



Retail, Hospitality, and Tourism

Far North
Subregional Sector Profile



2023



FIVE-YEAR OUTLOOK

5%
sector job growth
over next five years

8,900+
annual job openings
over next five years

25%
of Far North's
jobs

This project is supported by Strong Workforce Program (SWP) funding.



Introduction

This sector profile highlights in-demand, middle-skill jobs that pay above a living wage.

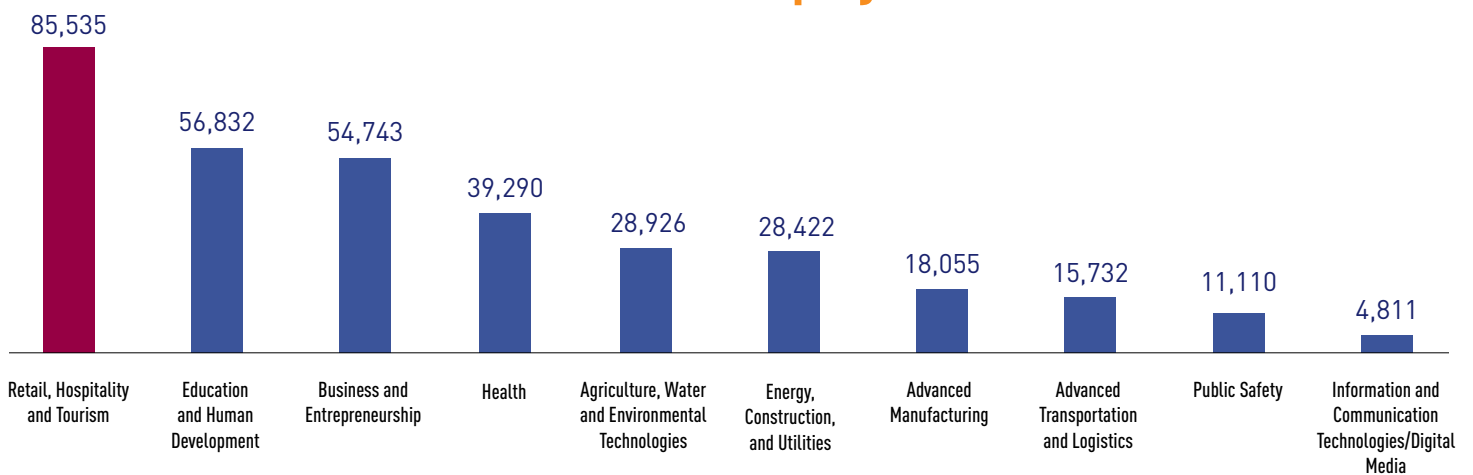
Middle-skill jobs, those which require education or training beyond a high school diploma but less than a bachelor's degree, are a critical component of the overall workforce and support the economic vitality of the region and the state.

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 California's Strong Workforce Program (SWP).

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 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, College of the Redwoods, College of the Siskiyou, Feather River, Lassen, Mendocino, and Shasta).

