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THE TOURISM & HOSPITALITY WORKFORCE PROFILE IN THE FOOD & BEVERAGE SECTOR



In partnership with



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THE WORKFORCE PROFILE

In 2020, the global onset of the COVID-19 pandemic triggered unprecedented challenges in the Tourism & 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 food and beverage sector, presenting an in-depth profile of its industry workforce. The analysis utilizes detailed Labor Force Survey data gathered monthly by Statistics Canada and incorporates additional data sources such as Census information.



THE FOOD & BEVERAGE SECTOR

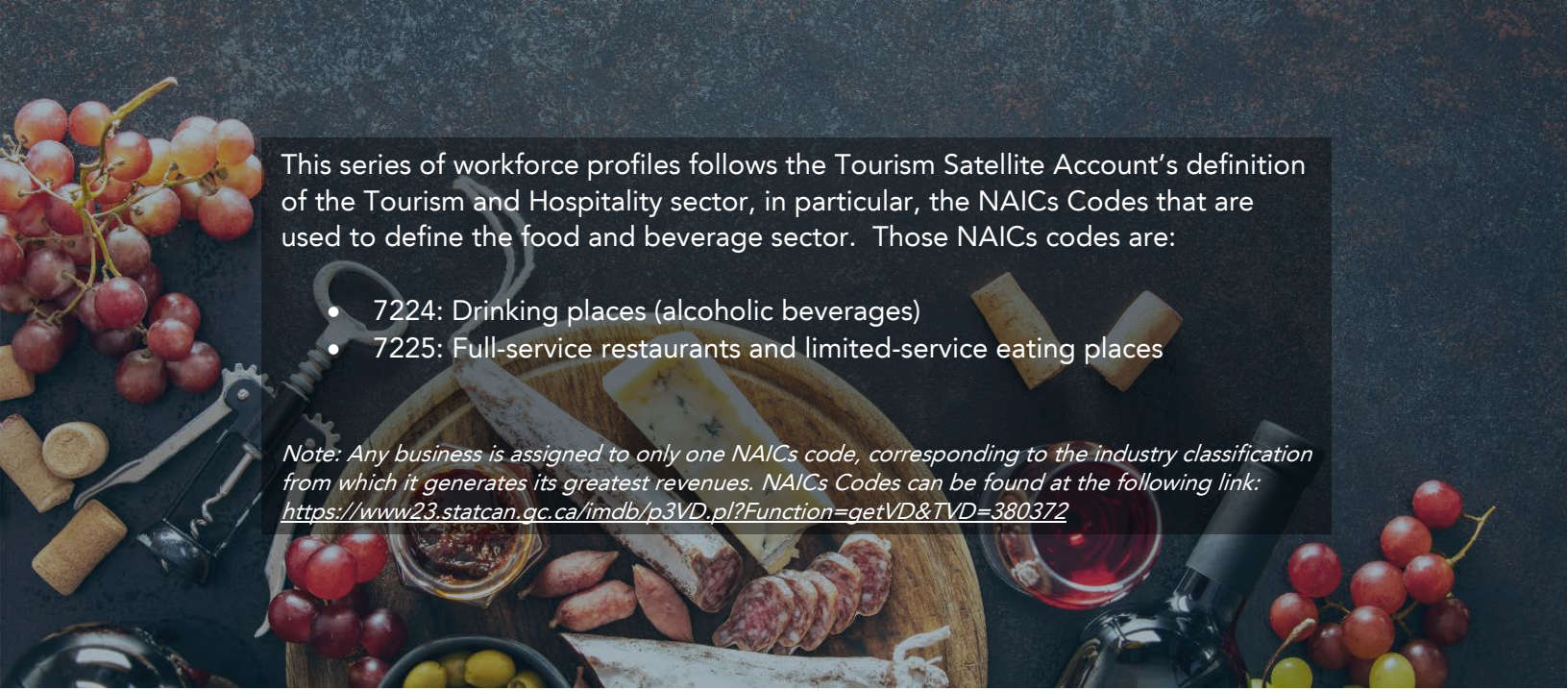
The food & beverage sector includes establishments whose primary function is to prepare and serve meals, snacks, and beverages to customer order for either immediate or off-premises consumption. The sector excludes food and beverage services that occur within other businesses, such as hotels, entertainment venues, and private associations. Still, it includes leased food service locations in facilities such as airports, public buildings, universities, hotels, or shopping malls. A wide array of establishments are included, from fine dining to fast food, catering, pubs, lounges, and cafes.

In 2023, BC's food & beverage sector produced over \$16 billion in annual sales¹, employed over 150,000 people, and accounted for approximately 45% of tourism jobs. In particular, the food & beverage sector is a major source of employment for young people, often serving as an entry point into the provincial workforce. Tourism and travel are major contributors to the food & beverage sector revenues, and therefore the reductions in tourist activity and travel resulting from the COVID-19 pandemic have had significant impacts on the sector. In addition, the health and safety restrictions put in place to help stop the spread of the virus have added further financial pressure by substantially reducing the capacity of many food and beverage establishments. Despite the pandemic's significant impact on the sector's growth, it has demonstrated a swift recovery. Employment levels in 2023 have nearly returned to their pre-pandemic heights of 2019. For the period from 2023 to 2033, the sector is projected to grow

¹ Statistics Canada. Table 21-10-0019-01 Monthly survey of food services and drinking places (x 1,000)

at an average annual rate of 1.3%, slightly lower than the previous 2019 forecast of 1.5%. This growth is expected to generate around 48,000 job openings over the decade.²

The majority of food & beverage sector businesses are located in the Lower Mainland, on Vancouver Island, or in the Thompson Okanagan. The full array of dining experiences are available in metropolitan areas like Vancouver and Victoria, which boast world class restaurants as well as many local and ethnic dining options, and numerous standard eating outlets such as fast-food and family restaurants. However, major tourist destinations such as Whistler, Tofino, and BC's wine country in the southern Okanagan, also offer many top-level restaurants and eateries, often providing a unique experience influenced by the natural setting and local culture and ingredients.



