

Creativity and Innovation

Two sustaining forces in the Hospitality & Leisure industry in Northeast Florida are creativity and innovation. The ability to adapt in circumstances such as a global pandemic highlighted the resiliency of those working in this industry, from small, local eateries to massive hotel chains.

For example, distilleries began producing hand sanitizer. Restaurants sold fresh food and pantry staples to alleviate concern over grocery shortages. **The bottom line is that workers were able to pivot and keep this industry moving forward.**

This is especially important because as referenced in the March 27, 2020 Florida Time Union article, the hospitality and tourism industry in Jacksonville generates \$3.8 billion in annual revenue. In fact, “**over 18,000 guest rooms** are located throughout downtown, the beaches and suburban areas” according to visitjacksonville.com.

There are many ways to engage in this industry, from work in full-service restaurants to fitness clubs, from golf courses to hotels. Various skill sets from culinary to sales to customer service are needed. While some use this pathway as a launching pad into other careers, hard work results in a **quick upward career trajectory within the industry.**

Opportunities are plentiful for entrepreneurs such as caterers, cake decorators, food truck operators, and bed and breakfast proprietors.

FAST FACTS	79,957 EMPLOYED IN THE SECTOR IN THE REGION
GENERATES \$3.8 BILLION IN JAX ANNUALLY	\$24,692 AVERAGE WAGE PER WORKER*

TOP INDUSTRY EMPLOYERS (2021)

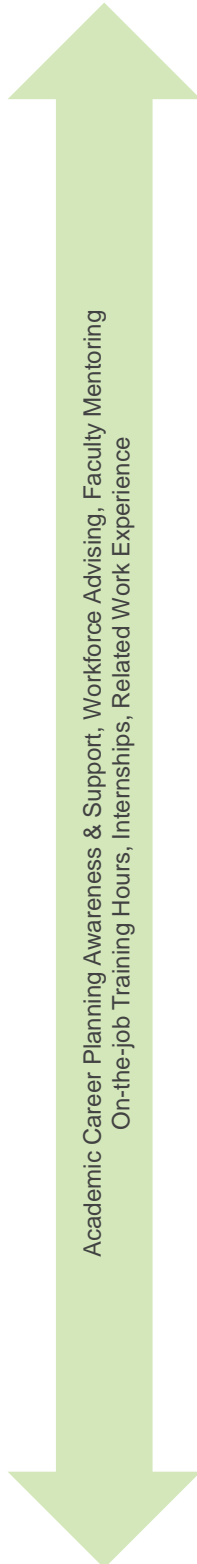
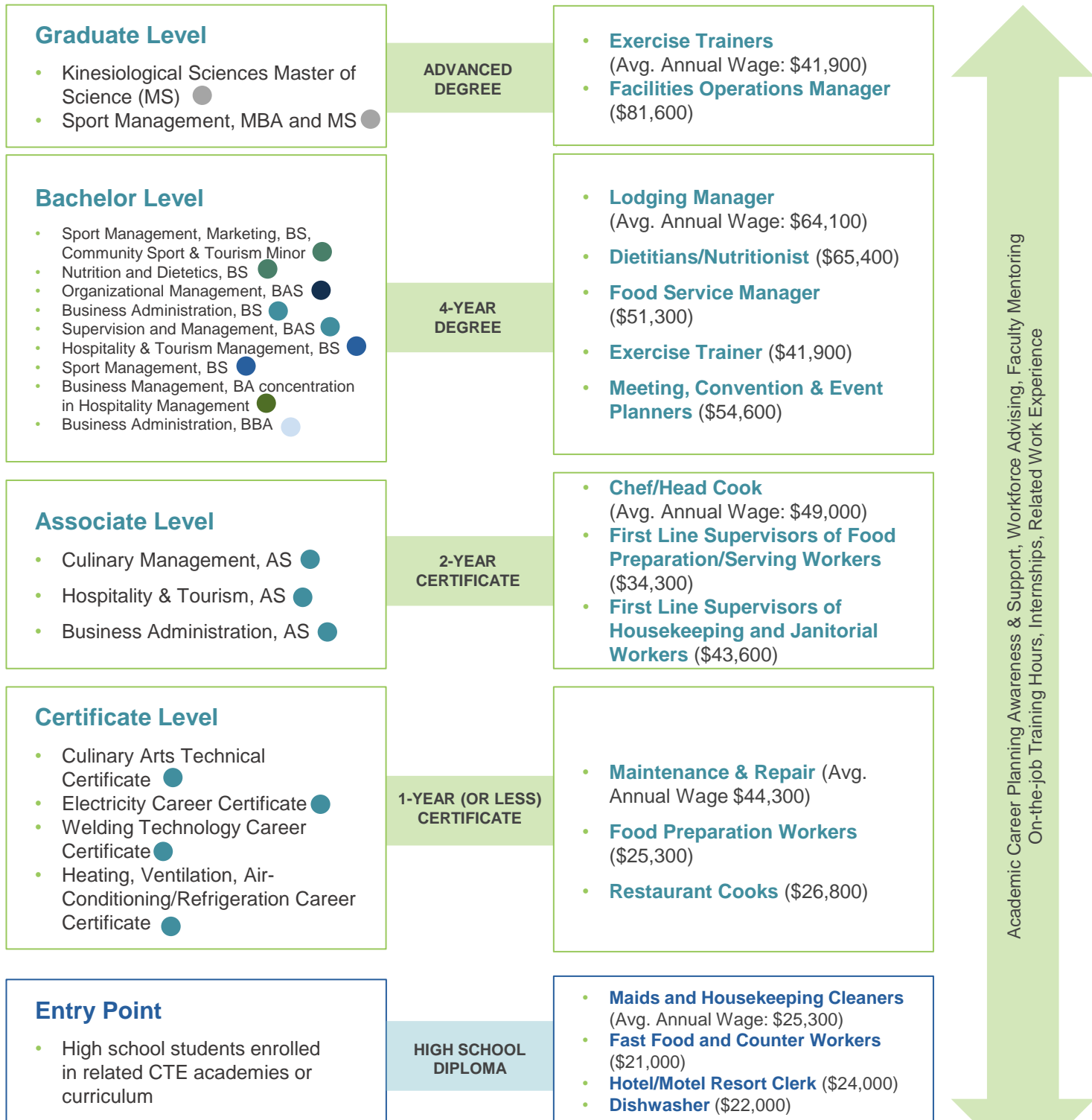
Company	Number of Employees
Omni Amelia Island Plantation Resort	1,500
Ponte Vedra Inn & Club	701
Ritz-Carlton Amelia Island	624
Hyatt Regency	500
Marriott Sawgrass Golf Resort	500

