

Hospitality & Tourism (5-Digit SOC) in Labor Shed



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What is Lightcast Data?

Lightcast data is a hybrid dataset derived from official government sources such as the US Census Bureau, Bureau of Economic Analysis, and Bureau of Labor Statistics. Leveraging the unique strengths of each source, our data modeling team creates an authoritative dataset that captures more than 99% of all workers in the United States. This core offering is then enriched with data from online social profiles, resumés, and job postings to give you a complete view of the workforce.

Lightcast data is frequently cited in major publications such as *The Atlantic*, *Forbes*, *Harvard Business Review*, *The New York Times*, *The Wall Street Journal*, and *USA Today*.



Report Parameters

119 Occupations

11-1011 Chief Executives

11-1021 General and Operations Managers

11-2011 Advertising and Promotions Managers

11-2021 Marketing Managers

11-2022 Sales Managers

11-3012 Administrative Services Managers

11-3013 Facilities Managers

11-3071 Transportation, Storage, and Distribution
Managers

11-3111 Compensation and Benefits Managers

See Appendix A for all 119 Occupations

8 Counties

55019 Clark County, WI

55067 Langlade County, WI

55069 Lincoln County, WI

55073 Marathon County, WI

55097 Portage County, WI

55115 Shawano County, WI

55119 Taylor County, WI

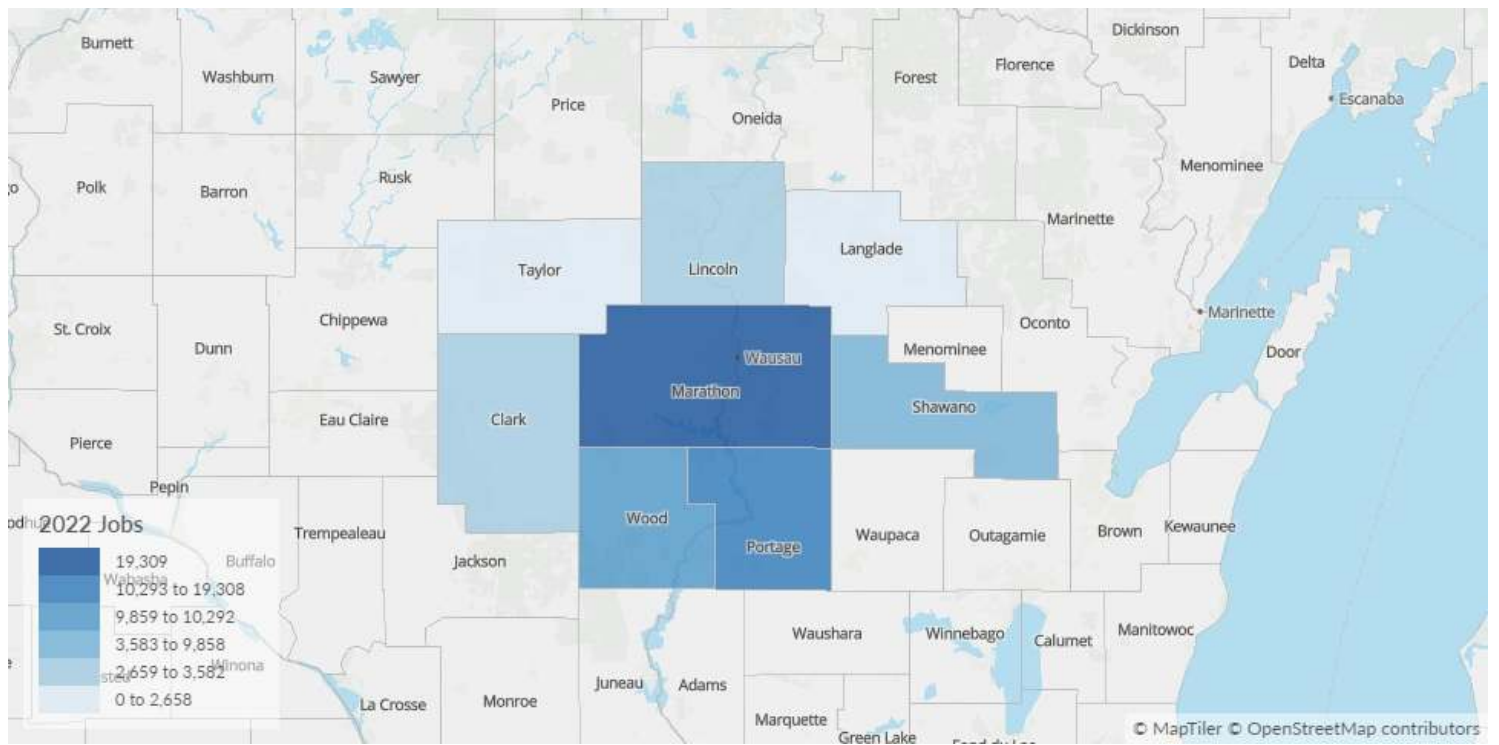
55141 Wood County, WI

Class of Worker

QCEW Employees, Non-QCEW Employees, and Self-Employed

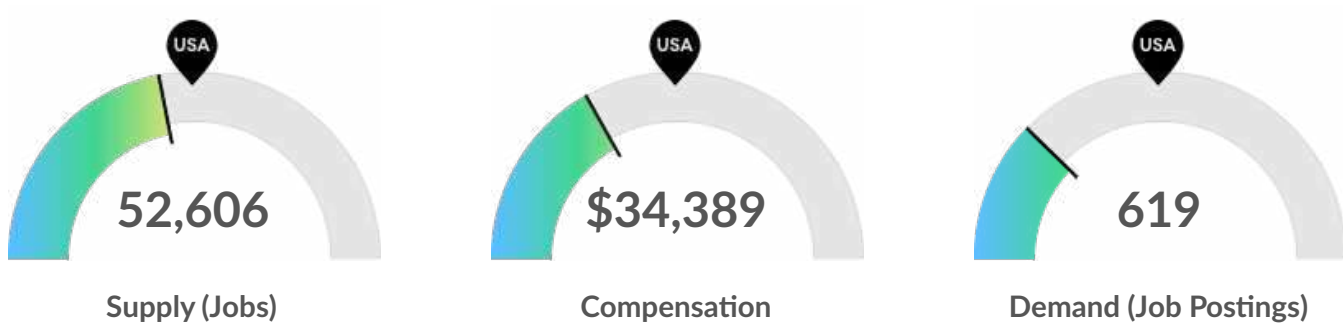
The information in this report pertains to the chosen occupations and geographical areas.

