

# **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.*

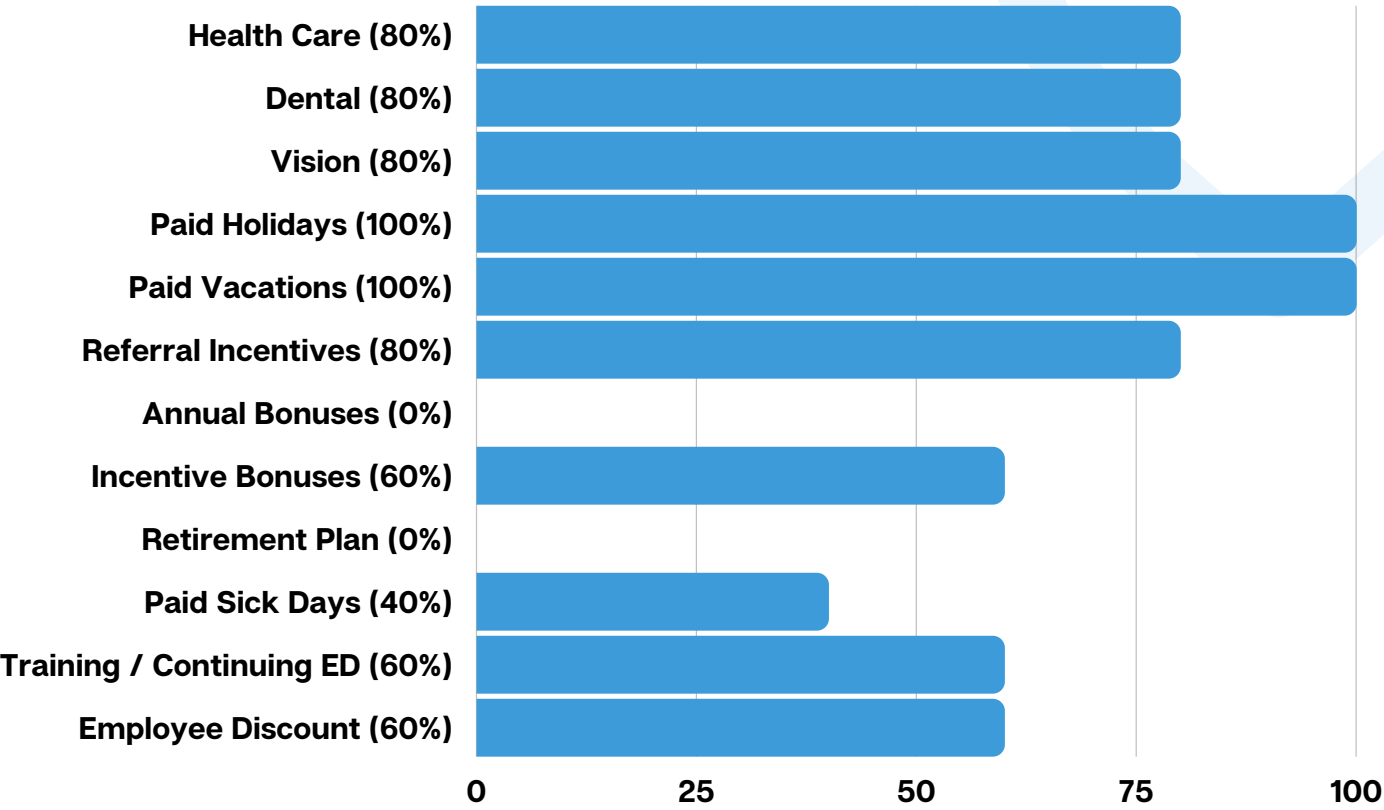
# BENEFITS - LIMITED SERVICE / SELECT SERVICE HOTELS

Do you offer benefits to your employees?

