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THE TOURISM & HOSPITALITY WORKFORCE PROFILE IN THE VANCOUVER ISLAND REGION



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 Vancouver Island 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 VANCOUVER ISLAND REGION

From the sophisticated provincial capital of Victoria in the southeast, to Cape Scott's windswept beaches and rugged headlands at its northwestern tip, Vancouver Island offers an array of carefree surfing and fishing towns and eclectic communities begging to be explored. The rugged headlands combine with old-growth forests, untamed shorelines, and snow-capped mountains to create one of the planet's most diverse ecosystems. The Island also offers visitors access to the world class amenities found in major tourist destinations in a way that is distinctively relaxed.

The region is characterized by a mild climate and a measured way of life that makes it a prime destination for peaceful getaways. Vancouver Island is defined by its ancient rainforests, rugged coastlines and mountains, and the bountiful waters of the Pacific Ocean, creating an abundance of outdoor recreation opportunities such as hiking, camping, whale watching, fishing, skiing, and paddling adventures. In addition, the Island offers opportunities to relax on its scenic golf courses and luxurious vineyards. The region is well-known for wild, untamed beaches that are an idyllic summer sanctuary, and as a hub for storm-watching and surfing in the winter. Visitors also travel from around the world to visits the Island's cultural and culinary experiences, from its many craft breweries and cideries and west coast inspired cuisine, to its rich heritage formed through life closely influenced by the ocean, forests, and mountains. The Indigenous communities around the waters of the Pacific Ocean and across Vancouver Island make it a frequent destination for Indigenous cultural Tourism and Hospitality.

Tourism and Hospitality plays a key role in driving economic activity in the region, supporting the economic development and well-being of both urban centres and rural communities.

The Vancouver Island is the largest island on the west coast of North America covering 31,285 square kilometres. The region is situated in the southwestern corner of BC and separated from mainland BC by the Johnstone Strait in the northeast and the Strait of Georgia on the southeast. 846,278 people live on Vancouver Island as of 2020, with 401,700 living in the metropolitan area of Greater Victoria at the southern tip of the island.



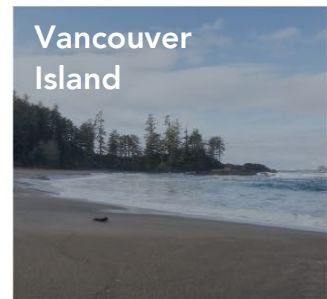
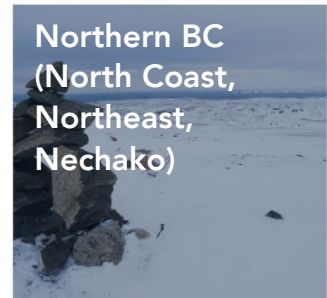
Source: Indigenous Tourism and Hospitality BC Labour Market Research – Roots to a Future – Regional Profile – Lower Mainland, Government of BC, 2021.
<https://www.indigenousofbc.com/corporate/news/indigenous-Tourism-and-Hospitality-bc-releases-labour-market-research-indigenous-Tourism-and-Hospitality-labour-strategy-and-a-guide-to-wise-hr-practices/>





BREAKDOWN OF BC'S DEVELOPMENT AND TOURISM REGIONS

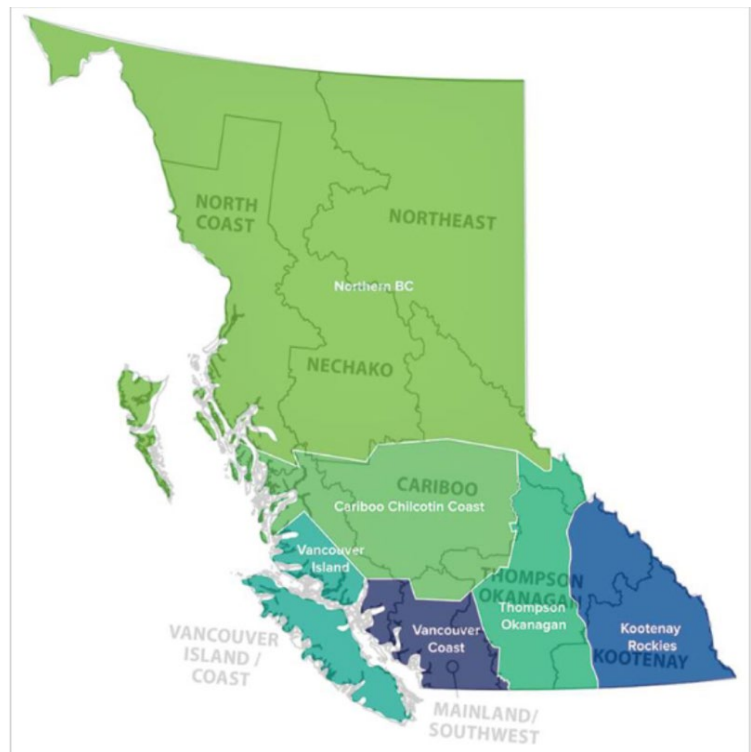
There are eight development regions in BC. The series of regional reports combines the three most northerly regions, presenting data for six development regions:



Map of Tourism & 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 Vancouver Island Tourism and Hospitality 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 and Hospitality Regions



CHARACTERISTICS OF THE VANCOUVER ISLAND WORKFORCE

The Tourism and Hospitality industry in the Vancouver Island region employed over 54,000 people in 2023, of which 47% are employed in the food and beverage sector and 25% in the recreation and entertainment sector. The region accounted for roughly 16% of the total provincial workforce (343,979).