Workforce Map



Executive Summary

Light Hiring Competition Over a Thin Supply of Regional Talent



Your area is not a hotspot for this kind of talent. The national average for an area this size is 63,149* employees, while there are 52,606 here.

The cost for talent is low in your area. The national median salary for your occupations is \$37,082, while you'll pay \$34,389 here.

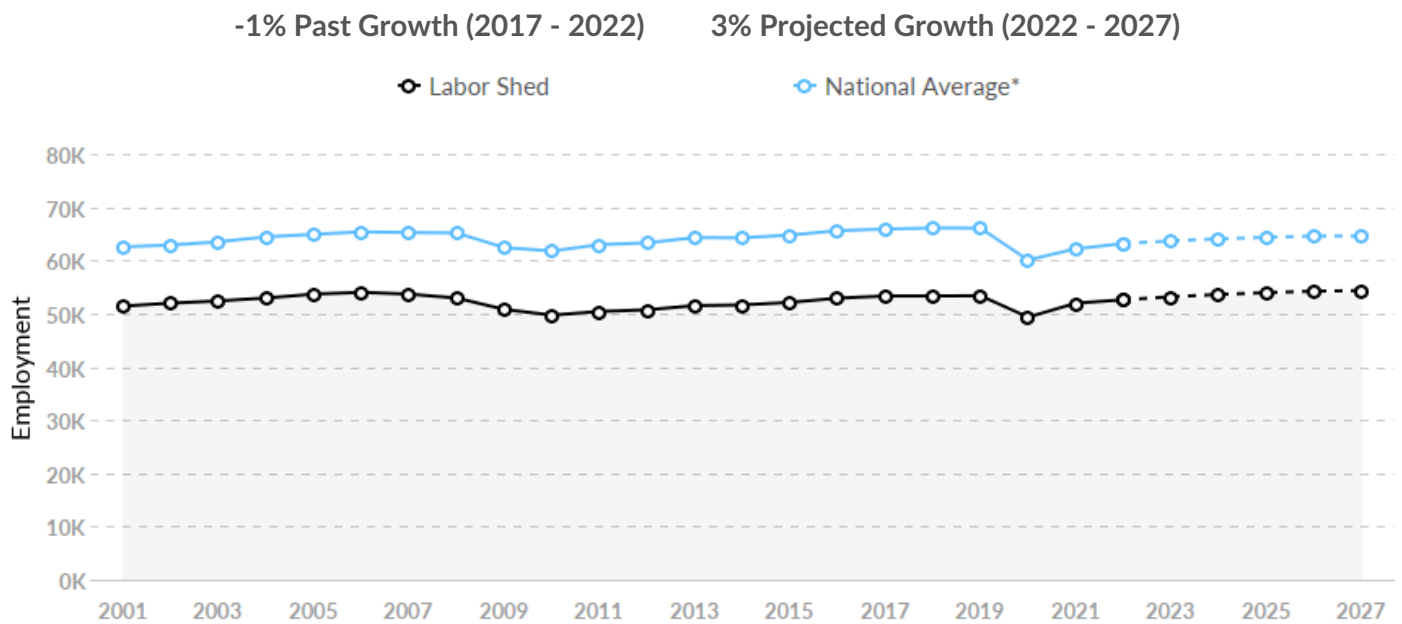
Competition from online job postings is low in your area. The national average for an area this size is 1,526* job posting/mo, while there are 619 here.

*National average values are derived by taking the national value for your occupations and scaling it down to account for the difference in overall workforce size between the nation and your area. In other words, the values represent the national average adjusted for region size.

Supply (Jobs)

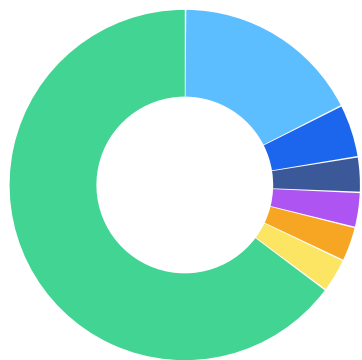
Supply Is Lower Than the National Average

The regional vs. national average employment helps you understand if the supply of your occupations is a strength or weakness for your area, and how it is changing relative to the nation. An average area of this size would have 63,149* employees, while there are 52,606 here. This lower than expected supply may make it more difficult to find candidates. The gap between expected and actual employment is expected to remain roughly the same over the next 5 years.



*National average values are derived by taking the national value for your occupations and scaling it down to account for the difference in overall workforce size between the nation and your area. In other words, the values represent the national average adjusted for region size.

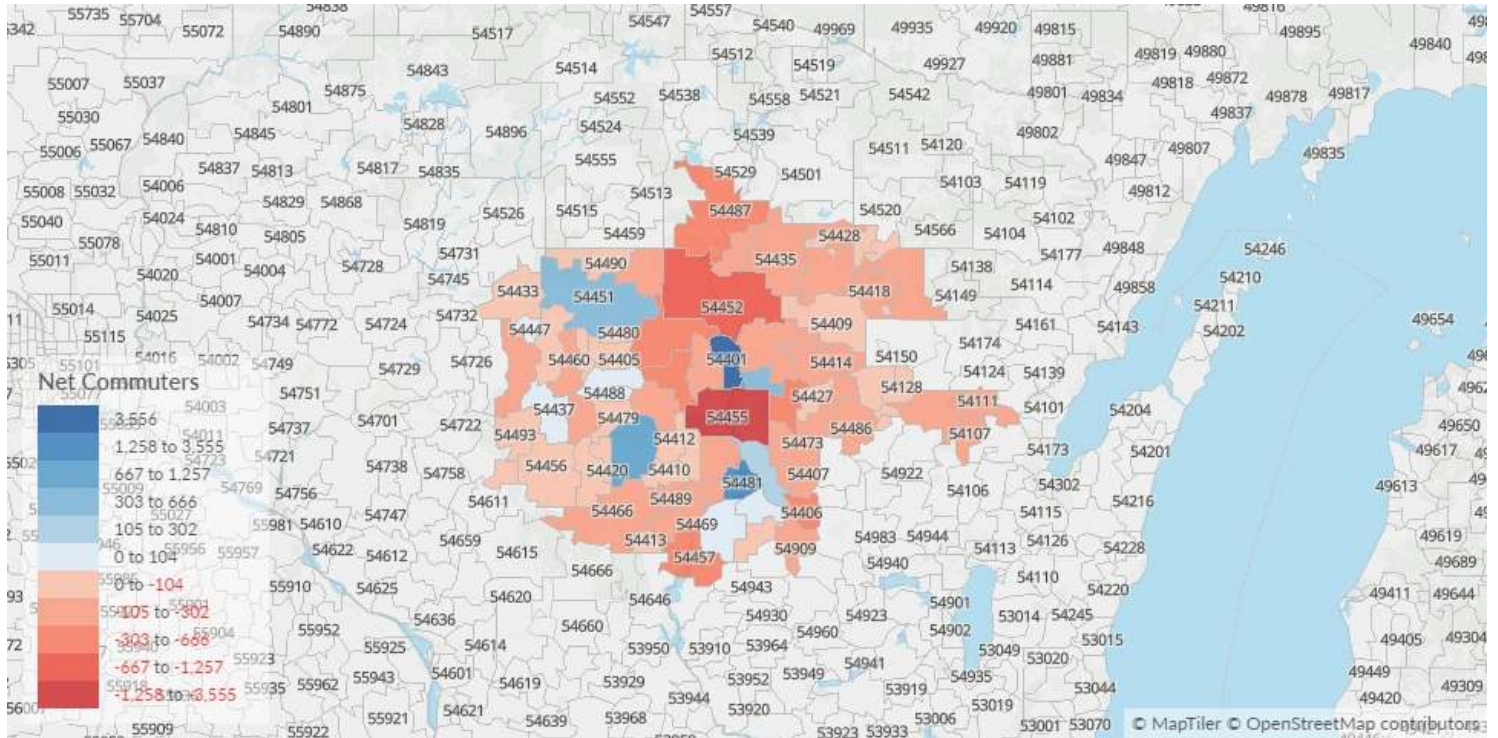
Most Jobs are Found in the Restaurants and Other Eating Places Industry Sector