Yes - 80%

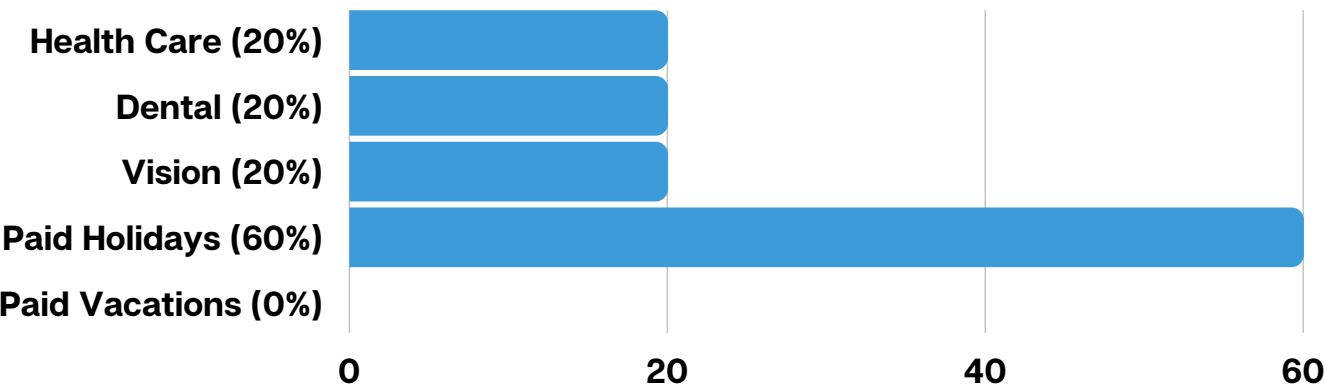
No - 20%

■ Benefits Offered to Full-Time Employees



*\*Those working more than 31 hours per week*

■ Benefits Offered to Part-Time Employees



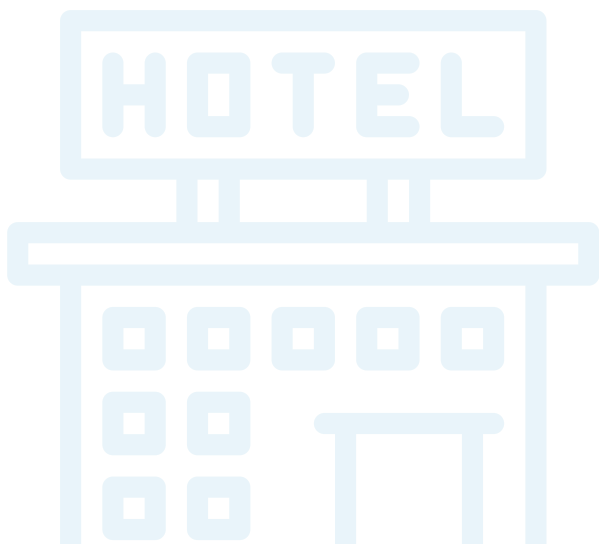
*\*Those working less than 32 hours per week*

## SALARIES - LIMITED SERVICE / SELECT SERVICE HOTELS

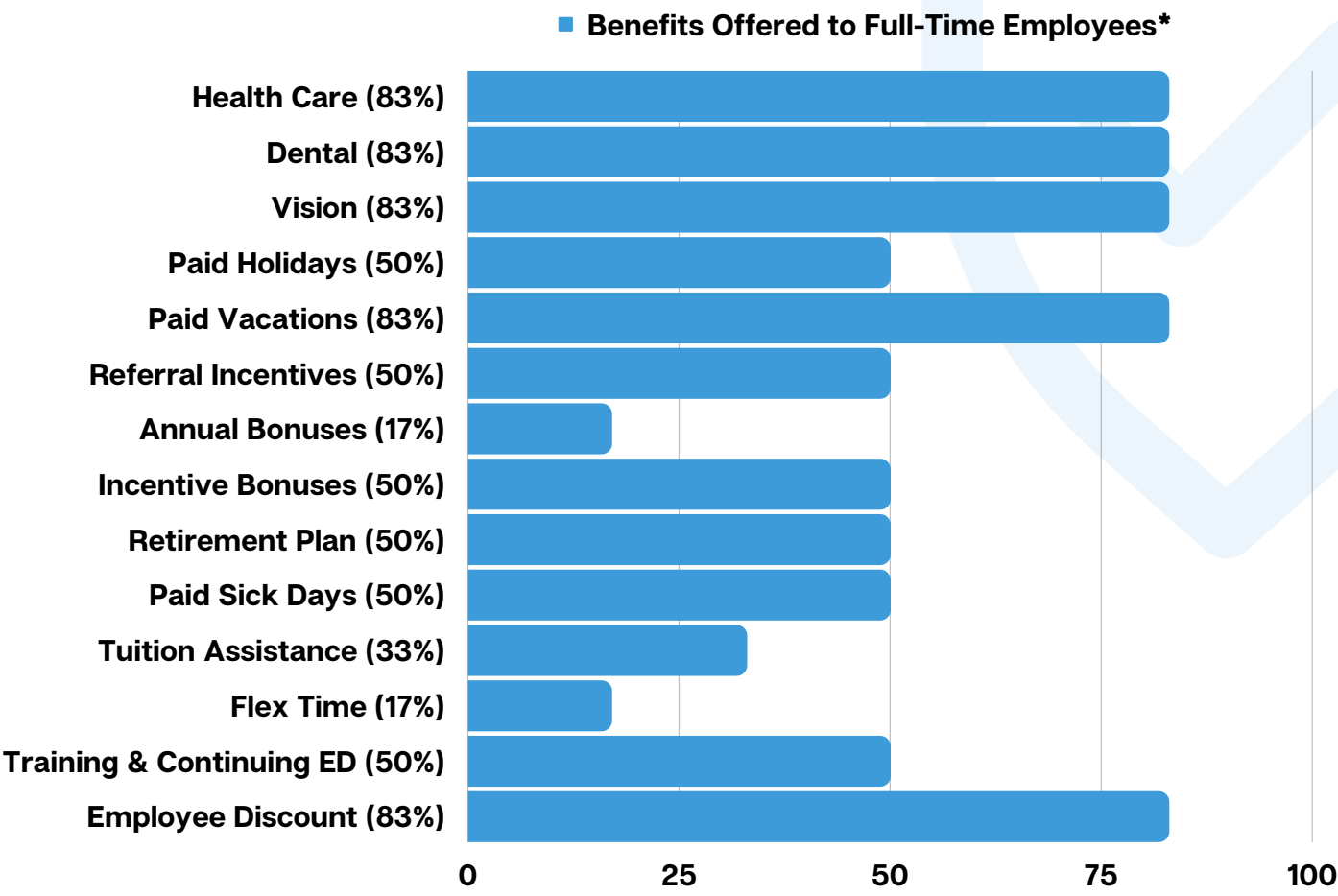
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Position	2021 Starting Avg Wage	2021 Highest Avg Wage
General Manager	\$65,200	\$71,700
Assistant General Manager	\$46,866	\$47,147
Front Office Manager	\$15.75/hr	\$17.58/hr
Front Desk Clerk	\$13.20/hr	\$15.10/hr
Housekeeper	\$12.75/hr	\$14.19/hr
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

