

FALL 2025

Retail, Hospitality & Tourism

Los Angeles County Sector Profiles Project



Prepared by the Los Angeles Center of Excellence

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FOR LABOR MARKET RESEARCH

LOS ANGELES

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Chancellor's Office Workforce and Economic Development Division





Introduction

To support the collaborative planning and development of career education (CE) programs and to inform regional investments in Los Angeles County, the Los Angeles Center of Excellence developed a series of sector profiles examining labor market and community college program data that identify opportunity areas for workforce development in the region.

These sector profiles highlight middle-skill occupations—jobs that typically require some form of education or training beyond a high school diploma, but less than a bachelor’s degree. These occupations are a critical component of the overall workforce and support the economic vitality of the county and state.

The profiles bring attention to community college programs aligned with key middle-skill occupations and by analyzing the number of awards being conferred by postsecondary institutions, identify whether a shortage or oversupply of workers exist for these priority occupations in the sector.

Retail, Hospitality & Tourism IN L.A. COUNTY

781,538

Jobs in 2024

816,344

Projected Jobs
in 2029

34,806

New Jobs by
2029

4%

Projected
Job Growth,
2024-2029

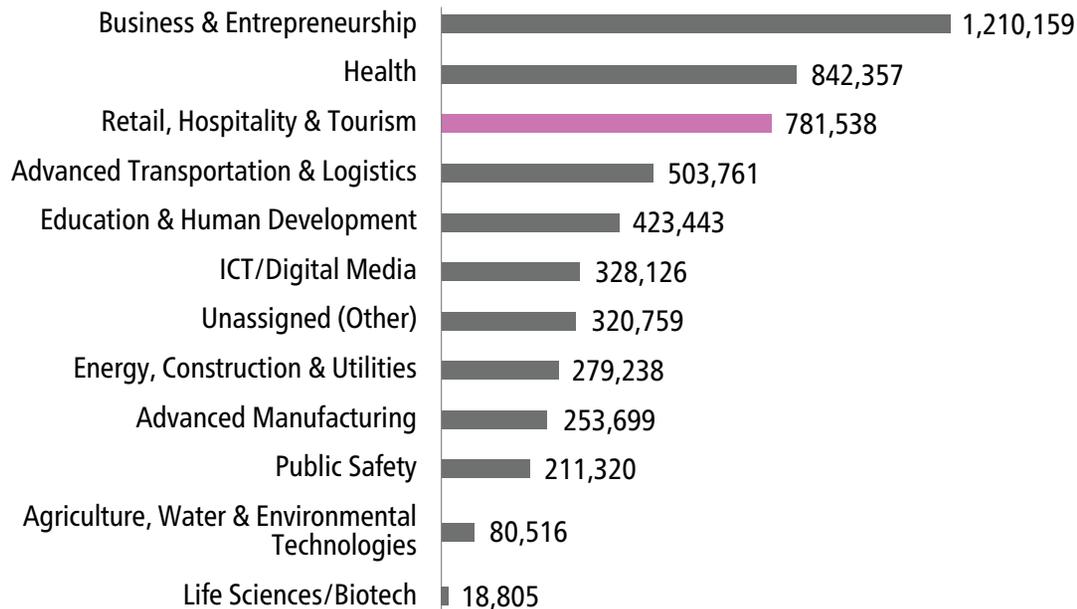
\$48,673

Median Annual
Earnings, 2024

15%

Of Los Angeles
County Employment,
2024

2024 Sector Employment



Regional Importance

During the Covid-19 pandemic, the retail, hospitality, and tourism sector faced significant job losses. In its 2024 “Industry Clusters in Los Angeles County” report, the Los Angeles Economic Development Corporation (LAEDC) notes the hospitality and tourism cluster was the most negatively impacted industry cluster during the Covid-19 pandemic, with job losses totaling 38%. Yet, from 2021 to 2022, the cluster entered a recovery stage, undergoing nearly 30% growth.

