



# Occupation Report

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## Hospitality & Tourism

Florence, SC MSA

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# Occupation Snapshot

| 6-Digit Occupation                                                                                            | Empl         | Avg Mean Wages  | LQ          | 3-Year Empl Change | Annual Demand | Forecast Ann Growth |
|---------------------------------------------------------------------------------------------------------------|--------------|-----------------|-------------|--------------------|---------------|---------------------|
| Maids and Housekeeping Cleaners                                                                               | 767          | \$21,400        | 1.32        | -71                | 103           | -0.1%               |
| Receptionists and Information Clerks                                                                          | 601          | \$26,400        | 1.00        | -46                | 82            | 0.1%                |
| Medical and Health Services Managers                                                                          | 312          | \$91,200        | 1.26        | 9                  | 35            | 2.5%                |
| Hosts and Hostesses, Restaurant, Lounge, and Coffee Shop                                                      | 202          | \$21,900        | 1.17        | -29                | 48            | 0.5%                |
| Hotel, Motel, and Resort Desk Clerks                                                                          | 197          | \$22,100        | 1.79        | -1                 | 31            | -0.8%               |
| Food Service Managers                                                                                         | 191          | \$51,900        | 1.08        | -16                | 21            | -0.3%               |
| First-Line Supervisors of Personal Service and Entertainment and Recreation Workers, Except Gambling Services | 166          | \$39,000        | 1.11        | -7                 | 18            | 0.8%                |
| Bartenders                                                                                                    | 162          | \$21,400        | 0.62        | -38                | 30            | 0.5%                |
| Amusement and Recreation Attendants                                                                           | 149          | \$21,900        | 1.06        | -24                | 37            | 0.9%                |
| Bus Drivers, Transit and Intercity                                                                            | 56           | \$33,600        | 0.45        | -6                 | 8             | 0.7%                |
| Remaining Component Occupations                                                                               | 245          | \$48,000        | 0.57        | -14                | 33            | 0.2%                |
| <b>Hospitality &amp; Tourism</b>                                                                              | <b>3,049</b> | <b>\$34,900</b> | <b>1.03</b> | <b>-243</b>        | <b>444</b>    | <b>0.4%</b>         |



- “Annual Demand” is the projected need for new entrants into an occupation. New entrants are needed due to expected growth and to replace workers who left the occupation due to factors such as retirement or switching careers.
- “Forecast Ann Growth” is the expected change in jobs due to national, long-term trend projections (per the BLS) as well as local factors such as industry mix and population growth (as computed and modeled by Chmura).

# Employment by Industry

| Industry Title                                                                        | % of Occ<br>Empl | Empl | 10-Year<br>Separations | 10-Year<br>Empl<br>Growth | 10-Year<br>Total<br>Demand |
|---------------------------------------------------------------------------------------|------------------|------|------------------------|---------------------------|----------------------------|
| Traveler Accommodation                                                                | 19.6%            | 599  | 861                    | -42                       | 819                        |
| Restaurants and Other Eating Places                                                   | 13.5%            | 411  | 768                    | 21                        | 789                        |
| Offices of Physicians                                                                 | 8.3%             | 253  | 323                    | 25                        | 348                        |
| General Medical and Surgical Hospitals                                                | 7.3%             | 222  | 247                    | 26                        | 273                        |
| Other Amusement and Recreation Industries                                             | 5.7%             | 175  | 339                    | 19                        | 358                        |
| Services to Buildings and Dwellings                                                   | 4.9%             | 149  | 209                    | 12                        | 221                        |
| Nursing Care Facilities (Skilled Nursing Facilities)                                  | 3.3%             | 99   | 119                    | 0                         | 119                        |
| Religious Organizations                                                               | 2.1%             | 64   | 81                     | 1                         | 82                         |
| Special Food Services                                                                 | 2.0%             | 62   | 72                     | -8                        | 64                         |
| Employment Services                                                                   | 2.0%             | 61   | 96                     | -1                        | 95                         |
| Executive, Legislative, and Other General Government Support                          | 1.9%             | 59   | 94                     | 2                         | 96                         |
| Continuing Care Retirement Communities and Assisted Living Facilities for the Elderly | 1.8%             | 55   | 77                     | 14                        | 91                         |
| Other Personal Services                                                               | 1.7%             | 52   | 55                     | 2                         | 57                         |
| Private Households                                                                    | 1.7%             | 52   | 68                     | -3                        | 65                         |
| Outpatient Care Centers                                                               | 1.5%             | 47   | 56                     | 17                        | 73                         |
| Offices of Dentists                                                                   | 1.4%             | 43   | 58                     | 2                         | 60                         |
| Home Health Care Services                                                             | 1.1%             | 33   | 35                     | 12                        | 47                         |
| Urban Transit Systems                                                                 | 1.0%             | 31   | 40                     | 1                         | 41                         |
| Offices of Other Health Practitioners                                                 | 0.9%             | 28   | 37                     | 3                         | 40                         |
| Scheduled Air Transportation                                                          | 0.9%             | 26   | 29                     | 0                         | 29                         |
| All Others                                                                            | 17.3%            | 528  | 685                    | 19                        | 704                        |

