



Retail, Hospitality, and Tourism



Far North Career & Training Pathways Profile

2026

Five-Year Outlook

0.25% sector growth

8,000+ annual job openings

12.3% of the Far North's jobs



POWERED BY



Introduction



Careers within the Retail, Hospitality, and Tourism sector fall within several categories:

- Retail trade involving the sale of goods or merchandise
- Restaurants and food service
- Hotels and other forms of lodging
- Event and recreational planning, including sporting events, casinos, and museums or other cultural experiences

Students who are enterprising and who enjoy delivering customer service and working in a team may be well-suited for these jobs. Other important skills include communication, attention to detail, and time management.

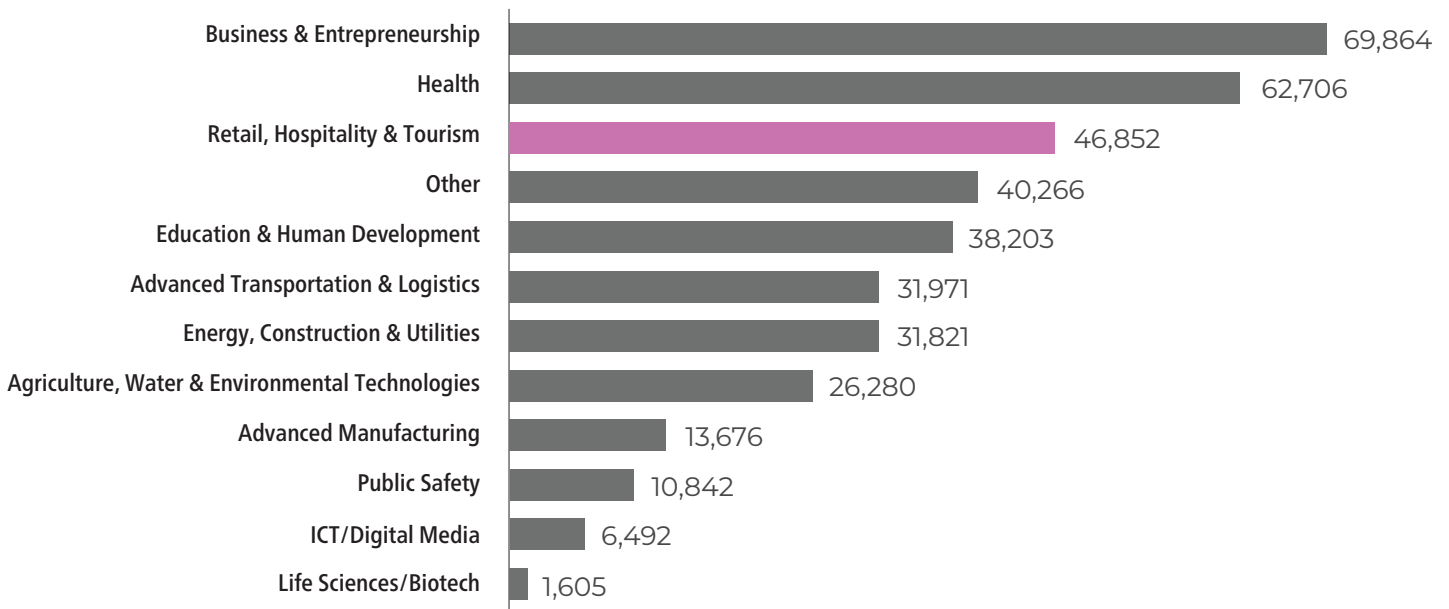
The Far North's natural landscapes offer career opportunities for students interested in recreation and the outdoors. The area is home to two national parks and seven national forests. Other notable natural attractions include Mount Shasta, the Lost Coast, and Mendocino Coast Botanical Gardens in Fort Bragg.

Many other cultural and entertainment institutions are located in the Far North and

contribute to local economies by providing employment and attracting tourists. Museums include Turtle Bay Exploration Park in Redding, the Museum of Northern California Art in Chico, and Clarke Historical Museum in Eureka.

