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THE TOURISM & HOSPITALITY WORKFORCE PROFILE IN THE LOWER MAINLAND



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 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 Lower Mainland region, 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.



The Lower Mainland region provides visitors with access to a vast assortment of recreational activities, dramatic landscapes, and cultural, artistic, and musical experiences. The climate in the Lower Mainland region is one of the mildest in Canada, with temperate summers that rarely see temperatures exceeding 30 degrees Celsius, and rainy but relatively warm winters where both snowy and sunny days are not abundant. However, climate change has created more variability in both winter and summer months, which can have an impact on the industry.

The region is as renowned for its fine dining establishments, art galleries and museums, and luxury hotels and spas as it is for its beautiful and rugged terrain that promotes activities like mountain biking, hiking, camping, golfing, cycling, sailing, fishing, whale watching, ocean kayaking, mountaineering, snowboarding, and skiing, snowmobiling, snowshoeing and many more. Recreational activities in the region are accessible via world class facilities like Whistler Blackcomb which was rated the number one ski resort in North America by the Wall Street Journal². The region also boasts rich agricultural areas like the Fraser Valley and Pemberton Valley that produce a variety of produce and local wines. Metro Vancouver has one of the largest urban Indigenous populations in Canada making it a hub for Indigenous cultural Tourism & Hospitality, art, and music. Vancouver also offers a vibrant arts, music, and film scene with numerous events, festivals, and cultural experiences available to visitors.

The Lower Mainland region offers iconic natural landscape sightseeing experiences drawing visitors from around the world, such as the Sea-to-Sky highway, Stanley Park and the Lions

² [Best Ski Resorts in America for Every Skier: WSJ Rankings - WSJ](#)

Gate Suspension Bridge, and the Grouse Mountain gondola. Those experiences can be accessed through the region’s scenic roadways and numerous provincial and regional parks.

The region’s Tourism & Hospitality industry is well established and spans many communities, having contributed to the diversification of the economy and a shift away from agricultural and/or resource extraction dependence.

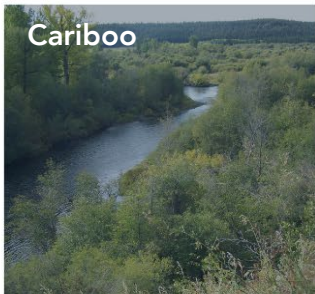
The Lower Mainland Region (Vancouver Coast Tourism & Hospitality Region) encompasses approximately 36,303 square kilometres of British Columbia’s southern coast and interior. The region expands outwards from Metro Vancouver, north along the Sunshine Coast and the Sea-to-Sky Corridor, and east up the Fraser Valley and Fraser Canyon, which are both anchored by the Fraser River. As of 2023, the region was home to 2,821,400 people, with the most populous cities being Vancouver, Surrey, Burnaby, Richmond, Coquitlam, and Abbotsford.



Source: *Indigenous Tourism BC Labour Market Research – Roots to a Future – Regional Profile – Lower Mainland*, Government of BC, 2021. <https://www.indigenoussc.com/corporate/news/indigenous-tourism-bc-releases-labour-market-research-indigenous-tourism-labour-strategy-and-a-guide-to-wise-hr-practices/>

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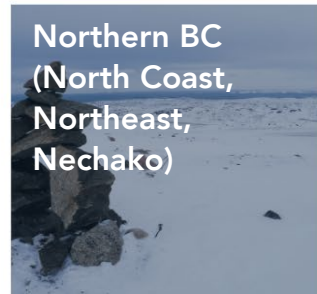
BREAKDOWN OF BC'S DEVELOPMENT AND TOURISM REGIONS



Cariboo



Lower Mainland



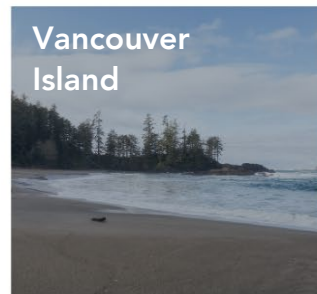
Northern BC
(North Coast,
Northeast,
Nechako)



Thompson
Okanagan



Kootenay

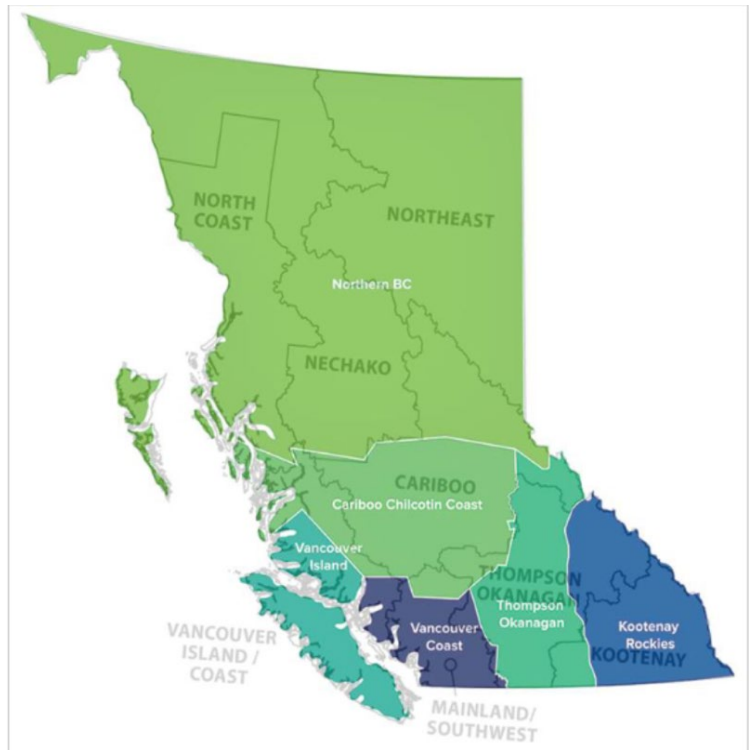


Vancouver
Island

Map of Tourism & Hospitality 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 & Hospitality regions of British Columbia (displayed in white text). Some of the development and Tourism & Hospitality 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 & Hospitality vs development regions), however, no region aligns perfectly with their counterpart in the opposite set.