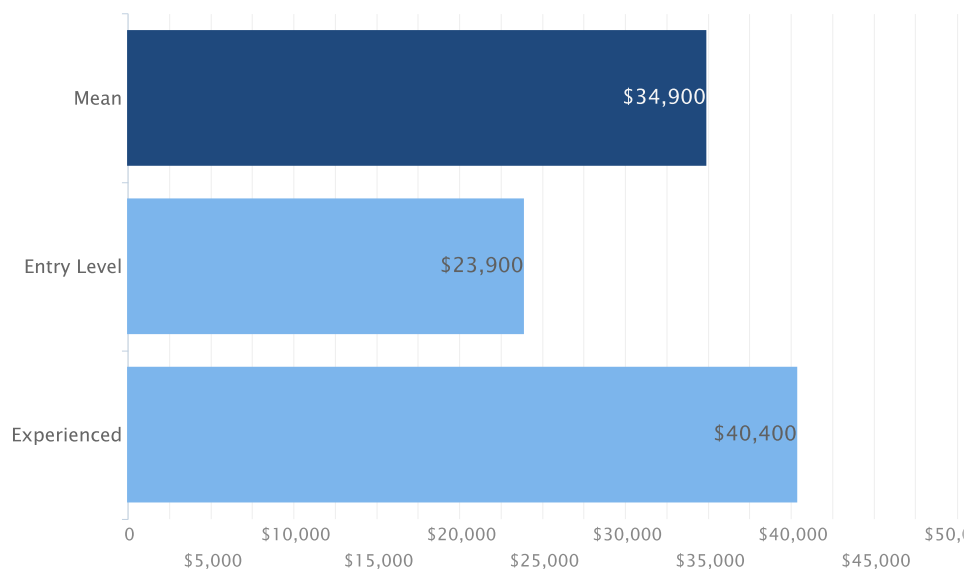


The industry distribution indicates the industries in which workers in the occupation(s) are primarily found.



“10-Year Empl Growth” may show industries with positive as well as negative growth; this would indicate that the occupation(s) being examined are expected to expand within some industries while contracting in others.

# Wages



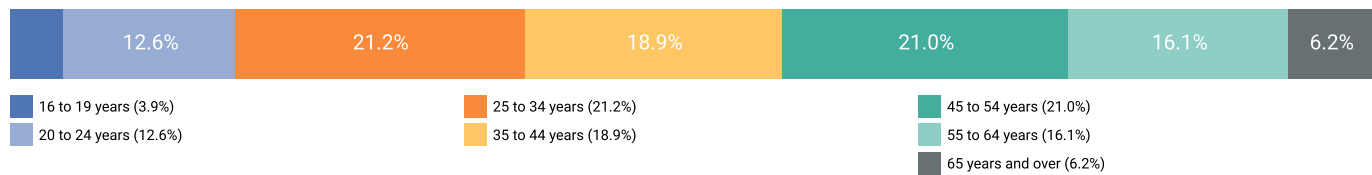
| Occupation            | Mean     | Median   | Entry Level | Experienced |
|-----------------------|----------|----------|-------------|-------------|
| Hospitality & Tourism | \$34,900 | \$33,000 | \$23,900    | \$40,400    |

💡 Occupation wages here are based on data from the Bureau of Labor Statistics, OES program, and imputed by Chmura where necessary.

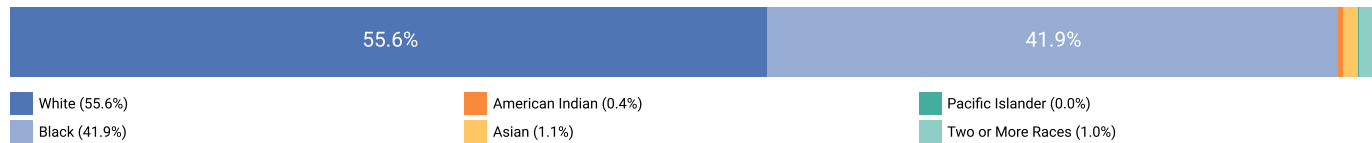
💡 When this report is run for an occupation group, the table above displays up to the top ten detailed occupations which have the highest average wages within the occupation group.

