



Presentation for
Workforce Development Council



SAN DIEGO COUNTY
LODGING
ASSOCIATION





About the Tourism Industry

Basic Statistics

- 3rd Largest Industry
- 28.8 million visitors in 2022 (a top U.S. destination)
- Visitors spend \$13.6 billion annually
- Visitor industry directly and indirectly employs 214,000

Hotel Industry

- 560+ Hotel with 64,021 rooms countywide
- Hotel industry employs 26,900



Types of Accommodations

- **Chain Hotels**
- **Motels**
- **Resorts**
- **Inns**
- **Conference/Convention Center Hotels**
- **Extended Stay Hotels**
- **Boutique Hotels**
- **Bed and Breakfasts**
- **Eco Hotels**
- **Casino Hotels**
- **Pet-friendly Hotels**
- **Roadhouses**
- **Gastro Hotels**
- **Transit Hotels**
- **Hostels**



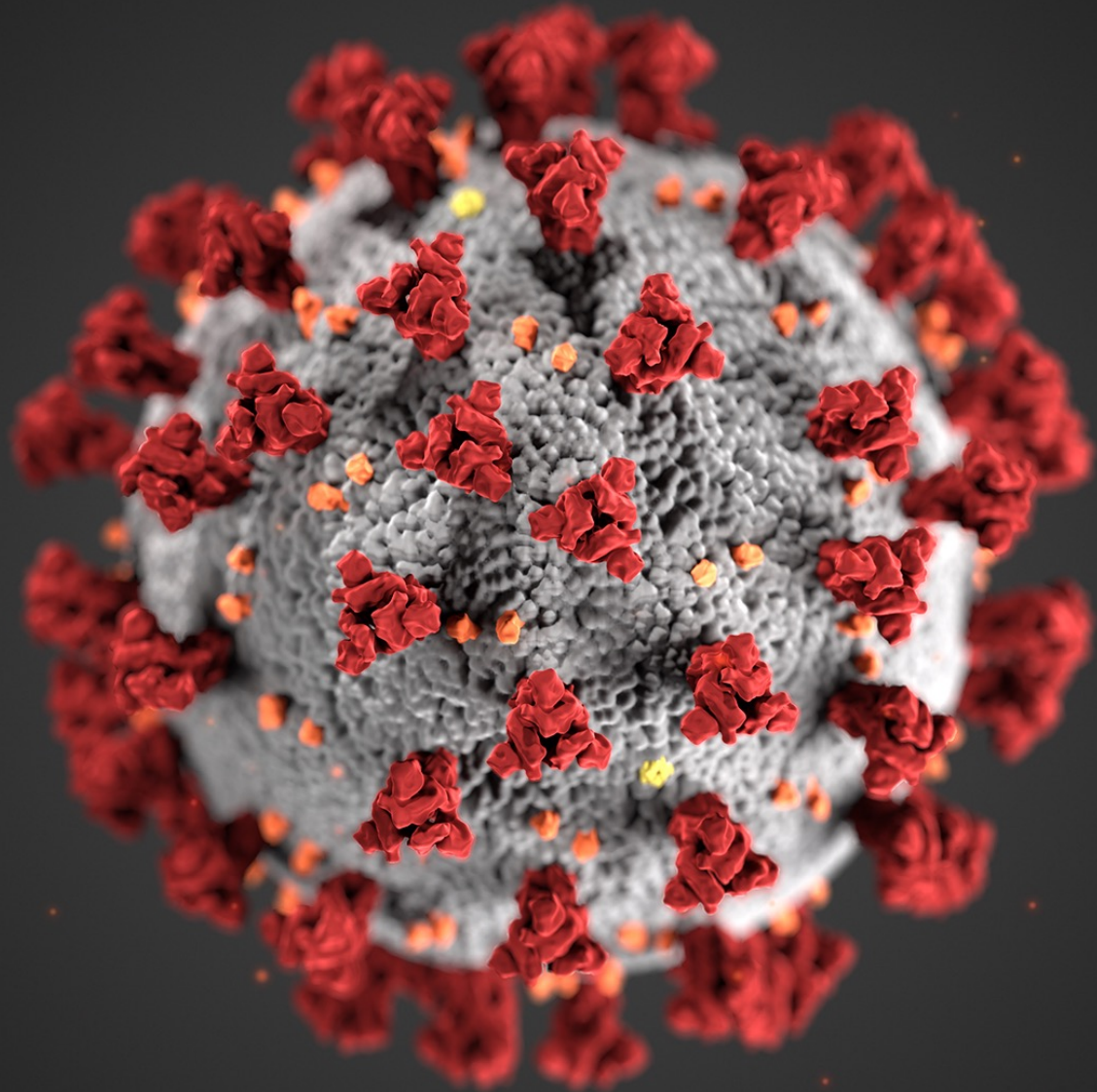
About SDCLA

Industry Priorities

- Government Advocacy
- Communications
- Member Resources
- Education
- Events
- External Affairs



Gold Key Awards





Bright Future

- Strong bounce back since COVID-19, with 12,500 new jobs added last year
- Hiring has remained strong with 2,100 new jobs added in June to July

Addressing Labor Shortage

- Covid employment scars are healing
- Wages have improved across the board
- Generational shift as older employees hit retirement age
- Technology is attractive and relevant for younger employees
- Filling skills-gap to retain existing employees



Partnership Opportunities

- **Short-Term:**

- Part time employment for students

- **Mid-Term:**

- Students exploring career opportunities
- Continuing education opportunities for existing employees
- Industry professionals serving as guest instructors

- **Long-Term:**

- Development of a hotel-specific community colleges curriculum to pipeline the industry



Diverse Classrooms

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Questions?