



**Rhode Island Department
of Labor and Training**

Leisure, Hospitality and Tourism in the Ocean State



2006

**A publication of the
Labor Market Information Unit**

The Labor Market Information (LMI) Unit is the central state resource for the collection, analysis, and dissemination of information pertaining to the Rhode Island labor market. LMI is responsible for a wide range of labor market analysis and research involving industry trends, occupational projections, wage rates, labor force movements, population shifts, and demographics.

Source: Quarterly Census of Employment and Wages, developed through a cooperative program between the state of Rhode Island and the US Bureau of Labor Statistics, www.bls.gov

Employment changes may be influenced by noneconomic code changes resulting from industry revisions and / or changes in employers reporting methods.

Introduction

With miles of sandy beaches, a picturesque rocky shoreline and history around every corner, Rhode Island is a popular vacation spot for travelers near and far. Its rich diverse culture reflected in the eclectic mix of shops and restaurants located throughout the state's many neighborhoods and villages make Rhode Island a wonderful place to live, work and play.

Indeed, tourism is big business in Rhode Island. Generating over \$4 billion in revenue each year, tourism is considered by many to be one of Rhode Island's largest industries. However, tourism actually crosses many industrial sectors and significantly influences the success of various industries within those sectors. Hotels and motels, air and ground transportation, recreational activities and restaurants are examples of businesses heavily impacted by tourists and tourist-related activities. Other types of businesses, including gasoline stations, retail stores, and linen and food suppliers, are also affected by tourists and tourist-related activities, but to a lesser degree.

In an effort to measure the importance of tourism to the Rhode Island labor market, the Rhode Island Department of Labor and Training has defined a **Leisure, Hospitality and Tourism** industry cluster. This cluster includes all industries that are heavily dependent on tourists and tourist-related activities. Tourist-related activities are considered to be the types of activities in which people engage while on vacation. This includes all leisure, recreation and hospitality activities, as well as travel activities associated with tourists. Under this definition, it does not matter if the individual dining at a restaurant, attending a sporting event, or sunbathing at the beach is an Ocean State resident or an out-of-town visitor.

Leisure, Hospitality and Tourism Highlights

- ▶ In 2006, the Leisure, Hospitality and Tourism industry cluster employed an average of 55,252 workers with employment reaching 60,000 during the summer months. Leisure, Hospitality and Tourism accounted for more than 13 percent of jobs in the state's private sector. By 2014, Leisure, Hospitality and Tourism employment is expected to exceed 64,000 jobs.
- ▶ Overall, Leisure, Hospitality and Tourism workers earned an annual average wage of \$17,338 in 2006, significantly lower than the private sector average (\$38,732) due, in part, to the seasonal and part-time nature of the industry.
- ▶ Leisure, Hospitality and Tourism employment grew by 6.9 percent between 2001 and 2006, well above the state's private sector growth rate of 3.1 percent experienced during the same period.
- ▶ Of the 12,736 private sector jobs added in the Ocean State between 2001 and 2006, over one-quarter (27.8%) were in the Leisure, Hospitality and Tourism industry cluster.
- ▶ Jobs where necessary skills are learned "on the job" make up the largest portion of jobs in the Leisure, Hospitality and Tourism industry cluster, accounting for over 75 percent of the cluster's employment.

Leisure, Hospitality and Tourism in Rhode Island

Tourism crosses many industrial sectors, significantly influencing the success of the various industries within those sectors. Industries that are **heavily** dependent on tourism and tourist-related activities include Leisure & Recreation, Accommodation & Food Services, Air & Ground Transportation and Travel & Reservation Services. We refer to this industry cluster as **Leisure, Hospitality and Tourism**. Other types of businesses, such as gasoline stations, retail stores, and linen, food and other suppliers, are also affected by tourism and tourist-related activities, but to a lesser degree.

Leisure, Hospitality and Tourism 2006

Industry	Number of Units	Average Employment	Total Wages	Average Wage
Total Private & Government	35,976	480,589	\$19,432,663,286	\$40,435
Total Private Only	35,297	417,706	\$16,178,446,118	\$38,732
Total for Leisure, Hospitality & Tourism	3,888	55,252	\$957,949,519	\$17,338
Leisure & Recreation	577	8,103	\$173,050,009	\$21,356
Accommodation & Food Services	2,874	42,561	\$645,120,767	\$15,158
Air & Ground Transportation	213	1,747	\$53,305,097	\$30,512
Travel & Reservation Services	224	2,841	\$86,473,646	\$30,438

The Leisure, Hospitality and Tourism industry cluster is important to the state's economy as well as to job seekers with limited qualifications. Jobs where necessary skills are learned on the job make up the largest portion of jobs in the Leisure, Hospitality and Tourism cluster, accounting for 75 percent of the employment. In comparison, on-the-job training jobs account for 60 percent of the state's private sector employment.

In 2006, Leisure, Hospitality and Tourism businesses employed an average of 55,252 workers, with employment reaching 60,000 during the summer months. Leisure, Hospitality and Tourism accounted for more than 13 percent of jobs in the state's private sector. By 2014, Leisure, Hospitality and Tourism employment is expected to exceed 64,000 jobs.

Over 90 percent of the employment in Leisure, Hospitality and Tourism is included in Leisure & Recreation and Accommodation & Food Services. During the 2004 to 2014 projection period, nearly 17 percent of the new jobs that are expected to be created in Rhode Island are projected to be in these two industry clusters. Jobs in the Accommodation & Food Services sector are expected to increase by 17.9 percent, much faster than the average growth rate expected for the state (10.7%) and surpassing the national growth rate of 16.5 percent projected for this sector. In Rhode Island, Leisure & Recreation jobs are projected to increase by 22.6 percent, more than twice the growth rate projected for all industries in the state.

Between 2001 and 2006, employment in the Ocean State's Leisure, Hospitality and Tourism industry cluster increased by 6.9 percent, more than twice the private sector growth rate (3.1%) experienced during this period. Of the 12,736 private sector jobs added between 2001 and 2006, over one-quarter (27.8%) were generated by the Leisure, Hospitality and Tourism industry cluster.

In 2006, the Ocean State's 3,888 Leisure, Hospitality and Tourism establishments paid nearly \$958 million in wages, accounting for 5.9 percent of the total private sector wages paid that year. Wages in the industry cluster averaged \$17,338, an increase of 1,941 (12.6%) from the 2001 average of \$15,397. In comparison, private sector wages grew by 20.3 percent during the same period.

