

## 2023

# Hospitality INDUSTRY PROFILE 

Colorado Urban Front Range

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## Geographical Area

The geographical area for this industry profile includes the 15 counties that make up Colorado's Urban Front Range.


The geographic region includes the following metropolitan areas:

Boulder
Colorado Springs
Denver-Aurora-Lakewood
Fort Collins
Greeley

In 2022, this 15 county region employed nearly 2.7 million people across all industries, and made up $84 \%$ of Colorado's total employment.
In 2022, the Gross Regional Product (GRP) for the Front Range region was $\$ 416.3$ billion, which made up just under $1.7 \%$ of the national Gross Domestic Product (GDP). GDP is the total market value of all goods and services in the nation, and GRP is the total market value of all goods and services in the region.


Hospitality
10.8\%

Total Jobs in CO

Urban Front Range


288,071
Total Jobs


Establishments


33 B
Total Sales

The hospitality sector employs 288,071 people in 14,378 establishments. An 'establishment' is one facility in which people work. For example, a business in the sector may have several locations, and each one of those locations counts as an 'establishment.' Of the 288,071 people working in the sector, 13,009 are self-employed.

In 2022, the sector had $\$ 33.4$ billion in sales, and contributed $\$ 18.2$ billion to the region's GRP. The hospitality sector is lively and diverse, offering a wide range of accommodations, dining options, and attractions to cater to both tourists and locals. The region exhibits a robust and ever-changing landscape, characterized by a steady influx of job opportunities and evolving industry trends.

## Hospitality Sector

Employment concentration measures the concentration of employment in an industry in the local region against the average employment concentration in that industry nationwide. For example, we would read, "Employment scenic and sightseeing transportation (land) is 2.99 times more concentrated than the national average for this industry." The North American Industry Classification System (NAICS) is the standard used by Federal statistical agencies in classifying business establishments for the purpose of collecting, analyzing, and publishing statistical data related to the U.S. business economy.

## Scenic \& Sightseeing

 Transportation, Land
## NAICS <br> 4871

## Numbers to Know

- 575 jobs
- 15 establishments
- 2.99 employment concentration
- $\$ 56.7$ million in sales
- 44.2\% change to 2027
- \$36,076 average wage
- \$7,163 average employer paid benefits


## Scenic \& Sightseeing

 Transportation, WaterNAICS
4872

## Numbers to Know

- Insf. Data jobs
- Insf. Data establishments
- 0.02 employment concentration
- \$3 million in sales
- Insf. Data change to 2027
- Insf. Data average wage
- Insf. Data average employer paid benefits


## Scenic \& Sightseeing

 Transportation, Other
## NAICS <br> 4879

## Numbers to Know

- 21 jobs
- 4 establishments
- 0.40 employment concentration
- $\$ 4.5$ million in sales
- $17.3 \%$ change to 2027
- \$36,052 average wage
- \$1,845 average employer paid benefits


## Travel Arrangement \&

 Reservation Services
## NAICS

 5615
## Numbers to Know

- 3,689 jobs
- 378 establishments
- 1.13 employment concentration
- $\$ 1.2$ billion in sales
- 7.1\% change to 2027
- \$79,003 average wage
- \$10,484 average employer paid benefits


## Performing Arts Companies

NAICS
7111

## Numbers to Know

- 2,495 jobs
- 153 establishments
- 0.92 employment concentration
- $\$ 293$ million in sales
- $2.7 \%$ change to 2027
- \$33,536 average wage
- \$3,521 average employer paid benefits


## Spectator Sports

NAICS
7112

## Numbers to Know

- 1,831 jobs
- 116 establishments
- 0.66 employment concentration
- $\$ 1.6$ billion in sales
- (5.4\%) change to 2027
- \$404,289 average wage
- \$52,226 average employer paid benefits
Promoters of Performing Arts,
Sports, \& Similar Events
NAICS
$7 / 13$


## Numbers to Know

- 3,432 jobs
- 223 establishments
- 1.27 employment concentration
- $\$ 801$ million in sales
- $12.6 \%$ change to 2027
- \$51,591 average wage
- \$6,512 average employer paid benefits