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 food and beverage sector. Those NAICs codes are:

- 7224: Drinking places (alcoholic beverages)
- 7225: Full-service restaurants and limited-service eating places

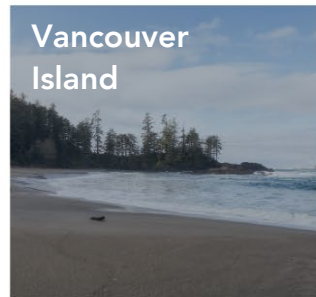
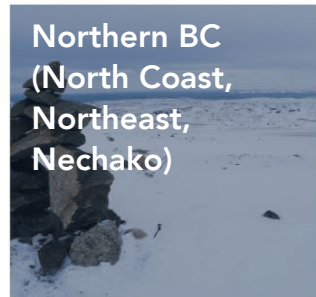
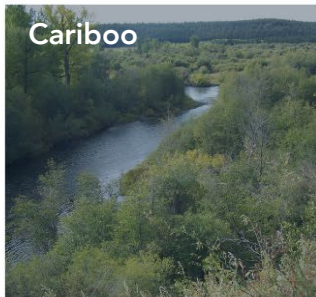
Note: Any business is assigned to only one NAICs code, corresponding to the industry classification from which it generates its greatest revenues. NAICs Codes can be found at the following link: <https://www23.statcan.gc.ca/imdb/p3VD.pl?Function=getVD&TVD=380372>

² BC Labour Market Outlook, 2023. https://www.workbc.ca/sites/default/files/2023-11/MPSEFS_11803_BC_Jobs_LMO_2023_FINAL..pdf



BREAKDOWN OF BC'S DEVELOPMENT AND TOURISM REGIONS

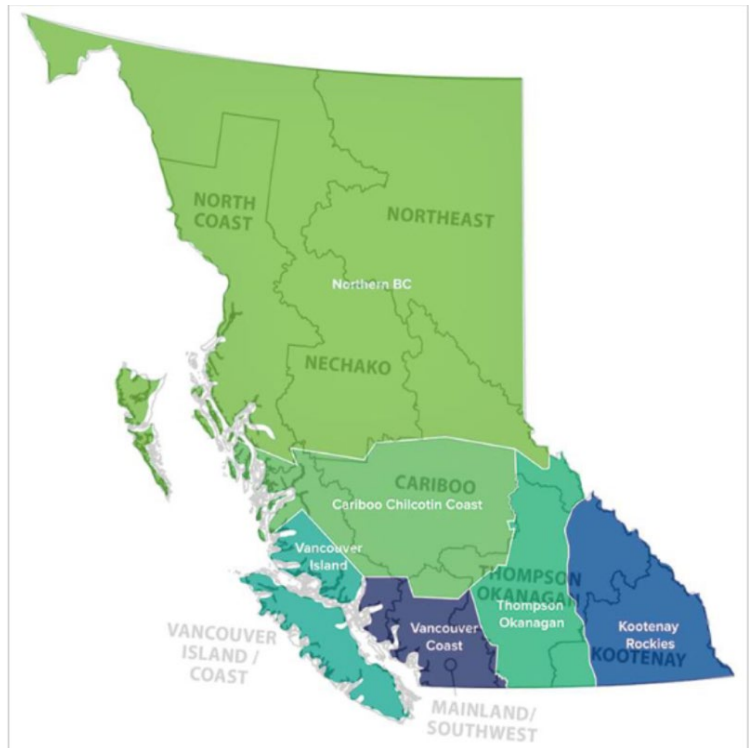
There are eight development regions in BC. The series of regional reports combines the three most northerly regions, presenting data for six development regions:



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, 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 its counterpart in the opposite set.



CHARACTERISTICS OF THE FOOD AND BEVERAGE

The food and beverage sector employed approximately 153,646 employees in 2023, of which 64% are located in the Lower Mainland, 17% on Vancouver Island, and 12% in the Thompson Okanagan. The sector’s regional workforce distribution is somewhat similar to the industry distribution.

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

Region	Food & Beverage		Tourism and Hospitality	
	#	%	#	%
Lower Mainland	97,708	64%	232,979	67%
Vancouver Island	25,688	17%	54,354	16%
Thompson Okanagan	18,333	12%	33,416	10%
Kootenay	5,125	3%	8,813	3%
Cariboo	3,167	2%	6,250	2%
Northern BC	3,625	2%	8,167	2%
British Columbia	153,646	100%	343,979	100%

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

The sector accounts for 45% of the total provincial Tourism and Hospitality workforce, and 6% of the total provincial workforce. The proportion of the provincial workforce in the food and beverage sector compared to that in the provincial Tourism and Hospitality industry aligns with the national average of 45%.

Table 2: Food & Beverage vs Tourism and Hospitality, 2023

Employment	British Columbia	Canada
Food & Beverage Employment	153,646	912,458
Tourism Employment	343,979	2,007,396
Overall Employment	2,791,792	20,170,917
% Tourism of Overall	12%	10%
% Food & Beverage of Overall	6%	5%
% Food & Beverage of Tourism	45%	45%

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

The sex of the sector's workforce is relatively unevenly divided with 56% of the workforce identifying as female. The majority of the workforce (68%) is under the age of 35 and 43% of workers have a post-secondary diploma or degree.

Table 3: Food & Beverage Sector Workforce Demographics, 2023

Demographics	Food & Beverage	
Sex	#	%
Male	67,083	44%
Female	86,563	56%
Age Group	#	%
15 to 24	66,458	43%
25 to 34	38,729	25%
35 to 44	18,313	12%
45 to 54	17,979	12%
55 to 64	9,229	6%
65 or above	2,938	2%
Education	#	%
Below high school	25,646	17%
High school or some post-secondary education	62,229	41%
Degree below bachelor's	33,625	22%
Bachelor's degree or above	32,146	21%

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

Part-time workers make up nearly half of the workforce in the food and beverage sector. Permanent workers account for 76% of the sector’s workforce, while 16% are seasonal, temporary, or casual workers. The average wage rate is \$20.73 per hour and the average hours worked per week is 26.

