



CENTER OF EXCELLENCE
FOR LABOR MARKET RESEARCH

ORANGE COUNTY



ORANGE COUNTY SECTOR PROFILE
SUPPLEMENTAL APPENDICES:
**RETAIL, HOSPITALITY, AND
TOURISM**

2024



**ORANGE COUNTY
REGIONAL CONSORTIUM**

**WORKFORCE
DEVELOPMENT ALLIANCE**



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INTRODUCTION

The Orange County Center of Excellence for Labor Market Research (OC COE) is releasing a series of 12 sector profiles to provide a comprehensive analysis of Orange County's occupational landscape. This series dives into each of the 12 community college sectors, offering historical and projected occupational insights while building upon foundational research established through the [Orange County Labor Market Overview](#).

In addition to the profiles themselves, supplemental appendices for each sector are being issued to provide detailed demand and supply data. The data in these appendices are presented to the region with the intent of being utilized for grant applications, project proposals, and the like. The full [Retail, Hospitality, and Tourism Sector Profile](#) is available on the COE Website.

Occupations are denoted throughout this report in italics, with their corresponding SOC code in parentheses. Middle-skill occupations have no special notation however, below middle-skill occupations are denoted with an * and above middle-skill occupations denoted with a ^. Occupations that are on U.S. News & World Report's 2024 100 Best Jobs list are denoted by a #, such as, *Flight Attendants (53-2031)*#.

By examining this labor market data, in conjunction with the individual sector profiles, the OC COE seeks to highlight underlying dynamics and intricacies shaping each sector in Orange County. Community colleges and regional stakeholders can use this information for strategic planning and data-informed decision making to address workforce needs in this sector.

APPENDIX D: RETAIL, HOSPITALITY, AND TOURISM DEMAND – LABOR MARKET DATA

Exhibit 24 shows the traditional labor market data points for all 50 occupations analyzed in the Retail, Hospitality, and Tourism Sector Profile. Below middle-skill occupations are indicated with light shading, middle-skill occupations are denoted with medium shading, and above middle-skill occupations are indicated with dark shading.

Exhibit 24: Occupational Demand for the 50 Retail, Hospitality, and Tourism Occupations

Skill Level	SOC	Occupation	2022 Jobs	2027 Jobs	5-Yr Change	5-Yr % Change	Annual Openings	Pct. 25 Hourly Earnings	Median Hourly Earnings	Pct. 75 Hourly Earnings	Typical Entry Level Education	Work Experience Required	Typical On-The-Job Training
Below Middle-Skill	35-3023	Fast Food and Counter Workers*	39,669	45,133	5,465	14%	10,232	\$14.60	\$15.71	\$16.21	No formal educational credential	None	Short-term on-the-job training
	35-3031	Waiters and Waitresses*	23,912	27,275	3,364	14%	5,861	\$14.02	\$14.36	\$16.01	No formal educational credential	None	Short-term on-the-job training
	41-2031	Retail Salespersons*	32,373	33,056	684	2%	4,919	\$14.52	\$15.63	\$17.08	No formal educational credential	None	Short-term on-the-job training
	35-2014	Cooks, Restaurant*	14,660	18,559	3,899	27%	3,294	\$15.87	\$16.90	\$17.82	No formal educational credential	Less than 5 years	Moderate-term on-the-job training
	35-2011	Cooks, Fast Food*	15,584	16,051	467	3%	2,533	\$15.40	\$15.90	\$16.90	No formal educational credential	None	Short-term on-the-job training
	35-2021	Food Preparation Workers*	10,951	12,054	1,103	10%	2,226	\$14.85	\$16.08	\$17.04	No formal educational credential	None	Short-term on-the-job training
	35-9011	Dining Room and Cafeteria Attendants and Bartender Helpers*	7,570	8,650	1,080	14%	1,685	\$14.24	\$14.41	\$15.71	No formal educational credential	None	Short-term on-the-job training
	35-9031	Hosts and Hostesses, Restaurant, Lounge, and Coffee Shop*	5,256	6,060	804	15%	1,520	\$14.01	\$14.25	\$15.86	No formal educational credential	None	Short-term on-the-job training
	35-3011	Bartenders*	5,861	7,012	1,151	20%	1,333	\$14.02	\$14.46	\$16.54	No formal educational credential	None	Short-term on-the-job training
	39-9032	Recreation Workers*	4,519	5,130	611	14%	1,091	\$14.82	\$15.65	\$16.99	High school diploma or equivalent	None	Short-term on-the-job training
43-4081	Hotel, Motel, and Resort Desk Clerks*	2,797	3,235	439	16%	624	\$14.76	\$16.70	\$18.26	High school diploma or equivalent	None	Short-term on-the-job training	