Los Angeles County has an extensive list of tourism assets and attractions, spanning sports arenas, museums and other cultural institutions, music venues, and amusement parks. Some of its most heralded and iconic sites are the Hollywood Bowl, Universal Studios, the Santa Monica Pier, the Getty, Walt Disney Concert Hall, and SoFi Stadium. But misconceptions that 40% of the county was affected by the January 2025 wildfires have caused a steep decline in tourism and put local and state tourism entities, such as Visit California, on the offensive to encourage tourists to visit the 98% of county unaffected by the fires. Los Angeles is expected to experience an influx of tourists in 2028 when it hosts the Olympic Games. The 2024 UCLA Anderson Forecast examines the potentials costs and benefits of hosting the Olympics, noting that the benefits of being an Olympics host city can be investments in infrastructure, urban regeneration, and increased trade.

Sources:

- “Industry Clusters Study,” Los Angeles Economic Development Corporation, 2024, <https://laedc.org/research/reports/industry-clusters-study-2024/>.
- “Want to Help Los Angeles? Plan a Trip,” Visit California, 2025, accessed March 27, 2025, <https://www.visitcalifornia.com/experience/want-help-los-angeles-plan-trip/>.
- “Fall 2024 Economic Forecast,” UCLA Anderson Forecast, UCLA Anderson School of Management, Fall 2024, pp. 61-63.



L.A. Jobs First:

“The Los Angeles County Regional Report,” which is part of the Governor’s “California Jobs First” initiative, identifies economic priorities for the region. Retail, hospitality, and tourism was not selected as a target sector. However, the “State Economic Blueprint” released by California Jobs First notes the importance of tourism in the state economy, which provided employment for 1.2 million Californians and generated \$150 billion in visitor spending and \$12.7 billion in state and local tax revenues from approximately 260 million visitors in 2023. California Jobs First notes the tourism and outdoor recreation sector can be supported through investments in Visit California marketing, state parks, and the acquisition or development of land to create new outdoor recreation opportunities in the state. Additionally, “the Los Angeles County Regional Report” describes how leisure and hospitality was one of the hardest-hit industries during the pandemic, but by 2022, it was one of the region’s fastest-growing sectors. With high demand from community stakeholders for a greater number of restaurants and dining establishments in their neighborhoods, the report notes that opportunities for further growth may exist.

Sources:

- “State Economic Blueprint,” California Jobs First, February 2025, <https://jobsfirst.ca.gov/wp-content/uploads/Economic-Blueprint.pdf>.
- “Los Angeles County California Jobs First Regional Report: Part 1,” California Community Foundation, pp. 163, May 2024, accessed July 21, 2025, [https://24053461.fs1.hubspotusercontent-na2.net/hubfs/24053461/LA%20County%20CJF%20Regional%20Plan%E2%80%93Part%201_04-24%20\(1\).pdf](https://24053461.fs1.hubspotusercontent-na2.net/hubfs/24053461/LA%20County%20CJF%20Regional%20Plan%E2%80%93Part%201_04-24%20(1).pdf).

