










Hospitality Management Occupations

Labor Market Analysis: San Diego County

July 2025

Summary

NEW PROGRAM RECOMMENDATION?	EVIDENCE OF A SUPPLY GAP?	AT OR ABOVE THE LIVING WAGE?	EXPECTED LEVEL OF EDUCATION
 Proceed with New Program	 	 	<input type="checkbox"/> Doctorate Degree <input type="checkbox"/> Master's Degree <input checked="" type="checkbox"/> Bachelor's Degree <input type="checkbox"/> Associate Degree <input type="checkbox"/> Some College or Certificate <input checked="" type="checkbox"/> HS Diploma or Equivalent <input type="checkbox"/> Less Than a HS Diploma <input type="checkbox"/> Apprenticeship
SUPPORT FOR PROGRAM MODIFICATION?	NUMBER OF INSTITUTIONS THAT PROVIDE TRAINING	NUMBER OF ANNUAL JOB OPENINGS	
 	HIGH 	HIGH 	

The San Diego & Imperial Center of Excellence (COE) developed this brief to assist the region's community colleges with strategic planning and program development. *Hospitality Management Occupations* include "Entertainment and Recreation Managers, Except Gambling," "Food Service Managers," "Gambling Managers," "Lodging Managers," and "Meeting, Convention, and Event Planners." According to available data, *Hospitality Management Occupations* in San Diego County have a labor market demand of 1,347 annual job openings (while average demand for a single occupation in San Diego County is 289 annual job openings), and eight institutions supply 195 awards for these occupations, suggesting that there is a supply gap in the labor market. On average, entry-level wages are above the living wage. This brief recommends proceeding with a new program and supports a program modification because 1) a supply gap exists in the region; 2) on average, these occupations' entry-level wages are above the living wage; and 3) a high number of annual job openings exist.

Introduction

This report provides labor market information in San Diego County for the following occupational codes in the Standard Occupational Classification (SOC)¹ system:

- **Food Service Managers** (SOC 11-9051): Plan, direct, or coordinate activities of an organization or department that serves food and beverages.
- **Gambling Managers** (SOC 11-9071): Plan, direct, or coordinate gambling operations in a casino. May formulate house rules.
- **Entertainment and Recreation Managers, Except Gambling** (SOC 11-9072): Plan, direct, or coordinate entertainment and recreational activities and operations of a recreational facility, including cruise ships and parks.
- **Lodging Managers** (SOC 11-9081): Plan, direct, or coordinate activities of an organization or department that provides lodging and other accommodations.
- **Meeting, Convention, and Event Planners** (SOC 13-1121): Coordinate activities of staff, convention personnel, or clients to make arrangements for group meetings, events, or conventions.

For the purpose of this report, these occupations are referred to as *Hospitality Management Occupations*.

¹ 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. <https://www.bls.gov/soc/>.

Projected Occupational Demand

Between 2023 and 2028, businesses in San Diego County will need to hire **1,347** employees annually to fill new jobs and backfill jobs due to attrition caused by turnover and retirement, for example (Exhibit 1). Most of this labor market demand comes from Food Service Managers, which are projected to have the most annual job openings with **783** openings each year between 2023 and 2028.

Exhibit 1: Number of Jobs for Hospitality Management Occupations (2023-2028)²

Occupational Title	2023 Jobs	2028 Jobs	2023 - 2028 Net Jobs Change	2023 - 2028 % Net Jobs Change	Annual Job Openings (Demand)
Food Service Managers	5,930	6,447	517	9%	783
Meeting, Convention, and Event Planners	2,288	2,803	515	23%	377
Entertainment and Recreation Managers, Except Gambling	759	841	82	11%	100
Lodging Managers	773	714	-59	-8%	79
Gambling Managers	97	70	-27	-28%	8
Total	9,847	10,875	1,028	10%	1,347

Earnings

According to traditional³ labor market information (LMI), entry-level hourly earnings for *Hospitality Management Occupations* range from **\$20.69** to **\$38.68** (Exhibit 2).

