

# STATE OF THE INDUSTRY:

Central Florida Hotel  
and Lodging Explored





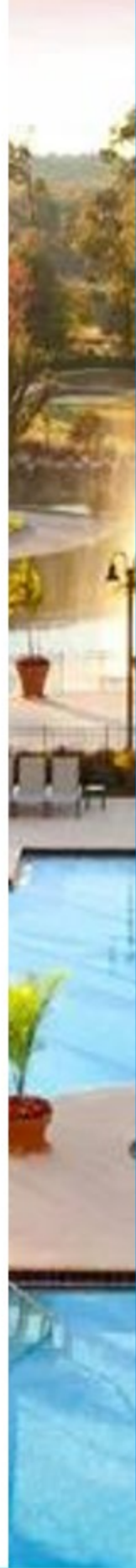
# MEET NILDA BLANCO

SENIOR VICE PRESIDENT OF WORKFORCE OPERATIONS

With more than 20 years of workforce development and public policy under her belt, Nilda has a keen eye for strategic planning and program growth.

# WHAT'S HAPPENING IN CENTRAL FLORIDA

UPDATES, TOURISM, AND THE OVERALL  
ECONOMIC IMPACT



# CENTRAL FLORIDA OVERVIEW



In the past 5 years the **population (3M)** increased by **10%** with an expected growth increase of **6.7% by 2027**.



Central Florida's **job growth rate is 2X** that of the national average.



Hospitality & Tourism makes up **40% of the workforce** in Central Florida.

# CENTRAL FLORIDA TOURISM

# 74 MILLION VISITORS IN 2022

**+25% OVER 2021**



# ANNUAL ECONOMIC IMPACT

HOSPITALITY AND TOURISM INDUSTRY

**\$87.6 BILLION**

**IN 2022**

**+31% OVER 2021**

**ORLANDO-KISSIMMEE-SANFORD MSA & THE VILLAGES MSA**



# WHAT'S HAPPENING IN THE INDUSTRY

CHANGES, BOOMS, AND IN DEMAND  
OPPORTUNITIES



# TOP SECTOR EMPLOYMENT SNAPSHOT



**5.8%**



**Amusement and Theme Parks**



**2.4%**



**Full-Service Restaurant**



**5.3%**

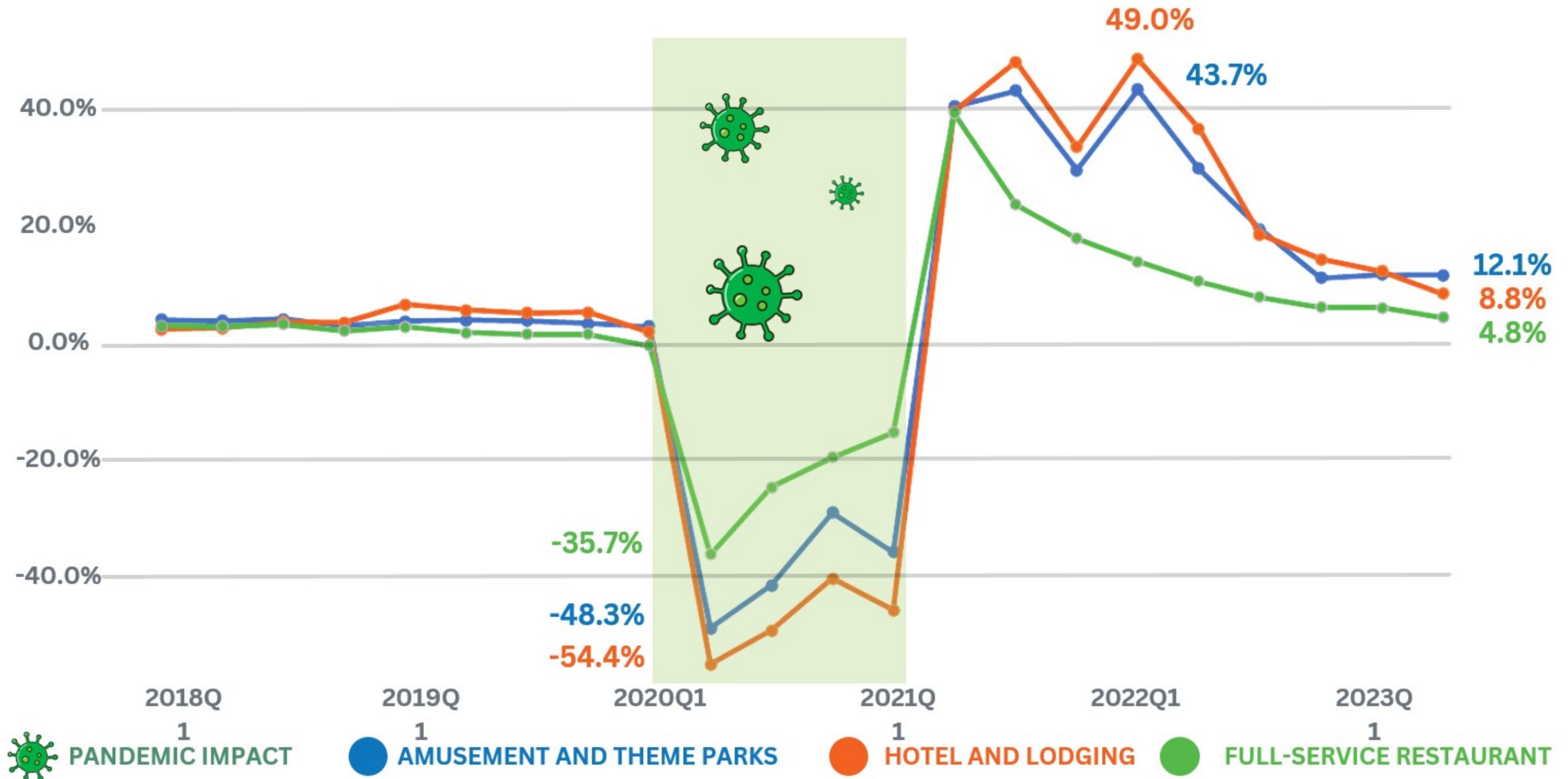


**Hotel and Lodging**

Average Annual % Change in Employment  
(2018-2023)

