



2024

Hospitality

INDUSTRY PROFILE

Colorado Urban Front Range



Arapahoe/Douglas
WORKFORCE BOARD
C O L O R A D O

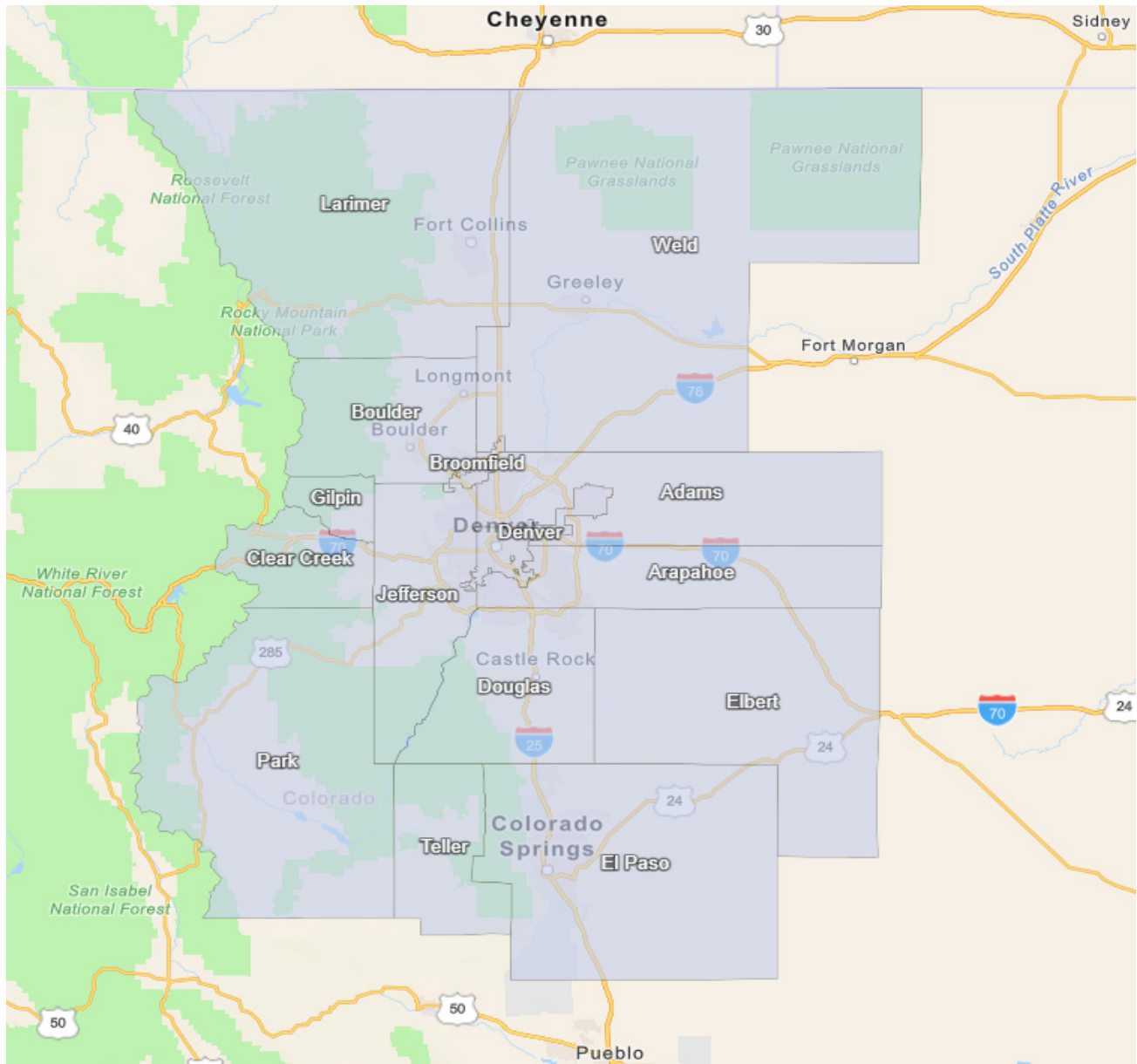
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Geographical Area



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 2023, this 15 county region employed nearly 2.72 million people across all industries, and made up 84% of Colorado's total employment.

In 2023, the Gross Regional Product (GRP) for the Front Range region was \$422.9 billion, which made up 1.94% of the national GRP.

Lightcast defines GRP as the final market value of all goods and services in the region.



Industries Making up the Sector

Hospitality

▲ **2.6%** From prior year

10.0%

**Total Jobs in CO
Urban Front Range**

The Hospitality sector employs 278,241 people in 14,578 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.'

In 2023, the sector had \$31.6 billion in sales, and contributed \$17.4 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.



278,241

Total Jobs



14,578

Establishments



33.4 B

Total Sales

Top Specialized Skills

- Restaurant Operation
- Food Safety & Sanitation
- Cash Handling

Top Software Skills

- Microsoft Office
- Property Management Systems
- Salesforce

Top Credentials

- Valid Driver's License
- ServSafe Certification
- Cardiopulmonary Resuscitation (CPR) Certification

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, employment in museums, historical sites, & similar institutions is 1.35 times more concentrated than the national average for this industry.” The North American Industry Classification System (NAICS) is used to categorize businesses and organizations based on their primary economic activities. It is used throughout the United States, Mexico, and Canada.

Scenic & Sightseeing Transportation

NAICS
487

Numbers to Know

- 294 jobs
- 19 establishments
- 0.59 employment concentration
- \$44.5 million in sales
- 10.9% change to 2028
- \$39,354 average wage
- \$7,194 average employer paid benefits

Performing Arts, Spectator Sports, & Related Industries

NAICS
711

Numbers to Know

- 8,910 jobs
- 1,487 establishments
- 0.99 employment concentration
- \$3.9 billion in sales
- 7.7% change to 2028
- \$139,068 average wage
- \$16,508 average employer paid benefits



Museums, Historical Sites, & Similar Institutions

NAICS
712

Numbers to Know

- 3,774 jobs
 - 91 establishments
 - 1.35 employment concentration
 - \$595.7 million in sales
 - 10.7% change to 2028
 - \$48,047 average wage
 - \$8,552 average employer paid benefits
-

