



PKF hospitality

Press release

PKF hospitality group: „Salary Compass“ for the Viennese hotel market shows consistency and stability in a post-Pandemic operating environment

Vienna, 21 February 2024 – The PKF hospitality group has now published the „Salary Compass“* for the Viennese hotel market. The survey is once again instrumental in providing benchmarks for salary ranges within the upscale and luxury segments of Vienna’s hotel sector.

Akshara Walia, Director of Research at PKF hospitality: „The objective is to gather up-to-date market information for operators, owners and stakeholders to benchmark salary levels and headcounts (FTEs) per department against the average of local competitors.“

Over 200 positions were analysed across seven departments in order to ascertain minimum and maximum salary thresholds, bonus and overhours inclusion and possibilities for outsourcing. In addition, a variance table was also included to examine year-on-year fluctuations in mean salary levels.

Rising tourist arrivals continue to close the gap between current and pre-pandemic levels for the Viennese hotel sector, reflecting a robust and stable operating environment for upscale and luxury products. The 2023 Salary Compass results indicate trends of recovery and stabilisation across the surveyed departments, with year-on-year growth (approx. 10 %) witnessed for the vast majority of strategic and operational positions and in keeping with current inflation levels.

The top five management/executive roles by salary range are as follows:

- Director of Finance (Administration and General)
- Director of Sales and Marketing (Sales and Marketing)



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- Director of Operations (Administration and General)
- Executive Chef (Food and Beverage)
- Director of Human Resources (Administration and General)

In general, year-on-year growth is witnessed across strategic and operational positions in almost all departments. Highest growth ranges were observed for the following positions:

- Systems Manager (Information and Telecommunication Systems – Management; min. 25% and max. 25%)
- Director of Revenue (Sales and Marketing – Management; min. 23% and max. 16%)
- Uniform Room Attendant (Rooms – Housekeeping; min. 19% and max. 23%)
- Night Desk Clerk (Rooms – Front Office; min. 14% and max. 17%)
- Accounting Clerk (Administration and General – Accounting; min. 16% and max. 16%)

On the other hand, some positions witnessed a relatively steep decline from 2022 figures:

- Human Resource Manager (Administration and General – Management; min. -23% and max. -21%)
- Sales Manager (Health Club and Spa – Management; min. -20% and max. -17%)
- Director of Information Systems (Information and Telecommunication Systems – Management; min. -14% and max. -14%)
- Rooms Director (Rooms – Management; min. -14% and max. -5%)

Payroll as a share of revenue ranged from around 37 % to 49 % (with an average around 42 %) for hotels in the sample.



Excerpts of survey findings:

All departments (select positions):

Rooms	salary/ wage minimum	salary/ wage maximum	bonus eligible	overhours included
position	€ (average)	€ (average)	%	%
Management				
▪ Rooms Director	4,343	4,829	83	100
Food and Beverage	salary/ wage minimum	salary/ wage maximum	bonus eligible	overhours included
position	€ (average)	€ (average)	%	%
Kitchen				
▪ Steward	1,868	1,938	n.a.	11
Health club/Spa	salary/ wage minimum	salary/ wage maximum	bonus eligible	overhours included
position	€ (average)	€ (average)	%	%
Management				
▪ Sales Manager	3,474	3,725	n.a.	25
Administration and General	salary/ wage minimum	salary/ wage maximum	bonus eligible	overhours included
position	€ (average)	€ (average)	%	%
Purchasing and Receiving				
▪ General Storeroom Attendant	2,015	2,015	n.a.	n.a.
Marketing and sales	salary/ wage minimum	salary/ wage maximum	bonus eligible	overhours included
position	€ (average)	€ (average)	%	%
Non Management				
▪ Sales Assistant	2,264	2,319	17	17
Property Operations and Management	salary/ wage minimum	salary/ wage maximum	bonus eligible	overhours included
position	€ (average)	€ (average)	%	%
Non Management				
▪ Painter	2,447	2,608	n.a.	n.a.
House Laundry	salary/ wage minimum	salary/ wage maximum	bonus eligible	overhours included
position	€ (average)	€ (average)	%	%
Non Management				
▪ Linen Attendant	1,927	1,927	n.a.	n.a.



Year-on-year growth, 2022-2023 (select positions):

Rooms	salary/ wage minimum	salary/ wage maximum
position	€ (average)	€ (average)
Management		
▪ Rooms Director	↓ -14%	↓ -5%
Housekeeping		
▪ Room Attendant	↑ 13%	↑ 6%
Food and Beverage	salary/ wage minimum	salary/ wage maximum
position	€ (average)	€ (average)
Management - Service		
▪ Restaurant Manager	↑ 11%	↑ 13%
Kitchen		
▪ Steward	↑ 13%	↑ 6%
Administration and General	salary/ wage minimum	salary/ wage maximum
position	€ (average)	€ (average)
General Support		
▪ Administrative Assistant	↓ -1%	▬ 0%
Marketing and sales	salary/ wage minimum	salary/ wage maximum
position	€ (average)	€ (average)
Management		
▪ Social Media Coordinator	↑ 16%	↑ 7%
Property Operations and Management	salary/ wage minimum	salary/ wage maximum
position	€ (average)	€ (average)
Management		
▪ Director of Engineering	↑ 9%	↑ 8%

Note: For full results and pricing, contact the PKF hospitality team at vienna@pkfhospitality.com

*About the „Salary Compass“:

The „Salary Compass“ provides a comprehensive and one-of-a-kind benchmarking solution for salary comparisons in the hospitality sector. The 2024 version of the survey is underway. Survey information is solicited through email, and data is collected via a pre-determined questionnaire over the course of one month. Data submission is subject to two independent screenings by the PKF team of experienced researchers to ensure data



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reliability and validity independently. The finalised report is provided to respondents within four weeks of the data submission deadline. PKF hospitality assures data confidentiality for all participants. Individual data submitted during the course of the survey will be kept confidential will be kept confidential in accordance with standard protocol. Findings will be reported on an aggregate basis only.

About PKF hospitality group:

The PKF hospitality group is an internationally recognised leader in hospitality consulting. With a team of more than 100 consultants in 20 offices on all continents and an experience of almost 100 years, the PKF hospitality group offers focused consulting services for hotel, serviced living, tourism & leisure investments – including feasibility studies, valuations + appraisals, operator search, project development, financing + investment, asset management, data analytics and strategic consulting.

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