

# Lodging Managers

## Labor Market Analysis: San Diego County

---

January 2018

### Summary

The following list summarizes findings from the labor market analysis below for *Lodging Managers*:

- Between 2016 and 2021, *Lodging Managers* are projected to increase by 48 jobs (or five percent) in San Diego County.
- Employers in San Diego County will need to hire 110 workers annually to fill new jobs and to backfill jobs due to attrition such as retirement or turnover.
- Between 2010 and 2017, there was an average of 278 online job postings per year for *Lodging Managers* in San Diego County.
- *Lodging Managers* earn median hourly earnings of \$26.95, more than the self-sufficiency wage (\$13.09 per hour) for a single adult in San Diego County.
- According to the California Community Colleges Chancellor's Office Management Information System (MIS) Data Mart, four community colleges supply the region with an annual average of 39 awards for this occupation: Grossmont College, MiraCosta College, San Diego Mesa College and Southwestern College. However, according to Classification of Instructional Program (CIP) code data there are 135 completions in San Diego County related to this occupation.
- Comparing the labor demand with labor supply, there is a supply gap for this occupation in San Diego County, with 110 annual openings and 39 awards. However, if awards from non-community college institutions are included in the labor supply, then there is a total of 135 completions, which may indicate an oversupply of labor. Comparatively, there are 681 annual openings in California and 1,155 completions.
- Between January 1, 2015 and December 31, 2017, the top five employers in San Diego County for this occupation were Hyatt, Wyndham Worldwide, Hilton Hotel Corporation, Hotel Del Coronado and Helmsbriscoe.
- The typical entry-level education is a high school diploma or equivalent, but 42.8 percent of the current labor force in this occupation has a bachelor's degree or higher.

### Introduction

This report provides labor market information in San Diego County for the following occupational code in the Standard Occupational Classification (SOC)<sup>1</sup> system:

---

<sup>1</sup> The Standard Occupational Classification (SOC) system is used by federal statistical agencies to classify workers into occupational categories for the purpose of collecting, calculating or disseminating data. [bls.gov/soc](http://bls.gov/soc).

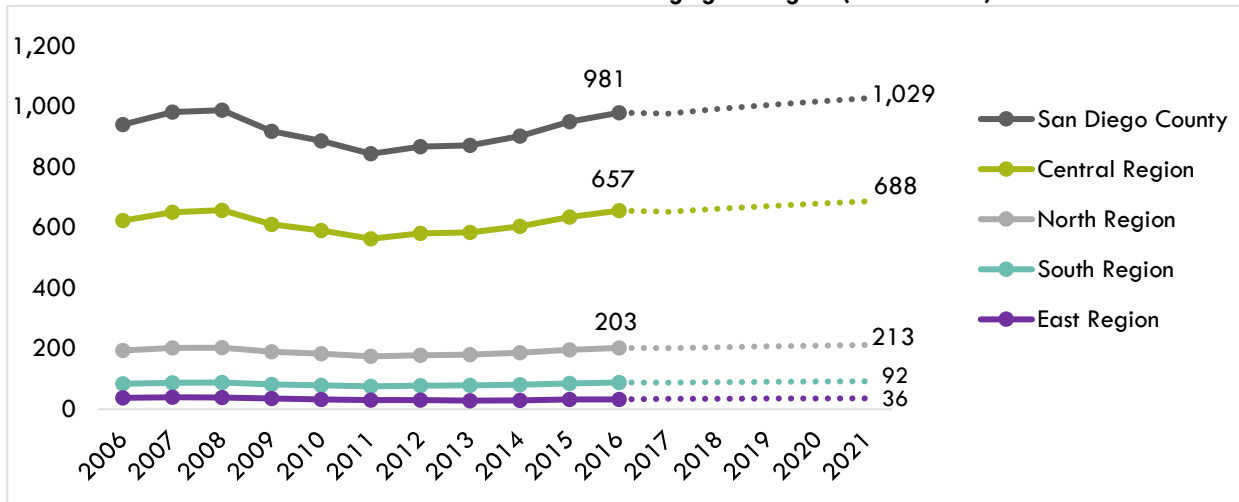
**Lodging Managers (SOC 11-9081):** Plan, direct or coordinate activities of an organization or department that provides lodging and other accommodations. Sample reported job titles include:

- Hotel Manager
- Bed and Breakfast Innkeeper
- Rooms Director
- Resort Manager
- Night Manager
- Guest Service Manager
- Guest Relations Manager
- Front Office Manager
- Front Office Director
- Front Desk Manager

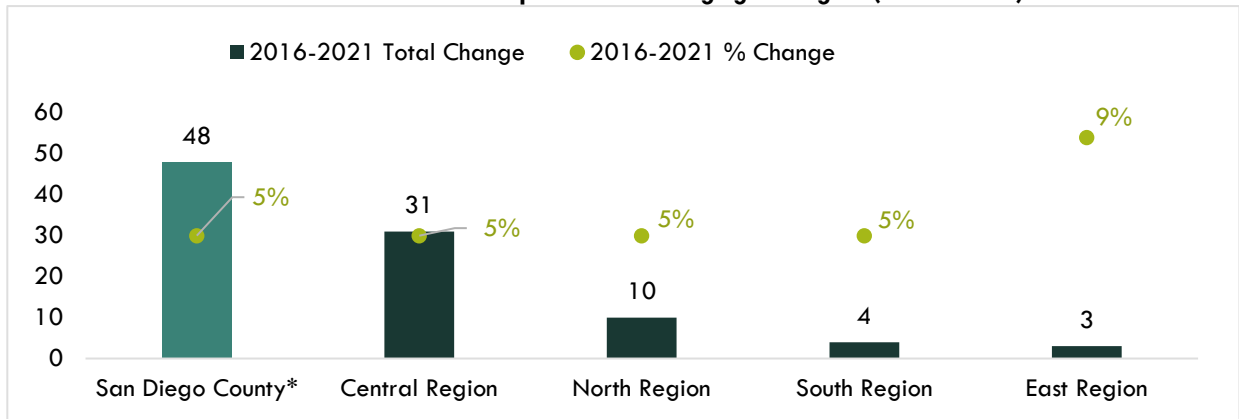
## Projected Occupational Demand

Between 2016 and 2021, *Lodging Managers* are projected to increase by 48 jobs (or five percent) in San Diego County<sup>2</sup> (Exhibit 1a and Exhibit 1b).

**Exhibit 1a: Number of Jobs for Lodging Managers (2006-2021)<sup>3</sup>**



**Exhibit 1b: Five-Year Projections for Lodging Managers (2016-2021)<sup>4</sup>**



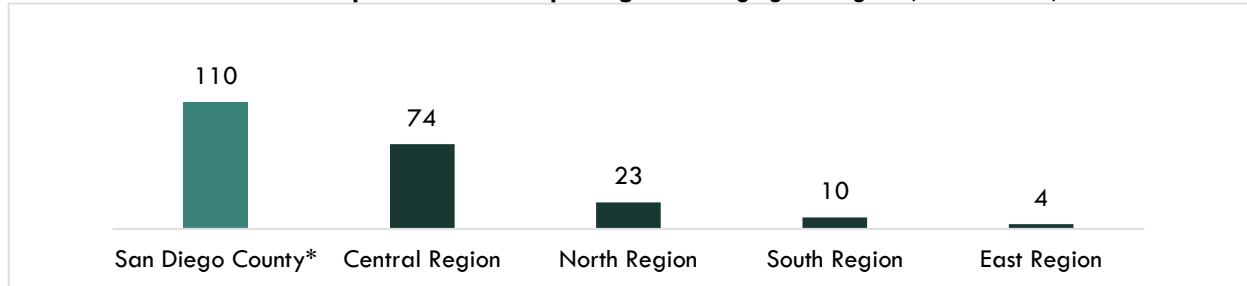
<sup>2</sup> South, East, Central and North Regions' ZIP codes in this report are defined by the local Workforce Development Board, the San Diego Workforce Partnership.

