

2025

Hospitality

INDUSTRY PROFILE

Colorado Urban Front Range




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

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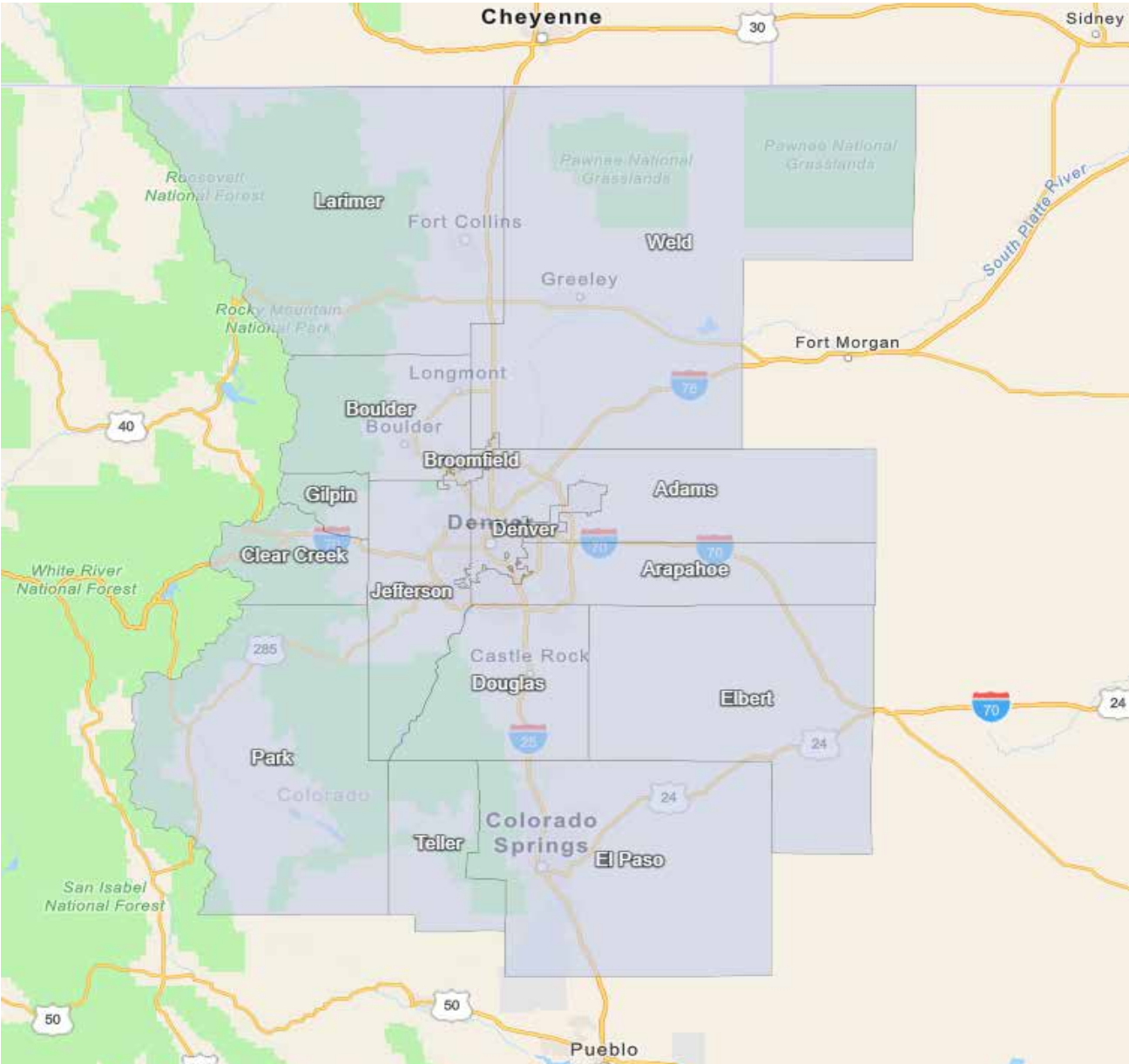
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Let’s Talk!

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 2024, this 15 county region employed nearly 2.74 million people across all industries, and made up 83.3% of Colorado’s total employment.

In 2024, the Gross Regional Product (GRP) for the Urban Front Range was \$471.6 billion, which made up 1.7% of the national GRP.

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



Hospitality

▲ **1.3%** From prior year

10.6%

**Total Jobs in CO
Urban Front Range**

The hospitality sector employs 276,181 people in 14,810 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 2024, the sector had \$35.6 billion in sales, and contributed \$18.5 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.



276,181

Total Jobs



14,810

Establishments



35.6 B

Total Sales

Industries Making up the Sector

Top Specialized Skills

- Restaurant Operation
- Cash Handling
- Food Safety & Sanitation

Top Software Skills

- Microsoft Office
- Property Management Systems
- Salesforce

Top Credentials

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

Source: Lightcast

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, and similar institutions is 1.33 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

- 270 jobs
- 19 establishments
- 0.54 employment concentration
- \$42.6 million in sales
- 10.6% change to 2029
- \$38,968 average wage
- \$7,123 average employer paid benefits

Performing Arts, Spectator
Sports, & Related Industries

NAICS
711

Numbers to Know

- 9,149 jobs
- 1,520 establishments
- 0.98 employment concentration
- \$4.2 billion in sales
- 8.7% change to 2029
- \$146,718 average wage
- \$17,451 average employer paid benefits

Museums, Historical Sites, &
Similar Institutions

NAICS
712

Numbers to Know

- 3,864 jobs
- 89 establishments
- 1.33 employment concentration
- \$649.9 million in sales
- 10.8% change to 2029
- \$50,934 average wage
- \$9,058 average employer paid benefits

Amusement, Gambling, &
Recreation Industries

NAICS
713

Numbers to Know

- 32,532 jobs
- 1,664 establishments
- 1.08 employment concentration
- \$3.9 billion in sales
- 7.3% change to 2029
- \$31,804 average wage
- \$4,564 average employer paid benefits