Top Occupations

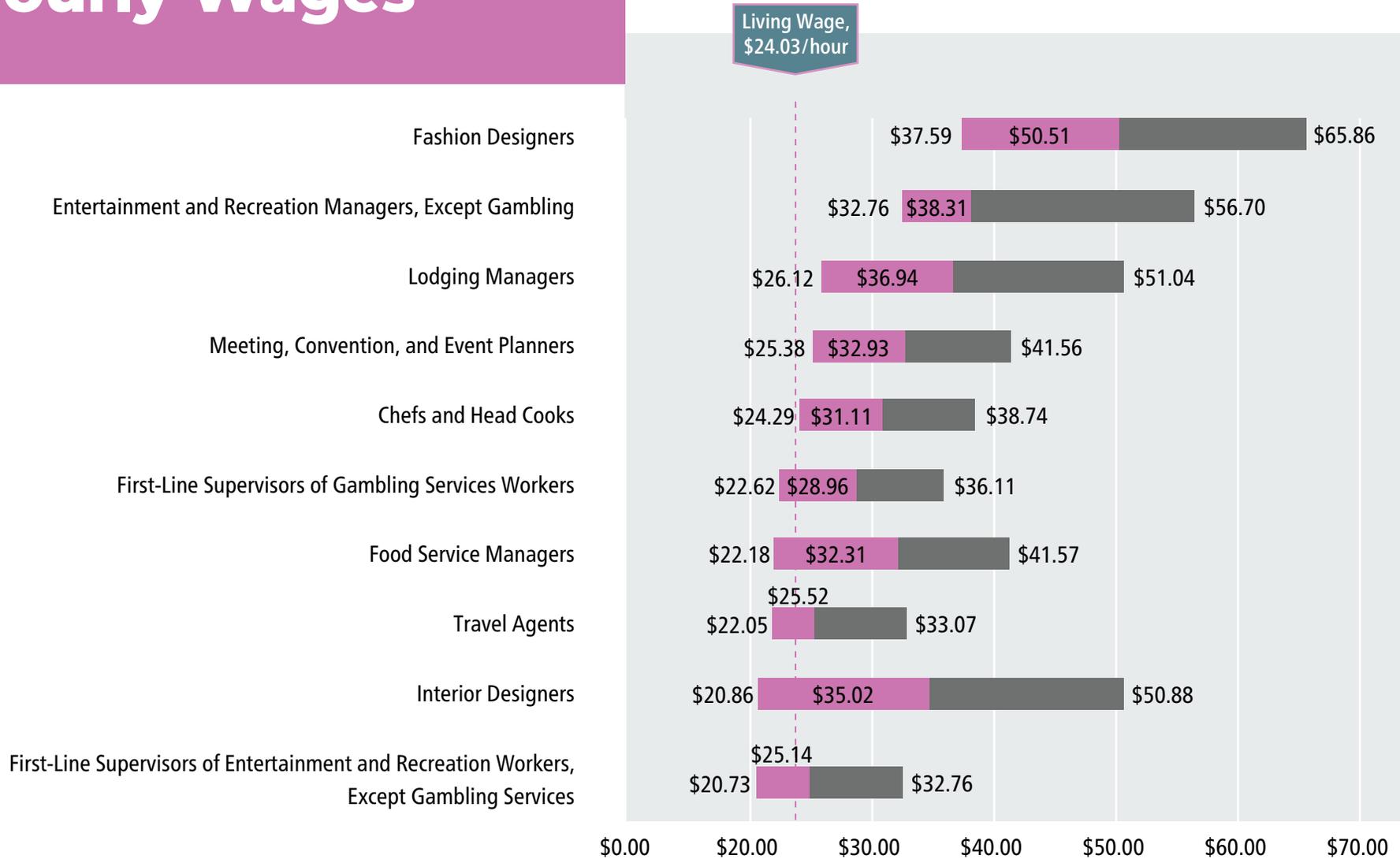
By applying specific criteria to an analysis of employment in the sector, the L.A. COE identified the top 10 occupations in the sector in the county.

- Above-middle-skill and middle-skill occupations were included to highlight jobs aligned with community college training.
- To bring attention to jobs that are in demand by employers, only occupations with more than 45 annual openings in the county were selected.
- Finally, to underscore the importance of connecting students with job opportunities that offer sustainable wages, occupations that pay above the region's living wage of \$24.03 were chosen for inclusion. However, it is important to note that only half of the top occupations in the sector pay above the region's living wage threshold.

| Occupation (SOC Code) | 2024 Jobs | 2029 Jobs | 5-Year % Change | Annual Openings | Entry-Level Education |
|--|-----------|-----------|-----------------|-----------------|--------------------------|
| Food Service Managers (11-9051) | 14,153 | 14,833 | 5% | 1,762 | HS diploma or equivalent |
| Chefs and Head Cooks (35-1011) | 8,865 | 9,516 | 7% | 1,213 | HS diploma or equivalent |
| Meeting, Convention, and Event Planners (13-1121) | 5,747 | 6,136 | 7% | 679 | Bachelor's degree |
| Interior Designers (27-1025) | 4,619 | 4,723 | 2% | 441 | Bachelor's degree |
| Fashion Designers (27-1022) | 4,060 | 3,850 | (5%) | 357 | Bachelor's degree |
| First-Line Supervisors of Entertainment and Recreation Workers, Except Gambling Services (39-1014) | 2,751 | 2,963 | 8% | 337 | HS diploma or equivalent |
| Travel Agents (41-3041) | 2,679 | 2,504 | (7%) | 302 | HS diploma or equivalent |
| Entertainment and Recreation Managers, Except Gambling (11-9072) | 2,265 | 2,415 | 7% | 302 | Bachelor's degree |
| Lodging Managers (11-9081) | 1,070 | 1,168 | 9% | 133 | HS diploma or equivalent |
| First-Line Supervisors of Gambling Services Workers (39-1013) | 463 | 466 | 1% | 49 | HS diploma or equivalent |

Note: Occupations are grouped by sector according to the occupational titles and codes assigned by the Bureau of Labor Statistics' Standard Occupational Classification (SOC) system.

