



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



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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.

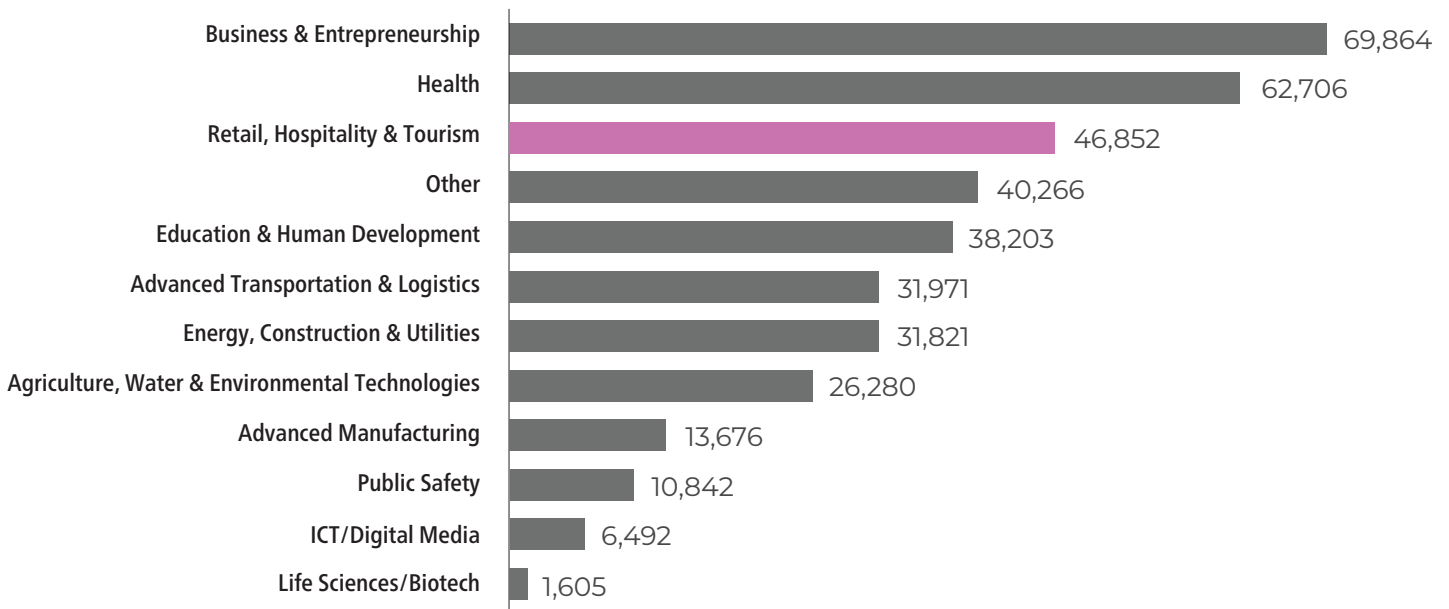
The Far North's natural landscapes offer career opportunities for students interested in recreation and the outdoors. The area is home to two national parks and seven national forests. Other notable natural attractions include Mount Shasta, the Lost Coast, and Mendocino Coast Botanical Gardens in Fort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