Accommodation

NAICS
721

Numbers to Know

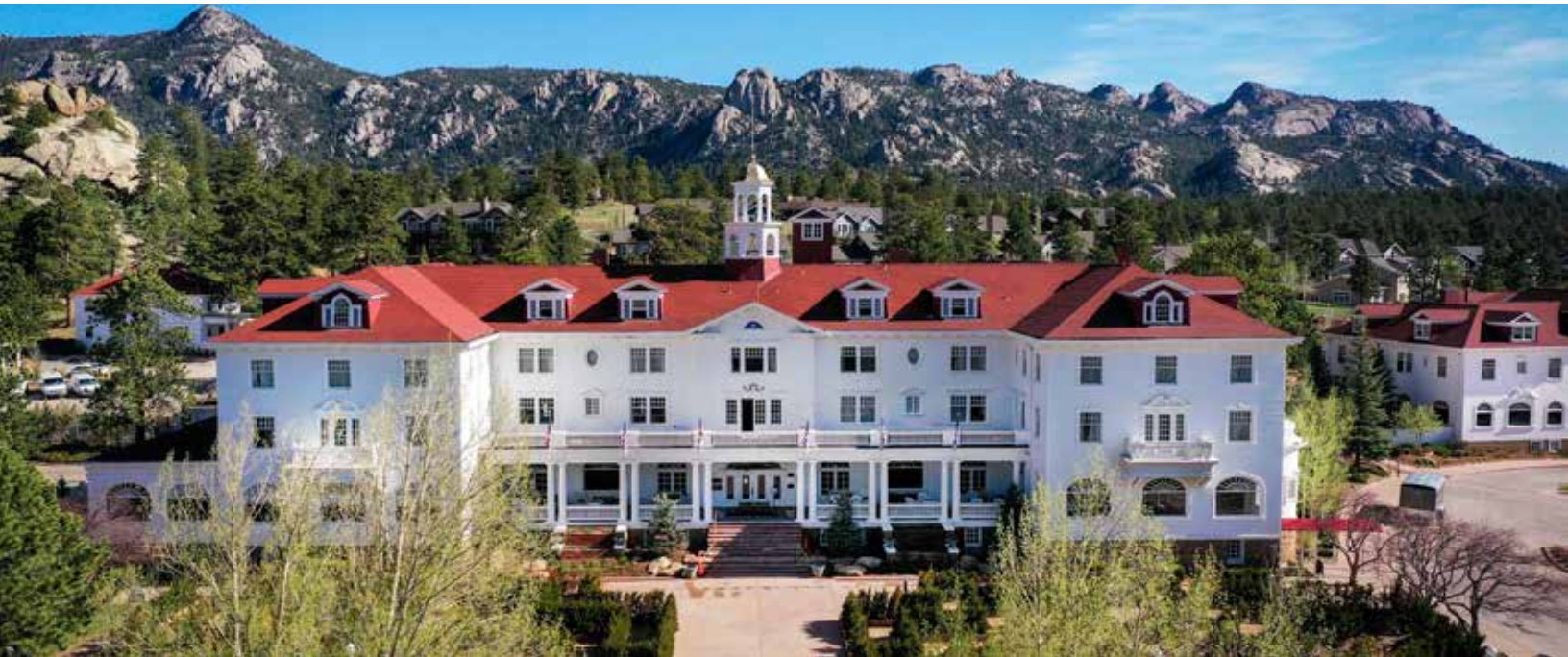
- 29,259 jobs
- 1,002 establishments
- 0.94 employment concentration
- \$5.3 billion in sales
- 6.4% change to 2029
- \$44,673 average wage
- \$6,067 average employer paid benefits

Food Services & Drinking
Places

NAICS
722

Numbers to Know

- 201,107 jobs
- 10,517 establishments
- 1.02 employment concentration
- \$21.4 billion in sales
- 5.0% change to 2029
- \$31,213 average wage
- \$3,587 average employer paid benefits