Hourly Wages



Note: The hourly wage ranges include the 25th percentile (entry-level), median, and 75th percentile (experienced) hourly earnings for workers employed in these occupations Los Angeles County.

Job Postings

Job postings can provide insights into workforce trends and employer hiring preferences. Analysis can reveal which competencies and skills employers most value for new hires, areas in which employers are hiring more aggressively than others, and changes in demand for certain types of workers or specific skillsets.



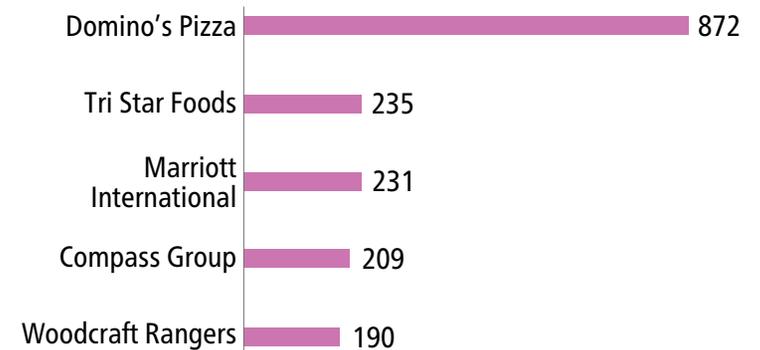
Earnings

| Occupational Title | Number of Job Postings | Median Annual Earnings |
|--|------------------------|------------------------|
| Food Service Managers | 7,164 | \$68,352 |
| Chefs and Head Cooks | 3,093 | \$70,400 |
| Meeting, Convention, and Event Planners | 1,348 | \$58,624 |
| Fashion Designers | 805 | \$70,912 |
| Lodging Managers | 766 | \$69,888 |
| Interior Designers | 477 | \$71,424 |
| Entertainment and Recreation Managers, Except Gambling | 332 | \$100,608 |
| First-Line Supervisors of Entertainment and Recreation Workers, Except Gambling Services | 326 | \$46,848 |
| Travel Agents | 151 | \$67,840 |
| First-Line Supervisors of Gambling Services Workers | 58 | \$68,864 |

In-Demand Skills

| Specialized Skills | Soft Skills | Software and Technical Skills |
|---|---|--|
| <ul style="list-style-type: none"> Restaurant Operation Food Safety And Sanitation Marketing Food Services Restaurant Management | <ul style="list-style-type: none"> Communication Management Customer Service Operations Leadership | <ul style="list-style-type: none"> Microsoft Office (Excel, Outlook, PowerPoint, Word) Adobe Illustrator Adobe Photoshop Adobe Creative Suite AutoCAD |

Top Employers



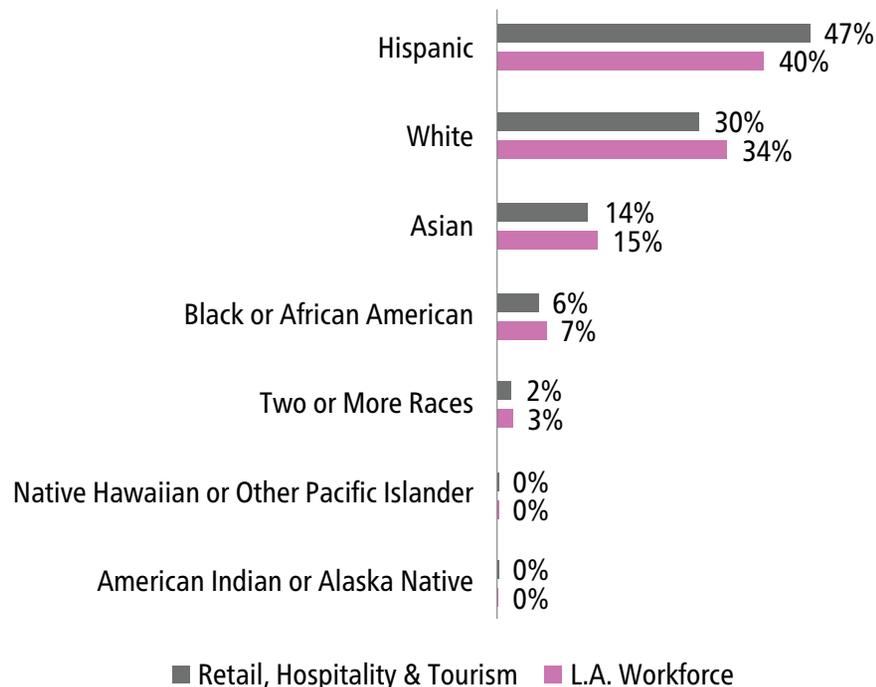
Note: Job posting data was analyzed for the top 10 middle-skill occupations in Los Angeles County from August 1, 2024 to July 31, 2025. Postings are limited to in-state employers and exclude staffing companies.