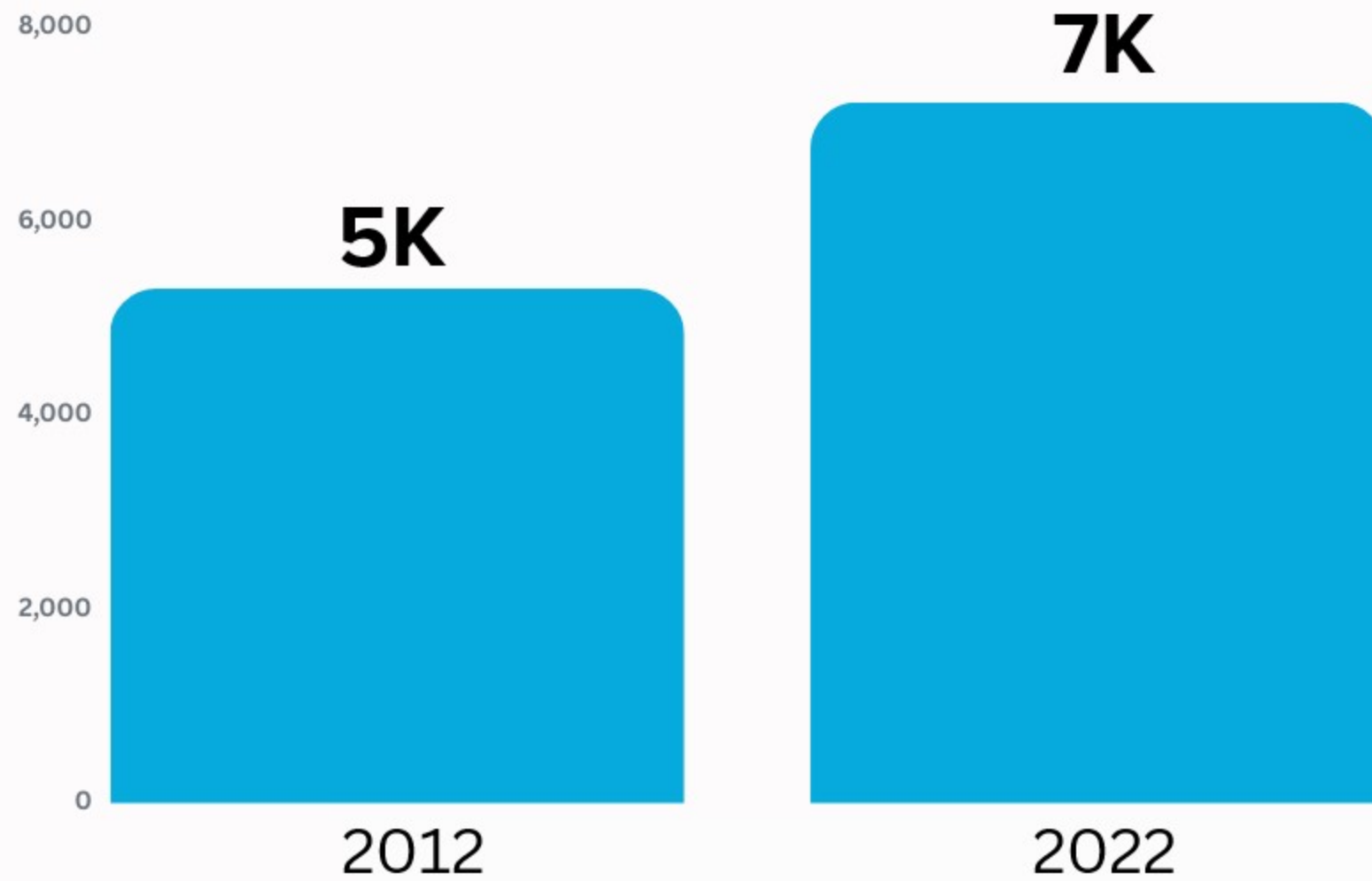


# YEAR OVER YEAR EMPLOYMENT CHANGE



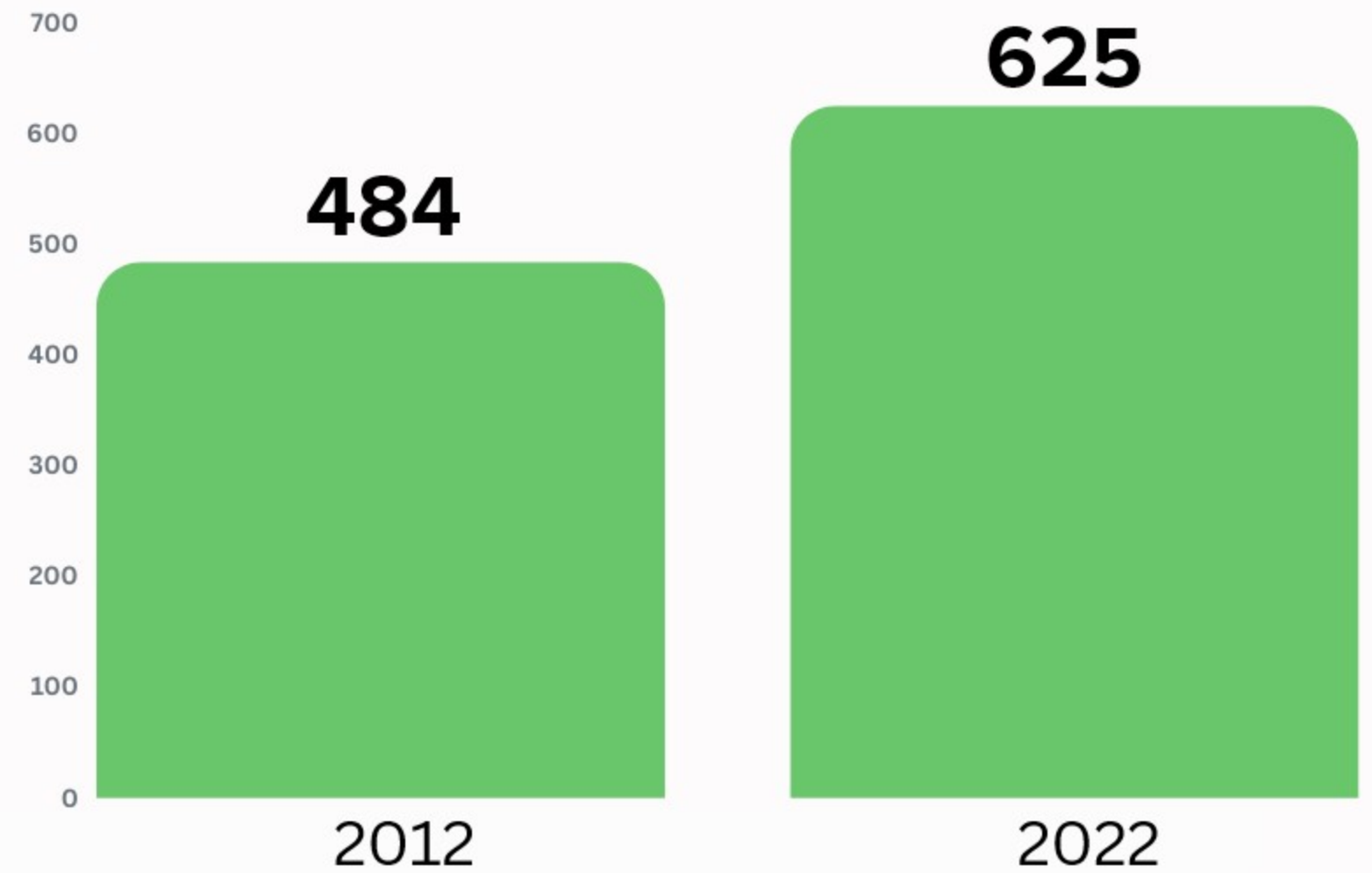
# BUSINESSES BOOM

## Hospitality & Tourism



**+36% OVER 10 YEARS**

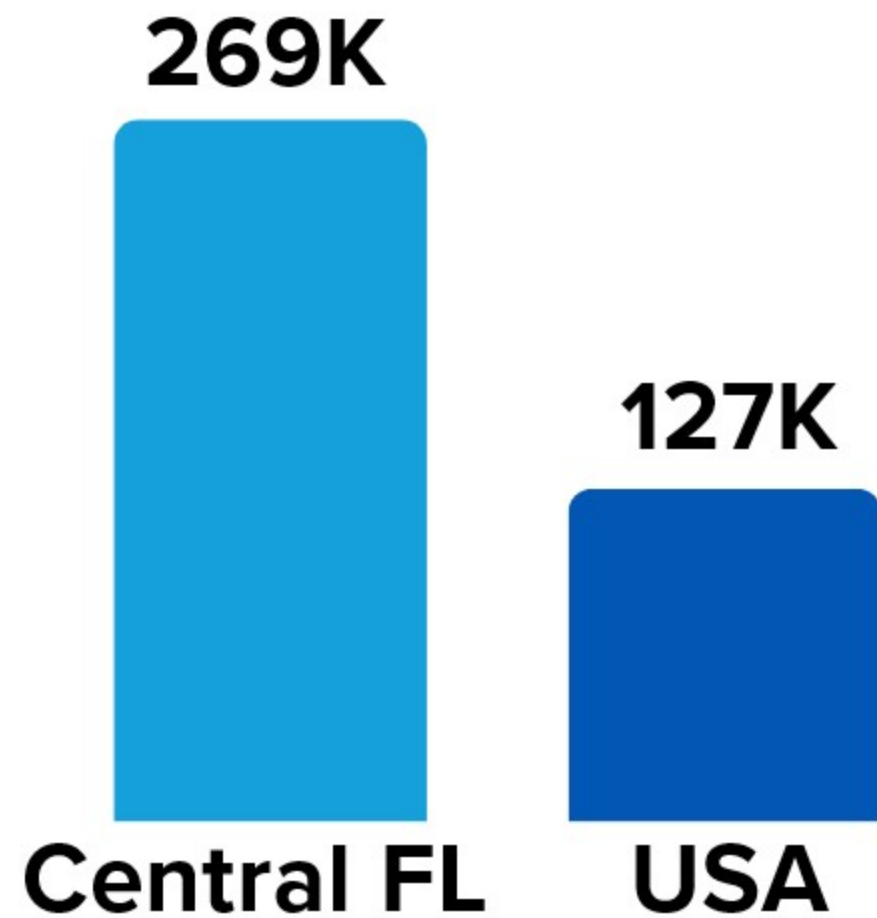