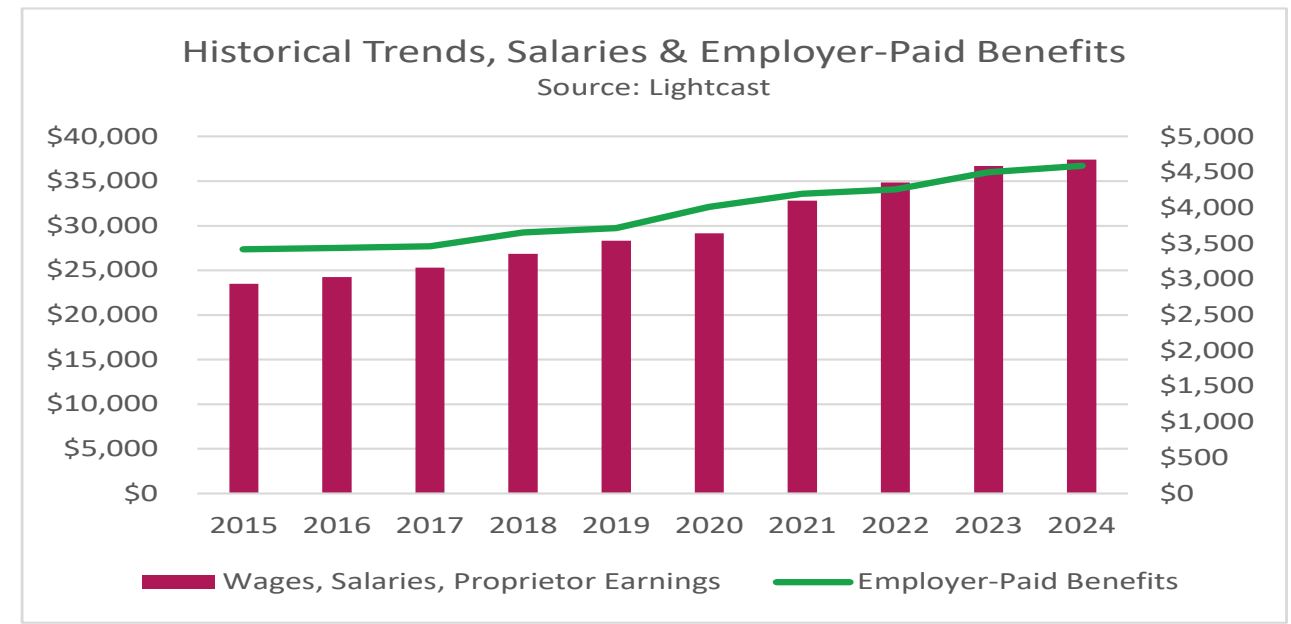
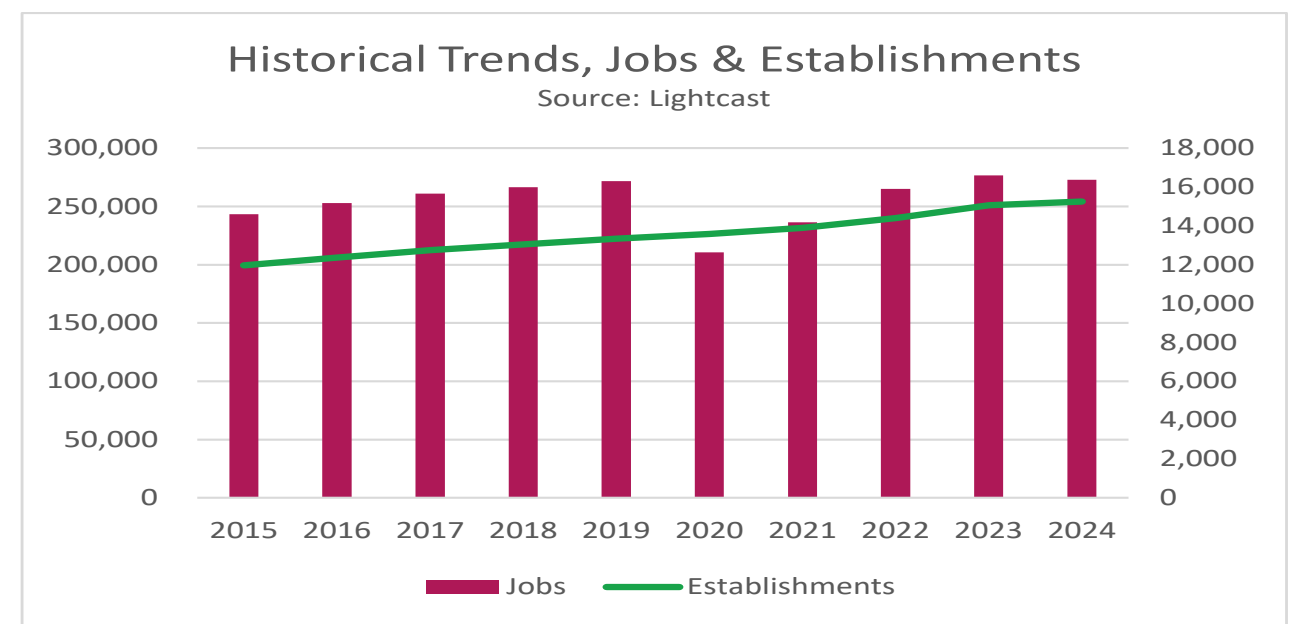




Historical Trends

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 2015 and 2024. 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.

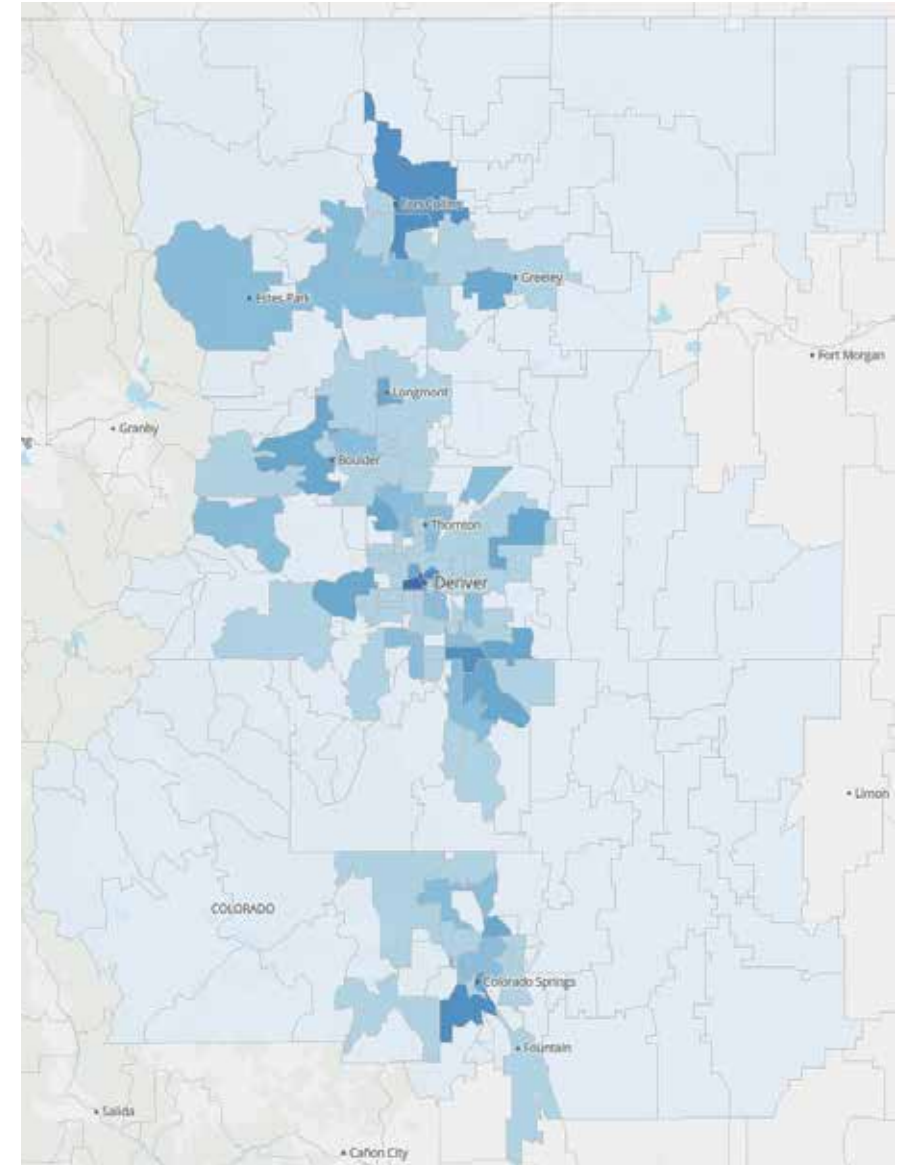
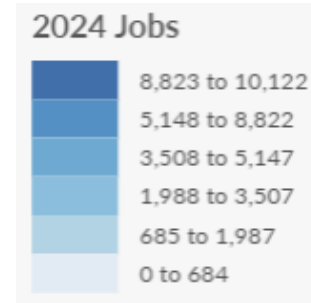


Source: Lightcast



Employment Concentration

Employment Concentration Map



Colorado Urban Front Range

The overall employment concentration in this sector is 1.02 times the national average, which suggests the region has a steady supply of skilled labor. Concentration also varies by county, with the heaviest sector employment concentrations in Gilpin and Clear Creek counties.