Theatres, music and concert halls, and other entertainment venues, such as the Arkley Center for the Performing Arts in Eureka, the Matheson Performing Arts Center in Mendocino, and Cascade Theatre in Redding, are examples of employment opportunities for students interested in this sector.

2024 Sector Employment



Note: The Far North subregion encompasses 15 counties (Butte, Colusa, Del Norte, Glenn, Humboldt, Lake, Lassen, Mendocino, Modoc, Plumas, Shasta, Sierra, Siskiyou, Tehama, and Trinity) and seven community colleges (Butte, Feather River, Lassen, Mendocino, Redwoods, Shasta, and Siskiyou). The North Far North region spans 22 counties and 15 community colleges, stretching from the Greater Sacramento area, north to California's border with Oregon, and east to Nevada.

Sector Highlights

46,852
Jobs in 2024

46,967
Projected Jobs in 2029

0.25%
Projected Job Growth,
2024-2029

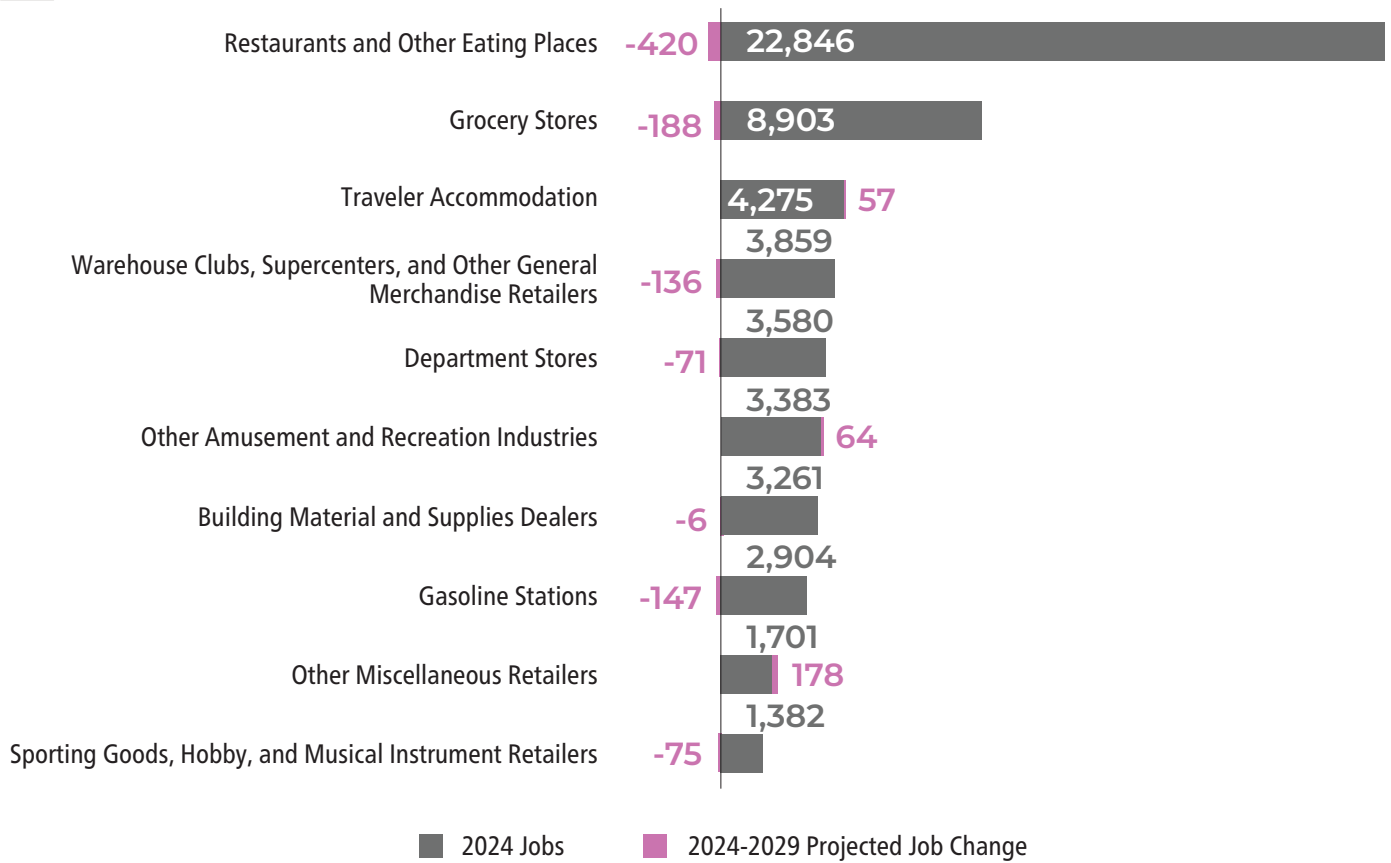
115
New Jobs by 2029

5,597
Businesses

12.3%
% of Far North
Employment, 2024



Employment by Subsector



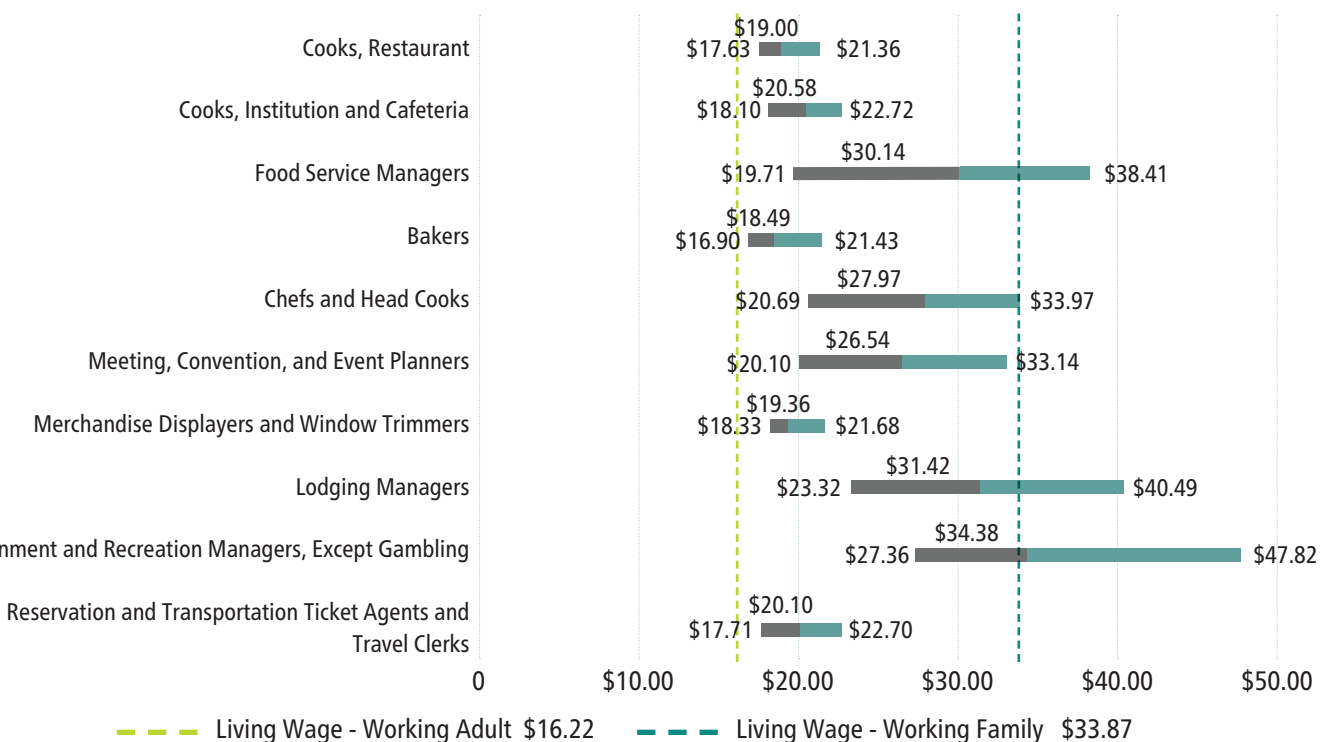
Note: The Retail, Hospitality, and Tourism sector includes 143 distinct 6-digit NAICS codes. Contact the NFN COE for a complete listing of NAICS codes by sector.

