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SALARY REPORT



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HOSPITALITY EXECUTIVE SEARCH



WHY DSG?

Agility | Precision | Longevity

Doyen Search Group is where time-tested headhunting meets leading-edge technology. Our partnership with Sanford Rose Associates®, America's Best Search Firms, Forbes 2024, affords us the national reach and power of the large agencies, with the agility and personalized service of a boutique firm. We deliver proven results, and we guarantee our work with an industry leading replacement program.

A PROCESS DELIVERING LONG LASTING RESULTS

Through detailed discovery meetings with our clients, we create a comprehensive "success profile" tailored to each position. Leveraging our deep industry expertise and the latest in machine learning technology, we identify and deliver candidates who align with our clients' precise needs, improving employee retention and long-term success.

AN EXCEPTIONAL EXPERIENCE

We partner with our clients to navigate the hiring process with precision and purpose. By fostering open communication and offering a consultative, strategic, and collaborative approach, we ensure your organization's unique needs are met. Your long-term success is our ultimate priority!

Understanding This Report and Its Data Sources

Information in this 2024 Salary Guide was gathered from a variety of reliable sources, including the U.S. Bureau of Labor Statistics, hospitality industry analysts, online resources, and various studies published by hospitality industry associations. We also incorporated insights from Doyen Search Group LLC's direct experience over the past twelve months of executive search and placement activity, as well as interviews with key corporate human resource and recruiting personnel within the hospitality sector. This information is intended for general informational purposes only and primarily reflects trends and data relevant to the U.S. hospitality industry as of 2024. It reflects Doyen Search Group LLC's interpretation and analysis of information generally available to the public and/or obtained from sources believed to be reliable. No representation or warranty (express or implied) is made regarding the accuracy or completeness of the information provided. Data and trends are subject to change and may not reflect subsequent developments.

Key Insights from 2024 and Trends Shaping 2025

At the beginning of 2024, the U.S. economy was projected to experience moderate growth. The Congressional Budget Office (CBO) anticipated a real GDP increase of 2.0% for the year, reflecting expectations of steady consumer spending and business investment.

As the year progressed, the economy demonstrated resilience. The Bureau of Economic Analysis reported a 3.0% annualized GDP growth in the second quarter, followed by a 2.8% increase in the third quarter. [BUREAU OF ECONOMIC ANALYSIS](#)

This performance was driven by robust consumer spending, exports, and federal government expenditures. Additionally, the Conference Board's Consumer Confidence Index rose to 111.7 in November, the highest level since July 2023, indicating strong consumer sentiment. [FORBES](#)

Looking ahead to 2025, forecasts suggest a deceleration in economic growth. The CBO projects a real GDP growth rate of 1.8%, citing factors such as increased unemployment and lower inflation. This outlook is shared by S&P Global, which anticipates a 1.8% growth rate, reflecting caution amid potential geopolitical tensions and domestic policy shifts.

[S&P GLOBAL](#)

In 2024, the U.S. hospitality industry demonstrated resilience, with hotels projected to pay employees a record \$123.4 billion in wages, salaries, and other compensation—a 4% increase from 2023 and a 20% rise compared to 2019 levels. [AMERICAN HOTEL AND LODGING ASSOCIATION](#) This growth was driven by efforts to attract and retain talent amid ongoing labor shortages, leading to the national average hotel wage surpassing \$23 per hour in 2023. [HOTEL DIVE](#)

Looking ahead to 2025, wage growth in the hospitality sector is expected to continue, albeit at a moderated pace. The American Hotel & Lodging Association's projections for 2024 indicated a strong foundation, but broader economic factors, such as decelerating consumer spending and GDP growth, may temper wage increases in 2025. Nonetheless, persistent labor shortages are likely to sustain some upward pressure on wages as employers strive to attract and retain talent.

In summary, while the hospitality industry has experienced significant wage growth in recent years, forecasts suggest a continuation of this trend into 2025, though at a potentially slower rate due to broader economic conditions and ongoing labor market challenges.