Industry	% of Occupation in Industry (2022)
Restaurants and Other Eating Places	17.5%
Local Government, Excluding Education and Hospitals	4.9%
Education and Hospitals (Local Government)	3.3%
Dairy Product Manufacturing	3.2%
Other Amusement and Recreation Industries	3.2%
Services to Buildings and Dwellings	3.1%
Other	64.9%

Place of Work vs Place of Residence

Understanding where talent in the region currently works compared to where talent lives can help you optimize site decisions.



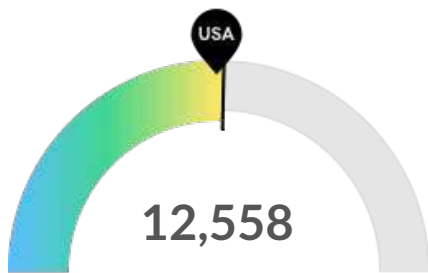
Where Talent Works

Where Talent Lives

ZIP	Name	2022 Employment
54401	Wausau, WI (in Maratho...	7,894
54481	Stevens Point, WI (in Po...	5,440
54494	Wisconsin Rapids, WI (i...	3,974
54403	Wausau, WI (in Maratho...	3,319
54449	Marshfield, WI (in Woo...	3,301

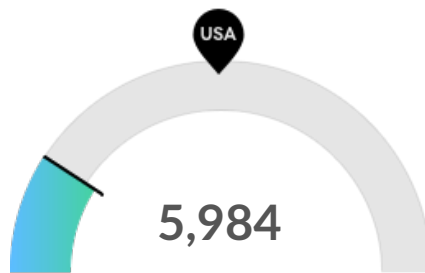
ZIP	Name	2022 Workers
54401	Wausau, WI (in Maratho...	4,338
54481	Stevens Point, WI (in Po...	4,128
54494	Wisconsin Rapids, WI (i...	3,941
54403	Wausau, WI (in Maratho...	3,437
54476	Schofield, WI (in Marath...	2,821

Retirement Risk Is About Average, While Overall Diversity Is Low



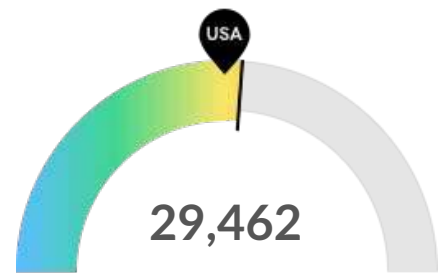
Retiring Soon

Retirement risk is about average in your area. The national average for an area this size is 12,264* employees 55 or older, while there are 12,558 here.



Racial Diversity

Racial diversity is low in your area. The national average for an area this size is 20,484* racially diverse employees, while there are 5,984 here.



Gender Diversity

Gender diversity is about average in your area. The national average for an area this size is 27,520* female employees, while there are 29,462 here.

*National average values are derived by taking the national value for your occupations and scaling it down to account for the difference in overall workforce size between the nation and your area. In other words, the values represent the national average adjusted for region size.

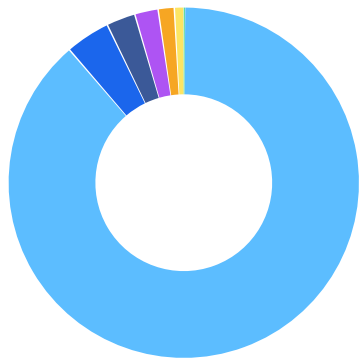
Demographic Details

Occupation Age Breakdown



	% of Jobs	Jobs
14-18	8.8%	4,608
19-24	11.9%	6,235
25-34	18.5%	9,708
35-44	19.0%	9,993
45-54	18.1%	9,504
55-64	17.8%	9,363
65+	6.1%	3,195

Occupation Race/Ethnicity Breakdown



	% of Jobs	Jobs
White	88.6%	46,622
Hispanic or Latino	4.1%	2,168
Asian	2.7%	1,407
Black or African American	2.2%	1,138
Two or More Races	1.5%	779
American Indian or Alaska Native	0.9%	471
Native Hawaiian or Other Pacific Islander	0.0%	21

