



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

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## The Workforce Profile

COVID-19 resulted in significant layoffs, business closures, and uncertainty regarding the short-term and longer-term impact of the pandemic on the tourism and hospitality industry's demand for and supply of labour. This report was prepared as part of a larger project undertaken by go2HR. The purpose of this project is to provide the tourism & hospitality industry with up-to-date labour market information (LMI) to enable it to monitor labour market demand and supply, and effectively plan its operations.

As part of the project, detailed profiles of the labour market have been prepared at the provincial, regional and sectoral levels. This report presents a profile of the industry workforce in the food & beverage sector, based on a detailed analysis of Labour Force Survey (LFS) data collected monthly by Statistics Canada<sup>1</sup>, complemented with the results of industry surveys (principally a survey of 800 employers and 262 employees in the industry conducted as part of the study) and other secondary data including Census data. Of those surveyed, 408 employers and 102 employees work in the food & beverage sector.

## 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, but includes leased food service locations in facilities such as airports, public buildings, universities, hotels, or shopping malls<sup>2</sup>. A wide array of establishments are included, from fine dining to fast food, catering, pubs, lounges, and cafes<sup>3</sup>.

In 2018, BC's food & beverage sector produced over \$11 billion in sales, employed over 147,000 people, and accounted for approximately 50% 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<sup>4</sup>. Tourism and travel are major contributors to 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. In 2019, the sector was expected to grow at an average annual rate of 1.5% from 2019 to 2029 and provide over

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<sup>1</sup>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.

<sup>2</sup>North American Industry Classification System, Statistics Canada, 2017.

<https://www23.statcan.gc.ca/imdb/p3VD.pl?Function=getVD&TVD=1181553&CVD=1181576&CPV=722&CST=01012017&LV=2&MLV=5>

<sup>3</sup>Food and Beverage Services, go2hr, 2022. <https://www.go2hr.ca/getting-know-bcs-tourism-industry/what-is-tourism/food-beverage-services>

<sup>4</sup> Food and Beverage Services, go2hr, 2022. <https://www.go2hr.ca/getting-know-bcs-tourism-industry/what-is-tourism/food-beverage-services>

50,000 job openings during that period<sup>5</sup>. However, given the uncertainty of how the pandemic will continue to impact the sector, the growth of the industry remains unclear.

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.

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<sup>5</sup>Accommodation and Food Services, Government of BC, 2022. <https://www.workbc.ca/getmedia/029376a7-8522-4aa5-ab0f-face0f06279d/Profile-722-Food-services-and-drinking-places.pdf.aspx>



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>

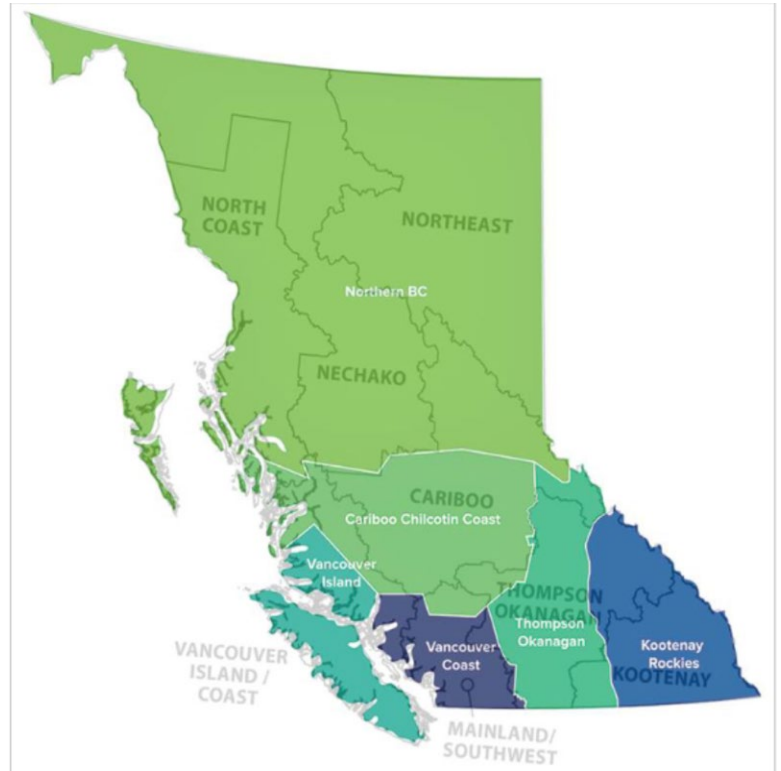
## Breakdown of BC's Development and Tourism Regions

There are eight development regions in BC. However, this sectoral report combines the three most northerly regions, presenting data for six development regions:

- Cariboo
- Lower Mainland
- Northern BC (North Coast, Northeast, Nechako)
- Thompson Okanagan
- Kootenay
- Vancouver Island

## 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 and tourism regions may have the same name but represent slightly different geographic areas.



As indicated in the map above, there is some commonality between the two sets of regional definitions (i.e. tourism vs development regions), however, no region aligns perfectly with their counterpart in the opposite set. For example:

- The Thompson Okanagan Tourism Region covers about half of the original Thompson Okanagan development region and includes parts of the Cariboo and Kootenay Development Regions. The Kootenay Tourism Region covers roughly a third of the Thompson Okanagan development region, and Cariboo Tourism Region includes its northwest corner. The Vancouver Coast Tourism Region also covers part of the Thompson Okanagan Development Region, cutting off parts of its southwest corner.
- The Vancouver Island Tourism 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 Regions.
- The Lower Mainland Region (Vancouver Coast Tourism 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 Region covers small portions of the Vancouver Island/Coast, Mainland/Southwest, and Thompson Okanagan Development Regions.
- The Kootenay Tourism Region includes over half of the Kootenay Development Region, as well as roughly one-third of the Thompson Okanagan Development Region. About one

quarter of the Kootenay Development Region is covered by the Thompson Okanagan Tourism Region.

