



# Retail, Hospitality, and Tourism



North (Greater Sacramento)  
Career & Training Pathways Profile

2026

## Five-Year Outlook

5% sector growth

29,000+ annual job openings

11.9% of Greater Sacramento's jobs



POWERED BY



# Introduction



Depending on a student's interests, there are a variety of career choices within the Retail, Hospitality, and Tourism sector.

Some careers focus on maximizing the in-store experiences of customers, while others revolve around digital environments, focusing on internet sales. Still other careers involve hospitality services, such as hotel management, or creating culinary masterpieces at top-notch restaurants.

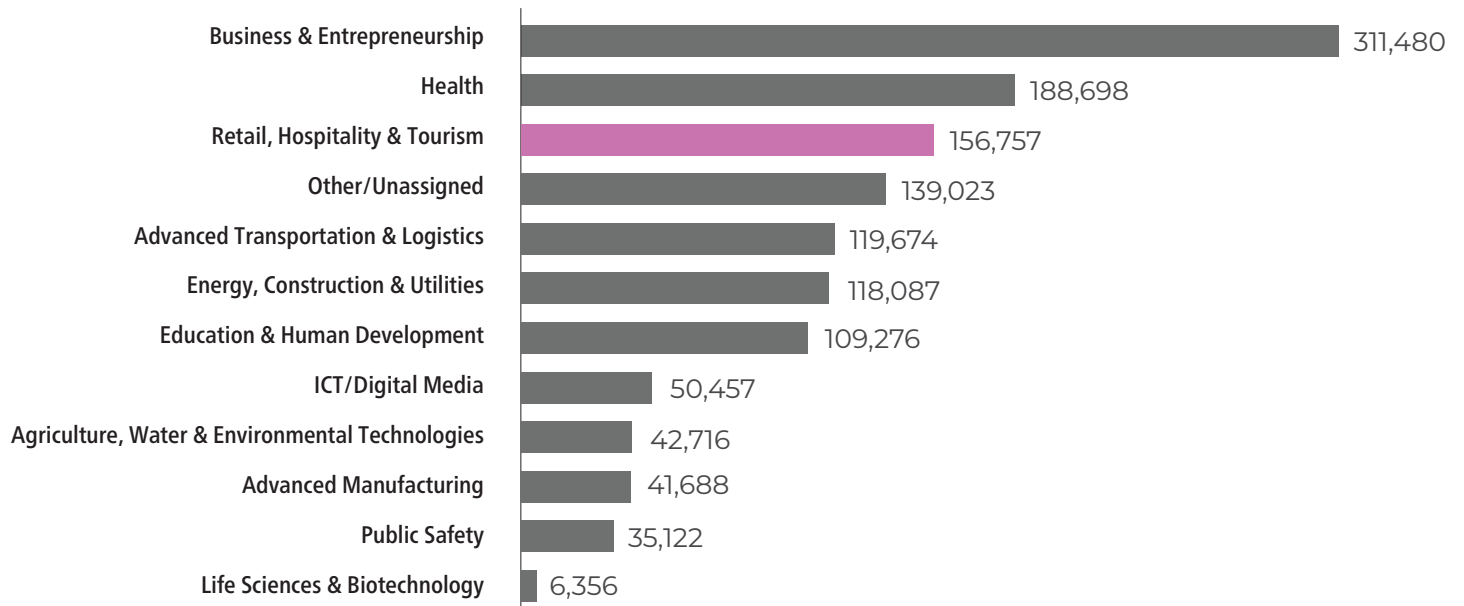
Careers in this sector tend to focus on providing high-quality services to all customers and guests, whether they are local or out-of-town tourists. Valued skills include exceptional customer service, communication, teamwork, and time management.

The Greater Sacramento area is home to many cultural and entertainment institutions that contribute to local economies. The state capital offers landmarks such as the Old Sacramento Waterfront and Tower Bridge; the Capitol Museum, the SMUD Museum of Science and Curiosity, and the Crocker Art Museum; and amusement parks including the Sacramento Zoo, Funderland, and Fairytale Town.