## Agents \& Managers for Artists,

 Athletes, Entertainers, \& Other Public FiguresNAICS
7114
Numbers to Know

- 246 jobs
- 110 establishments
- 0.43 employment concentration
- $\$ 136$ million in sales
- (3.8\%) change to 2027
- \$72,557 average wage
- \$8,016 average employer paid benefits


## Independent Artists, Writers, \& Performers

## NAICS

7115

## Numbers to Know

-6,881 jobs

- 776 establishments
- 1.35 employment concentration
- $\$ 564$ million in sales
- 11.9\% change to 2027
- \$36,757 average wage
- \$1,941 average employer paid benefits


## Museums, Historical Sites, \&

 Similar Institutions
## 7121

## Numbers to Know

- 3,745 jobs
- 87 establishments
- 1.38 employment concentration
- $\$ 480$ million in sales
- $15.6 \%$ change to 2027
- \$44,128 average wage
- $\$ 7,971$ average employer paid benefits



## Numbers to Know

- 2,671 jobs
- 50 establishments
- 1.41 employment concentration
- $\$ 872$ million in sales
- $0.3 \%$ change to 2027
- $\$ 62,548$ average wage
- \$9,374 average employer paid benefits


## Amusement Parks \& Arcades

## NAICS

7131

## Numbers to Know

- 1,439 jobs
- 61 establishment
- 0.38 employment concentration
- $\$ 93.8$ million in sales
- $14.7 \%$ change to 2027
- $\$ 25,342$ average wage
- \$3,856 average employer paid benefits


## Other Amusement \& Recreation Industries <br> NAICS 7139

## Numbers to Know

- 27,927 jobs
- 1,474 establishments
- 1.18 employment concentration
- $\$ 1.8$ billion in sales
- $7.4 \%$ change to 2027
- \$26,633 average wage
- \$3,867 average employer paid benefits



## Numbers to Know

- 26,439 jobs
- 866 establishments
- 0.95 employment concentration
- $\$ 4.0$ billion in sales
- $11.7 \%$ change to 2027
- \$42,244 average wage
- \$5,382 average employer paid benefits

RV (Recreational Vehicle) Parks \& Recreational Camps

NAICS
7212

## Numbers to Know

- 1,335 jobs
- 84 establishments
- 1.08 employment concentration
- $\$ 180$ million in sales
- $8.6 \%$ change to 2027
- \$34,416 average wage
- \$4,258 average employer paid benefits



## Special Food Services

## Numbers to Know

- 12,929 jobs
- 713 establishments
- 0.96 employment concentration
- $\$ 7.6$ billion in sales
- $17.1 \%$ change to 2027
- \$36,951 average wage
- $\$ 3,867$ average employer paid benefits

Rooming \& Boarding Houses, Dormitories, \& Workers' Camps

## NAICS

7213

## Numbers to Know

- 224 jobs
- 25 establishments
- 0.89 employment concentration
- $\$ 76.5$ million in sales
- (5.8\%) change to 2027
- $\$ 46,890$ average wage
- $\$ 2,428$ average employer paid benefits

Numbers to Know

- 8,324 jobs
- 627 establishments
- 1.21 employment concentration
- $\$ 602$ million in sales
- $10.9 \%$ change to 2027
- \$32,243 average wage
- \$4,176 average employer paid benefits


## Restaurants \& Other Eating

 PlacesNAICS
7225

## Numbers to Know

- 183,863 jobs
- 8,619 establishments
- 1.04 employment concentration
- $\$ 18.9$ billion in sales
- 8.7\% change to 2027
- \$28,735 average wage
- \$3,652 average employer paid benefits



## Historical <br> Trends

Colorado Urban Front Range

The first graph shows the growth in jobs (pink bars), and the growth in the number of establishments (green line) in the sector between 2013 and 2022. The second graph shows the growth in wages, salaries and proprietor earnings (pink bars) and in employer-paid benefits, including the employer portions of both Social Security and Medicare payroll deductions (green line) for the same period.

Historical Trends, Jobs \& Establishments Source: Lightcast


Historical Trends, Salaries \& Employer-Paid Benefits Source: Lightcast


Employment Concentration Map


Colorado Urban Front Range

The overall employment concentration in this sector is 1.07 times the national average, which suggests the region has a good supply of skilled labor. Concentration also varies by county, with the heaviest sector employment concentrations in Gilpin, Teller and Clear Creek counties.