Exhibit 2: Hourly Earnings for Hospitality Management Occupations in San Diego County⁴

Occupational Title	Entry-Level Hourly Earnings (25 th Percentile)	Median Hourly Earnings	Experienced Hourly Earnings (75 th Percentile)
Gambling Managers	\$38.68	\$47.47	\$64.92
Entertainment and Recreation Managers, Except Gambling	\$29.17	\$36.65	\$48.68
Lodging Managers	\$27.91	\$35.88	\$49.72
Meeting, Convention, and Event Planners	\$25.37	\$31.69	\$40.62
Food Service Managers	\$20.69	\$33.07	\$45.11

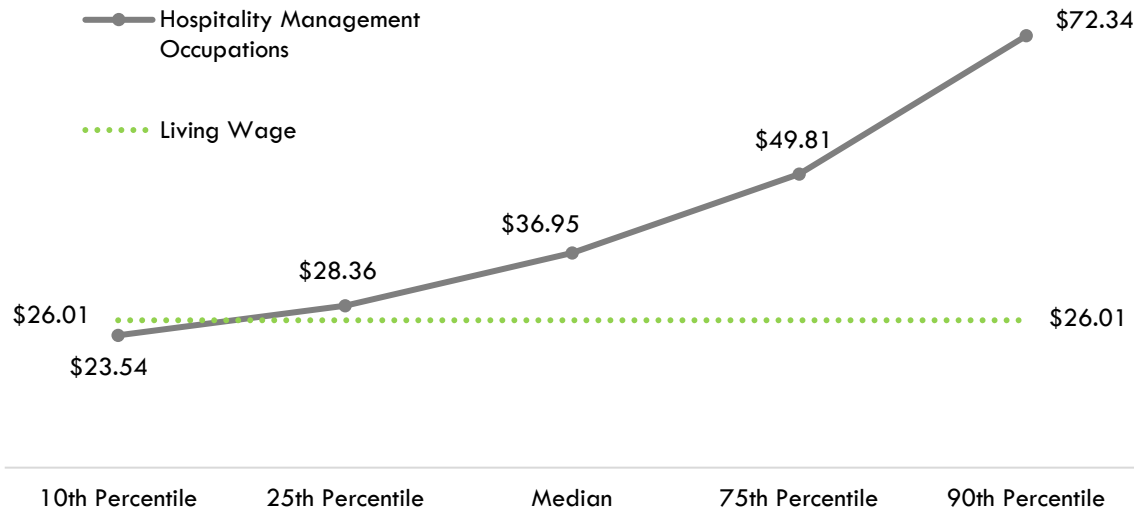
² Lightcast 2025.02; QCEW, Non-QCEW, Self-Employed.

³ Traditional LMI is generally historical data captured by the U.S. Bureau of Labor Statistics (BLS) or the California Employment Development Department (EDD). It does not account for recent technological, economic, or legislative changes that may affect labor market demand and wages.

⁴ Lightcast 2025.02; QCEW, Non-QCEW, Self-Employed.

On average, the entry-level hourly earnings for employed *Hospitality Management Occupations* are \$28.36—or \$58,988.80 annual salary⁵; this is more than the living wage for a single adult in San Diego County, which is \$26.01 per hour (Exhibit 3).⁶

Exhibit 3: Hourly Earnings⁷ for Hospitality Management Occupations in San Diego County⁸



⁵ Annualized salaries assume a full-time position with 2,080 hours. Multiplying the hourly wage with 2,080 yields the annual salary.

