



CALIFORNIA COMMUNITY COLLEGES  
**Doing What MATTERS™**  
FOR JOBS AND THE ECONOMY

# Orange County: Retail/Hospitality/Tourism Sector Profile

## What Is Driving Growth?

The retail/hospitality/tourism industry continues to play an important role for businesses in Orange County. This industry sector has grown in employment each year since 2011, and will continue to add jobs over the next five years. The sector as a whole is expected to increase 6% by 2022.

Retailers can expect confident consumer spending through 2018, due to a low unemployment rate, healthy market growth, low inflation and rising incomes. While the retail industry is in a transition period between in-store purchases and online transactions, consumers are enjoying an ever-increasing number of choices, both online and in-store.

Hospitality and tourism is important for Orange County's economy, as the region has over 500 hotels which provide nearly 60,000 rooms for both business and leisure travelers. Attractions such as Disneyland and picturesque beaches, as well as the recently remodeled Anaheim Convention Center have drawn an increasing number of international travelers, especially from China and the Middle East. In 2016, the average hotel occupancy rate was 78%, and the revenue per room increased to \$118.11.

## QUICK FACTS

- The retail/hospitality/tourism sector in Orange County is expected to increase 6% by 2022
- Over 60,000 job openings are projected between 2012-2022
- 485 awards were conferred during the 2016-17 academic year in programs related to retail/hospitality/tourism
- 71% of the annual openings within the retail/hospitality/tourism sector are middle-skill jobs

## Workforce Development in Retail/Hospitality/Tourism

While many might assume that distinguished jobs in the retail/hospitality/tourism industry sector are only attainable for four-year degree holders, there are a number of notable occupations that only require a community college degree. In fact, California Community Colleges have partnered with the Western Association of Food Chains (WAFC) to offer the nationally-recognized Retail Management Certificate. The WAFC's primary mission is to provide educational opportunities for food industry associates and ensure employees have the core skills and knowledge to succeed in a retail career and move into a management and/or leadership role.

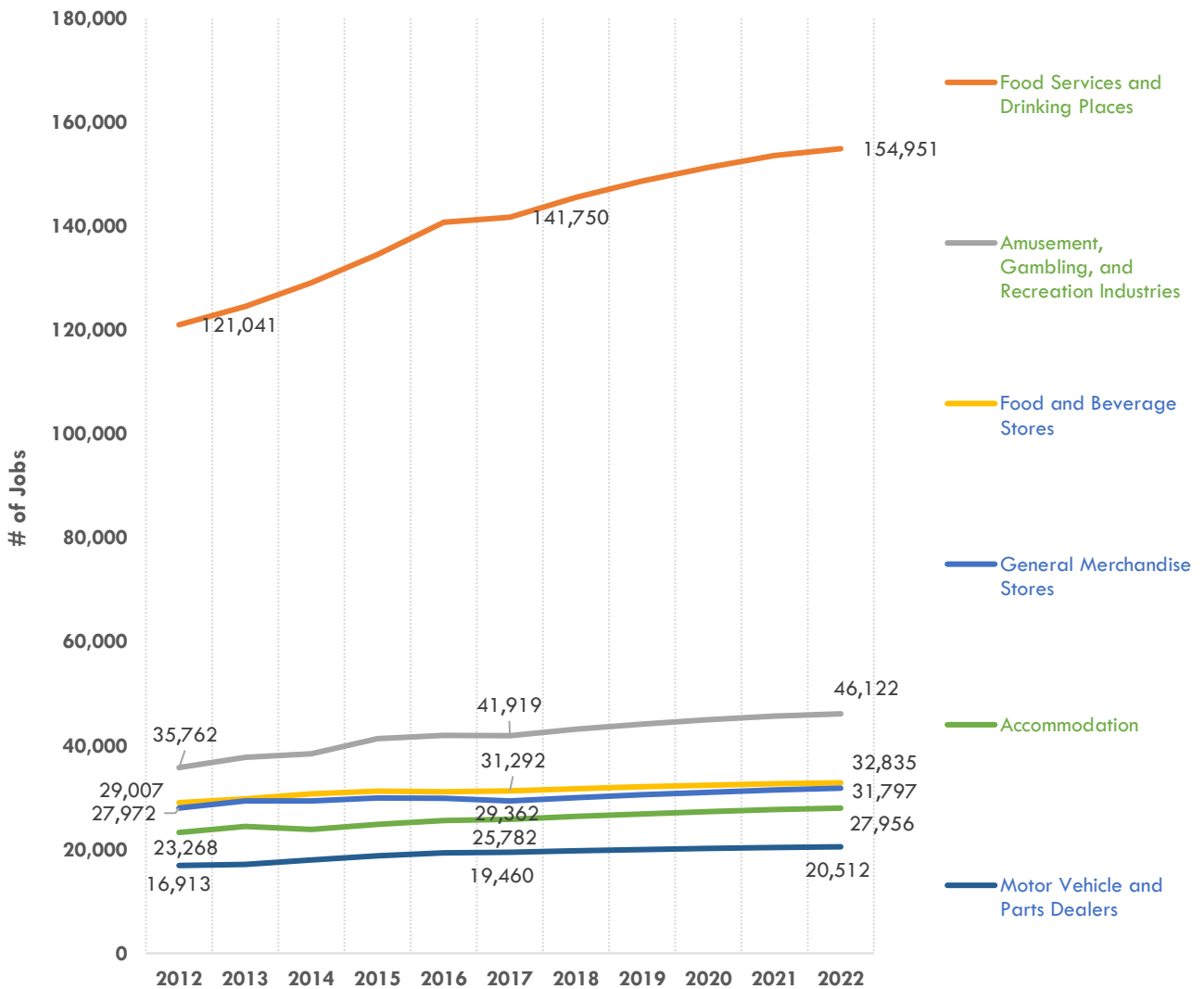
"The WAFC Retail Management Certificate Program is one of the best resources I know for building educated and motivated retail teams that have the confidence and skills to consistently perform beyond our customers' high expectations."