## Sector Employment Concentration

Employment concentration in the sector is shown here within each of the 15 counties making up the region. Note that the current wages, salaries, and proprietor earnings, as well as the current employer-paid benefits are different within each county. This is because each county has a different mix of sector industries. For example, the highest average wage per worker is in spectator sports, while the lowest is in restaurants and other eating places. Thus, a county that has a higher concentration of restaurants will have a lower average wage per worker.

## ADAMS

- Jobs - 22,896
- Employment Concentration - 0.85

Current Wages, Salaries, \& Proprietor Earnings \$29,807
Benefits - \$3,695
Top Businesses - Gaylord of the Rockies, Brighton Recreation Center, Denver Airport Marriott at Gateway Park

## BROOMFIELD

- Jobs - 4,745
- Employment Concentration - 0.86

Current Wages, Salaries \& Proprietor Earnings \$29,864

- Benefits - \$3,698
- Top Businesses - Deuces Wild LLC, Oyster Reef Golf Club, National Entertainment Network LLC


## ARAPAHOE

- Jobs - 35,138

Employment Concentration - 0.92

- Current Wages, Salaries, \& Proprietor Earnings \$38,555
- Benefits - \$4,907

Top Businesses - Travelport, Globus \& Cosmos, Group Voyagers Inc.

## CLEAR CREEK

- Jobs - 1,157
- Employment Concentration - 2.95

Current Wages, Salaries, \& Proprietor Earnings - \$34,121 Benefits- \$4,588

- Top Businesses - Echo Mountain, Loveland Ski Area Clear Creek Skiing


## BOULDER

- Jobs - 22,837

Employment Concentration $-7.02$
Current Wages, Salaries, \& Proprietor Earnings \$30,787

- Benefits- $\$ 3,800$

Top Businesses - Eldora
Mountain Resort LLC,
Recreation Service
University of Colorado, Oskar
Blues Brewery LLC

## DENVER

- Jobs - 69,200
- Employment Concentration - 717
- Current Wages, Salaries, \& Proprietor Earnings \$46,369
- Benefits - \$6,026
- Top Businesses - Elitch

Gardens Theme \& Water Park, Smashbrger Master LLC, Pepsi Center

## GILPIN

- Jobs - 3,669
- Employment Concentration - 7.71
- Current Wages, Salaries, \& Proprietor Earnings - \$67,547
- Benefits- \$8,662
- Top Businesses - The Lodge Casino, Grand Z Casino \& Hotel, The Shamrock Café


## PARK

- Jobs - 486
- Employment Concentration - 1.27
- Current Wages, Salaries, \& Proprietor Earnings \$27,688
- Benefits - \$3,078
- Top Businesses - Tumbling River Ranch, Rustic Station Buena Vista Subway

Employment Concentration - 0.75

- Current Wages, Salaries,
\& Proprietor Earnings
\$23,294
- Benefits - $\$ 2,541$
- Top Businesses - Comforts of Home LLC, Patty Ann's Café, Asia Kitchen


## JEFFERSON

- Jobs - 29,542
- Employment Concentration - 1.06

Current Wages, Salaries, \& Proprietor Earnings \$29,439

- Benefits - \$3,618

Top Businesses - Lakeside Park Co., Casa Bonita, The Westin Westminster

## TELLER

- Jobs - 2,175
- Employment Concentration - 2.25
- Current Wages, Salaries, \& Proprietor Earnings - \$35,939 Benefits- \$4,755
- Top Businesses - Wildwood Casino at Cripple Creek, Colorado Casino Resorts Inc., Bronco Billy's Casino


## LARIMER

- Jobs - 23,969

Employment Concentration - 7.18

- Current Wages, Salaries, \& Proprietor Earnings \$27,002
- Benefits - \$3,355

Top Businesses - Ft Collins
Marriott, Carousel Dinner
Theater, Stanley Hotel

## WELD

- Jobs - 17,368
- Employment Concentration - 0.85
- Current Wages, Salaries, \& Proprietor Earnings \$24,082
- Benefits- \$2,924
- Top Businesses - Fritzier Corn Maze, UNC Dining Food Service, Carbon Valley Recreation Center



## Where Core Workforce Lives

## Commute Map



Every sector has a group of occupations it needs to fulfil its mission. This is called a staffing pattern, and generally includes managers, business and finance people, sales and administrative support, computer and mathematical occupations. There is also a core set of occupations that are primarily responsible for producing the good or services that industry provides. In hospitality, this core set of occupations is made up of food preparation and related occupations. Examples of these occupations include chefs, fast food counter workers and bartenders. This map shows where persons employed in these occupations live (orange areas) and where they work (blue areas).