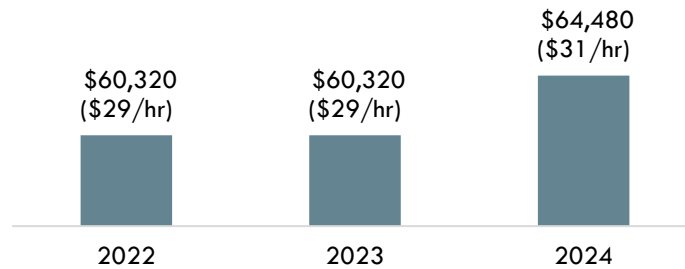
⁶ Center for Women's Welfare, University of Washington. (2024). The self-sufficiency standard for California 2024. selfsufficiencystandard.org/California.

⁷ 10th and 25th percentiles could be considered entry-level wages, and 75th and 90th percentiles could be considered experienced wages for individuals who may have been in the occupation longer, received more training than others, etc.

⁸ Lightcast 2025.02; QCEW, Non-QCEW, Self-Employed.

In online job postings, however, employers advertised between \$29 to \$31 per hour between January 1, 2022 and December 30, 2024 for *Hospitality Management Occupations* in San Diego County (Exhibit 4).⁹ This suggests that employers in recent years are increasing wages due to labor market forces that may not be captured by traditional LMI.

Exhibit 4: Entry-Level Advertised Salaries in Online Job Postings for *Hospitality Management Occupations* in San Diego County (2022-2024)



Expected Level of Education

According to traditional LMI (data reported to EDD and BLS), *Hospitality Management Occupations* have a national educational attainment ranging from a [high school diploma or equivalent](#) to a [bachelor's degree](#) (Exhibit 5).¹⁰

Exhibit 5: National Educational Attainment for *Hospitality Management Occupations*¹¹

Occupational Title	Typical Entry-Level Education
Entertainment and Recreation Managers, Except Gambling	Bachelor's degree
Meeting, Convention, and Event Planners	Bachelor's degree
Food Service Managers	High school diploma or equivalent
Gambling Managers	High school diploma or equivalent
Lodging Managers	High school diploma or equivalent

⁹ Lightcast 2025.02; "Job Posting Analytics." 2022-2024.

¹⁰ Lightcast 2025.02; QCEW, Non-QCEW, Self-Employed.

¹¹ Lightcast 2025.02; QCEW, Non-QCEW, Self-Employed.

Similarly, online job postings between January 1, 2022 and December 31, 2024 in San Diego County had a [high school or GED](#) as the most requested educational requirement for *Hospitality Management Occupations*; however, employers also expected the following certifications (Exhibit 6).¹²

**Exhibit 6: Top Certifications for *Hospitality Management Occupations*
in San Diego County in Online Job Postings (2022-2024)**¹³

- | | |
|---|---|
| 1. ServSafe Certification | 6. Project Management Professional Certification |
| 2. Food Handler's Card | 7. Responsible Beverage Service (RBS)
Certification |
| 3. Cardiopulmonary Resuscitation (CPR)
Certification | 8. Training For Intervention Procedures (TIPS)
Certification |
| 4. First Aid Certification | 9. Food Safety Manager Certification |
| 5. Food Safety Certification | 10. Alcohol Certification |

¹² Lightcast 2025.02; "Job Posting Analytics." 2022-2024.

¹³ Lightcast 2025.02; "Job Posting Analytics." 2022-2024.

Educational Supply

Educational supply for an occupation can be estimated by analyzing the number of awards in related Taxonomy of Programs (TOP) or Classification of Instructional Programs (CIP) codes. There are **five** TOP codes and **11** CIP codes related to *Hospitality Management Occupations* (Exhibit 7).

