

# SOUTH BALDWIN COUNTY HOSPITALITY & TOURISM

# 2021 SALARY & BENEFITS Report



PRESENTED TO GATEWAY INVESTORS



# PURPOSE & METHODOLOGY

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The South Baldwin Chamber of Commerce conducted a wage and benefit survey in November of 2021. The survey helps local businesses gauge their compensation and benefits packages against other companies in the region. The survey results presented here are valuable to companies to use as a human resources guide for benchmarking wage and benefit rates. Where applicable, 2021 salary, wage, and benefit data is compared to data collected in our 2018 survey.

The survey was sent to human resource professionals, owners, and managers of businesses making up the hospitality and tourism industry, specifically: restaurants, attractions ,golf, full-service hotels, select service hotels, vacation rental, and retail.

## **The survey collected data on:**

- Benefits offered to full-time employees
- Benefits offered to part-time employees
- Pay structure for each position - hourly, salary, commission, combo
- Starting wage paid for each position
- Current, highest-paid employee rate

The survey was emailed to these representative businesses that were members of the South Baldwin Chamber of Commerce and the Coastal Alabama Business Chamber. In addition, the survey was promoted and made available as a link on the Gulf Shores and Orange Beach Tourism, Coastal Alabama Business Chamber, South Baldwin Chamber of Commerce, and Gateway Initiative's websites.

## **The type of businesses reporting from each representative segment of the hospitality and tourism industry are as follows:**

Attractions  
Vacation Rentals  
Restaurants  
Golf

Retail  
Full Service Resorts/hotels  
Select Service Hotels

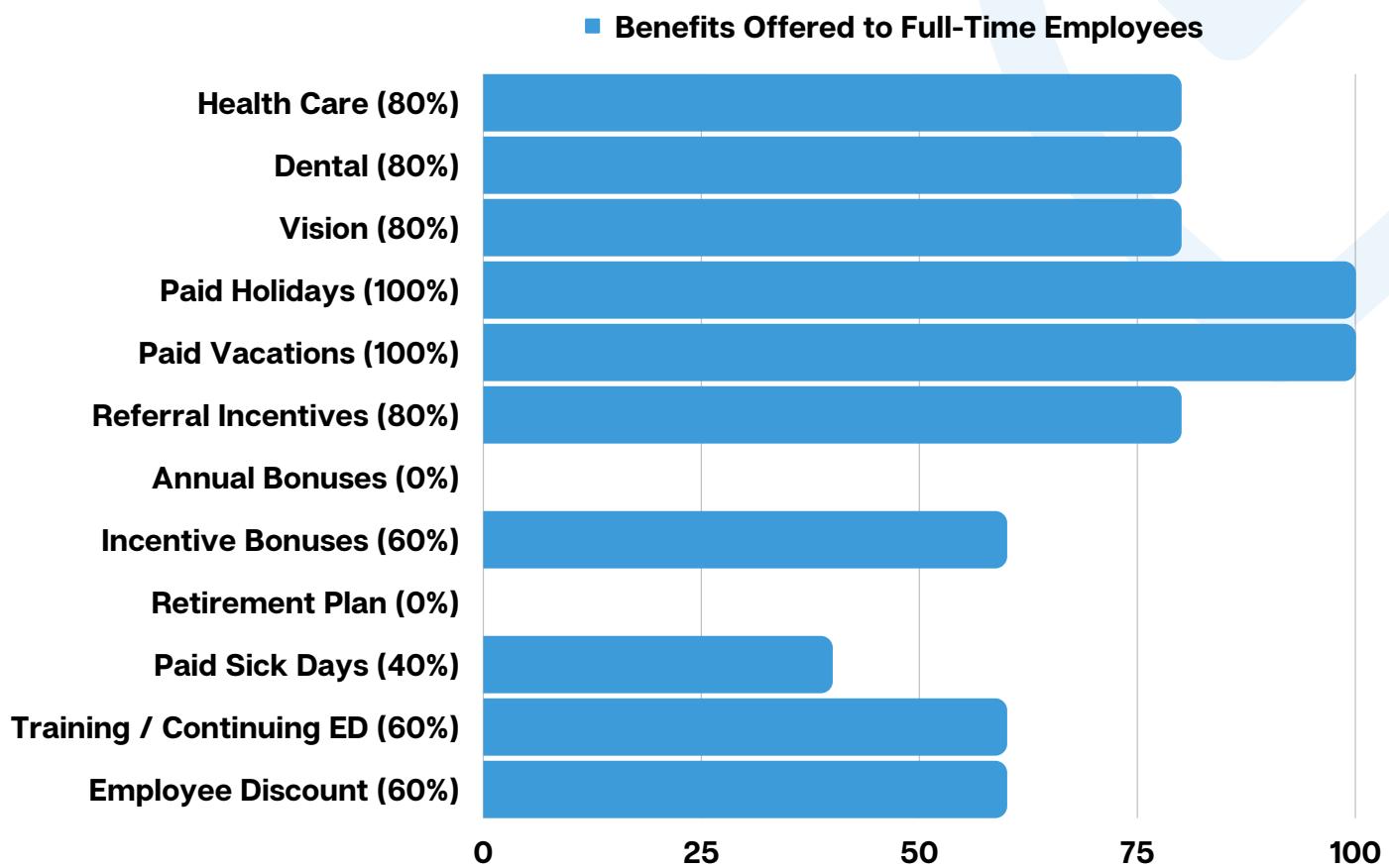
*Survey results are not given for jobs with less than five businesses reporting.*

## BENEFITS - LIMITED SERVICE / SELECT SERVICE HOTELS

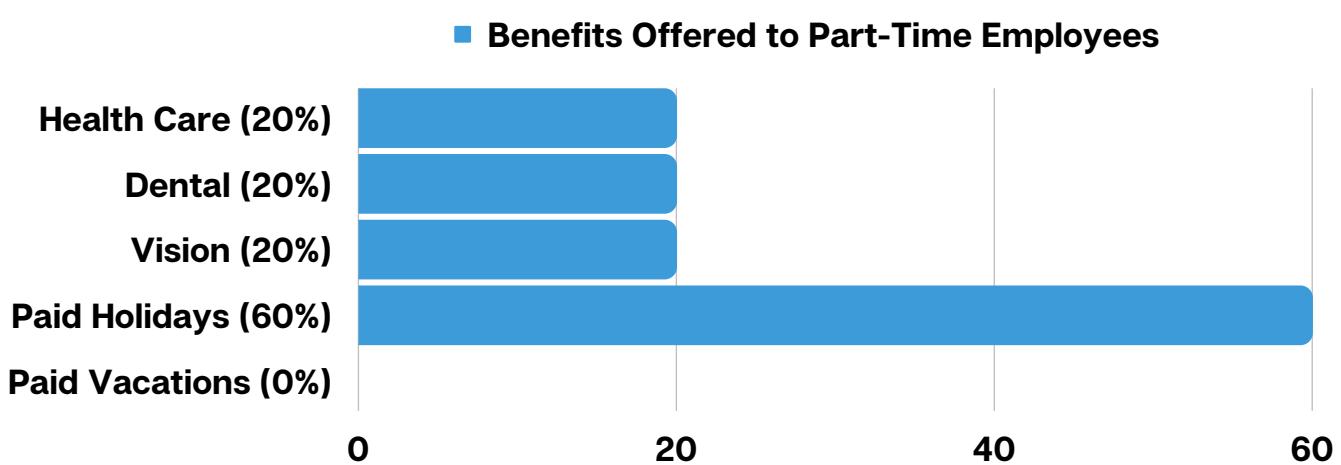
### Do you offer benefits to your employees?