- The Cariboo Tourism Region covers roughly two-thirds of the Cariboo Development Region and small parts of Vancouver Island/Coast, Mainland/Southwest, North Coast, and Thompson Okanagan Development Regions. Approximately a third of the Cariboo Development Region is covered by the Northern BC Tourism Region, and a small piece falls under the Thompson Okanagan Tourism Region.
- The Northern BC Tourism Region covers three development regions (North Coast, Nechako, and Northeast) and parts of the Cariboo development region. A small portion of the North Coast development region is covered by the Cariboo Tourism Region.

## Characteristics of the Food & Beverage Sector Workforce

The food and beverage sector employed approximately 134,000 employees in 2021, of which 62% are located in the Lower Mainland, 17% on Vancouver Island, and 12% in the Thompson Okanagan. The sector's regional workforce distribution is similar to the industry distribution.

Table 1: Employment in the Tourism and Hospitality Industry, 2021

Region	Food & Beverage		Tourism and Hospitality	
	#	%	#	%
Lower Mainland	83,167	62%	192,104	64%
Vancouver Island	22,333	17%	47,563	16%
Thompson Okanagan	15,563	12%	33,063	11%
Kootenay	3,917	3%	8,042	3%
Cariboo	4,604	3%	8,542	3%
Northern BC	4,354	3%	8,938	3%
<b>British Columbia</b>	<b>133,938</b>	<b>100%</b>	<b>298,250</b>	<b>100%</b>

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

The sector accounts for 45% of the total provincial tourism and hospitality workforce, and 5% of the total provincial workforce. BC's food and beverage sector accounts for a slightly smaller percentage of the provincial tourism hospitality industry than the national average (48%).

Table 2: Food & Beverage vs Tourism and Hospitality, 2021

Employment	British Columbia	Canada
Food & Beverage Employment	133,938	789,771
Tourism Employment	298,250	1,662,646
Overall Employment	2,655,688	18,865,438
<b>% Tourism of Overall</b>	<b>11%</b>	<b>9%</b>
<b>% Food &amp; Beverage of Overall</b>	<b>5%</b>	<b>4%</b>
<b>% Food &amp; Beverage of Tourism</b>	<b>45%</b>	<b>48%</b>

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

The sex of the sector's workforce is relatively unevenly divided with 55% of the workforce identifying as female. The majority of the workforce (69%) is under the age of 35 and over a third (35%) of workers have a post-secondary diploma or degree.



Table 3: Food &amp; Beverage Sector Workforce Demographics, 2021

Demographics	Food & Beverage	
<b>Sex</b>	<b>#</b>	<b>%</b>
Male	59,958	45%
Female	73,979	55%
<b>Age Group</b>	<b>#</b>	<b>%</b>
15 to 24	62,271	46%
25 to 34	30,125	22%
35 to 44	14,229	11%
45 to 54	12,188	9%
55 to 64	13,146	10%
65 or above	1,979	1%
<b>Education</b>	<b>#</b>	<b>%</b>
Below high school	28,667	21%
High school or some post-secondary education	57,625	43%
Degree below bachelor's	25,625	19%
Bachelor's degree or above	22,021	16%

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

The workforce is relatively evenly divided between full-time and part-time employment. Permanent workers account for 80% of the sector's workforce, while 12% are seasonal, temporary, or casual workers. The average wage rate is \$17.90 per hour and the average hours worked per week is 25.

Table 4: Food &amp; Beverage Sector Demographics, 2021

Demographics	Food & Beverage	
<b>Job Status</b>	<b>#</b>	<b>%</b>
Full-time	64,271	48%
Part-time	69,667	52%
<b>Permanent and Seasonal<sup>6</sup></b>	<b>#</b>	<b>%</b>
Permanent	107,021	80%
Seasonal	2,292	2%
Casual	10,021	7%
Temporary	4,208	3%
Other	563	0.4%
N/A	9,833	7%
<b>Avg hours worked per week per Individual</b>	<b>25</b>	
<b>Avg Hourly Wage<sup>7</sup></b>	<b>\$17.9</b>	

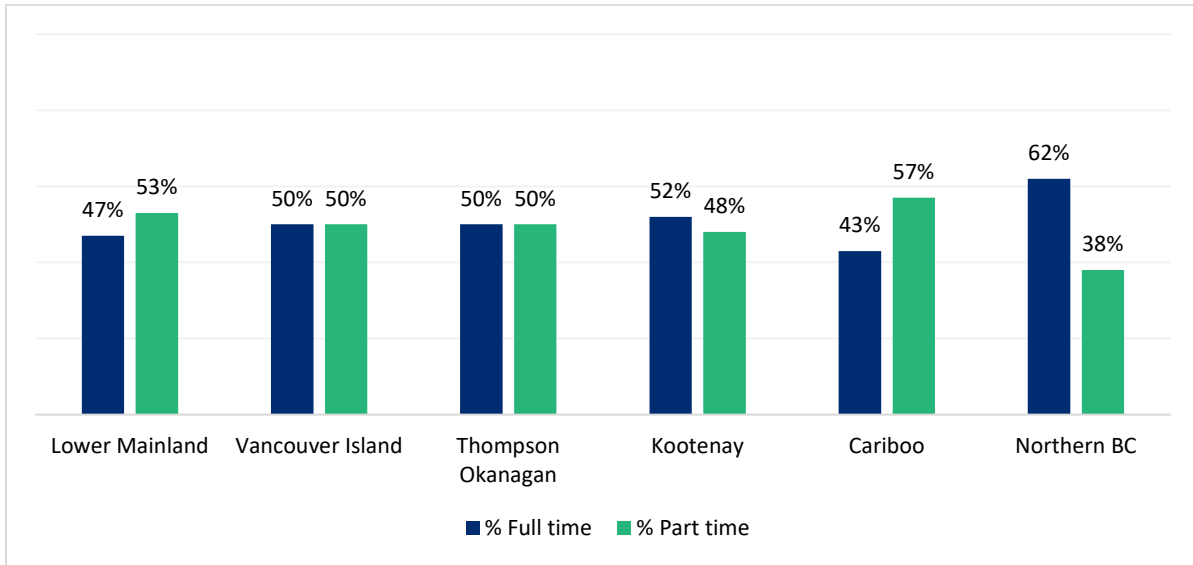
Note: The LFS data in this table are annual averages.