The Lower Mainland Region (Vancouver Coast Tourism & Hospitality 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 & Hospitality Region covers small portions of the Vancouver Island/Coast, Mainland/Southwest, and Thompson Okanagan Development Regions.



CHARACTERISTICS OF THE LOWER MAINLAND

The Tourism and Hospitality industry in the Lower Mainland region employed 232,979 people in 2023, of which 42% are employed in the food and beverage sector and 31% in the recreation and entertainment sector. The region accounted for 68% of the provincial industry workforce (343,979), and its workforce distribution across sectors is representational of the provincial distribution.

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

Sectors ³	Lower Mainland		British Columbia	
	#	%	#	%
Accommodation	17,708	8%	30,333	9%
Food and beverage	97,708	42%	153,646	45%
Recreation and entertainment	73,313	31%	99,146	28%
Transportation and travel	44,250	19%	60,854	18%
Total	232,979	100%	343,979	100%

Note: The LFS data in this table are annual averages

³ NAICs codes were used to define the sectors. Any business is assigned to only one NAICs code, corresponding to the industry classification from which it generates its greatest revenues. Source: North American Industry Classification System, Statistics Canada, 2017.

<https://www23.statcan.gc.ca/imdb/p3VD.pl?Function=getVD&TVD=380372>

In the Lower Mainland, the Tourism and Hospitality industry accounts for approximately 13% of total employment, compared to 12% for the rest of the province.

Table 2: Tourism and Hospitality vs Total Employment, 2023

Employment	Lower Mainland	British Columbia
Tourism & Hospitality Employment	232,979	343,979
Overall Employment	1,801,958	2,791,792
Percent Tourism & Hospitality of Overall Employment	13%	12%

Note: The LFS data in this table are annual averages

The sex of the regional workforce is relatively evenly divided. About half (52%) of the workforce is under the age of 35 while 13% is at or approaching retirement age, and over half (59%) of workers hold a post-secondary degree or diploma.

Table 3: Lower Mainland Region Tourism and Hospitality Industry Workforce Demographics, 2023

Demographics	Lower Mainland	
Sex	#	%
Male	123,250	53%
Female	109,729	47%
Age Group	#	%
15 to 24	61,573	26%
25 to 34	61,635	26%
35 to 44	43,979	19%
45 to 54	34,521	15%
55 to 64	23,688	10%
65 or above	7,583	3%
Education	#	%
Below high school	20,262	9%
High school or some post-secondary education	76,178	33%
Degree below bachelor's	59,512	26%
Bachelor's degree or above	77,027	33%

Note: The LFS data in this table are annual averages

Approximately two thirds (68%) of the regional workforce is employed on a full-time basis and one third (32%) are employed part-time. Permanent workers account for 69% of the regional workforce, while 17% are seasonal, temporary, or casual workers. The average wage rate is \$28.33 per hour and the average hours worked per week is 29.

Table 4: Lower Mainland Region Tourism and Hospitality Industry Demographics, 2023

Demographics	Lower Mainland	
Job Status	#	%
Full-time	159,302	68%
Part-time	73,677	32%
Permanent and Seasonal⁴	#	%
Permanent	161,811	69%
Seasonal	9,146	4%
Casual	13,417	6%
Temporary	16,500	7%
Other	1,542	1%
N/A	30,563	13%

Note: The LFS data in this table are annual averages



29 hours worked per week on average

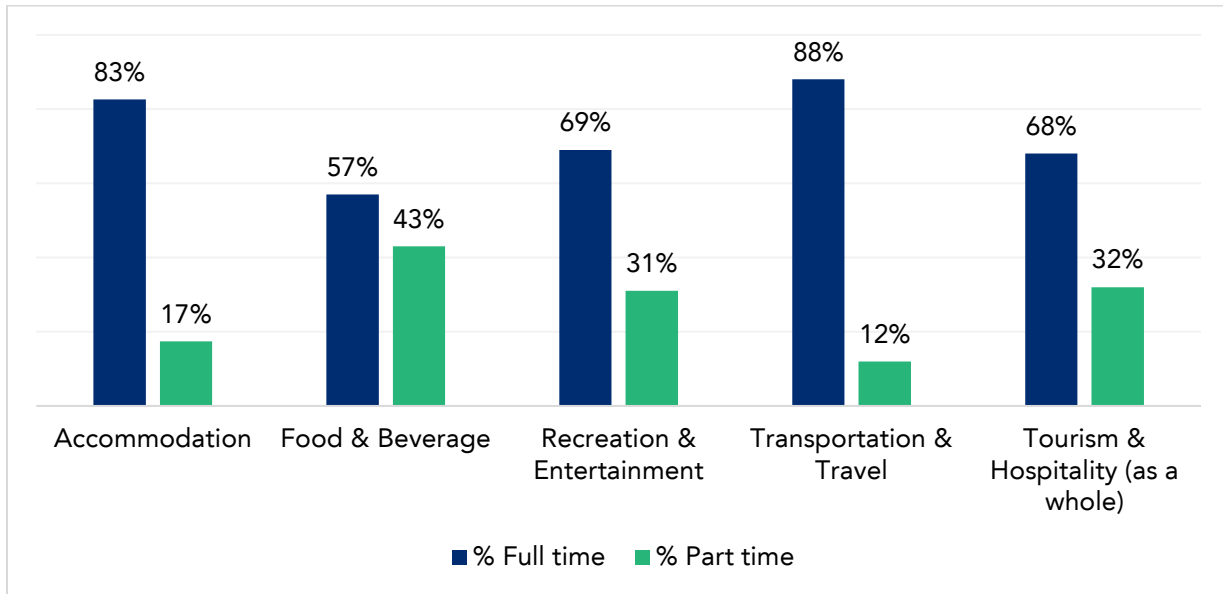


28.33 earned per hour on average

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-

The transportation and travel, and accommodation sectors have the highest percentage of full-time workers (88% and 83% respectively) and the food and beverage sector has the highest percentage of part-time workers (43%).