Amusement, Gambling, & Recreation Industries

NAICS
713

Numbers to Know

- 32,868 jobs
 - 1,649 establishments
 - 1.12 employment concentration
 - \$3.5 billion in sales
 - 7.6% change to 2028
 - \$30,736 average wage
 - \$4,417 average employer paid benefits
-

Accommodation

NAICS
721

Numbers to Know

- 29,041 jobs
 - 999 establishments
 - 0.95 employment concentration
 - \$4.8 billion in sales
 - 6.3% change to 2028
 - \$43,158 average wage
 - \$5,864 average employer paid benefits
-

Food Services & Drinking Places

NAICS
722

Numbers to Know

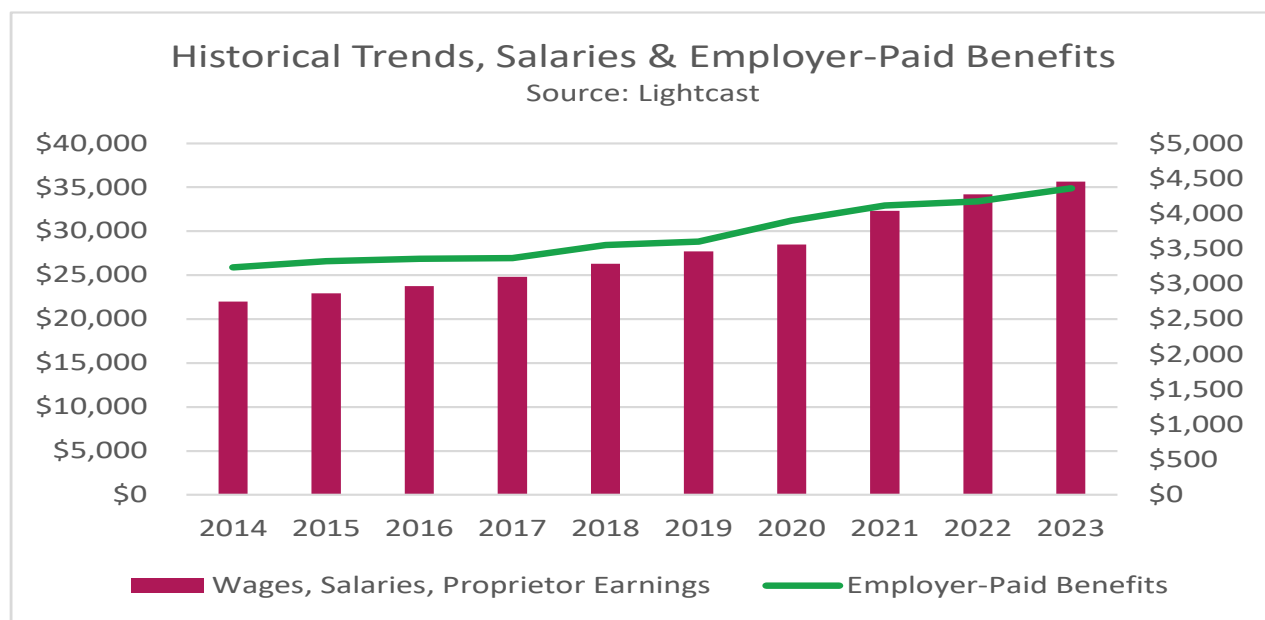
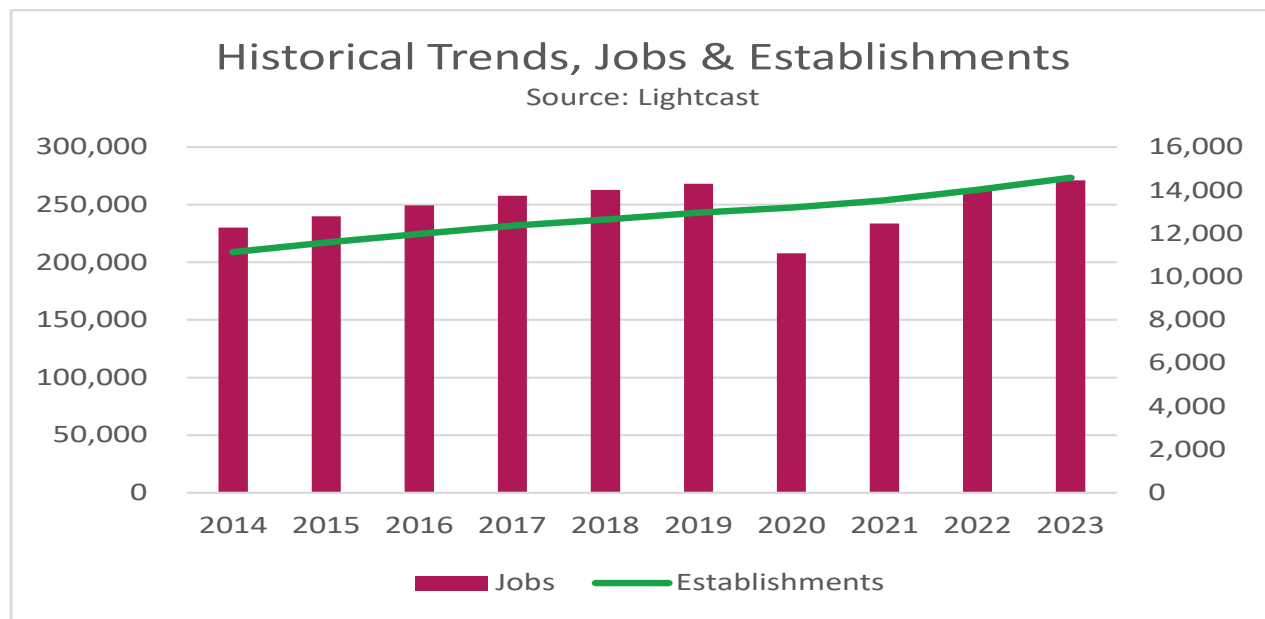
- 203,355 jobs
 - 10,333 establishments
 - 1.03 employment concentration
 - \$20.6 billion in sales
 - 4.8% change to 2028
 - \$30,705 average wage
 - \$3,535 average employer paid benefits
-



Historical 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 2014 and 2023. 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.