Yes - 80%

No - 20%



\*Those working more than 31 hours per week

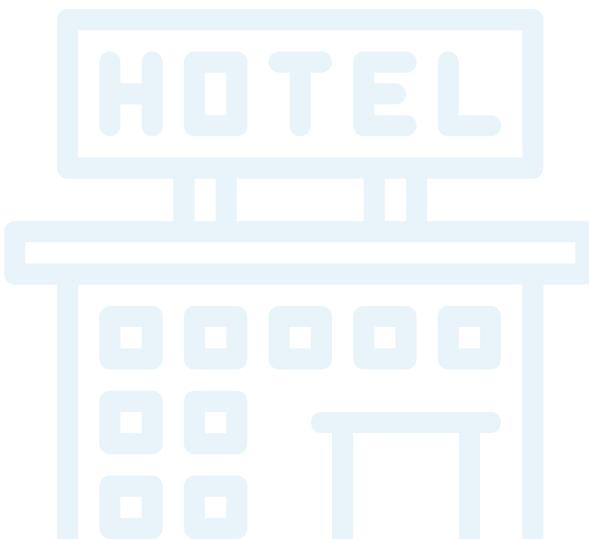


\*Those working less than 32 hours per week

## SALARIES - LIMITED SERVICE / SELECT SERVICE HOTELS

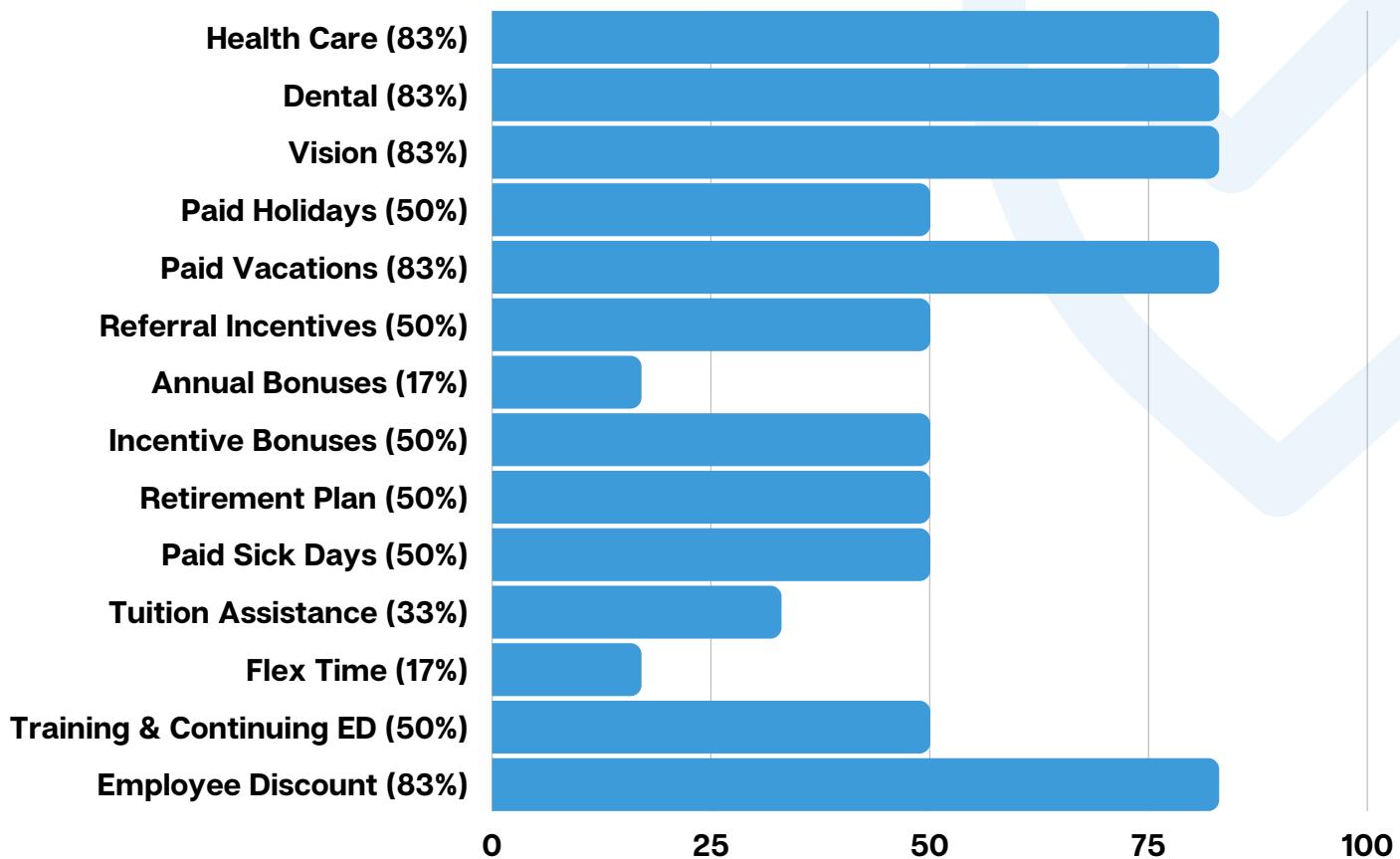
| Position                  | 2021 Starting Avg Wage | 2021 Highest Avg Wage |
|---------------------------|------------------------|-----------------------|
| General Manager           | \$65,200               | \$71,700              |
| Assistant General Manager | \$46,866               | \$47,147              |
| Front Office Manager      | \$15.75/hr             | \$17.58/hr            |
| Front Desk Clerk          | \$13.20/hr             | \$15.10/hr            |
| Housekeeper               | \$12.75/hr             | \$14.19/hr            |
| Laundry                   | \$13.40/hr             | \$14.63/hr            |
| Executive Housekeeper     | \$36,120               | \$37,820              |
| Maintenance               | \$15.00/hr             | \$17.63/hr            |
| Night Audit               | \$13.00/hr             | \$13.75/hr            |
| Breakfast Attendant       | \$12.50/hr             | \$13.50/hr            |