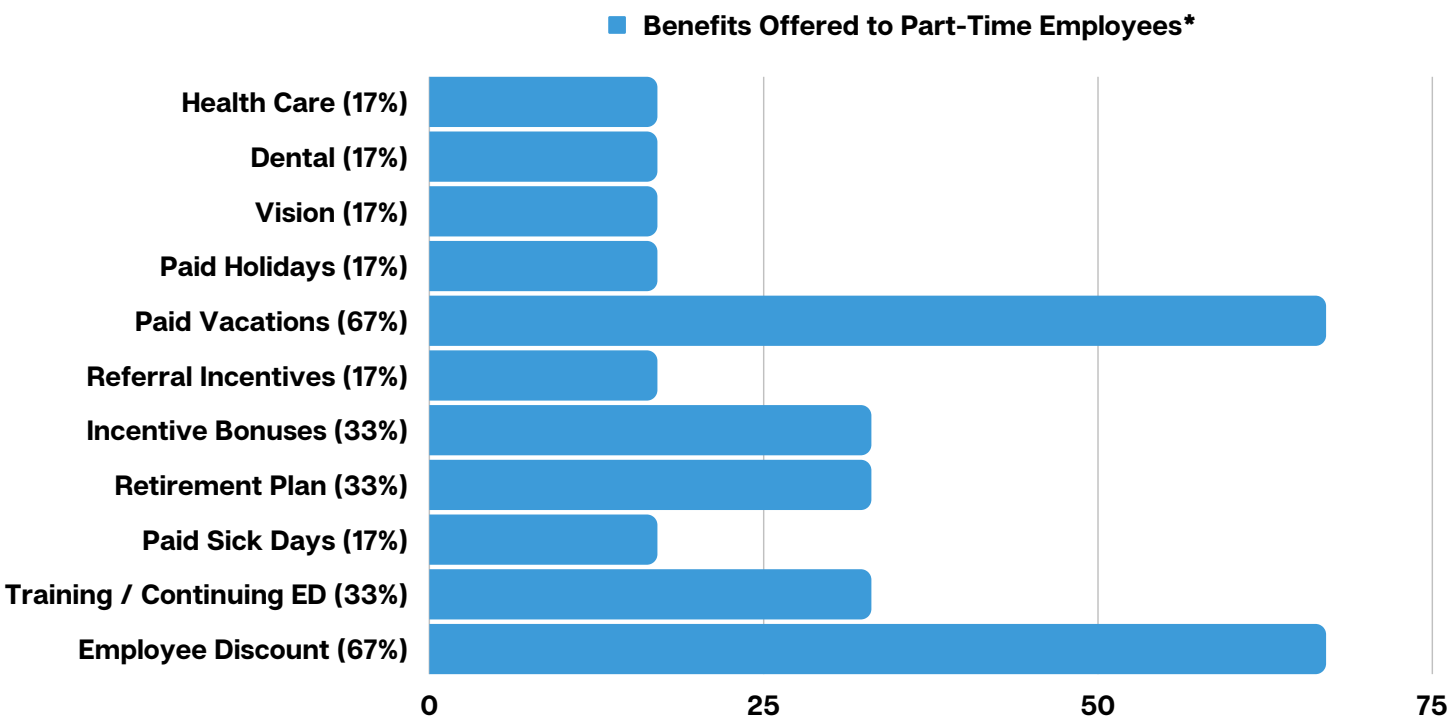
**\*Please Note:** This Segment was not surveyed in 2018  
so there will be no comparison analysis