Overall, Leisure, Hospitality and Tourism workers earned an annual average wage of \$17,338 in 2006, significantly lower than the private sector average (\$38,732) due, in part, to the seasonal and part-time nature of the industry.

Leisure, Hospitality and Tourism jobs provide opportunity for young workers entering the workforce for the first time to obtain experience and develop skills necessary for better-paying positions while completing their education. These jobs also provide opportunities for individuals who do not have or wish to pursue a formal education. Many occupations in Leisure, Hospitality and Tourism have the added advantage of flexible and part-time work schedules, a benefit for school students, parents with childcare issues, and other individuals seeking non-traditional or part-time work schedules. Furthermore, for those interested in a career in the Leisure, Hospitality and Tourism industry cluster, the entry-level jobs in the cluster provide a stepping stone to supervisory or managerial positions with career potential.

Many who are employed in Leisure, Hospitality and Tourism jobs generate a portion of their wages in tips. Waiters, waitresses, bartenders, porters, valets, tour guides and taxi drivers are all occupations where a tip directly from the customer is customary. Since tips are self-reported, this portion of the hourly wage is difficult to calculate and sometimes underestimated.

Leisure, Hospitality and Tourism is comprised of four industry clusters: Accommodation & Food Services, Air & Ground Transportation, Leisure & Recreation, and Travel & Reservation Services.

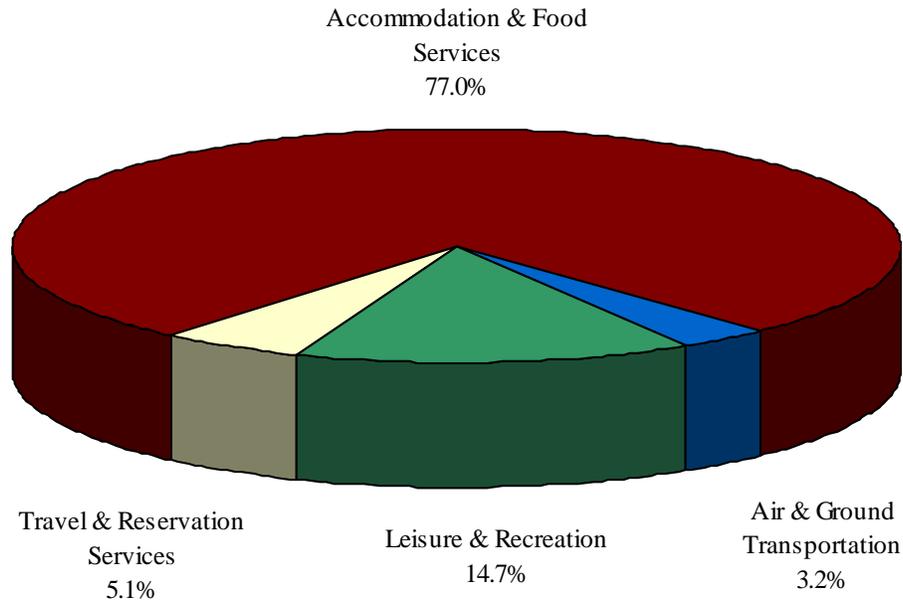


Accommodation & Food Services includes hotels, motels, restaurants and drinking places, and other traveler accommodations, such as RV parks and boarding houses. In 2006, these businesses employed an average of 42,561 workers and accounted for over three-quarters (77 %) of all Leisure, Hospitality and Tourism employment in Rhode Island.

Air & Ground Transportation includes establishments providing air and bus transportation, taxi and limousine services, scenic and sightseeing tours, and support activities for air and road transportation. In 2006, these businesses combined for 1,747 jobs, or 3.2 percent of Leisure, Hospitality and Tourism employment.

Leisure & Recreation includes businesses that provide entertainment in the performing arts, spectator sports, movie theaters, museums, zoos, and gambling facilities. Independent artists, writers, and performers are also included in this industry cluster. In 2006, Leisure & Recreation establishments employed an average of 8,103 workers, accounting for 14.7 percent of the state's Leisure, Hospitality and Tourism jobs.

Leisure, Hospitality & Tourism Industry Cluster 2006



Travel & Reservation Services includes automobile and recreation equipment rental services, travel agencies, and convention and trade show organizers. In 2006, these firms employed 2,841 workers and comprised 5.1 percent of Rhode Island's Leisure, Hospitality and Tourism jobs.

Other types of businesses such as seafood, meat, and alcoholic beverage wholesalers, gasoline stations, gift and souvenir stores, florists, automotive repair, and linen suppliers are also affected by tourism and tourist-related activities, but to a lesser degree. In 2006, these industries contributed over 7,700 jobs to the local economy.

Leisure, Hospitality & Tourism Employment in Rhode Island 2001 - 2006

	Annual Average Employment						2001-2006	
	<u>2001</u>	<u>2002</u>	<u>2003</u>	<u>2004</u>	<u>2005</u>	<u>2006</u>	<u>Change</u>	<u>% Change</u>
Total Private Sector	404,970	404,079	407,742	412,209	414,907	417,706	12,736	3.1%
Leisure, Hospitality & Tourism	51,706	52,488	53,928	54,536	55,102	55,252	3,546	6.9%
Accommodation & Food Services	39,527	40,517	41,709	42,402	42,693	42,561	3,034	7.7%
Air & Ground Transportation	1,816	1,743	1,892	1,781	1,813	1,747	-69	-3.8%
Leisure & Recreation	7,427	7,536	7,741	7,756	7,796	8,103	676	9.1%
Travel & Reservation Services	2,936	2,692	2,586	2,597	2,800	2,841	-95	-3.2%

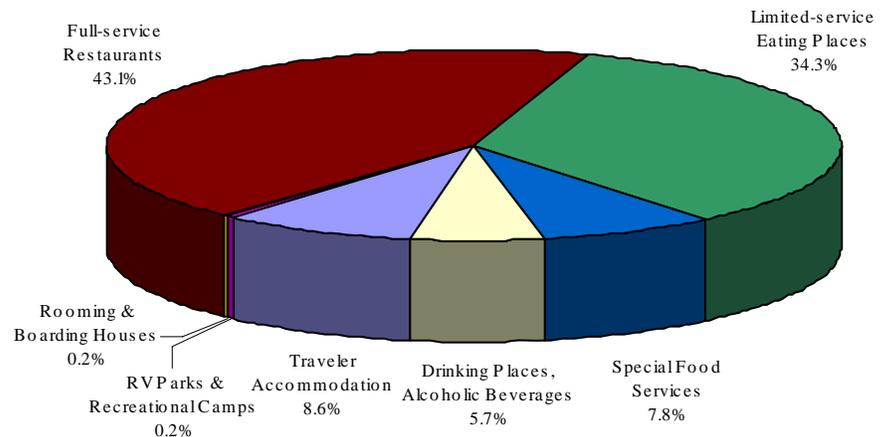
Accommodation & Food Services

In 2006, Rhode Island's 2,874 Accommodation & Food Services establishments employed an average of 42,561 workers, accounting for slightly over 10 percent of the state's private sector jobs and over three-quarters of all Leisure, Hospitality and Tourism jobs located in the Ocean State. By 2014, employment in this sector is projected to reach 50,000 jobs.

