

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 \$38,501 and there is a 1.9% forecasted annual growth according to JobsEQ 2026. Employees can grow into a General and Operations Manager position, which has an average salary of \$80,600.

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.

FAST FACTS

104,800+ employed in Recreation & Hospitality in JAX

400+ national state & city parks in the region

\$34,213 average wage per worker in Northeast Florida

SELECT EMPLOYERS IN THE REGION

OMNI
AMELIA ISLAND
1,040 employees

THE RITZ-CARLTON
AMELIA ISLAND
740 employees

HYATT REGENCY
300 employees

Ponte Vedra Inn & Club
760 employees

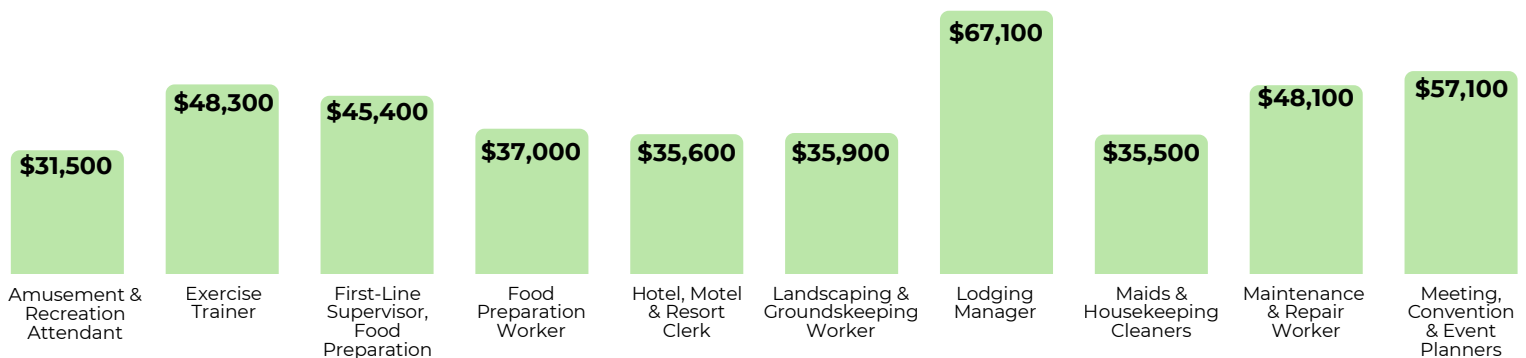
THE PLAYERS
900 employees

JAGUARS
330 employees

MARRIOTT RESORT SAWGRASS
430 employees

AVERAGE WAGES

Entry-Senior Level



Source: JobsEQ, 2026

Talent Pipeline

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

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

Graduate Level

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

ADVANCED DEGREE

- Physical Therapist **(\$90,500)**
- Facilities Manager **(\$94,000)**

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 **(\$67,100)**
- Dietitian/Nutritionist **(\$71,000)**
- Food Service Manager **(\$69,800)**
- Exercise Trainer **(\$48,300)**
- Meeting, Convention & Event Planner **(\$57,100)**

Associate Level

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

2-YEAR DEGREE

- Chef/Head Cook **(\$64,400)**
- First Line Supervisor of Food Preparation/ Serving Workers **(\$45,400)**
- First Line Supervisor of Housekeeping and Janitorial Workers **(\$44,300)**

Certificate Level

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

1 YEAR (OR LESS) CERTIFICATE

- Maintenance & Repair **(\$48,100)**
- Food Preparation Worker **(\$37,000)**
- Restaurant Cook **(\$37,300)**

Entry Point

- High school students enrolled in any **one of 26** related Career and Technical Education (CTE) academies or curriculum. This also includes certification opportunities.

HIGH SCHOOL DIPLOMA

- Maid and Housekeeping Cleaner **(\$35,500)**
- Fast Food and Counter Worker **(\$30,800)**
- Hotel/Motel Resort Clerk **(\$35,600)**
- Dishwasher **(\$32,600)**

DATA PROVIDED BY JOBSEQ 2026, ONET.ORG, BLS.GOV AND INDEED.COM
This represents a sampling of programs currently being offered. Curriculum is subject to change.

SELECT REGIONAL EMPLOYERS

4 Rivers Smokehouse+
927 Events+
1923
Aloft Hotel+
ASM Global*
Casa Marina Hotel & Restaurant+
Doubletree by Hilton
Embassy Suites
Epping Forest Yacht & Country Club+
Fairfield Inn & Suites+
Firehouse Subs
First Coast Energy/Daily's Convenience+*
Forking Amazing Restaurants

GATE Petroleum+*
Gate Hospitality Group+
Hampton Inn & Suites+
Home2Suites by Hilton
Hyatt Regency Jacksonville Riverfront+*
Jacksonville Icemen+*
Jimmy Johns
Jacksonville Jaguars+*
Jacksonville Jumbo Shrimp+*
Kennetic Productions+*
Main Event Entertainment
Marriott Jacksonville Downtown+
Omni Hotel & Resorts
PRI Productions+*

Ponte Vedra Inn & Club+
Ramada by Wyndham Hotel & Conference Center
Sawgrass Marriott Golf Resort & Spa+
Seasons 52+
TAXSLAYER Gator Bowl & JAXSPORTS+*
The PLAYERS Championship+*
The Southbank Hotel
Timuquana Country Club
Topgolf+
TP Corporate Lodging
Visit Jacksonville+
YMCA of Florida's First Coast+

*JAXUSA Partnership Investor/ +JAX Chamber Member

To view full list of investors, 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

Jacksonville's recreation and hospitality offerings continue to expand with transformative investments that elevate the region's appeal for visitors, residents and businesses alike.

The highly anticipated Four Seasons Hotel and Private Residences Jacksonville, opening along the St. Johns River, will introduce a new luxury hospitality experience featuring 170 guest rooms and suites, 26 private residences, destination dining, a full-service spa, resort-style pools and premier meeting and event space.

Just steps away, the Jacksonville Jaguars' Stadium of the Future will reimagine the city's sports and entertainment district with a state-of-the-art venue designed to enhance the fan experience while supporting year-round events and long-term economic growth.

Together, these landmark developments are helping shape a more vibrant Downtown waterfront and reinforcing Jacksonville's position as a premier destination for tourism, entertainment and business.



JAXUSA TALENT DEVELOPMENT

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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.