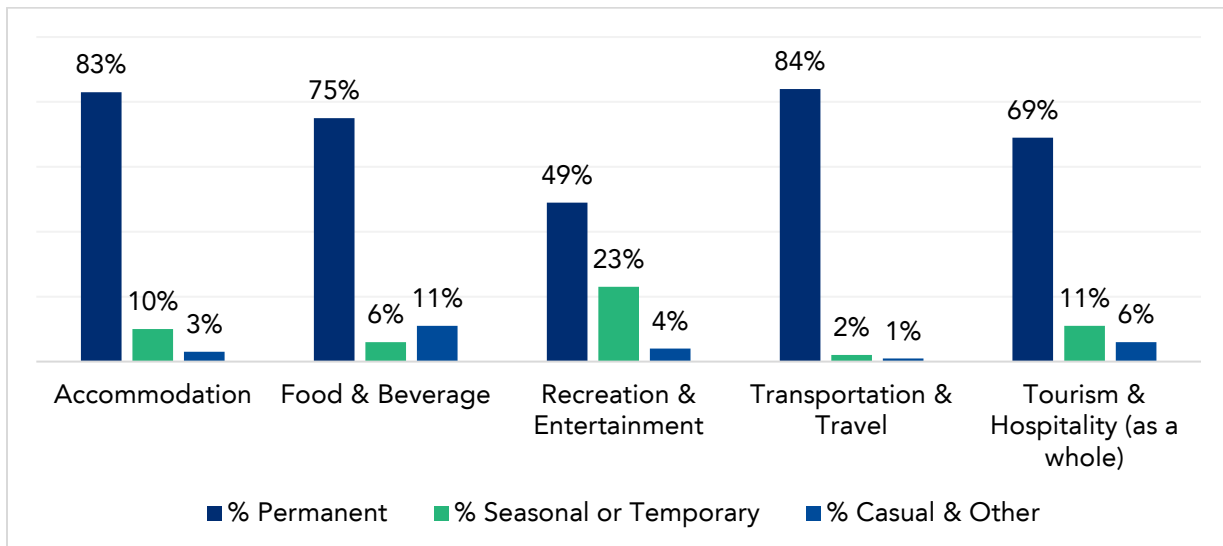
Chart 1: Lower Mainland Region Job Status by Sector, 2023



Note: The LFS data in this chart are annual averages

The transportation and travel, and accommodation sectors also have the highest percentage of permanent employees (84% and 83% respectively), while the recreation and entertainment sector has the highest percentage of seasonal employees (23%).

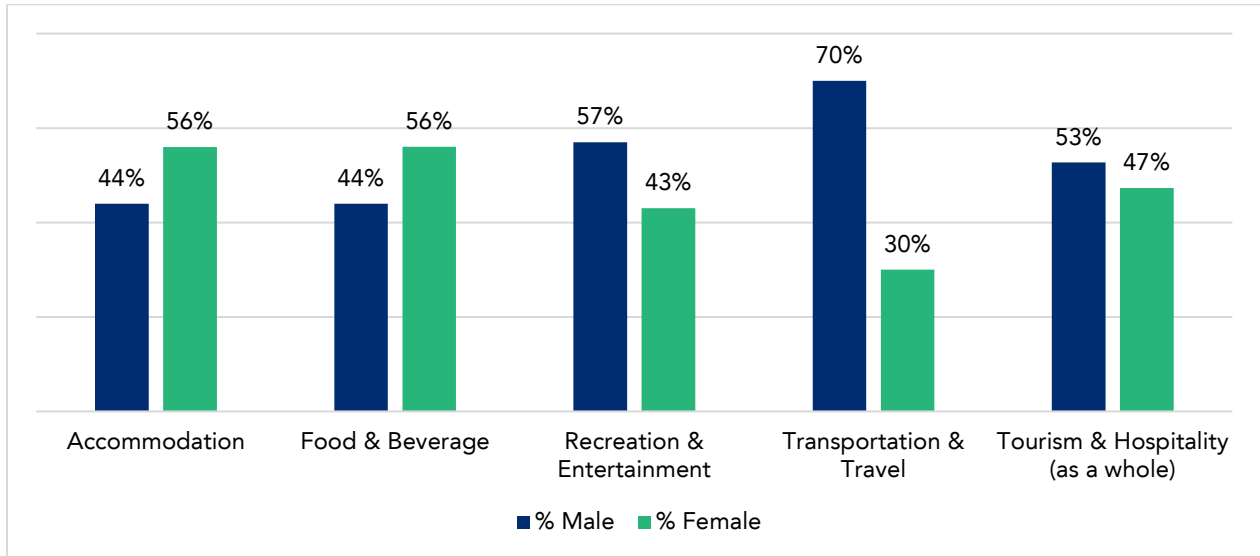
Chart 2: Lower Mainland Region Employee Type by Sector, 2023



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 food and beverage sector, and accommodation sector have the highest concentration of female workers (56% each). Overall, the distribution of men and women in the industry is fairly even.

