

L a b o r M a r k e t I n d u s t r y P r o f i l e

Broward
**Hospitality
& Tourism**
Industry

2019 Edition



Broward County Hospitality/Tourism Industry Cluster

- The Hospitality/Tourism Industry cluster is comprised of 44 different industries primarily engaged in food services and drinking places; accommodation; amusement, gambling & recreation; travel arrangement & reservation services; spectator sports; performing arts companies; hotels; and casinos.
- The Broward County Hospitality/Tourism Industry cluster had 17,203 establishments and employment of 104,957 in December 2017. Employment was up +615 jobs (+0.6 percent) over the year.
- Broward County's largest industries in the hospitality/tourism cluster in December 2017 were full-service restaurants (36,822 jobs); limited-service restaurants (23,325 jobs); and hotels (except casino hotels) and motels (11,116 jobs). These three industries account for 67.9 percent of hospitality/tourism cluster employment in the county.
- Within the Hospitality/Tourism Industry cluster, full-service restaurants (+1,050 jobs, +2.9 percent); snack and nonalcoholic beverage bars (+523 jobs, +15.7 percent); and fitness and recreational sports facilities (+197 jobs, +6.8 percent) gained the most over the year jobs in December 2017.



Source: Florida Department of Economic Opportunity, Bureau of Workforce Statistics & Economic Research, Quarterly Census of Employment and Wages Program (QCEW).

**Broward County
Hospitality/Tourism Industry Cluster**

- The 2017 average annual average wage for workers in the Hospitality/Tourism Industry cluster was \$25,901, below the Broward County total average annual wage for all industries (\$51,243) by 49.5 percent. This gap has expanded since 2016, when the Hospitality/Tourism Industry cluster’s average annual wage was 48.8 percent lower than the average annual for all industries.
- The Hospitality/Tourism Industry cluster’s average annual wage increased less than the average annual wage for all industries over the year and it grew at a slower rate. The average annual wage increased by \$551 (+2.2 percent), while for all industries it grew by \$1,693 (+3.4 percent).
- Sport teams and clubs had the highest 2017 average annual wage of all Hospitality/Tourism Industries (\$153,608). Amusement arcades had the lowest average annual wage of all Hospitality/Tourism Industries in 2017 (\$12,563). Eight Hospitality/Tourism Industry subsectors had average annual wages that exceeded the wage for all industries in Broward County (\$51,243). Six Hospitality/Tourism Industry subsectors had annual wages greater than \$60,000 and eight had average annual wages in excess of \$50,000. Compared to the average annual wage for all industries in 2017, many Hospitality/Tourism Industries had relatively low average annual wages.

All Education and Training Levels

Top Occupations in the Hospitality/Tourism Industry Cluster For All Training Levels*							
Broward County							
Occupation Title	Employment		2018-2026 Change		% of Industry Total	2018 Median Hourly Wage	Training Requirement
	2018	2026	Total	Percent			
Total, All Hospitality Occupations	107,074	116,173	9,099	8.50			
Combined Food Preparation and Serving Workers, Including Fast Food	21,751	25,430	3,679	16.91	20.31	9.24	No formal educational credential
Waiters and Waitresses	17,609	19,007	1,398	7.94	16.45	9.31	No formal educational credential
Cooks, Restaurant	8,523	9,547	1,024	12.01	7.96	12.83	No formal educational credential
First-Line Supervisors of Food Preparation and Serving Workers	4,889	5,385	496	10.15	4.57	17.88	High school diploma or equivalent
Bartenders	3,646	3,863	217	5.95	3.41	9.48	No formal educational credential
Cashiers	3,191	3,235	44	1.38	2.98	9.95	No formal educational credential
Dishwashers	3,159	3,315	156	4.94	2.95	9.60	No formal educational credential
Hosts and Hostesses, Restaurant, Lounge, and Coffee Shop	2,542	2,745	203	7.99	2.37	11.19	No formal educational credential
Maids and Housekeeping Cleaners	2,336	2,503	167	7.15	2.18	11.28	No formal educational credential
Dining Room and Cafeteria Attendants and Bartender Helpers	2,333	2,523	190	8.14	2.18	9.56	No formal educational credential
Food Preparation Workers	2,106	2,274	168	7.98	1.97	10.97	No formal educational credential
Counter Attendants, Cafeteria, Food Concession, and Coffee Shop	1,888	1,982	94	4.98	1.76	10.56	No formal educational credential
Cooks, Fast Food	1,435	1,407	-28	-1.95	1.34	10.58	No formal educational credential
Amusement and Recreation Attendants	1,228	1,297	69	5.62	1.15	10.25	No formal educational credential
Travel Agents	1,162	1,097	-65	-5.59	1.09	20.39	High school diploma or equivalent

Source: Florida Department of Economic Opportunity, Bureau of Workforce Statistics & Economic Research, Long Term Projections Program, Forecast to 2026. Forecasts to the year 2026 assume continued economic recovery.