## Hotel & Lodging



**+29% OVER 10 YEARS**

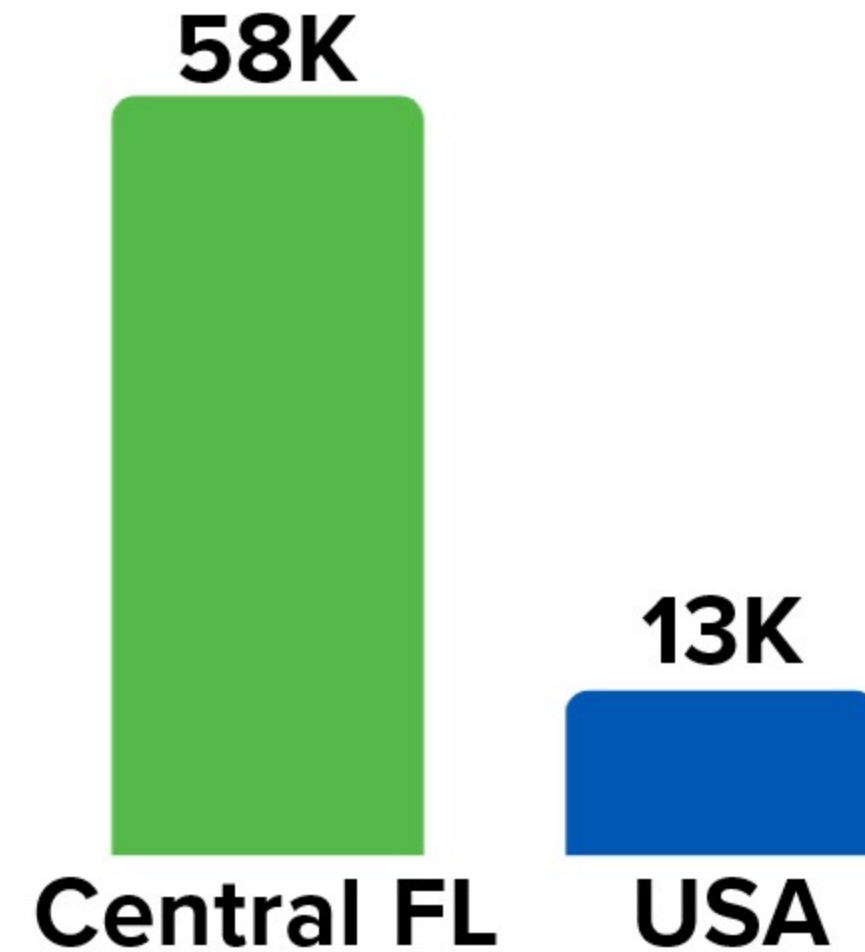
# CURRENT WORKFORCE

## Hospitality & Tourism



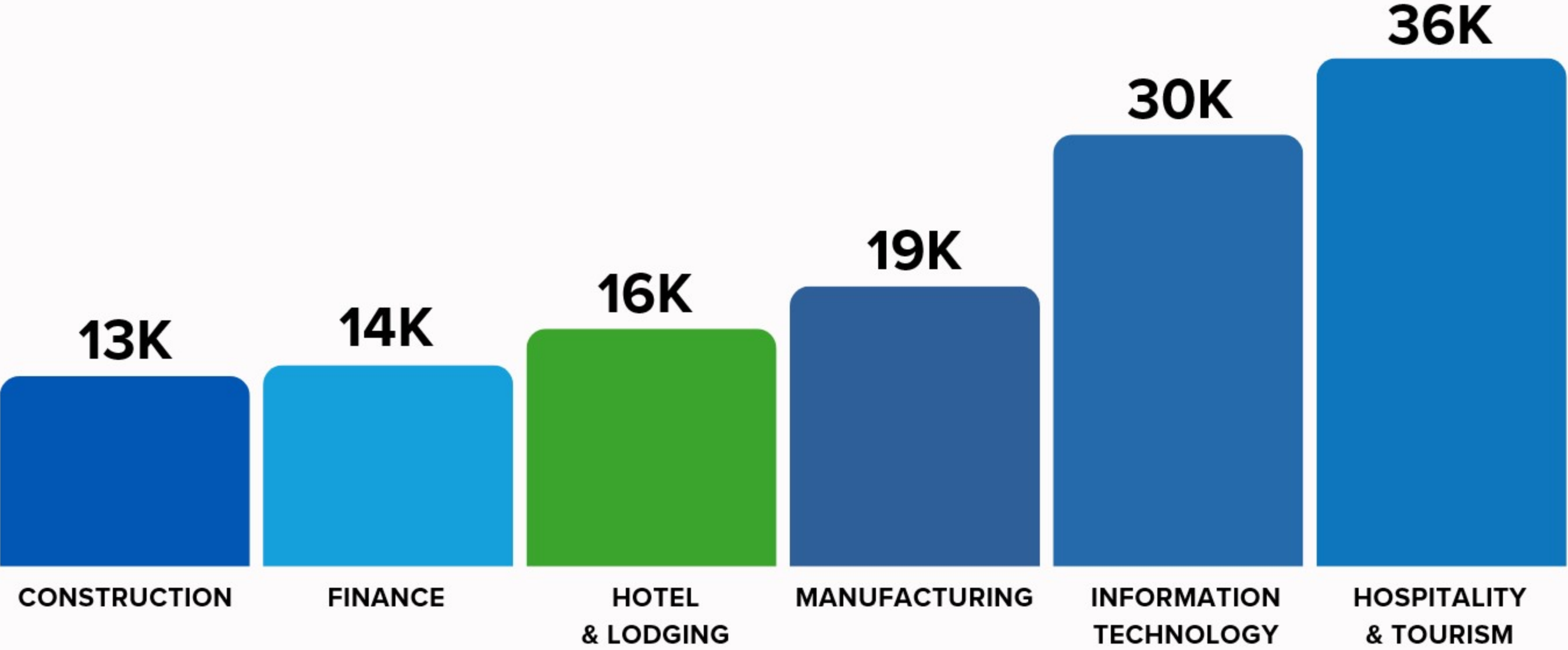
Employment in the Hospitality and Tourism sector stands at 269K, surpassing the national average of 127K.