Source: Lightcast

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 performing arts, spectator sports, and related industries while the lowest is in food services and drinking places. Thus, a county that has a greater concentration of food services and drinking places will have a lower average wage per worker.

ADAMS

- Jobs - 21,087
- Employment Concentration - 0.78
- Current Wages, Salaries, & Proprietor Earnings - \$31,860
- Benefits - \$3,858
- Top Businesses - Gaylord Rockies Resort & Convention Center, Brighton Recreation Center, Saturday Night Live

ARAPAHOE

- Jobs - 32,611
- Employment Concentration - 0.88
- Current Wages, Salaries, & Proprietor Earnings - \$43,172
- Benefits - \$5,216
- Top Businesses - Gamma Phi Beta International Headquarters & Museum, Travelport, Havana Park

BOULDER

- Jobs - 20,621
- Employment Concentration - 0.96
- Current Wages, Salaries, & Proprietor Earnings - \$33,243
- Benefits- \$4,029
- Top Businesses - Eldora Mountain Resort LLC, Recreation Service - University of Colorado, Oskar Blues Brewery LLC

BROOMFIELD

- Jobs - 4,107
- Employment Concentration - 0.90
- Current Wages, Salaries, & Proprietor Earnings - \$33,021
- Benefits - \$4,068
- Top Businesses - Broomfield Depot Museum, Deuces Wild Llc, Oyster Reef Golf Club

CLEAR CREEK

- Jobs - 1,188
- Employment Concentration - 3.27
- Current Wages, Salaries, & Proprietor Earnings - \$36,753
- Benefits- \$4,868
- Top Businesses - Echo Mountain, Beau Jo's Pizza

DENVER

- Jobs - 66,510
- Employment Concentration - 1.08
- Current Wages, Salaries, & Proprietor Earnings - \$50,743
- Benefits - \$6,259
- Top Businesses - EDR Travel, University of Denver Department - Theatre, Sage Hospitality Resources

DOUGLAS

- Jobs - 18,362
- Employment Concentration - 1.16
- Current Wages, Salaries, & Proprietor Earnings - \$30,538
- Benefits - \$3,730
- Top Businesses - Lone Tree Golf Club & Hotel, Boondocks Food Fun, Main Event Entertainment

GILPIN

- Jobs - 3,726
- Employment Concentration - 7.73
- Current Wages, Salaries, & Proprietor Earnings - \$68,672
- Benefits- \$9,673
- Top Businesses - The Lodge Casino, Grand Z Casino & Hotel, Golden Gulch Casino

PARK

- Jobs - 472
- Employment Concentration - 1.40
- Current Wages, Salaries, & Proprietor Earnings - \$29,374
- Benefits - \$3,714
- Top Businesses - Center of Colorado Water Conservancy District, Coyote Creek Studio Arts, Rustic Station

EL PASO

- Jobs - 40,386
- Employment Concentration - 1.04
- Current Wages, Salaries, & Proprietor Earnings - \$29,184
- Benefits - \$3,596
- Top Businesses - Play At The Broadmoor, USA Hockey Inc, Mountain View Restaurant

JEFFERSON

- Jobs - 28,179
- Employment Concentration - 1.05
- Current Wages, Salaries, & Proprietor Earnings - \$31,708
- Benefits - \$3,806
- Top Businesses - Colorado School of Mines Geology Museum, Rocky Mountain Athletic Conference, Carmody Recreation Center

TELLER

- Jobs - 2,079
- Employment Concentration - 2.23
- Current Wages, Salaries, & Proprietor Earnings - \$38,007
- Benefits- \$5,123
- Top Businesses - Colorado Casino Resorts Inc, Wildwood Casino at Cripple Creek, Midnight Rose and Casino

ELBERT

- Jobs - 495
- Employment Concentration - 0.93
- Current Wages, Salaries, & Proprietor Earnings - \$19,442
- Benefits - \$2,335
- Top Businesses - Comforts of Home LLC, Patty Anns Cafe, Sawmill Bar And Grill

LARIMER

- Jobs - 22,111
- Employment Concentration - 1.15
- Current Wages, Salaries, & Proprietor Earnings - \$28,400
- Benefits - \$3,430
- Top Businesses - Winona Pool, Fort Collins Marriott, Carousel Dinner Theatre