Far North 2021 Sector Employment



SECTOR Highlights



85,535
Jobs in 2021

89,437
Projected Jobs in 2026

5%
Projected Job Growth,
2021-2026

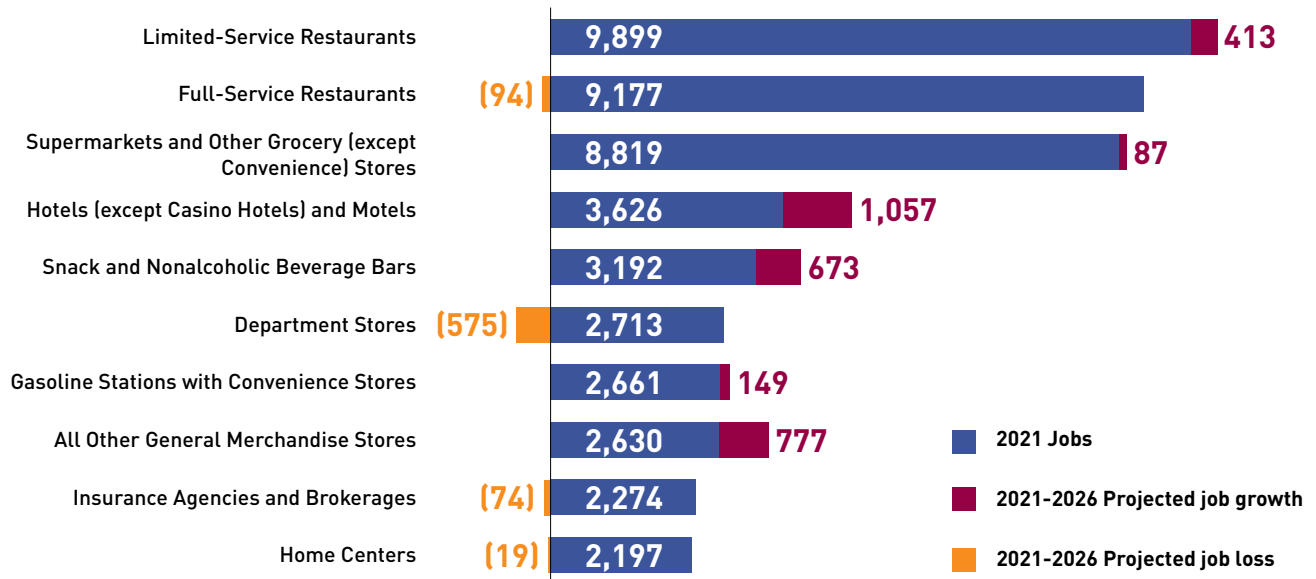
3,902
New Jobs by 2026

6,658
Businesses

25%
% of Far North
Employment, 2021

Note: The Retail, Hospitality, and Tourism sector includes 154 distinct 6-digit NAICS codes. Contact the NFN COE for a complete listing of NAICS codes by sector.