Surrounding Lake Tahoe there are multiple mountain resorts, including Northstar California, Heavenly Mountain Resort, Alpine Meadows, and Sugar Bowl Ski Resort.

Other points of interest are theatres, music and concert halls, and entertainment venues, such as the Toyota Amphitheatre in Wheatland, Woodland Opera House in Woodland, and Mondavi Center for the Performing Arts in Davis.

## 2024 Sector Employment



Note: The North subregion encompasses seven counties (El Dorado, Nevada, Placer, Sacramento, Sutter, Yolo, and Yuba) and eight community colleges (American River, Cosumnes River, Folsom Lake, Lake Tahoe, Sacramento City, Sierra, Woodland, and Yuba). The North Far North region spans 22 counties and 15 community colleges, stretching from the Greater Sacramento area, north to California's border with Oregon, and east to Nevada.

# Sector Highlights

156,757  
Jobs in 2024

165,328  
Projected Jobs in 2029

5%  
Projected Job Growth,  
2024-2029

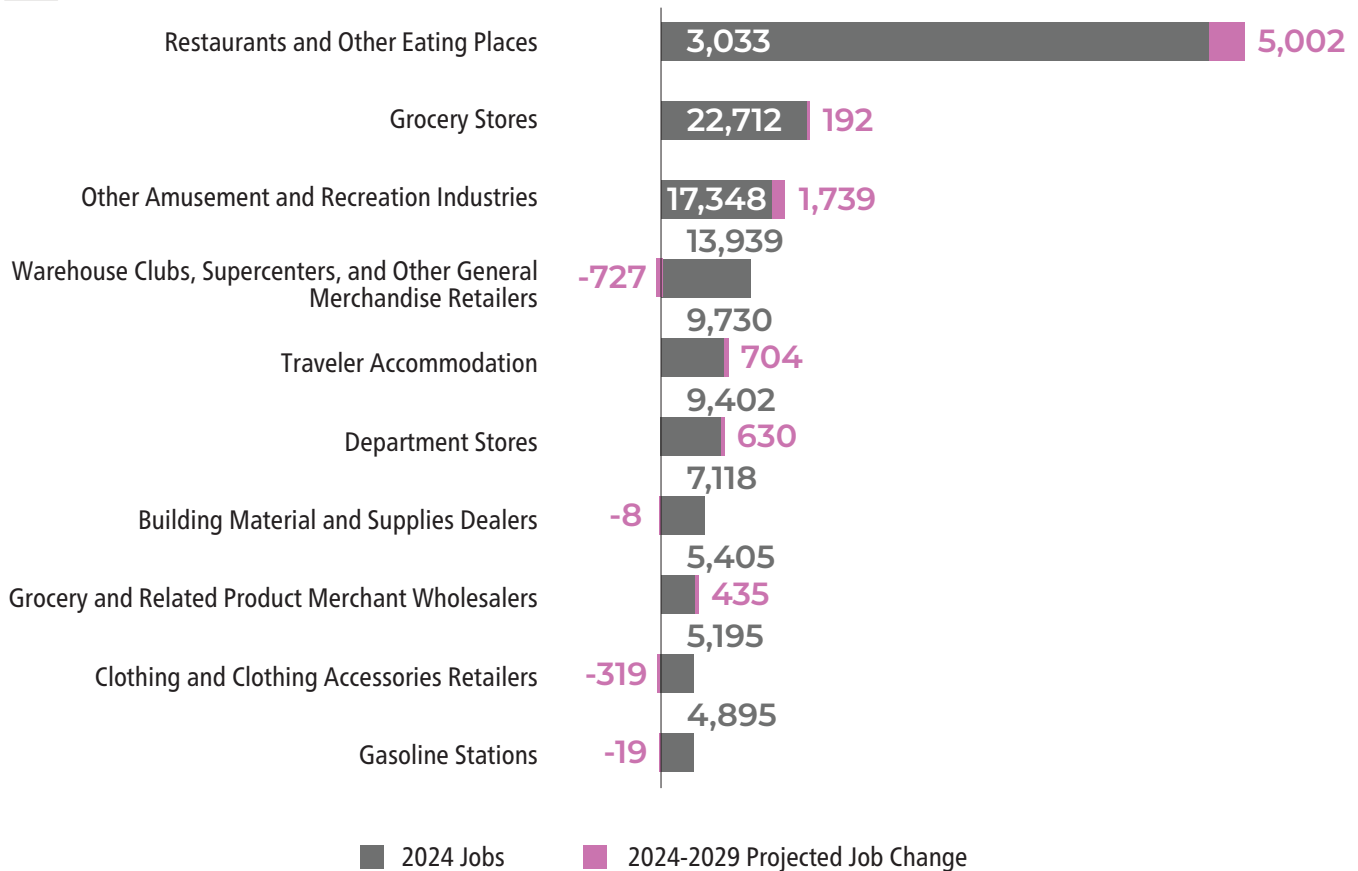
8,571  
New Jobs by 2029

14,064  
Businesses

11.9%  
% of Greater Sacramento  
Employment, 2024



## Employment by Subsector



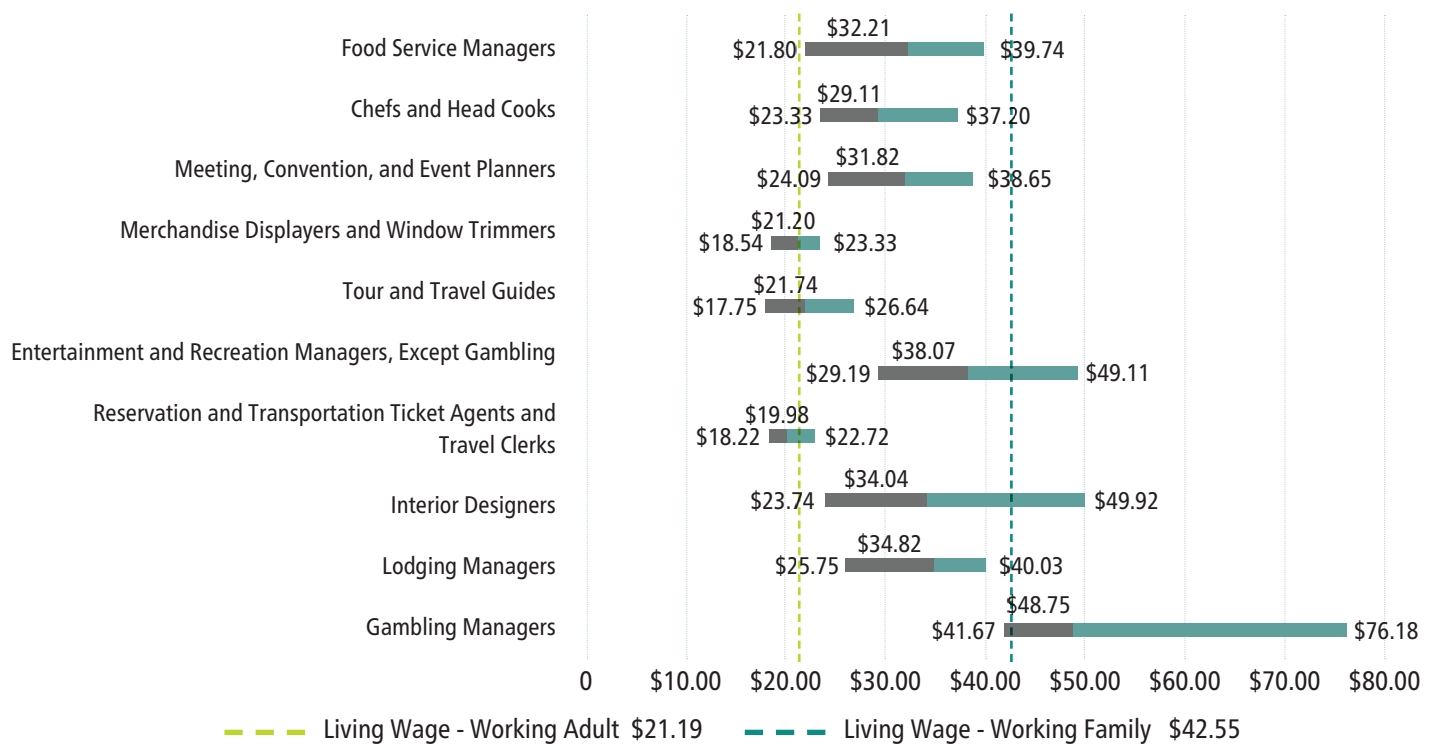
Note: The Retail, Hospitality, and Tourism sector includes 143 distinct 6-digit NAICS codes. Contact the NFN COE for a complete listing of NAICS codes by sector.

