sector workers are members of a visible minority, the highest percentage of any tourism and hospitality industry sector

INDUSTRY SECTOR	2019	2020	2021	2022	2023
Accommodation	36,271	26,479	30,188	28,521	30,333
Food & Beverage	155,937	137,001	136,729	148,667	153,646
Recreation and Entertainment	87,625	69,104	78,771	99,125	99,146
Transportation and Travel	65,500	54,979	56,083	54,083	60,854

