



HOSPITALITY & TOURISM EMPLOYMENT OPPORTUNITY

Pikes Peak, Colorado

Market-responsive Education
and Employment Training System

MEETS

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DID YOU KNOW?

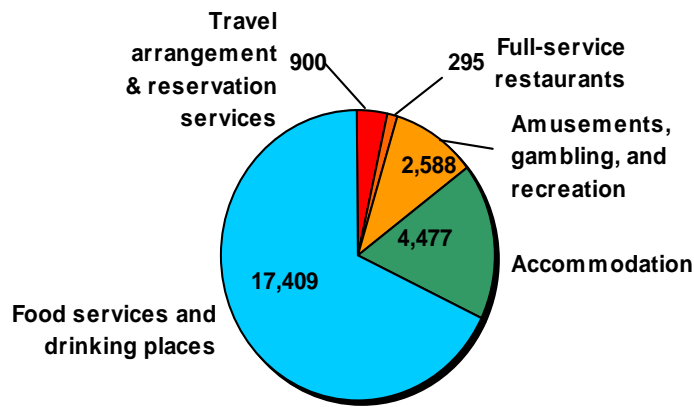
- Eleven percent of Pikes Peak employment is classified as Hospitality & Tourism.
- Sixty-eight percent of this hospitality & tourism employment is in *Food Services and Drinking Places*.
- Pikes Peak hospitality & tourism employers hired over 39,000 new employees in the most recent full year of data coverage, despite only small gain in the total number of hospitality & tourism employees.
- New hospitality & tourism hires are split virtually equally between men and women, and forty-one percent are under 22 years old.

This Brief introduces you to the source of the highlights presented above. Inside, you will find other new insights about hospitality and tourism employment in Pikes Peak, Colorado. You will also find suggested ways to use this new information for decision-making. A series of industry briefs like this will soon be available from MEETS.



U.S. Department of Labor
Employment & Training Administration

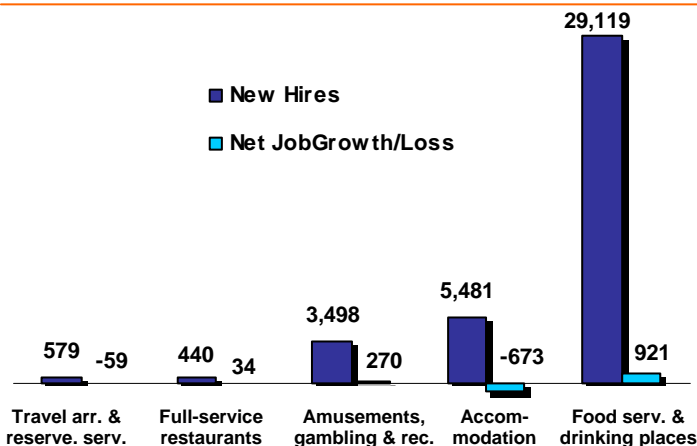
Pikes Peak, Colorado: Hospitality & Tourism Employment Highlights



U.S. Census Bureau Local Employment Dynamics (LED) Data for 4th Quarter 2003

EMPLOYMENT AFFILIATIONS WITHIN HOSPITALITY & TOURISM

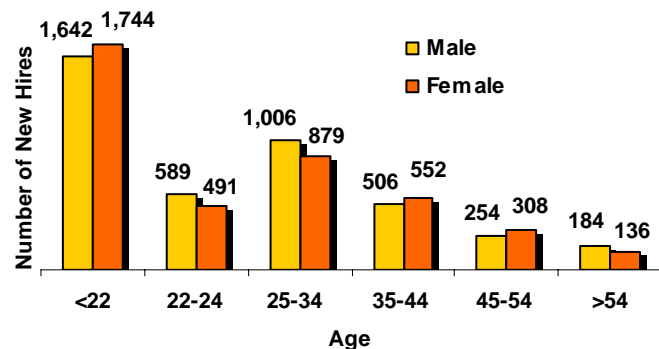
Over two-thirds of Pikes Peak hospitality & tourism employment is in Food Services & Drinking Places, with just over 17% in Accommodation (including Traveler Accommodation and RV Parks & Recreational Camps), and 10% in Amusements, Gambling, and Recreation. The balance of hospitality & tourism employment is in the Traveler Arrangement & Reservation Services (3.5%) and Museums, Historical Sites, Zoos & Parks (1%) industry groups.



LED Data for 2003

ANNUAL HIRES AND NET GROWTH/LOSS WITHIN HOSPITALITY & TOURISM

Three out of four Pikes Peak hospitality & tourism new hires occurred in Food Services & Drinking Places. Amusements, Gambling, & Recreation and Accommodation combined for nearly all the remainder of hospitality & tourism new hires (23%). Food Services & Drinking Places showed a ratio of over 30:1 in comparing new hires to employment growth or loss, which is still far below the overall industry average of 79:1.