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

Sectors ²	Vancouver Island		British Columbia	
	#	%	#	%
Accommodation	6,417	12%	30,333	9%
Food and beverage	25,687	47%	153,646	45%
Recreation and entertainment	13,771	25%	99,146	28%
Transportation and Travel	8,479	16%	60,854	18%
Total	54,354	100%	343,979	100%

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

² 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 Vancouver Island, the Tourism and Hospitality industry accounts for approximately 10.8% of total employment compared to 12.3% for the rest of the province.

Table 2: Tourism and Hospitality vs Total, 2023

Employment	Vancouver Island	British Columbia
Tourism and Hospitality Employment	47,563	343,979
Overall Employment	441,375	2,791,792
Percent Tourism and Hospitality of Overall Employment	10.8%	12.3%

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

The sex of the regional workforce is relatively evenly divided, with slightly more than half (53%) of employees identifying as female. Over half (54%) of the workforce is under the age of 35 and 50% of the workforce have at least a post-secondary degree or diploma.

Table 3: Tourism and Hospitality Industry Workforce Demographics, 2023

Demographics	Vancouver Island	
Sex	#	%
Male	25,354	47%
Female	29,000	53%
Age Group	#	%
15 to 24	17,499	32%
25 to 34	11,896	22%
35 to 44	7,521	14%
45 to 54	7,271	13%
55 to 64	6,625	12%
65 or above	3,542	7%
Education	#	%
Below high school	7,333	14%
High school or some post-secondary education	19,750	36%
Degree below bachelor's	16,208	30%
Bachelor's degree or above	11,063	20%

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

Approximately 61% of the regional workforce is employed on a full-time basis and 39% are employed part-time. Permanent workers accounted for 69% of the regional workforce, while 16% are seasonal, temporary, or casual workers. The average wage rate is \$24.75 per hour and the average hours worked per week is 27.

Table 4: Vancouver Island Region Tourism and Hospitality Industry Demographics, 2023

Demographics	Vancouver Island	
	#	%
Job Status		
Full-time	32,937	61%
Part-time	21,417	39%
Permanent and Seasonal³	#	%
Permanent	37,291	69%
Seasonal	1,958	4%
Casual	2,771	5%
Temporary	3,583	7%
Other	563	1%
N/A	8,188	15%

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



27 hours worked per week on average

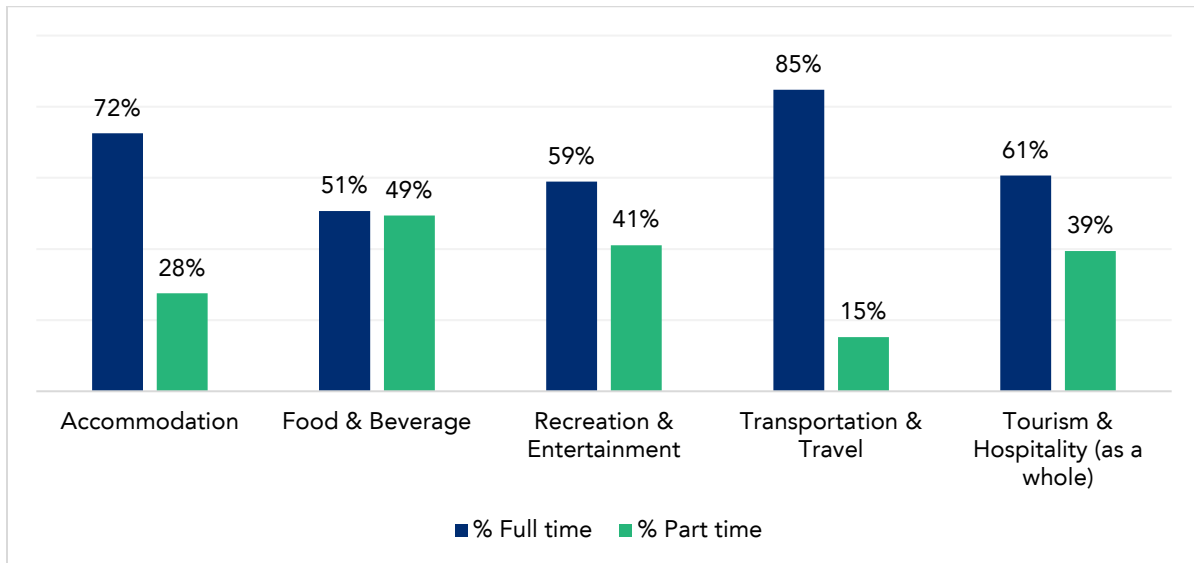


24.75 earned per hour on average

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.

The transportation and travel sector has the highest percentage of full-time workers (85%) and the food and beverage sector has the highest percentage of part-time workers (49%).