# Occupation Demographics

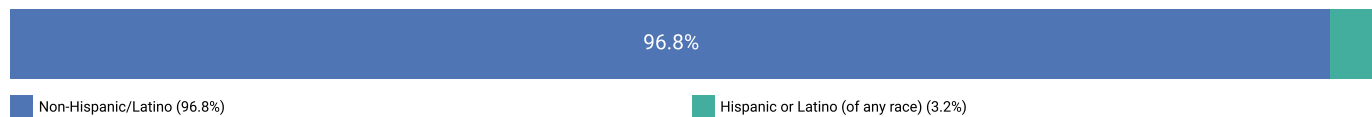
## Age



## Race



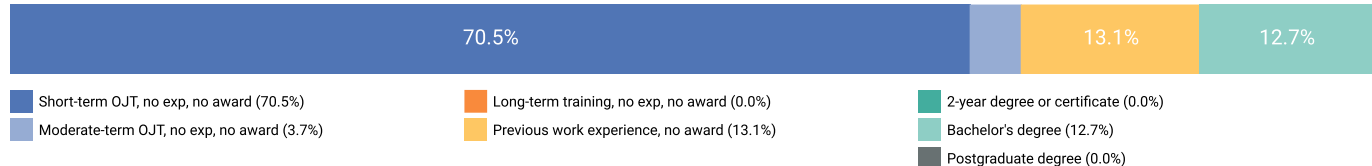
## Ethnicity



## Gender

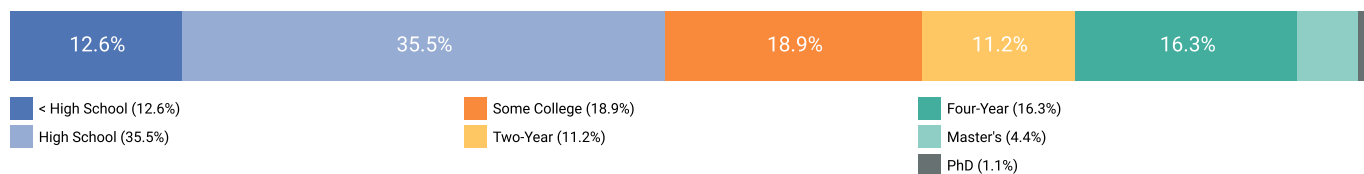


## Education and Training Requirements



# Education Profile

## Educational Attainment



| Occupation                                                                                                    | Typical Entry-Level Education     | Previous Work Experience | Typical On-the-Job Training       |
|---------------------------------------------------------------------------------------------------------------|-----------------------------------|--------------------------|-----------------------------------|
| Maids and Housekeeping Cleaners                                                                               | None                              | None                     | Short-term on-the-job training    |
| Receptionists and Information Clerks                                                                          | High school diploma or equivalent | None                     | Short-term on-the-job training    |
| Medical and Health Services Managers                                                                          | Bachelor's degree                 | Less than 5 years        | None                              |
| Hosts and Hostesses, Restaurant, Lounge, and Coffee Shop                                                      | None                              | None                     | Short-term on-the-job training    |
| Hotel, Motel, and Resort Desk Clerks                                                                          | High school diploma or equivalent | None                     | Short-term on-the-job training    |
| Food Service Managers                                                                                         | High school diploma or equivalent | Less than 5 years        | None                              |
| First-Line Supervisors of Personal Service and Entertainment and Recreation Workers, Except Gambling Services | High school diploma or equivalent | Less than 5 years        | None                              |
| Bartenders                                                                                                    | None                              | None                     | Short-term on-the-job training    |
| Amusement and Recreation Attendants                                                                           | None                              | None                     | Short-term on-the-job training    |
| Bus Drivers, Transit and Intercity                                                                            | High school diploma or equivalent | None                     | Moderate-term on-the-job training |

 The stacked bar chart here illustrates the estimated mix of educational attainment of the workers in this occupation(s) in aggregate.

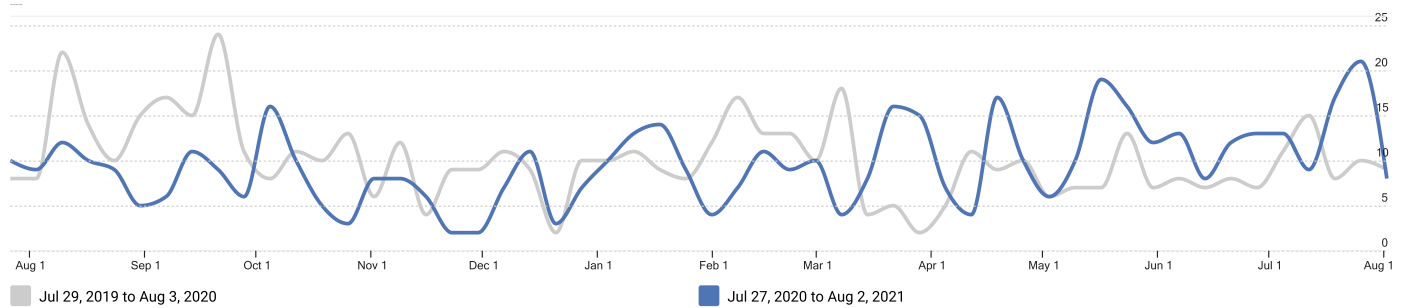
 The table indicates typical education and training requirements rather than the mix of attainment of workers in such positions.