HOTEL



Hotel Insights

In 2024, the U.S. hospitality industry faced significant challenges, notably a decline in budget and midscale hotel performance due to reduced demand from lower-income leisure travelers. Major companies, including Marriott International and Vail Resorts, implemented workforce reductions—Marriott laid off over 800 corporate employees, and Vail Resorts cut 14% of its corporate staff—to streamline operations and reduce costs. Automation emerged as a key strategy, with firms like Norwegian Cruise Line Holdings and Marriott Vacations Worldwide leveraging technology to achieve substantial savings. Conversely, higher-income consumers supported moderate growth in upscale and luxury travel, creating a bifurcated market where business-centric properties outperformed leisure-focused and budget segments.

Looking ahead to 2025, projections indicate a continued focus on operational efficiency, with room revenue growth revised downward from 2.6% to 1.8%. Higher-income travelers are expected to sustain demand for premium offerings, while budget segments may face persistent challenges. Workforce reductions and automation are anticipated to reshape operations, improving cost structures but potentially reducing industry employment. Despite constrained growth in some segments, investments in technology and efficiency are expected to stabilize profitability and position the market for long-term recovery.



Members only

Club Insights

In 2024, the U.S. private golf and country club industry experienced a nuanced performance. While some clubs faced challenges such as rising interest rates, labor shortages, and supply chain disruptions, the overall outlook remained positive. A significant majority of clubs reported favorable conditions, with 51.1% rating their year as excellent and 38.8% as good. Additionally, nearly half of the clubs had waitlists for their main membership categories, indicating sustained demand and member engagement.

NATIONAL CLUB

Looking ahead to 2025, the industry is expected to continue its positive trajectory. Clubs are focusing on strategic planning and operational efficiency to navigate economic uncertainties. Embracing technological advancements, such as AI-powered services, is anticipated to enhance member experiences and streamline operations. Investments in wellness and inclusivity initiatives aim to attract a diverse membership base, positioning private golf and country clubs for sustainable growth and continued economic contribution.

NATIONAL CLUB

HOTEL/RESORT

ANNUAL REVENUE ≤ \$2,000,000

POSITION TITLE	LOWER	MEDIAN	UPPER	BONUS
General Manager	\$77,250	\$88,000	\$103,000	15-30%
Director of Sales	\$58,000	\$72,000	\$90,000	15-30%
Front Office Manager	\$51,000	\$62,000	\$70,000	10-20%

ANNUAL REVENUE \$2,000,000 – \$5,000,000

POSITION TITLE	LOWER	MEDIAN	UPPER	BONUS
General Manager	\$87,000	\$105,000	\$120,000	20-30%
Director of Sales	\$77,000	\$90,000	\$107,000	20-30%
Front Office Manager	\$61,500	\$71,000	\$80,000	10-20%

ANNUAL REVENUE \$5,000,000 – \$10,000,000

POSITION TITLE	LOWER	MEDIAN	UPPER	BONUS
General Manager	\$107,000	\$140,000	\$166,000	25-40%
Assistant General Manager	\$84,000	\$100,000	\$122,000	20-25%
Director of Sales	\$85,000	\$100,000	\$116,000	25-35%
Sales Manager	\$50,000	\$62,000	\$81,000	15-25%
Director of Catering	\$75,000	\$86,000	\$100,000	20-30%
Director of F&B	\$76,000	\$86,000	\$115,000	20-30%
Executive Chef	\$80,000	\$95,000	\$110,000	15-25%
Director of Housekeeping	\$71,000	\$82,000	\$98,000	n/a
Director of Engineering	\$85,000	\$100,000	\$120,000	n/a