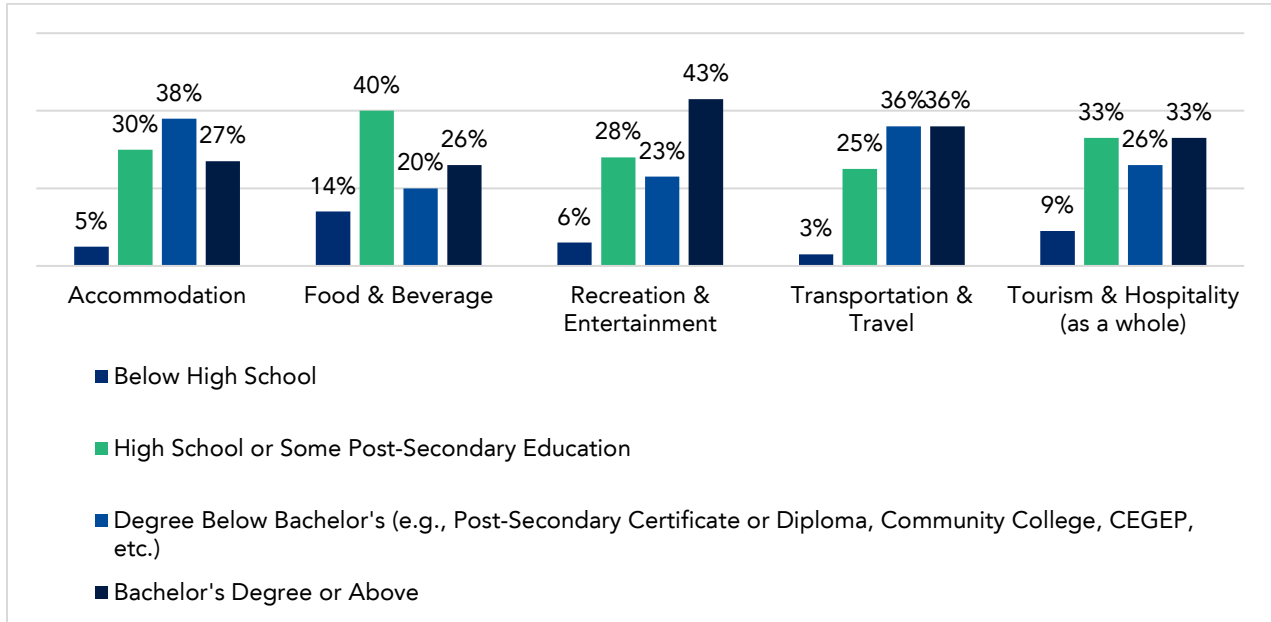
Chart 3: Lower Mainland Region Workforce Sex by Sector, 2023



Note: The LFS data in this chart are annual averages

Approximately two thirds of employees in the recreation and entertainment sector and accommodation sector have at least a post-secondary degree or diploma (66% and 65% respectively), while approximately half (54%) of the workers in the food and beverage sector do not.

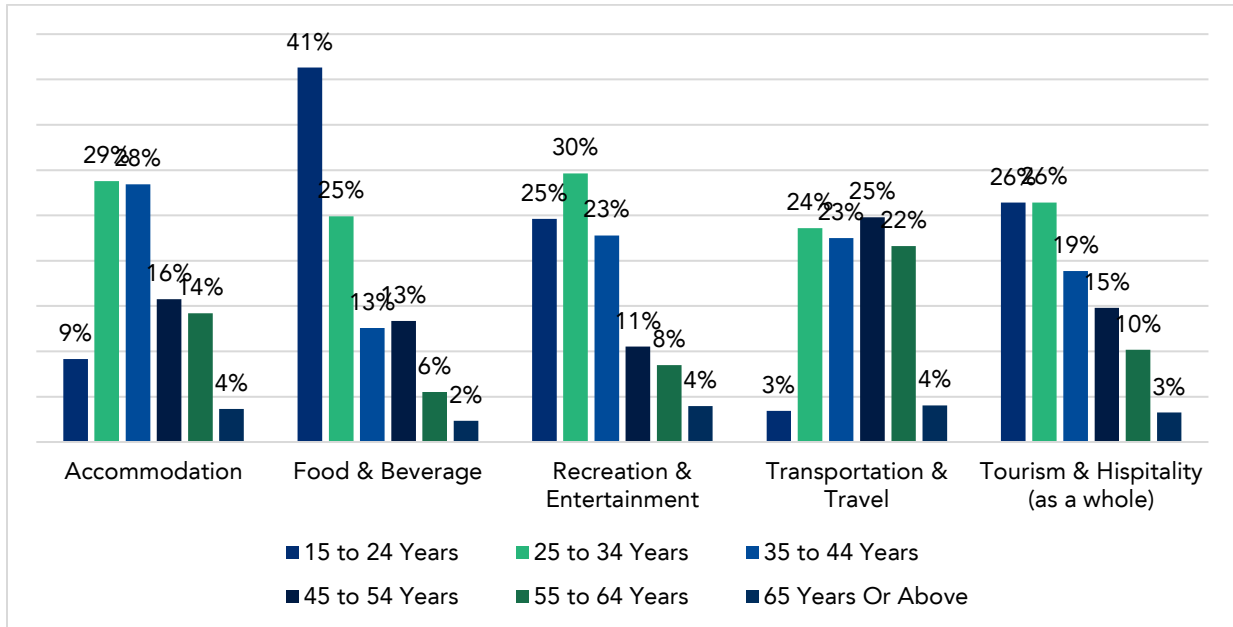
Chart 4: Lower Mainland Region Workforce Education Level by Sector, 2023



Note: The LFS data in this table are annual averages

The food and beverage sector has the youngest workforce with 41% of its workers being between 15 and 24 years of age, and the transportation and travel sector is the oldest with 51% of its workers being 45 or older. Across the entire industry, 52% of the workforce is under the age of 35.