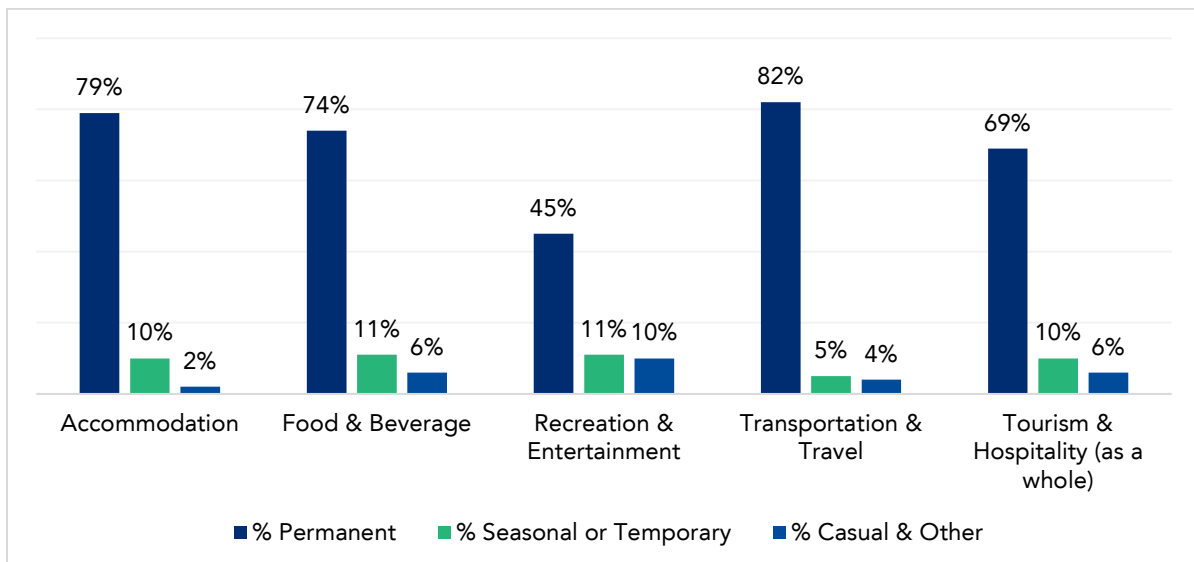
Chart 1: Vancouver Island Region Job Status by Sector, 2023



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

The transportation and travel sector has the highest percentage of permanent employees (82%), followed by accommodation (79%), and food and beverage sectors (74%).

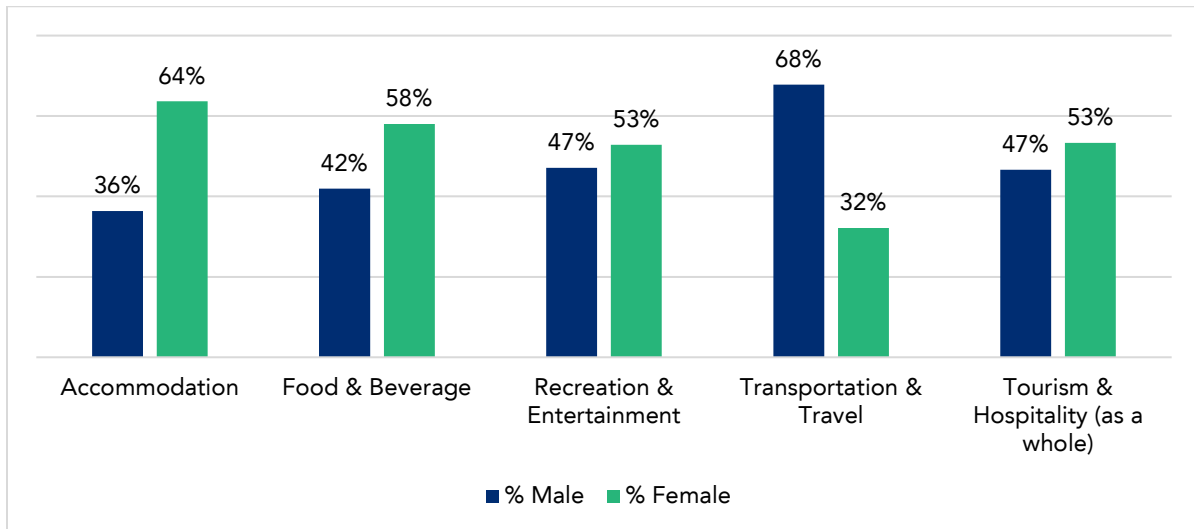
Chart 2: Vancouver Island Region Employee Type by Sector, 2023



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 (68%) and the accommodation sector has the highest concentration of female workers (64%).