Workforce & Student Demographics

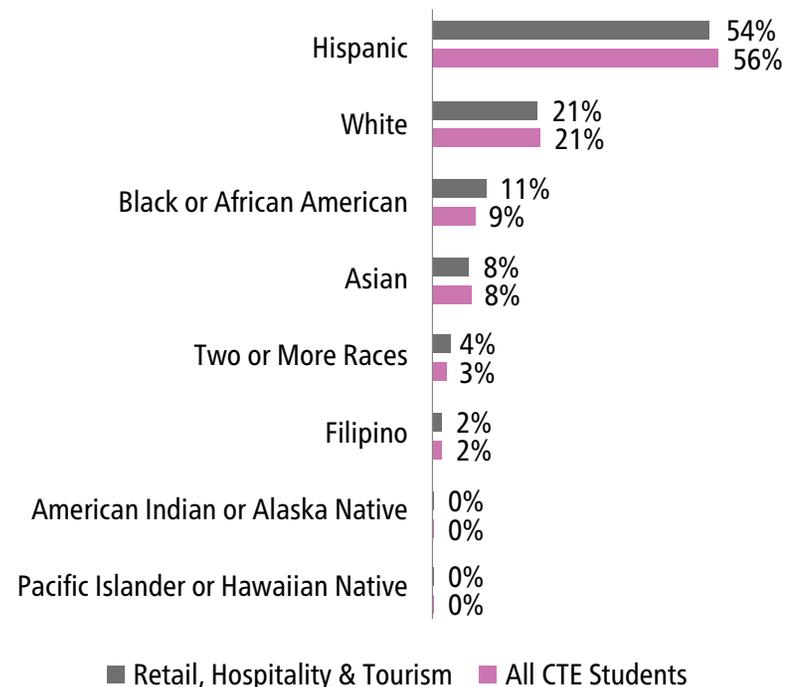
Due to the diversity of their student populations, community colleges play an important role in actively addressing equity gaps and disparities in the labor market while encouraging access to in-demand, well-paid career opportunities for students. Examining workforce race and ethnicity alongside student race and ethnicity can be useful for assessing

whether students from diverse backgrounds are equitably transitioning into the workforce and securing opportunities that align with their education. This type of data analysis can assist with identifying barriers to employment or advancement for certain groups and can highlight employment areas that might benefit from promoting inclusive hiring practices.

Workforce Race & Ethnicity



Student Race & Ethnicity



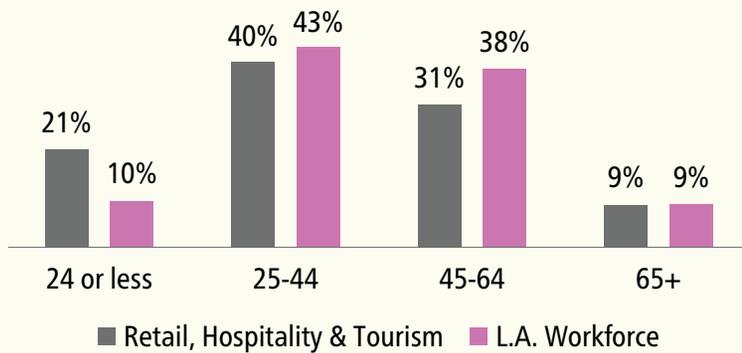
Note: For student data, "All Masked Values," "Unknown," and "Multiple Values Reported" are not included in the above charts. Data shown is from the 2023-24 academic year.

Examining demographics can lend insights into barriers to employment and assist with addressing impending workforce shortages or calibrating institutional allocation of resources.