Between 2001 and 2006, employment in Accommodation & Food Services increased by 7.7 percent, more than double the growth rate (3.1%) experienced in the private sector as a whole. Of the 3,546 Leisure, Hospitality and Tourism jobs added between 2001 and 2006, over 85 percent (3,034) were in Accommodation & Food Services.

Accommodation & Food Services is comprised of two major components whose employment trends have diverged during the past five years. Businesses providing Accommodations generally reported job losses between 2001 and 2006, while Food Services employment has risen. The largest employment loss during this period was noted in Traveler Accommodation (-431) which includes hotels, motels, and bed-and-breakfast inns. Elsewhere, the small number of jobs added by RV Parks & Recreational Camps (+5) was offset by losses in Rooming & Boarding Houses (-23).

Accommodation & Food Services Employment by Industry 2006



Accommodation & Food Services Employment in Rhode Island 2001 - 2006

	Annual Average Employment						2001-2006	
	2001	2002	2003	2004	2005	2006	Change	% Change
Total Private Sector	404,970	404,079	407,742	412,209	414,907	417,706	12,736	3.1%
Leisure, Hospitality & Tourism	51,706	52,488	53,928	54,536	55,102	55,252	3,546	6.9%
Accommodation & Food Services	39,527	40,517	41,709	42,402	42,693	42,561	3,034	7.7%
Traveler Accommodation	4,073	3,859	3,764	3,484	3,644	3,642	-431	-10.6%
RV Parks & Recreational Camps	84	108	97	89	94	89	5	6.0%
Rooming & Boarding Houses	123	226	257	126	113	100	-23	-18.7%
Full-Service Restaurants	16,728	17,161	17,618	17,924	18,095	18,352	1,624	9.7%
Limited-Service Eating Places	13,075	13,636	14,053	14,635	14,812	14,604	1,529	11.7%
Special Food Services	2,934	2,907	3,257	3,358	3,345	3,330	396	13.5%
Drinking Places, Alcoholic Beverages	2,510	2,620	2,663	2,786	2,590	2,444	-66	-2.6%



Full-Service Restaurants (+9.7%); Limited-Service Eating Places (+11.7%), including cafeterias, snack bars, pizza delivery and take-out establishments; and Special Food Services (+13.5%) including caterers, food service contractors, and mobile vendors, all reported job growth well above the private sector average of 3.1 percent during the 2001 to 2006 period. Combined, establishments in these three industries added 3,549 jobs to the Rhode Island economy.

In 2006, Accommodation & Food Services workers earned an annual average wage of \$15,158, the lowest wage reported among Leisure, Hospitality and Tourism's four subsectors and significantly lower than the private sector annual average wage (\$38,732). Contributing to this low wage is the highly seasonal and extreme part-time nature of many businesses in this industry as well the high percentage of lower skilled jobs.

With over 90 percent of the jobs in Accommodation & Food Services requiring skills learned on the job, this sector, more than any other in the Leisure, Hospitality and Tourism cluster, provides opportunity for individuals with modest qualifications. Numerous employment possibilities exist for individuals interested in working as Waiters/Waitresses, Cooks, Bartenders, or Hosts/Hostesses where necessary skills are learned on-the-job. Other entry-level positions requiring limited skills include Maids, Dishwashers, Food Preparation & Serving Workers and Dining Room Attendants.

Career ladders are available allowing experienced workers to move into higher-level positions such as Housekeeping Supervisors, Lodging Managers, Concierges, Food Service Managers, General Managers and Operations Directors. Many individuals also go on to open their own restaurants.

Occupations Commonly Found in Accommodation & Food Services

Occupation	Median Wage
Bartenders	\$ 8.28
Chefs and Head Cooks	\$20.09
Concierges	\$10.55
Cooks, Restaurant	\$11.18
Fast Food Workers	\$ 8.43
Food Preparation Workers	\$ 8.90
Food Service Managers	\$26.29
Hosts and Hostesses	\$ 8.43
Hotel, Motel, and Resort Desk Clerks	\$10.30
Lodging Managers	\$25.51
Maids and Housekeeping Cleaners	\$ 9.89
Waiters and Waitresses	\$ 8.09

Accommodation & Food Services Wages in Rhode Island 2001 - 2006

	Annual Average Wage		2001-2006	
	2001	2006	Change	% Change
Total Private Sector	\$32,186	\$38,732	\$6,546	20.3%
Leisure, Hospitality & Tourism	\$15,397	\$17,338	\$1,941	12.6%
Accommodation & Food Services	\$13,414	\$15,158	\$1,744	13.0%
Traveler Accommodation	\$19,925	\$23,247	\$3,322	16.7%
RV Parks & Recreational Camps	\$17,554	\$23,837	\$6,283	35.8%
Rooming & Boarding Houses	\$16,568	\$17,042	\$474	2.9%
Full-Service Restaurants	\$13,631	\$15,788	\$2,157	15.8%
Limited-Service Eating Places	\$11,345	\$12,211	\$866	7.6%
Special Food Services	\$13,966	\$17,520	\$3,554	25.4%
Drinking Places, Alcoholic Beverages	\$11,241	\$12,366	\$1,125	10.0%