# Top Occupations

Occupation	2024 Jobs	2024-2029 Projected Change	2024-2029 Average Annual Openings	Typical Entry-Level Education
Food Service Managers	2,544	6%	325	High school diploma or equivalent
Chefs and Head Cooks	1,643	9%	230	High school diploma or equivalent
Meeting, Convention, and Event Planners	1,109	9%	137	Bachelor's degree
Merchandise Displayers and Window Trimmers	1,204	3%	135	High school diploma or equivalent
Tour and Travel Guides	429	12%	116	High school diploma or equivalent
Entertainment and Recreation Managers, Except Gambling	778	8%	106	Bachelor's degree
Reservation and Transportation Ticket Agents and Travel Clerks	720	9%	91	High school diploma or equivalent
Interior Designers	565	3%	56	Bachelor's degree
Lodging Managers	384	8%	46	High school diploma or equivalent
Gambling Managers	42	16%	7	High school diploma or equivalent

Note: Jobs for the above occupations may not solely exist in this sector and may be found in other sectors that require related services. Projected change includes new job growth and replacements. Occupations with significant annual openings, active training programs in the subregion, wages at or close to the living wage, and training beyond a high school diploma but short of a bachelor's degree were prioritized for inclusion in the top middle-skill occupations.

# Hourly Wages for Top Occupations



Note: The hourly wage ranges include the 25th percentile (entry-level), median, and 75th percentile (experienced) hourly earnings for workers employed in these occupations across the North (Greater Sacramento) subregion where the living wage in 2024 for a single working adult was \$21.19 and for a working family (defined as an adult and one infant) was \$42.55.



# Job Posting Trends

**Job posting trends examine all occupations assigned to the Retail, Hospitality, and Tourism sector, regardless of skill or education level in the Greater Sacramento subregion.**

Unique Online Job Postings  
**30,974**  
(13% of Region's Postings)

Median Advertised Hourly Salary  
**\$20.43**  
(Regional Average \$30.77)

Median Posting Duration  
**28 days**  
(Regional Average 25 Days)

Posting Intensity  
**3:1**  
(Regional Average 2:1)

Note: Job postings count the number of online job postings advertised in the 7-county North (Greater Sacramento) subregion between November 1, 2024 and October 31, 2025. COE has identified 49 occupations aligned with the Retail, Hospitality, and Tourism sector, and those SOC codes were used to generate the list of aligned job postings. Contact the NFN COE for a complete listing of SOC codes by sector. Postings are limited to in-state employers and exclude staffing companies. Posting Intensity is the ratio of total job postings to unique (de-duplicated) job postings. Job posting results are weighted toward occupations with the most postings, influencing the frequency of results for employers, job titles, skills, work experience, and education.