Occupation Gender Breakdown

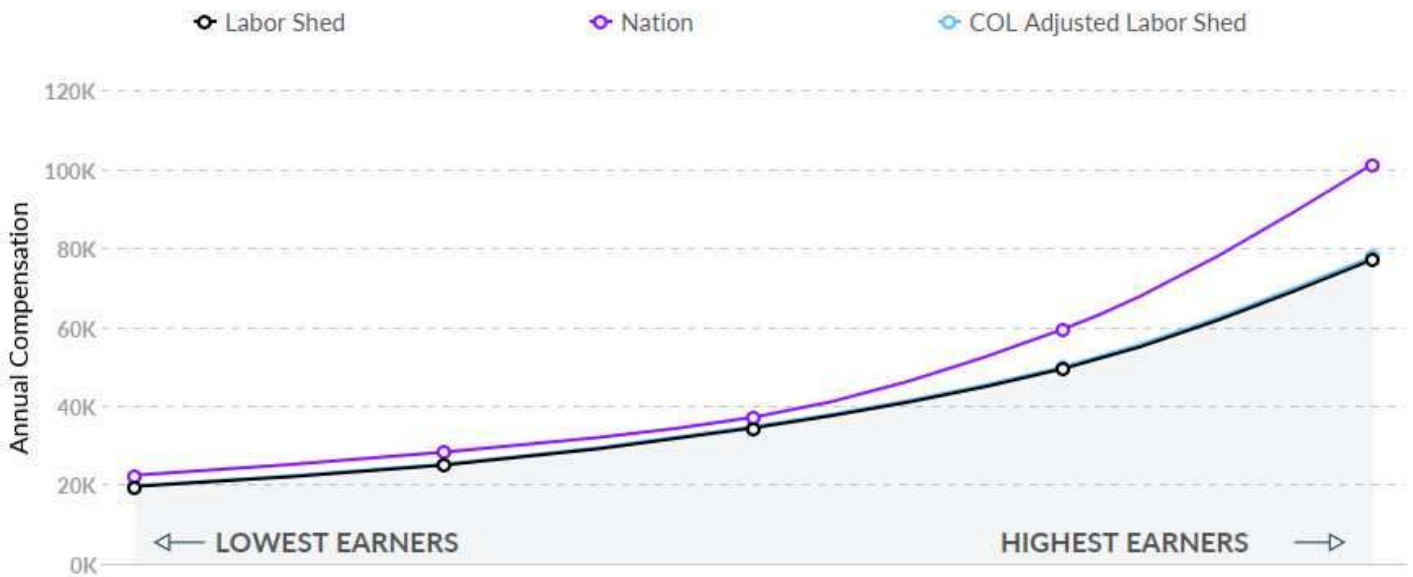


	% of Jobs	Jobs
● Males	44.0%	23,144
● Females	56.0%	29,462

Compensation

Talent Is 7% Cheaper, While the Cost of Living May Make Attraction Difficult

In 2021, the median compensation for your occupations in your area is \$34,389. Based on the national median wage of \$37,082 for this position, this means you will spend about 7% less to employ your occupations here. However, their actual purchasing power will be 6% less than the national median when we adjust for regional cost of living (which is 1% lower than average). This may make it harder to attract talent to the region at this price.



Demand



696 Employers Competing

All employers in the region who posted for this job over the last 12 months.



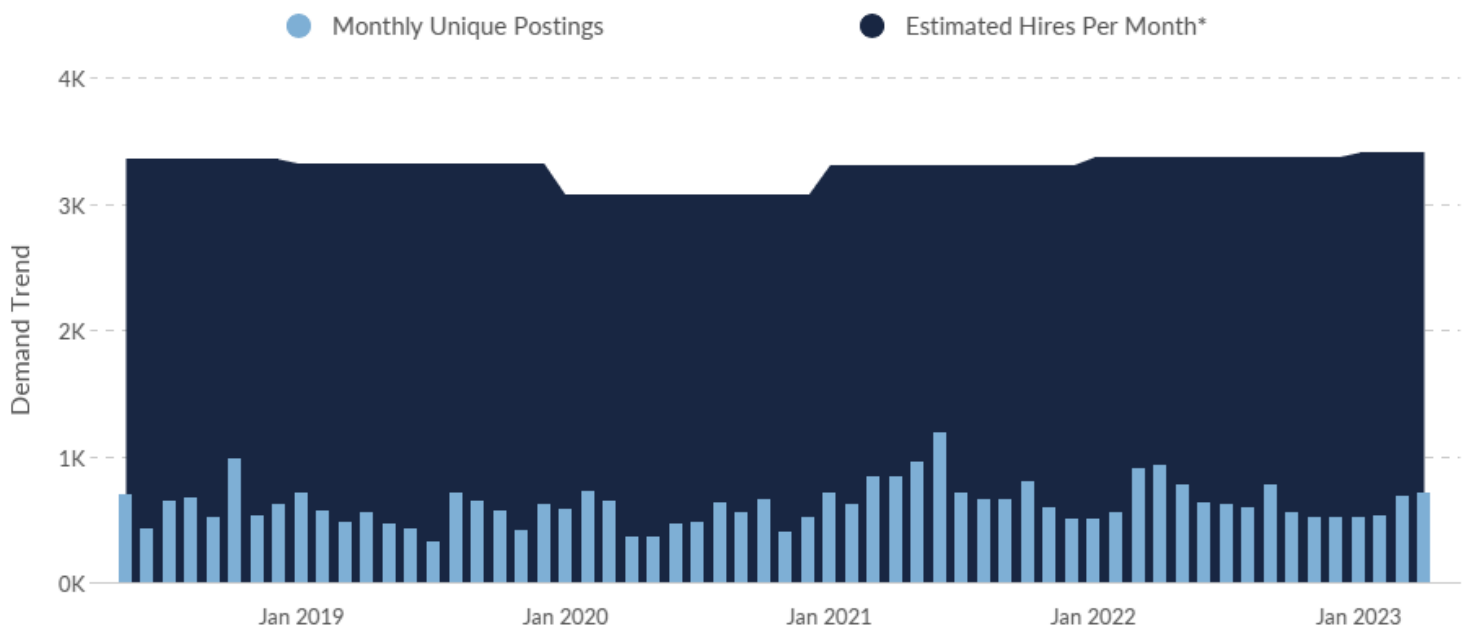
7,430 Unique Job Postings

The number of unique postings for this job over the last 12 months.



29 Day Median Duration

Posting duration is 3 days longer than what's typical in the region.



Occupation	Avg Monthly Postings (May 2022 - Apr 2023)	Avg Monthly Hires (May 2022 - Apr 2023)
First-Line Supervisors of Retail Sales Workers	80	69
Customer Service Representatives	50	180
Fast Food and Counter Workers	60	376
Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products	36	71

*A hire is reported by the Quarterly Workforce Indicators when an individual's Social Security Number appears on a company's payroll and was not there the quarter before. Lightcast hires are calculated using a combination of Lightcast jobs data, information on separation rates from the Bureau of Labor Statistics (BLS), and industry-based hires data from the Census Bureau.