## Hotel & Lodging



Significantly higher supply of employees than national level

# INDUSTRY DEMAND FOR WORKERS : job postings per Year



TOTAL UNIQUE POSTINGS IN CENTRAL FL



Source: JobsEQ, Lightcast



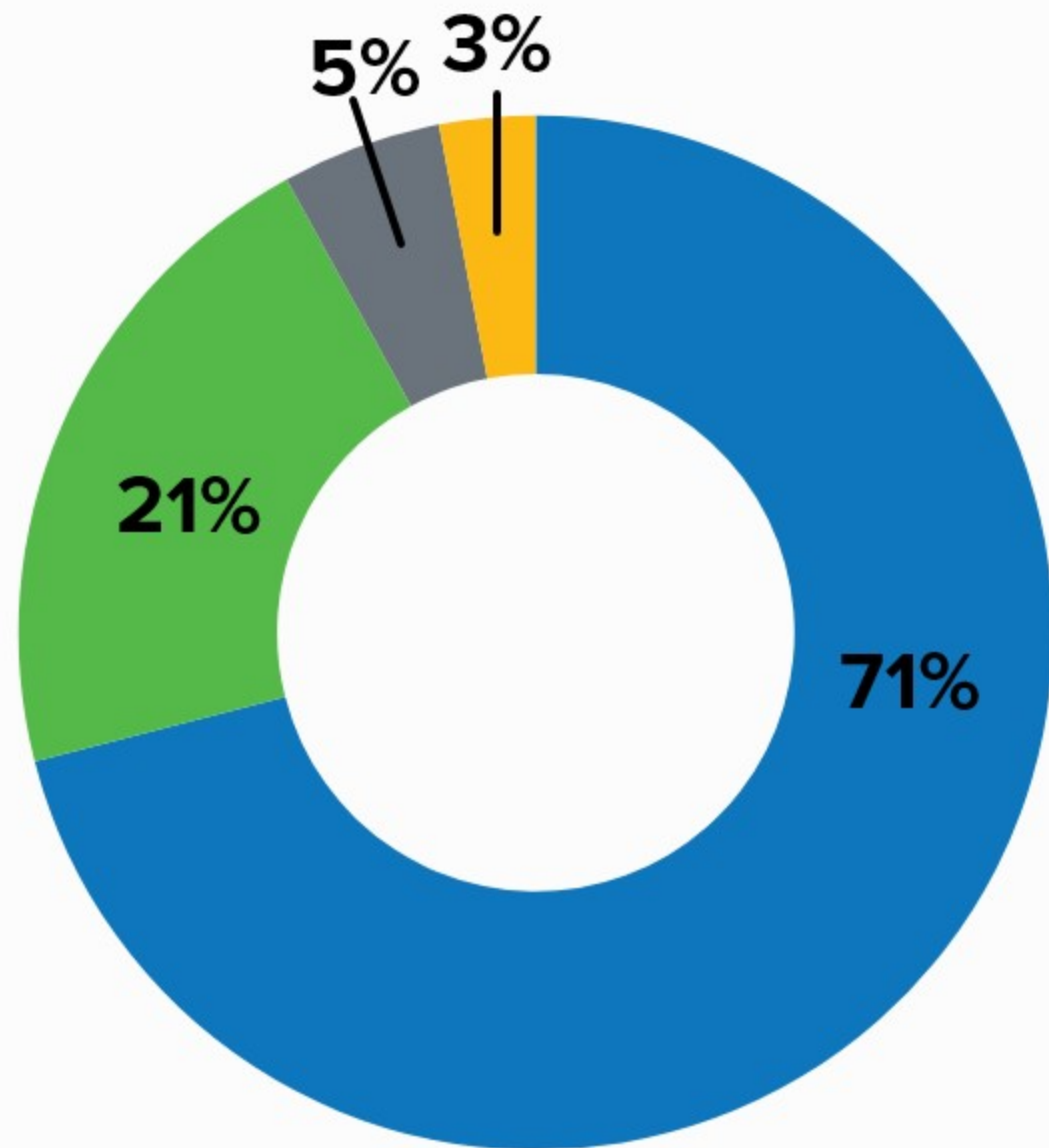
# THE TALENT BEHIND THE SCENES

DEMOGRAPHICS, GENERATIONS, AND HOW  
TO ATTRACT THE BEST CANDIDATES

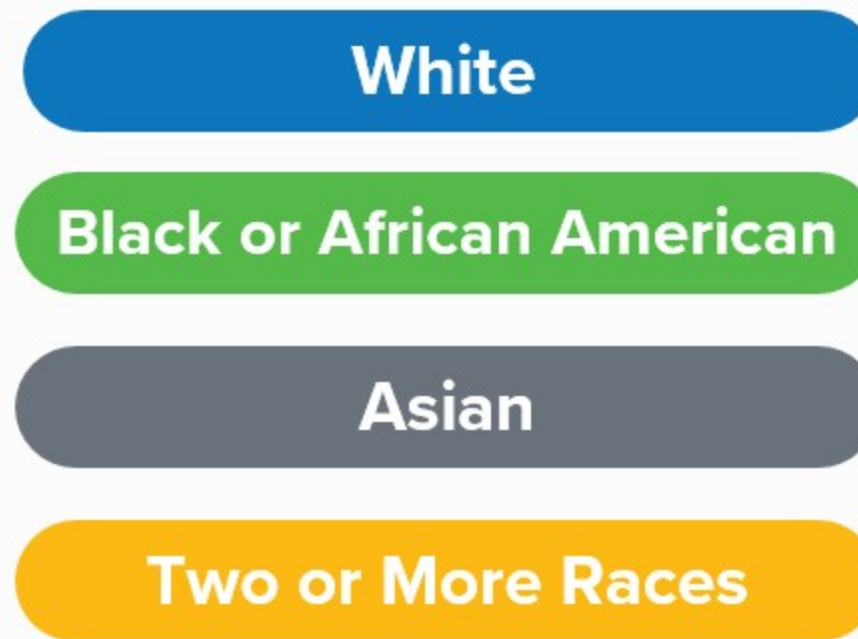
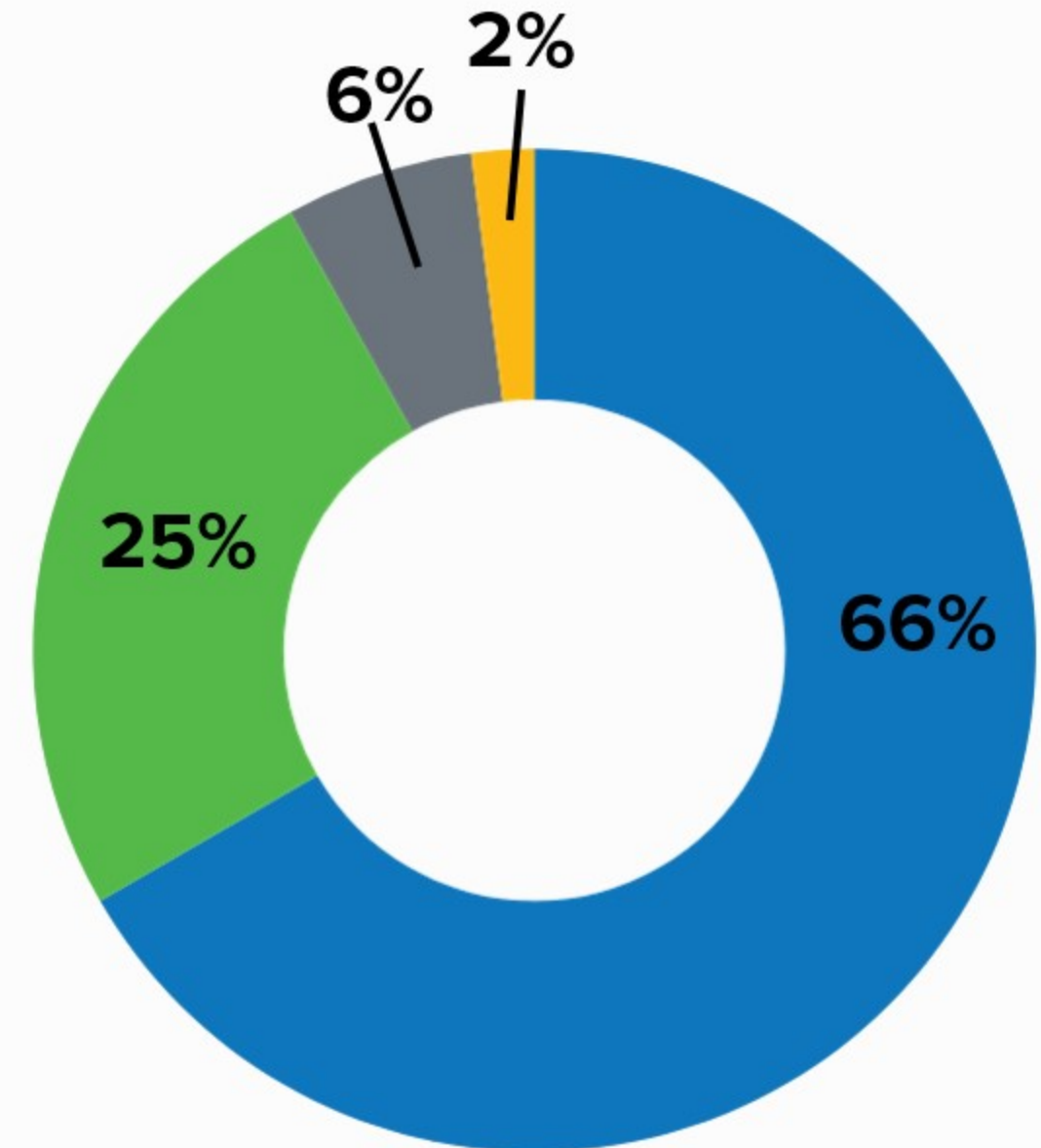