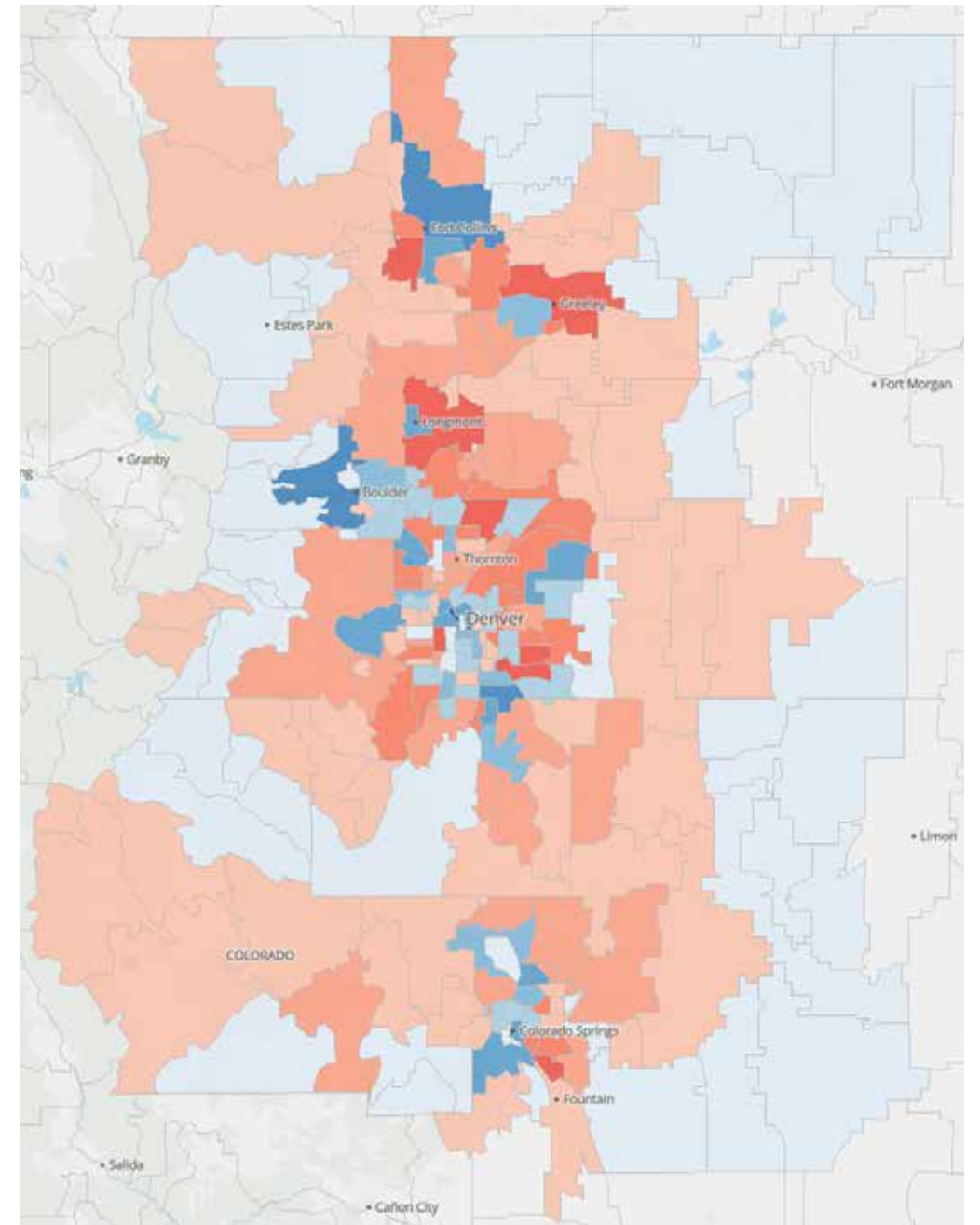
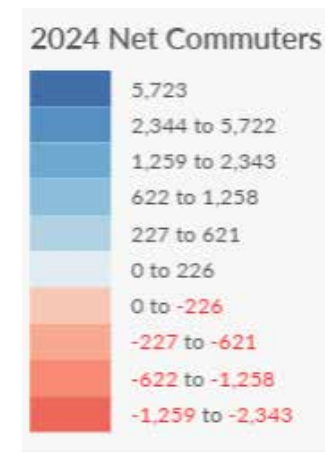
WELD

- Jobs - 10,845
- Employment Concentration - 0.84
- Current Wages, Salaries, & Proprietor Earnings - \$25,098
- Benefits- \$2,996
- 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 goods 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, 28,432 workers in these core occupations live in Arapahoe County, while there are 27,688 employed there. This means 743 more hospitality professionals live in Arapahoe County than work there. Note: the latest commuter data available is from 2024.

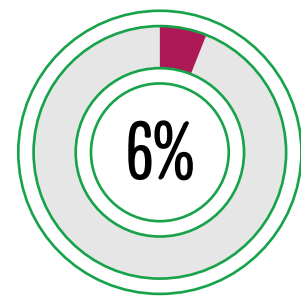
County	Net Commuters	Resident Workers	Jobs
Denver	18,714	30,572	49,286
Boulder	5,318	12,033	17,351
Gilpin	210	470	680
Clear Creek	137	537	675
Broomfield	(215)	3,421	3,206
Douglas	(304)	15,261	14,956
Larimer	(393)	18,350	17,957
Elbert	(426)	838	411
Park	(518)	835	317
Teller	(629)	1,560	931
El Paso	(688)	32,409	31,721
Arapahoe	(743)	28,432	27,688
Jefferson	(2,453)	27,570	25,118
Adams	(3,693)	22,342	18,648
Weld	(8,145)	18,004	9,859