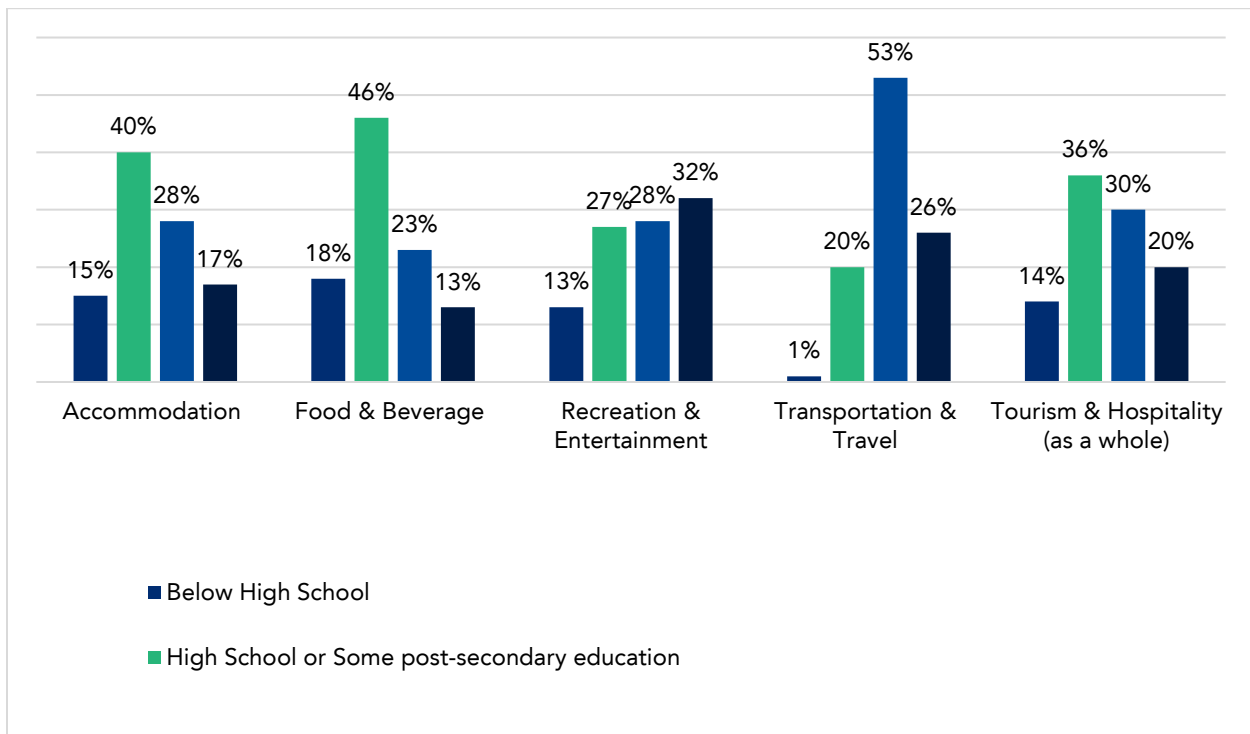
Chart 3: Vancouver Island Region Workforce Sex by Sector, 2023



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

Most (79%) of the transportation and travel sector workforce hold at least a post-secondary degree or diploma, while about two thirds (64%) of the food and beverage sector workforce do not.

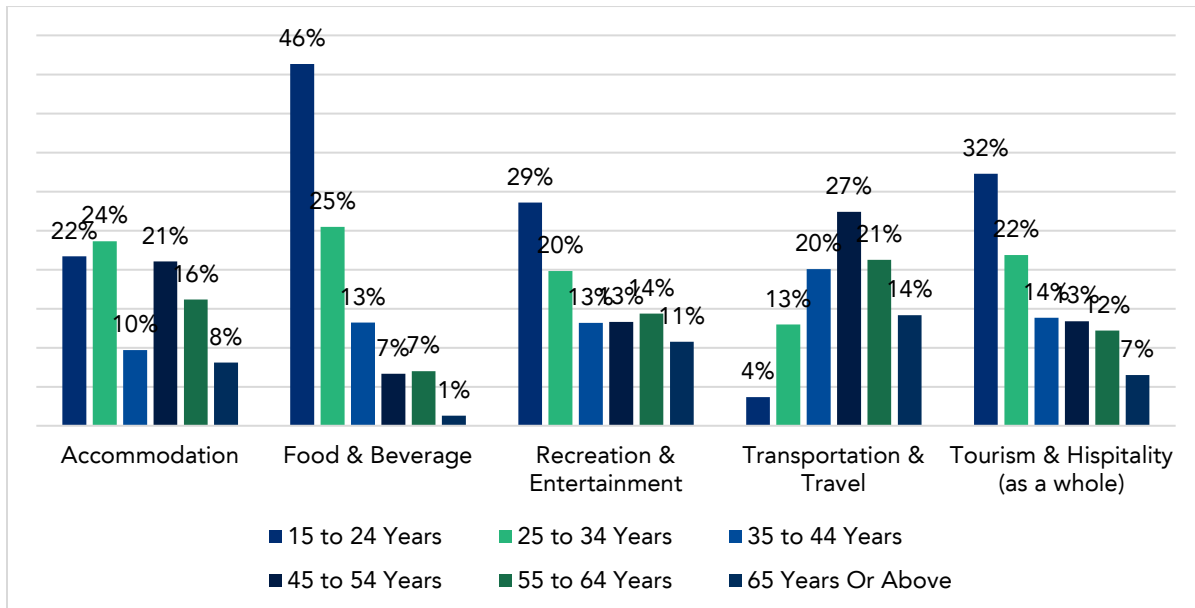
Chart 4: Vancouver Island Region Workforce Education Level by Sector, 2023



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

The food and beverage sector has the youngest workforce with 46% of its workers being between 15 and 24 years of age, and the transport and travel sector is the oldest with 63% of its workers being 45 or older.