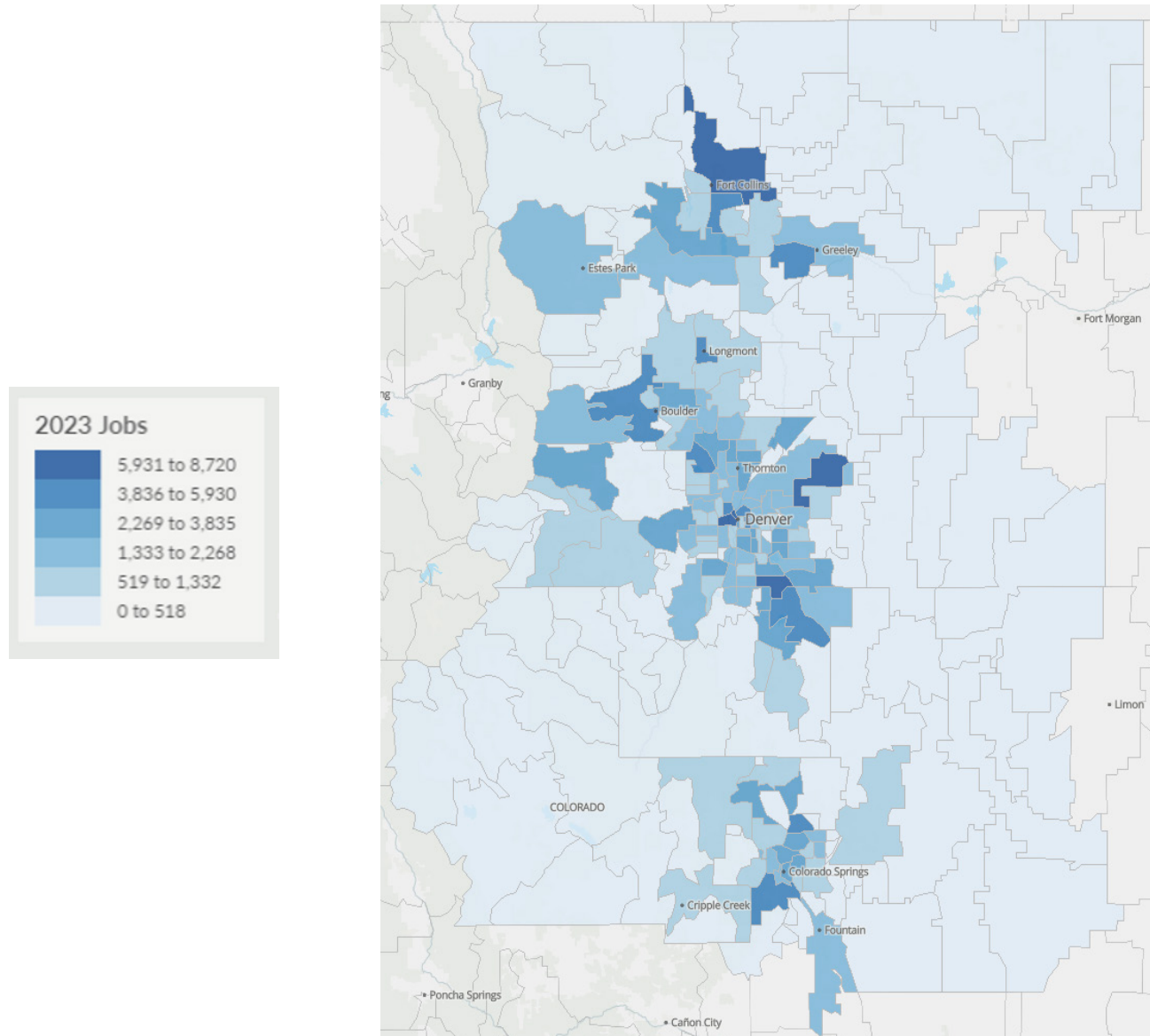


Source: Lightcast



Employment Concentration

Employment Concentration Map



Colorado Urban Front Range

The overall employment concentration in this sector is 1.14 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 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 museums, historical sites, & similar institutions while the lowest is in scenic & sightseeing transportation. Thus, a county that has a greater concentration of museums, historical sites, & similar institutions will have a lower average wage per worker.

ADAMS

- Jobs - 21,379
- Employment Concentration - 0.80
- Current Wages, Salaries, & Proprietor Earnings - \$30,888
- Benefits - \$3,745
- Top Businesses - Gaylord Rockies Resort and Convention Center, Brighton Recreation Center, Denver Airport Marriott at Gateway Park

BROOMFIELD

- Jobs - 4,043
- Employment Concentration - 0.87
- Current Wages, Salaries, & Proprietor Earnings - \$32,388
- Benefits - \$3,982
- Top Businesses - Deuces Wild LLC, Oyster Reef Golf Club, National Entertainment Network LLC

ARAPAHOE

- Jobs - 33,072
- Employment Concentration - 0.90
- Current Wages, Salaries, & Proprietor Earnings - \$39,556
- Benefits - \$4,784
- Top Businesses - Group Voyagers Inc, Casino Party USA, Havana Park

CLEAR CREEK

- Jobs - 1,188
- Employment Concentration - 3.23
- Current Wages, Salaries, & Proprietor Earnings - \$37,878
- Benefits - \$5,007
- Top Businesses - Clear Creek Skiing, Loveland Ski Area, Echo Mountain

BOULDER

- Jobs - 21,256
- Employment Concentration - 1.00
- Current Wages, Salaries, & Proprietor Earnings - \$32,326
- Benefits - \$3,920
- Top Businesses - Eldora Mountain Resort LLC, Recreation Service - University of Colorado, Oskar Blues Brewery LLC

DENVER

- Jobs - 67,025
- Employment Concentration - 1.09
- Current Wages, Salaries, & Proprietor Earnings - \$49,525
- Benefits - \$6,099
- Top Businesses - Elitch Gardens Theme & Water Park, Smashbrger Master LLC, Pepsi Center

DOUGLAS

- Jobs - 18,512
- Employment Concentration - 1.18
- Current Wages, Salaries, & Proprietor Earnings - \$29,752
- Benefits - \$3,645
- Top Businesses - Lone Tree Golf Club & Hotel, Boondocks Food Fun, Main Event Entertainment

GILPIN

- Jobs - 3,581
- Employment Concentration - 7.79
- Current Wages, Salaries, & Proprietor Earnings - \$66,424
- Benefits - \$9,312
- Top Businesses - The Lodge Casino, Grand Z Casino & Hotel, Blackhawk Station

PARK

- Jobs - 456
- Employment Concentration - 1.43
- Current Wages, Salaries, & Proprietor Earnings - \$27,902
- Benefits - \$3,531
- Top Businesses - Center of Colorado Water Conservancy District, Tumbling River Ranch, Rustic Station

EL PASO

- Jobs - 40,044
- Employment Concentration - 1.05
- Current Wages, Salaries, & Proprietor Earnings - \$28,661
- Benefits - \$3,525
- Top Businesses - Broadmoor, Mountain View Restaurant, Century Casinos Inc.