Occupation	Avg Monthly Postings (May 2022 - Apr 2023)	Avg Monthly Hires (May 2022 - Apr 2023)
Maintenance and Repair Workers, General	35	109
Janitors and Cleaners, Except Maids and Housekeeping Cleaners	19	169
Food Service Managers	38	15
Managers, All Other	17	17
Secretaries and Administrative Assistants, Except Legal, Medical, and Executive	18	76
Security Guards	17	30
General and Operations Managers	16	78
Maids and Housekeeping Cleaners	12	116
First-Line Supervisors of Food Preparation and Serving Workers	17	112
Cooks, Restaurant	12	130
Human Resources Specialists	12	39
Sales Managers	11	10
Computer User Support Specialists	11	18
Waiters and Waitresses	10	222
First-Line Supervisors of Office and Administrative Support Workers	8	61
Hotel, Motel, and Resort Desk Clerks	5	60
Sales Representatives of Services, Except Advertising, Insurance, Financial Services, and Travel	5	40
First-Line Supervisors of Non-Retail Sales Workers	6	13
Counter and Rental Clerks	5	23
Market Research Analysts and Marketing Specialists	6	22
Receptionists and Information Clerks	6	94
Human Resources Managers	4	4
Dietitians and Nutritionists	6	2

Occupation	Avg Monthly Postings (May 2022 - Apr 2023)	Avg Monthly Hires (May 2022 - Apr 2023)
Marketing Managers	5	5
Landscaping and Groundskeeping Workers	5	94
Coaches and Scouts	3	19
Transportation, Storage, and Distribution Managers	3	5
Sales and Related Workers, All Other	2	20
Demonstrators and Product Promoters	3	1
Social and Human Service Assistants	2	28
Food Preparation Workers	2	100
Bartenders	5	164
Computer Network Architects	3	2
Bakers	4	13
Dishwashers	3	58
Hosts and Hostesses, Restaurant, Lounge, and Coffee Shop	3	40
Facilities Managers	4	3
Human Resources Assistants, Except Payroll and Timekeeping	2	4
Chefs and Head Cooks	4	8
First-Line Supervisors of Housekeeping and Janitorial Workers	1	13
Dining Room and Cafeteria Attendants and Bartender Helpers	3	23
Amusement and Recreation Attendants	2	46
Natural Sciences Managers	3	0
Protective Service Workers, All Other	3	14
Laundry and Dry-Cleaning Workers	2	13
Property, Real Estate, and Community Association Managers	2	3

Occupation	Avg Monthly Postings (May 2022 - Apr 2023)	Avg Monthly Hires (May 2022 - Apr 2023)
Business Operations Specialists, All Other	1	24
Social and Community Service Managers	1	7
Administrative Services Managers	2	6
Payroll and Timekeeping Clerks	1	6
Residential Advisors	1	8
Recreation Workers	1	46
Executive Secretaries and Executive Administrative Assistants	2	10
Cooks, Short Order	2	13
Office and Administrative Support Workers, All Other	1	4
Exercise Trainers and Group Fitness Instructors	0	36
Chief Executives	1	6
Meeting, Convention, and Event Planners	1	6
Cooks, Institution and Cafeteria	1	48
Interpreters and Translators	1	1
Animal Caretakers	1	24
Bus Drivers, Transit and Intercity	0	5
Athletic Trainers	1	2
Shuttle Drivers and Chauffeurs	1	12
Parking Attendants	1	5
Advertising Sales Agents	2	3
Lodging Managers	1	6
Lifeguards, Ski Patrol, and Other Recreational Protective Service Workers	1	30
Community and Social Service Specialists, All Other	0	3
Producers and Directors	1	3
Cooks, Fast Food	1	34

Occupation	Avg Monthly Postings (May 2022 - Apr 2023)	Avg Monthly Hires (May 2022 - Apr 2023)
First-Line Supervisors of Landscaping, Lawn Service, and Groundskeeping Workers	0	6
Personal Service Managers, All Other	0	0
Librarians and Media Collections Specialists	0	5
Travel Agents	1	2
Food Batchmakers	0	84
Food Servers, Nonrestaurant	0	20
Compensation and Benefits Managers	0	0
Zoologists and Wildlife Biologists	0	0
Conservation Scientists	1	3
Food Scientists and Technologists	0	2
Urban and Regional Planners	0	0
Concierges	0	2
Locker Room, Coatroom, and Dressing Room Attendants	0	2
Baggage Porters and Bellhops	0	2
Tour and Travel Guides	0	2
First-Line Supervisors of Gambling Services Workers	0	0
First-Line Supervisors of Personal Service Workers	0	11
Reservation and Transportation Ticket Agents and Travel Clerks	0	2
Animal Trainers	0	2
Advertising and Promotions Managers	0	0
Set and Exhibit Designers	0	0
Gambling Dealers	0	8
Personal Care and Service Workers, All Other	0	2
Curators	0	0
Dietetic Technicians	0	0

Occupation	Avg Monthly Postings (May 2022 - Apr 2023)	Avg Monthly Hires (May 2022 - Apr 2023)
First-Line Supervisors of Security Workers	0	2
Entertainment and Recreation Managers, Except Gambling	0	1
Historians	0	0
Entertainers and Performers, Sports and Related Workers, All Other	0	0
Ushers, Lobby Attendants, and Ticket Takers	0	7
Museum Technicians and Conservators	0	0
Communications Equipment Operators, All Other	0	0

Top Companies	Unique Postings	Top Job Titles	Unique Postings
Kwik Trip	541 	Assistant Managers	304 
Sentry Insurance	272 	Customer Service Representativ...	168 
Arby's	191 	General Managers	128 
M & R Stores	171 	Shift Managers	107 
Aspirus	165 	Team Members	91 

Top Distinguishing Skills by Demand

Not enough data to display Distinguishing Skills for this occupation.

Top Defining Skills by Demand

Not enough data to display Defining Skills for this occupation.

