

HOW MUCH DOES A TOURISM GRADUATE EARN IN THE U.S.?



Tourism emerges as an attractive and ever-growing sector in the dynamic U.S. labor landscape. Those who have earned a degree in tourism can participate in a vibrant and diverse industry and wonder what their salary potential might be. However, how much does a tourism graduate earn in the United States in 2023?

Where to study a degree in tourism?

To graduate in tourism, you must study a career at universities in the United States. These universities offer programs that last approximately 2 to 5 years. When a person is already a tourism student, they can opt for other careers within the tourism industry, such as public relations manager, sommelier, executive chef, tour guide, travel agent, hotel manager, event and conference organizer, leisure activities coordinator, tour operator, spa manager, and other travel and [hospitality jobs](#).

A bachelor's degree in tourism and hospitality is required for these specialties.

Where can a tourism graduate work?

- Travel agencies & tour operators
- Tourism bodies
- Hotels
- Airlines
- Cruises
- Museums
- Restaurants and bars

What does a graduate in tourism do?

A tourism graduate deploys management, marketing, and planning skills to meet travelers' needs. You can work in the direction of tourist destinations, hotels, marketing, and travel operations. In addition, you are responsible for planning events, promoting sustainability, providing advice through travel agencies, and analyzing market trends. Your versatility makes you a key professional in the tourism and hospitality industry.

How much does a tourism graduate earn in the United States in 2023?

According to PagoProfesional, the average annual salary for a tourism graduate in the United States is approximately \$ 37,800. However, this salary can vary substantially depending on position, location, education, and experience.

As your career progresses, you can earn a significantly higher salary. For example, the CEO of a tour company can earn between \$ 62,000 and \$ 80,000 a year. Marketing and sales directors, on the other hand, can earn around \$ 50,000 to \$ 60,000 a year. Senior and general managers can earn between \$ 45,000 and \$ 55,000 annually.

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