Top Occupations

| Occupation | 2024 Jobs | 2024-2029 Projected Change | 2024-2029 Average Annual Openings | Typical Entry-Level Education |
|--|-----------|----------------------------|-----------------------------------|-----------------------------------|
| Cooks, Restaurant | 3,010 | 4% | 482 | No formal educational credential |
| Cooks, Institution and Cafeteria | 868 | 9% | 152 | No formal educational credential |
| Food Service Managers | 797 | 2% | 94 | High school diploma or equivalent |
| Bakers | 538 | 1% | 89 | No formal educational credential |
| Chefs and Head Cooks | 439 | 5% | 57 | High school diploma or equivalent |
| Meeting, Convention, and Event Planners | 306 | 10% | 39 | Bachelor's degree |
| Merchandise Displayers and Window Trimmers | 314 | 2% | 35 | High school diploma or equivalent |
| Lodging Managers | 244 | 6% | 29 | High school diploma or equivalent |
| Entertainment and Recreation Managers, Except Gambling | 155 | 6% | 20 | Bachelor's degree |
| Reservation and Transportation Ticket Agents and Travel Clerks | 66 | 21% | 10 | High school diploma or equivalent |

Note: Jobs for the above occupations may not solely exist in this sector and may be found in other sectors that require related services. Projected change includes new job growth and replacements. Occupations with significant annual openings, active training programs in the subregion, wages at or close to the living wage, and training beyond a high school diploma but short of a bachelor's degree were prioritized for inclusion in the top middle-skill occupations.

Hourly Wages for Top Occupations



Note: The hourly wage ranges include the 25th percentile (entry-level), median, and 75th percentile (experienced) hourly earnings for workers employed in these occupations across the Far North subregion where the living wage in 2024 for a single working adult was \$16.22 and for a working family (defined as an adult and one infant) was \$33.87.



Job Posting Trends

Job posting trends examine all occupations assigned to the Retail, Hospitality, and Tourism sector, regardless of skill or education level in the Far North subregion.

Unique Online Job Postings

7,371

(13% of Region's Postings)

Median Advertised Hourly Salary

\$19.94

(Regional Average \$29.05)

Median Posting Duration

27 days

(Regional Average 23 Days)

Posting Intensity

2:1

(Regional Average 2:1)

Note: Job postings count the number of online job postings advertised in the 15-county Far North subregion between November 1, 2024 and October 31, 2025. COE has identified 49 occupations aligned with the Retail, Hospitality, and Tourism sector, and those SOC codes were used to generate the list of aligned job postings. Contact the NFN COE for a complete listing of SOC codes by sector. Postings are limited to in-state employers and exclude staffing companies. Posting Intensity is the ratio of total job postings to unique (de-duplicated) job postings. Job posting results are weighted toward occupations with the most postings, influencing the frequency of results for employers, job titles, skills, work experience, and education.