Source: Lightcast



Demographics

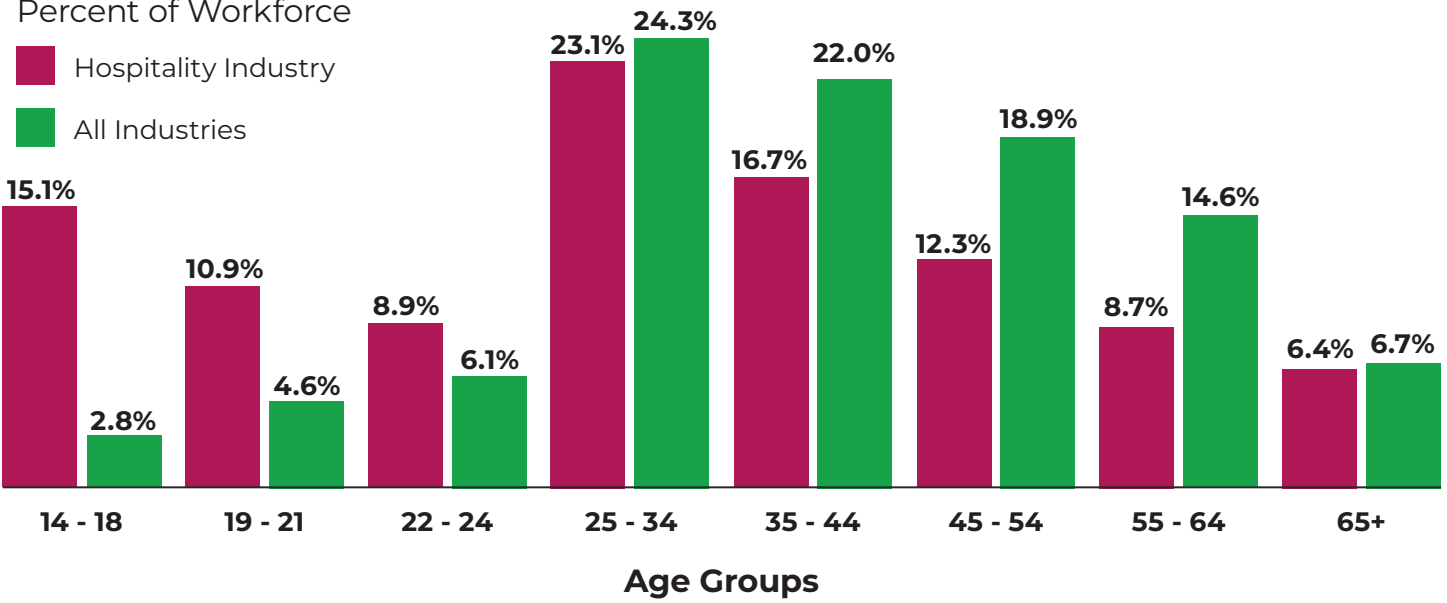
Comparative Retirement Risk



Retirement risk in the hospitality sector is lower than that across all industries in the region. This reflects an younger labor force with 15.1% aged 55 and older, and significantly more new entrants in the 14-24 age group than in all industries.

Percent of Workforce

Hospitality Industry
All Industries



Comparative Gender

Percent of Workforce

Hospitality Industry
All Industries



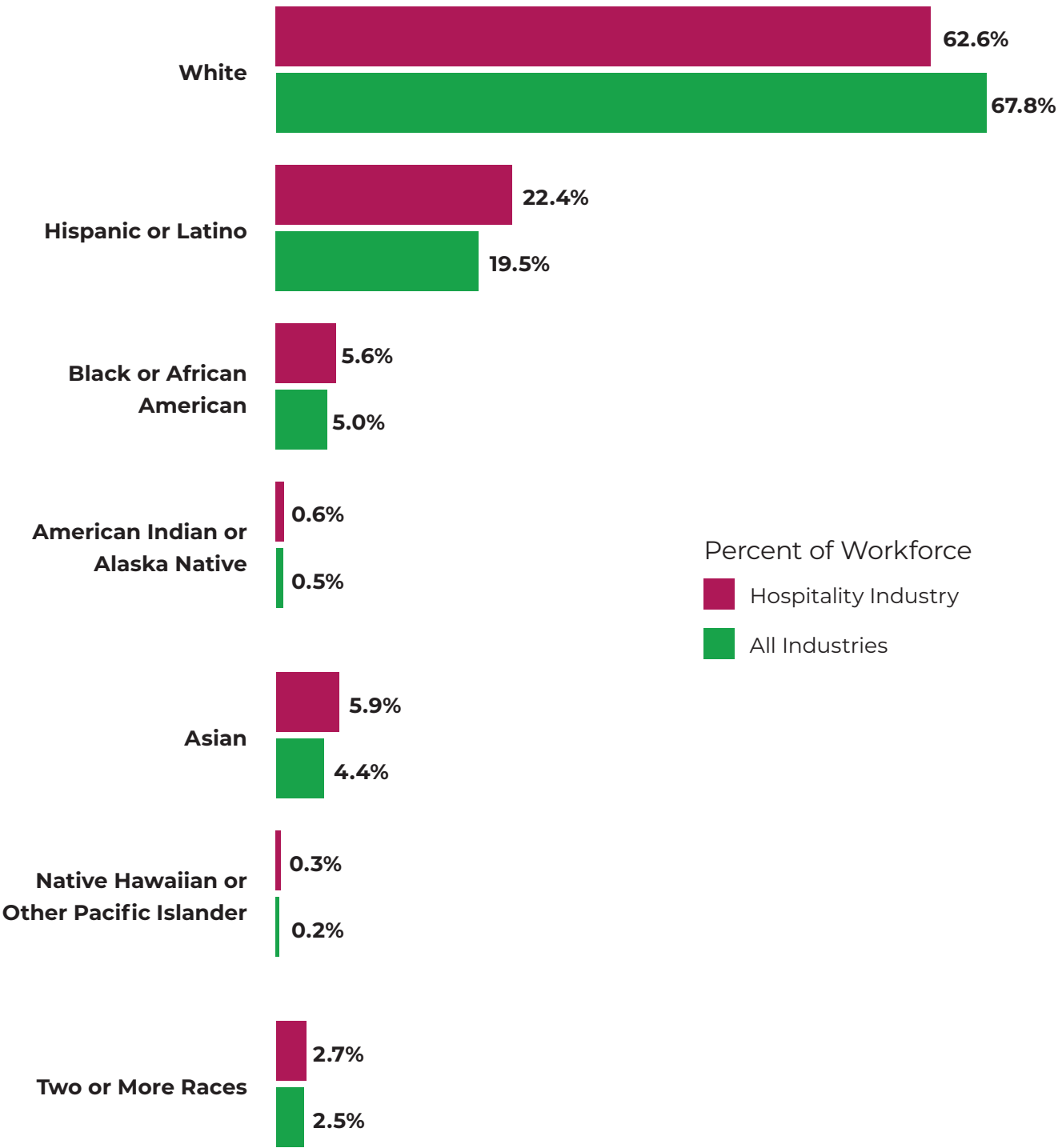
Men
48.2%
51.9%



Women
51.8%
48.1%

Demographics

These bar charts illustrate the racial and ethnic composition of the workforce in the hospitality industry.