<sup>3</sup> Economic Modeling Specialists, Int'l. (EMSI). San Diego County (6073). 2017.03 Class of Worker. QCEW + Non-QCEW + Self-Employed. 2006-2021.

<sup>4</sup> EMSI. San Diego County (6073). 2017.04 Class of Worker. QCEW + Non-QCEW + Self-Employed. 2016-2021.

Employers in San Diego County will need to hire **110** workers annually to fill new jobs and backfill jobs due to attrition such as retirement or turnover (Exhibit 2).

**Exhibit 2: Projected Annual Openings for Lodging Managers (2016-2021)<sup>5</sup>**

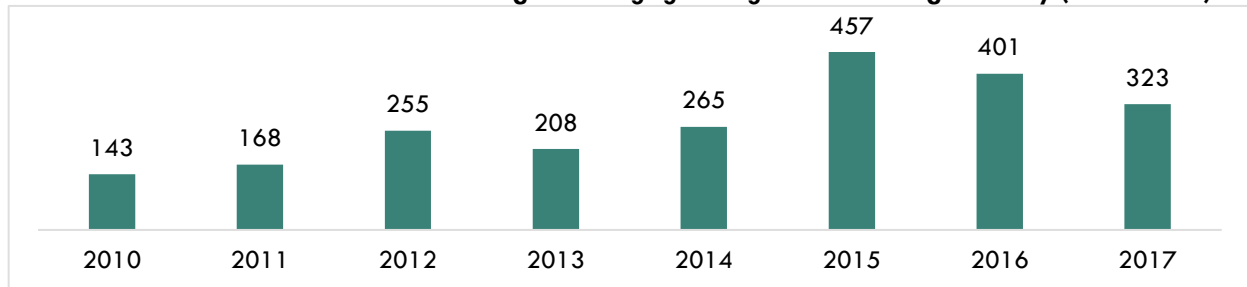


\*Total annual openings for the subregions in San Diego County may not add up exactly due to rounding.

## Online Job Postings

Between 2010 and 2017, there was an average of **278** online job postings per year for *Lodging Managers* in San Diego County (Exhibit 3).

**Exhibit 3: Number of Online Job Postings for Lodging Managers in San Diego County (2010-2017)<sup>6</sup>**



## Earnings

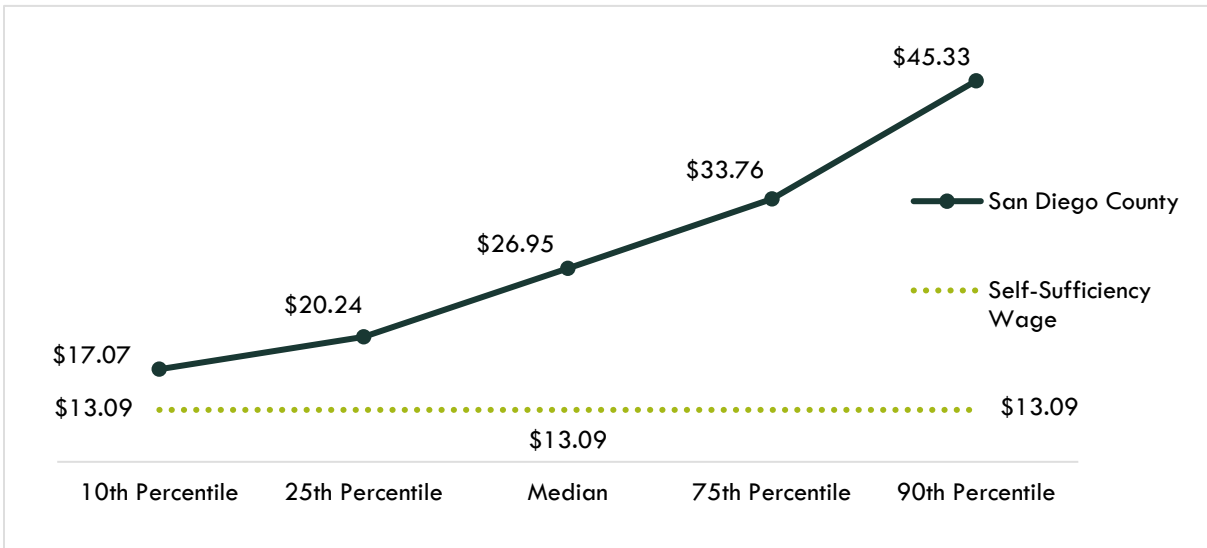
*Lodging Managers* earn median hourly earnings of **\$26.95**, more than the self-sufficiency wage (\$13.09 per hour)<sup>7</sup> for a single adult in San Diego County (Exhibit 4).