Exhibit 7: Related TOP and CIP Codes for *Hospitality Management Occupations*¹⁴

TOP or CIP Code	TOP or CIP Program Title
TOP 0506.30	Management Development and Supervision
TOP 1306.20	Dietetic Services and Management
TOP 1307.00	Hospitality
TOP 1307.10	Restaurant and Food Services and Management
TOP 1307.20	Lodging Management
CIP 12.0504	Restaurant, Culinary, and Catering Management/Manager
CIP 12.0507	Food Service, Waiter/Waitress, and Dining Room Management/Manager
CIP 19.0505	Foodservice Systems Administration/Management
CIP 52.0204	Office Management and Supervision
CIP 52.0205	Operations Management and Supervision
CIP 52.0901	Hospitality Administration/Management, General
CIP 52.0905	Restaurant/Food Services Management
CIP 52.0906	Resort Management
CIP 52.0907	Meeting and Event Planning
CIP 52.0908	Casino Management
CIP 52.0909	Hotel, Motel, and Restaurant Management

¹⁴ This brief uses a conservative estimate of program supply and only calculates awards from the TOP code listed in Exhibit 7.

According to TOP data, **four** community colleges supply the region with awards for these occupations: Grossmont College, MiraCosta College, San Diego Mesa College, and Southwestern College. According to CIP data, **four** non-community-college institutions supply the region with awards: Alliant International University-San Diego, Ashford University,¹⁵ National University, and San Diego State University (Exhibit 8).

**Exhibit 8: Number of Awards (Certificates and Degrees) Conferred by Postsecondary Institutions
(Program Year 2020-21 Through Program Year 2023-24 Average)**

TOP6 or CIP Code	TOP6 or CIP Program Title	3-Yr Annual Average CC Awards (PY21-22 to PY23-24)	Other Educational Institutions 3-Yr Annual Average Awards (PY20-21 to PY22-23)	Total Average Supply (PY20-21 to PY22-24)
0506.30	Management Development and Supervision	2	0	2
	Southwestern	2	0	
	• Associate degree	1	0	
	• Certificate 30 < 60 units	0	0	
	• Certificate 6 < 18 units	1	0	
1307.00	Hospitality	43	0	43
	Grossmont	7	0	
	• Associate degree	3	0	
	• Certificate 30 < 60 units	0		
	• Certificate 16 < 30 units	4	0	
	MiraCosta	16	0	
	• Associate degree	6	0	
	• Certificate 30 < 60 units	7	0	
	• Certificate 6 < 18 units	3	0	
	San Diego Mesa	6	0	
	• Associate degree	5	0	
	• Certificate 30 < 60 units	1	0	
	Southwestern	14	0	
	• Associate degree	7	0	
	• Certificate 16 < 30 units	6	0	

¹⁵ While the supply data provided in Exhibit 4 is the most recent data, effective 2020, Ashford University became part of the University of Arizona.

TOP6 or CIP Code	TOP6 or CIP Program Title	3-Yr Annual Average CC Awards (PY21-22 to PY23-24)	Other Educational Institutions 3-Yr Annual Average Awards (PY20-21 to PY22-23)	Total Average Supply (PY20-21 to PY22-24)
	• Certificate 8 < 16 units	1	0	
1307.10	Restaurant and Food Services and Management	3	0	3
	Grossmont	0	0	
	• Associate degree	0	0	
	• Certificate 30 < 60 units	0	0	
	MiraCosta	3	0	
	• Associate degree	0	0	
	• Certificate 30 < 60 units	1	0	
	• Certificate 6 < 18 units	2	0	
1307.20	Lodging Management	0	0	0
	Southwestern	0	0	
	• Certificate 6 < 18 units	0	0	
52.0204	Office Management and Supervision	0	0	0
	National University	0	0	
	• Bachelor's degree	0	0	
52.0205	Operations Management and Supervision	0	80	80
	Ashford University*	0	80	
	• Bachelor's degree	0	80	
52.0901	Hospitality Administration/Management, General	0	67	67
	Alliant International University-San Diego	0	0	
	• Bachelor's degree	0	0	
	San Diego State University	0	67	
	• Bachelor's degree	0	67	
			Total	195

Demand vs. Supply

Comparing labor demand with labor supply¹⁶ suggests that there is a **supply gap** for these occupations in San Diego County, with **1,347** annual openings and **195** awards. Comparatively, there are **11,474** annual openings in California and **1,785** awards, suggesting that there is a **supply gap** across the state (Exhibit 9).¹⁷