**\*Please Note:** This Segment was not surveyed in 2018  
so there will be no comparison analysis



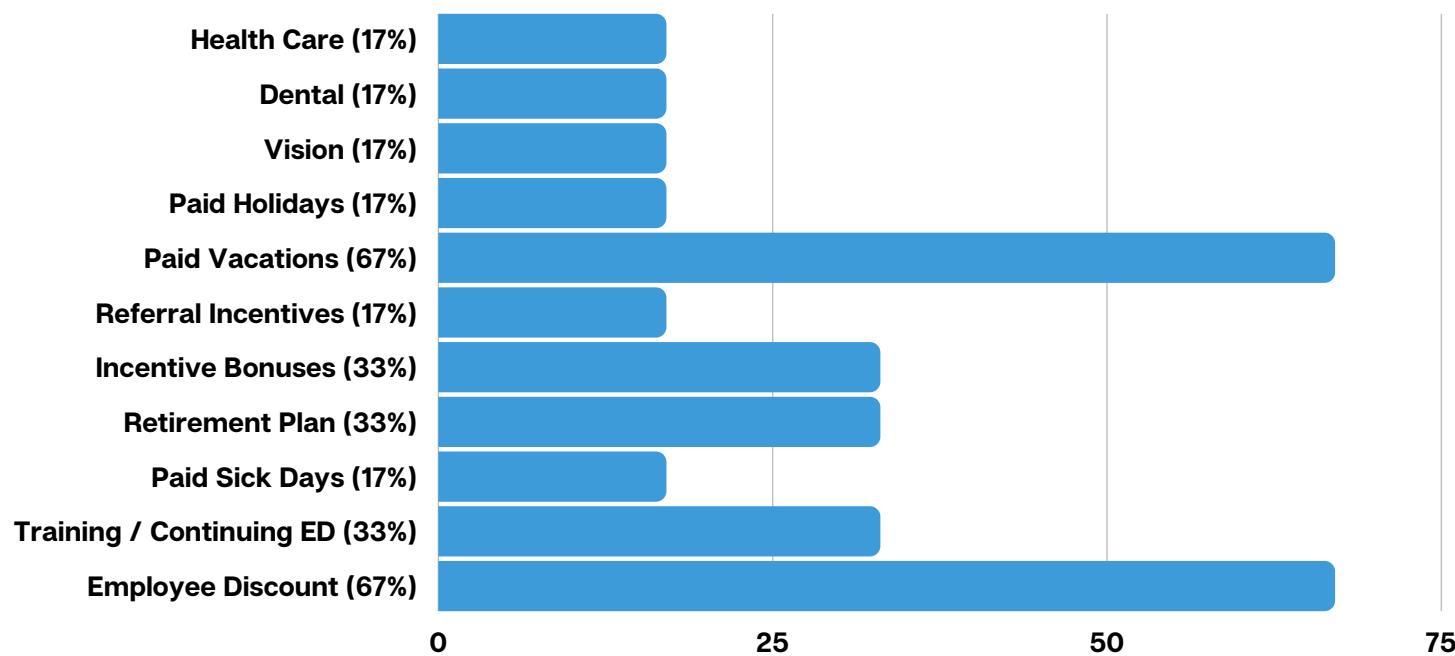
## BENEFITS - RESORT & FULL SERVICE HOTELS

■ Benefits Offered to Full-Time Employees\*



\*Those working more than 31 hours per week

■ Benefits Offered to Part-Time Employees\*



\*Those working less than 32 hours per week

## SALARIES - RESORTS & FULL SERVICE HOTELS

### Average Starting Wage

| Position   | 2018 Starting Avg Wage | 2021 Starting Avg Wage | % Increase |
|--|------------------------|------------------------|------------|
| General Manager                                    | \$82,688               | \$90,000               | 9%         |
| Director of Sales                                  | \$57,700               | \$76,000               | 24%        |
| Group Sales Manager                                | \$34,000               | \$50,000               | 32%        |
| Sales Administrative Assistant                     | \$12.35/hr             | \$15.50/hr             | 20%        |
| Front Office Manager                               | \$32,750               | \$35,800               | 9%         |
| Front Desk Clerk                                   | \$10.50/hr             | \$12.66/hr             | 17%        |
| Guest Services Manager                             | N/A                    | \$46,667/hr            | N/A        |
| Director of Facilities / Maintenance & Engineering | \$54,000               | \$85,000               | 36%        |
| Retail Shop Management                             | N/A                    | \$40,000               | N/A        |
| Retail Shop Clerk                                  | N/A                    | \$14.00/hr             | N/A        |
| Director of Food & Beverage                        | \$66,400               | \$90,000               | 24%        |
| Restaurant Manager                                 | \$40,600               | \$48,333               | 16%        |
| Restaurant Host                                    | \$10.35/hr             | \$12.75/hr             | 19%        |
| Chef   | \$71,600               | \$90,000               | 20%        |
| Sous Chef  | \$45,600               | \$46,000               | 1%         |
| Banquet Chef                                       | \$44,100               | \$50,000               | 18%        |
| Pastry Chef  | \$30,000               | \$53,000               | 44%        |
| Line Cook  | \$11.54/hr             | \$14.00/hr             | 18%        |
| Dishwasher   | \$10.58/hr             | \$13.00/hr             | 19%        |
| Landscape Manager                                  | N/A                    | \$42,220               | N/A        |
| Landscape Technician / Staff                       | \$10.80/hr             | \$13.50/hr             | 20%        |
| Housekeeper  | \$10.75/hr             | \$12.20/hr             | 12%        |
| Housekeeping Coordinator                           | N/A                    | \$15.00/hr             | N/A        |
| Executive Housekeeper                              | \$37,700               | \$48,000               | 21%        |
| Assistant Executive Housekeeper                    | \$31,100               | \$40,000               | 22%        |
| Laundry Attendant                                  | \$10.75/hr             | \$12.95/hr             | 17%        |
| Spa Manager  | N/A                    | \$40,000               | N/A        |
| Spa Receptionist                                   | N/A                    | \$14.00/hr             | N/A        |
| Pool Attendant                                     | N/A                    | \$14.00/hr             | N/A        |
| Human Resources Director                           | \$63,800               | \$72,900               | 12%        |