Northern BC has the highest percentage of full-time workers (62%) and the Cariboo has the highest percentage of part-time workers (57%). The majority of positions are permanent in all regions of the province, with the highest percentage being in the Thompson Okanagan (85%). The sector's Sex distribution is either equal or has a higher concentration of females across all regions, with the most pronounced imbalance being in the Kootenays where 69% of employees are female. The most common education level in the sector is a high school education or some post-secondary, except in Northern BC where 30% of workers have a bachelor's degree or higher. 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 (62%). Average hours worked per week is highest in Northern BC at 30, and hourly wages are highest in the Kootenays at \$19.10.

<sup>6</sup> 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.

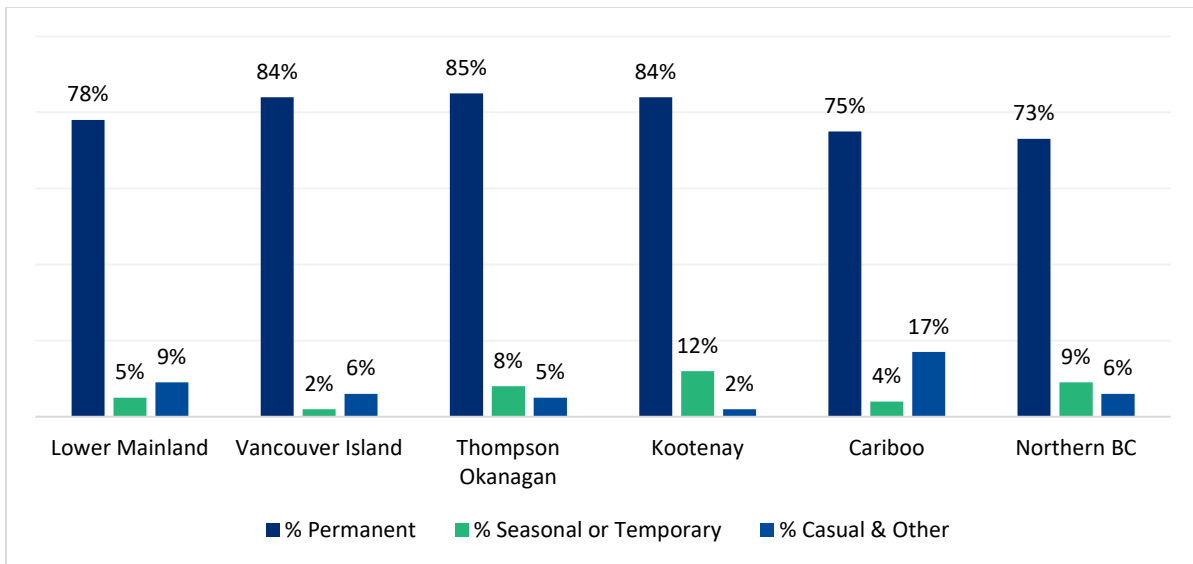
<sup>7</sup> Includes tips and commissions.

Chart 1: Food & Beverage Sector Job Status by Region, 2021



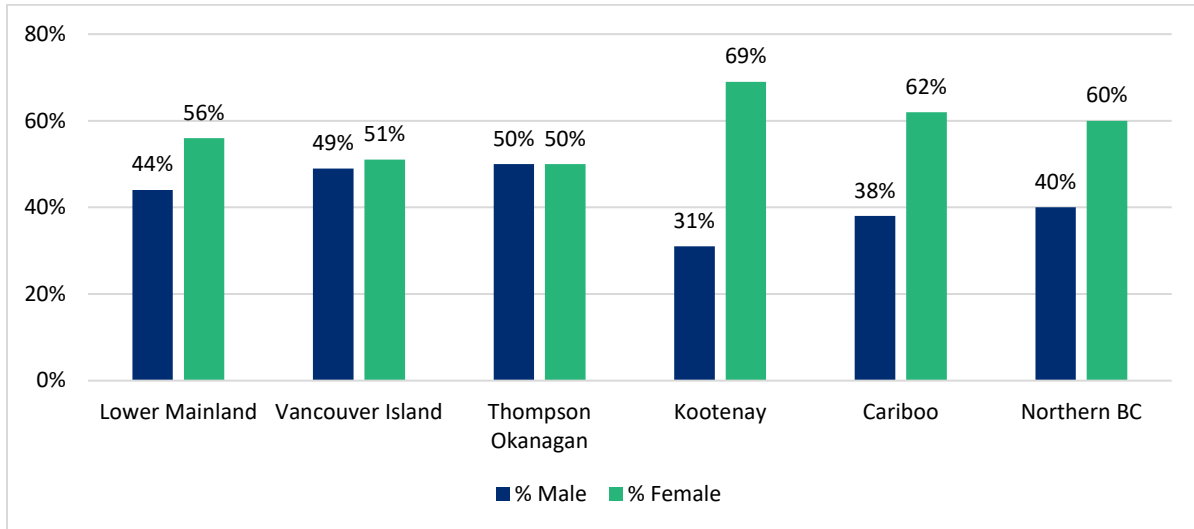
Note: The LFS data in this chart are annual averages.