Table 4: Food & Beverage Sector Demographics, 2023

Demographics	Food & Beverage	
Job Status	#	%
Full-time	82,958	54%
Part-time	70,688	46%
Permanent and Seasonal³	#	%
Permanent	116,125	76%
Seasonal	4,500	3%
Casual	13,500	9%
Temporary	6,667	4%
Other	1,583	1%
N/A	11,271	7%

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



26 hours worked per week on average

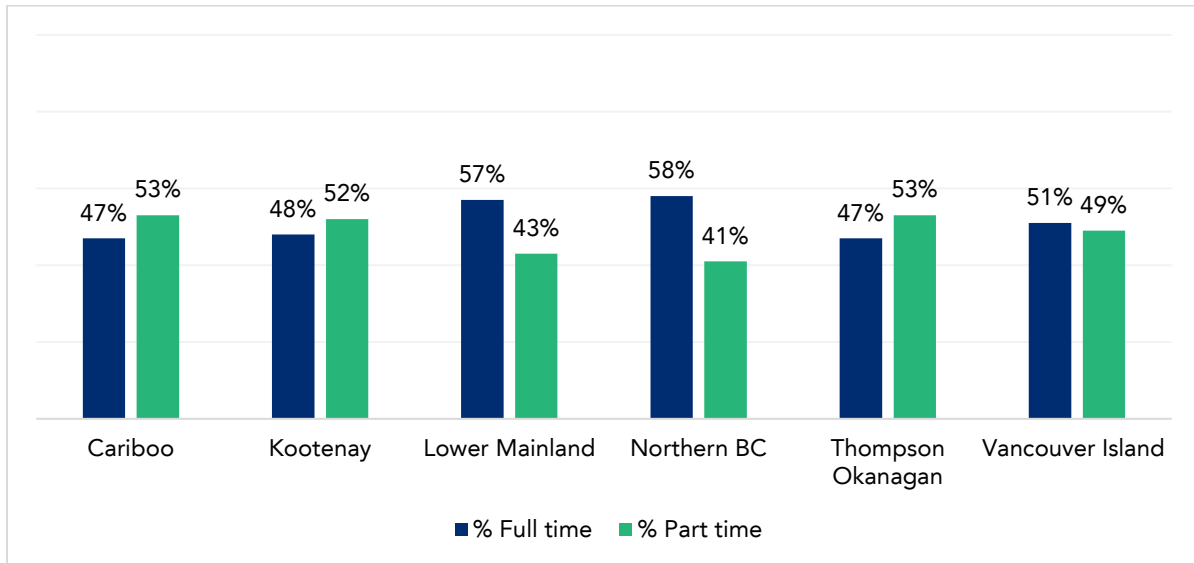


20.73 earned per hour on average

³ Permanent= 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.

Northern BC has the highest percentage of full-time workers (58%) and the Cariboo and Thompson Okanagan regions have the highest percentage of part-time workers (53%).

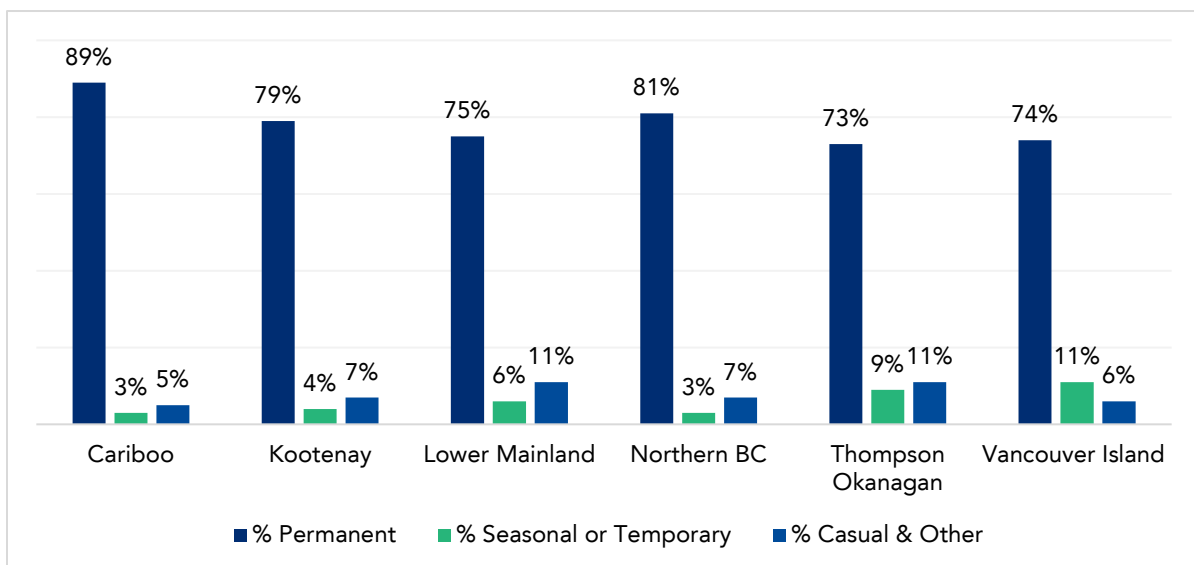
Chart 1: Food & Beverage Sector Job Status by Region, 2023



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

The majority of positions in the food and beverage sector are permanent in all regions of the province, with the highest percentage being in the Cariboo (89%).

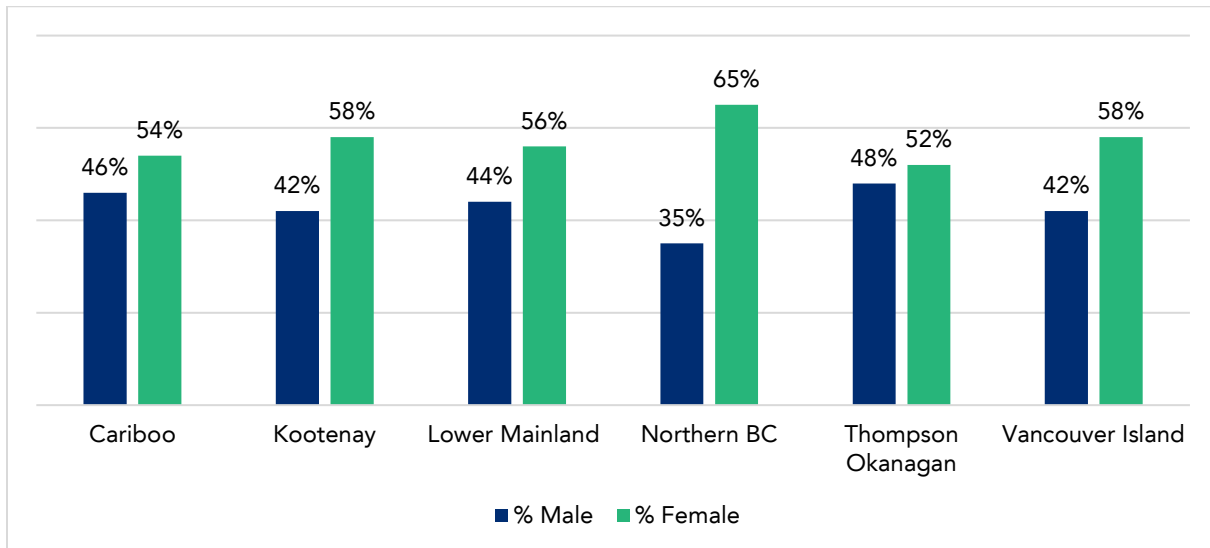
Chart 2: Food & Beverage Sector Employee Type by Region, 2023



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

The sector’s sex distribution has a higher concentration of females across all regions, with the most pronounced imbalance being Northern BC where 65% of employees are female.