## SALARIES - RESORTS & FULL SERVICE HOTELS

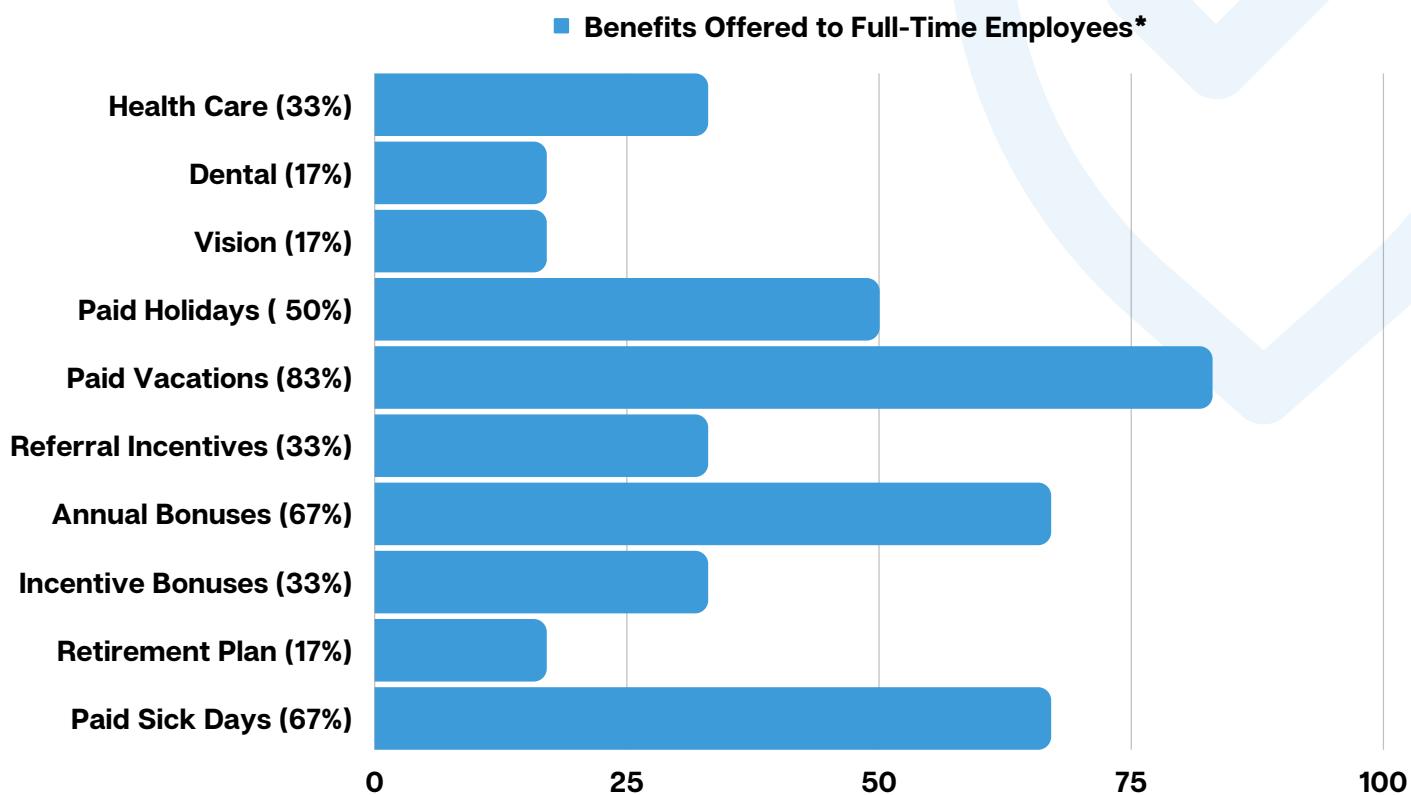
### Highest Paid Average Wage

| Position   | 2018 Highest Paid Avg Wage | 2021 Highest Paid Avg Wage | % Increase |
|--|----------------------------|----------------------------|------------|
| General Manager                                    | \$107,400                  | \$123,145                  | 13%        |
| Director of Sales                                  | \$82,800                   | \$84,795                   | 2%         |
| Group Sales Manager                                | \$47,000                   | \$75,000                   | 37%        |
| Sales Administrative Assistant                     | \$12.98/hr                 | \$16.80/hr                 | 23%        |
| Front Office Manager                               | \$48,500                   | \$41,333                   | -15%       |
| Front Desk Clerk                                   | \$12.63/hr                 | \$15.98/hr                 | 16%        |
| Guest Services Manager                             | N/A                        | \$54,308                   | N/A        |
| Director of Facilities / Maintenance & Engineering | \$65,000                   | \$100,181                  | 35%        |
| Retail Shop Management                             | N/A                        | \$57,073                   | N/A        |
| Retail Shop Clerk                                  | N/A                        | \$14.75/hr                 | N/A        |
| Director of Food & Beverage                        | \$81,700                   | \$102,287                  | 20%        |
| Restaurant Manager                                 | \$50,345                   | \$65,356                   | 23%        |
| Restaurant Host                                    | \$10.95/hr                 | \$14.50/hr                 | 24%        |
| Chef   | \$89,400                   | \$95,761                   | 7%         |
| Sous Chef  | \$65,400                   | \$66,500                   | 2%         |
| Banquet Chef                                       | \$56,600                   | \$75,000                   | 255%       |
| Pastry Chef  | \$38,000                   | \$63,500                   | 40%        |
| Line Cook  | \$15.29/hr                 | \$19.33/hr                 | 21%        |
| Dishwasher   | \$12.84/hr                 | \$14.75/hr                 | 13%        |
| Landscape Manager                                  | N/A                        | \$58,500                   | N/A        |
| Landscape Technician / Staff                       | \$13.00/hr                 | \$20.75/hr                 | 37%        |
| Housekeeper  | \$13.45/hr                 | \$13.73/hr                 | 2%         |
| Housekeeping Coordinator                           | N/A                        | \$19.00/hr                 | N/A        |
| Executive Housekeeper                              | \$46,200                   | \$66,000                   | 30%        |
| Assistant Executive Housekeeper                    | \$36,800                   | \$55,000                   | 32%        |
| Laundry Attendant                                  | \$13.14/hr                 | \$14.75/hr                 | 10%        |
| Spa Manager  | N/A                        | \$45,737                   | N/A        |
| Spa Receptionist                                   | N/A                        | \$14.25/hr                 | N/A        |
| Pool Attendant                                     | N/A                        | \$14.00/hr                 | N/A        |
| Human Resources Director                           | \$77,400                   | \$91,000                   | 15%        |