ANNUAL REVENUE ≥ \$10,000,000

POSITION TITLE	LOWER	MEDIAN	UPPER	BONUS
General Manager	\$145,000	\$176,000	\$220,000	25-40%
AGM/Director of Operations	\$105,000	\$118,000	\$150,000	20-30%
Director of Rooms	\$82,500	\$95,000	\$115,000	15-25%
Director of Sales	\$94,500	\$110,000	\$124,600	25-35%
Sales Manager	\$65,000	\$76,000	\$90,000	15-25%
Director of Catering	\$82,000	\$95,500	\$120,000	20-30%
Director of F&B	\$87,000	\$105,000	\$130,000	20-30%
Revenue Manager	\$75,000	\$88,000	\$105,000	15-25%
Executive Chef	\$95,000	\$125,000	\$180,000	15-25%
Director of Housekeeping	\$75,000	\$88,000	\$100,500	n/a
Director of Engineering	\$92,000	\$105,000	\$145,000	n/a

PRIVATE CLUBS

ANNUAL REVENUE ≤ \$4,000,000

POSITION TITLE	LOWER	MEDIAN	UPPER	BONUS
General Manager	\$130,000	\$155,000	\$175,000	20-30%
Clubhouse Manager	\$72,500	\$85,500	\$105,000	15-25%
Course Superintendent	\$105,000	\$118,000	\$140,000	~10-12%
Head Golf Professional	\$100,000	\$111,000	\$133,000	~10-12%
Membership/Marketing Director	\$58,000	\$72,000	\$93,000	15-25%
Director of Food & Beverage	\$70,000	\$85,000	\$101,000	15-20%
Executive Chef	\$75,000	\$90,500	\$110,000	15-20%
Director of Catering	\$60,500	\$74,750	\$89,000	15-25%

ANNUAL REVENUE \$4,000,000 - \$8,000,000

POSITION TITLE	LOWER	MEDIAN	UPPER	BONUS
GM/COO	\$157,000	\$180,000	\$255,000	20-40%
AGM/Club Manager	\$110,000	\$122,000	\$150,000	15-25%
Course Superintendent	\$110,000	\$128,000	\$151,000	~10-12%
Head Golf Professional	\$102,000	\$120,000	\$145,000	~10-12%
Director of Food & Beverage	\$92,000	\$115,000	\$150,000	15-25%
Executive Chef	\$95,000	\$111,000	\$125,000	15-25%
Membership/Marketing Director	\$73,000	\$85,000	\$100,000	15-25%
Catering Director	\$70,800	\$83,000	\$96,000	15-25%

ANNUAL REVENUE ≥ \$8,000,000

POSITION TITLE	LOWER	MEDIAN	UPPER	BONUS
GM/COO	\$185,000	\$255,000	\$300,000	20-40%
AGM/Club Manager	\$120,000	\$155,000	\$173,500	20-30%
Course Superintendent	\$128,000	\$154,000	\$179,000	~10-12%
Head Golf Professional	\$120,000	\$147,000	\$172,000	~10-12%
Director of Food & Beverage	\$103,000	\$130,000	\$165,000	15-25%
Executive Chef	\$110,000	\$144,000	\$187,000	15-25%
Membership/Marketing Director	\$85,000	\$112,500	\$126,500	15-25%
Catering Director	\$80,000	\$102,000	\$125,000	15-25%



Legal Update

Biden Administration's Overtime Expansion Rule Blocked by Federal Court

In November 2024, a federal court blocked the Biden administration's proposed expansion of overtime pay eligibility for salaried workers. The U.S. District Court for the Eastern District of Texas, under Judge Sean Jordan, ruled that the Department of Labor (DOL) exceeded its regulatory authority with the proposed rule. This decision halts an effort to significantly increase the salary threshold for guaranteed overtime pay.

The proposed changes would have raised the annual salary threshold for overtime eligibility from \$35,568 to \$43,888 in 2024 and to \$58,656 by 2025. If implemented, the rule would have expanded overtime protections to an estimated 4 million salaried workers, ensuring they received time-and-a-half pay for any hours worked over 40 per week. However, the court found that the DOL's emphasis on salary thresholds, rather than job duties, when determining overtime eligibility went beyond the scope of its authority (AP News, November 15, 2024).

This decision reaffirms the previous threshold of \$35,568, which was set in 2019 under the Trump administration. The ruling echoes a similar legal challenge in 2016 that struck down an Obama-era attempt to expand overtime protections. As of now, the Biden administration has not announced whether it plans to appeal the decision (AP News).