# BENEFITS - RESORT & FULL SERVICE HOTELS



*\*Those working more than 31 hours per week*



*\*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%

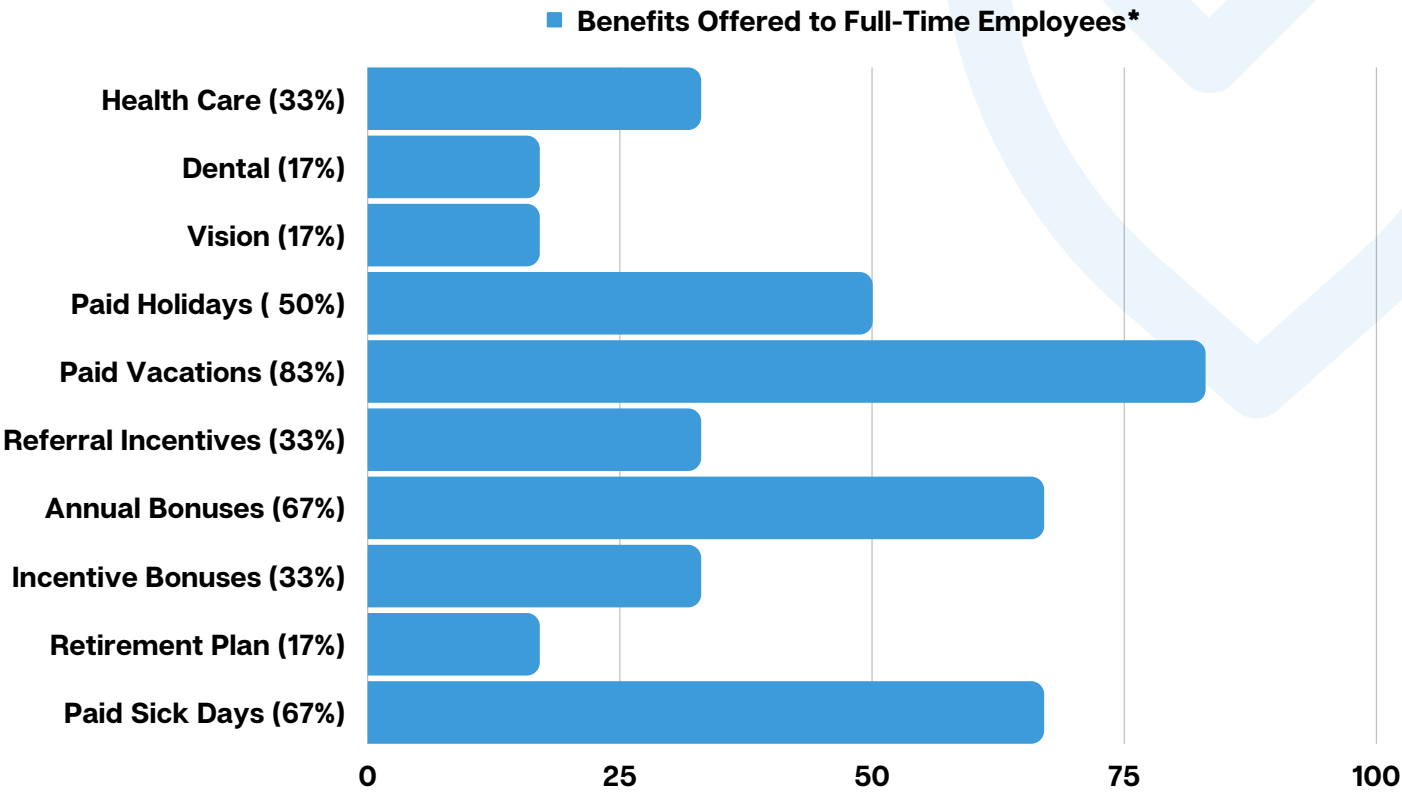


# BENEFITS - VACATION RENTALS

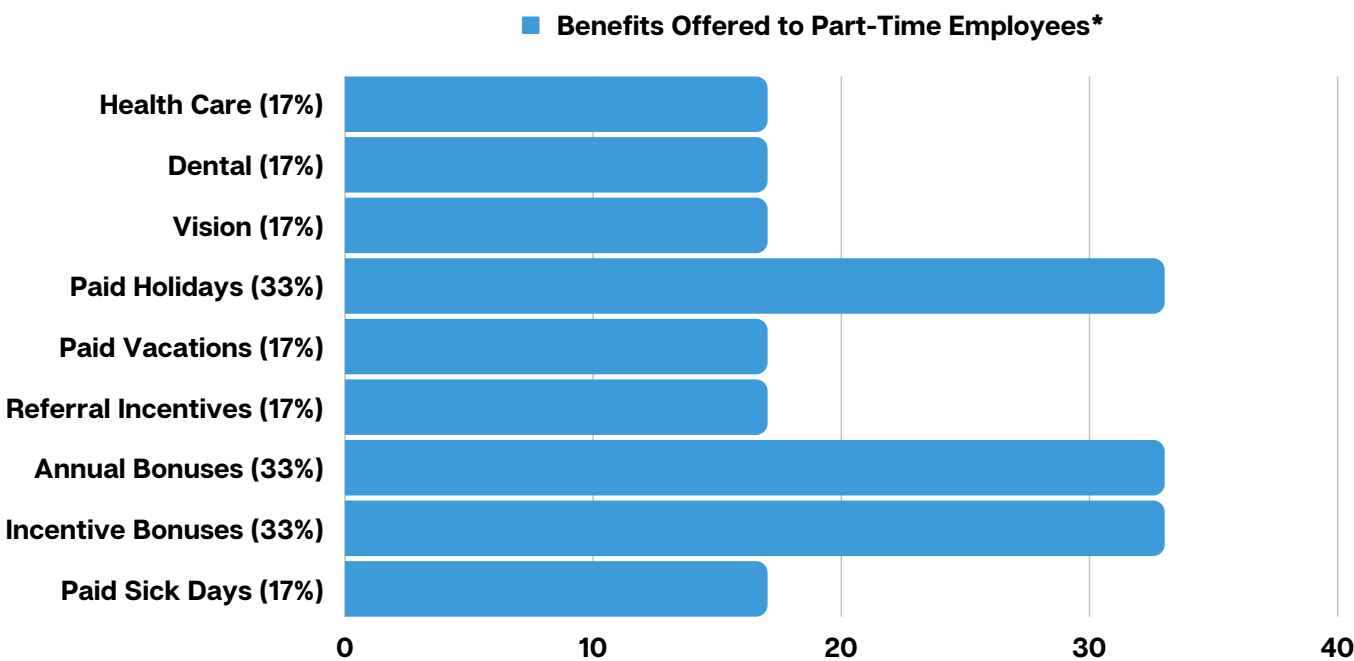
## Do you offer benefits to your employees?

