

TOURISM & HOSPITALITY INDUSTRY



NORTH COUNTY SAN DIEGO



70,852 JOBS

in this industry in North County (2022)

\$5.7B TOTAL GRP

towards North County's Economy (2022)

↑ 5%

increase in tourism and hospitality jobs in North County from 2018-2023, while the rest of California and the nation both experienced a slight decline (less than 1%) during the same time period.

North County's Competitive Advantage

- ▶ More than 22 miles of coastline from Del Mar to Camp Pendleton
- ▶ Anchor attractions like Legoland California, San Diego Safari Park and the San Diego Botanical Garden
- ▶ Vibrant suburban downtowns providing unique opportunities and spaces
- ▶ Strong rebound in leisure and group travel to North County with increasing occupancy and RevPar rates

WORKFORCE PIPELINE & AVAILABILITY

1,586

degrees and certificates in business conferred by North County universities and colleges in 2022 (14% growth since 2018)

Key Companies



KEY OCCUPATIONS

Average Annual Wage (2023) for the five largest occupations in this sector



Job Title	% Employment Change (2012-23)	Average Annual Salary
Waiters & Waitresses	↓ 12%	\$ 31,180
Food Prep Workers	↑ 18%	\$ 34,507
Bartenders	↓ 4%	\$ 31,013
Food Service Managers	↑ 44%	\$ 62,462
Chefs	↑ 23%	\$ 59,509

For more information on North County's tourism and hospitality industry or how we can help your business expand in our region, please contact:

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Sources include CA Employment Development Department, US Census Quarterly Census of Employment and Wages, DatabaseUSA.com, and Economic Modeling Specialists Incorporated

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