# TALENT DEMOGRAPHICS

## Central Florida Workforce

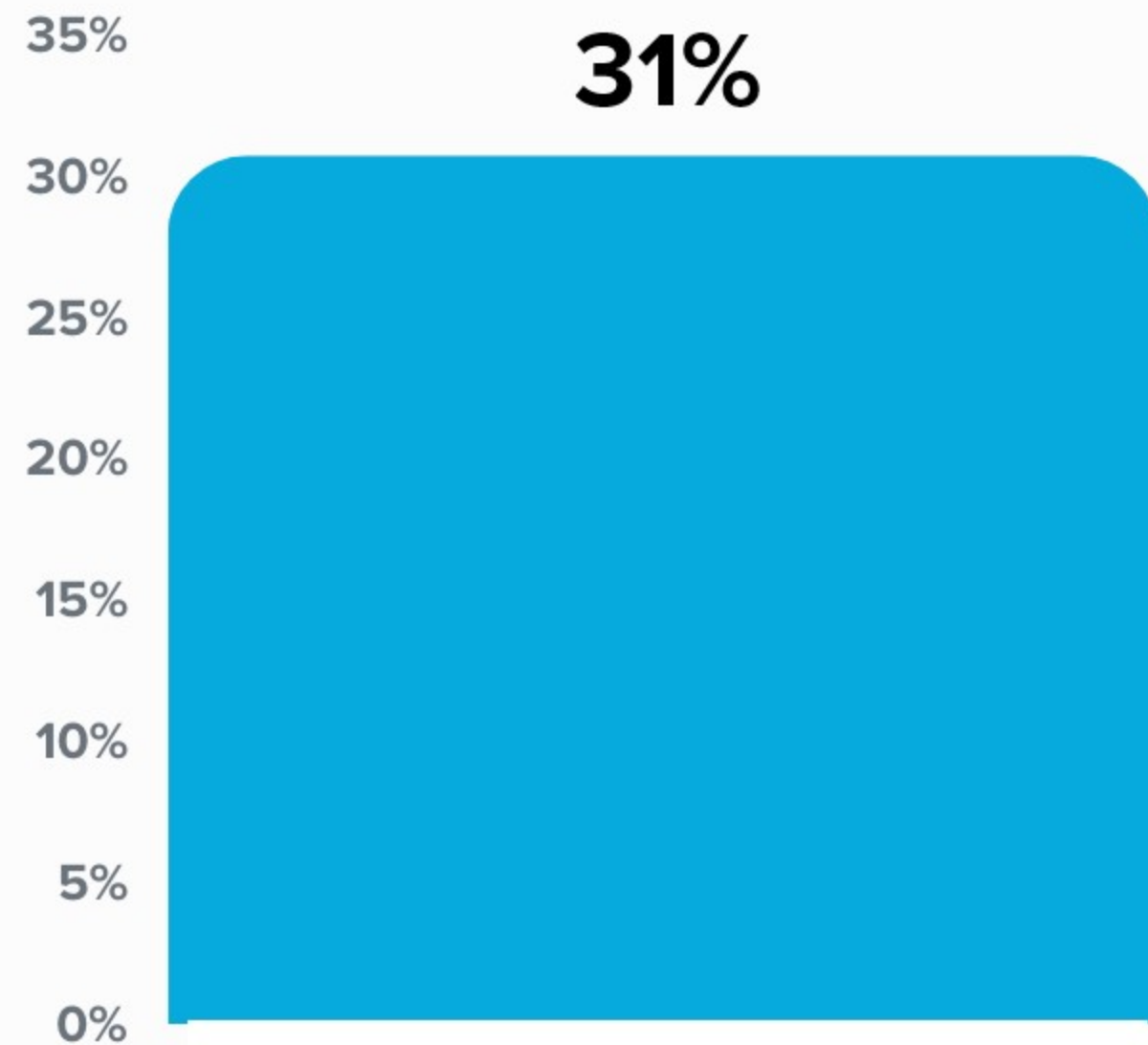


## Hotel and Lodging

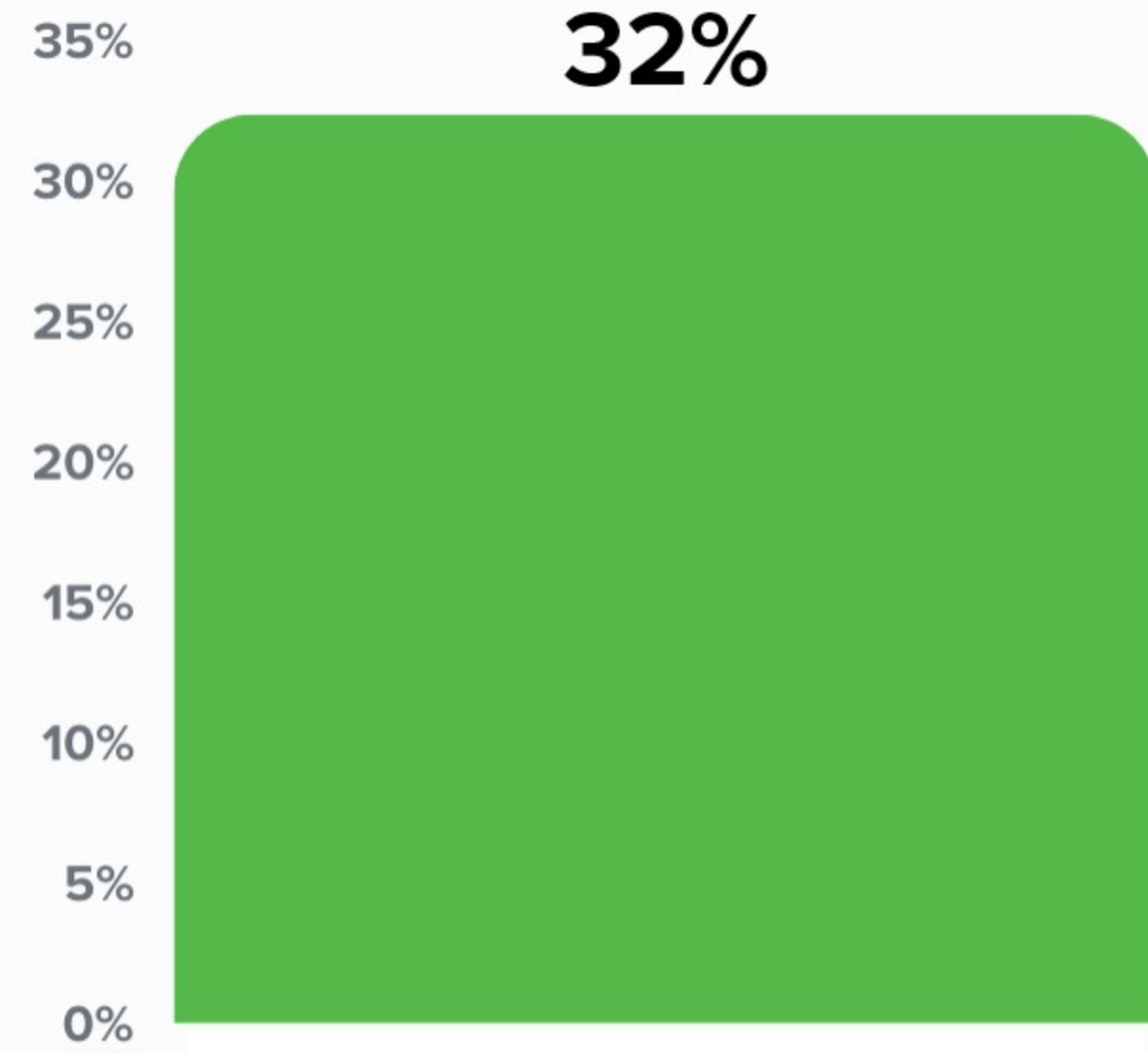


# DEMOGRAPHICS: HISPANIC OR LATINO

## Central Florida Workforce

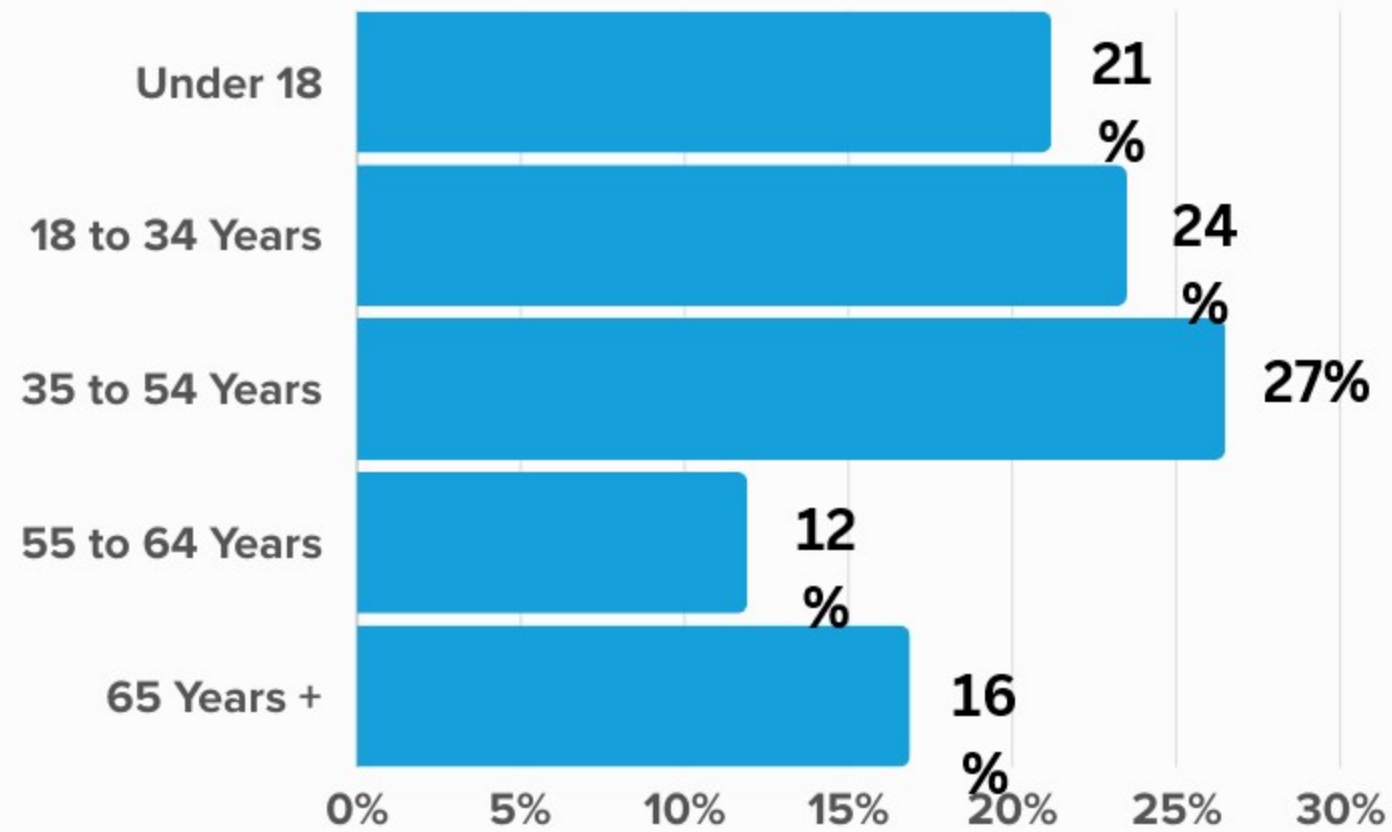


## Hotel and Lodging

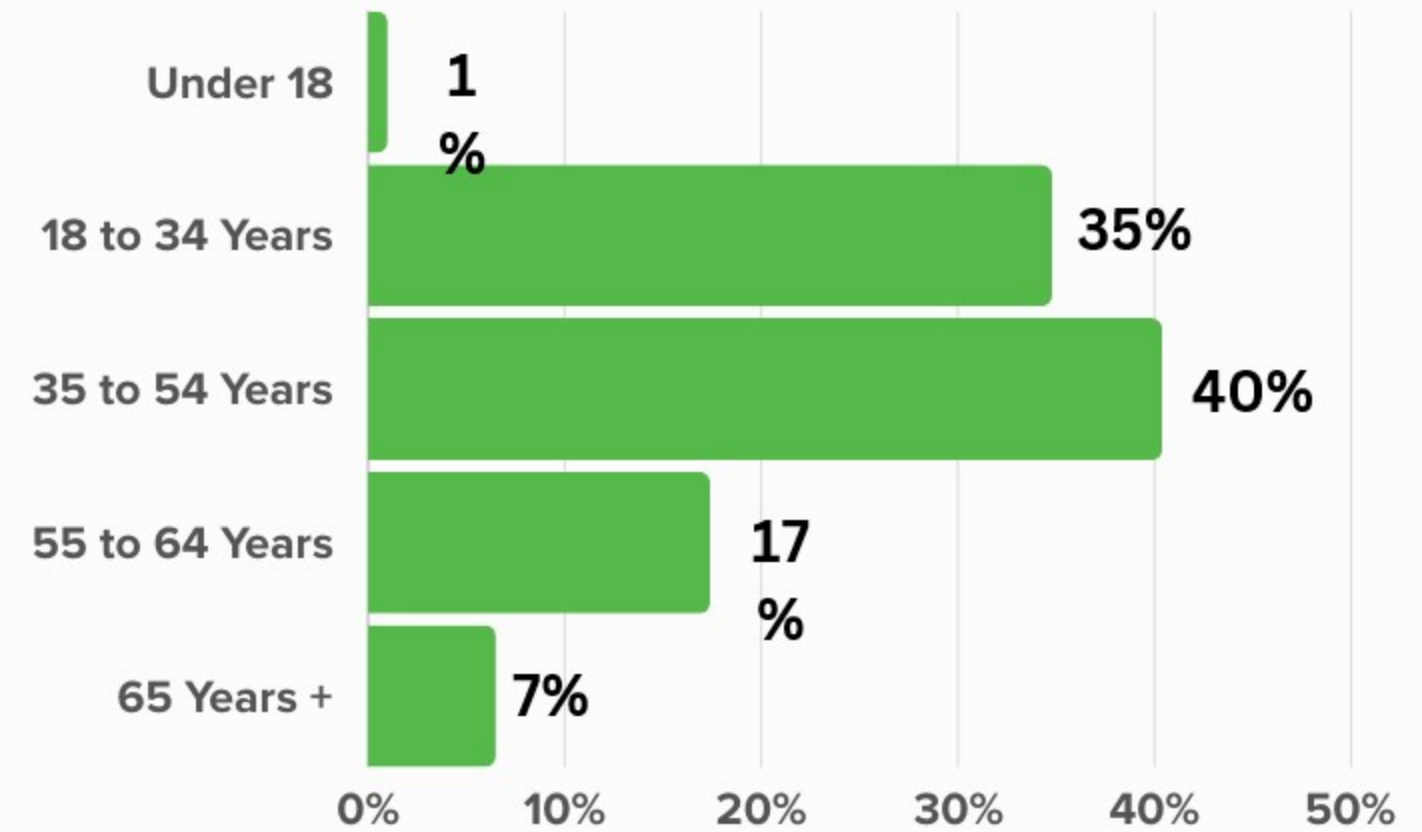