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

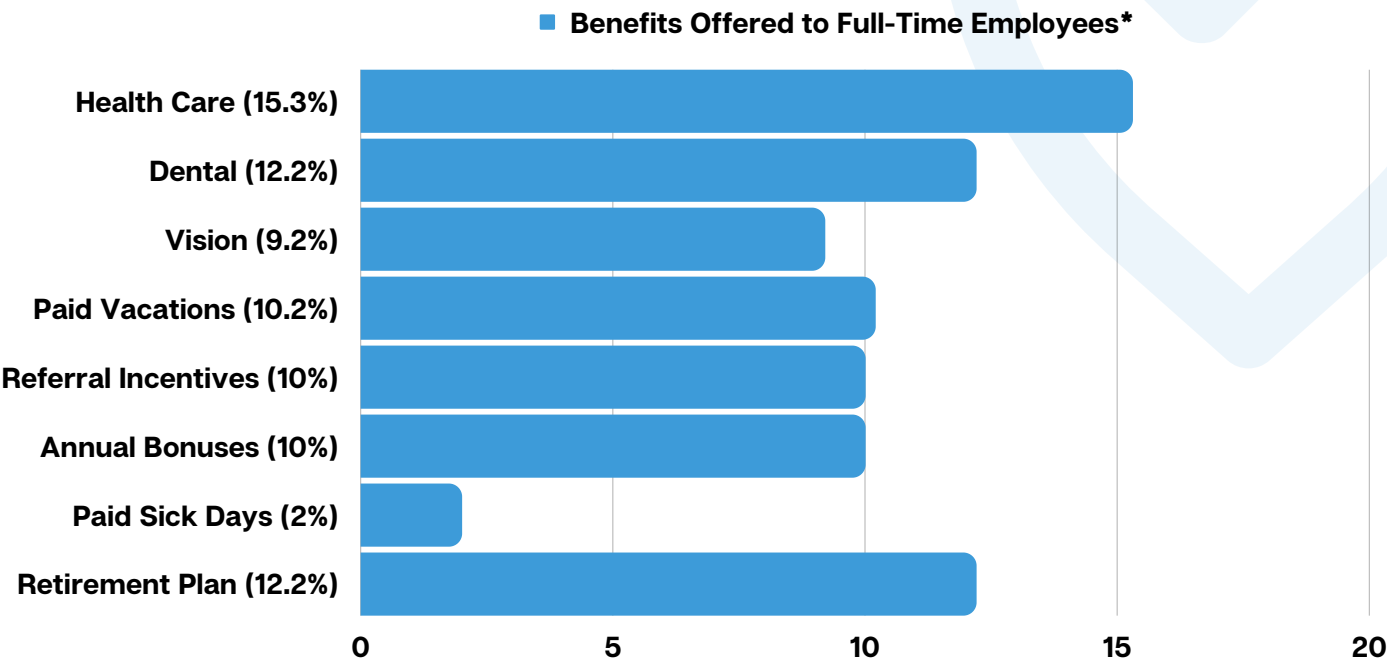


# BENEFITS - RESTAURANTS

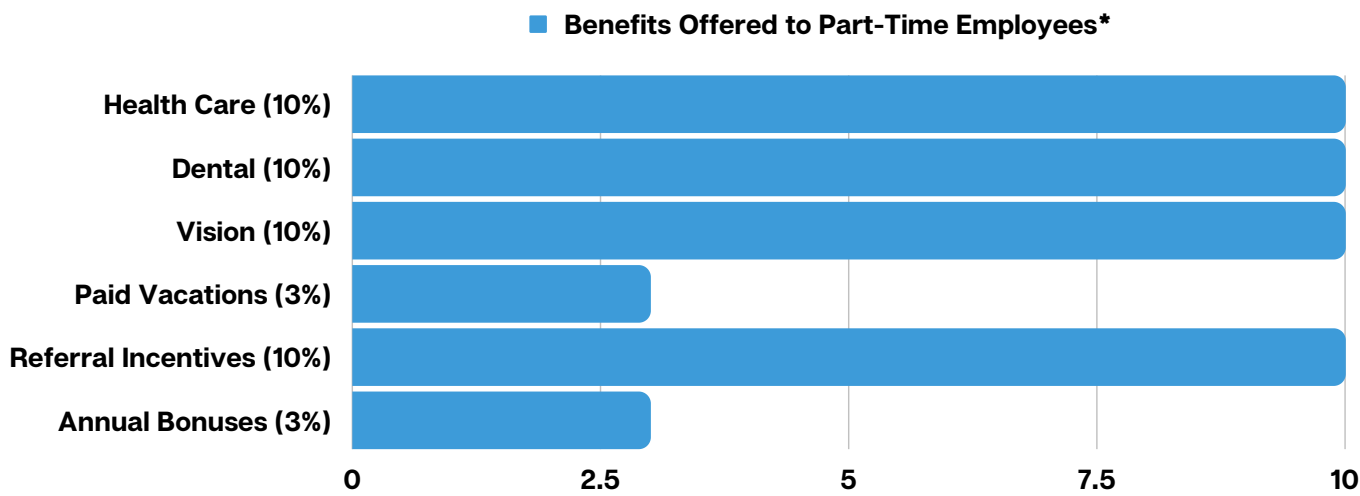
## Do you offer benefits to your employees?