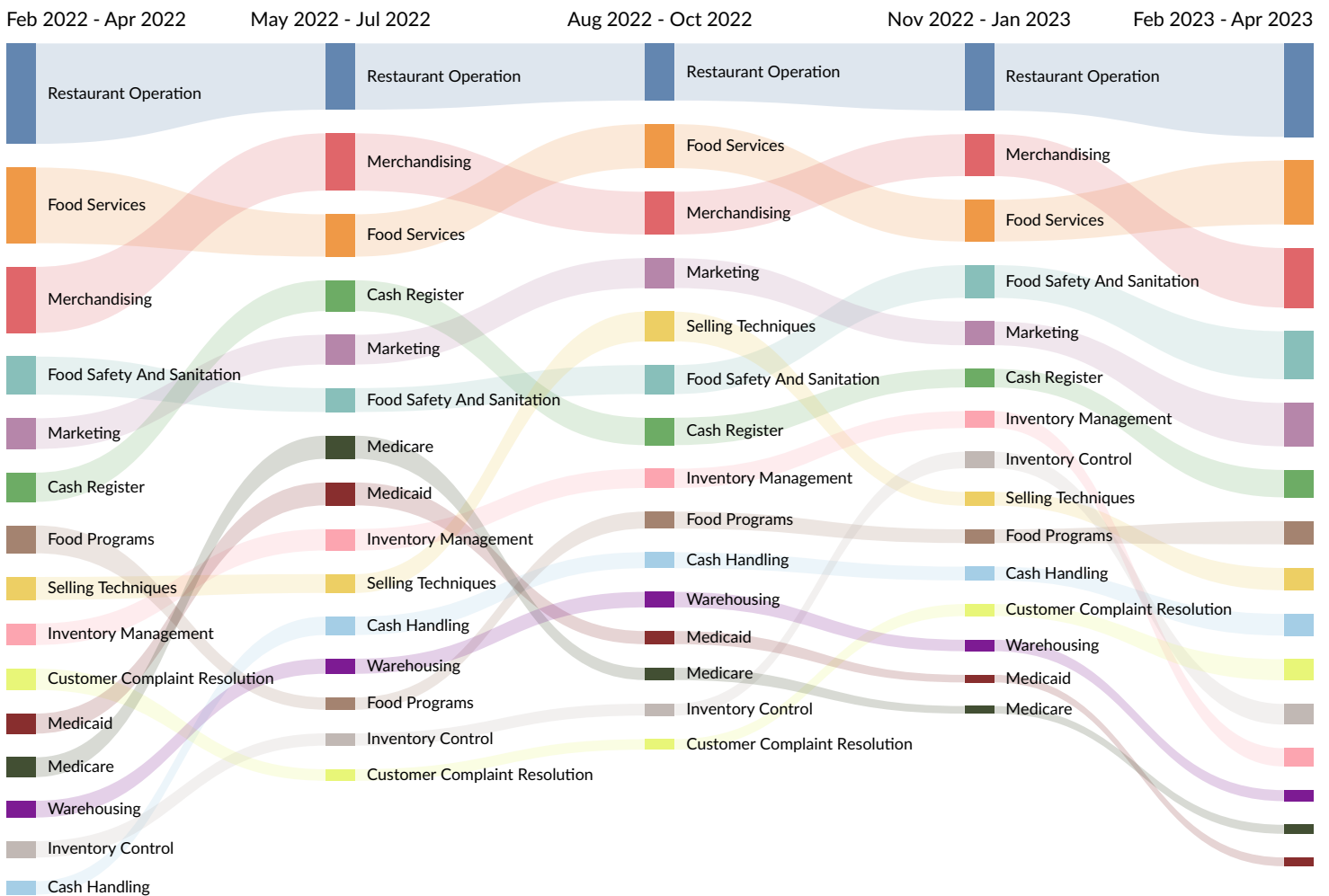
Top Necessary Skills by Demand

Not enough data to display Necessary Skills for this occupation.

What skills are they posting for?

Top 15 Skills for Your Selected Job Types by Quarter

Skills help us understand the direction an occupation is headed.