## Where Core Workforce Lives

## | Commute Patterns

The table shows net commuters. For example, 28,242 workers in these core occupations live in Arapahoe County, while there are 27,503 food preparation and related jobs there. This means there are 712 more of these core workers living in Arapahoe County than there are food preparation and related jobs there. Note the latest commuter data available is from 2022.

| County | Net Commuters | Resident Workers | Jobs |
| :---: | :---: | :---: | :---: |
| Denver | 16,584 | 31,316 | 47,900 |
| Boulder | 4,927 | 12,841 | 17,768 |
| Gilpin | 236 | 415 | 651 |
| Clear Creek | 196 | 482 | 679 |
| Douglas | (36) | 14,304 | 14,268 |
| Larimer | (204) | 18,249 | 18,045 |
| Broomfield | (298) | 3,357 | 3,059 |
| Elbert | (468) | 787 | 319 |
| Teller | (537) | 1,446 | 909 |
| Park | (537) | 832 | 295 |
| Arapahoe | (712) | 28,242 | 27,530 |
| El Paso | (921) | 31,160 | 30,239 |
| Adams | $(3,904)$ | 22,427 | 18,523 |
| Jefferson | $(3,977)$ | 28,089 | 24,713 |
| Weld | $(6,888)$ | 16,214 | 9,326 |



## | Comparative Retirement Risk



Retirement risk in the hospitality sector is significantly lower than that across all industries in the region. The sector has a high supply of workers in the 14-24 age grouping, while the 55 and older age group is a full $7 \%$ below that for all industries.


## || Comparative Gender

Percent of WorkforceHospitality Industry

- All Industries



## || Comparative Racial Diversity



This bar chart shows the racial and ethnic diversity in the industry versus across all industries in the 15 county region. This is measured by a concept called 'total diversity,' which is the percent of racial or ethnic minorities employed in the sector versus the percent of racial and ethnic minorities employed across all industries. Hospitality is also significantly more diverse than the overall average within the region, with overall diversity $5.1 \%$ higher than that across all industries



## Telework and Automation Strategies

## Remote Work Potential

## 8.1\% Remote Work capabilit for sector

In a scarce labor market, a valid strategy for employers might be to review their staffing pattern and determine which positions, if any, can be employed remotely or on a hybrid work schedule. Approximately $8.1 \%$ of the workforce in hospitality has at least partial teleworking capacity, mostly in back-office functions.


## Automation Index

## 116.6

Another valid strategy employers can use in today's scarce labor market is automation. Automation seldom replaces workers 1:1. Rather, automation leverages the productive capacity of fewer workers to allow for higher output. Examples of automation in hospitality are robot waiters and point-of-sale menus.


Advertised Wage Trends
The scarce labor market has driven wages up over time. This line graph shows movement in advertised wages in jobs posted in the sector over the last year.


Competitive Wage Analysis
The following table shows the top 20 occupations by percentage of total employment in the sector, as well as total employment across industries. For example, the hospitality sector employs 2,423 maintenance and repair workers, but there are 22,019 employed across all industry sectors. This is important because the hospitality sector must compete with other sectors for critical talent, such cashiers, maintenance people and drivers. Average annual openings for each occupation is estimated according to known attrition (people leaving the occupation or retiring) as well as expected national and local growth in the occupation.

Median posted wage levels can be compared to estimated entry and experienced level wages, and the typical entry level education, as well as the typical on-the-job training (OJT) are shown to illustrate the potential for apprenticeships and OJT to supplement shortfalls in the traditional training pipeline.

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.