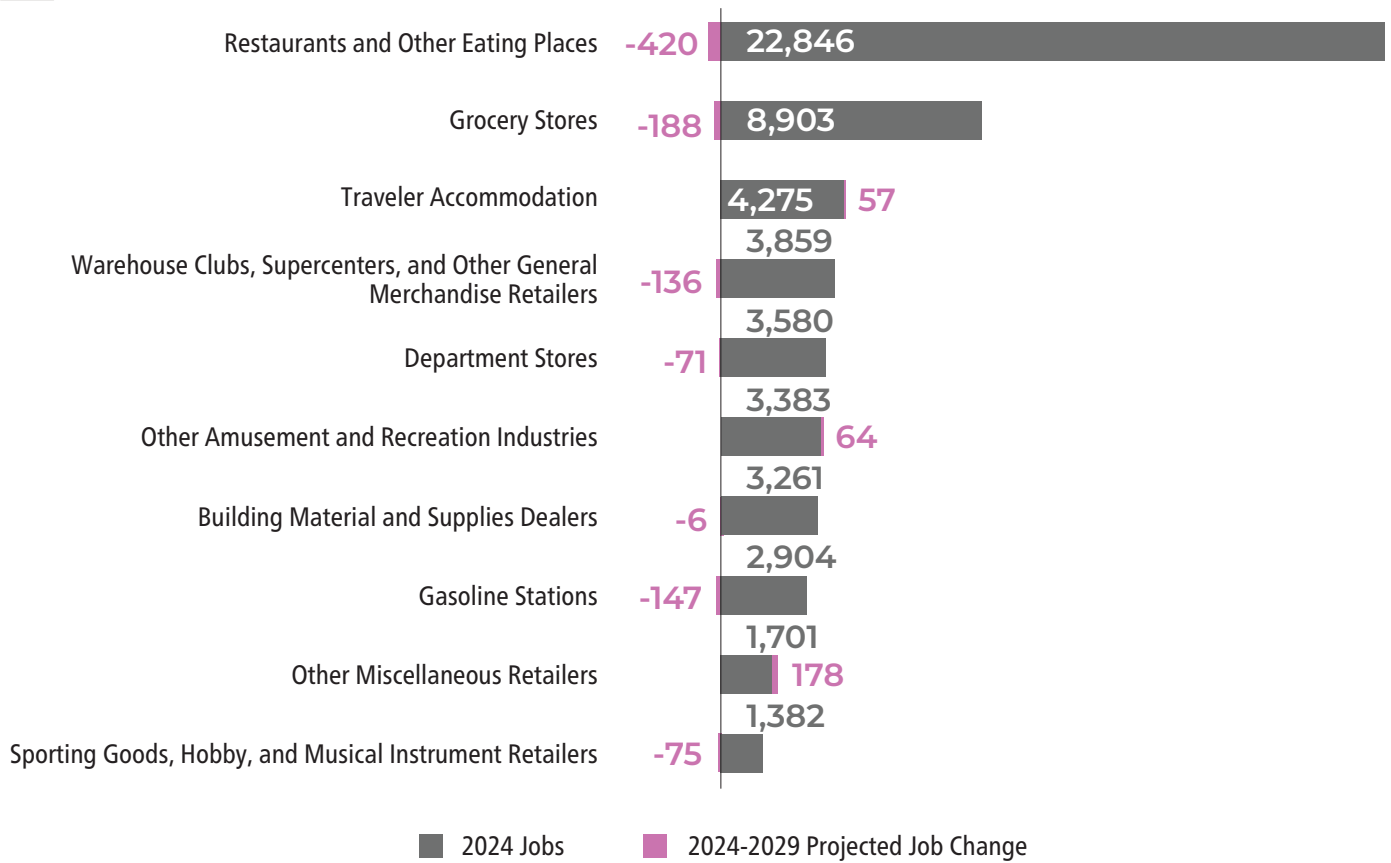
115
New Jobs by 2029

5,597
Businesses

12.3%
% of Far North
Employment, 2024



Employment by Subsector



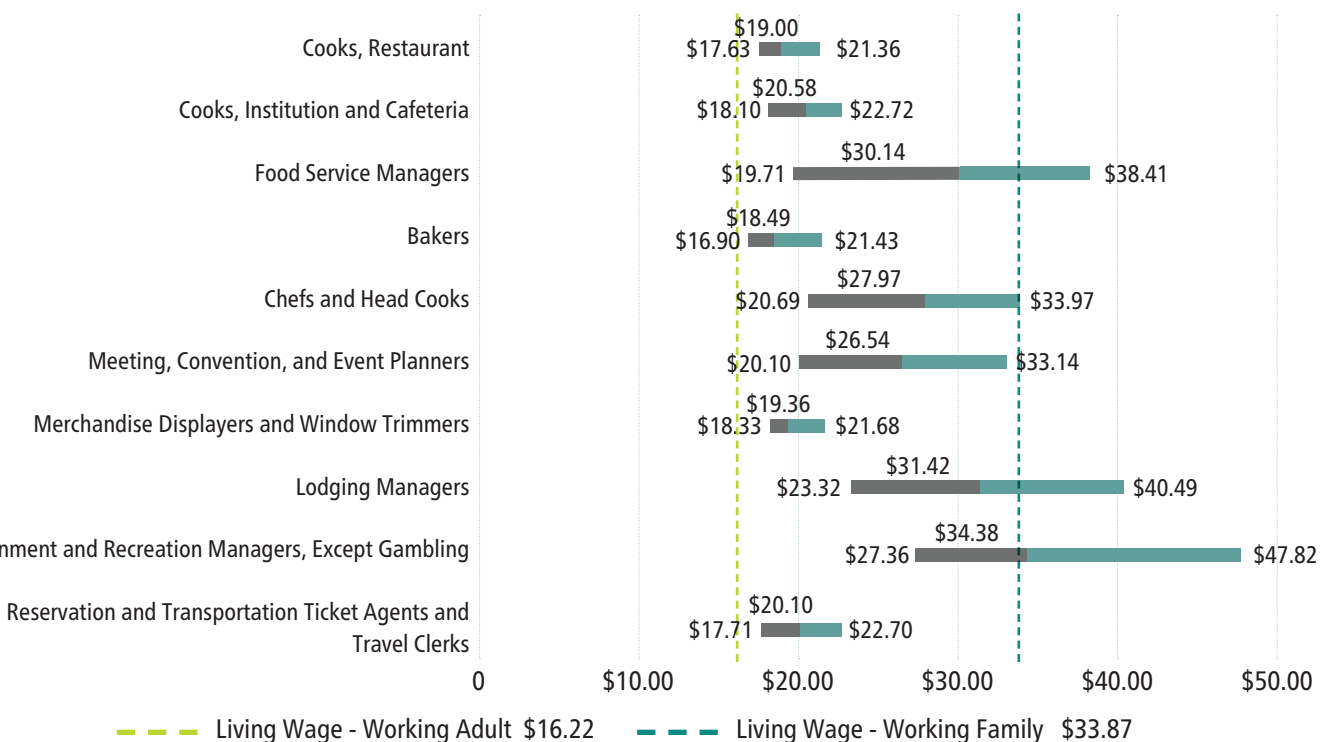
Note: The Retail, Hospitality, and Tourism sector includes 143 distinct 6-digit NAICS codes. Contact the NFN COE for a complete listing of NAICS codes by sector.

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

Most In-Demand Skills

Specialized Skills

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