JEFFERSON

- Jobs - 28,237
- Employment Concentration - 1.06
- Current Wages, Salaries, & Proprietor Earnings - \$31,189
- Benefits - \$3,744
- Top Businesses - Lakeside Park Co., The Westin Westminster, Casa Bonita

TELLER

- Jobs - 2,017
- Employment Concentration - 2.32
- Current Wages, Salaries, & Proprietor Earnings - \$37,906
- Benefits - \$5,091
- Top Businesses - Colorado Casino Resorts Inc, Wildwood Casino at Cripple Creek, Bronco Billys Casino

ELBERT

- Jobs - 484
- Employment Concentration - 0.95
- Current Wages, Salaries, & Proprietor Earnings - \$21,337
- Benefits - \$2,613
- Top Businesses - Comforts of Home LLC, Sonic Drive-In, Taco Bell

LARIMER

- Jobs - 22,276
- Employment Concentration - 1.17
- Current Wages, Salaries, & Proprietor Earnings - \$27,999
- Benefits - \$3,389
- Top Businesses - Fort Collins Marriott, Carousel Dinner Theatre, Rock Bottom Restaurant and Brewery

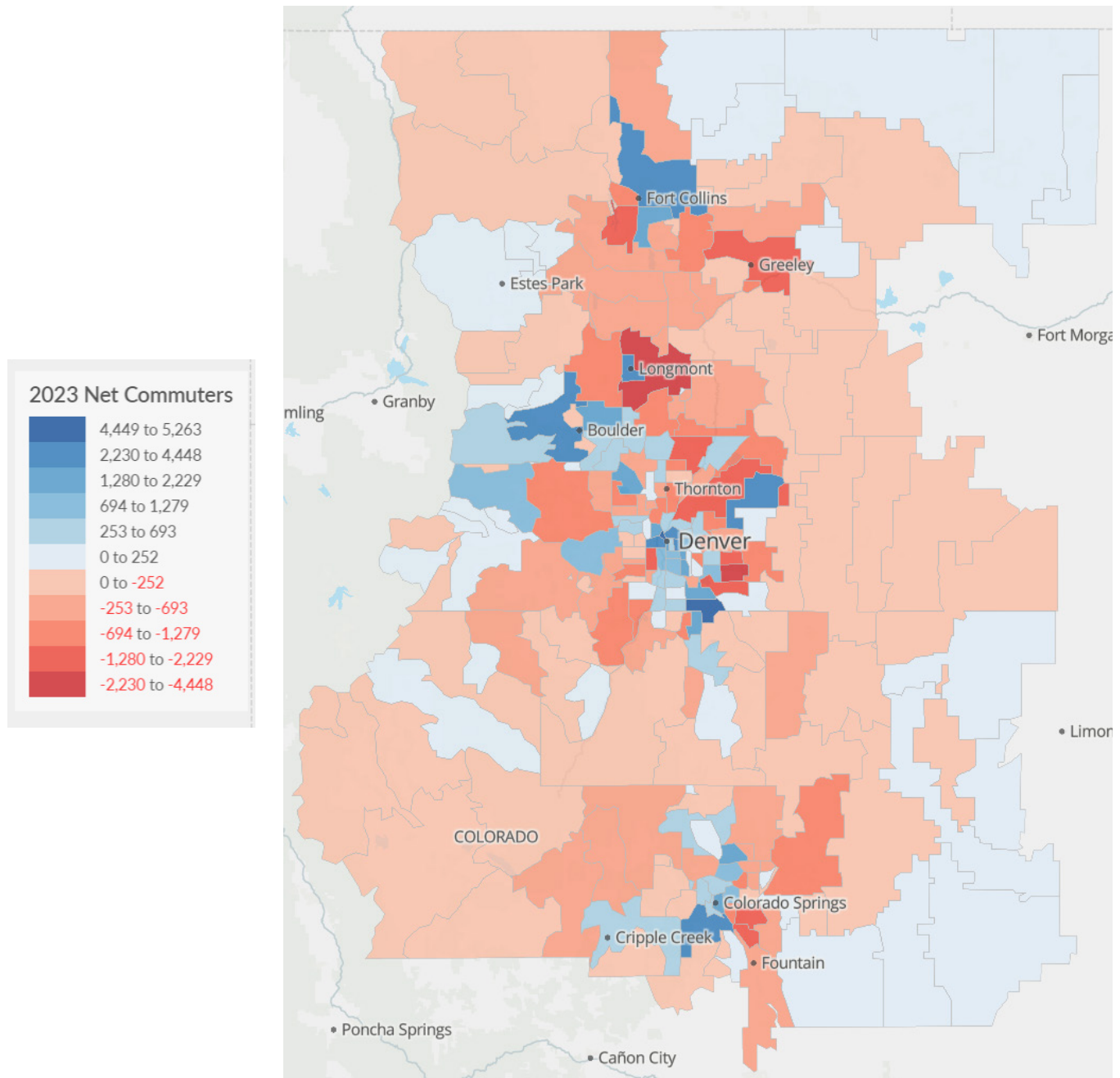
WELD

- Jobs - 10,751
- Employment Concentration - 0.85
- Current Wages, Salaries, & Proprietor Earnings - \$24,938
- Benefits - \$2,979
- 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

This table shows net commuters. For example, 37,519 workers in these core occupations live in Arapahoe County, while there are 37,302 employed there. This means 217 more hospitality professionals live in Arapahoe County than work there. Note: the latest commuter data available is from 2023.