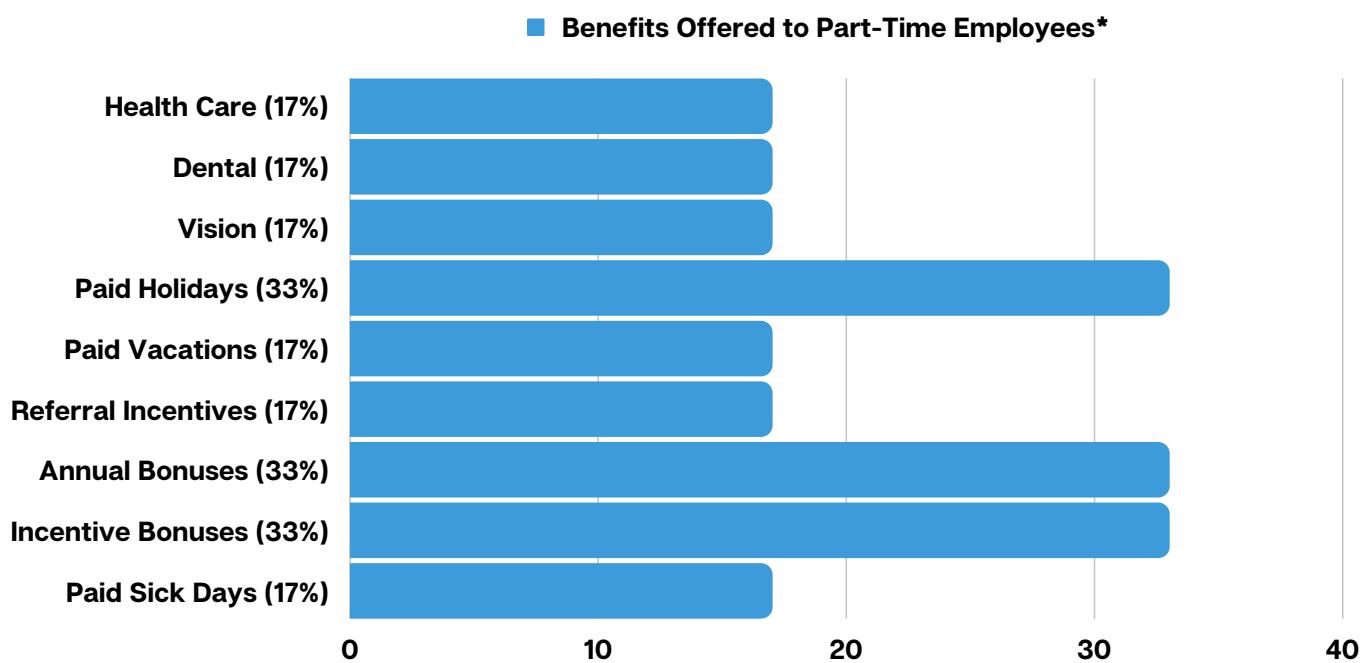
## BENEFITS - VACATION RENTALS

### Do you offer benefits to your employees?

Yes - 50%      No - 50%



\*Those working more than 31 hours per week



\*Those working less than 32 hours per week

## SALARIES - VACATION RENTALS

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| Position                | 2021 Starting Avg Wage | 2021 Lowest Avg Wage | 2021 Highest Avg Wage |
|-------------------------|------------------------|----------------------|-----------------------|
| Front Desk Agent        | \$14.66/hr             | \$15.66/hr           | \$18.11/hr            |
| Reservation Agent       | \$15.03/hr             | \$15.03/hr           | \$19.23/hr            |
| Front Desk Supervisor   | \$17.88/hr             | \$21.47/hr           | \$22.08/hr            |
| Housekeeping Supervisor | \$32,000               | \$32,000             | \$40,000              |
| Maintenance Technician  | \$15.00/hr             | \$15.00/hr           | \$18.00/hr            |
| Maintenance Supervisor  | \$25.00/hr             | \$25.82/hr           | \$28.94/hr            |
| Owner Relations Manager | \$34,000               | \$45,000             | \$50,000              |