<sup>5</sup> EMSI. San Diego County (6073). 2017.04 Class of Worker. QCEW + Non-QCEW + Self-Employed. 2016-2021.

<sup>6</sup> Labor Insight Jobs. Burning Glass Technologies. San Diego, CA. Full years 2010, 2011, 2012, 2013, 2014, 2015 and 2016. Jan.-Nov. 2017.

<sup>7</sup> The self-sufficiency wage in San Diego for one adult is \$13.09 ([insightcced.org/tools-metrics/self-sufficiency-standard-tool-for-california](http://insightcced.org/tools-metrics/self-sufficiency-standard-tool-for-california)).

**Exhibit 4: Hourly Earnings for Lodging Managers in San Diego County<sup>8</sup>**



## Educational Supply

Educational supply for an occupation can be estimated by analyzing the number of related program completers/graduates/awards in San Diego County. To determine what programs are available, Exhibit 5 lists the Taxonomy of Programs (TOP) code(s) related to the SOC code analyzed.

**Exhibit 5: Related TOP Codes in San Diego County**

### SOC 11-9081: Lodging Managers

TOP 130700: Hospitality

TOP 130720: Lodging Management

TOP 130730: Resort and Club Management

According to the California Community Colleges Chancellor's Office Management Information System (MIS) Data Mart, four community colleges supply the region with an annual average of 39 awards for this occupation: Grossmont College, MiraCosta College, San Diego Mesa College and Southwestern College (Exhibit 6). However, according to Classification of Instructional Program (CIP) code data there are 135 completions in San Diego County related to this occupation.<sup>9</sup>

Exhibit 6 shows the annual average regional community college awards (associate degrees and certificates) conferred during the three academic years between 2013 and 2016, as well as other awards granted outside the California Community Colleges from 2012 to 2015, with the relevant TOP code.

<sup>8</sup> EMSI. San Diego County (6073). 2017.04 Class of Worker. QCEW + Non-QCEW + Self-Employed. 2016-2021.

<sup>9</sup> EMSI. San Diego County (6073). 2017.04 Class of Worker. QCEW + Non-QCEW + Self-Employed. 2016-2021.

**Please note:** An award is not equivalent to a single person in search of a job opening because a student may earn more than one award, such as an associate degree in addition to a certificate.

**Exhibit 6: Number of Awards (Certificates and Degrees) Conferred by Postsecondary Institutions by Occupation (Program Year 2012-13 through PY2015-16 Average)**

TOP06	TOP06 Title	3-Yr Annual Average Supply (PY13-14 to PY15-16)	3-Yr Annual Average CC Awards (PY13-14 to PY15-16)	Other Educational Institutions 3-Yr Annual Average Awards (PY12-13 to PY14-15)
130700	Hospitality	25	25	
	• Grossmont College		7	
	• MiraCosta College		16	
	• Southwestern College		1	
130720	Lodging Management	14	14	0
	• San Diego Mesa College		11	
	• Southwestern College		3	
130730	Resort and Club Management	0	0	0
		<b>TOTAL</b>	<b>39*</b>	<b>0</b>

\*Total number of awards may not add up exactly due to rounding.