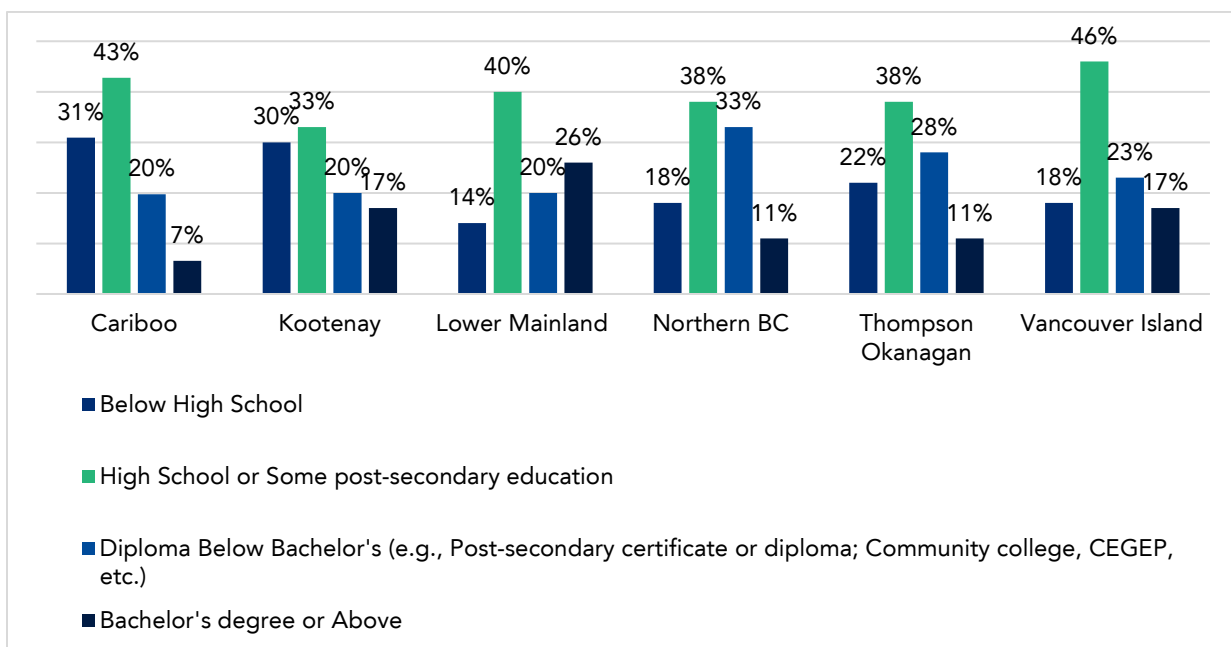
Chart 3: Food & Beverage Sector Workforce Sex by Region, 2023



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

The most common education level in the sector is a high school education or some post-secondary with Vancouver Island having the largest proportion (46%). However, nearly half of the Lower Mainland and Northern BC workforce have at least some forms of a post-secondary diploma or degree (46% and 44% respectively).

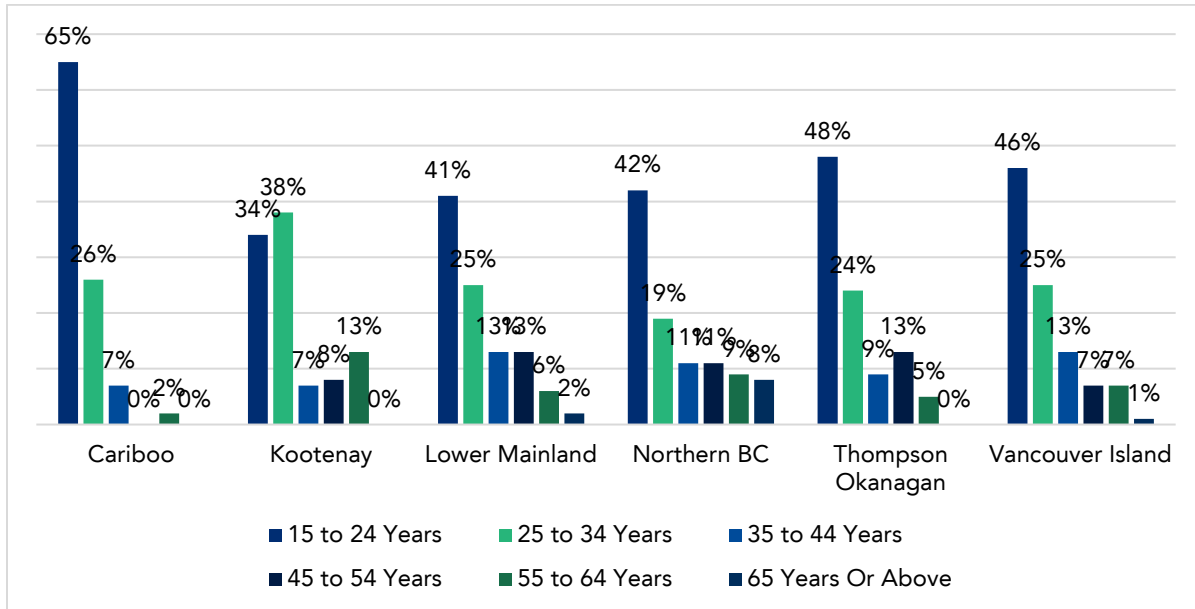
Chart 4: Food & Beverage Sector Workforce Education Level by Region, 2023



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

Workers aged 15 to 24 make up the largest portion of the sectoral workforce in every region, with the highest concentration of workers under 25 being in the Cariboo (65%). The Kootenay region is the exception with 38% of it's workforce between the ages of 25 to 34.