Top Employers

Employers with the Most Postings

1. Starbucks
2. Albertsons
3. Walmart
4. AutoZone
5. Safeway
6. Taco Bell
7. Panda Express
8. Dollar Tree
9. Spar Inc.
10. Tractor Supply

Most In-Demand Skills

Specialized Skills

- Merchandising
- Restaurant Operation
- Cash Handling
- Selling Techniques
- Food Safety and Sanitation

Soft Skills

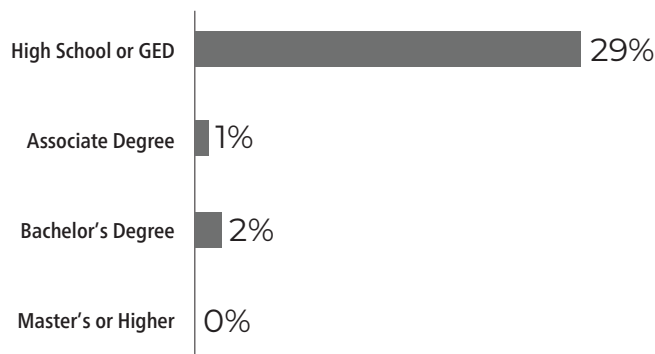
- Customer Service
- Sales
- Communication
- Management
- Operations

Software and Technical Skills

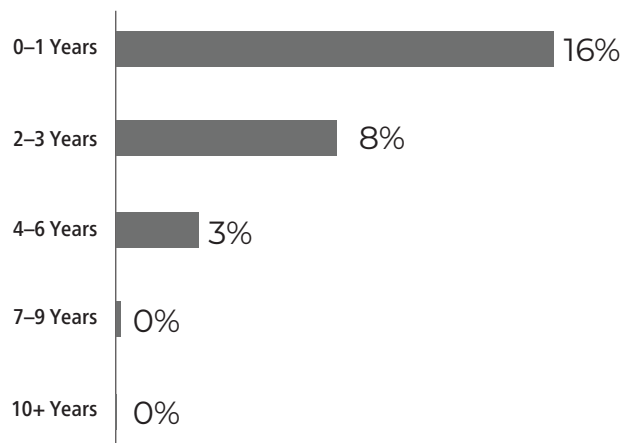
- Microsoft Office (Excel, Outlook, Word, PowerPoint)
- Inventory Management System
- Operating Systems
- Spreadsheets
- Zoom

Education & Experience in Job Postings

Employer-Preferred Education



Employer-Preferred Work Experience



The percentages might not equal 100% because not all employers include education or work experience in their job postings.

COMMUNITY COLLEGE Training Programs



| Butte | Feather River* | Lassen* | Mendocino | Redwoods* | Shasta | Siskiyous |
|-----------------------|----------------|---------|---------------------------------------|-----------|---|---|
| Fashion Merchandising | | | Business-Retail Management | | Business Management | Culinary and Hospitality Service Skills |
| Retail Management | | | Culinary Arts Management | | Human Development | |
| | | | Textiles/ Clothing Construction | | Hospitality Management | |
| | | | | | Hospitality - Culinary Arts Concentration | |
| | | | | | Hotel/ Restaurant Management | |
| | | | | | Wine Essentials | |

* This/these college(s) do not offer programs related to the sector.

Note: Due to discrepancies in the California Community Colleges Curriculum Inventory (COCI) and how Taxonomy of Programs (TOP) codes are categorized by sector, this list may not include all related or currently available training programs.



This publication was supported through Strong Workforce Program (SWP) funding from the North Far North Regional Consortium and the California Community Colleges Chancellor's Office Economic and Workforce Development Grant. SWP is an initiative designed to expand career education (CE) programs offered by the California Community Colleges to supply a skilled workforce to California's employers. The North Far North Regional Consortium (NFNRC) is charged with coordinating the planning and implementation of CE programs among community colleges within the 22-county North Far North region, which includes the North (Greater Sacramento) and Far North subregions. The NFNRC has 12 sectors, which are listed in the chart on page 1. This sector profile summarizes key data about current and projected workforce demand, hourly wages, job postings, and community college programs to support the goals of SWP.



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Sources

- Lightcast 2025.4 - QCEW Employees, Non-QCEW Employees, and Self-Employed
- Centers of Excellence for Labor Market Research Occupation Crosswalk
- California Community Colleges Chancellor's Office Data Mart
- California Community Colleges Curriculum Inventory (COCI)

