

Leisure and Hospitality Industry in Nevada

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Executive Summary

The leisure and hospitality industry sector includes a broad category of fields within the service industry such as lodging, food services, event planning, theme parks, transportation and other tourism oriented products and services. Two primary industry sub groups comprise this industry; Arts, entertainment, and recreation (NAICS 71) and Accommodation and Food Services (NAICS 72).

The leisure and hospitality industry has long been of great importance to Nevada's economy. From 2015 to 2019, the average share of total private employment attributed to Leisure and Hospitality was 29.7 percent. In the Las Vegas-Paradise metro, this percentage was 33.3 percent.

All industries in Nevada and the United States were adversely affected by the Covid-19 pandemic of 2020. However, the Leisure and Hospitality industry was the most impacted in Nevada. From first quarter of 2020 to second quarter of 2020, this industry would lose almost 167,000 jobs or 47.8 percent of existing employment in that industry. In Clark County, the loss to this industry was 144,340 jobs or 49.5 percent.

The following report looks at projected changes in employment and the most common occupations in this industry over the period 2020 to 2030. It is projected to grow a relatively high rate of 35.8 percent over the ten years or 91,591 jobs. Among the other 23 major industries this ranks first in absolute number of jobs gained. The majority of this growth is going to occur in Accommodations (NAICS 721). However, the relative share of total employment tied to leisure and hospitality is predicted to decline. This tells of the state's employment offerings diversifying a bit over that ten year span.

The occupations that are going to see the greatest employment; Cooks, waiters/waitresses, fast food/counter workers, are largely in the food service industry. These coincidentally are some of the lower paying occupations.

Impacts of Covid-19 Pandemic

The following table illustrates how the pandemic affected the various industries (defined at the two-digit NAICS level). Covid impact is the employment in the respective industry for first quarter of 2020 minus the employment for second quarter of 2020. Recovery is the employment as of first quarter of 2022 minus that of first quarter of 2020. This measures how much the industry have left to recover in order to be at the same employment level that they were in first quarter of 2020.

The losses in Leisure and Hospitality (NAICS 71 and 72 combined) were 6.8 times as much as the next most impacted industry, Administrative and Waste Services. While the job growth in this industry recently has been quite robust, it still has just over 34,000 left for it to be back at the pre-pandemic level.

Industry Name	2020q1	2020q2	Covid Impact	2022q1	Recovery
Leisure and Hospitality	348,846	181,891	-166,955	314,811	-34,035
Administrative and Waste Services	108,296	83,809	-24,487	105,884	-2,412
Retail Trade	146,638	124,492	-22,146	148,725	2,087
Health Care and Social Assistance	133,702	121,521	-12,181	134,666	964
Other Services	35,742	25,225	-10,517	34,591	-1,151
Transportation and Warehousing	72,303	64,592	-7,711	90,205	17,902
Manufacturing	58,858	53,087	-5,771	63,092	4,234
Management of Companies and Enterprises	27,923	22,590	-5,333	27,867	-56
Professional and Technical Services	63,051	58,116	-4,935	64,295	1,244
Construction	96,788	92,202	-4,586	98,032	1,244
Real Estate and Rental and Leasing	27,614	23,064	-4,550	27,357	-257
Wholesale Trade	38,577	34,929	-3,648	39,236	659
Educational Services	12,512	9,780	-2,732	13,105	593
Information	14,895	12,409	-2,486	16,208	1,313
Finance and Insurance	38,142	36,966	-1,176	41,308	3,166
Agriculture, Forestry, Fishing & Hunting	4,628	4,311	-317	5,292	664
Utilities	4,062	4,086	24	3,979	-83
Mining, Quarrying, and Oil and Gas Extraction	14,655	14,763	108	14,654	-1
Unclassified	5,551	7,394	1,843	30,589	25,038

Projected Growth in Leisure and Hospitality

For the period, 2020 to 2030, Leisure and Hospitality (defined as the combination of NAICS 71 and NAICS 72) is projected to grow by a total of 91,591 jobs or 35.8 growth. Among the major industry sectors, Accommodation and Food services (NAICS 72) ranks first in projected growth. Arts, entertainment, and recreation ranks tenth out of 23 major industry sectors.