Employment by Industry Subsector

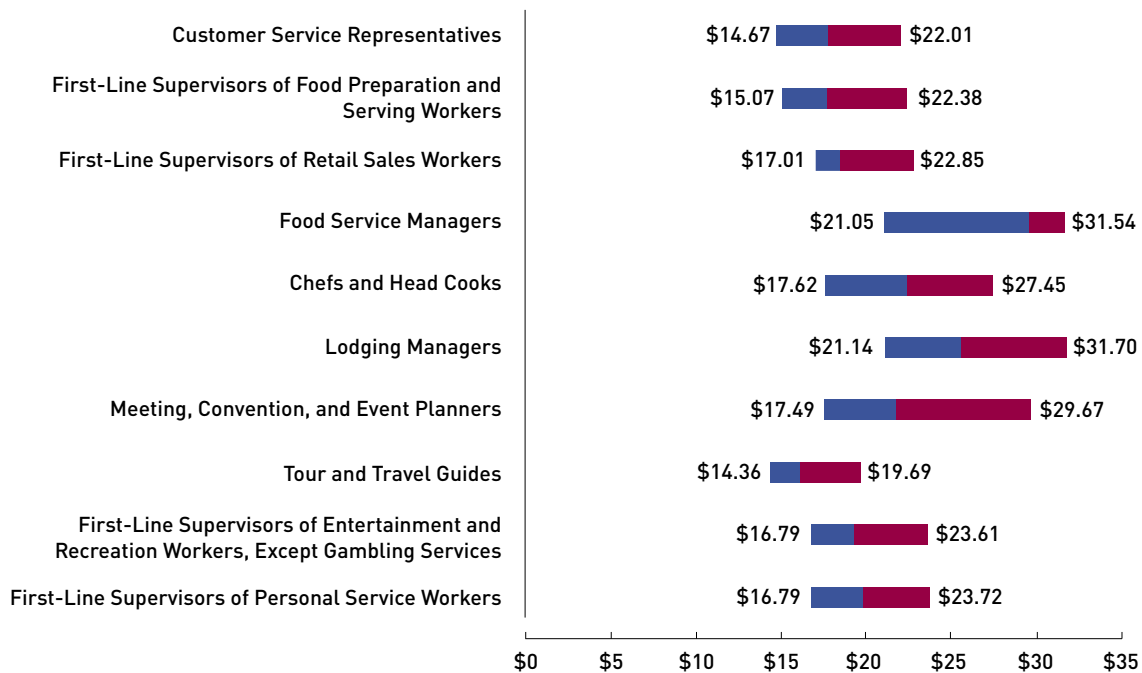


Priority Middle-Skill Occupations

Occupation	2021 Jobs	2021-2026 Projected % Change	2021-2026 Average Annual Openings	Typical Entry-Level Education
Customer Service Representatives	2,815	3%	386	High school diploma or equivalent
First-Line Supervisors of Food Preparation and Serving Workers	2,084	10%	358	High school diploma or equivalent
First-Line Supervisors of Retail Sales Workers	2,963	2%	335	High school diploma or equivalent
Food Service Managers	648	7%	83	High school diploma or equivalent
Chefs and Head Cooks	449	8%	67	High school diploma or equivalent
Lodging Managers	270	24%	45	High school diploma or equivalent
Meeting, Convention, and Event Planners	237	16%	34	Bachelor's degree
Tour and Travel Guides	98	42%	26	High school diploma or equivalent
First-Line Supervisors of Entertainment and Recreation Workers, Except Gambling Services	180	11%	25	High school diploma or equivalent
First-Line Supervisors of Personal Service Workers	170	16%	25	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.

Middle-Skill Hourly Wage Ranges



These occupations pay a starting wage at or above the subregion's living wage.

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 minimum wage in 2021 was \$15.

Priority Middle-Skill Job Postings



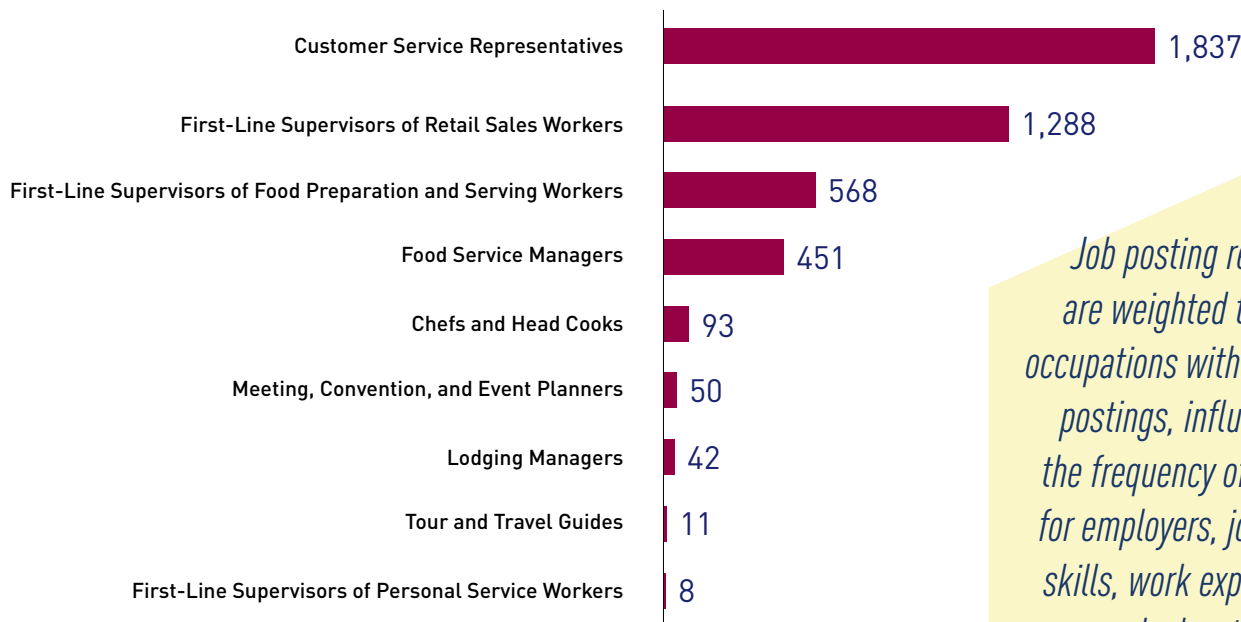
Posting intensity is the ratio of duplicated to unique job postings. A higher-than-average posting intensity can mean employers are putting more effort into hiring.