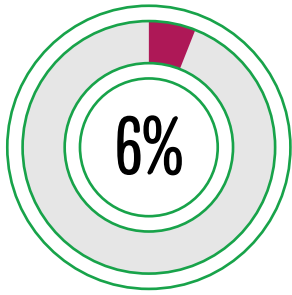
County	Net Commuters	Resident Workers	Jobs
Denver	25,953	39,785	65,738
Boulder	6,776	16,470	23,246
Gilpin	1,059	973	2,032
Clear Creek	125	845	970
Arapahoe	(217)	37,519	37,302
Broomfield	(234)	4,539	4,305
Douglas	(456)	20,893	20,437
Larimer	(499)	23,607	23,108
Park	(701)	1,110	409
Elbert	(723)	1,237	514
El Paso	(723)	40,830	40,107
Teller	(843)	2,362	1,519
Jefferson	(4,719)	36,817	32,098
Adams	(5,930)	29,376	23,445
Weld	(11,031)	23,393	12,362

Source: Lightcast

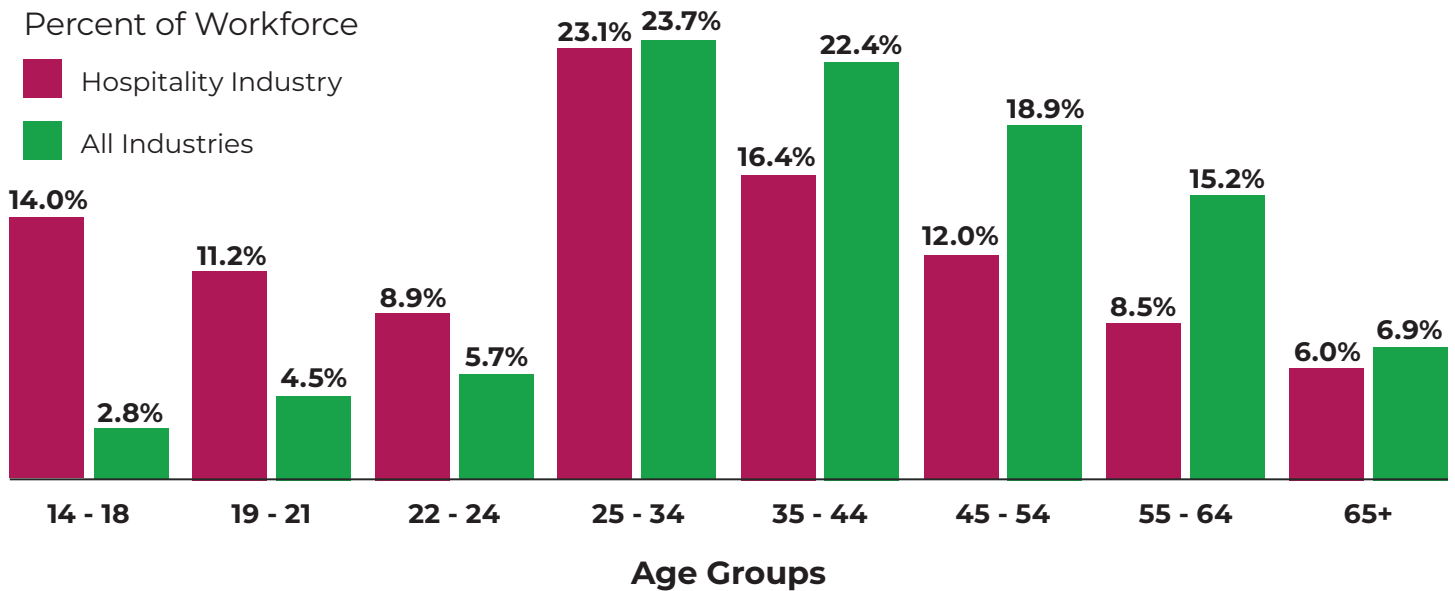


Demographics

Comparative Retirement Risk

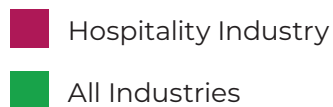


Retirement risk in the hospitality sector is lower than that across all industries in the region. This reflects a younger labor force with 14.4% aged 55 and older, and significantly more new entrants in the 14-24 age group than in all industries.