In more specific industry sectors (3 digit NAICS code), Accommodation (NAICS 721) ranks first in projected job growth at just over 57,000 jobs with Food Services and Drinking Places (NAICS 722) ranking second at 26,780 jobs. As for the sub-industries of Arts, entertainment, and recreation, they are all projected to grow but at relatively lower rates. Performing arts (NAICS 711) is projected to grow by nearly 3000 jobs or 67 percent, Museums and Historical Sites to grow by 300 jobs or 44.2 percent, and Amusement/Gambling to grow by nearly 4,300 jobs or 20.9 percent.

Major Industry Sectors (2 Digit NAICS level)

Industry Title	2020 Employment	2030 Employment	Growth Growth	Growth Rate	Rank (absolute)	Rank (percentage)
Leisure and Hospitality	255,603	347,194	91,591	35.8	1	22

Detailed Industry Sectors (3 Digit NAICS level)

Industry Title	2020 Employment	2030 Employment	Growth Growth	Growth Rate	Rank (absolute)	Rank (Percentage)
Food Services and Drinking Places	105,898	132,674	26,776	25.3	2	22
Accommodation	124,250	181,544	57,294	46.1	1	9
Amusement, Gambling, and Recreation Industrie	20,397	24,658	4,261	20.9	16	31
Museums, Historical Sites, and Similar Instit	689	994	305	44.3	51	10
Performing Arts, Spectator Sports, and Relate	4,369	7,324	2,955	67.6	20	5

Projected Growth in Smaller Areas

As expected, most of the projected growth is going to occur in the Las Vegas Metropolitan Statistical Area (MSA). 84,098 of the 91,591 (91.8 percent) in the industry are to come from this area alone. However, all four substate areas are predicted to see growth over the decade but with all but Arts, entertainment, and recreation (NAICS 71) in Las Vegas falling below pre-pandemic levels.

Employment Growth in Sub-State Areas

Industry	2020 Employment	2030 Employment	Growth	Growth Rate
Carson City MSA				
Arts, Entertainment, and Recreation	905	964	59	6.5
Accommodation and Food Services	2,090	2,388	298	14.3
Las Vegas - Paradise MSA				
Arts, Entertainment, and Recreation	17,191	23,766	6,575	38.2
Accommodation and Food Services	189,488	267,011	77,523	40.9
Reno - Sparks MSA				
Arts, Entertainment, and Recreation	4,492	4,749	257	5.7
Accommodation and Food Services	25,526	31,016	5,490	21.5
Balance of State				
Arts, Entertainment, and Recreation	2,782	3,497	715	25.7
Accommodation and Food Services	12,892	13,804	912	7.1

Occupational Growth in Leisure and Hospitality

The fastest growing occupations within the Leisure and Hospitality industry (in absolute terms) are cooks, waiters and waitresses, and fast food and counter workers.

Fastest Growing Occupations in the Leisure and Hospitality Industry in absolute terms

Occupations	2020 Employment	2030 Employment	Growth Growth	Growth Rate	Rank ¹	Total Ranking ²
Cooks, Restaurant	15,629	24,773	9,144	58.5	1	1
Waiters and Waitresses	24,482	32,661	8,179	33.4	2	14
Fast Food and Counter Workers	33,910	41,255	7,345	21.7	3	3
Janitors and Cleaners, Except Maids and Housekeeping Cleaners	8,271	12,248	3,977	48.1	4	9
Dining Room and Cafeteria Attendants and Bartender Helpers	9,975	13,840	3,865	38.7	5	13
Bartenders	8,531	12,184	3,653	42.8	6	2
First-Line Supervisors of Food Preparation and Serving Workers	8,566	11,337	2,771	32.3	7	18
Security Guards	4,661	6,583	1,922	41.2	8	11
Maintenance and Repair Workers, General	3,825	5,651	1,826	47.7	9	15
Dishwashers	5,101	6,918	1,817	35.6	10	30

¹ Employment growth of the occupation within the Leisure and Hospitality Industry

² Employment growth of the occupations within the total all industries level

Fastest Growing Occupations in Leisure and Hospitality (continued)

Fastest Growing Occupations in the Leisure and Hospitality Industry in percentage terms