Exhibit 9: Labor Demand (Annual Openings) Compared with Labor Supply (Average Annual Awards)

	Demand (Annual Openings)	Supply (Annual Awards)	Supply Gap or Oversupply
San Diego	1,347	195	1,152
California	11,474	1,785	9,689

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

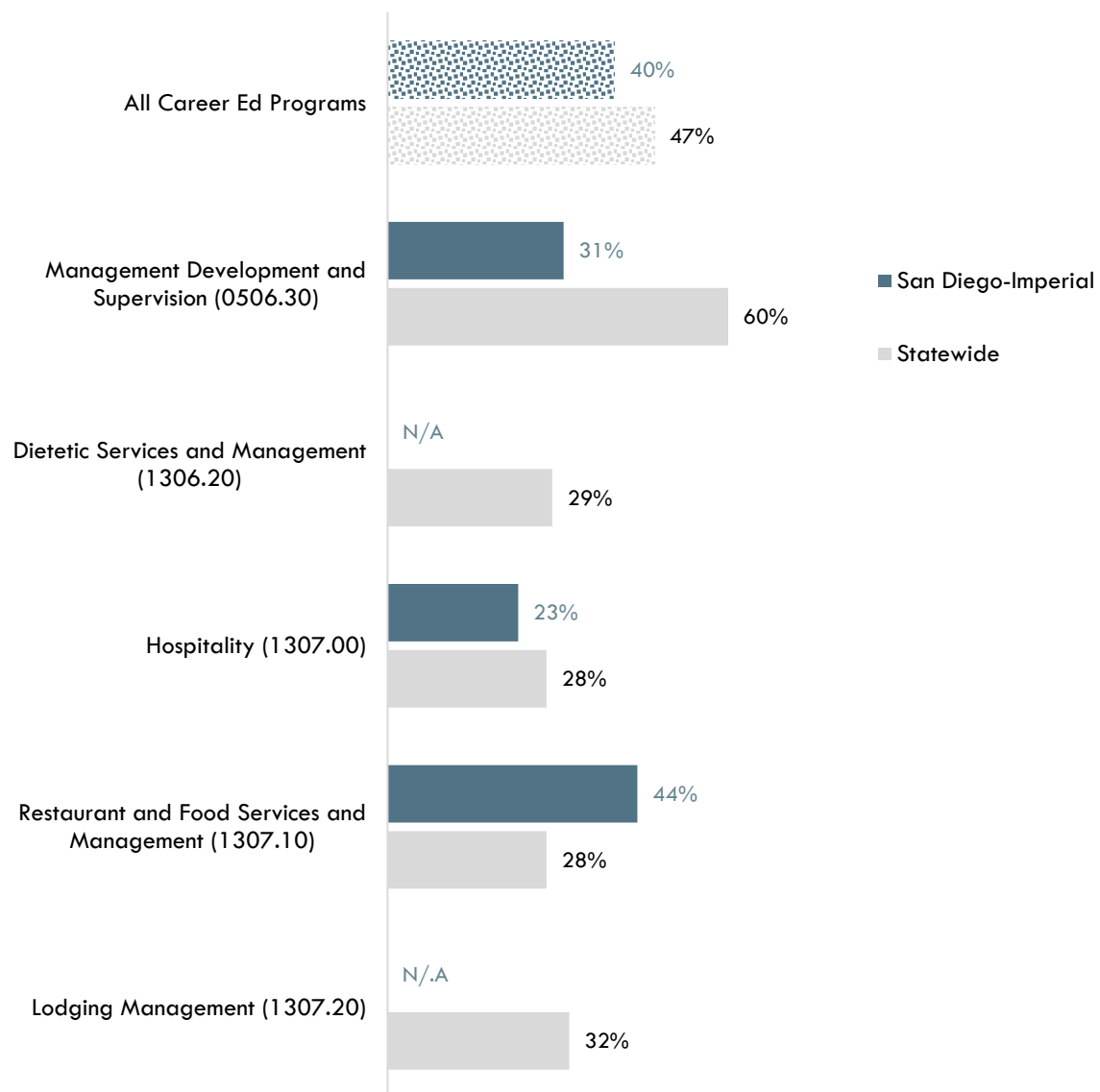
¹⁶ Labor supply can be found from two different sources: Lightcast or the California Community Colleges Chancellor's Office MIS Data Mart. Lightcast uses CIP codes while MIS uses TOP codes. Different coding systems result in differences in the supply numbers.

