

A career in Recreation & Hospitality gives you the opportunity to have an occupation that centers around Northeast Florida's most exciting features.

From top-ranked gourmet restaurants and beach side luxury hotels to musical venues and pro-sports, the entertainment scene in JAX is booming. Behind each exciting event, weekend getaway resort or top-tier restaurant is **a team of experts who strategically bring those experiences to life.**

Within the hotel industry, there are clerks, housekeeping cleaners and lodging managers. In the sports world, there are dietitians, trainers and marketing managers. There are multiple careers and opportunities to explore within this industry.

There is also opportunity for wage growth within this industry. The average salary for working at a golf course and country club is \$35,174 and there is a 2.2% forecasted annual growth according to JobsEQ 2025.

Fitness clubs, golf courses and evening entertainment venues are a few more of the sectors within the industry. Due to the need of unique skillsets, entrepreneurs have multiple opportunities to dive into this industry. From cake decorators to food truck operators, the list is endless.

The occupations shown below represent a cross-section of entry-, mid- and executive-level positions.

SELECT EMPLOYERS IN THE REGION



OMNI
AMELIA ISLAND
1,040 employees



THE RITZ-CARLTON
AMELIA ISLAND
740 employees



HYATT REGENCY
480 employees



Punta Vista Inn & Club
530 employees



THE PLAYERS
900 employees



350 employees



MARRIOTT RESORT
SAWGRASS
430 employees

AVERAGE WAGES

Entry-Senior Level



Source: JobsEQ, 2025

Talent Pipeline

8 regional colleges & degree/certificate programs with Recreation & Hospitality (or related) concentrations

- Edward Waters University
- St. Johns River State College
- Florida State College at Jacksonville
- University of North Florida
- Jacksonville University
- Flagler College
- Keiser University

Graduate Level

- Physical Therapy (DPT)
- Business Administration (MBA)



ADVANCED DEGREE

- Physical Therapist **(\$106,400)**
- Facilities Manager **(\$104,100)**

Bachelor Level

- Business Administration/Management (BA,BS or BBA)
- Hospitality & Tourism Management
- Nutrition & Dietetics (BS)
- Sports Business or Management (BS)
- Supervision & Management (BAS)
- Organizational Management



4-YEAR DEGREE

- Lodging Manager **(\$75,600)**
- Dietitians/Nutritionist **(\$70,100)**
- Food Service Manager **(\$67,000)**
- Exercise Trainer **(\$47,800)**
- Meeting, Convention & Event Planner **(\$59,100)**

Associate Level

- Business Administration (AA or AS)
- Culinary Management (AS)
- Hospitality & Tourism (AS)



2-YEAR DEGREE

- Chef/Head Cook **(\$64,600)**
- First Line Supervisor of Food Preparation/Serving Workers **(\$45,900)**
- First Line Supervisor of Housekeeping and Janitorial Workers **(\$51,600)**

Certificate Level

- Electricity
- Heating, Ventilation, Air Conditioning/Refrigeration (HVAC)
- Welding Technology



1 YEAR (OR LESS) CERTIFICATE

- Maintenance & Repair **(\$48,900)**
- Food Preparation Worker **(\$35,000)**
- Restaurant Cooks **(\$36,400)**

Entry Point

- High school students enrolled in any **one of 25** related Career and Technical Education (CTE) academies or curriculum. This also includes certification opportunities.

HIGH SCHOOL DIPLOMA

- Maid and Housekeeping Cleaner **(\$33,500)**
- Fast Food and Counter Worker **(\$29,800)**
- Hotel/Motel Resort Clerk **(\$32,600)**
- Dishwasher **(\$31,000)**

DATA PROVIDED BY JOBSEQ 2025, ONET.ORG, BLS.GOV AND SALARY.COM
This represents a sampling of programs currently being offered. Curriculum is subject to change.

SELECT REGIONAL EMPLOYERS

4 Rivers Smokehouse+	GATE Petroleum+*	Ponte Vedra Inn & Club+
927 Events+	Gate Hospitality Group+	Ramada by Wyndham Hotel & Conference Center
1923	Hampton Inn & Suites+	Sawgrass Marriott Golf Resort & Spa+
Aloft Hotel+	Home2Suites by Hilton	Seasons 52
ASM Global+*	Hyatt Regency Jacksonville Riverfront+*	TAXSLAYER Gator Bowl & JAXSPORTS+*
Casa Marina Hotel & Restaurant	Jacksonville Icemen+*	The PLAYERS Championship+*
Doubletree by Hilton	Jimmy Johns	The Southbank Hotel Timuquana Country Club
Embassy Suites	Jacksonville Jaguars+*	Topgolf
Epping Forest Yacht & Country Club+	Jacksonville Jumbo Shrimp+*	TP Corporate Lodging
Fairfield Inn & Suites+	Kenneth Productions+*	Visit Jacksonville+*
Firehouse Subs	Main Event Entertainment	YMCA of Florida's First Coast+
First Coast Energy/Daily's Convenience+	Marriott Jacksonville Downtown	
Forking Amazing Restaurants	Omni Hotel & Resorts	
	PRI Productions+*	

*JAXUSA Partnership Investor/ +JAX Chamber Investor

*To view full list of headquarters, visit jaxusa.org.

**BUSINESS IS BOOMING IN THE JACKSONVILLE REGION:
FOUR SEASONS & THE STADIUM OF THE FUTURE WILL BRING A NEW MARKET TO NORTHEAST FLORIDA**

Planned to open in 2026, the Four Seasons Hotel Downtown along the St. Johns River will stand as a destination of business and leisure travel, bringing a new chapter of hospitality for Jacksonville. **Four Seasons Hotel and Private Residences Jacksonville will offer 170 guest rooms and suites alongside 26 condominiums.**

Amenities will include four dining and lounge outlets, a full-service spa, multiple outdoor pools with cabana service, a fully equipped gym and a meeting and event space.

The Jacksonville Jaguars' proposed Stadium of the Future demonstrates a design can be both sustainable and fan-centric. It aims to spark economic revitalization and cultivate memorable experiences.

This reimagination of EverBank Stadium will be a hub for sports, entertainment and community connection. Its completion is targeted for 2028.

Drawing inspiration from Jacksonville's lush landscapes and network of biking and walking trails, parklands, greenways, beaches and marshes, the striking design captures the true essence of Florida.



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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.