Comparative Gender

Percent of Workforce



Men

48.3%

52.4%

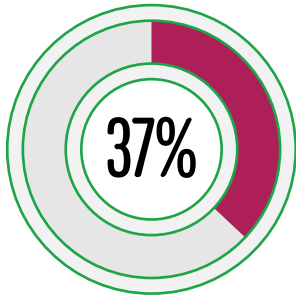


Women

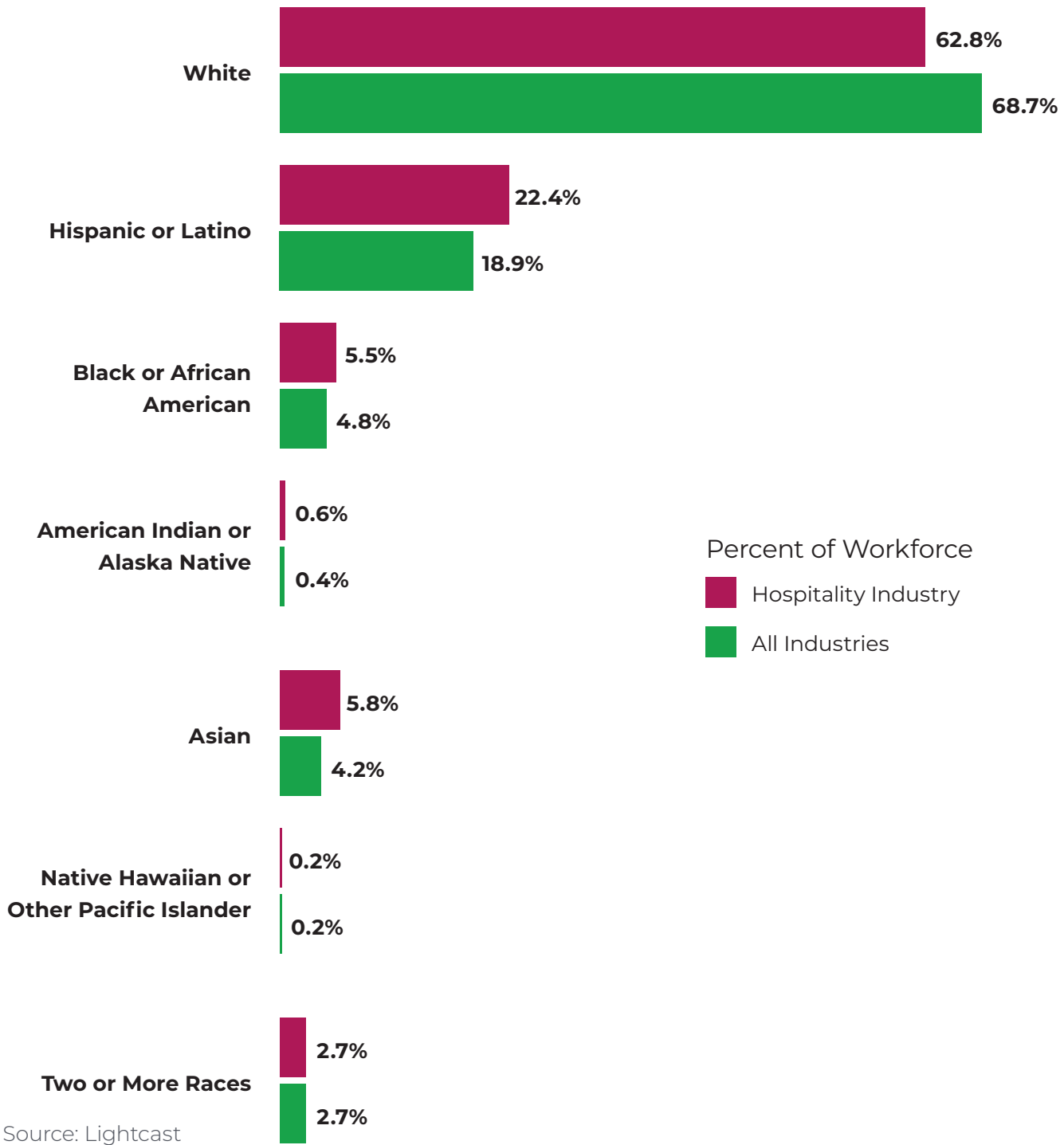
51.7%

47.6%

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 more diverse than the overall average within the region, with overall diversity at 37.2% of the sector's workforce, versus 30.6% across all industries.



Source: Lightcast



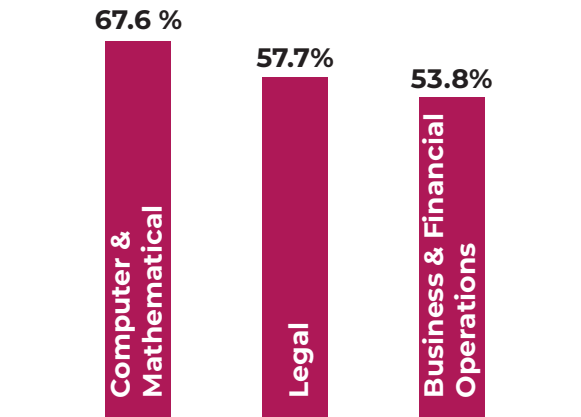
Telework and Automation Strategies

Remote Work Potential

5.0%

Remote Work Capability for Sector

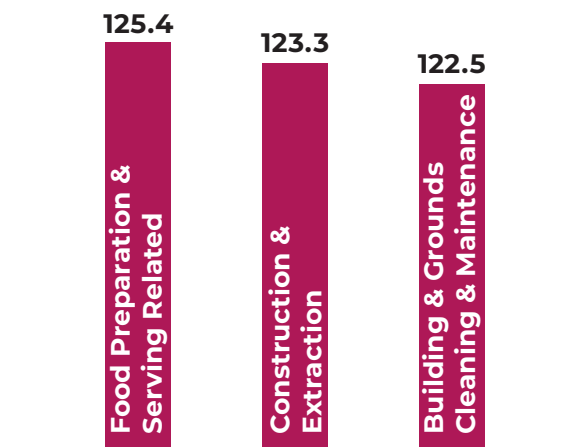
In a scarce labor market, a valid strategy for employers might be to review their staffing pattern and determine which positions, if any, can be employed remotely or on a hybrid work schedule. Approximately 5.0% of the workforce in hospitality has at least partial teleworking capacity.



Automation Index

29.8

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.