**\*Please Note:** This Segment was not surveyed in 2018  
so there will be no comparison analysis

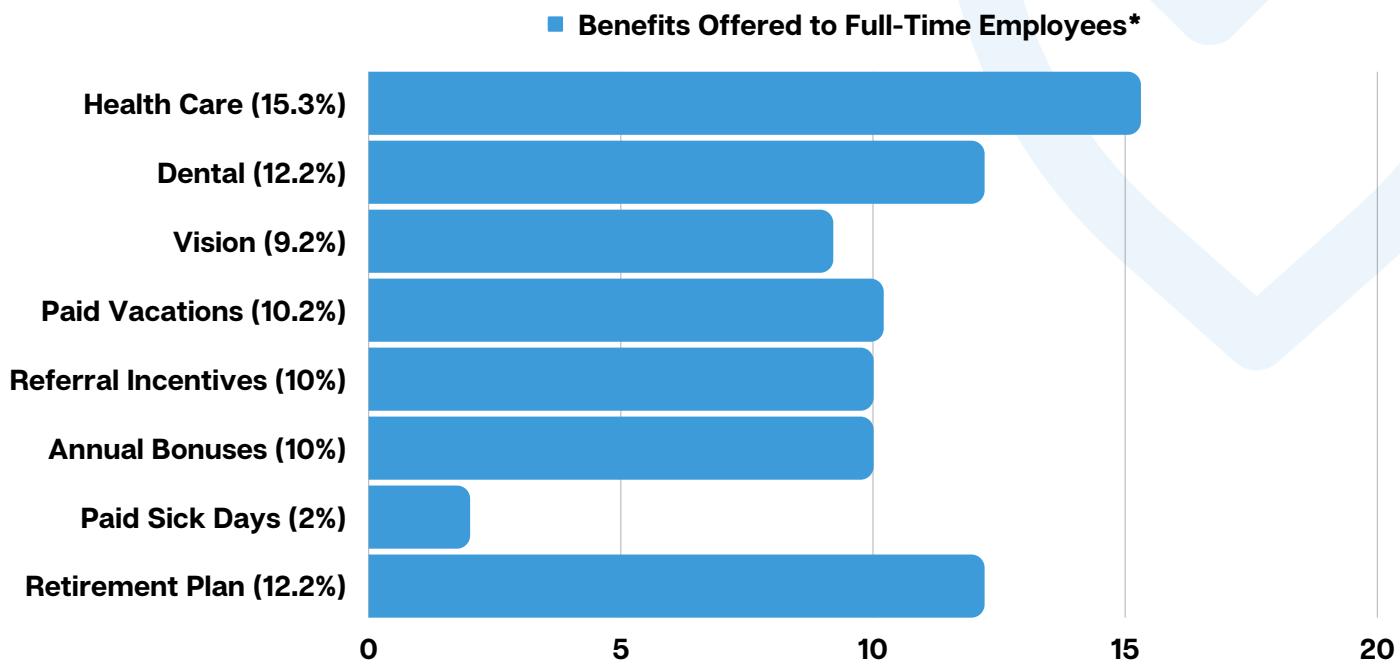


## BENEFITS - RESTAURANTS

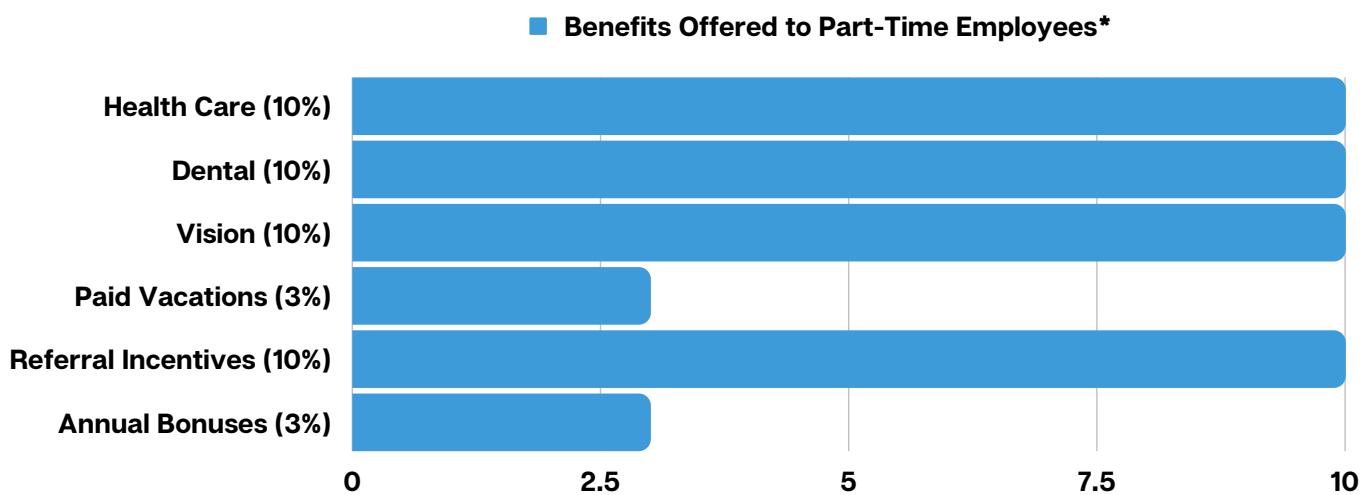
### Do you offer benefits to your employees?

Yes - 94%

No - 6%



\*Those working more than 31 hours per week



\*Those working less than 32 hours per week

## SALARIES - RESTAURANTS

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### Average Starting Wage

| Position                 | 2018 Starting Avg Wage | 2021 Starting Avg Wage | % Increase |
|--------------------------|------------------------|------------------------|------------|
| Restaurant Manager       | \$47,500               | \$64,000               | 27%        |
| Assistant Manager        | \$44,000               | \$55,056               | 20%        |
| Chef                     | \$51,000               | \$62,727               | 19%        |
| Sous Chef                | \$42,400               | \$49,875               | 15%        |
| Line Cook                | \$11.27/hr             | \$14.51/hr             | 22%        |
| Prep Cook                | \$11.45/hr             | \$14.06/hr             | 19%        |
| Dishwasher               | \$9.80/hr              | \$12.86/hr             | 24%        |
| Pastry Chef              | \$30,000               | \$53,500               | 44%        |
| Expediter                | \$11.25/hr             | \$12.60/hr             | 11%        |
| Kitchen Manager          | N/A                    | \$50,060               | N/A        |
| Bar Manager              | N/A                    | \$41,300               | N/A        |
| Host                     | \$10.35/hr             | \$14.33/hr             | 18%        |
| Bussers (+ Gratuity)     | \$6.95/hr              | \$6.81/hr              | -2%        |
| Food Runner (+ Gratuity) | \$7.18/hr              | \$7.85/hr              | 9%         |
| Maintenance              | \$14.25/hr             | \$15.92/hr             | 10%        |
| Retail Associate         | \$9.47/hr              | \$12.80/hr             | 26%        |
| Catering Manager         | \$39,000               | \$43,947               | 21%        |
| Administrative Assistant | \$32,800               | \$39,520               | 17%        |



## SALARIES - RESTAURANTS

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### Highest Paid Average Wage

| Position                 | 2018 Highest Avg Wage | 2021 Highest Avg Wage | % Increase |
|--------------------------|-----------------------|-----------------------|------------|
| Restaurant Manager       | \$59,400              | \$77,176              | 23%        |
| Assistant Manager        | \$47,800              | \$63,568              | 25%        |
| Chef                     | \$61,600              | \$73,375              | 16%        |
| Sous Chef                | \$49,600              | \$56,975              | 13%        |
| Line Cook                | \$14.42/hr            | \$18.83/hr            | 22%        |
| Prep Cook                | \$13.60/hr            | \$17.41/hr            | 22%        |
| Dishwasher               | \$11.83/hr            | \$15.11/hr            | 22%        |
| Pastry Chef              | \$38,000              | \$63,500              | 40%        |
| Expediter                | \$12.40/hr            | \$14.56/hr            | 15%        |
| Kitchen Manager          | N/A                   | \$55,380              | N/A        |
| Bar Manager              | N/A                   | \$54,867              | N/A        |
| Host                     | \$10.95/hr            | \$16.25/hr            | 33%        |
| Bussers                  | \$8.15/hr             | \$7.89/hr             | -3%        |
| Food Runner              | \$7.25/hr             | \$7.59/hr             | 4%         |
| Maintenance              | \$17.55/hr            | \$23.50/hr            | 25%        |
| Retail Associate         | \$13.45/hr            | \$15.40/hr            | 13%        |
| Catering Manager         | \$41,500              | \$51,960              | 20%        |
| Administrative Assistant | \$35,600              | \$47,611              | 25%        |