# DEMOGRAPHICS: AGE DISTRIBUTION

## Central Florida Population



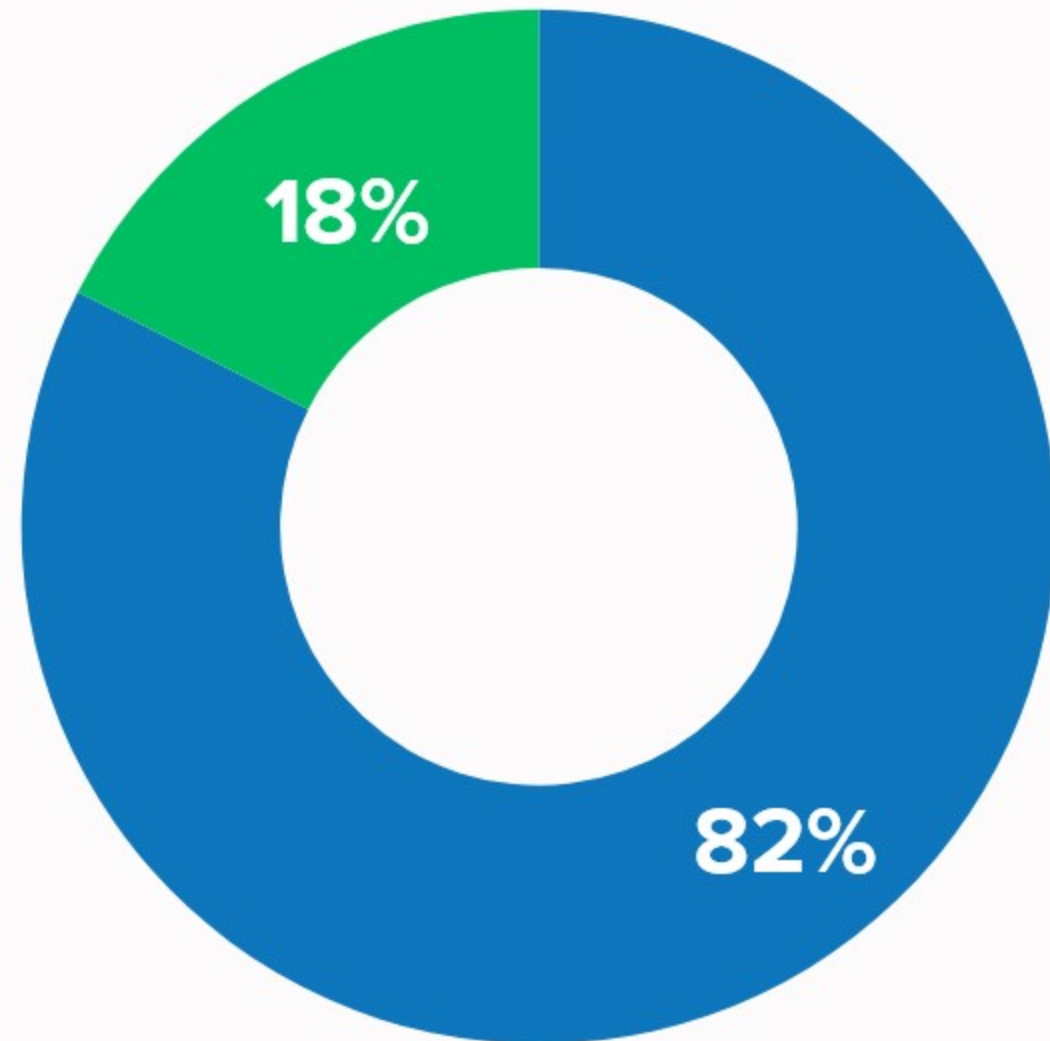
## Hotel and Lodging



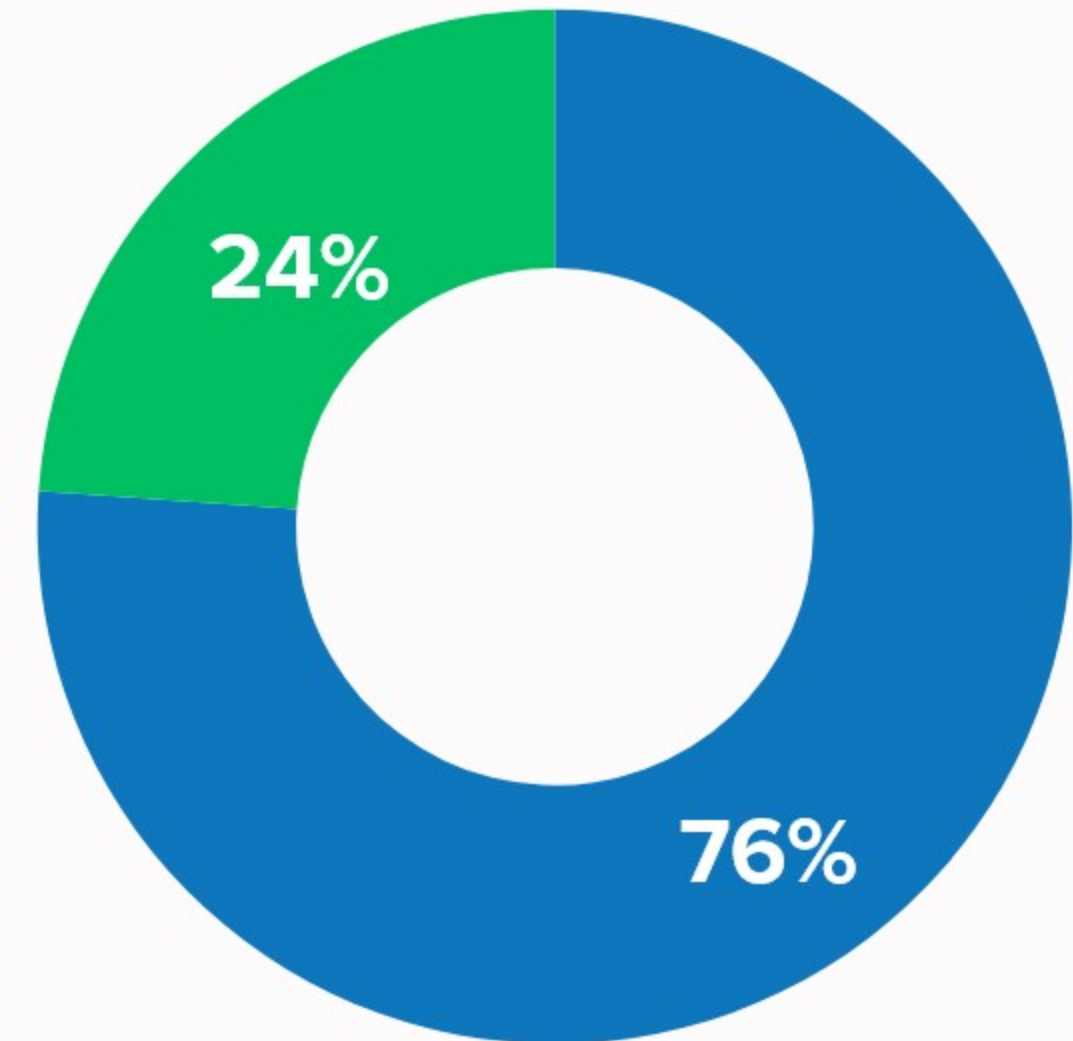


# RETIRING SOON

## Hospitality & Tourism



## Hotel and Lodging



RETIRES DEFINED AS ABOVE 55 YEARS IN AGE. | WORKFORCE DEFINED AS BELOW 55 YEARS IN AGE.