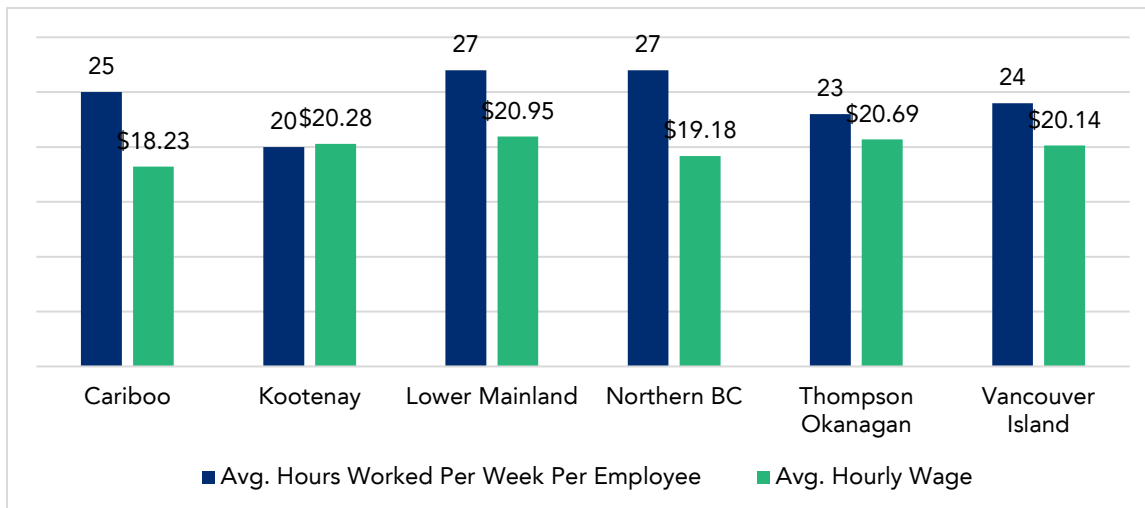
Chart 5: Food & Beverage Sector Workforce Age Groups by Region, 2023



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

The Lower Mainland and Northern BC lead in average weekly working hours, each at 27 hours. Hourly wages across various regions fluctuate, ranging from \$18.23 to \$20.95. The highest hourly wages are observed in the Lower Mainland and Thompson Okanagan, while Cariboo reports the lowest.

Chart 6: Food & Beverage Average Hours Worked and Wages by Region, 2023



Note: Wages include tips and commissions. The LFS data in this chart are annual averages.

According to Statistic Canada's 2021 Census, approximately 5% of BC's food and beverage sector is Indigenous, which equal to the provincial industry average and the provincial population. The highest percentage of Indigenous workers in the sector are employed in Northern BC (16%). Also, more food and beverage employees are members of a visible minority (50%) than the provincial industry average (40%), or the provincial population (35%). Approximately 32% of the sector workforce are immigrants to Canada, with the Lower Mainland employing the highest percentage of immigrants in the sector (41%). Similarly, the Lower Mainland accounts for the highest percentage of workers for whom English or French is not their mother tongue (51%), 11% higher than the sector average (40%).

Table 5: Ethnicity, Immigration, and Mother Tongue in the Food & Beverage Sector Workforce, 2021

Selected Characteristics	Lower Mainland		Vancouver Island		Thompson Okanagan		Kootenay		Cariboo		Northern BC		BC Food & Beverage		BC T&H	BC Pop.
	#	%	#	%	#	%	#	%	#	%	#	%	#	%	%	%
Labour Force	92,155	100%	23,580	100%	17,190	100%	4,090	100%	3,820	100%	3,445	100%	144,285	100%	100%	100%
Indigenous Identity																
Indigenous	2,645	3%	2,195	9%	1,535	9%	275	7%	555	15%	550	16%	7,765	5%	5%	5%
Non-Indigenous	89,510	97%	21,385	91%	15,655	91%	3,815	93%	3,265	85%	2,895	84%	136,520	95%	95%	95%
Visible Minority Status																
Visible Minority	58,465	63%	6,420	27%	4,440	26%	960	23%	1,025	27%	1,350	39%	72,665	50%	40%	35%
Not a Visible Minority	33,690	37%	17,160	73%	12,750	74%	3,130	77%	2,795	73%	2,095	61%	71,620	50%	60%	65%
Immigrant Status																
Non-immigrant	39,785	44%	17,540	74%	12,800	74%	2,960	72%	2,820	74%	2,130	62%	78,050	54%	61%	65%
Immigrant	38,225	41%	4,165	18%	2,540	15%	535	13%	460	12%	720	21%	46,645	32%	31%	31%
Non-permanent residents	14,145	15%	1,875	8%	1,850	11%	595	15%	540	14%	595	17%	19,590	14%	8%	4%
Mother Tongue																
English	39,660	43%	17,565	75%	13,050	76%	3,055	75%	2,910	76%	2,190	64%	78,435	54%	63%	66%
French	730	1%	325	1%	160	1%	85	2%	0	0%	30	1%	1,340	1%	1%	1%
Non-official language	46,845	51%	4,905	21%	3,405	20%	795	19%	760	20%	970	28%	57,680	40%	32%	29%
Other	4,920	5%	785	3%	575	3%	155	4%	150	4%	255	7%	6,830	5%	4%	4%

Source: Custom Tabulation, 2021 Census, Statistics Canada. "BC T&H" refers to BC Tourism and Hospitality industry, and "BC Pop." Refers to BC population.



The following table shows the sector's leading occupations and some of the certifications or training requirements that may be required. As indicated, occupations often related to food preparation and service accounted for the four top occupations in the sector.