LED Data for 4th Quarter 2003

QUARTERLY HIRES WITHIN HOSPITALITY & TOURISM BY GENDER & AGE

Forty-one percent of new hires in Pikes Peak's hospitality & tourism industry are under 22 years old, with an additional 35% between the ages of 22 and 34. New hires are split virtually equally between men and women. Gender and age mix varies among the hospitality & tourism sub-sectors (not shown here), and even more so at the occupational level.

| Occupational Title | 2004 Estimated Employment | Average Hourly Wage |
|--|---------------------------|---------------------|
| Travel Agents | 1,900 | \$13.00 |
| Telemarketers | 9,630 | \$10.42 |
| Tour Guides & Escorts | 950 | \$10.86 |
| Reservation & Transportation Ticket Agents & Travel Clerks | 3,530 | \$12.89 |
| Customer Service Representatives | 35,750 | \$13.80 |
| Waiters & Waitresses | 44,170 | \$7.63 |
| Chefs & Head Cooks | 2,860 | \$17.25 |

*Source for above Occupational Statistics: Colorado Department of Labor & Employment (CDLE)

HOSPITALITY & TOURISM OCCUPATIONAL STATISTICS*

These statewide statistics highlight two facets of hospitality employment: 1) Some occupations in the hospitality & tourism industry are not found in this industry alone, such as Customer Service Representatives; and 2) occupational earnings tend not to vary as much as in most other industries. The highlights chosen for this page are intended to guide local inquiries.

WHAT ARE HOSPITALITY & TOURISM JOBS?

The Census Bureau Local Employment Dynamics (LED) program QWI statistics presented in this brief use the North American Industry Classification System's (NAICS) coding of hospitality & tourism industry sub-sectors. Dependent upon the NAICS definitions, the hospitality & tourism industry includes establishments providing food, travel, recreational and related services delivered by trained professionals and various seasonal workers. Familiar hospitality & tourism industry group titles include Traveler Accommodation, Full-Service Restaurants, and RV Parks and Recreational Camps.

Occupational information is not in the LED data. Hospitality & tourism occupations fall into various groups, including: those who provide direct customer services (e.g., waiters/waitresses and tour guides), those who prepare food and drink products (e.g., bartenders, chefs and cooks) and those who perform other types of work in hospitality establishments, such as travel agents and travel clerks.

Data users should contact the Colorado Department of Labor & Employment (CDLE), for assistance in combining industry and occupational information to answer questions.

EXAMPLES OF HOW TO USE THE NEW LED QWI INFORMATION

- Think about why there is a 79 to 1 ratio of new hires to new jobs in hospitality & tourism. This will help to separate high turnover jobs from more stable opportunities. While high-turnover jobs may be appropriate destinations for some jobs seekers, most strategic decisions focus on stable opportunities with potential for continued learning and earning growth.
- Narrow the scope of further inquiries about promising occupations within the industry group by selecting four-digit NAICS industry group codes within hospitality & tourism.
- Think about the gender disparities within the hospitality & tourism industry groups and decide what your conclusion means for the individual and program management decision-making.
- Align the age group breakout of new hires activity in hospitality & tourism with current or targeted program demographics and decide whether and what additional information is needed before making strategic management counseling decisions.

USEFUL WEB LINKS

Colorado labor market information: <http://www.coworkforce.com/LMI>

Colorado occupational wage estimates: <http://www.coworkforce.com/LMI/oeo/oeo.asp>

BLS occupational employment statistics *Technical Notes*: http://www.bls.gov/oes/current/oes_tec.htm

BLS occupational employment projections methods: <http://www.bls.gov/emp/home.htm>

BLS National Industry-Occupation Employment Matrix information:

<http://www.bls.gov/emp/nioem/empioan.htm>

Standard occupational classification *user guide*: <http://www.bls.gov/soc/socguide.htm>

NAICS Codes and Titles: <http://www.census.gov/epcd/naics02/>

Sources of the data included in this Brief are:

- The Colorado Department of Labor & Employment (CDLE)
(<http://www.coworkforce.com>)
- The Census Bureau Local Employment Dynamics (LED) program
(<http://lehd.dsd.census.gov>)

CDLE and LED have joined forces to deliver the new **Quarterly Workforce Indicators (QWI) series**. No new information is collected. No surveys are conducted. No new employer or employee burden is involved. No confidentiality laws or principles are compromised.

What is new here?

- Reliable local employment and new hire indicators by age group and gender.
- Updates with no more than a one-year lag in availability.
- More descriptive detail thanks to adoption of a new disclosure-proofing approach that continues to protect business and work anonymity.

Remaining challenges include:

- Awareness that *new* means *unfamiliar*. Some commitment to learning is needed to fully realize the potential from new indicators and decision-making uses.
- Understanding the value of the new indicators, even though they can not answer all questions.

Why now, and not before?

- Seven years, 1998-2004, were needed to successfully complete the organizational, legal, staffing and technical steps to transition from start-up through pilot testing to production and release.
- Continuing advances in data processing capacity and efficiency allow commitment to a production schedule that was impossible to imagine earlier.
- The workforce development community understands that sustained reinvention is urgent to become and remain viable in the open world economy.

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