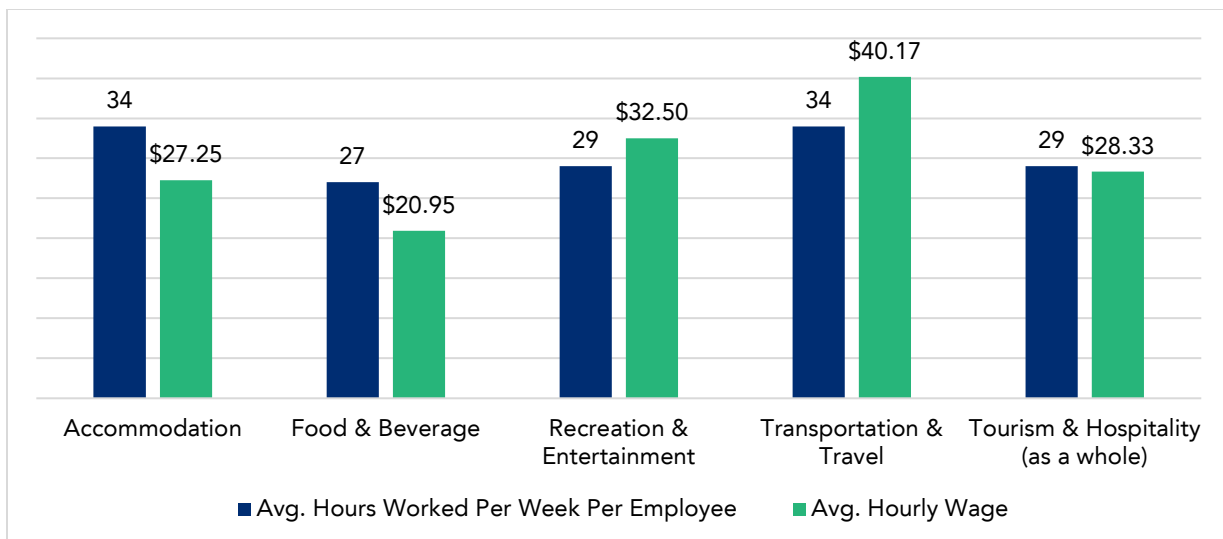
Chart 5: Lower Mainland Region Workforce by Age Groups, 2023



Note: The LFS data in this chart are annual averages

Employees in the accommodation, and transportation and travel sectors average the most hours worked at 34 hours per week while employees in the transportation and travel sector are paid the most at about \$40 per hour.

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



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

According to Statistics Canada's 2021 Census, the Lower Mainland's Tourism and Hospitality industry employed less Indigenous workers (3%) than the provincial industry average (5%) and the provincial population (5%). However, the regional workforce has a higher percentage of workers who are members of a visible minority (46%) than the provincial industry average (40%), or the provincial population (35%). The accommodation, and transportation and travel sectors employed the highest percentage of immigrants at 56% and 49% however, the food and beverage sector employs the highest percentage of workers who's mother tongue is neither English or French (51%).

Table 5: Ethnicity, Immigration, and Mother Tongue in the Lower Mainland Region Workforce, 2021

Selected Characteristics	Accommodation		Food & Beverage		Recreation & Entertainment		Transportation & Travel		Regional Tourism & Hospitality		BC Tourism & Hospitality	BC Population
	#	%	#	%	#	%	#	%	#	%	%	%
Labour Force	12,955	100%	92,155	100%	87,385	100%	38,330	100%	230,825	100%	100%	100%
Indigenous Status												
Indigenous	310	2%	2,645	3%	4,245	5%	735	2%	7,935	3%	5%	5%
Non-Indigenous	12,645	98%	89,510	97%	83,140	95%	37,595	98%	222,890	97%	95%	95%
Visible Minority Status												
Visible Minority	7,335	57%	58,465	63%	21,405	25%	19,465	51%	106,670	46%	40%	35%
Not a Visible Minority	5,620	43%	33,690	37%	65,980	75%	18,865	49%	124,155	54%	60%	65%
Immigration Status												
Non-immigrant	4,975	38%	39,785	44%	63,280	73%	18,805	49%	126,845	55%	61%	65%
Immigrant	7,195	56%	38,225	41%	21,065	24%	18,660	49%	85,145	37%	31%	31%
Non-permanent residents	785	6%	14,145	15%	3,040	3%	865	2%	18,835	8%	8%	4%
Mother Tongue												
English	5,695	44%	39,660	43%	66,705	76%	19,370	51%	131,430	57%	63%	66%
French	195	2%	730	1%	1,515	2%	465	1%	2,905	1%	1%	1%
Non-official language	6,255	48%	46,845	51%	16,025	18%	16,470	43%	85,595	37%	32%	29%
Multiple mother tongues*	810	6%	4,920	5%	3,140	4%	2,025	5%	10,895	5%	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, the primary sector in which they are employed, and some common certifications and training/education that may be required. As indicated, occupations often related to the Food and Beverage Services accounted for the top four occupations in the region.