Table 6: Leading Occupations in the Food & Beverage Sector Workforce. 2023

NOC	Occupation Title	Certification/Training Requirements	Employment
65201	Food counter attendants, kitchen helpers, and related support occupations	<ul style="list-style-type: none"> On the job training 	41,521
65200	Food and beverage servers	<ul style="list-style-type: none"> On-the-job training is usually provided. Responsible beverage service certification 	23,250
63200	Cooks	<ul style="list-style-type: none"> Cook's trade certification Completion of a three-year apprenticeship program for cooks or completion of college or other program in cooking or food safety 	21,104
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 	18,625
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 	12,271
64300	Maîtres d'hôtel and hosts/hostesses	<ul style="list-style-type: none"> On the job training 	11,042
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. 	7,958
65100	Cashiers	<ul style="list-style-type: none"> On the job training 	7,479
64301	Bartenders	<ul style="list-style-type: none"> Responsible beverage service certification Completion of college or other program in bartending or completion of courses in mixing drinks is usually required. 	2,292
75201	Delivery service drivers and door-to-door distributors	<ul style="list-style-type: none"> A driver's licence appropriate to the class of vehicle being driven One year of safe driving experience is usually required. 	1,833
63202	Bakers	<ul style="list-style-type: none"> On-the-job training Completion of a three- or four-year apprenticeship program for bakers or completion of a college or other program for bakers or several years of commercial baking experience Red Seal endorsement is also available to qualified bakers upon successful completion of the interprovincial Red Seal examination. 	1,771
65310	Light duty cleaners	<ul style="list-style-type: none"> On the job training 	979

NOC	Occupation Title	Certification/Training Requirements	Employment
12200	Accounting technicians and bookkeepers	<ul style="list-style-type: none"> Completion of a college program in accounting, bookkeeping or a related field or completion of two years (first level) of a recognized professional accounting program (e.g., Chartered Accounting, Certified General Accounting) or courses in accounting or bookkeeping combined with several years of experience as a financial or accounting clerk are required 	875
11202	Professional occupations in advertising, marketing and public relations	<ul style="list-style-type: none"> University degree or college diploma in business marketing, public relations, communications, journalism, museology or a related discipline Accredited in Public Relations designation (APR) may be required 	625
13102	Payroll administrators	<ul style="list-style-type: none"> Completion of college or other courses in accounting, bookkeeping, or payroll administration Payroll association certification may be required 	375

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



The majority (78%) of the food and beverage sector workforce has been employed in their current or latest job for less than five years, while only 10% have been in their position for over ten years. The average experience level of the sector’s workforce is significantly less than the overall Tourism and Hospitality industry average.

Table 7: Tourism and Hospitality Workforce Experience, 2023

Length of Employment	Food & Beverage		Tourism & Hospitality	
	#	%	#	%
Less than 1 year	32,063	21%	56,208	16%
1 to 2 years	66,396	43%	121,978	35%
3 to 4 years	20,792	14%	39,938	12%
5 to 7 years	13,792	9%	40,313	12%
8 to 10 years	6,021	4%	22,646	7%
11 to 15 years	6,104	4%	23,958	7%
16 to 20 years	4,521	3%	13,146	4%
over 20 years	3,958	3%	25,792	7%
Total	153,646	100%	343,979	100%
Avg. Length	3.8 years		6.0 years	

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



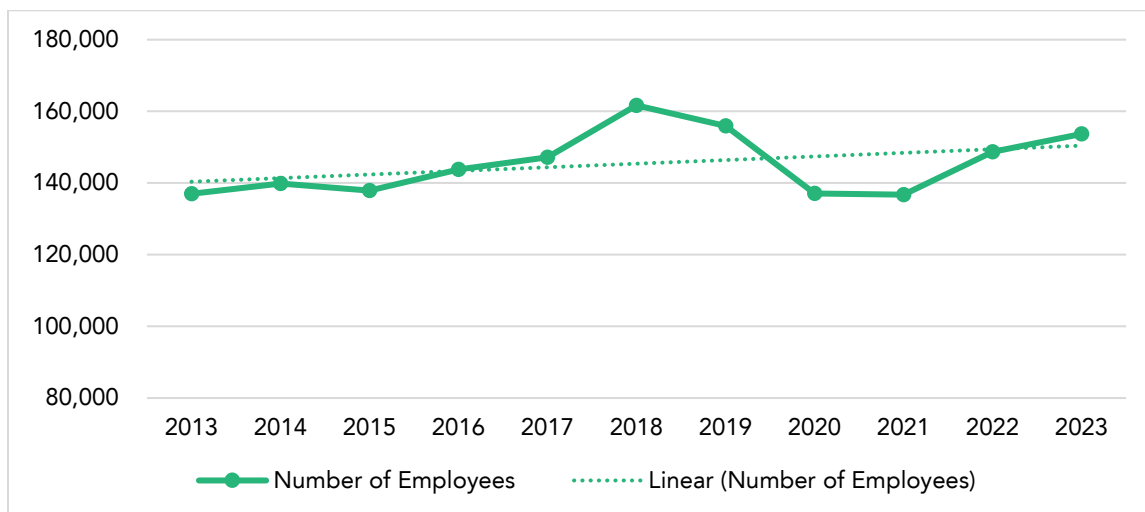
An average employee has been working at their current job for 3.8 years



IMPACT OF THE COVID-19 PANDEMIC

Employment in the sector trended upward from 2013 to 2019, with an average of 155,958 employees per month in 2019 compared to 137,000 in 2013. The compounded annual growth rate over the six-year period from 2013 to 2019 was 2%. The impacts of the COVID-19 pandemic significantly changed that trend, with sector employment reaching a 10-year low of 136,750 in 2021. However, over the last two years the industry has nearly recovered to pre-pandemic levels (153,646 in 2023 vs 155,958 in 2019) with a compounded annual growth rate of 1.2% from 2013 to 2023.