## Competitive Wage Analysis

| SOC | Description | Jobs in Sector | \% of Total Employment in Sector | Jobs Across all Industries | Average Annual Openings | Median Posted Wage | Entry Level Wage | Median Wage | Highly Experienced Level Wage | Typical On-the-Job Training | Typical Entry Level Education |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| 11-1021 | General \& Operations Managers | 3,689 | 1.3\% | 43,782 | 4,781 | \$39.82 | \$47.46 | \$60.66 | \$88.23 | None | Bachelor's degree |
| 17-9051 | Food Service Managers | 2,252 | 0.8\% | 2,398 | 381 | \$25.66 | \$15.02 | \$29.04 | \$40.35 | None | High school diploma or GED |
| 35-1011 | Chefs \& Head Cooks | 2,999 | 1.0\% | 3,593 | 578 | \$26.03 | \$23.50 | \$28.18 | \$33.47 | None | High school diploma or GED |
| 35-1012 | First-Line Supervisors of Food Preparation \& Serving Workers | 18,307 | 6.3\% | 20,626 | 3,821 | \$19.02 | \$17.55 | \$21.10 | \$27.28 | None | High school diploma or GED |
| 35-2011 | Cooks, Fast Food | 5,860 | 2.0\% | 6,064 | 1,064 | \$16.06 | \$13.54 | \$14.55 | \$15.77 | Short-term OJT | No formal educational credential |
| 35-2014 | Cooks, Restaurant | 26,906 | 9.2\% | 27,968 | 5,615 | \$18.77 | \$15.97 | \$17.77 | \$19.82 | Moderate-term OJT | No formal educational credential |
| 35-2021 | Food Preparation Workers | 7,588 | 2.6\% | 11,276 | 2,211 | \$17.54 | \$15.52 | \$17.38 | \$19.72 | Short-term OJT | No formal educational credential |
| 35-3017 | Bartenders | 12,097 | 4.2\% | 13,849 | 2,768 | \$17.29 | \$13.57 | \$15.31 | \$22.58 | Short-term OJT | No formal educational credential |
| 35-3023 | Fast Food \& Counter Workers | 60,814 | 21.2\% | 67,361 | 16,240 | \$16.43 | \$13.90 | \$14.79 | \$16.35 | Short-term OJT | No formal educational credential |
| 35-3031 | Waiters \& Waitresses | 33,891 | 17.8\% | 35,131 | 7,996 | \$17.05 | \$13.13 | \$15.29 | \$23.32 | Short-term OJT | No formal educational credential |
| 35-9017 | Dining Room \& Cafeteria Attendants \& Bartender Helpers | 4,686 | 1.6\% | 5,482 | 1,210 | \$16.06 | \$13.84 | \$15.77 | \$18.83 | Short-term OJT | No formal educational credential |
| 35-9021 | Dishwashers | 5,589 | 1.9\% | 6,163 | 1,206 | \$16.55 | \$14.26 | \$15.70 | \$17.36 | Short-term OJT | No formal educational credential |
| 35-9031 | Hosts \& Hostesses, Restaurant, Lounge, \& Coffee Shop | 8,572 | 3.0\% | 8,783 | 2,350 | \$16.55 | \$13.15 | \$14.49 | \$16.04 | Short-term OJT | No formal educational credential |
| 37-2012 | Maids \& Housekeeping Cleaners | 6,363 | 2.2\% | 21,004 | 3,318 | \$17.54 | \$14.28 | \$15.70 | \$17.78 | Short-term OJT | No formal educational credential |
| 39-3091 | Amusement \& Recreation Attendants | 5,266 | 1.8\% | 6,558 | 1,914 | \$16.06 | \$13.96 | \$14.92 | \$16.53 | Short-term OJT | No formal educational credential |
| 39-9031 | Exercise Trainers \& Group Fitness Instructors | 5,811 | 2.0\% | 7,809 | 1,587 | \$24.06 | \$17.88 | \$23.94 | \$32.54 | Short-term OJT | High school diploma or GED |
| 41-2017 | Cashiers | 6,589 | 2.3\% | 39,550 | 7,484 | \$16.43 | \$13.89 | \$14.96 | \$16.74 | Short-term OJT | No formal educational credential |
| 43-4081 | Hotel, Motel, \& Resort Desk Clerks | 3,190 | 1.1\% | 3,345 | 716 | \$17.05 | \$14.80 | \$16.24 | \$18.06 | Short-term OJT | High school diploma or GED |
| 49-9071 | Maintenance \& Repair Workers, General | 2,423 | 0.8\% | 22,019 | 2,590 | \$22.34 | \$18.98 | \$22.95 | \$28.30 | Moderate-term OJT | High school diploma or GED |
| 53-3031 | Driver/Sales Workers | 5,100 | 1.8\% | 9,681 | 1,368 | \$20.49 | \$13.99 | \$16.01 | \$20.05 | Short-term OJT | High school diploma or GED |