¹⁷ "Supply and Demand," Centers of Excellence Student Outcomes, coeccc.net/our-resources.

Student Outcomes and Regional Comparisons

According to the California Community Colleges DataVista, 23 to 44% of students in the San Diego-Imperial region earned a living wage after completing a program related to *Hospitality Management Occupations*, compared to 28 to 60% statewide and 47% of students in Career Education programs in general across the state (Exhibit 10).¹⁸

Exhibit 10: Percentage of Students Who Earned a Living Wage by Program, PY2022-23¹⁹



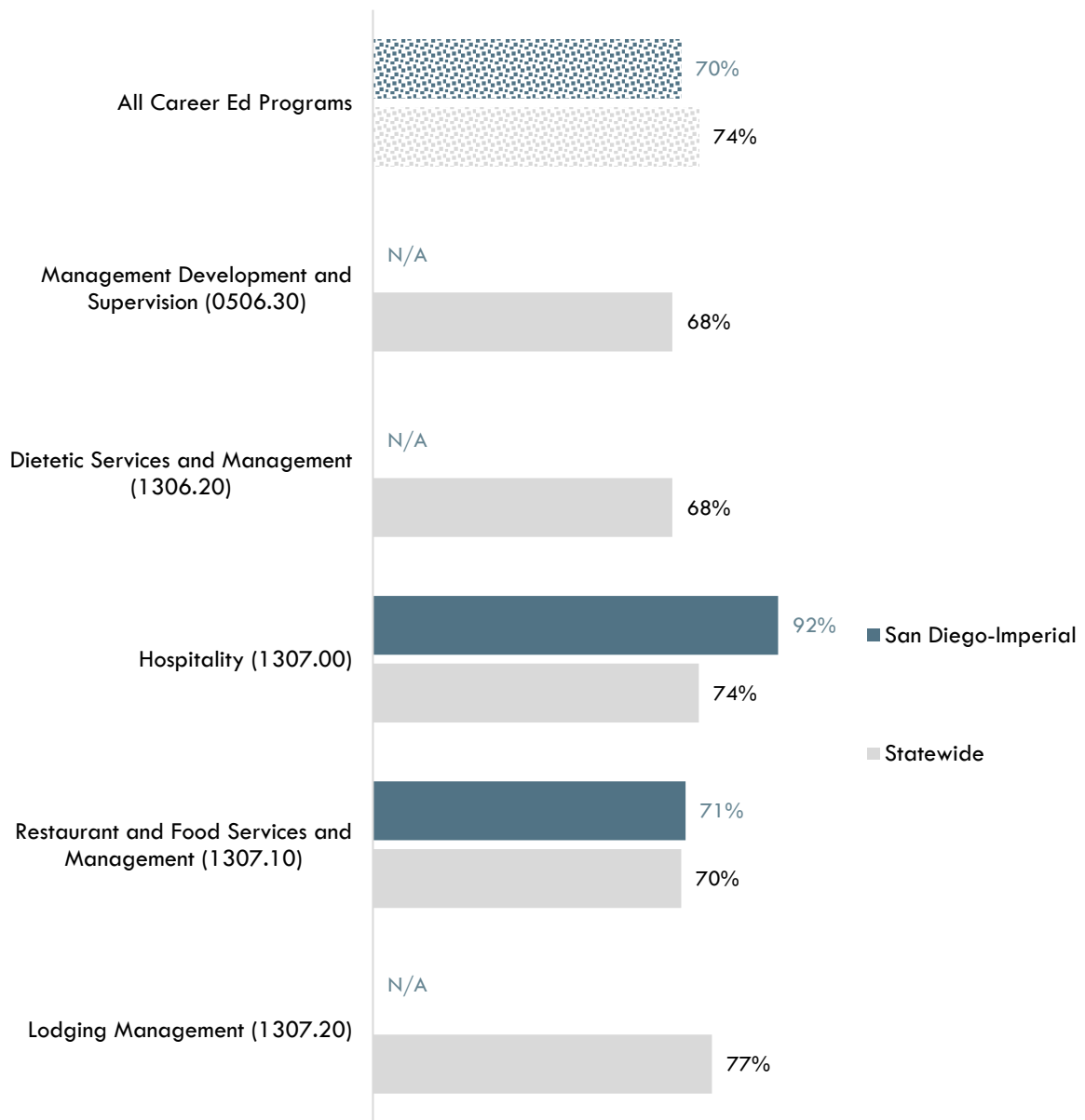
"N/A" indicates insufficient data

¹⁸ DataVista, California Community Colleges, datavista.cccco.edu/.

¹⁹ Most recent year with available data is Program Year 2022-23. Among completers and skills builders who exited, the percentage of students who attained a living wage.

According to the California Community Colleges DataVista, 71 to 92% of students in the San Diego-Imperial region obtained a job closely related to their field of study after completing a program related to *Hospitality Management Occupations*, compared to 68 to 77% statewide and 74% of students in Career Education programs in general across the state (Exhibit 11).²⁰

Exhibit 11: Percentage of Students in a Job Closely Related to Field of Study by Program, PY2021-22²¹



"N/A" indicates insufficient data

²⁰ DataVista, California Community Colleges, datavista.cccco.edu/.

²¹ Most recent year with available data is Program Year 2021-22. Percentage of Students in a Job Closely Related to Field of Study: Among students who responded to the CTEOS, the percentage reporting employment in the same or similar field as their program of study.