## Demand vs. Supply

Comparing the labor demand (annual openings) with labor supply<sup>10</sup> from the region's colleges, there is a **supply gap** for this occupation in San Diego County, with **110** annual openings and **39** awards. However, if awards from non-community college institutions are included in the labor supply, then there is a total of **135** completions, which may indicate an oversupply of labor.<sup>11</sup> Comparatively, there are **681** annual openings in California and **1,155** completions.<sup>12</sup>

<sup>10</sup> Labor supply can be found from two different sources: EMSI or the California Community Colleges Chancellor's Office MIS Data Mart. EMSI uses CIP codes while MIS uses TOP codes. Different coding systems result in differences in the supply numbers.

<sup>11</sup> EMSI. San Diego County (6073). 2017.04 Class of Worker. QCEW + Non-QCEW + Self-Employed. 2016-2021.

<sup>12</sup> EMSI. San Diego County (6073). 2017.04 Class of Worker. QCEW + Non-QCEW + Self-Employed. 2016-2021.

**Exhibit 7: Labor Demand (Annual Openings) Compared to Labor Supply (Average Annual Awards)**

Community Colleges and Other Postsecondary Educational Institutions	Demand (Annual Openings)	Supply (Total Annual Average Supply)	Supply Gap or Oversupply
San Diego County	110	39	71
California	681	1,155	474

**Please note:** This is a basic analysis of supply and demand of labor for these occupations. This data should be used to discuss the potential gaps or oversupply of workers for these occupations; however, it should not be the only basis for determining whether or not a program should be developed. Additionally, the data does not include workers who are currently in the labor force who could fill these positions or workers who are not captured by publicly available data.

**Student Outcomes**

Based on the information available in the CTE LaunchBoard,<sup>13</sup> students who took courses in the related TOP codes exhibited the following outcomes (Exhibit 8).

**Exhibit 8: Strong Workforce Program Metrics for  
TOP 130720: Lodging Management vs. All Programs in San Diego-Imperial Region (PY2014-15)**

Metric	TOP 130720	All Programs
Number of course enrollments <sup>14</sup>	79	1,009,712
Number of students who got a degree or certificate <sup>15</sup>	11	17,536
Number of students who transferred <sup>16</sup>	2	6,269
Employed in the second fiscal quarter after exit <sup>17</sup>	63%	66%
Employed in the fourth fiscal quarter after exit <sup>18</sup>	69%	65%
Job closely related to field of study <sup>19</sup>	N/A	N/A <sup>20</sup>
Median earnings in the second fiscal quarter after exit <sup>21</sup>	\$7,506	\$9,134

<sup>13</sup> calpassplus.org/LaunchBoard/SWP.aspx.

<sup>14</sup> The number of enrollments in courses assigned to the TOP code in the selected year.

<sup>15</sup> The number of unduplicated students who earned a locally-issued certificate, Chancellor's Office approved certificate, associate degree and/or California community Colleges' bachelor's degree in the selected TOP code.

<sup>16</sup> Students who took non-introductory courses or completed a California Community Colleges Chancellor's Office award in the selected TOP code in selected year who subsequently enrolled for the first time in a four-year institution the following year.

<sup>17</sup> Among all exiters with a valid SSN, the percentage who were employed two quarters after exiting California Community Colleges.

<sup>18</sup> Among exiting students with a valid SSN, the percentage who were employed four quarters after exiting California Community Colleges

<sup>19</sup> Among students who responded to the CTEOS, the percentage reporting employment in the same or similar field as their program of study

<sup>20</sup> Data for this metric has not been released for PY2014-15; however, in PY2013-14, the result was 81%.

<sup>21</sup> Among exiting students, the median second-quarter earnings one year after the year in which they exited California Community Colleges.

Metric	TOP 130720	All Programs
Median change in earnings <sup>22</sup>	53%	31%
Attained a living wage <sup>23</sup>	55%	50%

## Top Employers and Work Locations

Between January 1, 2015 and December 31, 2017, the top five employers in San Diego County for this occupation were **Hyatt, Wyndham Worldwide, Hilton Hotel Corporation, Hotel Del Coronado and Helmsbriscoe** (Exhibit 9).