# MULTI-GENERATIONAL WORKFORCE

## TRADITIONALIST

AGE 79-96

DEPENDABLE | STRAIGHTFORWARD  
TACTFUL | LOYAL

## BABY BOOMERS

AGE 58-76

OPTIMISTIC | COMPETITIVE  
WORKAHOLIC | TEAM-ORIENTED

## GENERATION X

AGE 44-59

FLEXIBLE | INFORMAL  
SKEPTICAL | INDEPENDENT

## MILLENNIALS

AGE 28-43

COMPETITIVE | WORK-LIFE BALANCE  
ACHIEVEMENT ORIENTED | MULTI-TASKERS

## GENERATION Z

AGE 12-27

DIVERSE | ENTREPRENEURIAL  
PROGRESSIVE | TECH SAVVY

## GENERATION ALPHA

AGE 9-14

NEXT WORKFORCE | UP AND COMING

# ATTRACTING TALENT: TRANSFERABLE SKILLS

## LODGING – HOSPITALITY – TOURISM

### CONSTRUCTION

- Space Planning for Events Design
- Aesthetics for Hotels/Resorts
- Project Coordination for Renovations

### MANAGEMENT

- Team Leadership
- Crisis Management
- Customer Relationship Management

### IT

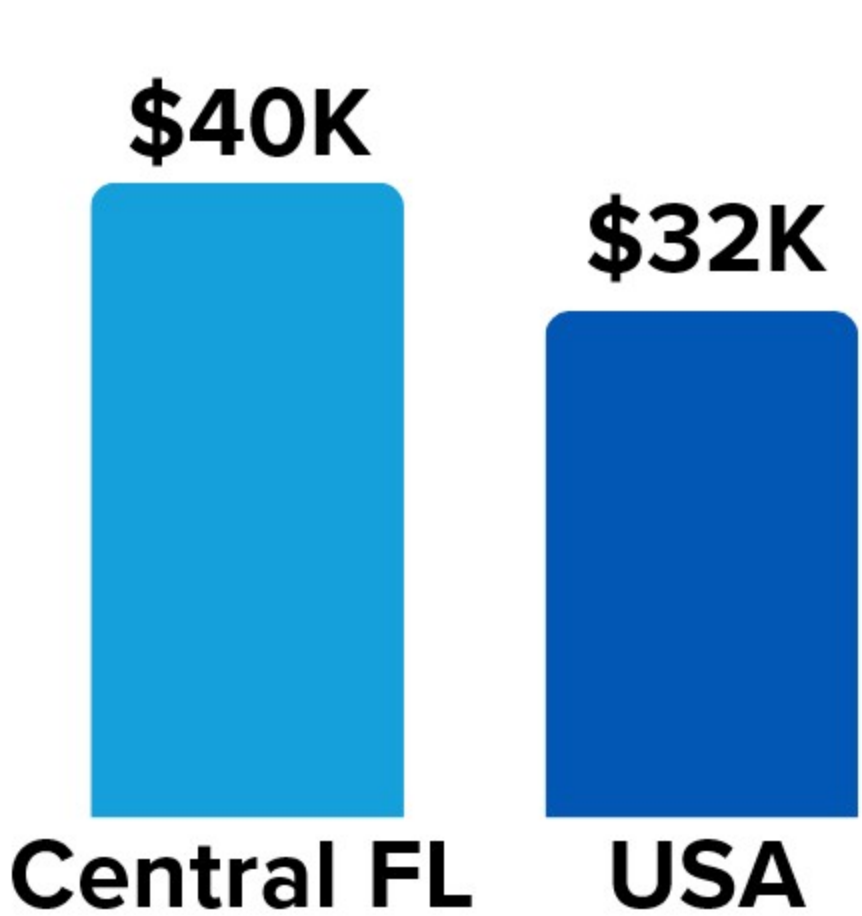
- System Analysis
- Software Implementation
- Database Management

### FINANCE

- Revenue Management
- Financial Planning for Events
- Budgeting and Cost Control

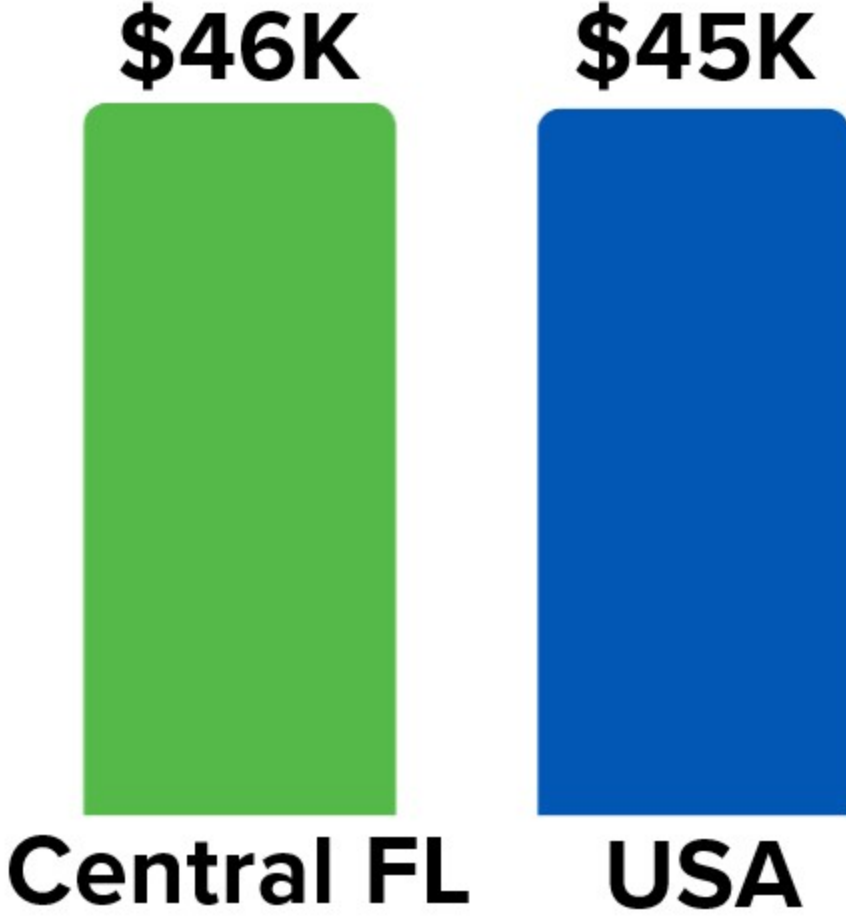
# CURRENT INDUSTRY WAGES

## Hospitality & Tourism



The national average salary for Hospitality and Tourism is \$32K, while it is \$41K in Central Florida region.

## Hotel & Lodging



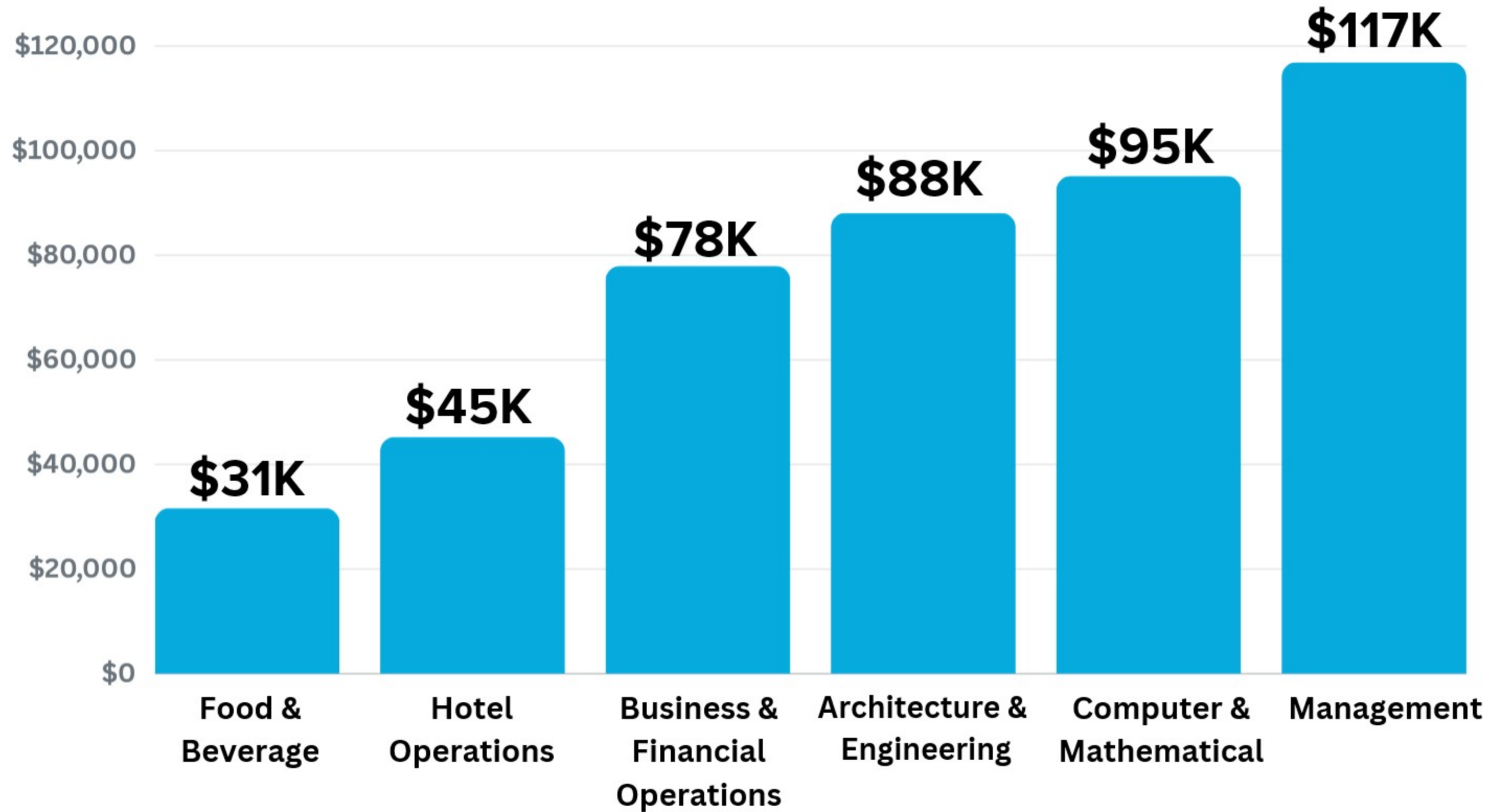
The national average salary for Hotel and Lodging is \$45K, which is on par with \$45K in Central Florida region.