Chart 2: Food & Beverage Sector Employee Type by Region, 2021



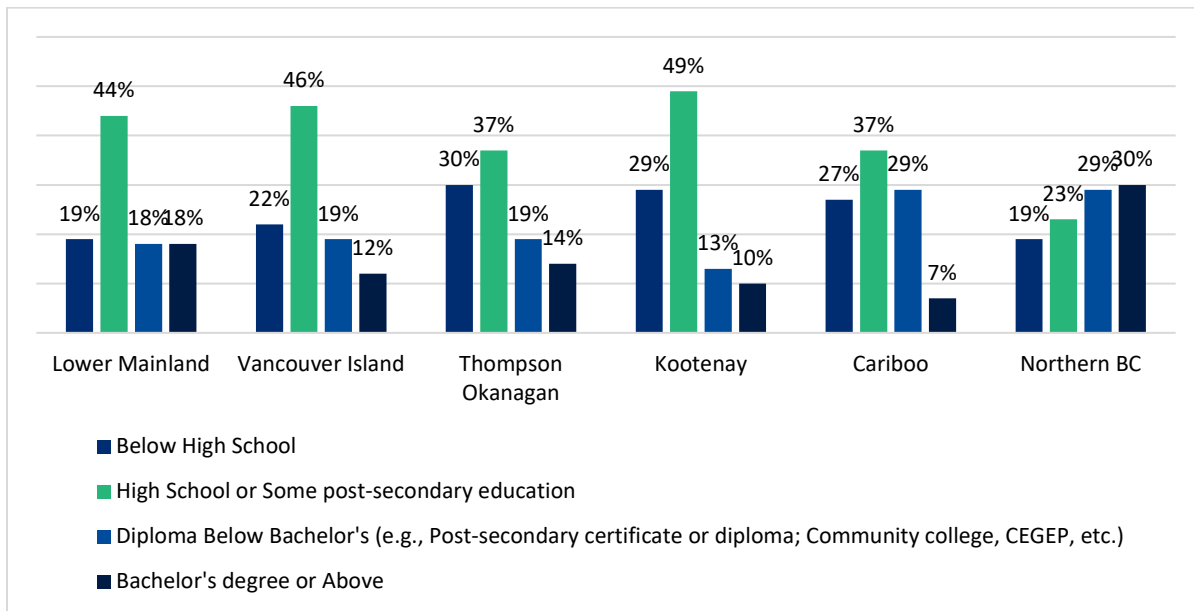
Note: The LFS data in this chart are annual averages.

Chart 3: Food & Beverage Sector Workforce Sex by Region, 2021



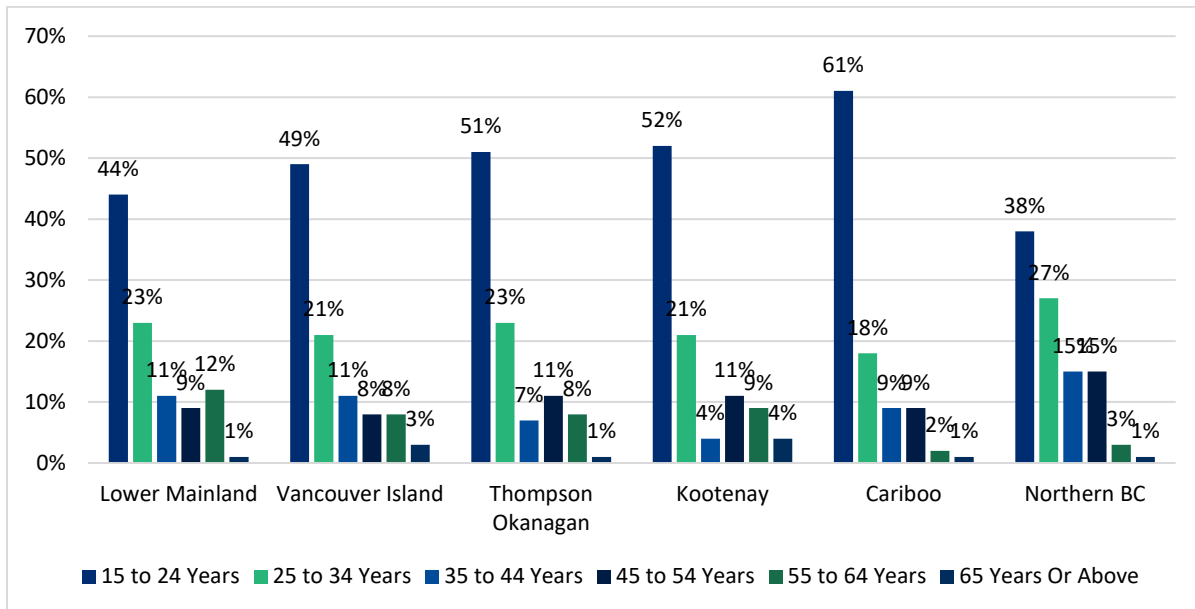
Note: The LFS data in this chart are annual averages.

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



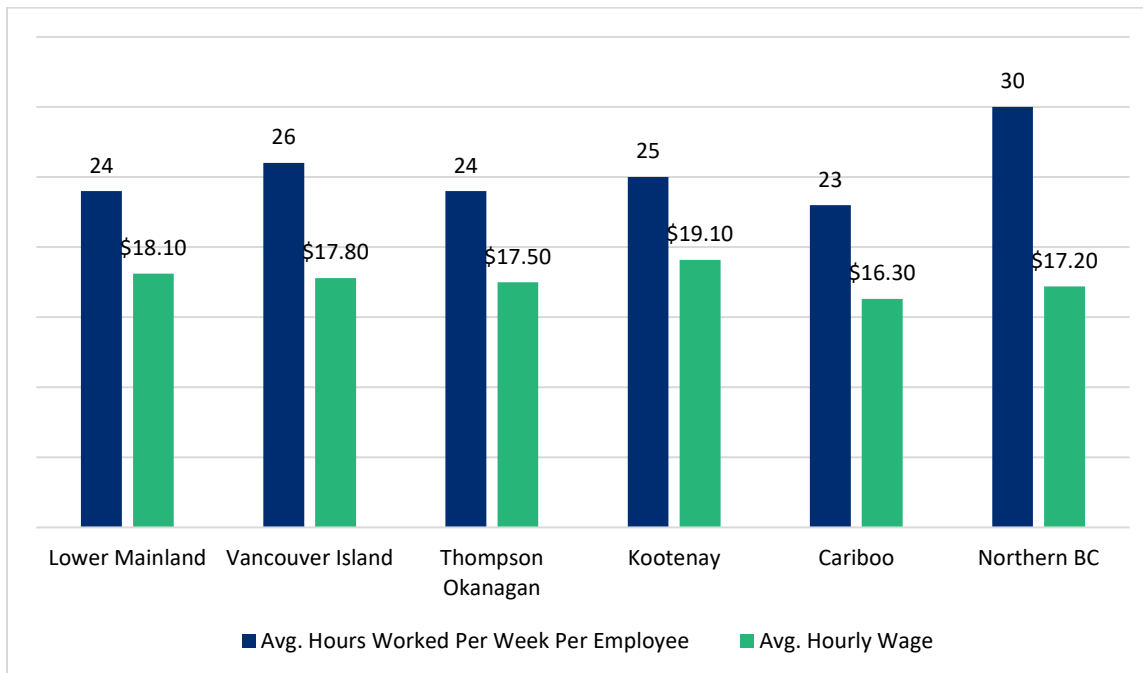
Note: The LFS data in this chart are annual averages.