# Top Employers

## Employers with the Most Postings

- |                           |                   |
|---------------------------|-------------------|
| 1. Starbucks              | 6. Albertsons     |
| 2. Walmart                | 7. Domino's Pizza |
| 3. Panda Express          | 8. Safeway        |
| 4. Macy's                 | 9. Taco Bell      |
| 5. Marriott International | 10. T.J. Maxx     |

# Most In-Demand Skills

## Specialized Skills

- Merchandising
- Restaurant Operation
- Cash Handling
- Food Safety and Sanitation
- Selling Techniques

## Soft Skills

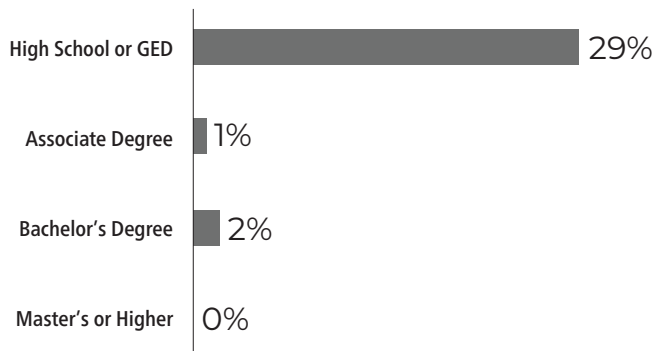
- Customer Service
- Communication
- Sales
- Management
- Operations

## Software and Technical Skills

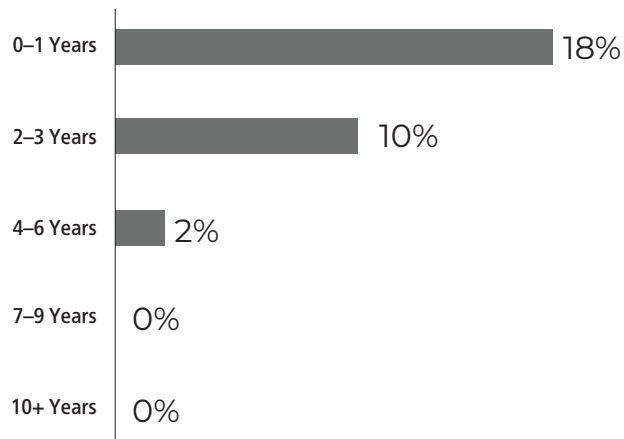
- Microsoft Office (Excel, Outlook, PowerPoint, Word)
- Inventory Management Systems
- Spreadsheets
- Web Browsers
- Salesforce

# Education & Experience in Job Postings

## Employer-Preferred Education



## Employer-Preferred Work Experience



Note: The percentages might not equal 100% because not all employers include education or work experience in their job postings.

# COMMUNITY COLLEGE Training Programs



American River College	Cosumnes River College	Folsom Lake College*	Lake Tahoe College	Sacramento City College*	Sierra College	Woodland Community College	Yuba College
Baking and Pastry	Cooking and Supervision		Culinary Arts: Wine Studies		Fashion Industries	Baking	Culinary Arts
Fashion Design	Culinary Arts Management		Culinary Arts		Fashion Media	Culinary Arts	
Fashion Merchandising	School Foodservice Specialist		Hospitality Management		Hospitality Management		
Hospitality Management: Culinary Arts/ Restaurant Management					Retail Management		
Interior Planning and Design							
Retail Management							

\* This/these college(s) do not offer programs related to the sector.

Note: Due to discrepancies in the California Community Colleges Curriculum Inventory (COCI) and how Taxonomy of Programs (TOP) codes are categorized by sector, this list may not include all related or currently available training programs.



This publication was supported through Strong Workforce Program (SWP) funding from the North Far North Regional Consortium and the California Community Colleges Chancellor's Office Economic and Workforce Development Grant. SWP is an initiative designed to expand career education (CE) programs offered by the California Community Colleges to supply a skilled workforce to California's employers. The North Far North Regional Consortium (NFNRC) is charged with coordinating the planning and implementation of CE programs among community colleges within the 22-county North Far North region, which includes the North (Greater Sacramento) and Far North subregions. The NFNRC has 12 sectors, which are listed in the chart on page 1. This sector profile summarizes key data about current and projected workforce demand, hourly wages, job postings, and community college programs to support the goals of SWP.



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#### Sources

- Lightcast 2025.4 - QCEW Employees, Non-QCEW Employees, and Self-Employed
- Centers of Excellence for Labor Market Research Occupation Crosswalk
- California Community Colleges Chancellor's Office Data Mart
- California Community Colleges Curriculum Inventory (COCI)