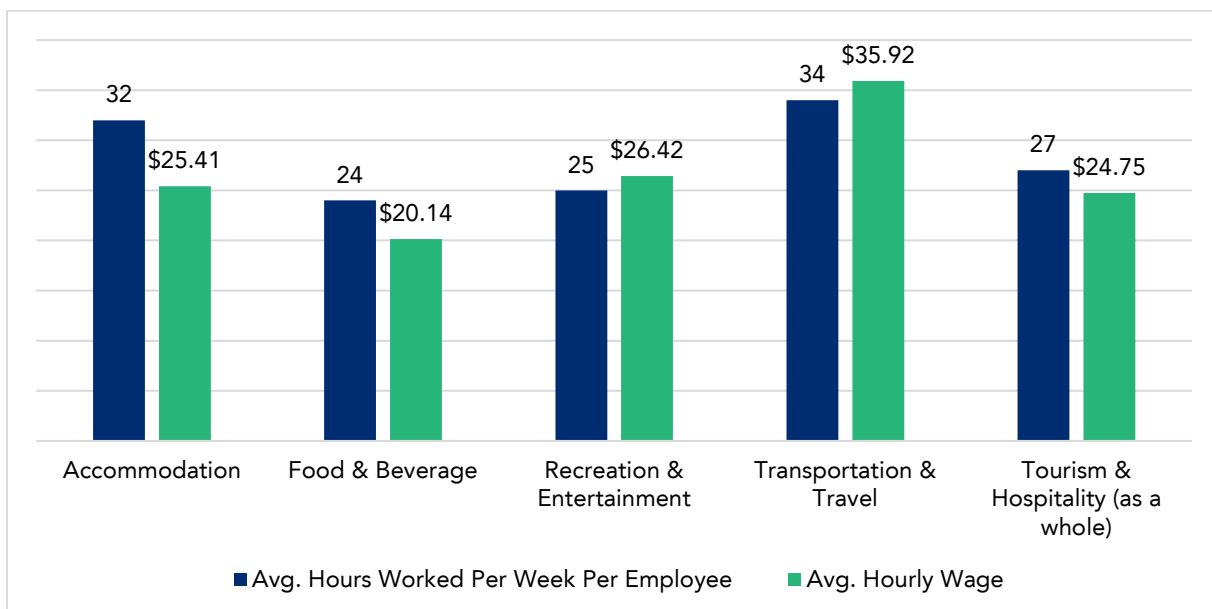
Chart 5: Vancouver Island Region Workforce by Age Groups



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

Employees in the transportation sector work the most hours at an average of 34 hours per week and receive the highest average hourly wage at \$35.92 per hour.

Chart 6: Vancouver Island Region 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, Vancouver Island's Tourism & Hospitality industry employees more Indigenous workers (8%) than the provincial industry average (5%) and the provincial population (5%). However, the regional workforce has a lower percentage of workers who are members of a visible minority (19%) than the provincial industry average (40%), or the provincial population (35%). The accommodation sector employs the highest percentage of immigrants at 22% while the food and beverage sector has the largest percentage of workers who's mother tongue is neither English or French (21%).

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

Selected Characteristics	Accommodation		Food & Beverage		Recreation & Entertainment		Transportation & Travel		Regional Tourism & Hospitality		BC Tourism and Hospitality	BC Population
	#	%	#	%	#	%	#	%	#	%	%	%
Labour Force	5,675	100%	23,580	100%	11,665	100%	8,270	100%	49,190	100%	100%	100%
Indigenous Status												
Indigenous	450	8%	2,195	9%	810	7%	470	6%	3925	8%	5%	5%
Non-Indigenous	5,225	92%	21,385	91%	10,855	93%	7,810	94%	45275	92%	95%	95%
Visible Minority Status												
Visible Minority	1,080	19%	6420	27%	865	7%	1,150	14%	9515	19%	40%	35%
Not a Visible Minority	4,595	81%	17,160	73%	10,800	93%	7,120	86%	39675	81%	60%	65%
Immigration Status												
Non-immigrant	4,205	74%	17,540	74%	10,075	86%	6,600	80%	38420	78%	61%	65%
Immigrant	1,240	22%	4,165	18%	1,515	13%	1,645	20%	8565	17%	31%	31%
Non-permanent residents	230	4%	1,875	8%	75	1%	25	0%	2205	4%	8%	4%
Mother Tongue												
English	4,380	77%	17,565	75%	10,555	90%	6,870	83%	39370	80%	63%	66%
French	140	2%	325	1%	190	2%	130	2%	785	2%	1%	1%
Non-official language	995	18%	4,905	21%	735	6%	1,100	13%	7735	16%	32%	29%
Multiple mother tongues	150	3%	785	3%	185	2%	170	2%	1290	3%	4%	4%

Source: Custom Tabulation, 2021 Census, Statistics Canada.



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 sector accounted for the top four occupations in the region.