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%

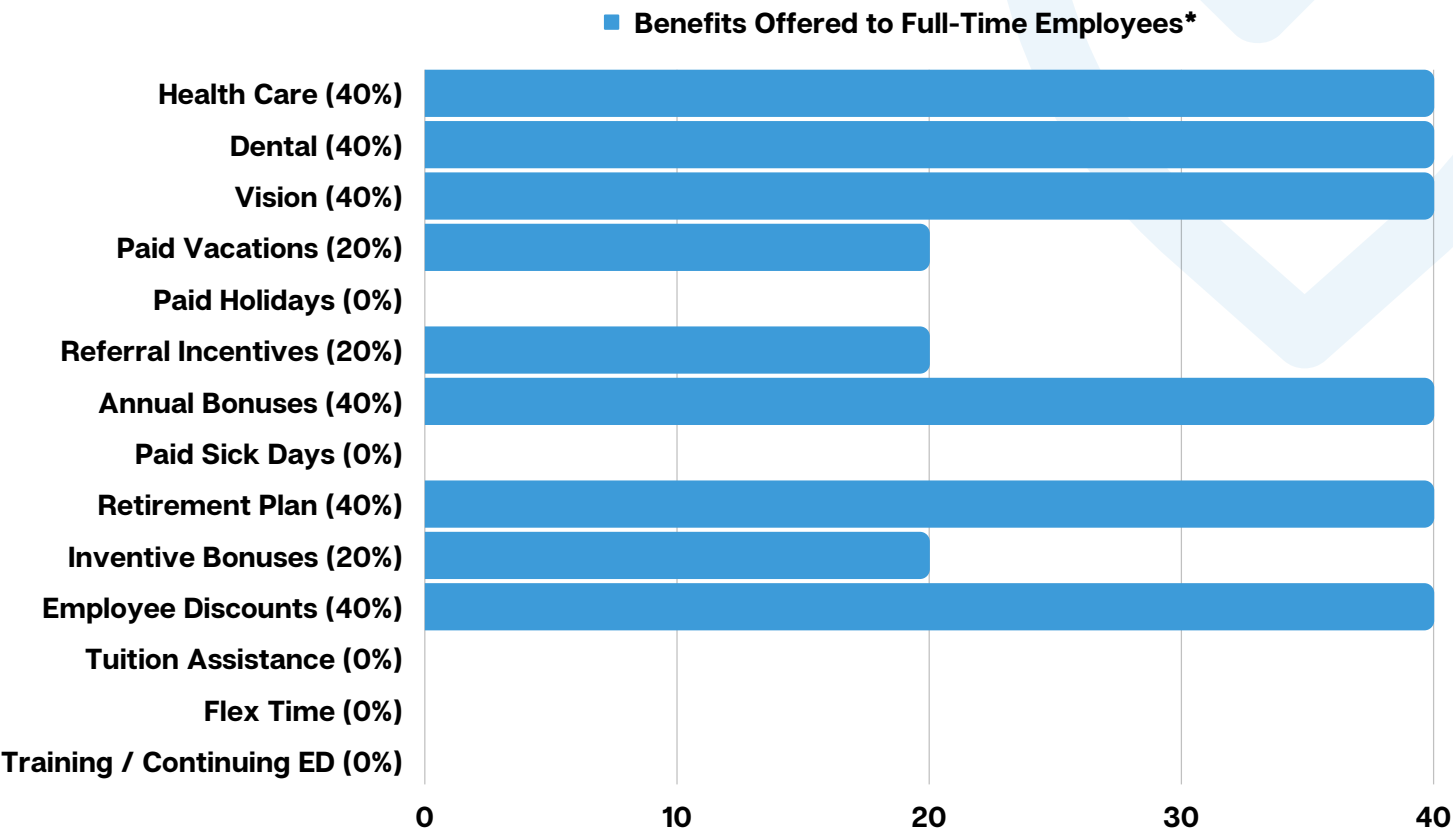


# BENEFITS - ATTRACTIONS

## Do you offer benefits to your employees?

Yes - 40%

No - 60%



*\*Those working more than 31 hours per week*



