



TOURISM AUTHORITY

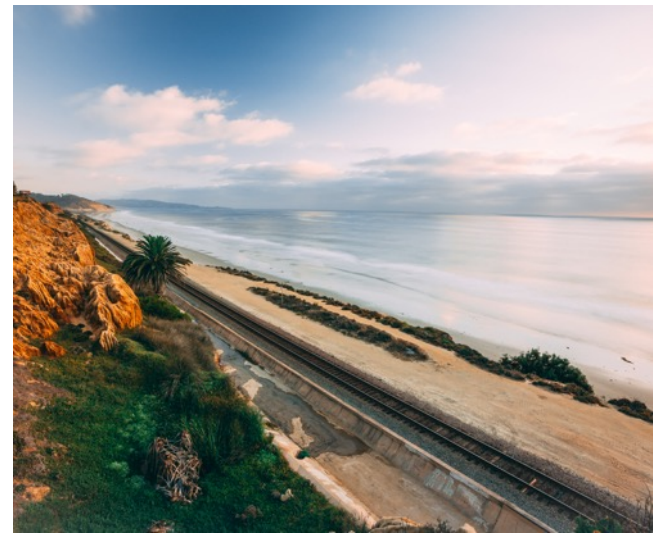
The Tourism Economy: More Than Meets the Eye



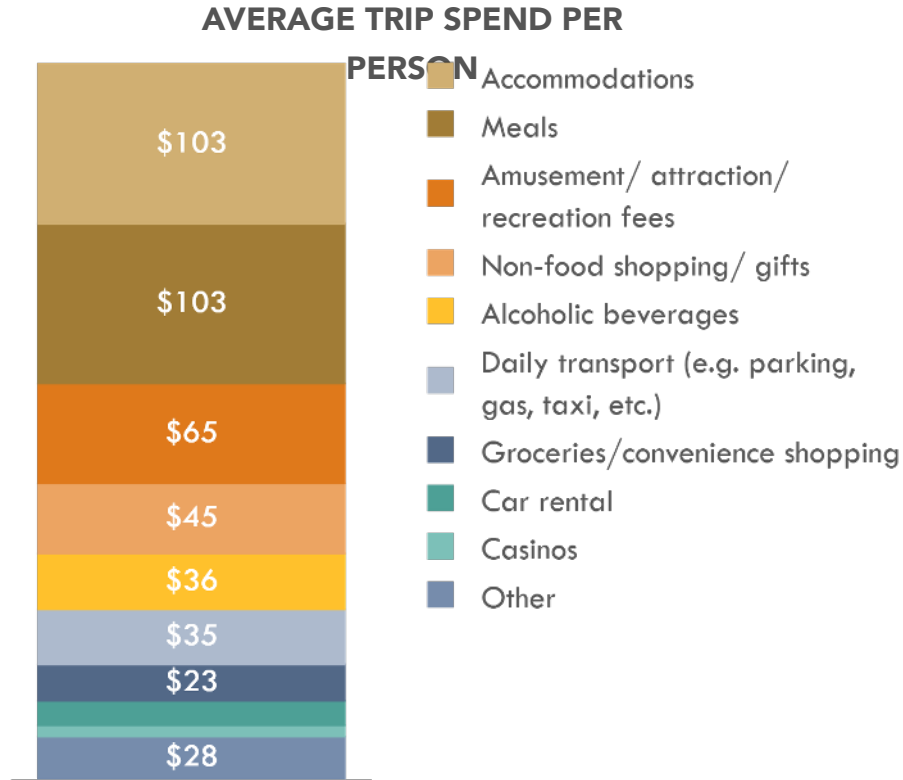
Tourism Workforce Study

Goals

- Show that Tourism activity extends well beyond just Leisure & Hospitality.
- Dispel common notions surrounding the value and quality of Tourism jobs, including and especially average pay.
- Show that Tourism jobs are a vehicle for social and economic mobility.
- In a nutshell...
...to shine a positive light on the quality and value of Tourism employment



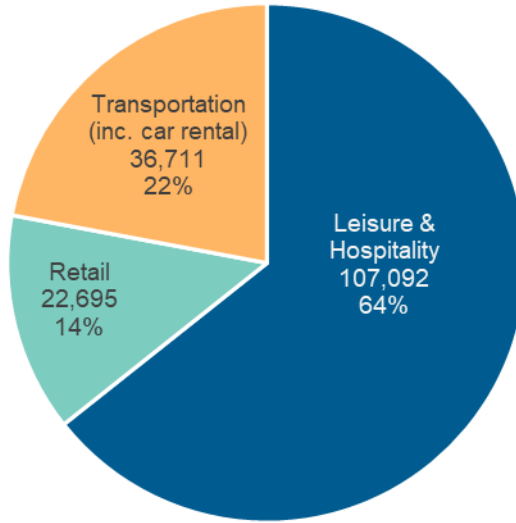
Fueling the Ecosystem: Visitor Spending



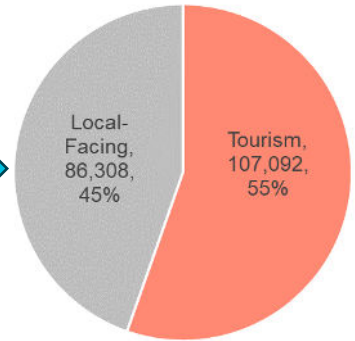
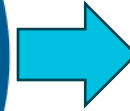