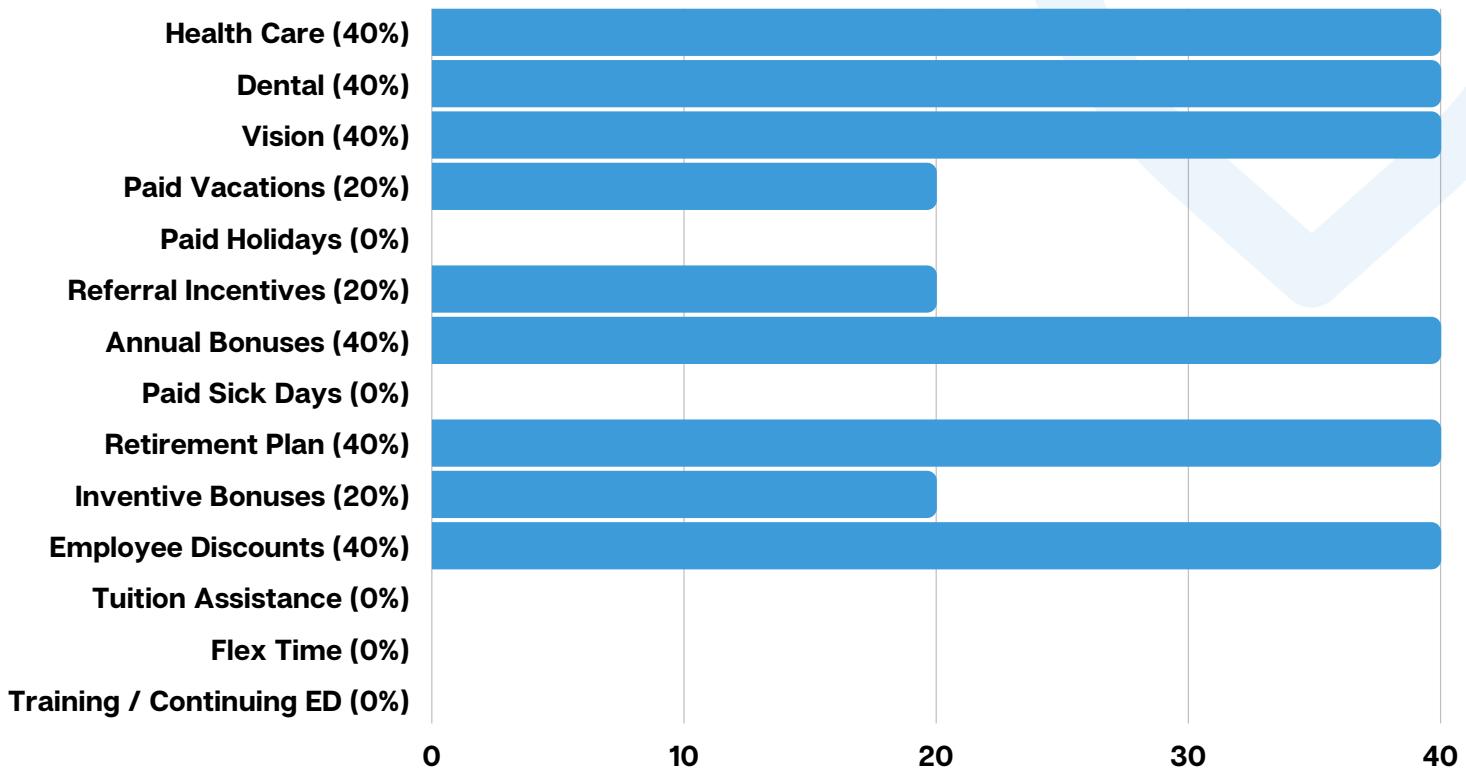


## BENEFITS - ATTRACTIONS

### Do you offer benefits to your employees?

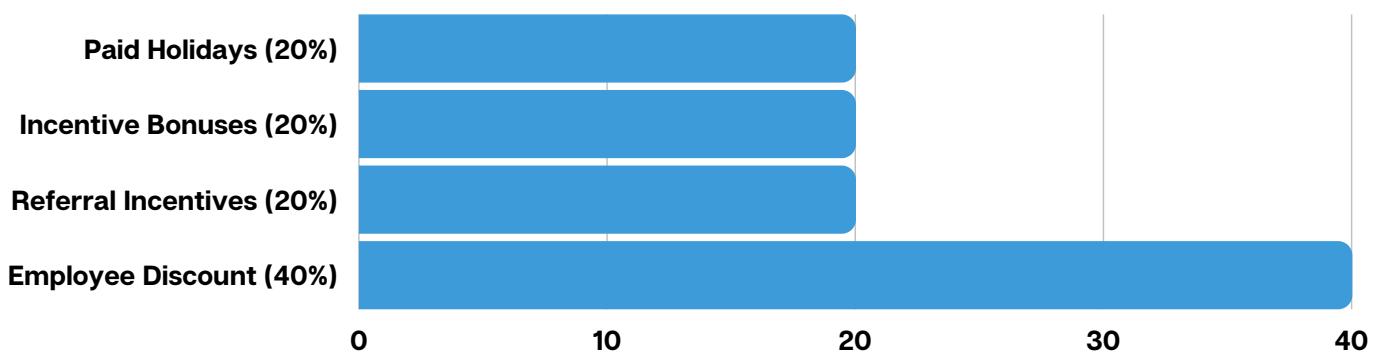
Yes - 40%      No - 60%

■ Benefits Offered to Full-Time Employees\*



\*Those working more than 31 hours per week

■ Benefits Offered to Part-Time Employees\*



\*Those working less than 32 hours per week

## SALARIES - ATTRACTIONS

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| Position                        | 2021 Starting Avg Wage | 2021 Highest Avg Wage |
|---------------------------------|------------------------|-----------------------|
| General Manager                 | \$82,152               | \$86,652              |
| Assistant General Manager       | \$61,646               | \$83,245              |
| Shift Manager                   | \$19.00/hr             | \$28.72/hr            |
| Lifeguard                       | \$14.00/hr             | \$15.00/hr            |
| Ride Attendant                  | \$13.75/hr             | \$15.35/hr            |
| Maintenance Staff               | \$21.00/hr             | \$24.52/hr            |
| Foodservice*                    | \$13.00/hr             | \$14.25/hr            |
| Retail Associate                | \$13.50/hr             | \$15.40/hr            |
| Ride Technicians                | \$18.00/hr             | \$26.84/hr            |
| Arcade / Redemption Associates  | \$12.50/hr             | \$14.80/hr            |
| Attraction Cleaning / Custodial | \$12.00/hr             | \$16.20/hr            |

\*Cashiers, Cooks, Food Runners, etc.