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



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

Chart 6: Food & Beverage Average Hours Worked and Wages by Region, 2021



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

According to Statistics Canada's 2016 Census, 6% of food and beverage sector workers are Indigenous (compared to 5% across the provincial population), with Northern BC's sector workforce having the highest concentration of Indigenous workers (22%). The sector has a higher percentage of workers who are members of a visible minority (42%) than BC's tourism and hospitality industry as a whole (35%) and the provincial population (30%). A third (33%) of workers in the sector are immigrants to Canada, with the Lower Mainland having the highest percentage of immigrant workers (42%). Similarly, the Lower Mainland also has the highest percentage of workers in the sector whose mother tongue is not English or French (46%), notably more than the sector average (35%).

Table 5: Ethnicity, Immigration, and Mother Tongue in the Food & Beverage Sector Workforce. 2016

Selected Characteristics	Lower Mainland		Vancouver Island		Thompson Okanagan		Kootenay		Cariboo		Northern BC		BC Food & Beverage		BC Population	
	#	%	#	%	#	%	#	%	#	%	#	%	#	%	#	%
<b>Labour Force</b>	<b>103,235</b>	<b>100%</b>	<b>25,250</b>	<b>100%</b>	<b>18,255</b>	<b>100%</b>	<b>4,260</b>	<b>100%</b>	<b>4,480</b>	<b>100%</b>	<b>4,080</b>	<b>100%</b>	<b>159,570</b>	<b>100%</b>	<b>2,471,670</b>	<b>100%</b>
<b>Indigenous Status</b>																
Indigenous	3,490	3%	2,325	9%	1,780	10%	355	8%	830	19%	905	22%	9,685	6%	127,890	5%
Non-Indigenous	99,745	97%	22,925	91%	16,475	90%	3,905	92%	3,650	81%	3,175	78%	149,885	94%	2,343,780	95%
<b>Visible Minority Status</b>																
Visible Minority	56,940	55%	5,115	20%	3,105	17%	525	12%	815	18%	1,065	26%	67,580	42%	729,580	30%
Not a Visible Minority	46,295	45%	20,135	80%	15,150	83%	3,735	88%	3,645	82%	3,015	74%	91,990	58%	1,742,090	70%
<b>Immigration Status</b>																
Non-immigrant	53,200	52%	20,185	80%	15,080	83%	3,525	83%	3,690	82%	3,045	74%	98,735	62%	1,679,060	68%
Immigrant	43,840	42%	4,105	16%	2,595	14%	465	11%	660	15%	690	17%	52,355	33%	741,165	30%
Non-permanent residents	6,195	6%	960	4%	580	3%	270	6%	130	3%	345	9%	8,480	5%	51,445	2%
<b>Mother Tongue</b>																
English	51,865	50%	20,355	81%	15,250	84%	3,600	85%	3,645	82%	3,100	74%	97,830	62%	1,704,780	69%
French	985	1%	325	1%	185	1%	40	1%	20	0.4%	10	0.2%	1,570	1%	33,160	1%
Non-official language	47,130	46%	4,150	16%	2,650	15%	565	13%	725	16%	935	23%	56,170	35%	681,940	28%
Other	3,255	3%	420	2%	170	0.9%	55	1%	90	2%	35	1%	4,000	2%	51,790	2%

Source: Custom Tabulation, 2016 Census, Statistics Canada.

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, 2021

NOC	Occupation Title	Certification/Training Requirements	Employment
671	Food counter attendants	<ul style="list-style-type: none"> <li>▪ On the job training</li> </ul>	41,625
651	Occupations in food and beverage service	<ul style="list-style-type: none"> <li>▪ On the job training</li> <li>▪ Responsible beverage service certification</li> </ul>	32,146
632	Chefs and cooks	<ul style="list-style-type: none"> <li>▪ Cook's apprenticeship program and training</li> <li>▪ Chef's Red Seal Certification</li> </ul>	28,083
631	Food service supervisors	<ul style="list-style-type: none"> <li>▪ Post-secondary training in restaurant management or food service admin, or;</li> <li>▪ Equivalent job experience</li> </ul>	22,792
661	Cashiers	<ul style="list-style-type: none"> <li>▪ On the job training</li> </ul>	3,813
633(2)	Bakers	<ul style="list-style-type: none"> <li>▪ Completion of a three or four-year apprenticeship program or completion of related post-secondary program</li> <li>▪ Several years of commercial baking experience</li> <li>▪ On-the-job training</li> </ul>	2,208
751	Motor vehicle and transit drivers	<ul style="list-style-type: none"> <li>▪ Appropriate Class driver's license</li> <li>▪ Additional certifications such as First-Aid, Transportation of Dangerous Goods, and Air Brakes Endorsement</li> <li>▪ On the job training</li> </ul>	1,479
122	Administrative and regulatory occupations	<ul style="list-style-type: none"> <li>▪ Related post-secondary degree or diploma</li> <li>▪ Job specific certifications</li> <li>▪ On the job training</li> </ul>	-*
673	Cleaners	<ul style="list-style-type: none"> <li>▪ On the job training</li> </ul>	-*
111	Auditors, accountants and investment professionals	<ul style="list-style-type: none"> <li>▪ Related post-secondary degree or diploma</li> <li>▪ Job specific certifications</li> <li>▪ On the job training</li> </ul>	-*

Note: The LFS data in this table are annual averages. \*Employment counts is being suppressed due to high probability of large sampling error.

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 13% have been in their position for five to ten years. The average experience level of the sector’s workforce is significantly less than the provincial industry average.