Oscar Gonzalez, Co-President  
Northgate Gonzalez Markets, Inc.

## Industry Outlook

In 2017, the largest clusters within retail/hospitality/tourism were food services and drinking places (141,750 jobs); amusement, gambling, and recreation industries (41,919 jobs); and food and beverage stores (31,292 jobs). Between 2012 and 2022, the retail/hospitality/tourism sector is projected to grow by 18%, which includes 61,732 job openings. The top six largest industry sectors are featured on the graph below; other notable industry sectors that are expected to have significant growth are transit and ground passenger transportation (52% growth between 2012-2020); nonstore retailers (40%) and scenic and sightseeing transportation (31%).

**GROWTH BY LARGEST INDUSTRY SECTORS (ORANGE COUNTY, 2012-2022)**



Hospitality/Tourism sectors are in green; Retail sectors are in blue

## Community College Programs

Last year, awards were conferred across 12 regional programs<sup>1</sup> related to retail/hospitality/tourism. During the 2016-17 academic year, culinary arts conferred the most awards related to retail/hospitality/tourism (178 awards), followed by fashion merchandising (64 awards) and interior design and merchandising (53 awards).

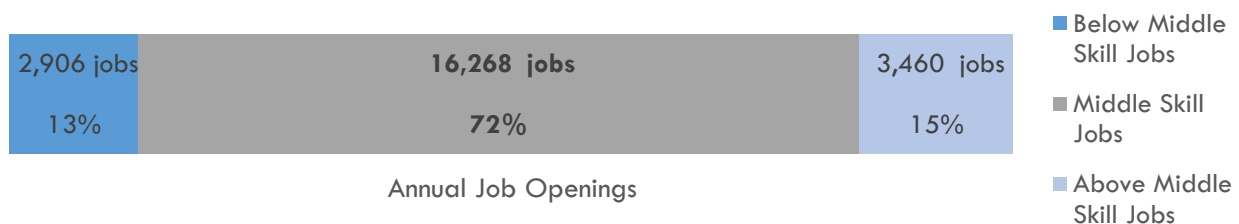
### ORANGE COUNTY COMMUNITY COLLEGE PROGRAM AWARDS – RETAIL/HOSPITALITY/TOURISM

TOP Code	TOP Title	2016-17 Awards	# of Colleges
1306.30	Culinary Arts	178	4
1303.20	Fashion Merchandising	64	4
1302.00	Interior Design and Merchandising	53	3
1303.10	Fashion Design	39	4
3009.00	Travel Services and Tourism	37	3
1307.10	Restaurant and Food Services and Management	36	2
3020.40	Flight Attendant	32	2
1307.20	Lodging Management	30	2
1307.00	Hospitality	10	2
0506.50	Retail Store Operations and Management	3	5
1303.00	Fashion	2	3
1301.00	Family and Consumer Sciences, General	1	3
	TOTAL	485	7

## Middle-Skill Jobs and Regional Wages

Over the next five years, an average of 22,634 jobs will be available annually in the retail/hospitality/tourism sector in Orange County. Of these job openings, 72% are middle-skill jobs. Middle-skill jobs generally require workers to have some education and training beyond their high school diploma, but less than a Bachelor's degree and nearly 16,300 are projected in Orange County annually through 2022.

### AVERAGE ANNUAL RETAIL/HOSPITALITY/TOURISM JOB OPENINGS BY SKILL-LEVEL, ORANGE COUNTY (2016-2021)



<sup>1</sup> California Community Colleges Taxonomy of Programs (TOP) codes.

### Average wages for Retail/Hospitality/Tourism Occupations

## \$16.19

Entry-Level Wages

## \$28.70

Median Wages

Source: EMSI, 2016

In Orange County, top middle-skill occupation titles in the retail/hospitality/tourism industry sector include:

- customer service representatives
- first-line supervisors of office and administrative support workers
- sales representatives, wholesale and manufacturing, except technical and scientific products
- business operations specialists, all other
- first-line supervisors of retail sales workers
- first-line supervisors of food preparation and serving workers
- administrative services managers
- first-line supervisors of non-retail sales workers
- food service managers
- purchasing agents, except wholesale, retail and farm products

### About this report

*This report is part of an initiative of the California Community Colleges' Doing What MATTERS for Jobs and the Economy framework, which invests in California's economic growth and global competitiveness through industry-specific partnerships, education, training and services that contribute to a highly skilled and productive workforce. Visit [doingwhatmatters.cccco.edu](http://doingwhatmatters.cccco.edu) to learn more.*

**Data sources:** Los Angeles County Economic Development Corporation *Economic Forecast and Industry Outlook, California and Southern California, 2017-2018*, Deloitte Center for Industry Insights *2018 retail, wholesale, and distribution outlook*, Economic Modeling Specialists International (EMSI), Center of Excellence Supply and Demand Tables, Center of Excellence TOP-CIP-SOC Crosswalk, Center of Excellence TOP-DWN Sector Crosswalk, Chancellor's Office MIS System.

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