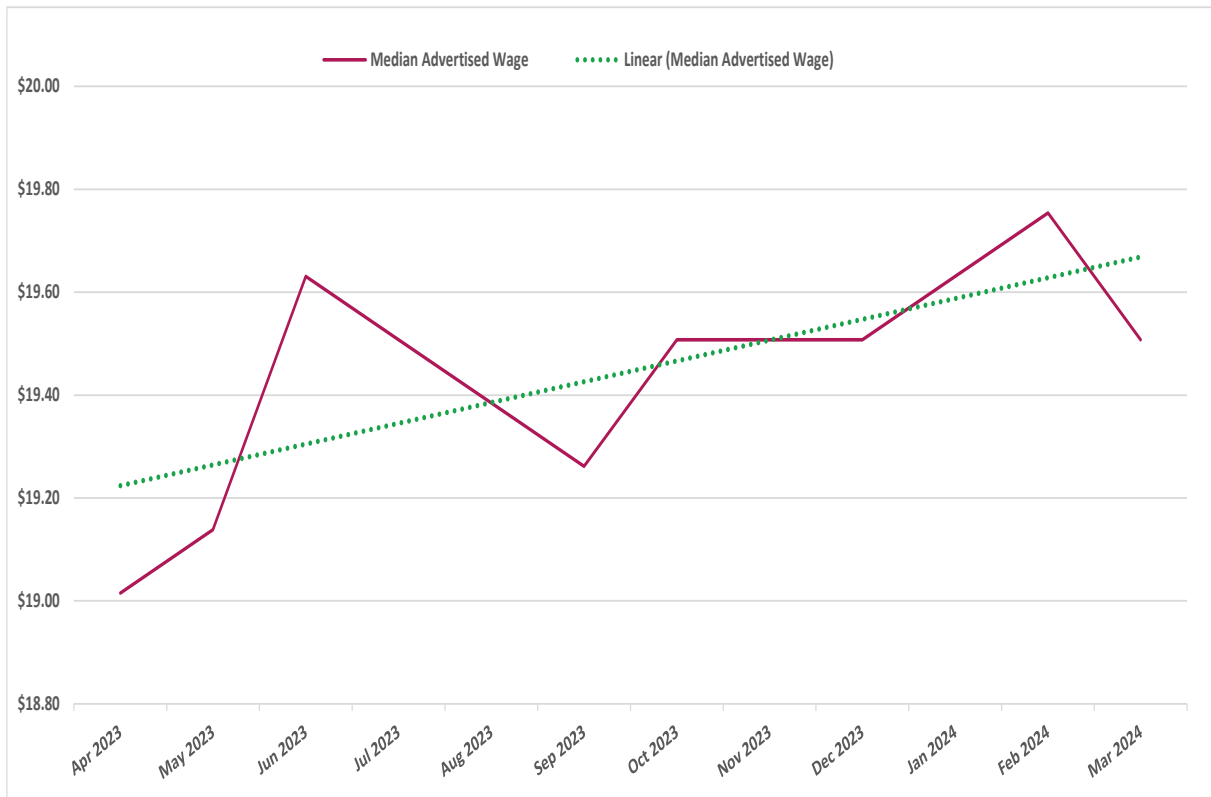




Wages

Advertised Wage Trends

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 6,789 cashiers, but there are 43,437 employed across all industry sectors. This is important because the hospitality sector must compete with other sectors for critical talent, such as maintenance and repair workers and driver/sales workers. 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	
11-1021	General & Operations Managers	3,242	1.1%	41,054	4,299	
35-1011	Chefs & Head Cooks	2,895	1.0%	3,517	483	
35-1012	First-Line Supervisors of Food Preparation & Serving Workers	18,320	6.6%	20,761	3,457	
35-2011	Cooks, Fast Food	4,839	1.7%	5,001	835	
35-2014	Cooks, Restaurant	26,242	9.3%	27,275	4,921	
35-2021	Food Preparation Workers	7,118	2.6%	11,151	2,107	
35-3011	Bartenders	12,457	4.5%	14,214	2,668	
35-3023	Fast Food & Counter Workers	62,074	22.3%	68,502	16,864	
35-3031	Waiters & Waitresses	34,160	12.4%	35,767	7,729	
35-9011	Dining Room & Cafeteria Attendants & Bartender Helpers	5,535	2.0%	6,453	1,329	
35-9021	Dishwashers	6,420	2.3%	7,081	1,298	
35-9031	Hosts & Hostesses, Restaurant, Lounge, & Coffee Shop	7,953	2.9%	8,162	2,134	
37-2012	Maids & Housekeeping Cleaners	5,957	2.1%	15,811	2,536	
37-3011	Landscaping & Groundskeeping Workers	1,943	0.7%	18,226	2,665	
39-3091	Amusement & Recreation Attendants	6,175	2.2%	7,880	2,374	
39-9031	Exercise Trainers & Group Fitness Instructors	6,818	2.4%	9,418	1,965	
41-2011	Cashiers	6,789	2.5%	43,437	8,497	
43-4081	Hotel, Motel, & Resort Desk Clerks	3,183	1.1%	3,336	607	
49-9071	Maintenance & Repair Workers, General	2,185	0.8%	20,415	2,314	
53-3031	Driver/Sales Workers	4,639	1.7%	9,211	1,150	

	Median Posted Wage	Entry Level Wage	Median Wage	Highly Experienced Level Wage	Typical On-the-Job Training	Typical Entry Level Education
	\$28.00	\$44.42	\$62.52	\$92.13	None	Bachelor's degree
	\$27.63	\$26.25	\$31.25	\$37.55	None	High school diploma or GED
	\$19.51	\$18.91	\$22.33	\$28.43	None	High school diploma or GED
	\$20.00	\$14.73	\$15.98	\$17.05	Short-term OJT	No formal educational credential
	\$20.00	\$16.70	\$18.70	\$21.34	Moderate-term OJT	No formal educational credential
	\$17.42	\$15.94	\$18.20	\$21.01	Short-term OJT	No formal educational credential
	\$19.38	\$13.86	\$15.25	\$22.28	Short-term OJT	No formal educational credential
	\$17.54	\$14.61	\$16.20	\$17.42	Short-term OJT	No formal educational credential
	\$18.15	\$13.87	\$15.41	\$20.40	Short-term OJT	No formal educational credential
	\$18.03	\$14.42	\$16.00	\$18.92	Short-term OJT	No formal educational credential
	\$17.29	\$15.51	\$17.07	\$18.98	Short-term OJT	No formal educational credential
	\$18.52	\$13.88	\$15.24	\$16.55	Short-term OJT	No formal educational credential
	\$18.03	\$16.02	\$17.28	\$19.01	Short-term OJT	No formal educational credential
	\$20.00	\$18.46	\$20.80	\$22.92	Short-term OJT	No formal educational credential
	\$18.03	\$14.51	\$15.80	\$17.55	Short-term OJT	No formal educational credential
	\$26.77	\$17.89	\$22.27	\$29.43	Short-term OJT	High school diploma or GED
	\$17.42	\$15.21	\$16.78	\$18.22	Short-term OJT	No formal educational credential
	\$18.03	\$15.82	\$17.18	\$18.69	Short-term OJT	High school diploma or GED
	\$24.06	\$20.37	\$24.18	\$29.72	Moderate-term OJT	High school diploma or GED
	\$20.98	\$15.09	\$19.04	\$24.69	Short-term OJT	High school diploma or GED



Top 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, what the percent of employment in the sector is, and the top skills demanded over the prior 12-month period.



Fast Food & Counter Workers

• % Employment	22.3%
• Unique Postings	5,297
• Posted Salary	\$17.54
• Hires	112,951
• Separations	111,439
• Turnover Rate	167%

Top Skills: Restaurant Operation, Food Safety and Sanitation, Cash Handling



Waiters & Waitresses

• % Employment	12.4%
• Unique Postings	3,200
• Posted Salary	\$18.15
• Hires	58,152
• Separations	57,755
• Turnover Rate	164%

Top Skills: Restaurant Operation, Food Services, Food Safety and Sanitation



Cooks, Restaurant

• % Employment	9.3%
• Unique Postings	2,366
• Posted Salary	\$20.00
• Hires	34,710
• Separations	30,234
• Turnover Rate	115%

Top Skills: Cooking, Food Services, Food and Safety and Sanitation



First-Line Supervisors of Food Preparation & Serving Workers

• % Employment	6.6%
• Unique Postings	3,954
• Posted Salary	\$19.51
• Hires	22,506
• Separations	21,587
• Turnover Rate	107%