The L.A. COE recommends three strategies to address equity gaps for community colleges:

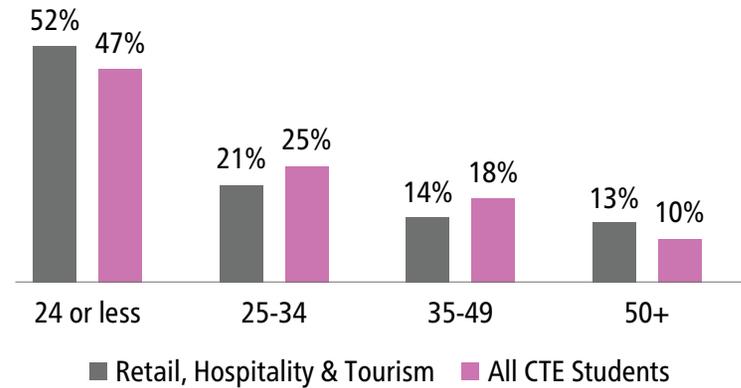
- Collaborate with employers to promote diversity in priority jobs and boost interest among underrepresented groups for these roles.
- Develop targeted recruitment and retention strategies for priority programs with significantly underrepresented groups.
- Focus on closing equity gaps in programs that also have existing disparities in high-demand, well-paid jobs.

Workforce Age

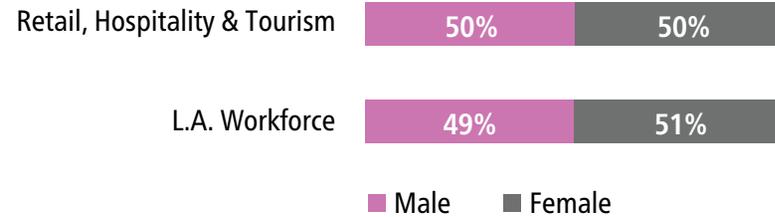


Note: For student data, "All Masked Values," "Unknown," and "Multiple Values Reported" are not included in the above charts. Data shown is from the 2023-24 academic year.

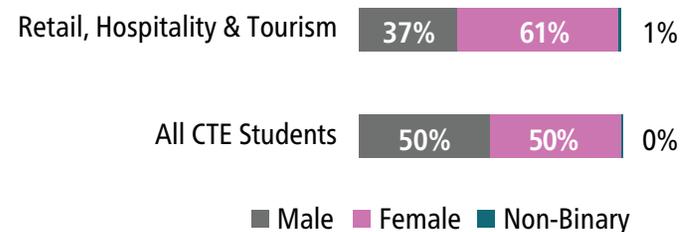
Student Age



Workforce Gender



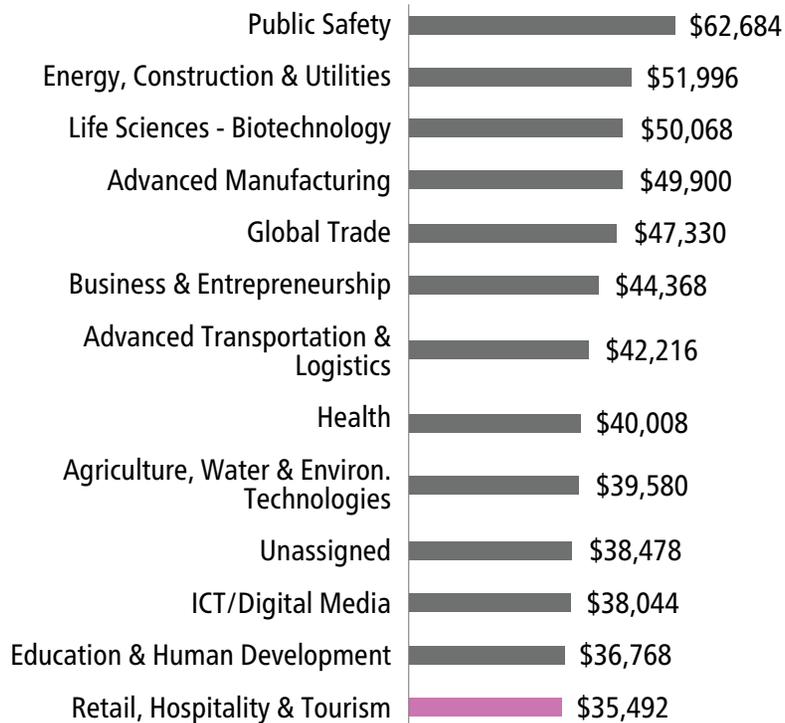
Student Gender



Student Outcomes

Tracking Strong Workforce Program outcomes is critical for evaluating whether regional community colleges are effectively preparing students for in-demand, well-paid jobs. This type of data-driven analysis can assist colleges in assessing whether students are successfully completing programs, securing employment related to their field of study, and increasing their earnings as they transition into the workforce.