*\*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.*

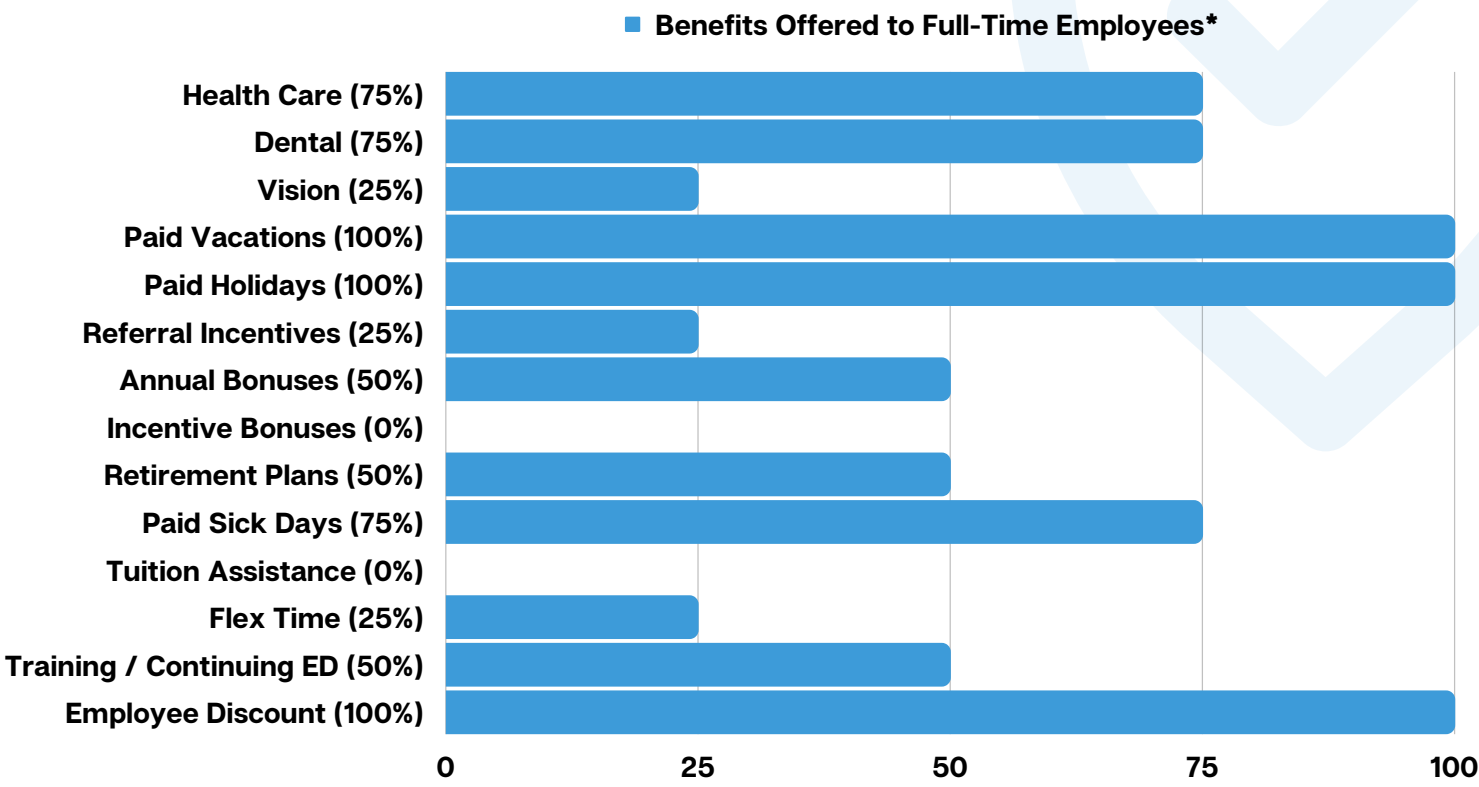
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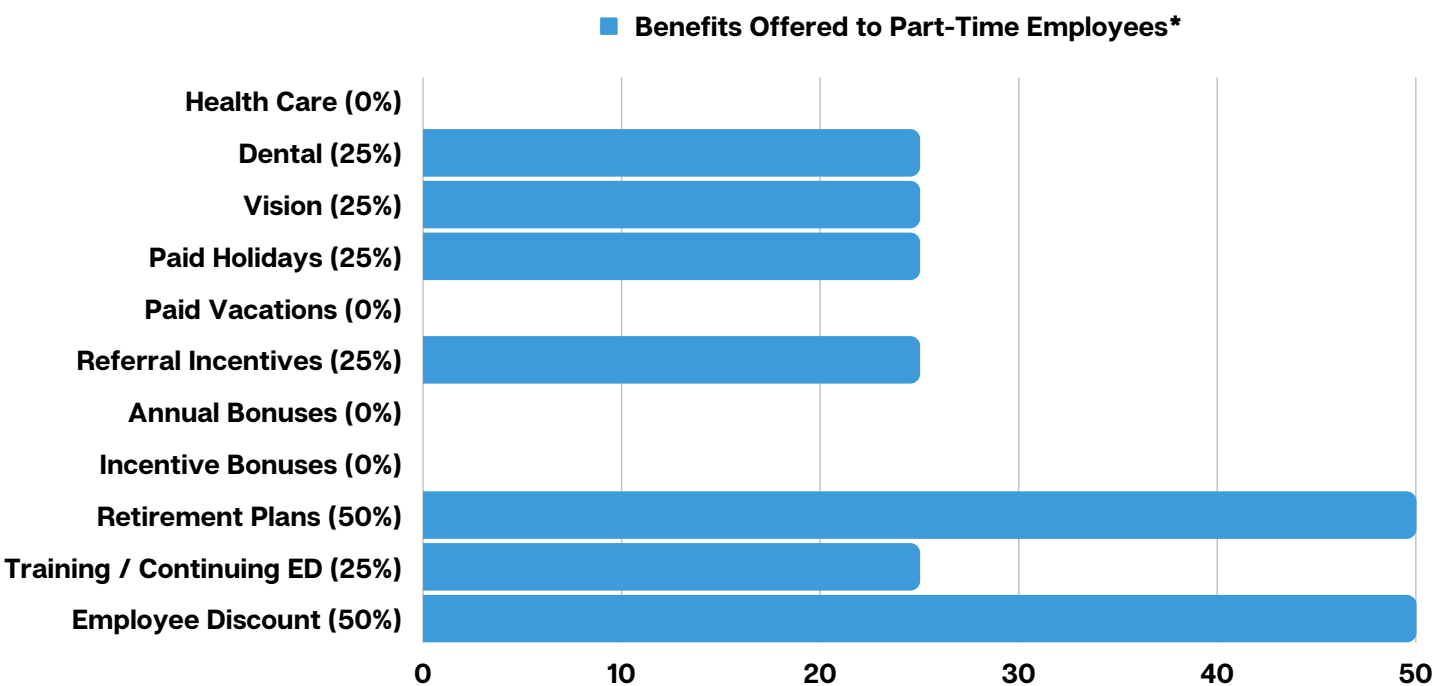
# BENEFITS - GOLF

## 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.