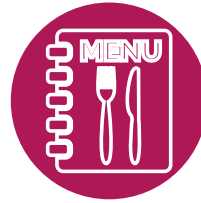
Top Skills: Restaurant Operation, Food Safety and Sanitation, Food Services



Bartenders

• % Employment	4.5%
• Unique Postings	1,261
• Posted Salary	\$19.38
• Hires	18,127
• Separations	17,489
• Turnover Rate	126%

Top Skills: Restaurant Operation, Bartending, Cash Handling



Hosts & Hostesses, Restaurant, Lounge, & Coffee Shop

• % Employment	2.9%
• Unique Postings	2,241
• Posted Salary	\$18.52
• Hires	16,039
• Separations	15,737
• Turnover Rate	195%

Top Skills: Restaurant Operation, Seating Guests, Medication Administration



Food Preparation Workers

• % Employment	2.6%
• Unique Postings	2,061
• Posted Salary	\$17.42
• Hires	14,228
• Separations	14,198
• Turnover Rate	129%

Top Skills: Restaurant Operation, Food Safety and Sanitation, Food Preparation



Cashiers

• % Employment	2.5%
• Unique Postings	3,018
• Posted Salary	\$17.42
• Hires	57,544
• Separations	58,877
• Turnover Rate	136%

Top Skills: Cash Register, Cash Handling, Merchandising



Exercise Trainers & Group Fitness Instructors

• % Employment	2.4%
• Unique Postings	1,333
• Posted Salary	\$26.77
• Hires	12,282
• Separations	11,735
• Turnover Rate	129%

Top Skills: Group Exercise Instruction, Fitness Training, Exercise Science



Dishwashers

• % Employment	2.3%
• Unique Postings	2,246
• Posted Salary	\$17.29
• Hires	9,649
• Separations	9,573
• Turnover Rate	137%

Top Skills: Restaurant Operation, Food Preparation, Mopping



Amusement & Recreation Attendants

• % Employment	2.2%
• Unique Postings	460
• Posted Salary	\$18.03
• Hires	16,285
• Separations	15,581
• Turnover Rate	203%

Top Skills: Cash Handling, Merchandising, Swimming Pool Maintenance



Maids & Housekeeping Cleaners

• % Employment	2.1%
• Unique Postings	4,930
• Posted Salary	\$18.03
• Hires	17,339
• Separations	16,871
• Turnover Rate	109%

Top Skills: Housekeeping, Mopping, Linens



Dining Room & Cafeteria Attendants & Bartender Helpers

• % Employment	2.0%
• Unique Postings	1,964
• Posted Salary	\$18.03
• Hires	9,475
• Separations	8,902
• Turnover Rate	141%

Top Skills: Food Services, Food Safety and Sanitation, Restaurant Operation



Cooks, Fast Food

• % Employment	1.7%
• Unique Postings	945
• Posted Salary	\$20.00
• Hires	5,574
• Separations	5,433
• Turnover Rate	112%

Top Skills: Cooking, Food Safety and Sanitation, Restaurant Operation



Driver/Sales Workers

• % Employment	1.7%
• Unique Postings	4,544
• Posted Salary	\$20.98
• Hires	7,280
• Separations	6,848
• Turnover Rate	76%

Top Skills: Warehousing, Merchandising, Package Delivery



General & Operations Managers

• % Employment	1.1%
• Unique Postings	5,635
• Posted Salary	\$28.00
• Hires	24,323
• Separations	21,273
• Turnover Rate	54%

Top Skills: Merchandising, Operations Management, Product Knowledge



Hotel, Motel, & Resort Desk Clerks

- % Employment 1.1%
- Unique Postings 2,937
- Posted Salary \$18.03
- Hires 4,363
- Separations 4,094
- Turnover Rate 126%

Top Skills: Auditing, Customer Complaint Resolution, Front Office



Chefs & Head Cooks

- % Employment 1.0%
- Unique Postings 1,378
- Posted Salary \$27.63
- Hires 3,145
- Separations 3,003
- Turnover Rate 87%

Top Skills: Cooking, Restaurant Operation, Food Safety and Sanitation



Maintenance & Repair Workers, General

- % Employment 0.8%
- Unique Postings 8,992
- Posted Salary \$24.06
- Hires 12,907
- Separations 11,975
- Turnover Rate 60%

Top Skills: Plumbing, HVAC, Carpentry



Landscaping & Groundskeeping Workers

- % Employment 0.7%
- Unique Postings 2,229
- Posted Salary \$20.00
- Hires 21,490
- Separations 20,574
- Turnover Rate 116%

Top Skills: Landscaping, Mowing, Irrigation (Landscaping and Agriculture)

Source: Lightcast



Let's Talk!

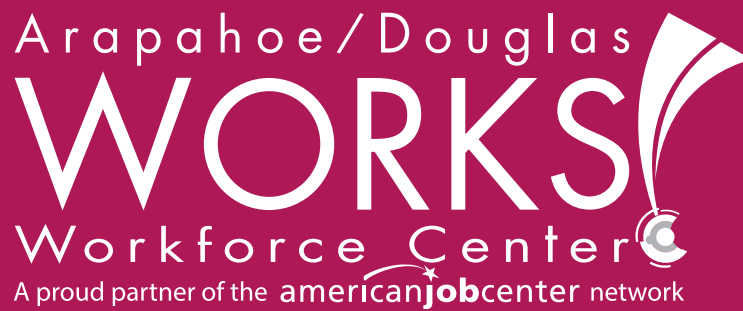
There are a number of strategies you can employ to enhance employee recruitment and retention. The Arapahoe/Douglas Works! Business Services Team can help you strategize and implement these tactics. Get started by calling (303) 636-1359 or visiting <https://bit.ly/ADWBusinessServices>.



COLORADO
APPRENTICESHIP
HUB

The Colorado Apprenticeship Hub serves as a resource for companies seeking to engage in registered apprenticeship programs in Colorado. The Hub provides apprenticeship-related services at no cost to employers.

If you want to connect to a consultant, please email the team at apprenticeship@arapahoegov.com

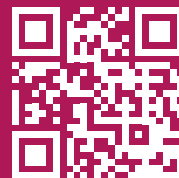


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Auxiliary aids and services are available upon request to individuals with disabilities.