Table 6: Leading Occupations in the Vancouver Island 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	8,938
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	5,229
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	3,333
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	3,146
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	2,479
65211	Operators and attendants in amusement, recreation, and sport	<ul style="list-style-type: none"> ▪ On the job training 	Recreation and Entertainment	2,208
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	1,625
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 	Food and Beverage services	1,229
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	1,167
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. 	Food and Beverage services	1,063

NOC	Occupation Title	Certification/Training Requirements	Primary sector**	Employment
53122	Painters, sculptors, and other visual artists	<ul style="list-style-type: none"> Red Seal endorsement is available upon successful completion of the interprovincial Red Seal examination. A college diploma in fine arts techniques may be required. Art instructors and teachers may be required to have a university degree or college diploma in a field related to art 	Recreation and Entertainment	1,042
65310	Light duty cleaners	<ul style="list-style-type: none"> On the job training 	Accommodation	1,021
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	979
64300	Mâitres d'hôtel and hosts/hostesses	<ul style="list-style-type: none"> On the job training 	Food and Beverage services	979
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 is required. One year of safe driving experience is usually required. On-the-job training may be provided 	Food and Beverage services	813
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	750
63202	Bakers	<ul style="list-style-type: none"> 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 is usually required. Red Seal endorsement is also available to qualified bakers upon successful completion of the interprovincial Red Seal examination 	Food and Beverage services	729
65329	Other service support occupations	<ul style="list-style-type: none"> A valid driver's licence is required for some occupations in this unit group, such as funeral attendant and car jockey. Drone pilot with a maximum takeoff drone weight of 25 kilograms must pass an online exam (small basic exam) and for takeoff weight of above 25 kilograms, they must pass an online exam (small advanced exam) and an in-person flight review with Transport Canada to get their Drone pilot certificate – advanced operations. 	Recreation and Entertainment	688
51122	Musicians and singers	<ul style="list-style-type: none"> Musical training from a university or college or through private instruction is usually required. 	Recreation and Entertainment	667

NOC	Occupation Title	Certification/Training Requirements	Primary sector**	Employment
11202	Procurement purchasing agents and officers	<ul style="list-style-type: none"> Members of orchestras and other professional classical musicians and singers usually require a university degree in music. Procurement and purchasing agents and officers usually require a bachelor's degree or college diploma in business administration, commerce or economics. A certificate in purchasing from the Purchasing Management Association of Canada (PMAC) may be required 	Recreation and Entertainment	646

*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 (64%) of the regional Tourism and Hospitality workforce has been employed in their current or latest job for less than five years, while 19% have been in their position for over ten years. The average experience level of the regional Tourism and Hospitality workforce is slightly higher than the provincial average.

Table 7: Vancouver Island Region Tourism and Hospitality Workforce Experience, 2023

Length of Employment	Vancouver Island		British Columbia	
	#	%	#	%
Less than 1 year	10,269	19%	56,208	16%
1 to 2 years	20,146	37%	121,978	35%
2 to 4 years	4,563	8%	39,938	12%
5 to 7 years	5,417	10%	40,313	12%
8 to 10 years	3,354	6%	22,646	7%
11 to 15 years	3,188	6%	23,958	7%
16 to 20 years	2,313	4%	13,146	4%
Over 20 years	5,104	9%	25,792	7%
Total	54,345	100%	343,979	100%
Avg. Length	6.4 years		6.0 years	

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



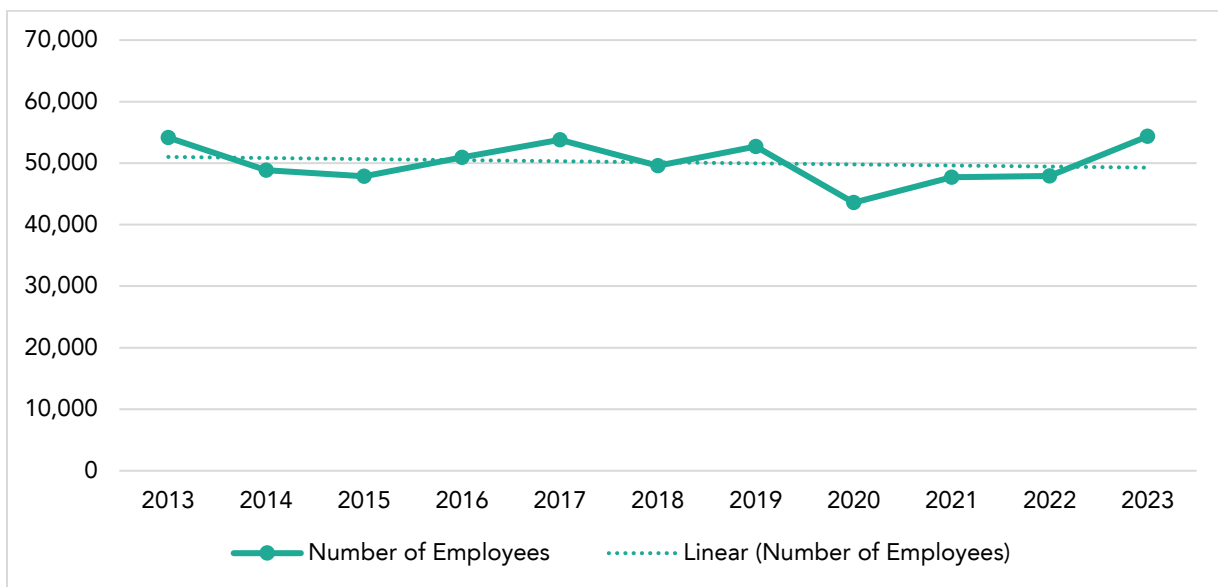
An average employee has been working at their current job for 6.4 years



IMPACT OF THE COVID-19 PANDEMIC

Industry employment in the region has been steady from 2013 to 2023, with an average of roughly 54,167 employees per month in 2013 and 54,354 employees per month in 2023.