Chart 7: Food and Beverage Sector Average Annual Workforce, 2013 – 2023

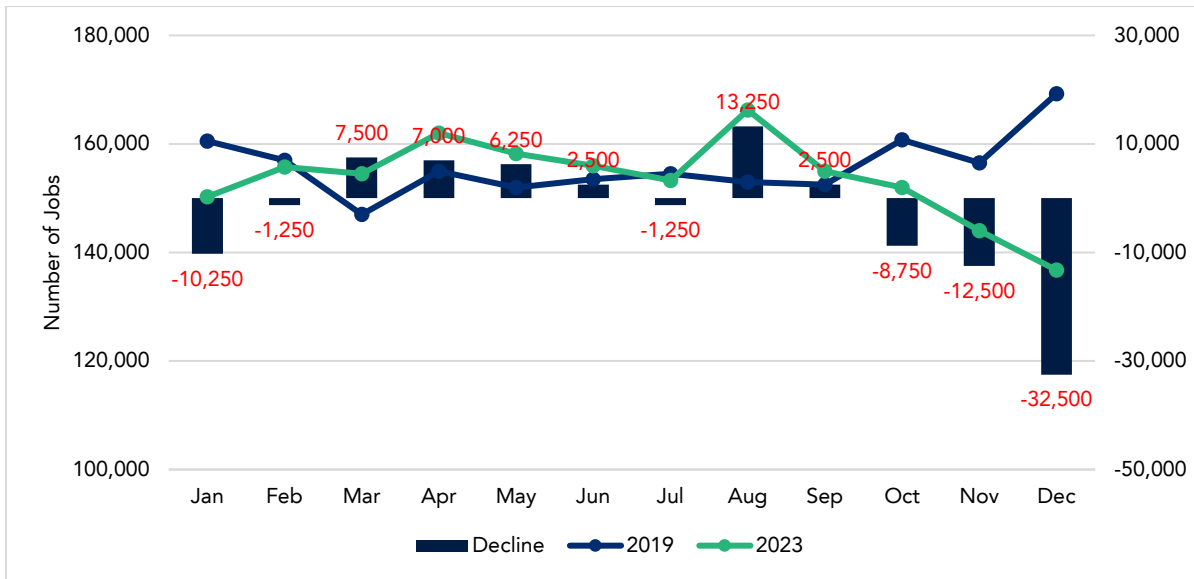


Note: The LFS data in this chart are annual averages.

Employment Resiliently Bounces Back to Approach Pre-Pandemic Highs

There were relatively more people employed in the food and beverage sector during the first half of 2023 as compared to 2019, hitting a high point in August when there were 13,250 more employees. However, from October to December of 2023 employment numbers fell well below 2019 levels, reaching a low of 32,500 less jobs.

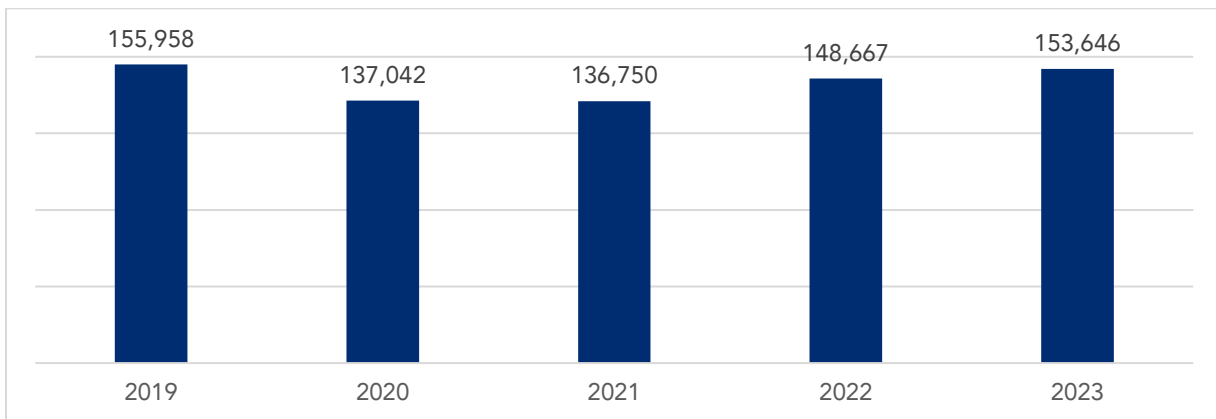
Chart 8: Monthly Decline in Food & Beverage Sector Employment, 2023 vs. 2019



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

In 2023, employment in the food and beverage sector recovered 98% of the pre-pandemic level (153,646 in 2023 vs 155,958 in 2019). Employment reached a 5-year low in 2021 (136,750) but has since recovered growing 9% in 2022 and an additional 3% in 2023.

Chart 9: Annual Change in Food & Beverage Sector Employment, 2019 – 2023



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

In 2023, the food and beverage sector rebounded, approaching its pre-pandemic performance. This resurgence was primarily driven by robust recoveries in major regions such as the Lower Mainland, Vancouver Island, and Thompson Okanagan. However, smaller regions like Cariboo and Northern BC are still witnessing a notable downturn compared to 2019, indicating that more efforts are required for a full recovery.

Table 8: Food & Beverage Sector Change in Employment by Region, 2019 - 2023

Employment	2019	2020	2021	2022	2023	% Change 2023 vs 2019
Region						
Cariboo	4,313	3,125	4,563	4,208	3,167	-27%
Kootenay	3,771	4,167	3,875	3,083	5,125	36%
Lower Mainland	98,540	94,479	86,020	100,021	97,708	-1%
Northern BC	5,438	3,083	4,125	2,917	3,625	-33%
Thompson Okanagan	18,875	12,063	15,542	17,646	18,333	-3%
Vancouver Island	25,021	20,125	22,625	20,792	25,688	3%
British Columbia	155,958	137,042	136,750	148,667	153,646	-1%

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



-1%

**Food and
Beverage
(2023 vs 2019)**



The average numbers of full-time jobs remained relatively unchanged in 2023 compared to 2019 levels while the number of part-time jobs decreased by 3%. Employment gains in the food and beverage sector were the largest for seasonal workers, growing by 2.5 times since 2019. The number of men in the food and beverage sector increased by 2% since 2019 while the number of women decreased by 4%. The food and beverage sector is seeing an influx of employees aged 25 to 34 and 45 to 54 (15% and 20% growth respectively) and also in increase in the number of employees working past retirement age (33% growth from 2019 to 2023). Finally, there is a significant change in the workforce education levels with a 38% increase in the number of employees with a bachelor’s degree or higher over the last 5 years.

Table 9: Food & Beverage Sector Change in Employment by Demographics, 2019 - 2023

Demographics	2019	2020	2021	2022	2023	% Change 2023 vs 2019
Job Status						
Full-time	83,416 (53%)	75,479 (55%)	65,167 (48%)	77,438 (52%)	83,000 (54%)	0%
Part-time	72,542 (47%)	61,563 (45%)	71,583 (52%)	71,229 (48%)	70,646 (46%)	-3%
Permanent and Seasonal⁴						
Permanent	116,229 (75%)	102,375 (75%)	110,229 (81%)	114,563 (77%)	116,146 (76%)	0%
Seasonal	1,333 (1%)	2,104 (2%)	2,813 (2%)	1,354 (1%)	4,500 (3%)	238%
Casual	16,729 (11%)	12,271 (9%)	10,063 (7%)	16,313 (11%)	13,521 (9%)	-19%
Temporary	7,938 (5%)	6,417 (5%)	4,458 (3%)	4,208 (3%)	6,667 (4%)	-16%
Sex						
Male	65,854 (42%)	62,480 (46%)	60,583 (44%)	67,125 (45%)	67,083 (44%)	2%
Female	90,104 (58%)	74,562 (54%)	76,167 (56%)	81,542 (55%)	86,563 (56%)	-4%
Age Group						
15 to 24	73,041 (47%)	51,937 (38%)	62,979 (46%)	68,375 (46%)	66,375 (43%)	-9%
25 to 34	33,688 (22%)	35,751 (26%)	32,146 (24%)	32,958 (22%)	38,791 (25%)	15%
35 to 44	18,792 (12%)	19,208 (14%)	14,521 (11%)	19,375 (13%)	18,313 (12%)	-3%
45 to 54	15,000 (10%)	15,375 (11%)	12,083 (9%)	14,042 (9%)	17,979 (12%)	20%