Air & Ground Transportation

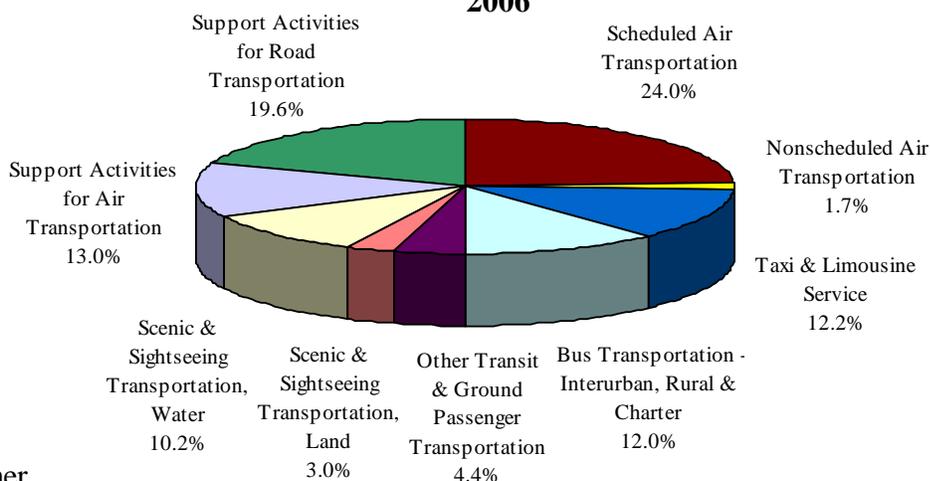
In 2006, Rhode Island's 213 Air & Ground Transportation firms employed 1,747 workers, accounting for 3.2 percent of all Leisure, Hospitality and Tourism jobs in the Ocean State. Overall, annual average employment in Air & Ground Transportation declined slightly between 2001 and 2006, losing 69 jobs (-3.8%). However, by 2014 employment in this cluster is expected to reach 2,000 jobs. Air & Ground Transportation includes industries that provide passengers' transportation, scenic and sight-seeing transportation and support activities related to transportation.

Scheduled Air Transportation includes establishments engaged in providing air transportation of passengers and/or cargo over regular routes and on regular schedules. In 2006, this industry employed 419 workers, reflecting a 21.7 percent (-116) decline over its 2001 level. It accounts for 24 percent of all Air & Ground Transportation jobs in Rhode Island.

Nonscheduled Air Transportation includes services that do not abide by regular routes or schedules, as well as other specialty flying services (i.e. air taxi and aircraft charter services). Supporting just 30 jobs in 2006, this industry comprised a small fraction of Leisure, Hospitality and Tourism employment in the Ocean State. Since 2001, 12 jobs have been added by Nonscheduled Air Transportation businesses.

Interurban, Rural & Charter Bus Transportation firms employed 209 workers in 2006, a 34.5 percent (-110) decrease from the 2001 level. This industry comprised 12 percent of Air & Ground Transportation jobs statewide.

**Air & Ground Transportation Employment by Industry
2006**



**Air & Ground Transportation Employment in Rhode Island
2001 - 2006**

	Annual Average Employment					2001-2006		
	<u>2001</u>	<u>2002</u>	<u>2003</u>	<u>2004</u>	<u>2005</u>	<u>2006</u>	<u>Change</u>	<u>% Change</u>
Total Private Sector	404,970	404,079	407,742	412,209	414,907	417,706	12,736	3.1%
Leisure, Hospitality & Tourism	51,706	52,488	53,928	54,536	55,102	55,252	3,546	6.9%
Air & Ground Transportation	1,816	1,743	1,892	1,781	1,813	1,747	-69	-3.8%
Scheduled Air Transportation	535	524	506	482	483	419	-116	-21.7%
Nonscheduled Air Transportation	18	5	30	28	28	30	12	66.7%
Taxi & Limousine Service	180	165	164	168	183	214	34	18.9%
Bus Transportation - Interurban, Rural & Charter	319	310	311	279	247	209	-110	-34.5%
Other Transit & Ground Passenger Transportation	24	26	66	90	78	76	52	216.7%
Scenic & Sightseeing Transportation, Land	59	58	56	54	55	52	-7	-11.9%
Scenic & Sightseeing Transportation, Water	247	203	188	191	197	178	-69	-27.9%
Support Activities for Air Transportation	139	152	179	105	177	227	88	63.3%
Support Activities for Road Transportation	295	300	392	384	365	342	47	15.9%

Taxi & Limousine Service employment added 34 (+18.9%) jobs between 2001 and 2006. By the end of this period, industry firms generated 214 jobs for the local economy and comprised 12.2 percent of all Air & Ground Transportation employment throughout Rhode Island.

Other Transit & Ground Passenger Transportation, which includes hotel and airport shuttle services, employed an average of 76 workers in 2006. Industry employment has tripled since 2001, and now accounts for 4.4 percent of the state's Air & Ground Transportation jobs.

Scenic & Sightseeing Transportation is divided into land- and water-based services, including sightseeing buses, trolleys, horse-drawn carriages, charter fishing boats, dinner cruises and excursion boat operations. Combined, firms providing these services employed 230 workers in 2006 and accounted for 13.2 percent of Air & Ground Transportation employment. However, since 2001, Scenic & Sightseeing Transportation industries have shed 76 jobs.

Support Activities for Air Transportation includes establishments operating and supporting airport operations (i.e. air traffic control and baggage and cargo handling services). Employment in this industry averaged 227 in 2006, an increase of 88 jobs from 2001.

Support Activities for Road Transportation, which includes Motor Vehicle Towing services, generated 342

jobs in 2006, a 15.9 percent (+47) increase over the industry's 2001 employment level. It is the second largest industry within Air & Ground Transportation, accounting for nearly one-fifth (19.6%) of its total employment.

Air & Ground Transportation firms paid an annual average wage of \$30,512 in 2006, representing an 8.5 percent (+\$2,398) increase over its 2001 wage level. This rate of wage growth was the lowest reported in Leisure, Hospitality and Tourism. Still, at \$30,512, Air & Ground Transportation industry cluster's annual average wage was the highest wage paid within Leisure, Hospitality and Tourism, slightly ahead of Travel & Reservation Services industry cluster (\$30,438).