Implications for the Hospitality Industry

The hospitality sector, where many employees fall within the affected salary ranges, should monitor this development closely. While the blocked rule avoids immediate increases in labor costs, employers must remain vigilant about potential appeals or future regulatory changes. For now, the \$35,568 threshold remains in effect, ensuring compliance with the 2019 standard.

This legal update highlights the ongoing challenges in navigating federal labor regulations. Employers should review their compensation structures and consult legal or HR professionals to ensure compliance with overtime laws while staying prepared for potential future changes.



The State of DEI in the United States in 2024

Diversity, Equity, and Inclusion (DEI) programs, once heralded as cornerstones of corporate social responsibility, face a tumultuous period in the United States. The political and cultural landscape has shifted significantly, with several prominent companies scaling back or eliminating these initiatives. Walmart, Ford, and Lowe's, among others, have reduced their DEI efforts, citing external pressures, legal risks, and changing priorities. Activist campaigns and Supreme Court rulings have intensified scrutiny, creating a climate where some businesses view DEI programs as liabilities rather than assets.

The current political environment reflects deep divisions over the role and value of DEI in corporate and public life. Conservative activists have led vocal opposition, framing these initiatives as unnecessary or even harmful. The Supreme Court's decision to end affirmative action in college admissions has further emboldened critics, prompting legal challenges and corporate recalibration of diversity strategies. While some argue these developments restore focus on merit-based practices, others see them as a regression in the ongoing effort to address systemic inequalities.

Amid this backlash, the hospitality industry stands out as a sector largely embracing and even strengthening its DEI programs in 2024. Companies like Marriott International and Hilton continue to prioritize inclusive hiring and leadership development, recognizing the value of diversity in serving global customer bases. Marriott's "Bridging the Gap" initiative and Hilton's community engagement programs exemplify how hospitality leaders are leveraging DEI not as a risk but as a strategic advantage. These organizations demonstrate that diversity remains integral to innovation, workforce satisfaction, and long-term success, offering a counterpoint to the broader corporate retreat from DEI.



The Role of AI & Robotics: Transforming Hospitality Operations in 2024 and Beyond

The hospitality industry continues to embrace artificial intelligence (AI) and robotics as transformative tools for improving efficiency, reducing labor costs, and enhancing guest experiences. In 2024, AI-driven automation has become a cornerstone of operational efficiency, with chatbots and virtual assistants taking over routine guest interactions such as booking inquiries and service requests. These innovations not only streamline operations but allow human staff to focus on providing personalized, high-touch service. Fast-food chains like White Castle are also leveraging AI-powered voice recognition systems at drive-thrus, highlighting the growing role of AI in improving speed and accuracy while reallocating human labor to other tasks.

Robotics has gained traction in the realm of housekeeping, addressing labor shortages and automating repetitive tasks like folding sheets and towels. In 2024, companies such as Watney Robotics and startups backed by prominent investors like Jeff Bezos are leading the way with laundry-folding robots that operate continuously with minimal human oversight. These robots, equipped with advanced machine learning algorithms, demonstrate an ability to handle complex tasks like folding garments with precision and speed. Innovations such as the SpeedFolding system exemplify this technological leap, achieving unprecedented efficiency. As the adoption of such robots grows, the hospitality industry is poised to redefine housekeeping operations, freeing up staff to focus on more value-added activities.

Looking to 2025, the integration of AI and robotics in hospitality is expected to deepen, with significant advancements in dexterity, efficiency, and affordability making these technologies more accessible. While automation may displace certain roles, it also opens up opportunities for new jobs focused on managing and maintaining these systems. The challenge for hoteliers will be balancing technological innovation with the industry's hallmark—the human touch. AI and robotics will likely enhance operational efficiency, but the heart of hospitality lies in creating memorable, personalized guest experiences that no machine can replicate. The industry's ability to navigate this delicate balance will determine its success in the years to come.



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