Chart 7: Vancouver Island Region Tourism and Hospitality Workforce, 2013 - 2023

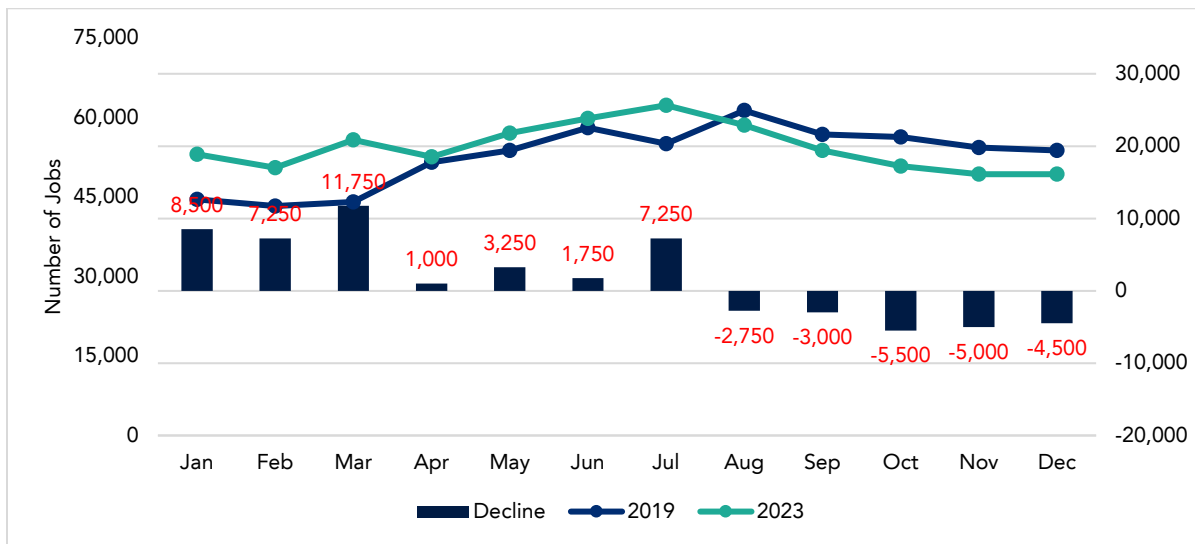


Note: The LFS data in this chart are annual averages.

2023 Marks a Strong Recovery, Propelling Employment Beyond Pre-Pandemic Levels

During the first half of 2023, the industry employed more people compared to 2019, reaching a peak in March with an additional 11,750 employees. However, this trend reversed in August, with lower employment numbers for the rest of the year compared to 2019, culminating in a low in October when the industry had 5,500 fewer employees.

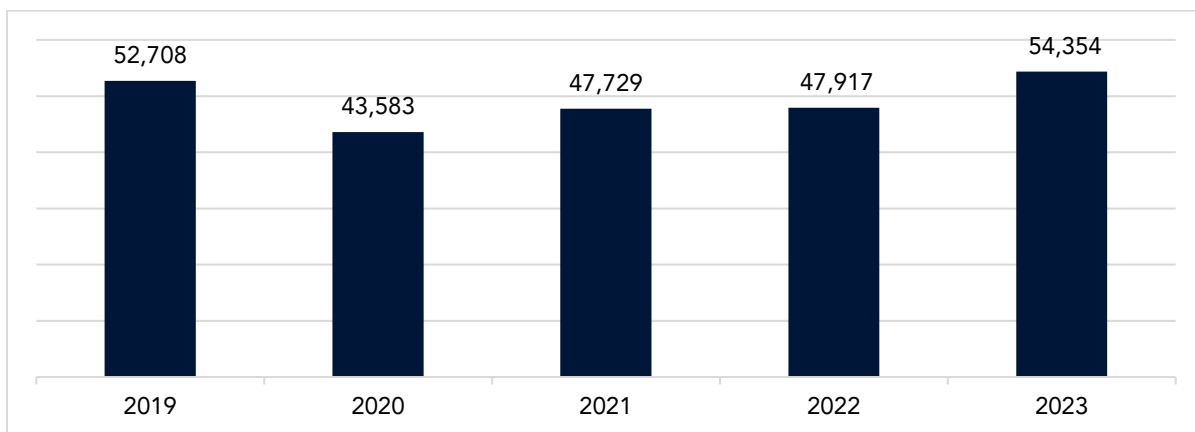
Chart 8: Vancouver Island Region Average Monthly Change in Tourism and Hospitality Employment, 2023 vs. 2019



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

Despite a 19% decline in 2020 due to the pandemic, industry employment gradually recovered in 2021 and 2022. By 2023, it not only surpassed pre-pandemic levels but also reached a new five-year and ten-year high, with a total of 54,354 employees.

Chart 9: Vancouver Island Region Average Annual Change in Tourism and Hospitality Employment, 2019 - 2023



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

The regional Tourism and Hospitality industry experienced a 3% increase in employment levels between 2019 and 2023. The recreation and entertainment sector grew by the most (23%) while employment in the accommodation sector fell by 24%.