Direct Employment

Looking beyond just Leisure & Hospitality

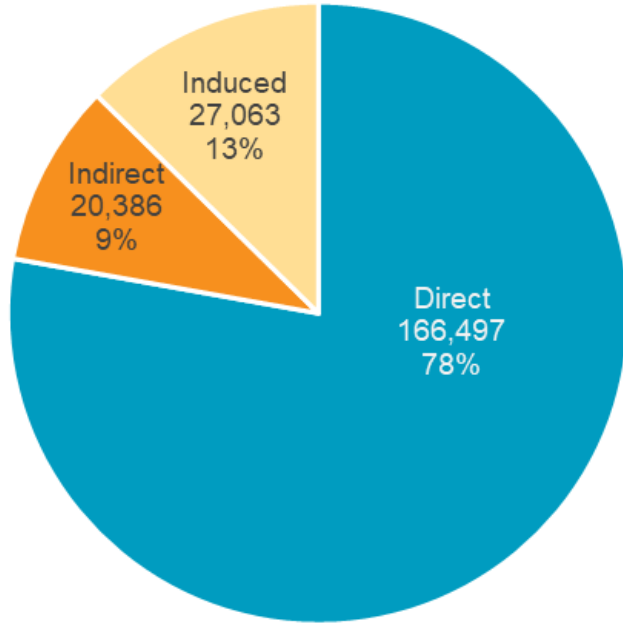


~165,000 direct jobs



~194,000 L&H jobs

Widening the Aperture



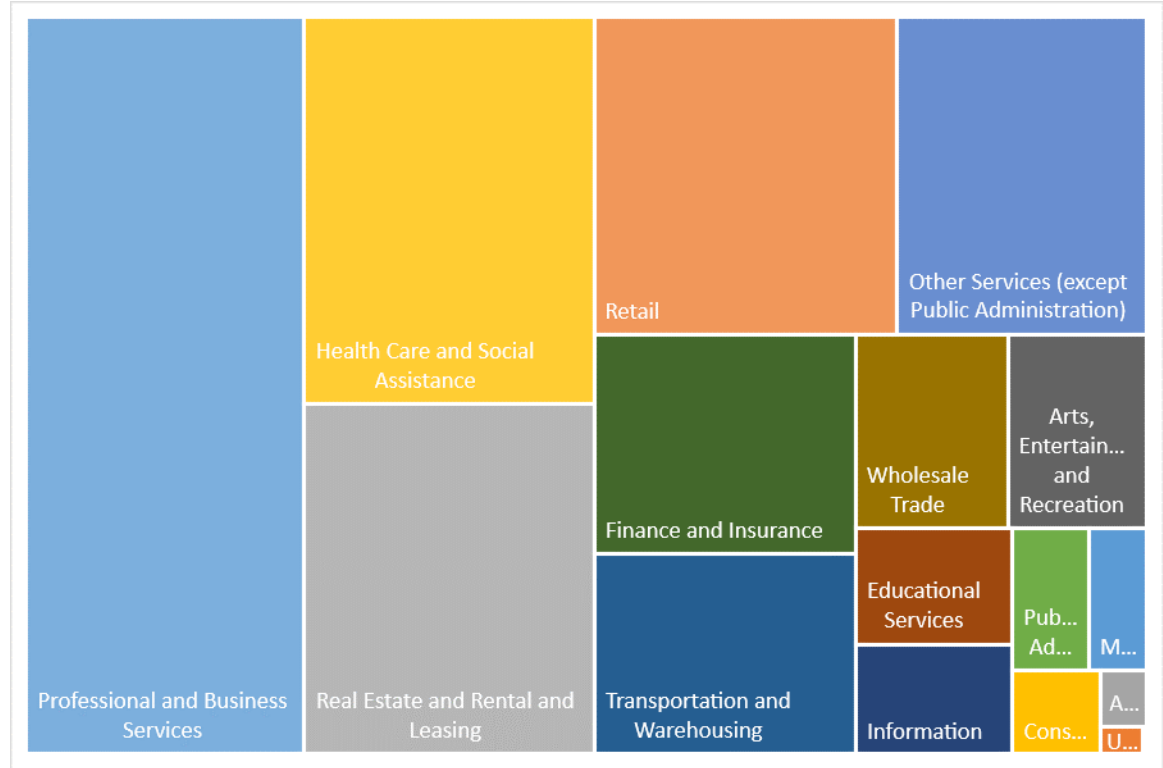
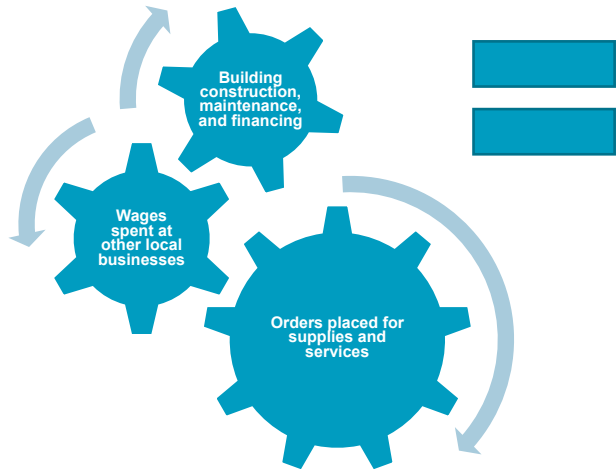
Grand Total: ~214,000 Tourism jobs