Table 6: Leading Occupations in the Lower Mainland Region 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	25,250
65200	Food and beverage servers	<ul style="list-style-type: none"> ▪ On-the-job training is usually provided. ▪ Responsible beverage service certification 	Food and Beverage services	18,854
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 	Food and Beverage services	14,042
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	12,833
64300	Maîtres d'hôtel and hosts/hostesses	<ul style="list-style-type: none"> ▪ On the job training 	Food and Beverage services	9,271
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	8,688
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	7,875
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. ▪ Bus drivers require a Class B, C, E or F driver's licence in Ontario, and a Class 2 driver's licence is required in all other provinces and the territories. ▪ An air brakes endorsement and first aid certificate may be required. 	Transportation and Travel services	7,729

NOC	Occupation Title	Certification/Training Requirements	Primary sector*	Employment
62200	Chefs	<ul style="list-style-type: none"> Experience as a public transit bus driver is usually required for subway and light rail transit operators 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	6,708
65100	Cashiers	<ul style="list-style-type: none"> On the job training 	Food and Beverage services	6,396
65211	Operators and attendants in amusement, recreation, and sport	<ul style="list-style-type: none"> On the job training 	Recreation and Entertainment	6,104
51120	Producers, directors, choreographers, and related occupations	<ul style="list-style-type: none"> Relevant university degree or college diploma 	Recreation and Entertainment	5,250
75200	Taxi and limousine drivers and chauffeurs	<ul style="list-style-type: none"> A Class 4 driver's licence is required in all provinces and the territories. Taxi drivers require a municipal permit. 	Transportation and Travel services	4,750
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. In addition to the arts, training in biology, engineering, architecture or a scientific field is usually required for medical, technical and scientific illustrators. 	Recreation and Entertainment	4,646
70020	Managers in transportation	<ul style="list-style-type: none"> A bachelor's degree in business administration or engineering 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	3,771
52111	Graphics 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	3,646
53111	Motion pictures, broadcasting, photography and performing arts assistants and operators	<ul style="list-style-type: none"> On the job training Projectionists are required to be licensed by their province of employment 	Recreation and Entertainment	3,604
65310	Light duty cleaners	<ul style="list-style-type: none"> On the job training 	Accommodation	3,438

NOC	Occupation Title	Certification/Training Requirements	Primary sector*	Employment
52119	Other technical and coordinating occupations in motion pictures, broadcasting and the performing arts	<ul style="list-style-type: none"> Completion of a college or university program in broadcasting, theatre arts or a related field 	Recreation and Entertainment	3,104
51111	Authors and writers (except technical)	<ul style="list-style-type: none"> Copywriters require a university degree or college diploma in French, English, marketing, advertising or another discipline 	Recreation and Entertainment	2,792

*Note: The LFS data in this table are annual averages. *"Primary sector" indicates the sector that accounts for the largest portion of the reported employment numbers.*



The majority (61%) of the regional Tourism and Hospitality workforce has been employed in their current or latest job for less than five years, while 20% have been in their position for over ten years. The average experience level of the regional Tourism and Hospitality workforce is representative of the provincial industry average.

Table 7: Lower Mainland Region Tourism and Hospitality Workforce Experience, 2023

Length of Employment	Lower Mainland		British Columbia	
	#	%	#	%
Less than 1 year	34,896	15%	56,208	16%
1 to 2 years	80,771	35%	121,978	35%
3 to 4 years	28,188	12%	39,938	12%
5 to 7 years	28,333	12%	40,313	12%
8 to 10 years	16,354	7%	22,646	7%
11 to 15 years	17,521	8%	23,958	7%
16 to 20 years	9,104	4%	13,146	4%
Over 20 years	17,813	8%	25,792	7%
Total	232,979	100%	343,979	100%
Avg. Length	6.2 years		6.0 years	

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



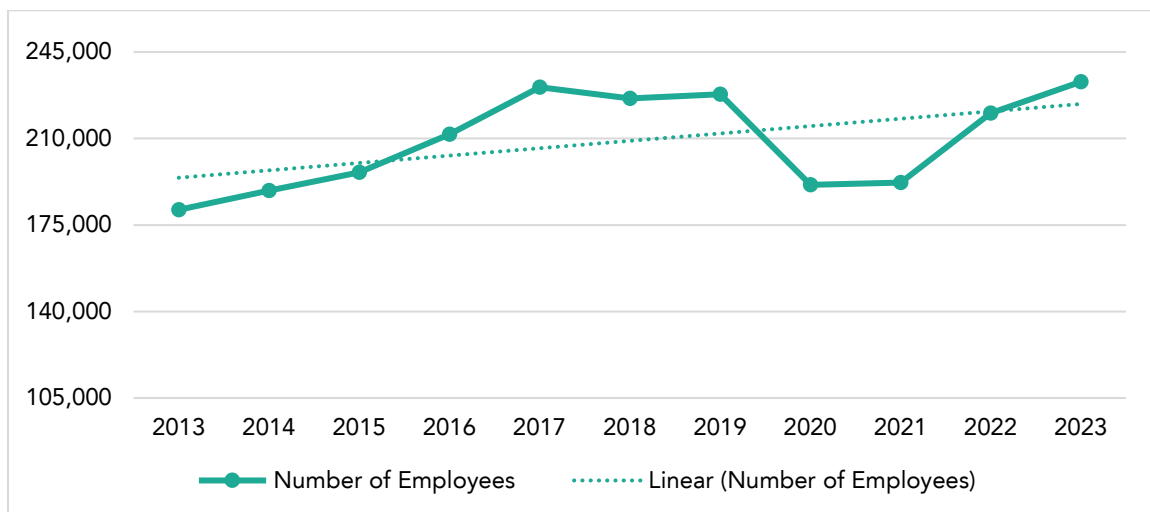
An average employee has been working at their current job for 6.2 years



IMPACT OF THE COVID-19 PANDEMIC

Prior to the COVID-19 pandemic, industry employment in the region showed an upward trend from 2013 to 2019, averaging around 181,000 employees per month in 2013 and increasing to 228,000 in 2019. This period's compounded annual growth rate (CAGR) was 3.9%. However, the pandemic drastically affected this trajectory, resulting in a 16% decrease in employment to 191,000 in 2020 and 192,000 in 2021. Despite a strong recovery in 2023, the revised CAGR for the ten-year period from 2013 to 2023 fell to 2.5%.