Median annual earnings for exiting students, 2022-23



Strong Workforce Program Metrics

| | 2023-24 | 2022-23 | 2022-23 | 2021-22 |
|---|------------------------|---------------------------|-------------------------------|--|
| Sector | Number of SWP Students | Median Change in Earnings | Percent Earning a Living Wage | Percent with a Job Related to Field of Study |
| ICT/Digital Media | 60,820 | 29% | 34% | 68% |
| Business & Entrepreneurship | 59,779 | 23% | 42% | 73% |
| Public Safety | 38,218 | 26% | 59% | 54% |
| Health | 36,256 | 38% | 35% | 83% |
| Education & Human Development | 30,660 | 32% | 27% | 76% |
| Unassigned | 14,883 | 30% | 31% | 74% |
| Energy, Construction & Utilities | 14,621 | 35% | 51% | 77% |
| Retail, Hospitality & Tourism | 11,234 | 32% | 30% | 66% |
| Advanced Manufacturing | 9,945 | 40% | 49% | 81% |
| Advanced Transportation & Logistics | 7,075 | 50% | 37% | 80% |
| Agriculture, Water & Environmental Technologies | 3,641 | 39% | 34% | 67% |
| Global Trade | 1,439 | 25% | 48% | 59% |
| Life Sciences - Biotechnology | 376 | 93% | 47% | N/A |

Note: SWP metrics were the most recent year available.



Program Inventory

Analysis of academic offerings and the average number of awards conferred by community colleges in the county can be used by administrators for strategic planning to address program gaps to meet regional workforce needs, to make informed decisions about resource allocations, and to ensure students have access to programs that lead to promising career outcomes.



Program Awards by Community College

| Community College | 3-Year Average |
|-------------------|----------------|
| Cerritos | 440 |
| Citrus | 1 |
| Compton | - |
| East LA | 1 |
| El Camino | 11 |
| Glendale | 27 |
| LA City | 11 |
| LA Harbor | 69 |
| LA Mission | 164 |
| LA Pierce | 6 |
| LA Southwest | - |
| LA Trade-Tech | 217 |
| LA Valley | 3 |
| Long Beach | 69 |
| Mt San Antonio | 163 |
| Pasadena | 45 |
| Rio Hondo | 4 |
| Santa Monica | 113 |
| West LA | 45 |
| TOTAL | 1,388 |

Program Awards by Taxonomy of Programs (TOP) Code

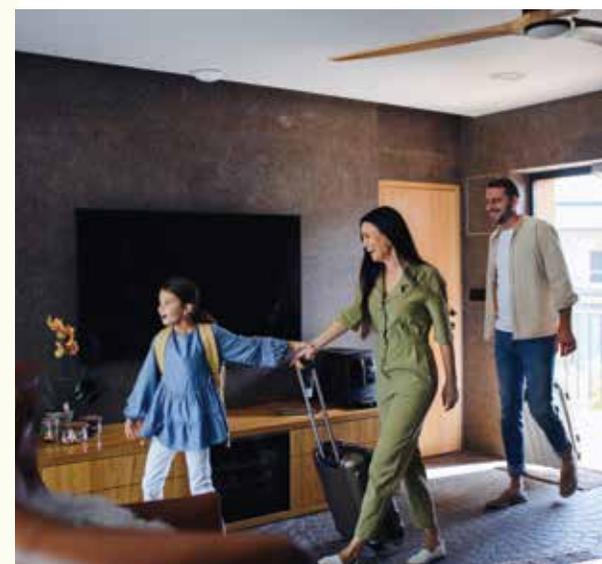
| TOP | Program | 3-Year Average |
|---------|---|----------------|
| 0506.50 | Retail Store Operations and Management | 390 |
| 0514.40 | Office Management | 4 |
| 0516.00 | Labor and Industrial Relations | 12 |
| 0606.00 | Public Relations | 2 |
| 1301.00 | Family and Consumer Sciences, General | 0 |
| 1301.10 | Consumer Services | 6 |
| 1302.00 | Interior Design and Merchandising | 118 |
| 1303.00 | Fashion | 27 |
| 1303.10 | Fashion Design | 115 |
| 1303.20 | Fashion Merchandising | 75 |
| 1306.30 | Culinary Arts | 446 |
| 1307.00 | Hospitality | 111 |
| 1307.10 | Restaurant and Food Services and Management | 50 |
| 1307.20 | Lodging Management | 24 |
| 3020.40 | Flight Attendant | 8 |
| | TOTAL | 1,388 |