# Postsecondary Programs Linked to Hospitality & Tourism

| Program                                      | Awards |
|----------------------------------------------|--------|
| <b>Coker University</b>                      |        |
| Drama and Dramatics/Theatre Arts, General    | 0      |
| <b>Francis Marion University</b>             |        |
| Drama and Dramatics/Theatre Arts, General    | 4      |
| Health/Health Care Administration/Management | 65     |
| Nursing Practice                             | 7      |

-  The number of graduates from postsecondary programs in the region identifies the pipeline of future workers as well as the training capacity to support industry demand.
-  Among postsecondary programs at schools located in the Florence, SC MSA, the sampling above identifies those most linked to Remote Jobs. For a complete list see JobsEQ®, <http://www.chmuraecon.com/jobseq>

# RTI (Job Postings)



💡 Online job ads are a timely indicator of local demand. Occupation assignments shown below are made by Chmura based upon analysis of job titles and job descriptions. Top employers and listed job requirements are shown on the following pages.

| Occupations |                                                          | Total Ads |             |
|-------------|----------------------------------------------------------|-----------|-------------|
| SOC         | Occupation                                               |           |             |
| 11- 9111.00 | Medical and Health Services Managers                     | 244       | <div></div> |
| 11- 9051.00 | Food Service Managers                                    | 102       | <div></div> |
| 37- 2012.00 | Maid and Housekeeping Cleaners                           | 89        | <div></div> |
| 43- 4171.00 | Receptionists and Information Clerks                     | 59        | <div></div> |
| 35- 3011.00 | Bartenders                                               | 33        | <div></div> |
| 35- 9031.00 | Hosts and Hostesses, Restaurant, Lounge, and Coffee Shop | 29        | <div></div> |
| 43- 4081.00 | Hotel, Motel, and Resort Desk Clerks                     | 26        | <div></div> |
| 39- 3031.00 | Ushers, Lobby Attendants, and Ticket Takers              | 11        | <div></div> |
| 39- 6012.00 | Concierges                                               | 6         | <div></div> |
| 11- 9081.00 | Lodging Managers                                         | 4         | <div></div> |

## Locations

| Location                                 | Total Ads |             |
|------------------------------------------|-----------|-------------|
| Florence, South Carolina                 | 185       | <div></div> |
| Florence, SC 29501                       | 91        | <div></div> |
| Hartsville, SC 29550                     | 36        | <div></div> |
| Hartsville, South Carolina               | 26        | <div></div> |
| Florence, South Carolina 29501           | 24        | <div></div> |
| Florence, SC 29506                       | 21        | <div></div> |
| 201 S 5TH ST, Hartsville, SC, USA, 29550 | 17        | <div></div> |
| Darlington, SC 29532                     | 14        | <div></div> |
| Florence, SC 29505                       | 12        | <div></div> |
| Florence, SC, 29501                      | 12        | <div></div> |

## Employers

| Employer Name                        | Total Ads |             |
|--------------------------------------|-----------|-------------|
| McLeod Health                        | 78        | <div></div> |
| Medical University of South Carolina | 18        | <div></div> |
| CARE SOUTH CAROLINA INC              | 17        | <div></div> |
| State of South Carolina              | 17        | <div></div> |
| Delhaize America   Food Lion         | 11        | <div></div> |
| Mcdonald's                           | 11        | <div></div> |
| Enlivant                             | 10        | <div></div> |
| Olsten                               | 10        | <div></div> |
| Faith Healthcare Center              | 9         | <div></div> |
| Regal                                | 8         | <div></div> |

## Hard Skills

| Skill Name                 | Total Ads |  |
|----------------------------|-----------|--|
| Health/Wellness            | 56        |  |
| Microsoft Office           | 51        |  |
| Microsoft Excel            | 42        |  |
| Ability to Lift 41-50 lbs. | 35        |  |
| Hospitality                | 29        |  |
| Personal Computers (PC)    | 28        |  |
| Teaching/Training, Job     | 24        |  |
| Cash Handling              | 23        |  |
| Food Service               | 23        |  |
| Microsoft Word             | 23        |  |