Occupation	Median Wage
Aircraft Mechanics and Service Technicians	\$ 22.36
Baggage Porters and Bellhops	\$ 8.79
Bus Drivers, Transit and Intercity	\$ 15.49
Captains, Mates, and Pilots of Water Vessels	\$ 18.86
Commercial Pilots	\$ 27.65
Reservation and Transportation Ticket Agents and Travel Clerks	\$ 13.72
Supervisors/Managers of Office and Administrative Support Workers	\$ 21.98
Taxi Drivers and Chauffeurs	\$ 10.72

Air & Ground Transportation Wages in Rhode Island 2001 - 2006

	Annual Average Wage		2001-2006	
	<u>2001</u>	<u>2006</u>	<u>Change</u>	<u>% Change</u>
Total Private Sector	\$32,186	\$38,732	\$6,546	20.3%
Leisure, Hospitality & Tourism	\$15,397	\$17,338	\$1,941	12.6%
Air & Ground Transportation	\$28,114	\$30,512	\$2,398	8.5%
Scheduled Air Transportation	\$33,152	\$35,730	\$2,578	7.8%
Nonscheduled Air Transportation	\$52,275	\$73,728	\$21,453	41.0%
Taxi & Limousine Service	\$16,697	\$19,589	\$2,892	17.3%
Bus Transportation - Interurban, Rural & Charter	\$33,116	\$36,775	\$3,659	11.0%
Other Transit & Ground Passenger Transportation	\$10,571	\$27,862	\$17,291	163.6%
Scenic & Sightseeing Transportation, Land	\$17,755	\$19,396	\$1,641	9.2%
Scenic & Sightseeing Transportation, Water	\$23,593	\$20,313	-\$3,280	-13.9%
Support Activities for Air Transportation	\$24,744	\$27,815	\$3,071	12.4%
Support Activities for Road Transportation	\$27,934	\$32,716	\$4,782	17.1%

Travel & Reservation Services

In 2006, Rhode Island's 224 Travel & Reservation Services firms employed 2,841 workers, accounting for 5.1 percent of all Leisure, Hospitality and Tourism jobs in the Ocean State. Annual average employment in Travel & Reservation Services industries decreased by 3.2 percent between 2001 and 2006, shedding 95 jobs. Job losses of 244 in 2002 and 106 in 2003 were followed by three consecutive years of job growth as a small gain (+11) in 2004 was followed by a gain of 203 jobs in 2005 and 41 jobs in 2006. A slowdown in travel following the September 11th attacks as well as increasing use of the Internet for travel reservations likely contributed to these job losses. In 2014, employment in this industry cluster is expected to average 2,880 jobs.

Travel & Reservation Services includes automotive equipment and recreational goods rental, travel arrangements and reservations and convention trade show organizers.

Automotive Equipment Rental & Leasing firms, including car, truck, utility trailer, and RV rental services, employed an average of 878 workers in 2006, accounting for 30.9 percent of the state's Travel & Recreation Services employment.

Occupations Commonly Found in Travel & Reservation Services

Occupation	Median Wage
Bus and Truck Mechanics and Diesel Engine Specialists	\$20.02
Cleaners of Vehicles and Equipment	\$10.29
Counter and Rental Clerks	\$10.33
Customer Service Representatives	\$14.61
Office Clerks, General	\$11.55
Reservation and Transportation Ticket Agents and Travel Clerks	\$13.72
Telemarketers	\$10.81
Travel Agents	\$14.26

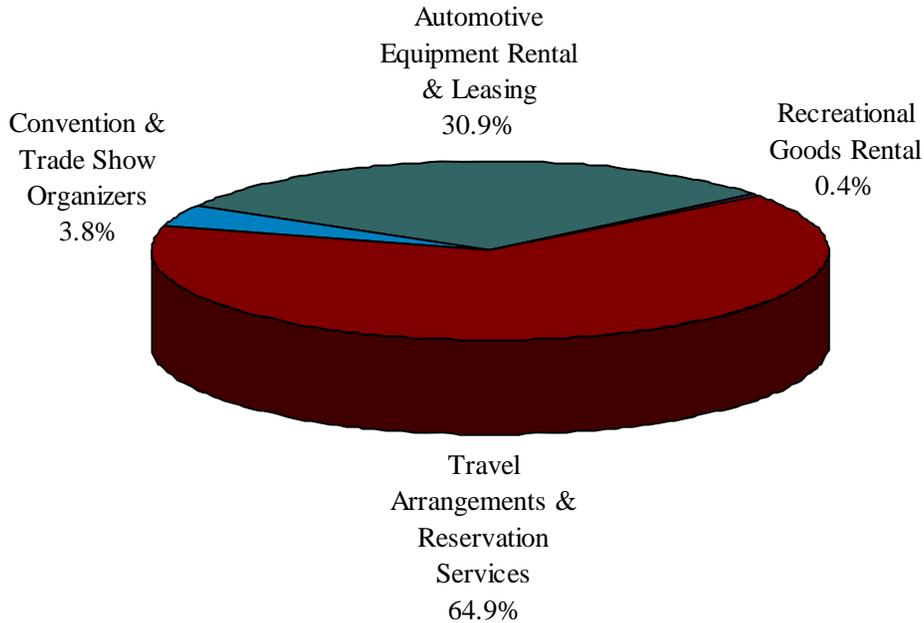
Recreational Goods Rental's 16 establishments accounted for a handful of jobs in 2006, employing an average of just 11 workers. This highly seasonal industry is primarily engaged in renting bicycles, canoes, motorcycles, sailboats, beach chairs and other recreational goods to the public.

Travel Arrangements & Reservation Services includes travel agencies, tour operators, condominium time-share services, visitors' bureaus, reservation services, road and travel services automobile clubs and ticket agencies.

Travel & Reservation Services Employment in Rhode Island 2001 - 2006

	Annual Average Employment						2001-2006	
	<u>2001</u>	<u>2002</u>	<u>2003</u>	<u>2004</u>	<u>2005</u>	<u>2006</u>	<u>Change</u>	<u>% Change</u>
Total Private Sector	404,970	404,079	407,742	412,209	414,907	417,706	12,736	3.1%
Leisure, Hospitality & Tourism	51,706	52,488	53,928	54,536	55,102	55,252	3,546	6.9%
Travel & Reservation Services	2,936	2,692	2,586	2,597	2,800	2,841	-95	-3.2%
Automotive Equipment Rental & Leasing	889	834	777	755	901	878	-11	-1.2%
Recreational Goods Rental	24	24	19	19	10	11	-13	-54.2%
Travel Arrangements & Reservation Services	1,938	1,752	1,710	1,736	1,781	1,844	-94	-4.9%
Convention & Trade Show Organizers	85	82	80	87	108	108	23	27.1%

Travel & Reservation Services Employment by Industry 2006



In 2006, these firms employed 1,844 workers, accounting for 64.9 percent of Travel & Reservation Services jobs in Rhode Island. They also comprised 3.3 percent of the state's total Leisure, Hospitality and Tourism employment.