Percent of Workforce

Hospitality Industry
All Industries

Source: Lightcast

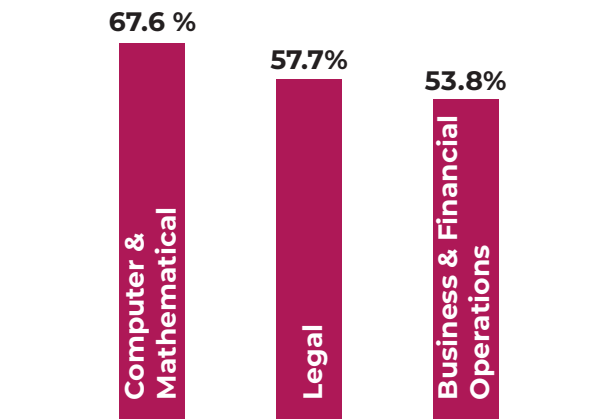


Telework and Automation Strategies

Remote Work Potential

5.3% Remote Work Capability for Sector

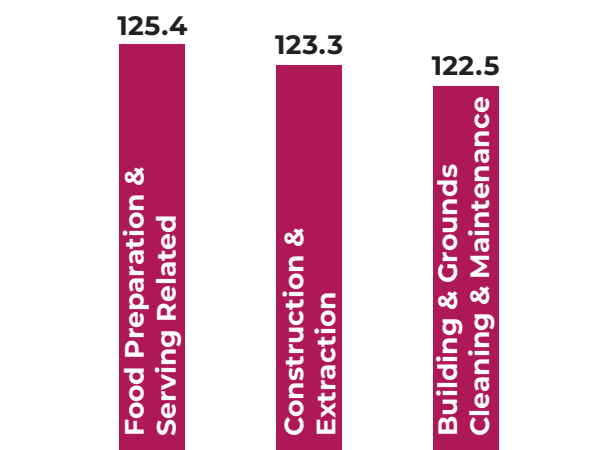
In a scarce labor market, a valid strategy for employers might be to review their staffing pattern and determine which positions, if any, can be employed remotely or on a hybrid work schedule. Approximately 5.3% of the workforce in hospitality has at least partial teleworking capacity.



Automation Index

30.5

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.



Source: Lightcast



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 6,582 cashiers, but there are 43,172 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 are 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 and Operations Managers	3,320	1.2%	41,260	4,200		\$33.66	\$44.42	\$62.52	\$92.12	None	Bachelor's degree
35-1011	Chefs and Head Cooks	2,886	1.0%	3,520	478		\$31.20	\$26.24	\$31.24	\$37.55	None	High school diploma or GED
35-1012	First-Line Supervisors of Food Preparation and Serving Workers	18,198	6.5%	20,687	3,421		\$20.00	\$18.90	\$22.33	\$28.43	None	High school diploma or GED
35-2011	Cooks, Fast Food	4,717	1.7%	4,868	793		\$20.00	\$14.73	\$15.98	\$17.05	Short-term OJT	No formal educational credential
35-2014	Cooks, Restaurant	26,367	9.3%	27,410	4,959		\$20.00	\$16.69	\$18.68	\$21.33	Moderate-term OJT	No formal educational credential
35-2021	Food Preparation Workers	7,007	2.5%	11,072	2,081		\$17.54	\$15.94	\$18.20	\$21.01	Short-term OJT	No formal educational credential
35-3011	Bartenders	12,367	4.4%	14,133	2,648		\$18.03	\$13.86	\$15.25	\$22.28	Short-term OJT	No formal educational credential
35-3023	Fast Food and Counter Workers	61,520	22.0%	68,027	16,781		\$16.80	\$14.61	\$16.20	\$17.42	Short-term OJT	No formal educational credential
35-3031	Waiters and Waitresses	33,564	12.2%	35,165	7,554		\$18.03	\$13.86	\$15.41	\$20.42	Short-term OJT	No formal educational credential
35-9011	Dining Room and Cafeteria Attendants and Bartender Helpers	5,502	2.0%	6,435	1,319		\$18.15	\$14.42	\$15.99	\$18.90	Short-term OJT	No formal educational credential
35-9021	Dishwashers	6,327	2.3%	6,996	1,271		\$17.29	\$15.51	\$17.06	\$18.97	Short-term OJT	No formal educational credential
35-9031	Hosts and Hostesses, Restaurant, Lounge, and Coffee Shop	7,834	2.8%	8,048	2,105		\$18.03	\$13.98	\$15.28	\$16.54	Short-term OJT	No formal educational credential
37-2012	Maids and Housekeeping Cleaners	5,977	2.1%	15,557	2,468		\$18.28	\$16.02	\$17.29	\$19.02	Short-term OJT	No formal educational credential
39-3091	Amusement and Recreation Attendants	6,022	2.1%	7,752	2,347		\$16.68	\$14.53	\$15.81	\$17.55	Short-term OJT	No formal educational credential
39-9031	Exercise Trainers and Group Fitness Instructors	6,758	2.4%	9,442	1,966		\$29.97	\$17.86	\$22.25	\$29.39	Short-term OJT	High school diploma or GED
41-2011	Cashiers	6,582	2.4%	43,172	8,434		\$16.80	\$15.21	\$16.77	\$18.23	Short-term OJT	No formal educational credential
41-3091	Sales Representatives of Services, Except Advertising, Insurance, Financial Services, and Travel	1,949	0.7%	37,747	3,988		\$21.72	\$28.11	\$39.24	\$69.32	Moderate-term OJT	High school diploma or GED
43-4081	Hotel, Motel, and Resort Desk Clerks	3,184	1.1%	3,333	596		\$18.40	\$15.81	\$17.19	\$18.69	Short-term OJT	High school diploma or GED
49-9071	Maintenance and Repair Workers, General	2,213	0.8%	20,584	2,285		\$21.35	\$20.35	\$24.16	\$29.69	Moderate-term OJT	High school diploma or GED
53-3031	Driver/Sales Workers	4,622	1.6%	9,202	1,141		\$20.00	\$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.