Skill Level	SOC	Occupation	2022 Jobs	2027 Jobs	5-Yr Change	5-Yr % Change	Annual Openings	Pct. 25 Hourly Earnings	Median Hourly Earnings	Pct. 75 Hourly Earnings	Typical Entry Level Education	Work Experience Required	Typical On-The-Job Training
Below Middle-Skill	35-9099	Food Preparation and Serving Related Workers, All Other*	1,970	2,212	241	12%	523	\$14.55	\$15.11	\$17.71	No formal educational credential	None	Short-term on-the-job training
	35-2015	Cooks, Short Order*	2,883	3,067	185	6%	494	\$14.57	\$15.73	\$17.00	No formal educational credential	None	Short-term on-the-job training
	35-3041	Food Servers, Nonrestaurant*	2,563	2,862	299	12%	489	\$15.69	\$16.91	\$18.23	No formal educational credential	None	Short-term on-the-job training
	35-2012	Cooks, Institution and Cafeteria*	1,983	2,270	286	14%	381	\$17.49	\$18.70	\$22.33	No formal educational credential	None	Short-term on-the-job training
	51-3011	Bakers*	2,355	2,523	167	7%	380	\$15.46	\$16.59	\$17.33	No formal educational credential	None	Long-term on-the-job training
	39-9099	Personal Care and Service Workers, All Other*	1,172	1,366	194	17%	255	\$14.13	\$15.80	\$19.14	High school diploma or equivalent	None	Short-term on-the-job training
	27-1026	Merchandise Displayers and Window Trimmers*	1,778	1,852	74	4%	228	\$17.89	\$19.55	\$22.67	High school diploma or equivalent	None	Short-term on-the-job training
	39-3011	Gambling Dealers*	776	1,106	330	42%	226	\$14.02	\$14.44	\$16.43	High school diploma or equivalent	None	Short-term on-the-job training
	51-3021	Butchers and Meat Cutters*	1,713	1,720	7	0%	219	\$15.25	\$17.77	\$21.65	No formal educational credential	None	Long-term on-the-job training
	41-9011	Demonstrators and Product Promoters*	533	520	(14)	(3%)	97	\$16.11	\$17.78	\$19.86	No formal educational credential	None	Short-term on-the-job training
	39-6012	Concierges*	514	573	59	11%	96	\$16.67	\$18.24	\$19.83	High school diploma or equivalent	None	Moderate-term on-the-job training
	39-6011	Baggage Porters and Bellhops*	444	506	62	14%	86	\$15.09	\$16.93	\$17.04	High school diploma or equivalent	None	Short-term on-the-job training
	39-3019	Gambling Service Workers, All Other*	182	256	75	41%	52	\$14.97	\$14.99	\$16.38	High school diploma or equivalent	None	Short-term on-the-job training
	39-3093	Locker Room, Coatroom, and Dressing Room Attendants*	123	149	26	21%	41	\$15.36	\$18.14	\$21.05	High school diploma or equivalent	None	Short-term on-the-job training