Travel Arrangements & Reservation Services employment has fallen 4.9 percent since 2001, shedding 94 jobs. This can partially be attributed to decreased consumer demand for travel following the September 11th attacks, as well as an increasing reliance on on-line services for travel arrangements.

Convention & Trade Show Organizers employed 108 workers in 2006, up 27.1 percent (+23) from its 2001 level. This industry accounted for 3.8 percent of Travel & Reservation Services employment in the state.

In 2006, Travel & Reservation Services firms paid an annual average wage of \$30,438, the highest wage reported among Leisure, Hospitality and Tourism's four economic segments.

Travel & Reservation Services Wages in Rhode Island 2001 - 2006

	Annual Average Wage		2001-2006	
	<u>2001</u>	<u>2006</u>	<u>Change</u>	<u>% Change</u>
Total Private Sector	\$32,186	\$38,732	\$6,546	20.3%
Leisure, Hospitality & Tourism	\$15,397	\$17,338	\$1,941	12.6%
Travel & Reservation Services	\$27,175	\$30,438	\$3,263	12.0%
Automotive Equipment Rental & Leasing	\$26,254	\$25,833	-\$421	-1.6%
Recreational Goods Rental	\$44,639	\$40,518	-\$4,121	-9.2%
Travel Arrangements & Reservation Services	\$27,032	\$32,909	\$5,877	21.7%
Convention & Trade Show Organizers	\$35,138	\$24,661	-\$10,477	-29.8%

Leisure & Recreation

In 2006, Rhode Island's 577 Leisure & Recreation firms employed an average of 8,103 workers, accounting for 14.7 percent of all Leisure, Hospitality and Tourism jobs in the Ocean State. Between 2001 and 2006, annual average employment in Leisure & Recreation industries increased by 9.1 percent, nearly triple the growth rate (3.1%) experienced in the private sector as a whole. By 2014, employment in this cluster is projected to reach 9,500 jobs.

The Leisure & Recreation segment of Leisure, Hospitality and Tourism includes a wide range of businesses that serve a variety of cultural, entertainment and recreational interests.

Performing Arts Companies, including theatre companies, comedy troupes, dance companies, musical groups, orchestras and carnival traveling shows, employed an average of 751 workers in 2006, accounting for 9.3 percent of the state's Leisure & Recreation jobs. Since 2001, employment in this industry has increased by 9.8 percent (+67).

Spectator Sports employment stood at 290 jobs in 2006, essentially unchanged since 2001. Approximately 3.6 percent of Leisure & Recreation jobs in Rhode Island are generated by Spectator Sports establishments.

Promoters of Performing Arts & Sports includes establishments primarily engaged in organizing and managing live productions, sports events, fairs, concerts and other similar events. In 2006, these firms employed an average of 119 workers and have added 48 jobs to the local economy since 2001.

Occupations Commonly Found in Leisure & Recreation

Occupation	Median Wage
Amusement and Recreation Attendants	\$ 8.90
Fitness Trainers and Aerobics Instructors	\$ 13.21
General Maintenance and Repair Workers	\$ 16.33
Landscaping and Groundskeeping Workers	\$ 12.02
Motorboat Mechanics	\$ 18.24
Receptionists and Information Clerks	\$ 11.74
Tour Guides and Escorts	\$ 9.82
Ushers, Lobby Attendants, and Ticket Takers	\$ 8.46

Leisure & Recreation Employment in Rhode Island 2001 - 2006

	Annual Average Employment						2001-2006	
	<u>2001</u>	<u>2002</u>	<u>2003</u>	<u>2004</u>	<u>2005</u>	<u>2006</u>	<u>Change</u>	<u>% Change</u>
Total Private Sector	404,970	404,079	407,742	412,209	414,907	417,706	12,736	3.1%
Leisure, Hospitality & Tourism	51,706	52,488	53,928	54,536	55,102	55,252	3,546	6.9%
Leisure & Recreation	7,427	7,536	7,741	7,756	7,796	8,103	676	9.1%
Performing Arts Companies	684	737	742	781	775	751	67	9.8%
Spectator Sports	291	286	290	251	269	290	-1	-0.3%
Promoters of Performing Arts & Sports	71	83	90	102	114	119	48	67.6%
Agents & Managers for Public Figures	14	7	6	7	7	12	-2	-14.3%
Independent Artists, Writers & Performers	110	124	118	103	105	114	4	3.6%
Museums, Historical Sites, Zoos & Parks	808	776	774	738	737	746	-62	-7.7%
Amusement Parks & Arcades	303	80	70	67	59	62	-241	-79.5%
Motion Picture & Video Exhibition	388	441	430	383	372	410	22	5.7%
Other Amusement, Gambling & Recreation	4,758	5,002	5,221	5,324	5,358	5,599	841	17.7%

Agents & Managers for Public Figures includes literary, talent and other celebrity agents. There were seven establishments classified in this industry in 2006, employing an average of 12 workers. Wages in this industry averaged \$61,006 in 2006.

Independent Artists, Writers & Performers includes a wide variety of free-lance individuals, such as actors and actresses, artists and art restorers, dancers, journalists, producers, speakers, and theatrical lighting technicians. This industry accounted for 114 jobs in 2006 and employment has remained relatively stable since 2001.

Museums, Historical Sites, Zoos & Parks accounted for 9.2 percent of the state's Leisure & Recreation employment in 2006. The industry, which employed 746 workers in 2006, includes art galleries, halls of fame, science museums, historical sites, aquariums, zoos, conservation areas and wildlife sanctuaries. Since 2001, Museums, Historical Sites, Zoos & Parks employment has slipped by 7.7 percent (-62).

Amusement Parks & Arcades employed an average of 62 workers in 2006, one of the smallest industries in Leisure & Recreation. The job losses noted between 2001 and 2002 were the result of a coding change*. However, since 2002, the industry has continued to shed employment, losing 18 jobs between 2002 and 2006.

Motion Picture & Video Exhibition establishments operate motion picture theatres, drive-ins and exhibit video at film festivals. In 2006, this industry generated 410 jobs and accounted for 5.7 percent of the Ocean State's Leisure & Recreation employment. Industry employment peaked in 2002 at 441 jobs, and declined the following three years. In 2006, the industry had a small comeback, adding 38 jobs over the year. Since 2001, employment is up by 22 (5.7%) jobs.