## Job Titles

| Job Title                  | Total Ads |  |
|----------------------------|-----------|--|
| Housekeeper                | 29        |  |
| Bartender                  | 26        |  |
| General Manager            | 20        |  |
| Host                       | 17        |  |
| Receptionist               | 13        |  |
| Front Desk Receptionist    | 12        |  |
| Restaurant General Manager | 9         |  |
| Assistant General Manager  | 7         |  |
| Host/Hostess               | 7         |  |
| Front Desk Associate       | 6         |  |

### Education Levels

| Minimum Education Level           | Total Ads |  |
|-----------------------------------|-----------|--|
| High school diploma or equivalent | 162       |  |
| Bachelor's degree                 | 103       |  |
| Associate's degree                | 26        |  |
| Master's degree                   | 12        |  |
| Doctoral or professional degree   | 2         |  |
| Unspecified/other                 | 311       |  |

### Programs

| Program Name              | Total Ads |  |
|---------------------------|-----------|--|
| Nursing                   | 22        |  |
| Business                  | 20        |  |
| Healthcare Administration | 16        |  |
| Business Administration   | 13        |  |
| Healthcare                | 8         |  |
| Public Health             | 7         |  |
| Clinical                  | 5         |  |
| Dietetics                 | 5         |  |
| Health                    | 4         |  |
| Marketing                 | 4         |  |

# Top Skill and Certification Gaps

Top 10 Skill Gaps in Florence, SC MSA

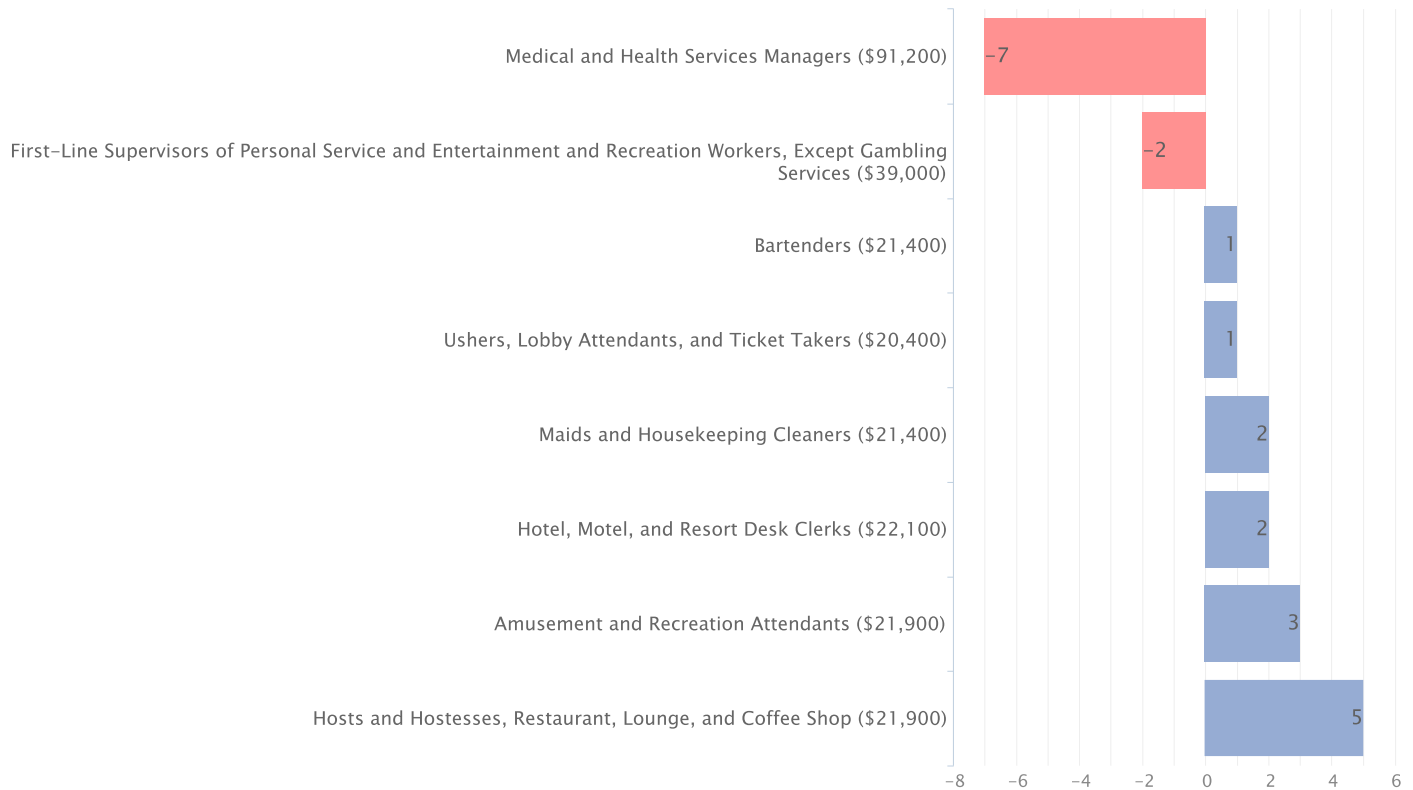
| Name                    | Candidates | Openings | Gap |
|-------------------------|------------|----------|-----|
| Hospitality             | 18         | 32       | -14 |
| Bilingual               | 1          | 10       | -9  |
| Marketing               | 3          | 9        | -6  |
| Hand Tools              | 0          | 5        | -4  |
| Restaurant Management   | 0          | 4        | -4  |
| OpenTable               | 0          | 4        | -4  |
| Social Media Management | 0          | 4        | -4  |
| Intuit QuickBooks       | 0          | 4        | -4  |
| Faxing                  | 2          | 5        | -3  |
| Data Entry              | 2          | 5        | -3  |