Chart 7: Total Lower Mainland Region Tourism and Hospitality Workforce, 2013 – 2023

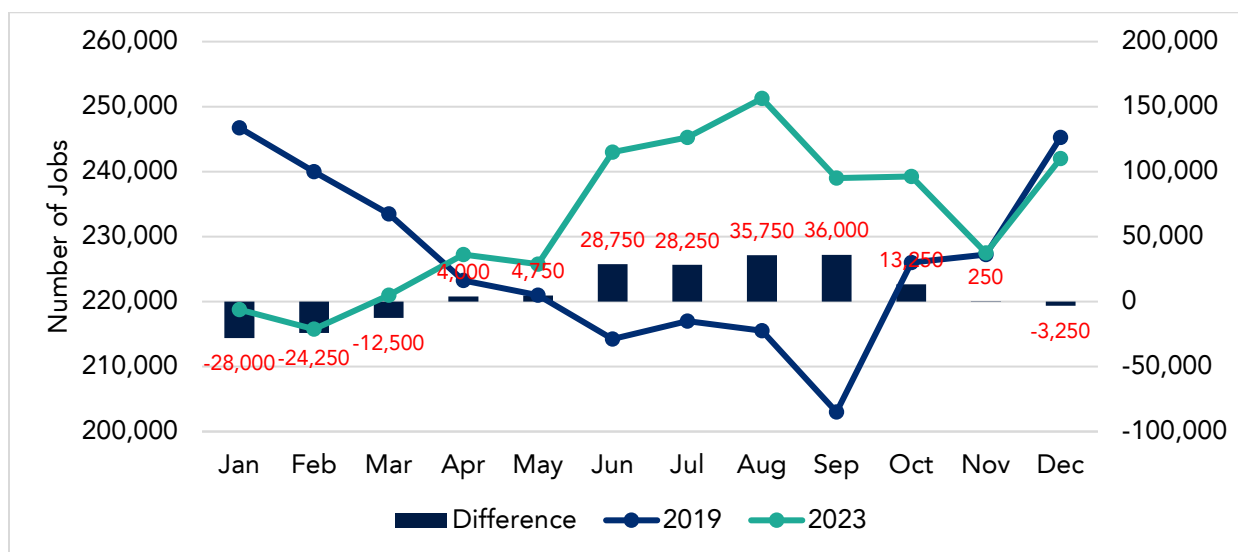


Note: The LFS data in this chart are annual averages.

For the first time, in 2023 employment surpassed pre-pandemic levels

There were slightly fewer people employed in the Tourism and Hospitality sector during the first three months of 2023 as compared to 2019, hitting a low point in January when there were 28,000 fewer employees. From April to October, sector employment was higher in 2023 than the same months in 2019 reaching a high of 36,000 more jobs in September before converging to the 2019 employment levels in November and December.

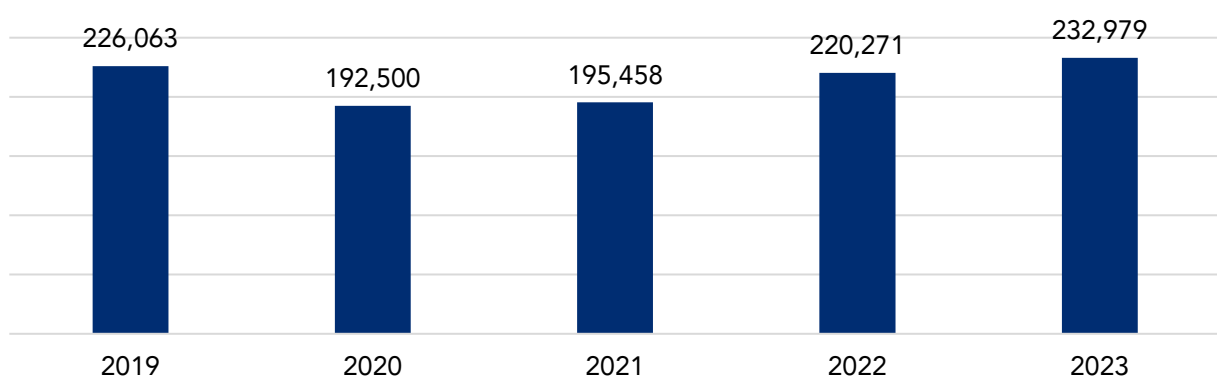
Chart 8: Lower Mainland Region Monthly Change in Tourism and Hospitality Employment, 2023 vs. 2019



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

For the first time, employment surpassed pre-pandemic levels in 2023 with an average monthly employment of 232,979 compared to 226,063 in 2019. Employment reached a 5-year low in 2020 (192,500) but has since recovered growing 13% in 2022 and an additional 6% in 2023.

Chart 9: Lower Mainland Region Annual Average Tourism and Hospitality Employment, 2019-2023



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

The regional Tourism and Hospitality industry grew by 3% from 2019 to 2023. Employment in the recreation and entertainment sector grew the most, with a 17% growth from 2019 to 2023, while employment in the transportation and travel sector fell by 8% over this time.