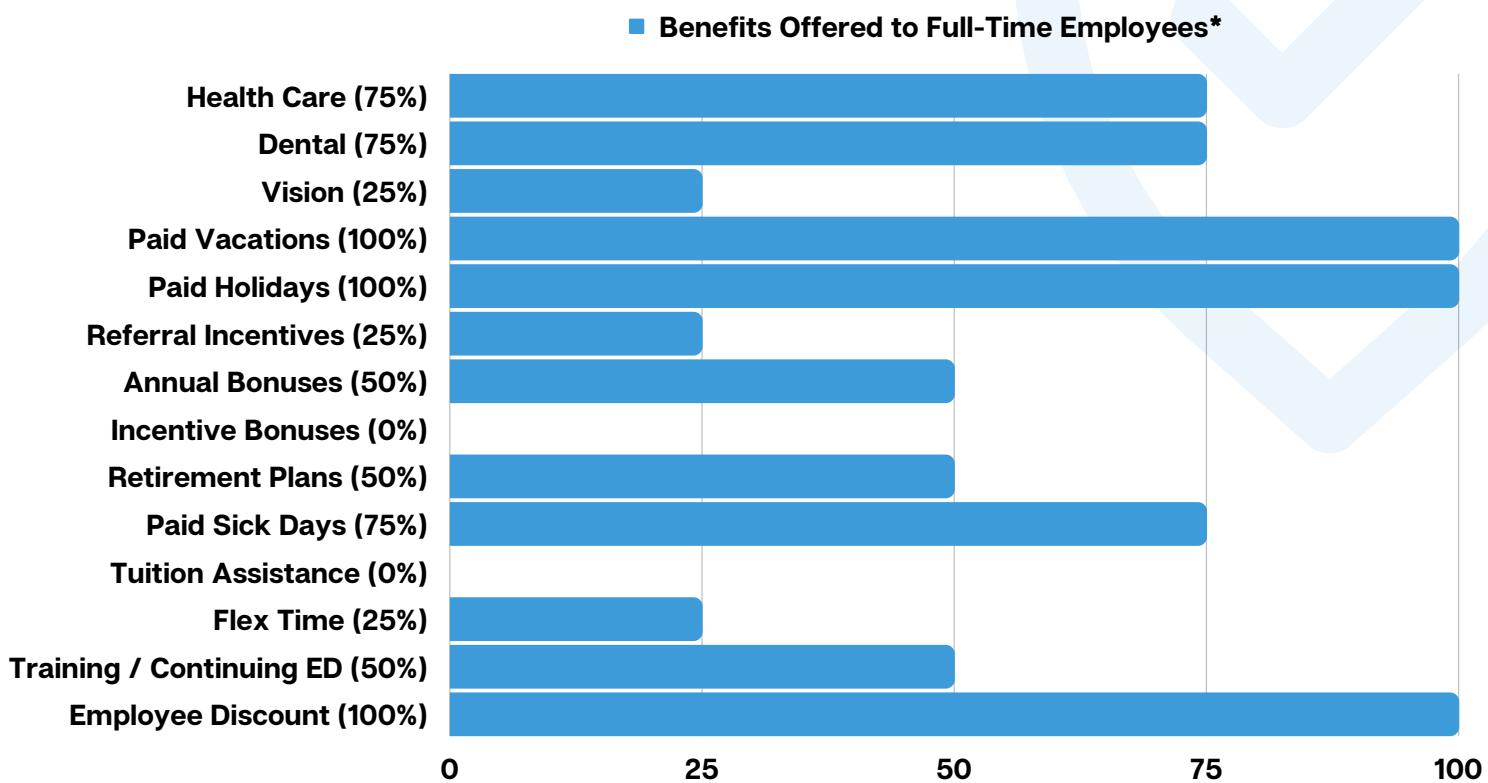
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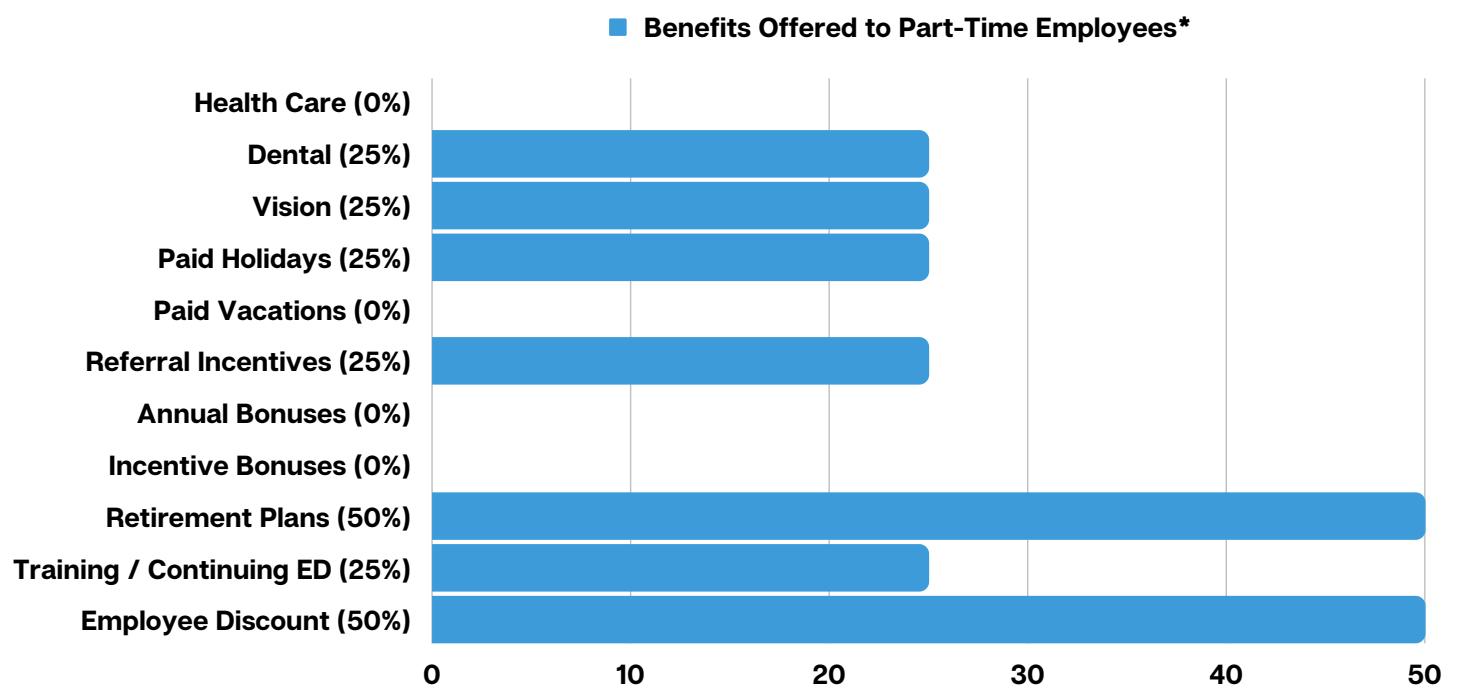
## BENEFITS - GOLF

### Do you offer benefits to your employees?

Yes - 100%



\*Those working more than 31 hours per week



\*Those working less than 32 hours per week

## SALARIES - GOLF

| Position                             | 2021 Starting Avg Wage | 2021 Highest Avg Wage |
|--------------------------------------|------------------------|-----------------------|
| Grounds Maintenance                  | \$13.80/hr             | \$18.00/hr            |
| Maintenance Technician               | \$44,630               | \$52,830              |
| Greenskeeper                         | \$15.35/hr             | \$17.13/hr            |
| Assistant Superintendent             | \$37,630               | \$46,833              |
| Course Superintendent                | \$71,750               | \$101,750             |
| Course Assistant                     | \$8.75/hr              | \$10.25/hr            |
| Director of Golf                     | \$70,000               | \$76,000              |
| Pro Shop Associate                   | \$10.75/hr             | \$14.67/hr            |
| Starter                              | \$8.75/hr              | \$10.25/hr            |
| Server                               | \$7.50/hr              | \$10.50/hr            |
| Bartender                            | \$7.50                 | \$10.66/hr            |
| Cook                                 | \$12.50/hr             | \$15.25/hr            |
| Prep Cook                            | \$10.00/hr             | \$14.60/hr            |
| Dishwasher                           | \$10.00/hr             | \$14.90/hr            |
| Food & Beverage Manager (Rest. Mgr.) | \$40,560               | \$46,555              |
| Chef (Kitchen Manager)               | \$52,345               | \$64,385              |
| Sales & Marketing Manager            | \$42,631               | \$49,000              |
| Sales Assistant                      | \$15.50/hr             | \$16.70/hr            |

**Please Note:** This Segment was not surveyed in 2018  
so there will be no comparison analysis



## CONCLUSION

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The Gateway Initiative team would like to thank the Chamber of Commerce members, program investors, and community partners for participating in this study.

These efforts will be duplicated on a regular basis to show trends, which will provide business leaders with a human resource tool for benchmarking wage and benefit rates.

We encourage your participation in future, similar projects so that we are able to share more comprehensive results.