Table 7: Tourism and Hospitality Workforce Experience, 2021

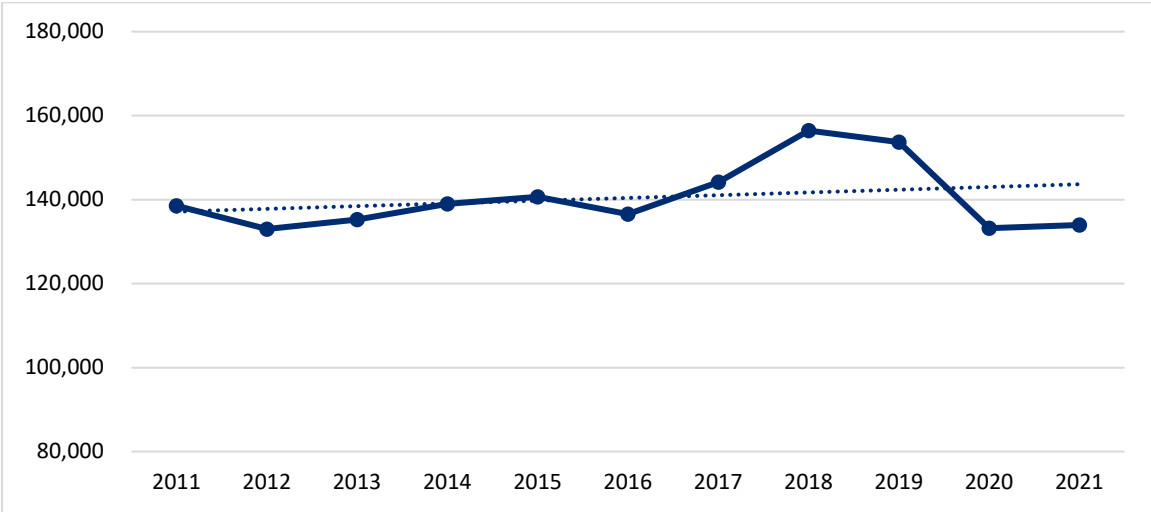
Length of Employment	Food & Beverage		Tourism & Hospitality	
	#	%	#	%
Less than 1 year	31,917	24%	54,188	18%
2 to 4 years	71,708	54%	133,354	45%
5 to 7 years	12,021	9%	35,104	12%
8 to 10 years	5,708	4%	22,042	7%
11 to 15 years	6,625	5%	20,938	7%
16 to 20 years	2,417	2%	9,854	3%
over 20 years	3,542	3%	22,772	8%
<b>Total</b>	<b>133,938</b>	<b>100%</b>	<b>298,250</b>	<b>100%</b>
<b>Avg. Length</b>	<b>4.8 years</b>		<b>7.0 years</b>	

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

### Impact of COVID-19

Employment in the sector trended upward from 2011 to 2019, with an average of 154,000 employees per month in 2019 compared to 139,000 in 2011. The compounded annual growth rate over the eight-year period from 2011 to 2019 was 1%. However, the impacts of the COVID-19 pandemic have changed that trend, with the sector employing an average of 134,000 people per month in 2021. The compounded annual growth rate dropped to -0.3% over the ten-year period from 2011 to 2021.

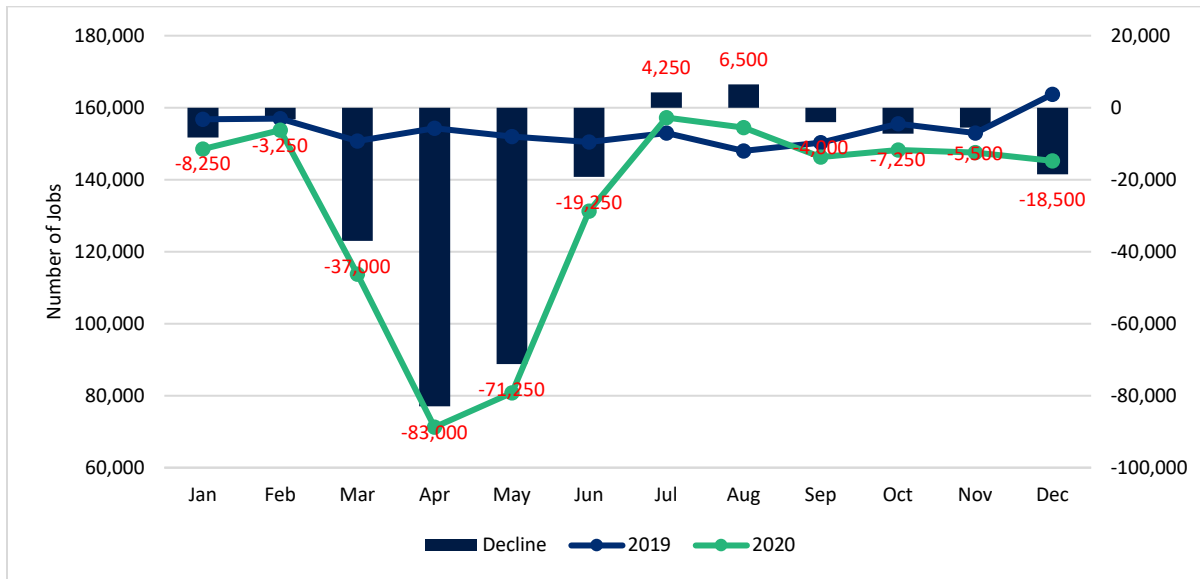
Chart 7: Food & Beverage Sector Workforce, 2011 - 2021



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

There were significantly fewer people employed in the industry during the first half of 2020 as compared to 2019, hitting a low point in April when there were 83,000 fewer employees. However, from June until November of 2020 employment numbers recovered to near 2019 levels before dropping again in December.