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

Employment	2019	2020	2021	2022	2023	% Change 2023 vs 2019
Sector						
Accommodation	16,834	11,395	17,167	14,375	17,708	5%
Food and Beverage	98,563	94,458	85,978	100,021	97,708	-1%
Recreation and Entertainment	62,563	49,750	53,938	67,396	73,313	17%
Transportation and Travel	48,104	36,896	38,375	38,479	44,250	-8%
Total	226,063	192,500	195,458	220,271	232,979	3%

Note: The LFS data in this table are annual averages



-8%

Transportation and Travel (2023 vs 2019)

Full-time decreased

jobs increased by 5.2% from 2019 to 2023 while part-time jobs by 1.2% during this time. Employment grew across all types of employment, except for casual which fell by 23.8% from 2019 to 2023. The largest increases were seen in seasonal employment roles which grew by 31.1% from 2019 to 2023. From 2019 to 2023, the number of men employed in the Tourism & Hospitality industry increased 5.8% while women saw little to no change. The industry is also getting younger, relative to 2019,

with the 35 to 44 age group making up the largest increase of 26.9%. In contrast, the number of employees between the ages of 55 and 64 fell by 20.7% from 2019 to 2023. Employment levels declined across all education levels, except for people with a bachelor's degree or higher which grew by 33.7% from 2019 to 2023.

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

Demographics	2019	2020	2021	2022	2023	% Change 2023 vs 2019
Job Status						
Full-time	151,521 (67%)	127,875 (66%)	123,750 (63%)	148,021 (67%)	159,312 (68%)	5.2%
Part-time	74,542 (33%)	64,625 (34%)	71,708 (37%)	72,250 (33%)	73,667 (32%)	-1.2%
Permanent and Seasonal⁵						
Permanent	153,979 (68%)	130,229 (68%)	135,125 (69%)	150,500 (68%)	161,833 (69%)	5.1%
Seasonal	6,979 (3%)	3,083 (2%)	5,333 (3%)	4,479 (2%)	9,146 (4%)	31.1%
Casual	17,604 (8%)	12,416 (6%)	8,500 (4%)	14,063 (6%)	13,417 (6%)	-23.8%
Temporary	15,813 (7%)	11,979 (6%)	15,938 (8%)	16,333 (7%)	16,500 (7%)	4.3%
Sex						
Male	116,500 (52%)	102,792 (53%)	102,458 (52%)	116,646 (53%)	123,271 (53%)	5.8%
Female	109,563 (48%)	89,708 (47%)	93,000 (48%)	103,625 (47%)	109,708 (47%)	0.1%



Demographics	2019	2020	2021	2022	2023	% Change 2023 vs 2019
Age Group						
15 to 24	61,310 (27%)	44,817 (23%)	49,166 (25%)	60,021 (27%)	61,617 (26%)	0.5%
25 to 34	53,438 (24%)	46,516 (24%)	44,104 (23%)	51,521 (23%)	61,591 (26%)	15.3%
35 to 44	34,667 (15%)	38,646 (20%)	36,063 (18%)	39,646 (18%)	43,979 (19%)	26.9%
45 to 54	38,711 (17%)	30,500 (16%)	30,875 (16%)	33,667 (15%)	34,521 (15%)	-10.8%
55 to 64	29,854 (13%)	25,625 (13%)	27,917 (14%)	27,708 (13%)	23,688 (10%)	-20.7%
65 or above	8,083 (4%)	6,396 (3%)	7,333 (4%)	7,708 (3%)	7,583 (3%)	-6.2%
Education						
Below high school	24,854 (11%)	15,208 (8%)	21,646 (11%)	23,563 (11%)	20,292 (9%)	-18.4%
High school or some post-secondary	83,584 (37%)	70,250 (37%)	65,208 (33%)	78,333 (36%)	76,082 (33%)	-8.8%
Degree below bachelor's	60,000 (27%)	54,979 (29%)	54,021 (28%)	60,875 (28%)	59,542 (26%)	-0.8%
Bachelor's degree or above	57,625 (25%)	52,063 (27%)	54,583 (28%)	57,500 (26%)	77,063 (33%)	33.7%

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

The regional workforce saw a 3% decrease in average hours worked per week from 2019 to 2023. The food and beverage sector had the largest decrease (4%) during this time while the accommodation, and transportation and travel sectors remain 6% above their respective pre-pandemic level.

Table 10: Lower Mainland Region Average Actual Hours Worked Per Week Per Employee, 2019 – 2023

Average Hours worked	2019	2020	2021	2022	2023	% Change 2023 vs 2019
Sector						
Accommodation	32	30	32	34	34	6%
Food and Beverage	28	25	24	26	27	-4%
Recreation and Entertainment	30	28	30	31	29	-3%
Transportation and Travel	32	27	33	34	34	6%
Total	30	26	28	30	29	-3%

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

From 2019 to 2023, average hourly wages in the region increased for each sector of the Tourism & Hospitality industry. Transportation and travel had the largest increase (43.5%), followed by food and beverage (28.1%), recreation and entertainment (22.6%), and accommodation (6.9%). Average hourly wage in the regional industry is roughly 1.7 times higher than the provincial minimum wage (\$28.33 vs \$16.75).

Table 11: Lower Mainland Region Average Hourly Wage by Sector, 2019 - 2023

	2019	2020	2021	2022	2023	% Change 2023 vs 2019
Sector						
Accommodation	\$25.50	\$23.53	\$23.67	\$25.58	\$27.25	6.9%
Food and Beverage	\$16.35	\$17.65	\$18.07	\$19.43	\$20.95	28.1%
Recreation and Entertainment	\$26.50	\$30.83	\$31.42	\$31.17	\$32.50	22.6%
Transportation and Travel	\$28.00	\$34.75	\$34.25	\$34.67	\$40.17	43.5%
Total	\$22.00	\$24.17	\$24.83	\$25.75	\$28.33	28.8%

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



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

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							
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)							
% 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. Employment numbers between a normal year and a pandemic year; **Sourced from 2021 Census, Statistics



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