

5.8% MEDIAN PAY RISE FOR INDUSTRY WORKERS

But 46% miss out in our
two speed economy



Image credit: Corbis Images

By Ian McMahon

THE median salary in the Australian travel and tourism industry jumped by 5.8 per cent this year compared to last year, according to the annual salary survey conducted by TMS Asia Pacific.

The online survey of 650 travel, tourism and hospitality workers – the majority employed by travel agents or wholesalers – revealed a median wage of \$55,000 compared to \$52,000 last year.

However the median figure papered over wide disparities between industry sectors and individual workers.

In fact, pay rises were fewer and smaller this year compared to 2010 with 46 per cent of employees receiving no increase in remuneration, according to the TMS survey.

However employees still did better, on average, than in 2009 when, in the wake of the Global Financial Crisis (GFC), more than half went without a pay rise and four out of 10 of those who did receive a pay rise got less than two per cent.

In our so-called two speed economy, the results of this year's TMS survey suggest companies that loosened their purse strings in 2010 took a more cautious approach to salaries in 2011 – probably in line with fiscally conservative expenditure policies across the board.

In 2011, apart from the 46 per cent of employees who received no pay rise, another 42 per cent got increases of less than five per cent, while six per cent gained another 6-10 per cent in their pay packets and a similar number were rewarded with increases of more than 10 per cent.

The tables accompanying this article give detailed salary breakdowns for consolidation, retail/leisure agents, corporate agents and wholesalers.

Meanwhile the survey once again confirmed the huge gap between the ambitions of travel and tourism workers and the industry's perceived inability to provide opportunities to fulfil their aspirations.

While 64 per cent of respondents said career progression was extremely or very important to them, only 37 per cent considered they had good or excellent chances of progressing with their present employer.

Including consolidation, corporate, retail/leisure and wholesale 56 per cent of respondents came from the travel distribution sector.

Consolidation and corporate travel staff came mostly from companies employing more than 100 people.

By contrast, the majority (52 per cent) of retail/leisure respondents had jobs in small companies with 20 employees or less and most of

them (44 per cent) were in agencies employing 10 people or less.

Females heavily outnumbered male employees although there were equal numbers of each gender in the TMS consolidation sample.

There is strong evidence from the survey that the industry is losing experienced staff and there are indications that businesses facing staff shortages might do well to focus not just on youth but also investigate the potential to coax more mature people back into the workforce

The vast majority of respondents in the corporate, retail/leisure and wholesale sectors have between two and five years experience.

In consolidation, however, respondents had 6-10 years experience but no respondent in any travel agency sector had more than 10 years experience.

This matches with the sample's age profile – no one over the age of 55 in retail/leisure or consolidation and very few in corporate and wholesale.

By contrast more than one in three respondents employed in the industry's e-commerce sector were over 55.

However employers looking at prospective mature-age recruits should not think they will necessarily come cheaply.

Older employees are not too

concerned about career prospects with 63 per cent of the TMS sample considering career progression unimportant.

However 75 per cent of the over 55s said salary was an important or very important factor in the decision to take on their present job.

Another significant figure was the 88 per cent of the 46-55 age group who placed high importance on salary. That was one percentage point higher than the 17-28 age group and only three percentage points less than the 29-35s.

The TMS report speculates: "This could reflect a number of trends.

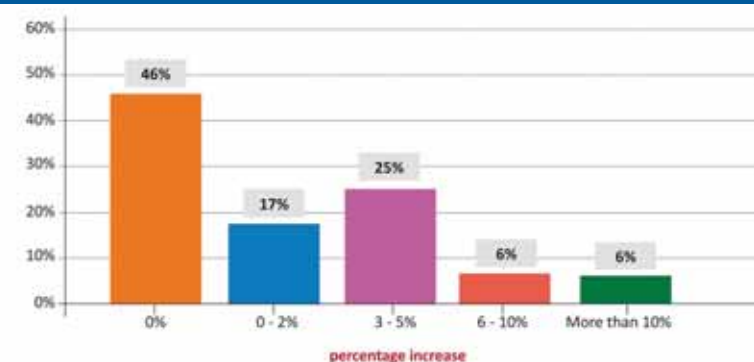
- A more buoyant industry is enabling older professionals to seek higher remuneration;
- Companies, boosted by the end of the economic downturn are more confident in offering higher salaries to management and executives; and
- Rising living costs have forced older industry professionals to chase higher salaries rather than focus on career progression.

However TMS also poses a further possibility in light of the increased numbers getting no pay rise at all.

"This could indicate that companies are once again rationalising and forcing senior staff members to pursue opportunities elsewhere," the report states.