*The top 15 tables reflect the occupations synonymous with the particular industry and best represent the required set of skills. Though still counted in the total employment of the Hospitality/Tourism Industry, the occupations not included above were: Sales Representatives, Services, All Other (2018-1,182 jobs)

**Broward County
Hospitality/Tourism Industry Cluster**

- The fifteen largest hospitality/tourism occupations represent 72.8 percent of the jobs in the Hospitality/Tourism Industry cluster.
- The largest occupation in the Hospitality/Tourism Industry cluster in 2018 was combined food preparation and serving workers (incl. fast food), with an average wage of \$9.24 per hour.
- Average hourly wages among the fifteen largest hospitality/tourism occupations range from a high of \$20.39 for travel agents to a low of \$9.24 for combined food preparation and serving workers (incl. fast food).
- One of the 15 largest occupations has an average wage greater than \$20.00 per hour.
- Thirteen of the 15 largest occupations are projected to increase in employment through 2026.
- Combined food preparation and serving workers (incl. fast food) are projected to gain the most jobs (+3,679 jobs) and have the largest growth (+16.91 percent) of the top 15 hospitality/tourism-specific occupations from 2018 to 2026. Travel agents (-65 jobs) is the only job projected to lose more jobs than Cooks, fast food (-28 jobs) from 2018 to 2026 amongst the top 15 occupations in the Hospitality/Tourism Industry.
- Higher wages are found in occupations with greater training requirements. Two of the 15 largest hospitality/tourism occupations require at least a high school degree or similar.

**Broward County
Hospitality/Tourism Industry Cluster**

Bachelor's Degree or Higher

Top Occupations in the Hospitality/Tourism Industry Cluster That Require a Bachelor's Degree or Higher**							
Broward County							
Occupation Title	Employment		2018-2026 Change		% of Industry Total	2018 Median Hourly Wage	Training Requirement
	2018	2026	Total	Percent			
Total, All Hospitality Occupations	107,074	116,173	9,099	8.50			
Accountants and Auditors	267	285	18	6.74	0.25	29.95	Bachelor's Degree
Meeting, Convention, and Event Planners	226	257	31	13.72	0.21	21.74	Bachelor's Degree
Market Research Analysts and Marketing Specialists	130	146	16	12.31	0.12	31.22	Bachelor's Degree
Sales Managers	93	102	9	9.68	0.09	56.41	Bachelor's Degree
Public Relations Specialists	82	89	7	8.54	0.08	25.23	Bachelor's Degree
Financial Managers	78	89	11	14.10	0.07	56.15	Bachelor's Degree
Human Resources Specialists	65	68	3	4.62	0.06	27.29	Bachelor's Degree
Graphic Designers	57	63	6	10.53	0.05	23.19	Bachelor's Degree
Purchasing Agents, Except Wholesale, Retail, and Farm Products	53	52	-1	-1.89	0.05	27.87	Bachelor's Degree
Marketing Managers	41	42	1	2.44	0.04	54.32	Bachelor's Degree
Human Resources Managers	34	37	3	8.82	0.03	38.97	Bachelor's Degree
Producers and Directors	34	36	2	5.88	0.03	29.84	Bachelor's Degree
Agents and Business Managers of Artists, Performers, and Athletes	22	22	0	0.00	0.02	37.71	Bachelor's Degree
Management Analysts	22	28	6	27.27	0.02	31.93	Bachelor's Degree
Mechanical Engineers	19	22	3	15.79	0.02	36.67	Bachelor's Degree

Source: Florida Department of Economic Opportunity, Bureau of Workforce Statistics & Economic Research, Long Term Projections Program, forecast to 2026. Forecasts to the year 2026 assume economic recovery.

**The top 15 tables reflect the occupations synonymous with the particular industry and best represent the required set of skills. Though still counted in the total employment of the Hospitality/Tourism Industry, the occupations requiring at least a Bachelor's Degree not included above were: General and Operations Managers (2018-512 jobs), Business Operations Specialists, All Other (2018-173 jobs), Chief Executives (2018-100 jobs), Coaches and Scouts (2018-66 jobs), Managers, All Other (2018-62 jobs), Administrative Services Managers (2018-25 jobs), Veterinarians (2018-20 jobs).

- Approximately 1.1 percent of the jobs in hospitality/tourism occupations are concentrated in the 15 high skill hospitality/tourism occupations in this industry.
- Average hourly wages for the top 15 high skill hospitality/tourism occupations range from a high of \$56.41 for sales managers to a low of \$21.74 for meeting, convention and event planners.
- All 15 of the largest high skill hospitality/tourism occupations have an average wage greater than \$20.00 per hour.
- Thirteen of the top 15 high skill hospitality/tourism occupations are projected to gain employment through 2026.
- Meeting, convention and event planners are projected to gain the most jobs (+31 job each), and management analysts are projected to grow the fastest (+27.27 percent) of the 15 high skill hospitality/tourism occupations from 2018 to 2026. Only purchasing agents (except wholesale, retail and farm products) are projected to lose jobs (-1 jobs, -1.89 percent).