



TOURISM  
ECONOMICS

# Managers in Hospitality Survey

## Greater Palm Springs

February 2023

Prepared for:

*visit*  greater  
palm springs

# MANAGERS IN HOSPITALITY SURVEY

## KEY FINDINGS

Conducted between **June 2022 and January 2023**, the survey was answered by **48 companies**, representing **915 employees** in management positions in the Greater Palm Springs hospitality industry.

### MOST MANAGEMENT POSITIONS

(Share of all hospitality employees in management positions in Greater Palm Springs)

- 1** **9%**  
Sales Managers
- 2** **7%**  
General and Operations Managers
- 3** **7%**  
Events Managers
- 4** **6%**  
Restaurant Managers
- 5** **5%**  
Head Chefs

### AVERAGE SALARIES FOR MOST COMMON POSITIONS

(Average wages of employees in management positions in Greater Palm Springs)

Position	Average wage	Maximum wage
General and Operations Managers	\$144,681	\$400,000
Sales Managers	\$95,181	\$178,000
Head Chefs	\$91,560	\$177,000
Events Managers	\$75,731	\$110,000
Restaurant Managers	\$69,740	\$98,000

### TOP CITIES OF RESIDENCE

(Share of all hospitality employees in management positions in Greater Palm Springs)



# Introduction

Visit Greater Palm Springs collaborated with Tourism Economics to conduct an analysis of management positions in the hospitality industry of Greater Palm Springs.

Visit Greater Palm Springs is working to promote careers in hospitality and support training programs that will increase the number of qualified candidates interested in available hospitality positions locally.

Findings will help key stakeholders to better understand management opportunities available in the hospitality industry in the Greater Palm Springs region, in order to promote policies that improve the outcomes of the workforce.

Furthermore, the survey will help shed light on higher paying positions in the Greater Palm Springs hospitality industry to raise awareness amongst potential job seekers about the many avenues for career progression.

## Survey Process:

**Platform:** Survey Monkey and/or Microsoft Excel

**Duration:** June 2022 – January 2023

**Respondent Type:** HR managers of hospitality companies operating in Greater Palm Springs.

**Number of Respondents:** 48 companies

**Employees Represented:** 915 employees in management positions

The survey was conducted confidentially.

## Respondents were asked the following:

1. Indicate how many of your MANAGEMENT LEVEL AND ABOVE employees home address is in each of the following cities
2. List the number of people for each of the management positions that exist in your company (Include assistant/deputy managers, and directors)
3. List the average salary or salary range for each of the management positions that exist in your company

# Residence

Hospitality employees in management positions and above in Greater Palm Springs

## More than one in five live in Palm Springs

The City Palm Springs is the most common place of residence for employees in management positions and above who work for hospitality companies in Greater Palm Springs – approximately 22% of employees in management positions reside in the City of Palm Springs.

Many managers also live in Palm Desert (15%), Cathedral City(14%), Indio (12%), and La Quinta (10%).

Cities outside the Coachella Valley are home to 6.9% of all managers working in Greater Palm Springs' hospitality industry.

Q1: Indicate how many of your MANAGEMENT LEVEL AND ABOVE employees home address is in each of the following cities

## City of residence of hospitality employees in management positions and above (Share of all hospitality employees in management positions in Greater Palm Springs)

Palm Springs	21.8%
Palm Desert	14.6%
Cathedral City	14.4%
Indio	12.4%
La Quinta	10.3%
Desert Hot Springs	9.3%
Other - Outside the Coachella Valley	6.6%
Rancho Mirage	3.2%
Coachella	2.6%
Indian Wells	1.8%
Bermuda Dunes	1.4%
Thousand Palms	1.2%
Thermal/Mecca	0.3%
Sky Valley	0.2%

Respondents = 48, Number of employees represented = 915

# Number of Managers

Hospitality employees in management positions and above in Greater Palm Springs

## One in twelve are Sales Managers

Many managers in the hospitality industry of Greater Palm Springs are in Sales (9.3%), followed by General and Operations Managers (7.2%).

Events Managers in Greater Palm Springs comprise 6.9% of all managers.

Q2: List the number of people for each of the management positions that exist in your company (Include assistant/deputy managers, and directors)

## Management positions in the hospitality industry of Greater Palm Springs

(Share of all employees in management positions, ranked from most to fewest)

Sales Managers	9.3%
General and Operations Managers	7.2%
Events Managers	6.9%
Restaurant Managers	6.4%
Head Chefs	5.4%
Food Service Managers	5.0%
Financial Managers	4.9%
Front-of-House Managers	4.9%
Facilities Managers	4.5%
Housekeeping Managers	4.5%
Front Desk Supervisor	4.3%
Administrative Services Managers	4.2%
Marketing Managers	4.2%
Kitchen Managers	4.1%
Human Resources Managers	3.4%
Catering Managers	2.5%
Shift Managers	2.1%
Spa Managers	2.0%
Other Managers	14.3%

Respondents = 48, Number of employees represented = 915

# Wages

Hospitality employees in management positions and above in Greater Palm Springs

## Managers employed in the hospitality industry are well paid in Greater Palm Springs

In Greater Palm Springs, there are 31 management position categories with an average annual salary of \$70,000 per year or greater.

