


TRAVEL, HOSPITALITY, AND TOURISM IN NORTH COUNTY SAN DIEGO

WORKFORCE GROWTH



 **18%**

Increase in travel, hospitality, and tourism jobs in the North County Region since 2013

North County's travel, hospitality, and tourism industries span across many other clusters of San Diego industry:

- TRANSPORTATION
- CONSTRUCTION
- AGRICULTURE
- RECREATIONAL GOODS AND ACTIVE LIFESTYLE

EDUCATIONAL INSTITUTIONS



- Higher education institutions offering programs in the biotechnology and biomedical cluster include Cal State San Marcos, MiraCosta College, Palomar College, and National University

40%
of the North County population has a bachelor's degree or higher

OCCUPATIONS IN THE INDUSTRY

- AMUSEMENT AND RECREATION ATTENDANTS
- MAIDS AND HOUSEKEEPING CLEANERS
- FIRST-LINE SUPERVISORS OF GAMING WORKERS
- GAMING DEALERS
- COMBINED FOOD PREPARATION AND SERVING WORKERS, INCLUDING FAST FOOD

63,037 JOBS

In the North County travel, hospitality, and tourism Industry

EARNINGS

- Average earnings per travel, hospitality, and tourism cluster job in North County is **\$30,696**



KEY COMPANIES

Harrah's
RESORT
SOUTHERN CALIFORNIA

HYATT
LEGOLAND
CALIFORNIA

SAN DIEGO ZOO
SAFARI
PARK

For more information on North County's travel, hospitality, and tourism industry please contact:

William Erik Bruvold,
CEO, San Diego North Economic Development Council
info@sdnedc.org | 760.510.5919

Unless otherwise noted, all data is for calendar year 2018. Sources include California Employment Development Department, US Census Quarterly Census of Employment and Wages and DatabaseUSA.com

760.510.5919 | 100 E. San Marcos Blvd, Suite 400 San Marcos, CA 92069 | www.sdnedc.org