All tables and graphs are sourced from: TMS Asia Pacific Salary Report Australia 2011

Salary increase over past 12 months



TRAVEL AGENT SALARIES BY INDUSTRY SECTOR

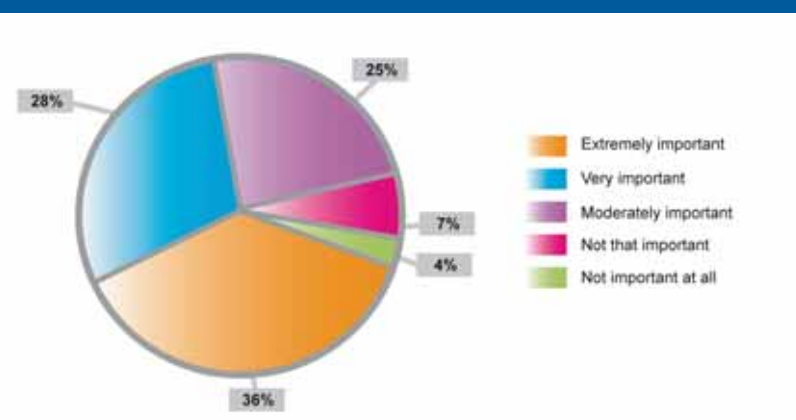
Consolidation				
Position	Lowest salary (AUD)	Median salary (AUD)	Highest salary (AUD)	Average
Business Development Manager	61,000	-	72,000	66,500
Fares Consultant	32,000	-	39,500	35,750
Ticketing Consultant	42,000	-	48,000	45,000

Corporate				
Position	Lowest salary (AUD)	Median salary (AUD)	Highest salary (AUD)	Average
Account Manager / Key Account Manager	75,000	78,000	85,000	79,333
Business Development Manager	52,000	-	80,000	66,000
Company Director	140,000	-	-	140,000
Conference, Incentive & Events Consultant	70,000	-	-	70,000
Customer Relationship Manager	62,000	-	-	62,000
General Manager	150,000	-	-	150,000
Groups Consultant	52,000	-	-	52,000
IT Manager	110,000	-	-	110,000
Managing Director	450,000	-	-	450,000
Marketing Co-ordinator	70,000	-	-	70,000
Marketing Manager	120,000	-	-	120,000
Office Manager	30,000	-	-	30,000
Product Manager	63,000	-	-	63,000
Project Manager	60,000	-	-	60,000
Reservations Consultant	40,000	46,500	57,000	47,500
Reservations Supervisor/Team Leader	55,000	-	-	55,000
Support Consultant	53,000	-	-	53,000
Team Leader	75,700	-	-	75,700
Ticketing Supervisor/Team Leader	68,000	-	-	68,000
Training and Development Manager	130,000	-	-	130,000
Travel Consultant - Intermediate	20,000	48,000	55,000	40,000
Travel Consultant - Junior	41,000	-	45,000	43,000
Travel Consultant - Senior	28,000	55,000	66,000	53,337
Travel Coordinator	51,000	-	56,000	53,500

Retail / leisure				
Position	Lowest salary (AUD)	Median salary (AUD)	Highest salary (AUD)	Average
Business Analyst	70,000	-	-	70,000
Business Development Manager	79,000	-	-	79,000
Chief Executive Officer	140,000	-	-	140,000
General Manager	80,000	-	-	80,000
Groups Consultant	40,000	-	-	40,000
Manager	34,000	60,000	131,000	71,250
Marketing Coordinator	62,000	-	-	62,000
Operations Manager	63,000	-	85,000	74,000
Personal Assistant	20,436	-	-	20,436
Procurement Manager	85,000	-	-	85,000
Product Manager	21,000	-	77,000	49,000
Regional Manager	60,000	-	-	60,000
Reservations Consultant	40,000	50,000	51,000	47,000
Reservations Supervisor/Team Leader	32,000	-	-	32,000
Supervisor	48,000	-	-	48,000
Support Consultant	35,000	-	-	35,000
Team Leader	35,000	-	-	35,000
Temp	25,000	-	-	25,000
Training and Development Manager	40,000	-	-	40,000
Travel Consultant - Intermediate	32,000	-	37,500	34,750
Travel Consultant - Junior	27,000	-	-	27,000
Travel Consultant - Senior	15,000	40,000	65,000	60,174
Travel Coordinator	55,000	-	-	55,000

Wholesale				
Position	Lowest salary (AUD)	Median salary (AUD)	Highest salary (AUD)	Average
Accountant	57,000	-	-	57,000
Accounts Support	39,000	-	55,000	47,000
Account Manager/Key Account Manager	55,000	-	-	55,000
Administration manager	50,000	-	-	50,000
Business Analyst	68,000	-	-	68,000
Business Development Manager	35,000	50,000	95,000	62,400
Call Centre Manager	68,000	-	-	68,000
Director of Sales	75,000	-	-	75,000
Documentation Consultant	40,000	-	-	40,000
Fares Consultant	43,000	-	-	43,000
Groups Consultant	47,000	-	-	47,000
Help Desk Consultant	27,000	-	-	27,000
Marketing Coordinator	45,000	46,000	55,000	48,667
Marketing Manager	80,000	-	140,000	110,000
Pricing Manager	82,000	-	-	82,000
Procurement Manager	66,000	-	-	66,000

Importance of career progression



Career progression with current employer