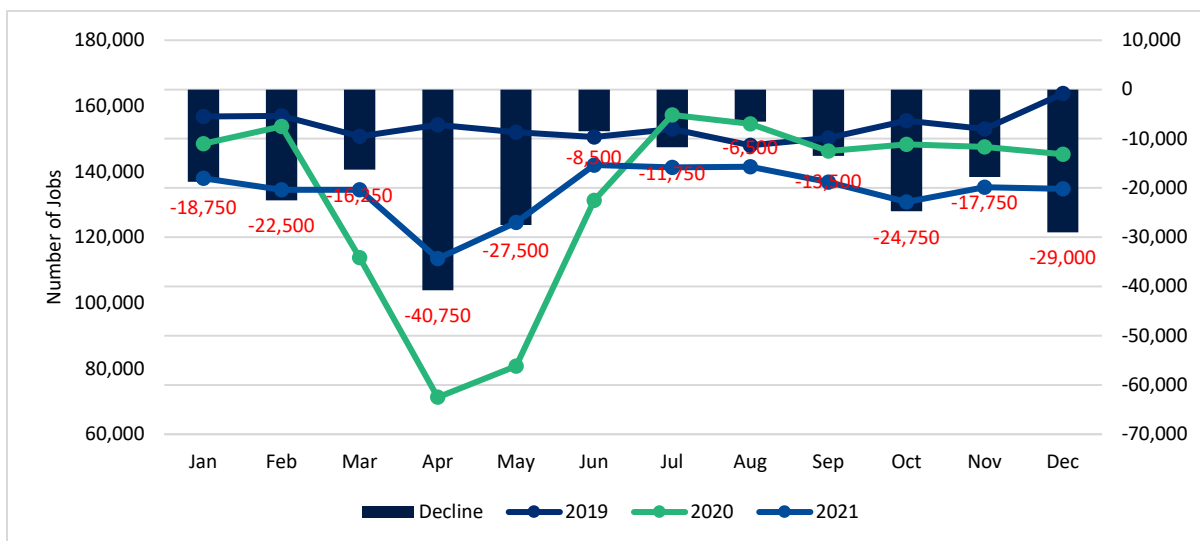
Chart 8: Monthly Decline in Food & Beverage Sector Employment, 2020 vs. 2019



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

Although employment recovered on average throughout 2021, it remained lower than 2019 levels during all months of the year, with the low point occurring in April when there were 40,750 fewer employees.

Chart 9: Monthly Decline in Food & Beverage Sector Employment, 2021 vs. 2019



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

The food and beverage sector experienced a 13% decline in employment levels between 2019 and 2020 with Northern BC seeing the largest decline at 39%. In 2021 all regions except the Lower Mainland recovered somewhat, with the Cariboo surpassing 2019 levels. However, due to the size of the workforce in the Lower Mainland, the sector's overall recovery is unchanged with employment levels in 2021 remaining 13% lower than in 2019.

Table 8: Food & Beverage Sector Change in Employment by Region, 2019, 2020, 2021

Employment	2019	2020	2021	% Change 2020 vs 2019	% Change 2021 vs 2019
<b>Region</b>					
Lower Mainland	96,667	91,667	83,167	-5%	-14%
Vancouver Island	24,625	19,167	22,333	-22%	-9%
Thompson Okanagan	18,938	12,188	15,563	-36%	-18%
Kootenay	3,917	3,875	3,917	-1%	0%
Cariboo	4,396	3,104	4,604	-29%	5%
Northern BC	5,188	3,188	4,354	-39%	-16%
<b>British Columbia</b>	<b>153,729</b>	<b>133,188</b>	<b>133,938</b>	<b>-13%</b>	<b>-13%</b>

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

Full-time and part-time jobs saw similar rates of decline from 2019 to 2020 at 14% and 13% respectively, however in 2021 full-time jobs saw a larger rate of decline at 22% compared to 2019 levels. Seasonal positions have seen growth of 53% from 2019 to 2021, while permanent roles decreased by 5% over that period. Job losses did not impact all demographics equally, with females and those aged 35 to 54 feeling the most significant declines.

Table 9: Food & Beverage Sector Change in Employment by Demographics, 2019, 2020, 2021

Demographics	2019	2020	2021	% Change 2020 vs 2019	% Change 2021 vs 2019
<b>Job Status</b>					
Full-time	82,917 (54%)	71,479 (54%)	64,271 (48%)	-14%	-22%
Part-time	70,833 (46%)	61,688 (46%)	69,667 (52%)	-13%	-2%
<b>Permanent and Seasonal<sup>8</sup></b>					
Permanent	113,021 (74%)	98,167 (74%)	107,021 (80%)	-13%	-5%
Seasonal	1,500	1,688	2,292	13%	53%

<sup>8</sup> 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	% Change 2020 vs 2019	% Change 2021 vs 2019
	(1%)	(1%)	(2%)		
Casual	16,396 (11%)	13,000 (10%)	10,021 (7%)	-21%	-39%
Temporary	7,938 (5%)	5,375 (4%)	4,208 (3%)	-32%	-47%
<b>Sex</b>					
Male	65,000 (42%)	61,000 (46%)	59,958 (45%)	-6%	-8%
Female	88,750 (58%)	72,167 (54%)	73,979 (55%)	-19%	-17%
<b>Age Group</b>					
15 to 24	71,875 (47%)	51,750 (39%)	62,271 (46%)	-28%	-13%
25 to 34	32,208 (21%)	33,688 (25%)	30,125 (22%)	5%	-6%
35 to 44	18,854 (12%)	17,708 (13%)	14,229 (11%)	-6%	-25%
45 to 54	15,500 (10%)	14,833 (11%)	12,188 (9%)	-4%	-21%
55 to 64	12,958 (8%)	13,750 (10%)	13,146 (10%)	6%	1%
65 or above	2,354 (2%)	1,438 (1%)	1,979 (1%)	-39%	-16%
<b>Education</b>					
Below high school	29,292 (19%)	20,771 (16%)	28,667 (21%)	-29%	-2%
High school or some post-secondary	68,438 (45%)	58,167 (44%)	57,625 (43%)	-15%	-16%
Degree below bachelor's	32,688 (21%)	31,583 (24%)	25,625 (19%)	-3%	-22%
Bachelor's degree or above	23,333 (15%)	22,646 (17%)	22,021 (16%)	-3%	-6%

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

The Kootenays experienced the largest reduction in average hours worked per week per employee at 30% from 2019 to 2020, and 17% from 2019 to 2021. The provincial workforce has seen a 7% reduction in their hours worked from 2019 to 2021.