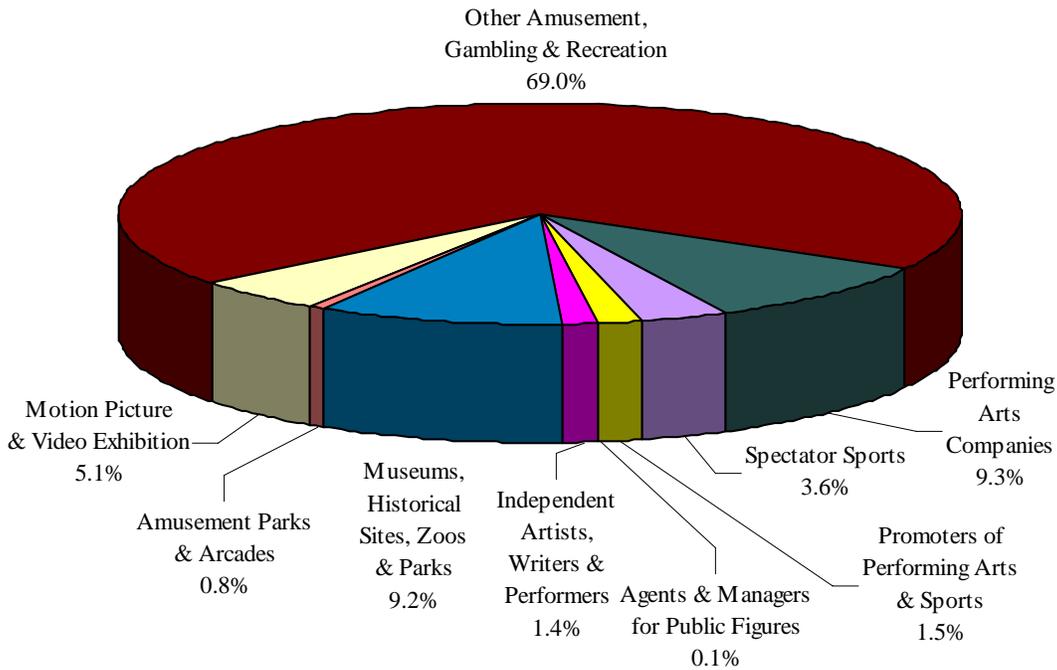
Other Amusement, Gambling & Recreation is a diverse industry that includes gaming facilities, golf courses and country clubs, marinas, fitness centers, bowling centers, dance halls, pool parlors, recreational day camps, riding stables and youth sports leagues. In 2006, these establishments employed 5,599 workers, accounting for nearly 70 percent of all Leisure & Recreation jobs in the Ocean State. Since 2001, Other Amusement, Gambling & Recreation firms have added 841 jobs to the local economy. This 17.7 percent rate of growth outpaced job gains in both Leisure, Hospitality and Tourism (+6.9%) and the private sector (+3.1%) as a whole.

**A coding change occurs when a business classified in a particular industry is moved to another industry resulting from the receipt of better information about a company.*

Leisure & Recreation Wages in Rhode Island 2001 - 2006

	Annual Average Wage		2001-2006	
	<u>2001</u>	<u>2006</u>	<u>Change</u>	<u>% Change</u>
Total Private Sector	\$32,186	\$38,732	\$6,546	20.3%
Leisure, Hospitality & Tourism	\$15,397	\$17,338	\$1,941	12.6%
Leisure & Recreation	\$18,187	\$21,356	\$3,169	17.4%
Performing Arts Companies	\$15,872	\$16,607	\$735	4.6%
Spectator Sports	\$38,118	\$32,329	-\$5,789	-15.2%
Promoters of Performing Arts & Sports	\$23,368	\$27,581	\$4,213	18.0%
Agents & Managers for Public Figures	\$69,378	\$61,006	-\$8,372	-12.1%
Independent Artists, Writers & Performers	\$28,136	\$42,579	\$14,443	51.3%
Museums, Historical Sites, Zoos & Parks	\$17,205	\$22,355	\$5,150	29.9%
Amusement Parks & Arcades	\$17,761	\$17,610	-\$151	-0.9%
Motion Picture & Video Exhibition	\$10,421	\$12,453	\$2,032	19.5%
Other Amusement, Gambling & Recreation	\$17,670	\$21,337	\$3,667	20.8%

Leisure & Recreation Employment by Industry 2006



In 2006, the state's Leisure & Recreation workers earned an annual average wage of \$21,356, or 55 percent of the private sector average (\$38,732). It was the third lowest wage reported among Leisure, Hospitality and Tourism's four economic segments, trailing Air & Ground Transportation (\$30,512) and Travel & Reservation Services (\$30,438). However, between 2001 and 2006, workers in Leisure & Recreation industries experienced a 17.4 percent (+\$3,169) increase in their annual average wage. This was the highest rate of wage growth reported in Leisure, Hospitality and Tourism during this period, slightly below the 20.3 percent earnings increase experienced throughout the private sector.



Wages fluctuated among Leisure & Recreation industries in 2006. The highest annual average wages were paid to Agents & Managers for Public Figures (\$61,006) and Independent Artists, Writers & Performers (\$42,579). These industries both reported average wages above the private sector average of \$38,732 in 2006.

All other industries in Leisure & Recreation paid annual average wages below the private sector average. The lowest annual average wage was reported in Motion Picture & Video Exhibition, where workers earned an annual average wage of \$12,453 in 2006, less than one-third of the private sector average. Wages in these industries are impacted by the part-time and seasonal nature of these businesses which rely heavily on lower-skilled jobs.

Other Industries Affected by Tourism and Tourist-Related Activities

The impact of tourism and tourist-related activities reverberates through other segments of the Rhode Island economy. Wholesalers of fish and seafood; meat and meat products; beer, wine and alcoholic beverages; gift, novelty and souvenir stores; gas stations; automotive repair and maintenance; linen supply companies and florists also generate a substantial part of their business from “tourism.” We refer to this group as “Other Industries Affected by Tourism and Tourist-Related Activities.”

In 2006, the 1,368 business establishments classified in these industries employed an average of 7,709 workers and paid a combined average wage of \$27,527. While these industries also provide their products to customers outside of the Leisure, Hospitality and Tourism cluster, many businesses within this group rely heavily on tourism and believe that they would not be in business without it.

While employment in the state’s private sector increased by 3.1 percent between 2001 and 2006, this group of industries experienced a decline of 610 (-7.3%) jobs. The largest losses were noted in Gift, Novelty, and Souvenir Stores (-238) and Florists (-167). The only industries in the group to report employment gains were Linen Supply (+76) and Beer, Wine and Alcoholic Beverage Wholesalers (+23).