⁴ Permanent= 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
55 to 64	13,229 (8%)	13,271 (10%)	13,021 (10%)	11,167 (8%)	9,250 (6%)	-30%
65 or above	2,208 (1%)	1,500 (1%)	2,000 (1%)	2,750 (2%)	2,938 (2%)	33%
Education						
Below high school	30,438 (20%)	20,896 (15%)	30,063 (22%)	31,333 (21%)	25,688 (17%)	-16%
High school or some post-secondary	69,916 (45%)	60,334 (44%)	59,062 (43%)	62,063 (42%)	62,271 (41%)	-11%
Degree below bachelor's	32,333 (21%)	32,708 (24%)	26,542 (19%)	32,208 (22%)	33,604 (22%)	4%
Bachelor's degree or above	23,271 (15%)	23,104 (17%)	21,083 (15%)	23,063 (16%)	32,083 (21%)	38%

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

Between 2019 and 2023, the provincial food and beverage sector witnessed a 4% decrease in average working hours. Notably, the Kootenays region experienced the most significant reduction, with average weekly hours decreasing by 26% during the same period.

Table 10: Food and Beverage Sector Average Actual Hours Worked Per Week Per Employee

Average Hours worked	2019	2020	2021	2022	2023	% Change 2023 vs 2019
	Region					
Cariboo	24	24	24	30	25	4%
Kootenay	27	22	25	24	20	-26%
Lower Mainland	28	25	24	26	27	-4%
Northern BC	27	30	29	29	27	0%
Thompson Okanagan	25	22	24	22	23	-8%
Vancouver Island	26	23	25	23	24	-8%
British Columbia	27	24	25	26	26	-4%

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

Average hourly wages for the sector increased by 29% from 2019 to 2023. The Kootenays and Thompson Okanagan has seen the largest wage increases at 37% each from 2019 to 2023. Average hourly wage in the sector is roughly 1.2 times higher than the provincial minimum wage (\$20.73 vs \$16.75)

Table 11: Food and Beverage Sector Average Hourly Wage by Region

Average Hourly wage ⁵	2019	2020	2021	2022	2023	% Change 2023 vs 2019
	Region					
Cariboo	\$14.55	\$15.95	\$16.40	\$19.31	\$18.23	25%
Kootenay	\$14.83	\$16.74	\$19.02	\$17.80	\$20.28	37%
Lower Mainland	\$16.35	\$17.65	\$18.07	\$19.43	\$20.95	28%
Northern BC	\$14.72	\$16.53	\$16.89	\$18.44	\$19.18	30%
Thompson Okanagan	\$15.13	\$16.36	\$17.78	\$18.87	\$20.69	37%
Vancouver Island	\$16.00	\$17.25	\$17.84	\$19.53	\$20.14	26%
British Columbia	\$16.01	\$17.39	\$17.93	\$19.37	\$20.73	29%

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



Wage increase in the food and beverage sector has been very strong in all regions.

⁵ Includes tips and commissions.

Comparison to Other Tourism & Hospitality Sectors in BC

The following table presents the key indicators across the four Tourism and Hospitality sectors in BC.

Table 12: Key Indicators Across the Tourism & Hospitality Sectors in BC, 2023

Key Indicators (2023)	Accommodation	Food & Beverage	Recreation & Entertainment	Transportation & Travel	Tourism & Hospitality
Employment 2023					
Relative Share to BC Employment	1%	6%	4%	2%	12%
Relative Share to Tourism & Hospitality Employment	9%	45%	29%	17%	100%
Employment Change (2023 vs 2019)	-16%	-1%	13%	-7%	-0.4%
Avg. Hours Worked Per Week Per Employee and Avg. Hourly Wage					
Avg. Hours Worked	32	26	28	35	28
Avg. Hourly Wage	\$25.83	\$20.73	\$31.08	\$38.33	\$27.00
Length of Employment of Current or Latest Job					
Less than 1 year	15%	21%	15%	8%	16%
1 to 2 years	36%	43%	32%	22%	35%
3 to 4 years	6%	14%	11%	10%	12%
5 to 7 years	11%	9%	15%	14%	12%
8 to 10 years	7%	4%	8%	10%	7%
11 to 15 years	9%	4%	5%	16%	7%
16 to 20 years	5%	3%	4%	6%	4%
Over 20 years	11%	3%	10%	14%	7%
Avg. Length in years	7.4 years	3.8 years	6.9 years	9.7 years	6.0 years
Job Status					
% Full-time Workers	78%	54%	67%	87%	66%
% Permanent Workers	22%	46%	33%	13%	34%
Age Group					

Key Indicators (2023)	Accommodation	Food & Beverage	Recreation & Entertainment	Transportation & Travel	Tourism & Hospitality
15 to 24 years	13%	43%	26%	4%	29%
25 to 34 years	26%	25%	27%	21%	25%
35 to 44 years	23%	12%	20%	24%	17%
45 to 54 years	17%	12%	11%	24%	14%
55 to 64 years	14%	6%	10%	21%	11%
Over 65 years	7%	2%	5%	6%	4%
Sex and Education					
% Female	58%	56%	46%	30%	49%
% Bachelor's degree or above	23%	21%	38%	32%	28%
Ethnicity and Immigration* (2021 Census)					
% Indigenous	6%	5%	5%	4%	5%
% Visible Minority	37%	50%	25%	38%	40%
% Immigrant	37%	32%	24%	38%	31%
Mother Tongue* (2021 Census)					
% English	61%	54%	76%	61%	62%
% French	2%	1%	2%	1%	1%
% Non-official language	33%	40%	18%	33%	32%

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



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