San Diego's Tourism Ecosystem

More than just Leisure & Hospitality

\$13.6B in direct
visitor spending
and **\$22B** total
economic impact



****Every 100 direct jobs supports another 28 jobs in other industries**



Fuzzy Math

L&H earnings are *significantly* understated



BLS DOES NOT INCLUDE TIPS!!

BLS:
\$18 - \$19 / hr



Reality:
\$28 - \$30 / hr

Anonymized and aggregated payroll data from SD Chapter of CRA*

Base Pay:
\$18 - \$19 / hr



After Tips:
\$26 - \$27 / hr



*Focus is on Food and Bev to illustrate

Good Jobs, Good Pay

Direct Jobs:
\$28 / hr!!

Direct, Indirect,
Induced:
\$32 / hr!!

→ indirect = **\$46** / hr
→ induced = **\$38** / hr



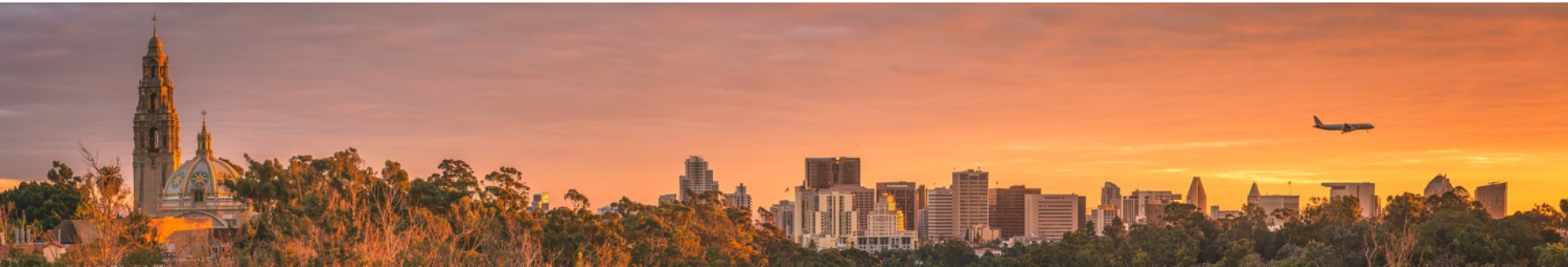
Dead End? Nope...

- A survey of more than 500 hospitality workers revealed that 90% were satisfied with their jobs, even when accounting for earnings.
- 96% of job leavers stay within Tourism.



JULIE COKER
President & CEO
San Diego Tourism Authority

"I thought I wanted to be an attorney until my first job in high school waitressing on the weekends. From there I was hooked, and hospitality ran through my veins. I pursued a degree from Johnson & Wales University and started my career with Hyatt Hotels and Resorts as a corporate management trainee. I progressed through eight Hyatt hotels in five cities. I eventually transitioned out of my 21-year career at Hyatt having been a third-time general manager and countless other positions within the company. Thirty-three years later, I can say travel and tourism chose me and I am grateful for it."





Bottom Line...

Perception

vs.

Reality



Min wage

\$28 - \$32 / hr *on avg!!*



Dead-end jobs

Multiple avenues for advancement



Unfulfilling work

90% satisfied with their job



Can't wait to leave Tourism

2/3 stay in the same *industry*





TOURISM AUTHORITY

THANK YOU!

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For additional data, insights, and resources, visit:

sandiego.org/about/industry-research.aspx

<https://members.sandiego.org/sdta-members/research-and-reports.aspx>