Wages in the group increased by 12.1 percent between 2001 and 2006, somewhat lower than the private sector wage gain of 20.3 percent. Only Fish and Seafood Merchant Wholesalers experienced a wage increase (+30.3%) greater than the private sector wage gain.

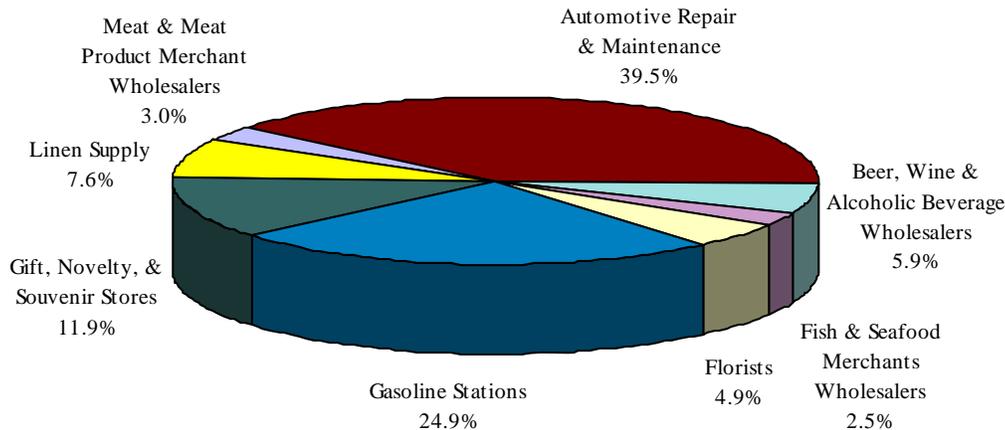
Occupations Commonly Found in Other Industries Affected by Tourism & Tourist-Related Activities

Occupation	Median Wage
Automotive Body and Related Repairers	\$ 18.08
Automotive Service Technicians and Mechanics	\$ 16.41
Floral Designers	\$ 11.20
Laundry and Dry-Cleaning Workers	\$ 9.21
Retail Salespersons	\$ 10.24
Sales Representatives, Wholesale	\$ 26.76
Service Station Attendants	\$ 9.82
Truck Drivers, Heavy and Tractor-Trailer	\$ 17.73

Other Industries Affected by Tourism & Tourist-Related Activities Employment in Rhode Island 2001 - 2006

	Annual Average Employment						2001-2006	
	<u>2001</u>	<u>2002</u>	<u>2003</u>	<u>2004</u>	<u>2005</u>	<u>2006</u>	<u>Change</u>	<u>% Change</u>
Total Private Sector	404,970	404,079	407,742	412,209	414,907	417,706	12,736	3.1%
Other Industries Affected by Tourism & Tourist-Related Activities	8,319	8,350	8,726	8,480	8,123	7,709	-610	-7.3%
Fish & Seafood Merchants Wholesalers	282	282	309	223	183	189	-93	-33.0%
Meat & Meat Product Merchant Wholesalers	293	313	333	330	241	228	-65	-22.2%
Beer, Wine & Alcoholic Beverage Wholesalers	429	434	455	453	457	452	23	5.4%
Gasoline Stations	1,962	1,889	2,228	2,080	2,005	1,916	-46	-2.3%
Florists	543	527	534	507	444	376	-167	-30.8%
Gift, Novelty, & Souvenir Stores	1,159	1,177	1,031	1,009	955	921	-238	-20.5%
Automotive Repair & Maintenance	3,144	3,205	3,342	3,375	3,278	3,044	-100	-3.2%
Linen Supply	507	523	494	503	560	583	76	15.0%

Other Industries Affected by Tourism & Tourist-Related Activities Employment by Industry 2006



Wholesalers of Fish and Seafood, Meat and Meat Products, Beer, Wine and Alcoholic Beverages supply their products to the state's many restaurants and hotels as well as to the retail establishments that sell to Rhode Island residents. Together, these three industries employed an average of 869 workers in 2006 and paid a combined average wage of \$49,749.

Gift, Novelty, and Souvenir Stores cater to the shopping needs of Ocean State tourists. This industry employed an average of 921 workers in 2006 at an average wage of \$14,498.

Gasoline Stations and Automotive Repair & Maintenance facilities generate business from out-of-state tourists as well as from in-state residents as they prepare their vehicles for vacations and leisure enjoyment in and outside of the state. In 2006, these two industries employed nearly 5,000 workers.

Linen Supply companies, which help service the state's hotels, motels and restaurants, employed an average of 583 workers in 2006 at an average wage of \$28,739.

Florists provide cut flowers, floral arrangements and potted plants to the public as well as to hotels, restaurants and banquet facilities for use at conventions, weddings and other social gatherings. Employment in this industry averaged 376 in 2006.

Other Industries Affected by Tourism & Tourist-Related Activities Wages in Rhode Island 2001 - 2006

	Annual Average Wage		2001-2006	
	<u>2001</u>	<u>2006</u>	<u>Change</u>	<u>% Change</u>
Total Private Sector	\$32,186	\$38,732	\$6,546	20.3%
Other Industries Affected by Tourism & Tourist-Related Activities	\$24,553	\$27,527	\$2,974	12.1%
Fish & Seafood Merchants Wholesalers	\$37,912	\$49,395	\$11,483	30.3%
Meat & Meat Product Merchant Wholesalers	\$33,911	\$37,385	\$3,475	10.2%
Beer, Wine & Alcoholic Beverage Wholesalers	\$52,337	\$56,134	\$3,797	7.3%
Gasoline Stations	\$17,415	\$19,618	\$2,203	12.7%
Florists	\$13,630	\$15,292	\$1,662	12.2%
Gift, Novelty, & Souvenir Stores	\$15,700	\$14,498	-\$1,202	-7.7%
Automotive Repair & Maintenance	\$27,918	\$31,383	\$3,465	12.4%
Linen Supply	\$26,896	\$28,739	\$1,843	6.9%



Rhode Island Department of Labor & Training
Labor Market Information Unit
1511 Pontiac Ave.
Cranston, RI 02920
(401) 462-8740
www.dlt.ri.gov/lmi
lmi@dlt.ri.gov

DLT is an Equal Opportunity Employer/Program.
Auxiliary aids and services are available upon request to individuals with disabilities.
TDD: (401) 462-8006

Published October 2007