AVERAGE WAGES



Hospitality & Leisure Pathway

TALENT PIPELINE	24 CTE academies focusing on Hospitality & Leisure	6 Regional colleges & degree or certificate programs with Hospitality (or related) concentrations	<ul style="list-style-type: none"> ● Flagler College ● Florida State College at Jacksonville ● Jacksonville University ● Keiser University ● St. Johns River State College ● University of North Florida ● Edward Waters College
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DATA PROVIDED BY JOBSEQ 2021, ONET.ORG, BLS.GOV AND SALARY.COM This represents a sampling of programs currently being offered. Curriculum is subject to change.

Select Regional Employers Hospitality & Leisure



Casa Marina Hotel & Restaurant **
Hyatt Regency Jacksonville Riverfront **
iTrip Florida First Coast **
Omni Jacksonville Hotel **
Ponte Vedra Inn & Club **
Residence Inn/Mariott **
The Southbank Hotel **
Aloft Hotel **
Hotel by Marriott—JAX

Mayo Clinic **
Doubletree by Hilton **
Embassy Suites **
Fairfield Inn & Suites **
Hampton Inn & Suites **
Home2Suites by Hilton **
Jekyll Island Club Resort **
Ramada Hotel & Conference Center **
Sawgrass Mariott **

TP Corporate Lodging Inc. **
Epping Forest Yacht & Country Club **
Timuquana Country Club **
YMCA of Florida's First Coast **
Firehouse Subs **
4 Rivers Smokehouse **
Forking Amazing Restaurants **

Jimmy John's **
Seasons 52 **
Topgolf **
Main Event Entertainment **
927 Events **
GATE Hospitality Group **

*JAXUSA Partnership Investor logos shown
** JAX Chamber Investor

Northeast Florida is a fantastic place to pursue the Hospitality & Leisure pathway

“A myriad of cultural amenities, world-class theme parks, and sporting events...[are] a clear recipe for a well-rounded and rewarding lifestyle,” Jamal Sowell, President and CEO of Enterprise Florida and Florida’s Secretary of Commerce says.

Why not enjoy these things as a resident and as a member of the workforce? Help make other people’s vacations fun, provide an excellent meal, or offer unforgettable entertainment options.



Earn Up is powered by JAXUSA Partnership, the private, nonprofit division of JAX Chamber that is Jacksonville’s regional economic development initiative overseeing the efforts of the seven counties of Northeast Florida. Earn Up also works closely with CareerSource Northeast Florida to ensure that employers have the best assistance or any pertinent workforce needs. For more information, please contact:

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