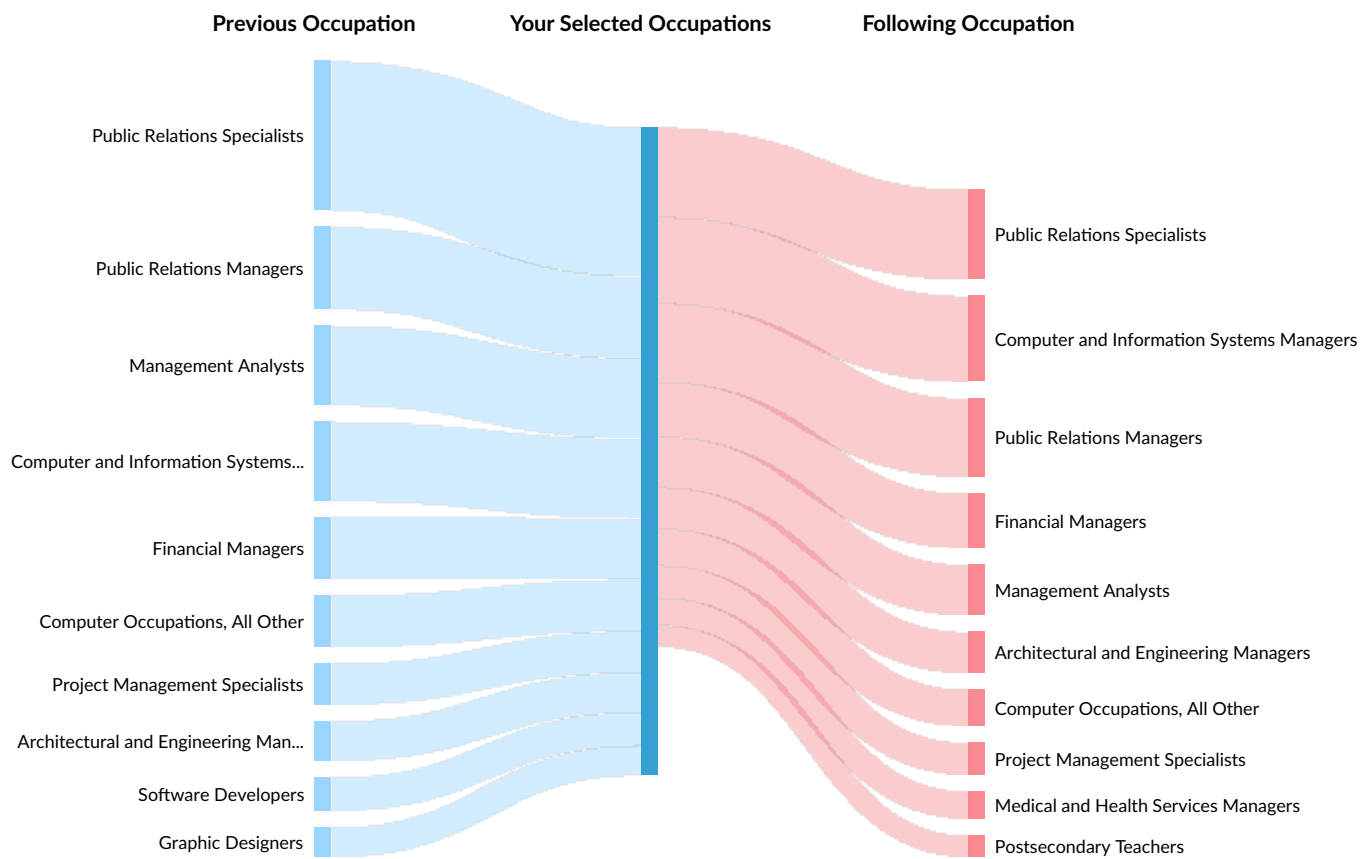
Occupation Gain and Drain

Occupation Gain and Drain

The table below analyzes the profiles of current and past people in your selected occupations. The left column shows job transitions from other occupations to your selected occupations. The right column shows job transitions from your selected occupations to other occupations.

Please note, results are only available at the national level and the 2 and 5 digit SOC level. Other SOC levels will be converted to 5-digit SOC. Also your selection has been limited to 100 occupations.

The following represents the job transitions of employees in your selected occupations in the United States:



Previous Occupations	Transitions
Public Relations Specialists	76,648
Public Relations Managers	42,351
Management Analysts	40,916

Previous Occupations	Transitions
Computer and Information Systems Managers	40,843
Financial Managers	31,618
Computer Occupations, All Other	26,607
Project Management Specialists	21,189
Architectural and Engineering Managers	20,511
Software Developers	17,213
Graphic Designers	15,280
Computer Systems Analysts	14,724
Medical and Health Services Managers	13,638
Web Developers	13,145
Sales Representatives, Wholesale and Manufacturing, Technical and Scientific Products	12,211
Postsecondary Teachers	11,625
Retail Salespersons	10,294
Buyers and Purchasing Agents	9,271
Purchasing Managers	9,056
Industrial Engineers	8,795
Training and Development Specialists	8,594
First-Line Supervisors of Production and Operating Workers	7,329
Editors	7,113
Financial and Investment Analysts	6,451
Industrial Production Managers	6,264
Securities, Commodities, and Financial Services Sales Agents	6,080
Real Estate Sales Agents	5,255
Accountants and Auditors	5,237
Personal Financial Advisors	4,366

Previous Occupations	Transitions
Education Administrators, Kindergarten through Secondary	4,270
Training and Development Managers	4,023
Education Administrators, Postsecondary	3,956
Network and Computer Systems Administrators	3,892
Operations Research Analysts	3,810
Registered Nurses	3,581
Logisticians	3,498
Insurance Sales Agents	3,334
Teaching Assistants, Postsecondary	3,246
Educational, Guidance, and Career Counselors and Advisors	2,921
Compliance Officers	2,680
Construction Managers	2,471
Lawyers	2,465
Loan Officers	2,343
Information Security Analysts	2,313
Life, Physical, and Social Science Technicians, All Other	1,951
Teachers and Instructors, All Other	1,930
Teaching Assistants, Except Postsecondary	1,840
First-Line Supervisors of Mechanics, Installers, and Repairers	1,836
Bookkeeping, Accounting, and Auditing Clerks	1,555
Secondary School Teachers, Except Special and Career/Technical Education	1,381
Stockers and Order Fillers	1,326
First-Line Supervisors of Transportation and Material Moving Workers, Except Aircraft Cargo Handling Supervisors	1,241
Cashiers	888
Paralegals and Legal Assistants	834

Previous Occupations	Transitions
Office Clerks, General	714
Medical Secretaries and Administrative Assistants	640
Following Occupations	Transitions
Public Relations Specialists	46,265
Computer and Information Systems Managers	44,193
Public Relations Managers	40,510
Financial Managers	28,149
Management Analysts	26,072
Architectural and Engineering Managers	21,199
Computer Occupations, All Other	18,908
Project Management Specialists	16,524
Medical and Health Services Managers	14,181
Postsecondary Teachers	11,172
Software Developers	10,796
Web Developers	9,984
Sales Representatives, Wholesale and Manufacturing, Technical and Scientific Products	9,801
Graphic Designers	9,622
Purchasing Managers	8,280
Real Estate Sales Agents	7,992
Retail Salespersons	7,586
Computer Systems Analysts	7,439
Training and Development Specialists	6,067
Industrial Engineers	5,507
First-Line Supervisors of Production and Operating Workers	5,421
Buyers and Purchasing Agents	5,240

Following Occupations	Transitions
Education Administrators, Kindergarten through Secondary	5,085
Editors	4,979
Personal Financial Advisors	4,961
Industrial Production Managers	4,958
Securities, Commodities, and Financial Services Sales Agents	4,938
Education Administrators, Postsecondary	3,989
Training and Development Managers	3,838
Accountants and Auditors	3,398
Financial and Investment Analysts	3,370
Insurance Sales Agents	3,269
Teaching Assistants, Postsecondary	3,247
Registered Nurses	3,222
Network and Computer Systems Administrators	3,084
Loan Officers	2,579
Compliance Officers	2,509
Educational, Guidance, and Career Counselors and Advisors	2,453
Lawyers	2,430
Operations Research Analysts	2,175
Logisticians	2,115
Information Security Analysts	1,864
Life, Physical, and Social Science Technicians, All Other	1,788
Teaching Assistants, Except Postsecondary	1,696
Teachers and Instructors, All Other	1,627
First-Line Supervisors of Mechanics, Installers, and Repairers	1,501
Bookkeeping, Accounting, and Auditing Clerks	1,310

Following Occupations	Transitions
Secondary School Teachers, Except Special and Career/Technical Education	1,177
Stockers and Order Fillers	1,009
First-Line Supervisors of Transportation and Material Moving Workers, Except Aircraft Cargo Handling Supervisors	908
Paralegals and Legal Assistants	715
Substance Abuse, Behavioral Disorder, and Mental Health Counselors	697
Cashiers	612
Office Clerks, General	602
Mental Health and Substance Abuse Social Workers	592
Compensation, Benefits, and Job Analysis Specialists	591

Graduate Pipeline



157 Programs

779 programs can train for this job, while only 157 programs have produced completers in this region.



3,218 Completions (2021)

The completions from all regional institutions for all degree types.