Top 10 Certification Gaps in Florence, SC MSA

| Name                                                 | Candidates | Openings | Gap |
|------------------------------------------------------|------------|----------|-----|
| Certification in Cardiopulmonary Resuscitation (CPR) | 5          | 10       | -5  |
| Basic Life Support (BLS)                             | 2          | 4        | -1  |
| Registered Dietitian (RD)                            | 0          | 1        | -1  |
| First Aid Certification                              | 3          | 4        | -1  |
| Class B Commercial Driver's License (CDL-B)          | 1          | 2        | -1  |
| Commercial Driver's License (CDL)                    | 1          | 1        | -1  |
| ServSafe Food Protection Manager Certification       | 1          | 2        | 0   |
| Pediatric Advanced Life Support (PALS)               | 1          | 0        | 0   |
| Licensed Practical Nurse (LPN)                       | 1          | 1        | 0   |
| Certified Medical Practice Executive (CMPE)          | 1          | 0        | 1   |

 Skill and certifications gaps can help inform employee development programs, as well as provide a comparison of the needs of regional employers to the supply.

# Occupation Gaps

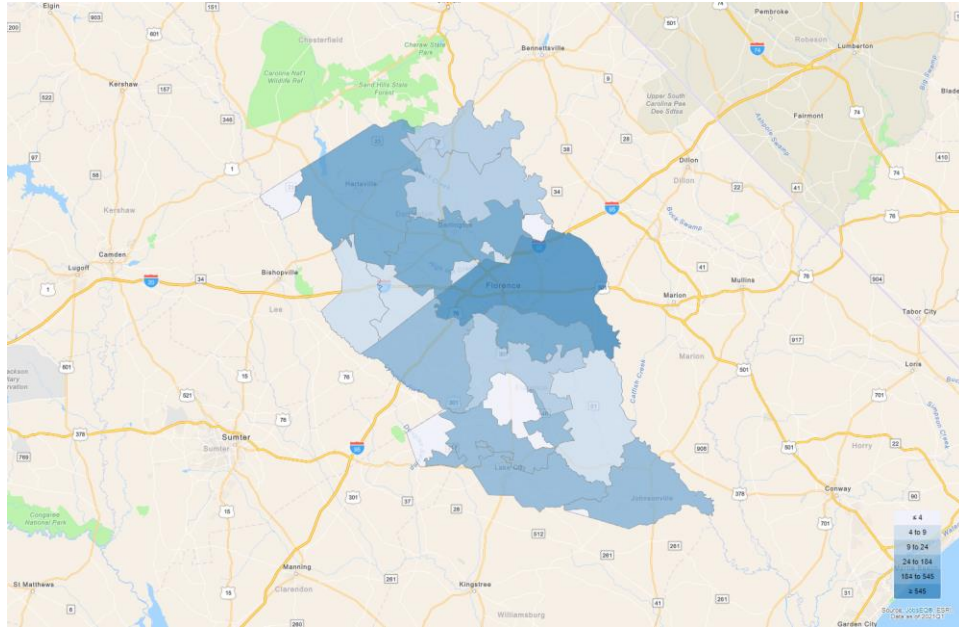


The above are the potential average annual gaps over 10 years. Many variables go into this analysis, but at its core it is based on a forecast comparing occupation demand growth to the local population growth and the projected educational attainment of those residents. When an area, for example, has an occupation expected to grow quickly but the educational requirement for the occupation does not match well with the educational attainment of its residents, there is a high potential for an occupation shortfall in the region. Alternatively, slow-growing or contracting occupations often represent potential supply surpluses.