Skill Level	SOC	Occupation	2022 Jobs	2027 Jobs	5-Yr Change	5-Yr % Change	Annual Openings	Pct. 25 Hourly Earnings	Median Hourly Earnings	Pct. 75 Hourly Earnings	Typical Entry Level Education	Work Experience Required	Typical On-The-Job Training
Below Middle-Skill	41-2012	Gambling Change Persons and Booth Cashiers*	135	175	41	30%	38	\$14.05	\$15.06	\$18.60	No formal educational credential	None	Short-term on-the-job training
	43-3041	Gambling Cage Workers*	156	211	54	35%	32	\$14.16	\$15.76	\$19.66	High school diploma or equivalent	None	Short-term on-the-job training
	39-3099	Entertainment Attendants and Related Workers, All Other*	85	111	26	31%	31	\$14.27	\$14.28	\$16.52	High school diploma or equivalent	None	Short-term on-the-job training
	39-3012	Gambling and Sports Book Writers and Runners*	115	151	36	31%	30	\$14.92	\$19.72	\$23.26	High school diploma or equivalent	None	Short-term on-the-job training
	35-2019	Cooks, All Other*	88	104	15	17%	18	\$14.95	\$18.36	\$22.10	No formal educational credential	None	Moderate-term on-the-job training
	51-6092	Fabric and Apparel Patternmakers*	145	125	(20)	(14%)	15	\$18.09	\$31.58	\$40.71	High school diploma or equivalent	None	Moderate-term on-the-job training
Middle-Skill	35-1012	First-Line Supervisors of Food Preparation and Serving Workers	13,821	16,032	2,211	16%	2,765	\$16.73	\$19.16	\$21.22	High school diploma or equivalent	Less than 5 years	None
	41-1011	First-Line Supervisors of Retail Sales Workers	12,882	13,033	150	1%	1,479	\$16.97	\$20.81	\$28.93	High school diploma or equivalent	Less than 5 years	None
	11-9051	Food Service Managers	4,338	4,772	434	10%	653	\$19.69	\$27.44	\$34.86	High school diploma or equivalent	Less than 5 years	None
	37-1011	First-Line Supervisors of Housekeeping and Janitorial Workers	2,318	2,629	311	13%	343	\$18.02	\$22.54	\$29.90	High school diploma or equivalent	Less than 5 years	None
	35-1011	Chefs and Head Cooks	1,987	2,272	285	14%	340	\$22.49	\$29.87	\$38.25	High school diploma or equivalent	5 years or more	None
	39-1014	First-Line Supervisors of Entertainment and Recreation Workers, Except Gambling Services	1,583	1,920	336	21%	281	\$16.04	\$19.60	\$23.65	High school diploma or equivalent	Less than 5 years	None

Skill Level	SOC	Occupation	2022 Jobs	2027 Jobs	5-Yr Change	5-Yr % Change	Annual Openings	Pct. 25 Hourly Earnings	Median Hourly Earnings	Pct. 75 Hourly Earnings	Typical Entry Level Education	Work Experience Required	Typical On-The-Job Training
Middle-Skill	39-1022	First-Line Supervisors of Personal Service Workers	981	1,168	186	19%	177	\$17.25	\$21.18	\$25.34	High school diploma or equivalent	Less than 5 years	None
	39-7018	Tour and Travel Guides	654	700	46	7%	141	\$14.61	\$15.47	\$19.37	High school diploma or equivalent	None	Moderate-term on-the-job training
	43-4181	Reservation and Transportation Ticket Agents and Travel Clerks	948	1,013	65	7%	130	\$15.60	\$16.13	\$20.45	High school diploma or equivalent	None	Short-term on-the-job training
	41-3041	Travel Agents	889	891	2	0%	119	\$17.23	\$20.79	\$26.32	High school diploma or equivalent	None	Moderate-term on-the-job training
	11-9081	Lodging Managers	627	714	87	14%	94	\$19.80	\$28.29	\$41.93	High school diploma or equivalent	Less than 5 years	None
	53-2031	Flight Attendants#	269	310	42	15%	47	\$23.27	\$29.42	\$35.66	High school diploma or equivalent	Less than 5 years	Moderate-term on-the-job training
	39-1013	First-Line Supervisors of Gambling Services Workers	159	229	71	45%	38	\$15.82	\$17.66	\$33.17	High school diploma or equivalent	Less than 5 years	None
	11-9071	Gambling Managers	39	55	16	42%	8	\$40.72	\$45.00	\$60.53	High school diploma or equivalent	Less than 5 years	None
	35-2013	Cooks, Private Household	14	16	2	14%	3	\$14.45	\$19.71	\$27.18	Postsecondary nondegree award	Less than 5 years	None
Above Middle-Skill	13-1121	Meeting, Convention, and Event Planners^	1,462	1,646	184	13%	196	\$19.83	\$26.34	\$35.52	Bachelor's degree	None	None
	27-1025	Interior Designers^	1,551	1,598	47	3%	145	\$24.82	\$33.81	\$44.36	Bachelor's degree	None	None
	11-9072	Entertainment and Recreation Managers, Except Gambling^	938	1,061	122	13%	135	\$22.18	\$26.89	\$41.71	Bachelor's degree	Less than 5 years	None
	27-1022	Fashion Designers^	1,072	1,065	(7)	(1%)	106	\$28.68	\$37.87	\$51.73	Bachelor's degree	None	None

APPENDIX E: RETAIL, HOSPITALITY, AND TOURISM SUPPLY – COMMUNITY COLLEGE AND NON-COMMUNITY COLLEGE AWARDS

This appendix provides labor market supply information, which equates to educational awards, for the Retail, Hospitality, and Tourism sector.