Soft Skills

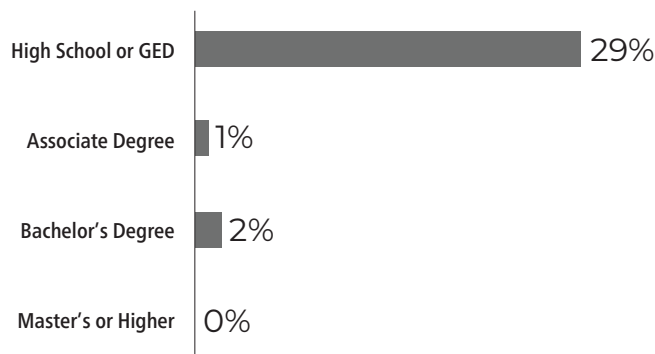
- Customer Service
- Sales
- Communication
- Management
- Operations

Software and Technical Skills

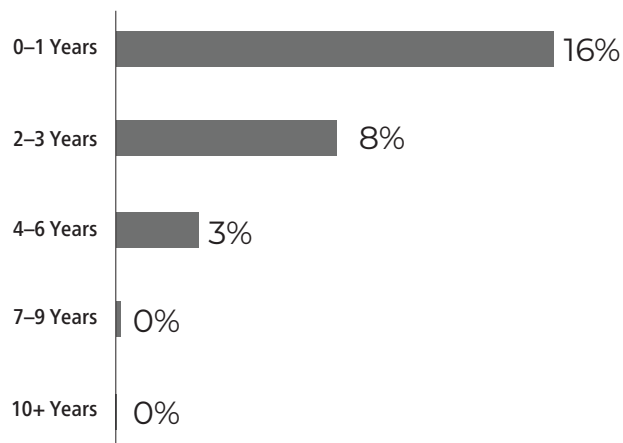
- Microsoft Office (Excel, Outlook, Word, PowerPoint)
- Inventory Management System
- Operating Systems
- Spreadsheets
- Zoom

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.



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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)