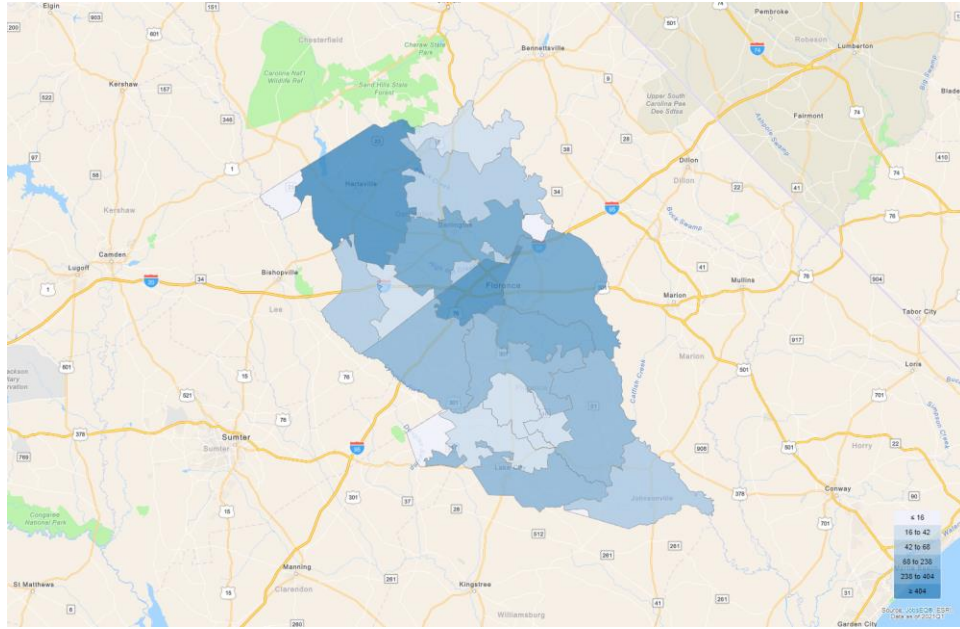
The potential supply shortfall is an underlying force that the market needs to resolve one way or another, such as by employers recruiting from further distances for these occupations, wages going up to attract more candidates, and/or increased demand and wages enticing more local residents to get training for these occupations. While this an important analysis for determining local occupation needs, the occupation gap should be considered along with other regional data including growth and separation forecasts, unemployment rates, wage trends, and award and skill gap analyses.

# Geographic Distribution



**Top ZCTAs by Place of Work for Hospitality & Tourism, 2021Q1**

| Region                                     | Employment |
|--------------------------------------------|------------|
| ZCTA 29501 (Florence County, SC portion)   | 1,357      |
| ZCTA 29506 (Florence County, SC portion)   | 545        |
| ZCTA 29550 (Darlington County, SC portion) | 358        |
| ZCTA 29505                                 | 336        |
| ZCTA 29532 (Darlington County, SC portion) | 185        |
| ZCTA 29560 (Florence County, SC portion)   | 91         |
| ZCTA 29591                                 | 26         |
| ZCTA 29161 (Florence County, SC portion)   | 26         |
| ZCTA 29555 (Florence County, SC portion)   | 24         |
| ZCTA 29541                                 | 21         |