Exhibit 25 shows the distribution of community college awards in Orange County by program in the Retail, Hospitality, and Tourism sector.

Exhibit 25: Retail, Hospitality, and Tourism Community College Awards by Program, 2020-2023

TOP	Program	2020-2021 Awards	2021-2022 Awards	2022-2023 Awards	3-Year Award Average
0104.00	Viticulture, Enology and Wine Business	-	-	-	-
0109.20	Floriculture/Floristry	12	5	-	6
0109.40	Turfgrass Technology	-	-	-	-
0115.10	Parks and Outdoor Recreation	-	-	-	-
0501.00	Business and Commerce, General	44	77	50	57
0505.00	Business Administration	2,510	2,621	2,484	2,538
0506.00	Business Management	474	201	359	345
0506.40	Small Business and Entrepreneurship	53	265	254	191
0506.50	Retail Store Operations and Management	2	2	5	3
0509.40	Sales and Salesmanship	6	10	-	5
0509.60	Display	1	-	-	0
0509.70	E-Commerce (Business emphasis)	-	-	-	-
0614.00	Digital Media	25	48	106	60
0835.60	Coaching	4	6	7	6
0836.10	Recreation Assistant	1	-	-	0
1302.00	Interior Design and Merchandising	104	107	110	107
1303.00	Fashion	24	16	13	18
1303.10	Fashion Design	22	36	41	33
1303.20	Fashion Merchandising	46	49	31	42

TOP	Program	2020-2021 Awards	2021-2022 Awards	2022-2023 Awards	3-Year Award Average
1303.30	Fashion Production	8	22	14	15
1306.00	Nutrition, Foods, and Culinary Arts	60	41	38	46
1306.20	Dietetic Services and Management	6	3	6	5
1306.30	Culinary Arts	214	328	237	260
1307.00	Hospitality	40	49	39	43
1307.10	Restaurant and Food Services and Management	16	26	12	18
1307.20	Lodging Management	24	17	11	17
1307.30	Resort and Club Management	-	-	-	-
2102.00	Public Administration	-	-	-	-
2105.00	Administration of Justice	537	516	469	507
2105.30	Industrial and Transportation Security	14	11	18	14
2105.40	Forensics, Evidence, and Investigation	-	-	9	3
2133.00	Fire Technology	421	378	360	386
2206.10	Geographic Information Systems	9	5	6	7
3007.00	Cosmetology and Barbering	309	384	432	375
3009.00	Travel Services and Tourism	9	12	13	11
3020.40	Flight Attendant	30	66	34	43
3099.00	Other Commercial Services	-	-	-	-
Total/Average		5,025	5,301	5,158	5,161

Exhibit 26 details Retail, Hospitality, and Tourism sector supply award counts by Orange County community college.

Exhibit 26: Retail, Hospitality, and Tourism Community College Awards by College, 2020-2023

College	2020-2021 Awards	2021-2022 Awards	2022-2023 Awards	3-Year Award Average
Coastline	798	479	485	587
Cypress	461	468	450	460
Fullerton	686	698	655	680
Golden West	474	452	482	469
Irvine Valley	395	717	595	569
North Orange Adult	19	32	27	26
Orange Coast	579	680	541	600
Saddleback	560	701	705	655
Santa Ana	768	761	805	778
Santiago Canyon	285	313	413	337
Total/Average	5,025	5,301	5,158	5,161

Exhibit 27 provides the number of Retail, Hospitality, and Tourism sector awards conferred by non-community college programs.

Exhibit 27: Retail, Hospitality, and Tourism Non-Community College Awards by Program, 2019-2022

CIP	Program	2019-2020 Awards	2020-2021 Awards	2021-2022 Awards	3-Year Award Average
04.0501	Interior Architecture	3	6	-	3
31.0504	Sport and Fitness Administration/Management	452	405	333	397
50.0408	Interior Design	64	51	47	54
52.0201	Business Administration and Management, General	4,532	4,939	4,566	4,679
52.0208	E-Commerce/Electronic Commerce	-	-	3	1
	Total/Average	5,051	5,401	4,949	5,134

Exhibit 28 includes the number of Retail, Hospitality, and Tourism sector awards conferred by non-community college institutions.