Occupations	2020 Employment	2030 Employment	Growth	Growth Rate	Rank ¹	Total Ranking ²
Audio and Video Technicians	82	158	76	92.7	1	22
Information Security Analysts	28	51	23	82.1	2	NA
Producers and Directors	99	170	71	71.7	4	120
Writers and Authors	36	61	25	69.4	5	362
Market Research Analysts and Marketing Specialists	234	381	147	62.8	6	49
Financial Managers	315	507	192	61.0	7	85
Ushers, Lobby Attendants, and Ticket Takers	273	439	166	60.8	8	9
Audio and Video Technicians	585	939	354	60.5	9	22
Meeting, Convention, and Event Planners	57	91	34	59.6	10	94
Cooks, Restaurant	15,629	24,773	9,144	58.5	11	4

¹ Employment growth of the occupation within the Leisure and Hospitality Industry

² Employment growth of the occupations within the total all industries level

Wages

For the year 2021, the average annual hourly wage across all industries and occupations in the Silver State was \$24.56¹. The annual salary was \$51,080. Amongst the 51 states (District of Columbia included), Nevada ranks 37th in average hourly wage and annual salary.

The following occupations are the most common in the Leisure and Hospitality industry. The table below shows the average annual salary and average hourly wage for these occupations. This industry while vital to Nevada's economy has seen some relatively low wages. If the occupations below were compared against a list of all 603 unique occupations in the state, they would rank between 338th and 493rd in terms of average hourly wage.

Average Wages (annual and hourly) for most common occupations in the Leisure and Hospitality Industry				
Industry	Occupation	% of Total Industry Employment ⁷	Average Hourly Wage	Average Annual Salary
Accommodation and Food Services	Fast Food and Counter Workers	14.73	\$11.23	\$23,360
Accommodation and Food Services	Waiters and Waitresses	10.64	\$11.58	\$24,090
Arts, Entertainment, and Recreation	Amusement and Recreation Attendants	7.28	\$11.88	\$24,710
Arts, Entertainment, and Recreation	Exercise Trainers and Group Fitness Instructors	7.05	\$19.91	\$41,410
Accommodation and Food Services	Cooks, Restaurant	6.79	\$15.62	\$32,500
Arts, Entertainment, and Recreation	Waiters and Waitresses	4.72	\$11.58	\$24,090
Accommodation and Food Services	Dining Room and Cafeteria Attendants and Bartender Helpers	4.33	\$10.83	\$22,520
Accommodation and Food Services	Cooks, Fast Food	3.89	\$11.66	\$24,250
Arts, Entertainment, and Recreation	Gambling Change Persons and Booth Cashiers	3.84	\$11.95	\$24,850
Accommodation and Food Services	First-Line Supervisors of Food Preparation and Serving Workers	3.72	\$17.22	\$35,820

⁷ The percentage of the base-year employment estimate for the indicated industry represented by the base-year employment estimate for the indicated occupation within that industry.

Conclusion

Nevada has long been a state with a vital, thriving, and important Leisure and Hospitality sector. During the Covid-19 pandemic, this sector saw the greatest declines amongst major industry sectors. As the economy nationwide and in Nevada have recovered, this sector is projected to recover most of its lost employment. This sector reached a peak in employment for the year, 2019, with 355,100 jobs statewide². By the end of 2020, this number had decreased to 255,603. This was a decrease of 99,500 jobs or 28 percent over the year. Leisure and Hospitality is projected to reach an employment level of roughly 347,200 jobs in 2030. This would not represent a full recovery.

This industry is projected to be the fastest growing among the major industries over the period, 2020 to 2030. With a projected growth of 91,591 jobs or 35.8 percent over the ten years, the growth is quite sizable. This compares to all industries which are to grow by 268,632 jobs or 19.7 percent. The share of total employment attributed to Leisure and Hospitality is to be 21.2 percent. This is an improvement over 2020 when that share was 18.7 percent. However, this is far lower than the average from 2015 to 2019 of 29.7 percent. Based on these projections, over the coming decade, the leisure and hospitality industry will remain an important but smaller piece of Nevada's Economy.

Footnotes:

1. 2021 Occupational Employment Wage Statistics [↔](#)
2. Quarterly Census of Employment and Wages [↔](#)