## Top <br> Occupations

Top 20 Occupations Currently Listed in the Colorado Urban Front Range

## Top Occupations

These figures use information from unique job postings across the sector to show the number of jobs posted in the 15 county region during the last year and median posted salary. It is also important when planning staffing strategy to look at hires, separations and turnover rate for each of the occupations, whether the occupation is apprenticeable or not, and the top skills demanded over the prior 12-month period.

Discover more about each occupation by simply clicking on the respective icon.


Fast Food \& Counter Workers

Unique Postings 17,486
Posted Salary
Hires
Separations
Turnover Rate
Apprenticeable $\$ 16.43$ 113,373 113,373 106,620 163.4\%
op Skills: Restaurant Operation,
Cash Handling, Food Services


Waiters \& Waitresses

Unique Postings 9,732
Median Salary $\$ 17.05$

- Hires 58,720
Separations 55,493
Turnover Rate 162.8\%
Apprenticeable 162.8

Top Skills: Restaurant Operation, Cash Handling, Food Services

## First-Line Supervisors

 of Food Preparation 8 Serving Workers
## Unique Postings 8,803

Median Salary \$19.02
Hires
Separations

- Turnover Rate 25,266 22,964 22,964 - Apprenticeable No Top Skills: Restaurant Operation Cash Handling, Food Safety and Sanitation


## Bartenders



Hosts \& Hostesses, Restaurant, Lounge, \&

Unique Postings 3,798
Median Salary $\$ 17.29$
Hires 18,619
Separations 17,078

- Turnover Rate 127.7\%
-Apprenticeable Yes
Top Skills: Restaurant Operation
Bartending, Cash Register

Unique Postings 4,810
Median Salary \$16.55

- Hires

Separations

- Apprenticeable No

Top Skills: Restaurant Operation
Mopping, Cooking

| Driver/Sales Workers |  |
| :--- | :--- |
|  |  |
| - Unique Postings | 7,677 |
| - Median Salary | $\$ 20.49$ |
| - Hires | 8,575 |
| - Separations | 7,798 |
| - Turnover Rate | $83.2 \%$ |
| - Apprenticeable | No |
| Top Skills: Restaurant |  |
| Operation, Order Delivery, |  |
| General Mathematics |  |

## General \& Operations Managers

Unique Postings 13,102 - Median Salary \$39.82 - Hires - Separations Apprenticeable Yes Top Skills: Restaurant Operation Operations Management, Marketing


Hotel, Motel, \& Resort Desk Clerks

Unique Postings 7,178
Median Salary \$77.05
Hires 5,567

Separations $\quad 4.785$
Turnover Rate 148.9\%
Apprenticeable Yes
Top Skills: Auditing, Customer Complaint Resolution, Front Office


## Maintenance \& Repair

 Workers, GeneralUnique Postings 18,890 Median Salary \$22.34
Hires 14,387
Separations 12,787
Turnover Rate 59.7\%
Apprenticeable Yes
Top Skills: HVAC, Plumbing, Painting


## Chefs \& Head Cooks

Unique Postings 2,575
-Median Salary \$26.03

- Hires 3,509
-Separations 3,179
-Turnover Rate 97.6\%
- Apprenticeable Yes

Top Skills: Cooking, Restaurant
Operation, Food Preparation

## Food Service Managers

Unique Postings 12,525

- Median Salary $\$ 25.66$

Hires 1,569
Separations 1,026
Turnover Rate 45.0\%
Apprenticeable Yes
Top Skills: Restaurant Operation
Restaurant Management, Food Safety and Sanitation

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