General and Operations Managers are paid the most (\$145,000 per year, on average), followed by Fundraising Managers (\$130,000), and Education Managers (\$125,000). Sales Managers, which accounted for much of the management workforce, average \$95,000 per year.

The table accentuates that numerous high paying opportunities exist in management roles that are not exclusively categorized into hospitality.

**Q3: List the average salary or salary range for each of the management positions that exist in your company**

*Note: Wage data does not include performance pay.*

## Average wages for management positions in the hospitality industry of Greater Palm Springs

(Average wages of employees in management positions, ranked from highest to lowest)

Position	Average wage	Highest wage
General and Operations Managers	\$144,681	\$400,000
Fundraising Managers	\$130,000	
Education Managers	\$124,500	\$150,000
Public Relations Managers	\$113,500	\$140,000
Conservation Managers	\$110,500	\$137,000
Marketing Managers	\$103,269	\$200,000
Animal Care Managers	\$103,000	\$136,000
Hotel Managers	\$101,250	\$170,000
Human Resources Managers	\$99,838	\$150,000
Financial Managers	\$96,313	\$156,000
Sales Managers	\$95,181	\$178,000
Administrative Services Managers	\$93,675	\$283,500
Head Chefs	\$91,560	\$177,000
Gambling Managers	\$89,000	\$89,000
Food Service Managers	\$87,750	\$170,000
Banquet Managers	\$87,500	\$100,000
Security Managers	\$87,500	\$95,000
Facilities Managers	\$86,521	\$189,000
Purchasing Managers	\$85,248	\$143,000
Concessions Managers	\$85,000	\$100,000
Computer and Information Systems Managers	\$82,900	\$115,000
Spa Managers	\$81,653	\$117,000
Catering Managers	\$79,454	\$108,000
Entertainment and Recreation Managers, Except Gambling	\$78,051	\$110,000
Property, Real Estate, and Community Association Managers	\$76,000	\$95,000
Events Managers	\$75,731	\$110,000
Guest Relations Managers	\$72,900	\$137,000
Transportation, Storage, and Distribution Managers	\$71,875	\$75,750
Wedding Sales Managers	\$71,667	\$75,000
Kitchen Managers	\$70,470	\$107,500
Box Office Managers	\$70,000	
Restaurant Managers	\$69,740	\$98,000
Front-of-House Managers	\$68,612	\$110,000
Housekeeping Managers	\$67,736	\$102,000
Advertising and Promotions Managers	\$66,448	\$80,000
Cafe Managers	\$64,575	\$67,150
Shift Managers	\$47,443	\$66,250
Front Desk Supervisor	\$42,202	\$80,000

Respondents = 48, Number of employees represented = 915

# Management Positions in Hospitality

Listed in Survey

Administrative Services Managers	Gambling Managers
Advertising and Promotions Managers	General and Operations Managers
Animal Care Managers	Guest Relations Managers
Banquet Managers	Head Chefs
Box Office Managers	Hotel Managers
Cafe Managers	Housekeeping Managers
Catering Managers	Human Resources Managers
Computer and Information Systems Managers	Kitchen Managers
Concessions Managers	Marketing Managers
Conservation Managers	Property, Real Estate, and Community Association Managers
Education Managers	Public Relations Managers
Entertainment and Recreation Managers, Except Gambling	Purchasing Managers
Events Managers	Restaurant Managers
Facilities Managers	Sales Managers
Financial Managers	Security Managers
Food Service Managers	Shift Managers
Front Desk Supervisor	Spa Managers
Front-of-House Managers	Transportation, Storage, and Distribution Managers
Fundraising Managers	Wedding Sales Managers

# About Tourism Economics

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- Global travel data-sets with the broadest set of country, city, and state coverage available
- Travel forecasts that are directly linked to the economic and demographic outlook for origins and destinations
- Economic impact analysis that highlights the value of visitors, events, developments, and industry segments
- Policy analysis that informs critical funding, taxation, and travel facilitation decisions
- Market assessments that define market allocation and investment decisions

Tourism Economics operates out of regional headquarters in Philadelphia and Oxford, with offices in Belfast, Buenos Aires, Dubai, Frankfurt, and Ontario.

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