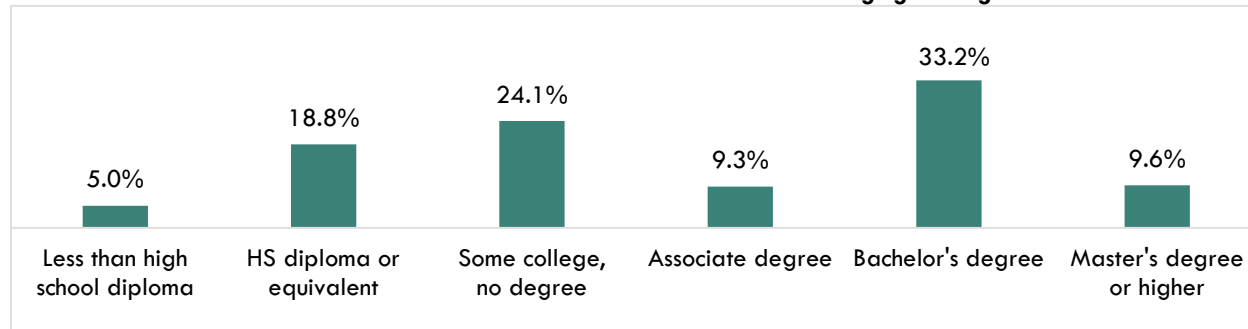
### Exhibit 9: Top Employers in San Diego County for Lodging Managers

Top Employers	
<ul style="list-style-type: none"> <li>• Hyatt</li> <li>• Wyndham Worldwide</li> <li>• Hilton Hotel Corporation</li> <li>• Hotel Del Coronado</li> <li>• Helmsbriscoe</li> </ul>	<ul style="list-style-type: none"> <li>• La Costa Resort and Spa</li> <li>• Temecula Creek Inn</li> <li>• Omni Hotel Corporation</li> <li>• Rancho Bernardo Inn</li> <li>• Starwood Hotels &amp; Resorts Worldwide</li> </ul>

## Skills, Education and Certifications

Exhibit 10 indicates the educational attainment for the occupation found currently in the national labor force. The typical entry-level education is a **high school diploma or equivalent**, but **42.8 percent** of the current labor force in this occupation has a **bachelor's degree or higher**.<sup>24</sup>

**Exhibit 10: National Educational Attainment of Lodging Managers**



<sup>22</sup> Among exiting students with a valid SSN, the percentage change in earnings one year before and one year after exiting California Community Colleges.

<sup>23</sup> Among completers and skills-builders who exited, the proportion of students who attained a living wage.

<sup>24</sup> EMSI. San Diego County (6073). 2017.04 Class of Worker. QCEW + Non-QCEW + Self-Employed. 2016-2021.

Exhibit 11 lists the top specialized, soft and software skills that appeared in online job postings between January 1, 2015 and December 31, 2017.

**Exhibit 11: Top Skills for Lodging Managers in San Diego County<sup>25</sup>**

Specialized Skills	Soft Skills	Software Skills
<ul style="list-style-type: none"> <li>• Scheduling</li> <li>• Supervisory Skills</li> <li>• Budgeting</li> <li>• Guest Services</li> <li>• Staff Management</li> </ul>	<ul style="list-style-type: none"> <li>• Communication Skills</li> <li>• Writing</li> <li>• Organizational Skills</li> <li>• Computer Skills</li> <li>• Detail-Oriented</li> </ul>	<ul style="list-style-type: none"> <li>• Microsoft Office</li> <li>• Microsoft Excel</li> <li>• Microsoft Word</li> <li>• Delphi</li> <li>• Lotus Applications</li> </ul>

Tina Ngo Bartel, Director  
 Center of Excellence, San Diego-Imperial Region  
[tn gobartel@miracosta.edu](mailto:tn gobartel@miracosta.edu)



<sup>25</sup> Labor Insight Jobs. Burning Glass Technologies. San Diego, CA. Full years 2015-2017.