1,991
Online Job Postings

2:1
Posting Intensity
(Regional Average 3:1)

Note: Job postings count the number of online job postings advertised in the 15-county Far North subregion between January 1, 2022 - March 31, 2023. Postings are limited to in-state employers and exclude staffing companies. Job posting results represent the top 10 priority middle-skill occupations.

Job Postings by Occupation



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 & Job Titles

Employers with the Most Postings

Starbucks
Walmart
Walgreens Boots Alliance
AmeriCorps NCCC Pacific Region
Tractor Supply

Job Titles with the Most Postings

Customer Service Representatives/Associates/Agents
Shift Supervisors
Assistant Store Managers
Customer Support Specialists
AmeriCorps Team Leaders

Most In-Demand Skills

Specialized Skills

- Merchandising
- Customer Relationship Management
- Restaurant Operation
- Customer Support
- Retail Operations

Soft Skills

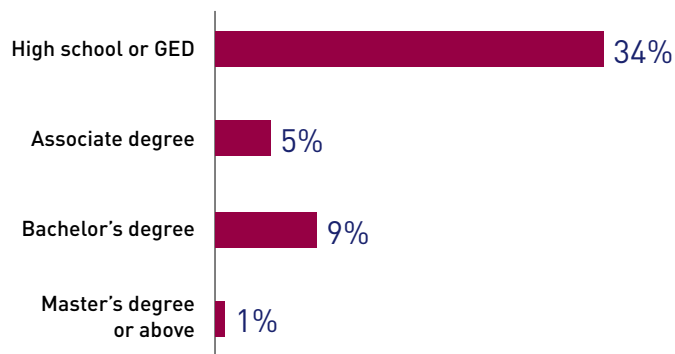
- Customer Service
- Sales
- Communications
- Leadership
- Management

Software and Technical Skills

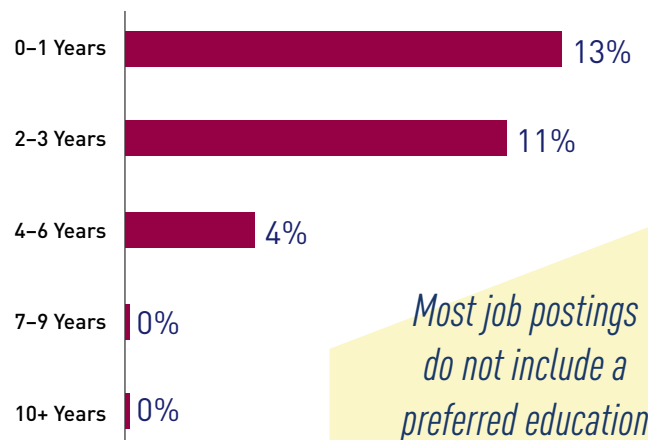
- Microsoft Office (Access, Excel, Outlook, PowerPoint, Word)
- Enterprise Application Software
- Inventory Management System
- Salesforce
- Operating Systems

Education & Experience in Postings

Employer-Preferred Education



Employer-Preferred Work Experience



Most job postings do not include a preferred education or experience level.

Community College Programs



Butte College	College of the Redwoods	College of the Siskiyous	Feather River College	Lassen College	Mendocino College	Shasta College
Retail Management	Restaurant & Hospitality Management	Culinary and Hospitality Service Skills	Nutrition Food & Culinary Arts	None	Business Retail Management	Business Management
					Culinary Arts Management	Food & Beverage & Lodging Management
						Hospitality - Culinary Arts
						Hospitality - Hotel/ Restaurant Management
						Hospitality Management
						Wine Essentials





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Sources

- Lightcast 2022.4 - QCEW Employees, Non-QCEW Employees, and Self-Employed
- Centers of Excellence for Labor Market Research Occupation Crosswalk
- California Community Colleges Chancellor's Office LaunchBoard
- California Community Colleges Chancellor's Office DataMart
- Integrated Postsecondary Education Data System (IPEDS)
- California Community Colleges Curriculum Inventory (COCI)

Disclaimers:

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