8,535 Openings (2021)

The average number of openings for an occupation in the region is 37.

Top Programs	Completions (2021)
Business Administration and Ma...	248
Welding Technology/Welder	206
Emergency Medical Technology/...	185
Psychology, General	115
Liberal Arts and Sciences, Gener...	94

Top Schools	Completions (2021)
University of Wisconsin-Steven...	1,624
Northcentral Technical College	1,160
Mid-State Technical College	423
State College of Beauty Culture ...	11

Appendix A (Occupations)

Code	Description	Code	Description
11-1011	Chief Executives	11-9072	Entertainment and Recreation Managers, Except Gambling
11-1021	General and Operations Managers	11-9081	Lodging Managers
11-2011	Advertising and Promotions Managers	11-9121	Natural Sciences Managers
11-2021	Marketing Managers	11-9141	Property, Real Estate, and Community Association Managers
11-2022	Sales Managers	11-9151	Social and Community Service Managers
11-3012	Administrative Services Managers	11-9179	Personal Service Managers, All Other
11-3013	Facilities Managers	11-9199	Managers, All Other
11-3071	Transportation, Storage, and Distribution Managers	13-1071	Human Resources Specialists
11-3111	Compensation and Benefits Managers	13-1121	Meeting, Convention, and Event Planners
11-3121	Human Resources Managers	13-1161	Market Research Analysts and Marketing Specialists
11-9051	Food Service Managers	13-1199	Business Operations Specialists, All Other
11-9071	Gambling Managers	15-1232	Computer User Support Specialists

Code	Description
15-1241	Computer Network Architects
19-1012	Food Scientists and Technologists
19-1023	Zoologists and Wildlife Biologists
19-1031	Conservation Scientists
19-3051	Urban and Regional Planners
19-3093	Historians
21-1093	Social and Human Service Assistants
21-1099	Community and Social Service Specialists, All Other
25-4011	Archivists
25-4012	Curators
25-4013	Museum Technicians and Conservators
25-4022	Librarians and Media Collections Specialists

Code	Description
27-1027	Set and Exhibit Designers
27-2012	Producers and Directors
27-2022	Coaches and Scouts
27-2099	Entertainers and Performers, Sports and Related Workers, All Other
27-3091	Interpreters and Translators
29-1031	Dietitians and Nutritionists
29-2051	Dietetic Technicians
29-9091	Athletic Trainers
33-1091	First-Line Supervisors of Security Workers
33-9031	Gambling Surveillance Officers and Gambling Investigators
33-9032	Security Guards
33-9092	Lifeguards, Ski Patrol, and Other Recreational Protective Service Workers

Code	Description
33-9099	Protective Service Workers, All Other
35-1011	Chefs and Head Cooks
35-1012	First-Line Supervisors of Food Preparation and Serving Workers
35-2011	Cooks, Fast Food
35-2012	Cooks, Institution and Cafeteria
35-2013	Cooks, Private Household
35-2014	Cooks, Restaurant
35-2015	Cooks, Short Order
35-2021	Food Preparation Workers
35-3011	Bartenders
35-3023	Fast Food and Counter Workers
35-3031	Waiters and Waitresses

Code	Description
35-3041	Food Servers, Nonrestaurant
35-9011	Dining Room and Cafeteria Attendants and Bartender Helpers
35-9021	Dishwashers
35-9031	Hosts and Hostesses, Restaurant, Lounge, and Coffee Shop
35-9099	Food Preparation and Serving Related Workers, All Other
37-1011	First-Line Supervisors of Housekeeping and Janitorial Workers
37-1012	First-Line Supervisors of Landscaping, Lawn Service, and Groundskeeping Workers
37-2011	Janitors and Cleaners, Except Maids and Housekeeping Cleaners
37-2012	Maids and Housekeeping Cleaners
37-3011	Landscaping and Groundskeeping Workers
37-3019	Grounds Maintenance Workers, All Other
39-1013	First-Line Supervisors of Gambling Services Workers

Code	Description
39-1014	First-Line Supervisors of Entertainment and Recreation Workers, Except Gambling Services
39-1022	First-Line Supervisors of Personal Service Workers
39-2011	Animal Trainers
39-2021	Animal Caretakers
39-3011	Gambling Dealers
39-3012	Gambling and Sports Book Writers and Runners
39-3031	Ushers, Lobby Attendants, and Ticket Takers
39-3091	Amusement and Recreation Attendants
39-3093	Locker Room, Coatroom, and Dressing Room Attendants
39-3099	Entertainment Attendants and Related Workers, All Other
39-6011	Baggage Porters and Bellhops
39-6012	Concierges

Code	Description
39-7018	Tour and Travel Guides
39-9031	Exercise Trainers and Group Fitness Instructors
39-9032	Recreation Workers
39-9041	Residential Advisors
39-9099	Personal Care and Service Workers, All Other
41-1011	First-Line Supervisors of Retail Sales Workers
41-1012	First-Line Supervisors of Non-Retail Sales Workers
41-2012	Gambling Change Persons and Booth Cashiers
41-2021	Counter and Rental Clerks
41-3011	Advertising Sales Agents
41-3041	Travel Agents
41-3091	Sales Representatives of Services, Except Advertising, Insurance, Financial Services, and Travel

Code	Description
41-4012	Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products
41-9011	Demonstrators and Product Promoters
41-9099	Sales and Related Workers, All Other
43-1011	First-Line Supervisors of Office and Administrative Support Workers
43-2099	Communications Equipment Operators, All Other
43-3041	Gambling Cage Workers
43-3051	Payroll and Timekeeping Clerks
43-4051	Customer Service Representatives
43-4081	Hotel, Motel, and Resort Desk Clerks
43-4161	Human Resources Assistants, Except Payroll and Timekeeping
43-4171	Receptionists and Information Clerks
43-4181	Reservation and Transportation Ticket Agents and Travel Clerks

Code	Description
43-6011	Executive Secretaries and Executive Administrative Assistants
43-6014	Secretaries and Administrative Assistants, Except Legal, Medical, and Executive
43-9199	Office and Administrative Support Workers, All Other
49-9071	Maintenance and Repair Workers, General
49-9091	Coin, Vending, and Amusement Machine Servicers and Repairers
51-3011	Bakers
51-3092	Food Batchmakers
51-6011	Laundry and Dry-Cleaning Workers
53-3052	Bus Drivers, Transit and Intercity
53-3053	Shuttle Drivers and Chauffeurs
53-6021	Parking Attendants