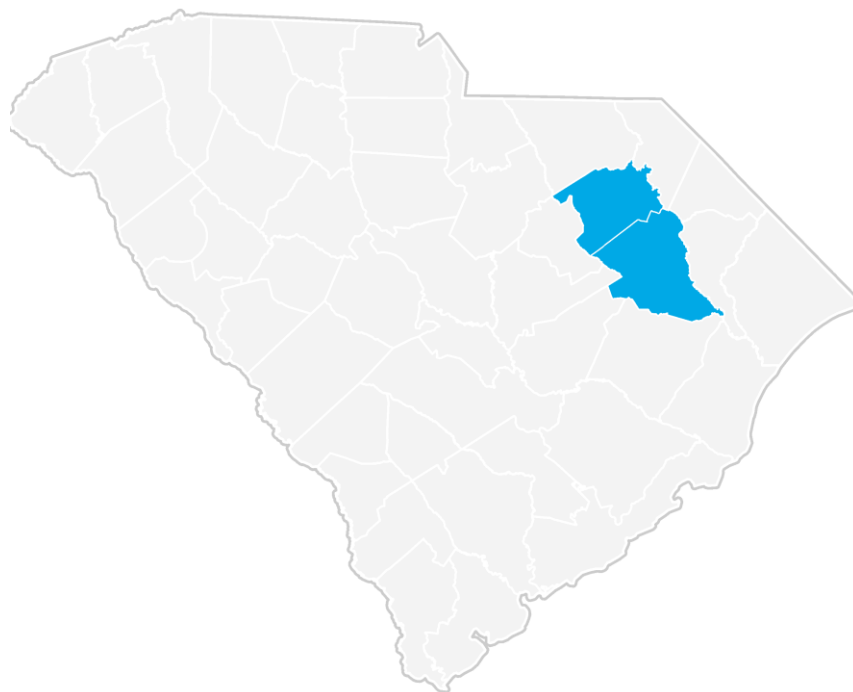


**Top ZCTAs by Place of Residence for Hospitality & Tourism, 2021Q1**

| Region                                     | Employment |
|--------------------------------------------|------------|
| ZCTA 29501 (Florence County, SC portion)   | 761        |
| ZCTA 29550 (Darlington County, SC portion) | 405        |
| ZCTA 29505                                 | 390        |
| ZCTA 29506 (Florence County, SC portion)   | 313        |
| ZCTA 29532 (Darlington County, SC portion) | 238        |
| ZCTA 29541                                 | 127        |
| ZCTA 29560 (Florence County, SC portion)   | 124        |
| ZCTA 29161 (Florence County, SC portion)   | 115        |
| ZCTA 29583                                 | 69         |
| ZCTA 29555 (Florence County, SC portion)   | 64         |

💡 “Place of work” employment is based upon the location of employers for these workers. “Place of residence” data refers to the home locations of the workforce, which is typically the preferred data set to use when calculating labor availability within a drive-time or radius of a potential worksite.

# Florence, SC MSA Regional Map



# Region Definition

**Florence, SC MSA is defined as the following counties:**

Darlington County, South Carolina

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Florence County, South Carolina

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# Data Notes

- Occupation employment by default indicates employment by place of work. Occupation employment is as of 2021Q1 and is based on industry employment and local staffing patterns calculated by Chmura and utilizing BLS OES data. Employment forecasts are modeled by Chmura and are consistent with BLS national-level 10-year forecasts. Occupation wages (mean, median, and percentiles) are derived from BLS OES data and are as of 2020 and represent the average for all Covered Employment. Entry-level and experienced wages are derived from these source data, computed by Chmura.
- Industry employment is as of 2021Q1 and is based upon BLS QCEW data, imputed by Chmura where necessary, and supplemented by additional sources including Census ZBP data.
- Education and training requirements are from the BLS. Educational attainment mix and other occupation demographics data are modeled by Chmura for 2021Q1 using regional occupation employment from JobsEQ, ZCTA-level demographics data from the Census Bureau, and national occupation-demographics patterns from the BLS.
- Postsecondary awards are per the NCES and are for the 2018-2019 academic year. Any programs shown are linked with the occupation(s) being analyzed via the program-occupation crosswalk, which may not be comprehensive. Any programs shown reflect only data reported to the NCES; reporting is required of all Title IV schools. Training providers that do not report data to the NCES are not reflected.
- Job ads data are online job posts from the Real-Time Intelligence (RTI) data set, produced wholly by Chmura and gleaned from over 40,000 websites. Data reflect ads active during the last twelve month period ending 08/12/2021 and advertised for any Zip Code Tabulation Area in or intersecting with the region for which this report was produced. Historical ad volume is revised as additional data are made available and processed. Since many extraneous factors can affect short-term volume of online job postings, time-series data can be volatile and should be used with caution. All ad counts represent deduplicated figures.
- For skill and certification gaps, openings and candidates are based upon regional occupation demand (growth plus separations) and the percent of skill demand and supply. Skill demand mix data are per a one-year sample of RTI data; skill supply data are estimated using a five-year sample of resumes data; both data sets compiled as of January 2021. Data may be based, at least in part, on data from broader geographies; see the Skill Gaps analytic export for more details.
- Occupation gaps are modeled by Chmura, indicating long-term potential supply and demand mismatches in a region due, in part, to job demand and labor pool dynamics, including educational attainment and projected growth.
- Occupation employment by place of residence is as of 2021Q1 and modeled by Chmura based upon occupation employment by place of work and commuting patterns. Commuting patterns are derived from source data from the Census Bureau, occupation-specific commuting tendencies, and updated to reflect more recent population and employment estimates.
- Figures may not sum due to rounding.

## FAQ

### What is (LQ) location quotient?

Location quotient is a measurement of concentration in comparison to the nation. An LQ of 1.00 indicates a region has the same concentration of an industry (or occupation) as the nation. An LQ of 2.00 would mean the region has twice the expected employment compared to the nation and an LQ of 0.50 would mean the region has half the expected employment in comparison to the nation.

### What is annual demand?

Annual demand is a of the sum of the annual projected growth demand and separation demand. Separation demand is the number of jobs required due to separations—labor force exits (including retirements) and turnover resulting from workers moving from one occupation into another. Note that separation demand does not include all turnover—it does not include when workers stay in the same occupation but switch employers. Growth demand is the increase or decrease of jobs expected due to expansion or contraction of the overall number of jobs.