Employers

Between January 1, 2022 and December 31, 2024, the top five employers in San Diego County for *Hospitality Management Occupations* were [Hilton](#), [Taco Bell](#), [Marriott International](#), [Jack in the Box](#), and [Kentucky Fried Chicken](#) based on online job postings (Exhibit 12).

Exhibit 12: Top Employers for *Hospitality Management Occupations* in San Diego County²²

Top Employers	
<ul style="list-style-type: none">• Hilton• Taco Bell• Marriott International• Jack in the Box• Kentucky Fried Chicken	<ul style="list-style-type: none">• Panera Bread• Wendy's• Hyatt• Buffalo Wild Wings• Sodexo

Skills

Exhibit 13 lists the top specialized, soft, and software skills that appeared in online job postings between January 1, 2022 and December 31, 2024.

Exhibit 13: Top Skills for *Hospitality Management Occupations* in San Diego County²³

Specialized Skills	Soft Skills	Software Skills
<ul style="list-style-type: none">• Restaurant Operation• Marketing• Restaurant Management• Food Safety And Sanitation• Profit And Loss Management• Food Services• Cash Handling• Customer Complaint Resolution• Auditing• Accounting• Event Planning• Event Management• Purchasing• Invoicing• Inventory Management	<ul style="list-style-type: none">• Customer Service• Management• Communication• Operations• Leadership• Sales• Coaching• Planning• Cleanliness• Scheduling• Sanitation• Detail Oriented• Problem Solving• Writing• Professionalism	<ul style="list-style-type: none">• Microsoft Office

²² Lightcast 2025.02; "Job Posting Analytics." 2022-2024.

²³ Lightcast 2025.02; "Job Posting Analytics." 2022-2024.

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