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

Average Hours worked	2019	2020	2021	% Change 2020 vs 2019	% Change 2021 vs 2019
<b>Region</b>					
Lower Mainland	28	25	24	-11%	-14%
Vancouver Island	26	23	26	-12%	0%
Thompson Okanagan	26	22	24	-15%	-8%
Kootenay	30	21	25	-30%	-17%
Cariboo	25	23	23	-8%	-8%
Northern BC	29	28	30	-3%	3%
<b>British Columbia</b>	<b>27</b>	<b>24</b>	<b>25</b>	<b>-11%</b>	<b>-7%</b>

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

Average hourly wages for the sector increased by 9% from 2019 to 2020, and 11% from 2019 to 2021. The Kootenays has seen the largest wage increase at 24% from 2019 to 2021.

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

Average Hourly wage <sup>9</sup>	2019	2020	2021	% Change 2020 vs 2019	% Change 2021 vs 2019
<b>Region</b>					
Lower Mainland	\$16.3	\$17.9	\$18.1	10%	11%
Vancouver Island	\$16.2	\$17.3	\$17.8	7%	10%
Thompson Okanagan	\$15.2	\$16.5	\$17.5	9%	15%
Kootenay	\$15.4	\$15.7	\$19.1	2%	24%
Cariboo	\$14.6	\$15.8	\$16.3	8%	12%
Northern BC	\$14.9	\$16.0	\$17.2	7%	15%
<b>British Columbia</b>	<b>\$16.1</b>	<b>\$17.5</b>	<b>\$17.9</b>	<b>9%</b>	<b>11%</b>

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

Of the 262 industry employees surveyed across British Columbia, 102 were in the food and beverage sector. Their opinions on their actual experience, motivations, and perceptions of working in the industry are summarized below.

- Employees were asked to rate their actual experience working in the sector. On a scale of 1 to 5, where 1 is not at all satisfied, 3 is somewhat satisfied and 5 is very satisfied, employees indicated an average rating of 3.8, including 23% who are very satisfied.
- Relative to other industries, employees are motivated to work in the industry by their ability to do the work, quality relationships with co-workers, the work setting (e.g. in a tourism area), the sense of fulfilment from doing the work, the lifestyle, the work

<sup>9</sup> Includes tips and commissions.

conditions, and the opportunities for advancement. The major concerns (demotivating aspects of the industry) are the wages, the predictability of how much work will be available, the seasonality of the work, and health & safety concerns which have increased as a result of the pandemic.

- Fifty-nine percent of employees surveyed noted that COVID-19 has reduced their interest in working in the industry. Of those surveyed, 51% are relatively optimistic regarding their future work opportunities in the industry, with 25% considering or definitely intending to make the industry a career (i.e. stay in the industry), and 26% considering staying for at least a few more years. On the other hand, 49% are relatively pessimistic, with 37% taking it year-by-year, 7% having left or are about to leave the industry and anticipate that they will not return, 3% expecting this year to be their last year, and 2% indicating that they are staying for now but expect to return to school or move sometime in the near future.

## 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 and Hospitality Industry Sectors in BC

Key Indicators (2021)	Accommodation	Food & Beverage	Recreation & Entertainment	Transportation & Travel	Tourism & Hospitality
<b>Employment 2021</b>	<b>29,875</b>	<b>133,938</b>	<b>77,854</b>	<b>56,583</b>	<b>298,250</b>
Relative Share to BC Employment	1%	5%	3%	2%	11%
Relative Share to Tourism & Hospitality Employment	10%	45%	26%	19%	100%
Impact on Employment* (2021 vs 2019)	-18%	-13%	-13%	-17%	-14%
Impact on Employment* (2020 vs 2019)	-30%	-13%	-20%	-20%	-18%
<b>Avg. Hours Worked Per Week Per Employee and Avg. Hourly Wage</b>					
Avg. Hours Worked	31	25	29	34	28
Avg. Hourly Wage	\$22	\$18	\$28	\$33	\$24
<b>Length of Employment of Current or Latest Job</b>					
Less than 1 year	16%	24%	18%	7%	18%
2 to 4 years	35%	54%	39%	36%	45%
5 to 10 years	25%	12%	25%	22%	19%
Over 10 years	24%	10%	18%	35%	18%
Avg. Length in years	8.0	4.8	8.0	10.5	7.0
<b>Job Status</b>					
% Full-time Workers	76%	48%	66%	84%	62%
% Permanent Workers	72%	80%	47%	75%	70%



Key Indicators (2021)	Accommodation	Food & Beverage	Recreation & Entertainment	Transportation & Travel	Tourism & Hospitality
<b>Age Group</b>					
15 to 24 years	11%	46%	19%	5%	28%
25 to 34 years	24%	22%	25%	16%	22%
35 to 44 years	19%	11%	22%	24%	17%
45 to 54 years	19%	9%	15%	29%	15%
55 to 64 years	22%	10%	12%	20%	14%
Over 64 years	5%	1%	7%	7%	4%
<b>Sex and Education</b>					
% Female	58%	55%	45%	28%	48%
% Bachelor's degree or above	34%	16%	36%	27%	25%
<b>Ethnicity and Immigration** (2016 Census)</b>					
% Indigenous	7%	6%	5%	4%	6%
% Visible Minority	33%	42%	21%	32%	35%
% Immigrant	35%	33%	22%	35%	31%
<b>Mother Tongue** (2016 Census)</b>					
% English	63%	62%	78%	65%	67%
% French	2%	1%	2%	2%	1%
% Non-official language	32%	35%	18%	31%	30%
<b>Industry Satisfaction and Perception</b>					
Employee Satisfaction Rating	4.0	3.8	4.2	4.0	4.0
Covid-19 Impacted their Interest	66%	59%	56%	70%	60%
% Considering or definitely intend to make the industry a career	33%	25%	38%	33%	30%

Key Indicators (2021)	Accommodation	Food & Beverage	Recreation & Entertainment	Transportation & Travel	Tourism & Hospitality
<b>% Considering staying for at least a few more years</b>	18%	26%	28%	17%	25%

*Note: The LFS data in this table are annual averages. \*"Impact on Employment" indicates the percentage change in employment numbers between a normal year and a pandemic year; \*\*Sourced from Statistics Canada.*



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