The above program inventory provides awards data by TOP code and features a three-year average for the academic years 2021-22 to 2023-24.

TOP codes without existing programs are included below to highlight potential opportunities for program development in the sector.

TOP Codes without Existing Programs

| TOP | Program |
|---------|------------------------------|
| 0509.60 | Display |
| 0835.70 | Aquatics and Lifesaving |
| 0959.10 | Diving and Underwater Safety |
| 1307.30 | Resort and Club Management |
| 3008.00 | Dry Cleaning |
| 3009.00 | Travel Services and Tourism |



Demand & Supply Analysis

Occupations with similar knowledge areas, skills, and abilities (KSAs) have been grouped together to evaluate workforce demand and student supply in Los Angeles County. The table compares workforce demand as measured by annual job openings in the county with the supply of unduplicated students as measured by the number of awards conferred by community colleges and other postsecondary institutions.



| Occupation | Demand (Annual Openings) | Community College Supply | Other Postsecondary Supply | Undersupply (-) / Oversupply (+) |
|--|--------------------------|--------------------------|----------------------------|----------------------------------|
| Food Service Managers (11-9051) | 1,895 | 74 | 43 | -1,778 |
| Lodging Managers (11-9081) | | | | |
| Meeting, Convention, and Event Planners (13-1121) | 679 | 111 | 0 | -568 |
| Chefs and Head Cooks (35-1011) | 1,213 | 446 | 274 | -493 |
| Travel Agents (41-3041) | 302 | 0 | 0 | -302 |
| Interior Designers (27-1025) | 441 | 118 | 61 | -262 |
| Entertainment and Recreation Managers, Except Gambling (11-9072) | | | | |
| First-Line Supervisors of Entertainment and Recreation Workers, Except Gambling Services (39-1014) | 688 | 390 | 312 | +14 |
| First-Line Supervisors of Gambling Services Workers (39-1013) | | | | |
| Fashion Designers (27-1022) | 357 | 217 | 209 | +69 |

Note: Due to variations in employer demand and awards conferred each year, it is important to take into consideration that the over- or under-supply of students may be an underestimation or overestimation.



Appendix: Sector Comparison

| Sector | Number of Middle-Skill Occupations | Number of Degrees and Certificates Offered | Number of Los Angeles Community Colleges Issuing Awards |
|---|------------------------------------|--|---|
| Advanced Manufacturing | 46 | 254 | 16 |
| Advanced Transportation & Logistics | 41 | 176 | 14 |
| Agriculture, Water & Environmental Technologies | 19 | 83 | 9 |
| Business & Entrepreneurship (and Global Trade) | 45 | 510 | 19 |
| Education & Human Development | 6 | 215 | 19 |
| Energy, Construction & Utilities | 49 | 235 | 17 |
| Health | 40 | 318 | 19 |
| ICT/Digital Media | 25 | 808 | 19 |
| Life Sciences/Biotech | 4 | 49 | 11 |
| Public Safety | 21 | 122 | 19 |
| Retail, Hospitality & Tourism | 19 | 178 | 17 |
| Unassigned (Other) | 12 | 138 | 19 |

Data Dashboard

To further assist with regional planning and strategic investments, the L.A. COE has prepared an interactive online dashboard featuring labor market and community college program data.

Access the dashboard:
<https://bit.ly/2025LAdata>



Data Sources:

- Lightcast 2025.3, QCEW, non-QCEW, Self-Employed
- Centers of Excellence Skill/Occupation Crosswalk
- California Community Colleges Chancellor's Office DataVista
- California Community Colleges Chancellor's Office Data Mart
- Integrated Postsecondary Education Data System (IPEDS)
- Chancellor's Office Curriculum Inventory System (COCI)

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