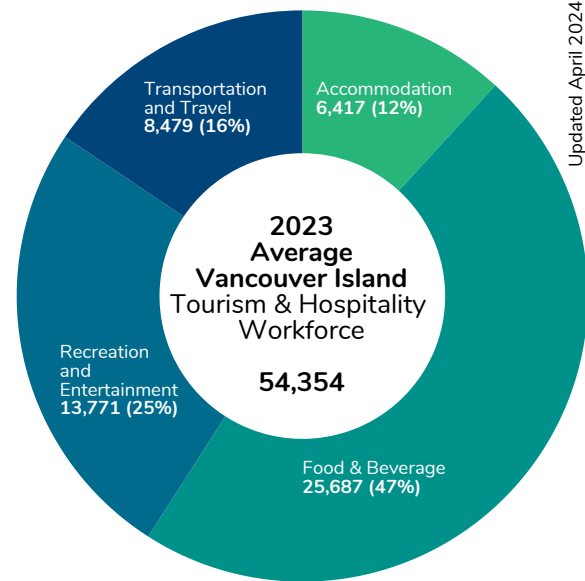


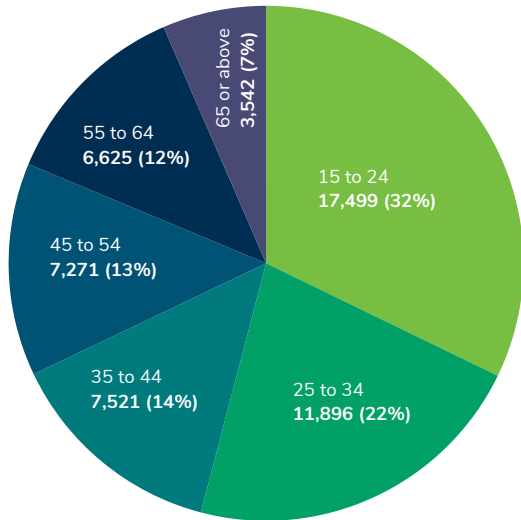
# Workforce Profile

## 2023 VANCOUVER ISLAND REGION HIGHLIGHTS

The tourism and hospitality industry in the **Vancouver Island** region employed an average of **54,354 people** in **2023**, approximately 11% of the region's total employment. [Click here](#) to download the complete **2023 Vancouver Island Region Workforce Profile** and 10 other updated workforce profiles.



### DEMOGRAPHICS



**↑ 26%**  
increase in **Vancouver Island** region **female** workers between 2022 and 2023

**↑ 49%**  
increase in **Vancouver Island** region workers aged **25 to 34** between 2022 and 2023

**↑ 24%**  
increase in **Vancouver Island** region **Food & Beverage** sector employment between 2022 and 2023

**↑ 6.4 yrs**  
average **length of employment** in current job for **Vancouver Island** region workers, the longest of any tourism and hospitality region

### IMPACT OF COVID-19



### WAGES

**↑ \$24.75**  
2023 average hourly wage in the **Vancouver Island** region, **9% higher** than 2022 and **42% higher** than minimum wage

REGION	Accommodation	Food & Beverage	Recreation and Entertainment	Transportation and Travel	Total
Lower Mainland	17,708	97,708	73,313	44,250	232,979
<b>Vancouver Island</b>	<b>6,417</b>	<b>25,687</b>	<b>13,771</b>	<b>8,479</b>	<b>54,354</b>
Thompson Okanagan	4,063	18,333	7,292	3,708	33,396
Kootenay	729	5,125	2,042	917	8,813
Cariboo	375	3,166	1,271	1,438	6,250
Northern BC	1,042	3,625	1,437	2,063	8,167