Exhibit 28: Retail, Hospitality, and Tourism Non-Community College Awards by Institution, 2019-2022

Institution	2019-2020 Awards	2020-2021 Awards	2021-2022 Awards	3-Year Award Average
Bethesda University	47	57	39	48
California Intercontinental University	19	19	45	28
California State University-Fullerton	2,419	2,504	2,289	2,404
Chapman University	510	535	526	524
Concordia University-Irvine	578	527	432	512
Haven University	-	-	3	1
Hope International University	72	56	59	62
InterCoast Colleges-Santa Ana	18	-	-	6
Interior Designers Institute	67	57	47	57
Pacific College	-	-	-	-
Platt College-Anaheim	14	9	5	9
The Chicago School of Professional Psychology at Anaheim	-	4	1	2
Touro University Worldwide	-	-	10	3
University of California-Irvine	497	560	528	528
University of Massachusetts Global	352	433	467	417
Vanguard University of Southern California	51	66	50	56
West Coast University-Orange County	-	-	11	4
Westcliff University	407	574	437	473
Total/Average	5,051	5,401	4,949	5,134

APPENDIX F: RETAIL, HOSPITALITY, AND TOURISM CIP CODES

This appendix provides the list of CIP codes that crosswalk to the occupations in the Retail, Hospitality, and Tourism sector but did not have any supply (Exhibit 29).

Exhibit 29: List of CIP with no Supply in Orange County

CIP	Program	CIP	Program
01.0608	Floriculture/Floristry Operations and Management	19.0902	Apparel and Textile Manufacture
03.0207	Environmental/Natural Resource Recreation and Tourism	19.0904	Textile Science
04.0402	Healthcare Environment Design/Architecture	19.0906	Fashion and Fabric Consultant
12.0412	Salon/Beauty Salon Management/Manager	30.3701	Design for Human Health
12.0500	Cooking and Related Culinary Arts, General	31.0301	Parks, Recreation, and Leisure Facilities Management, General
12.0501	Baking and Pastry Arts/Baker/Pastry Chef	31.0302	Golf Course Operation and Grounds Management
12.0502	Bartending/Bartender	31.0399	Parks, Recreation, and Leisure Facilities Management, Other
12.0503	Culinary Arts/Chef Training	31.0601	Outdoor Education
12.0504	Restaurant, Culinary, and Catering Management/Manager	46.0401	Building/Property Maintenance
12.0505	Food Preparation/Professional Cooking/Kitchen Assistant	49.0106	Airline Flight Attendant
12.0506	Meat Cutting/Meat Cutter	50.0407	Fashion/Apparel Design
12.0507	Food Service, Waiter/Waitress, and Dining Room Management/Manager	50.0510	Costume Design
12.0508	Institutional Food Workers	52.0101	Business/Commerce, General
12.0509	Culinary Science/Culinology	52.0212	Retail Management
12.0510	Wine Steward/Sommelier	52.0901	Hospitality Administration/Management, General
12.0601	Casino Operations and Services, General	52.0903	Tourism and Travel Services Management
12.0602	Casino Dealing	52.0904	Hotel/Motel Administration/Management
12.9999	Culinary, Entertainment, and Personal Services, Other	52.0905	Restaurant/Food Services Management
19.0203	Consumer Merchandising/Retailing Management	52.0906	Resort Management
19.0505	Foodservice Systems Administration/Management	52.0907	Meeting and Event Planning
19.0604	Facilities Planning and Management	52.0908	Casino Management
19.0699	Housing and Human Environments, Other	52.0909	Hotel, Motel, and Restaurant Management

CIP	Program
52.0910	Brewery/Brewpub Operations/Management
52.0999	Hospitality Administration/Management, Other
52.1803	Retailing and Retail Operations
52.1804	Selling Skills and Sales Operations

CIP	Program
52.1899	General Merchandising, Sales, and Related Marketing Operations, Other
52.1903	Fashion Modeling
52.1905	Tourism and Travel Services Marketing Operations
52.1909	Special Products Marketing Operations



Important Disclaimers

All representations included in this report have been produced from primary research and/or secondary review of publicly and/or privately available data and/or research reports. This study examines the most recent data available at the time of the analysis; however, data sets are updated regularly and may not be consistent with previous reports. Efforts have been made to qualify and validate the accuracy of the data and the report findings; however, neither the Centers of Excellence for Labor Market Research (COE), COE host district, nor California Community Colleges Chancellor's Office are responsible for the applications or decisions made by individuals and/or organizations based on this study or its recommendations.

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