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

Employment	2019	2020	2021	2022	2023	% Change 2023 vs 2019
Sector						
Accommodation	8,479	5,479	6,145	6,000	6,417	-24%
Food and Beverage	25,042	20,125	22,625	20,792	25,688	3%
Recreation and Entertainment	11,229	9,146	10,313	13,979	13,771	23%
Transportation and Travel	7,958	8,833	8,646	7,146	8,478	7%
Total	52,708	43,583	47,729	47,917	54,354	3%

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



23%

**Recreation and
Entertainment
(2023 vs 2019)**



From 2019 to 2023, both full-time and part-time jobs saw increases of 2% and 5%, respectively. While permanent roles have maintained steady growth at 2%, temporary roles surged by 91% in 2023. Conversely, seasonal jobs experienced a 50% decrease during this period. Employment growth positively affected both men and women, with each group seeing a 3% increase. The industry is attracting more employees aged 25 to 34 and 35 to 44, with respective growth rates of 18% and 10%, and there's a notable 43% increase in employees working past retirement age. Additionally, the industry labor force is becoming more educated, as the number of employees with only a high school education or less declines, while those with at least a post-secondary diploma or degree are on the rise.

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

Demographics	2019	2020	2021	2022	2023	% Change 2023 vs 2019
Job Status						
Full-time	32,354 (61%)	26,792 (61%)	27,708 (58%)	26,354 (55%)	32,937 (61%)	2%
Part-time	20,354 (39%)	16,792 (39%)	20,021 (42%)	21,542 (45%)	21,417 (39%)	5%
Permanent and Seasonal⁴						
Permanent	36,479 (69%)	30,771 (71%)	35,271 (74%)	32,979 (69%)	37,291 (69%)	2%
Seasonal	3,938 (7%)	1,854 (4%)	1,417 (3%)	2,375 (5%)	1,958 (4%)	-50%
Casual	2,792 (5%)	2,000 (5%)	2,688 (6%)	3,875 (8%)	2,771 (5%)	-1%
Temporary	1,875 (4%)	1,438 (3%)	1,021 (2%)	1,813 (4%)	3,583 (7%)	91%
Sex						
Male	24,542 (47%)	22,813 (52%)	25,396 (53%)	24,813 (52%)	25,354 (47%)	3%
Female	28,166 (53%)	20,771 (48%)	22,333 (47%)	23,083 (48%)	29,000 (53%)	3%
Age Group						
15 to 24	19,146 (36%)	10,958 (25%)	14,229 (30%)	17,167 (36%)	17,499 (32%)	-9%
25 to 34	10,104 (19%)	9,958 (23%)	8,750 (18%)	8,000 (17%)	11,896 (22%)	18%
35 to 44	6,833 (13%)	7,771 (18%)	6,938 (15%)	7,688 (16%)	7,521 (14%)	10%
45 to 54	7,375 (14%)	6,063 (14%)	6,542 (14%)	6,042 (13%)	7,271 (13%)	-1%
55 to 64	6,771	6,250	7,813	5,771	6,625	-2%

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
	(13%)	(14%)	(16%)	(12%)	(12%)	
65 or above	2,479 (5%)	2,583 (6%)	3,458 (7%)	3,313 (7%)	3,542 (7%)	43%
Education						
Below high school	8,083 (15%)	5,271 (12%)	7,125 (15%)	8,604 (18%)	7,333 (14%)	-9%
High school or some post-secondary	20,833 (39%)	16,583 (38%)	19,333 (40%)	20,229 (42%)	19,750 (36%)	-5%
Degree below bachelor's	13,729 (26%)	13,063 (30%)	11,479 (24%)	11,667 (24%)	16,208 (30%)	18%
Bachelor's degree or above	10,063 (19%)	8,667 (20%)	9,792 (20%)	7,500 (16%)	11,063 (20%)	10%

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

Between 2019 and 2023, the average hours worked per week per employee in the regional industry workforce decreased by 7%. In contrast, average hours worked in the accommodation and transportation and travel sectors increased by 3% and 6% respectively, surpassing 2019 levels. Meanwhile, the food and beverage sector experienced an 8% decline in hours worked.

Table 10: Vancouver Island Region Average Actual Hours Worked Per Week Per Employee

Average Hours worked	2019	2020	2021	2022	2023	% Change 2023 vs 2019
Sector						
Accommodation	31	28	27	29	32	3%
Food and Beverage	26	23	25	23	24	-8%
Recreation and Entertainment	25	21	24	24	25	0%
Transportation and Travel	32	31	32	33	34	6%
Total	29	25	27	26	27	-7%

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

Average hourly wages in the regional industry rose by 25% from 2019 to 2023, with the accommodation and food and beverage sectors experiencing the largest increases. Average hourly wage in the regional industry is roughly 1.5 times higher than the provincial minimum wage (\$24.75 vs \$16.75).

Table 11: Vancouver Island Region Average Hourly Wage by Sector

Average Hourly wage ⁵	2019	2020	2021	2022	2023	% Decline 2023 vs 2019
Sector						
Accommodation	\$20.10	\$20.83	\$20.00	\$21.64	\$25.41	26%
Food and Beverage	\$16.00	\$17.25	\$17.80	\$19.53	\$20.14	26%
Recreation and Entertainment	\$22.83	\$25.67	\$24.00	\$25.83	\$26.42	16%
Transportation and Travel	\$30.50	\$30.92	\$32.00	\$29.17	\$35.92	18%
Total	\$19.78	\$21.92	\$22.00	\$22.67	\$24.75	25%

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 & Hospitality regions in BC.

Table 12: Key Indicators Across BC's Six Tourism & 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 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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