# WAGE COMPARISON: ENTRY LEVEL

INDUSTRY	ANNUAL WAGE
<b>AVG CENTRAL FL ENTRY LEVEL SALARY</b>	<b>\$28K</b>
<b>Hospitality and Tourism</b>	<b>\$36K</b>
<b>Hotels and Lodging</b>	<b>\$36K</b>
<b>Manufacturing</b>	<b>\$37K</b>
<b>Construction</b>	<b>\$37K</b>
<b>Healthcare</b>	<b>\$38K</b>

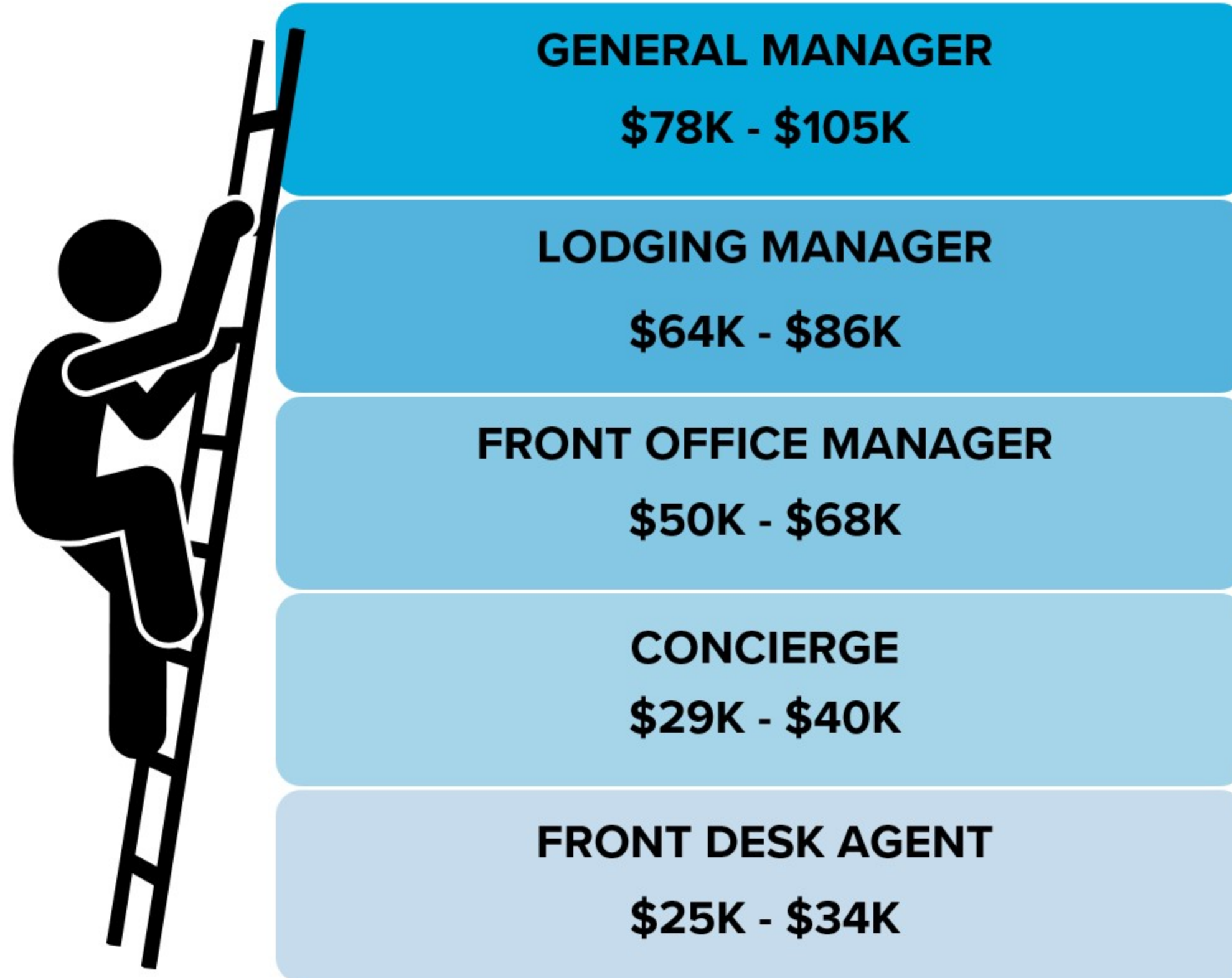
# HIGH SKILL HIGH WAGE



**High Paying Occupations Found in Hotel and Lodging**



# CAREER PATHWAY



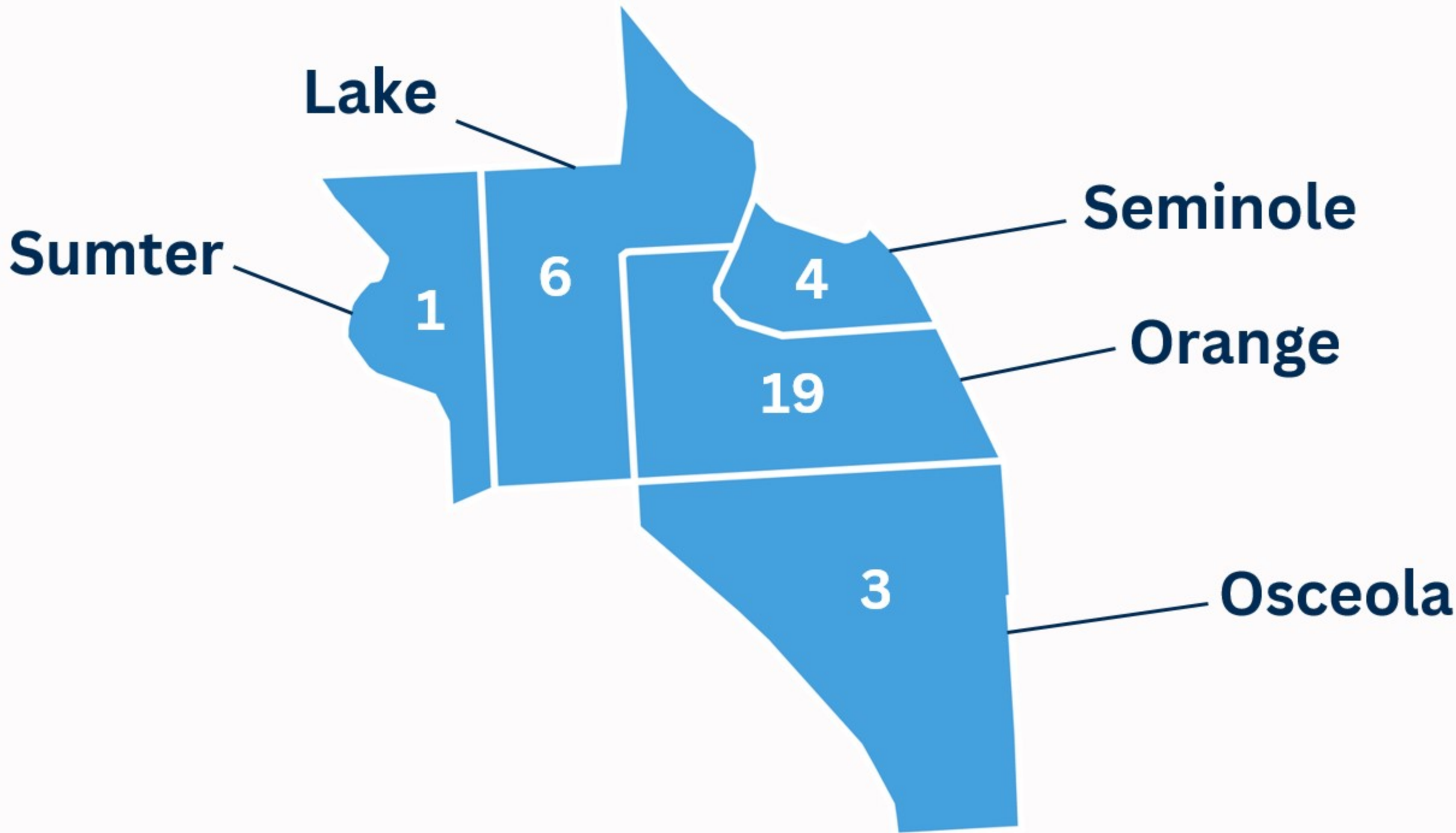
\* AVERAGE WAGES FOR CENTRAL FL AREA

# EDUCATION PARTNERS

EDUCATION PARTNERS	CURRICULUM
★ FLORIDA TECHNICAL COLLEGE	Culinary Arts, Baking and Pasteleria
★ OSCEOLA TECHNICAL COLLEGE	Culinary Arts and Hospitality Professional
UCF ROSEN COLLEGE OF HOSPITALITY MANAGEMENT	Hospitality Management
★ SEMINOLE STATE COLLEGE	Chef's Apprentice, Food and Beverage Speciality, Room Division Operations
★ VALENCIA COLLEGE	Baking and Pastry Specialist, Bar and Beverage Management, Chef's Apprentice, Culinary Arts Management Operations, Event Planning Management, Hotel Operations and Management, Pastry Chef Assistant, Restaurant Food Services Management



# NUMBER OF HIGH SCHOOL PROGRAMS: HOSPITALITY & CULINARY ARTS



# KEY WORKFORCE TRENDS

**SKILLS OVER DEGREES**

**ARTIFICIAL INTELLIGENCE**

**WORKPLACE WELLBEING**

**PAY TRANSPARENCY AND EQUITY**



# TAKEAWAYS

**TALENT ATTRACTION STRATEGY**

**FOCUS ON SKILLS**

**COMPETITIVE COMPENSATION**

# THANK YOU



CareerSource  
CENTRAL FLORIDA



# SPECIAL THANKS

# OUR SPONSORS