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



Fast Food & Counter Workers

- % Employment 22.0%
- Unique Postings 4,105
- Posted Salary \$16.80
- Hires 128,645
- Separations 124,571
- Turnover Rate 187.6%

Top Skills: Cash Handling, Restaurant Operation, Collective Bargaining



Waiters & Waitresses

- % Employment 12.2%
- Unique Postings 2,533
- Posted Salary \$18.03
- Hires 50,574
- Separations 48,856
- Turnover Rate 140.5%

Top Skills: Restaurant Operation, Food Services, Cash Handling



Cooks, Restaurant

- % Employment 9.3%
- Unique Postings 1,294
- Posted Salary \$20.00
- Hires 25,593
- Separations 24,209
- Turnover Rate 91.3%

Top Skills: Cooking, Restaurant Operation, Food Preparation



First-Line Supervisors of Food Preparation & Serving Workers

- % Employment 6.5%
- Unique Postings 2,970
- Posted Salary \$20.00
- Hires 11,997
- Separations 11,472
- Turnover Rate 56.9%

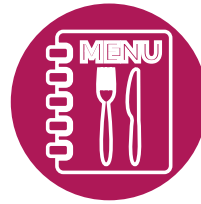
Top Skills: Restaurant Operation, Cash Handling, Retail Operations



Bartenders

• % Employment	4.4%
• Unique Postings	1,274
• Posted Salary	\$18.03
• Hires	12,337
• Separations	11,607
• Turnover Rate	83.9%

Top Skills: Bartending, Restaurant Operation, Cash Register



Hosts & Hostesses, Restaurant, Lounge, & Coffee Shop

• % Employment	2.8%
• Unique Postings	1,655
• Posted Salary	\$18.03
• Hires	25,926
• Separations	24,966
• Turnover Rate	314.5%

Top Skills: Restaurant Operation, Seating Guests, Cash Handling



Maids & Housekeeping Cleaners

• % Employment	2.1%
• Unique Postings	1,545
• Posted Salary	\$18.28
• Hires	13,372
• Separations	13,244
• Turnover Rate	86.5%

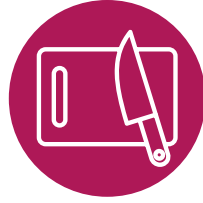
Top Skills: Housekeeping, Furniture Cleaning, Linens



Amusement & Recreation Attendants

• % Employment	2.1%
• Unique Postings	232
• Posted Salary	\$16.68
• Hires	13,211
• Separations	12,770
• Turnover Rate	169.7%

Top Skills: Swimming Pool Maintenance, Working With Children, Mopping



Food Preparation Workers

• % Employment	2.5%
• Unique Postings	1,363
• Posted Salary	\$17.54
• Hires	13,220
• Separations	13,111
• Turnover Rate	120.0%

Top Skills: Restaurant Operation, Food Preparation, Cooking



Cashiers

• % Employment	2.4%
• Unique Postings	886
• Posted Salary	\$16.80
• Hires	56,733
• Separations	65,225
• Turnover Rate	151.7%

Top Skills: Restaurant Operation, Cash Handling, Cash Register



Dining Room & Cafeteria Attendants & Bartender Helpers

• % Employment	2.0%
• Unique Postings	1,422
• Posted Salary	\$18.15
• Hires	7,629
• Separations	7,298
• Turnover Rate	115.7%

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



Cooks, Fast Food

• % Employment	1.7%
• Unique Postings	561
• Posted Salary	\$20.00
• Hires	3,421
• Separations	3,334
• Turnover Rate	69.0%

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



Exercise Trainers & Group Fitness Instructors

• % Employment	2.4%
• Unique Postings	855
• Posted Salary	\$29.97
• Hires	9,925
• Separations	9,629
• Turnover Rate	105.5%

Top Skills: Group Exercise Instruction, Fitness Training, Agile Methodology



Dishwashers

• % Employment	2.3%
• Unique Postings	1,088
• Posted Salary	\$17.29
• Hires	9,821
• Separations	9,494
• Turnover Rate	137.5%

Top Skills: Restaurant Operation, Cooking, Mopping



Driver/Sales Workers

• % Employment	1.6%
• Unique Postings	1,045
• Posted Salary	\$20.00
• Hires	5,627
• Separations	5,471
• Turnover Rate	61.0%

Top Skills: Optometry, Restaurant Operation, Midrange Computer



General & Operations Managers

• % Employment	1.2%
• Unique Postings	994
• Posted Salary	\$33.66
• Hires	19,915
• Separations	19,555
• Turnover Rate	48.8%

Top Skills: Marketing, Restaurant Operation, Retail Operations



Hotel, Motel, & Resort Desk Clerks

• % Employment	1.1%
• Unique Postings	1,993
• Posted Salary	\$18.40
• Hires	3,820
• Separations	3,825
• Turnover Rate	117.6%
Top Skills: Auditing, Customer Complaint Resolution, Front Office	



Chefs & Head Cooks

• % Employment	1.0%
• Unique Postings	605
• Posted Salary	\$31.20
• Hires	3,078
• Separations	2,936
• Turnover Rate	85.4%
Top Skills: Cooking, Restaurant Operation, Food Preparation	



Maintenance & Repair Workers, General

• % Employment	0.8%
• Unique Postings	773
• Posted Salary	\$21.35
• Hires	12,766
• Separations	12,356
• Turnover Rate	61.6%
Top Skills: HVAC, Plumbing, Painting	



Sales Representatives of Services, Except Advertising, Insurance, Financial Services, & Travel

• % Employment	0.7%
• Unique Postings	315
• Posted Salary	\$21.72
• Hires	25,068
• Separations	25,609
• Turnover Rate	69.1%
Top Skills: Marketing, Selling Techniques, Sales Management	

Source: Lightcast



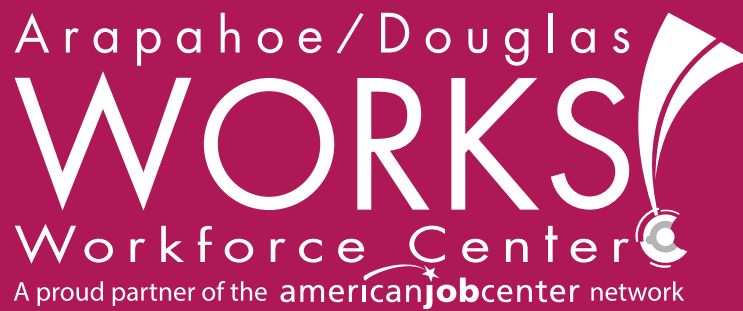
Let's Talk!

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>.



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

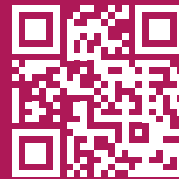


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(~78 percent) through the U.S. Department of Labor. Additionally, ~22 percent
(\$5,326,786.07) is financed by non-federal sources.