

North American Edition

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**Featured
Research:**

Travel & Tourism in the American Workforce:
A Look at Perception & Motivations
From: Destination Analysts

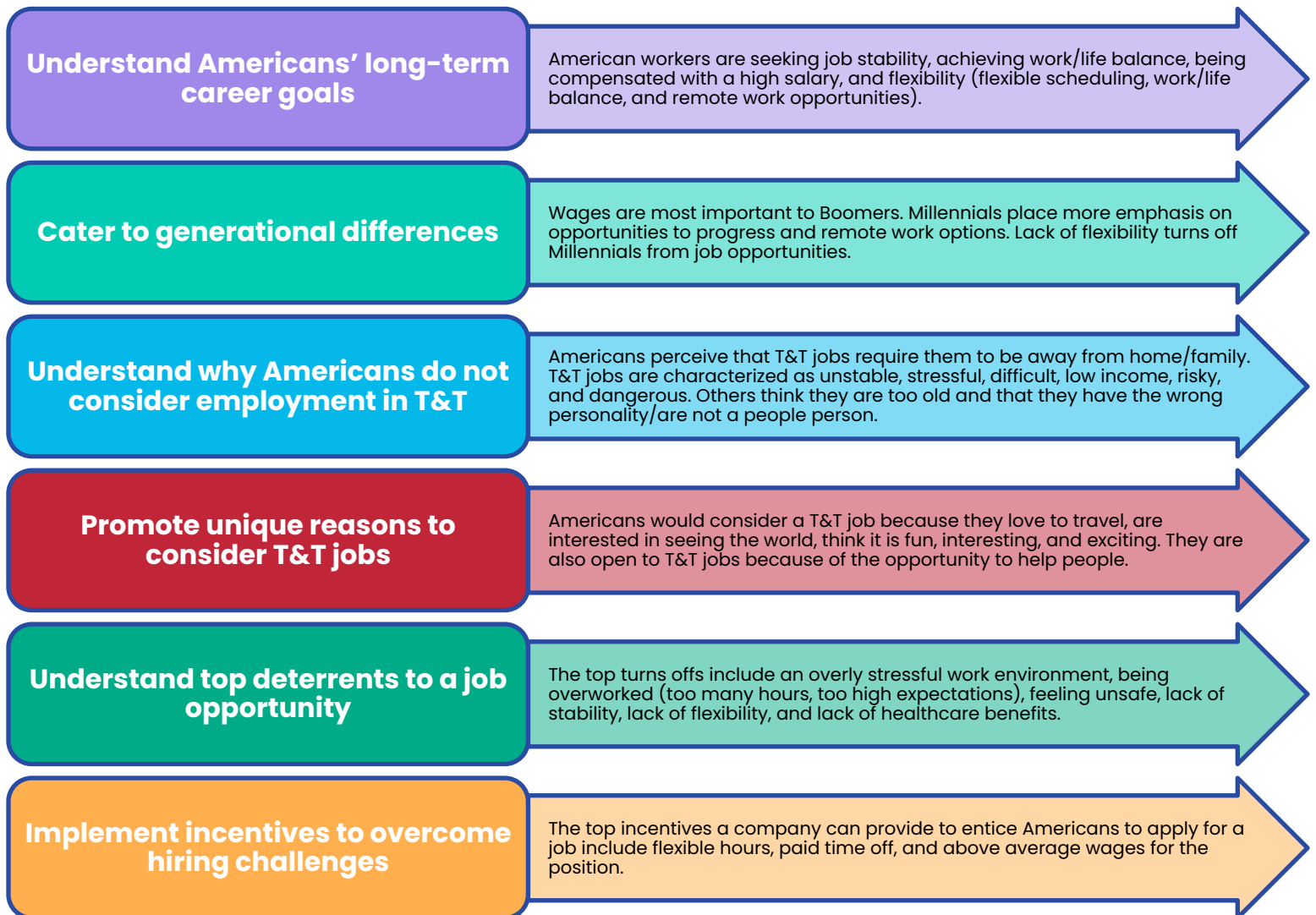


OVERVIEW

The workforce has been changing since the onset of the COVID-19 pandemic. For example, five (5) million Americans have left the workforce since the pandemic. At the same time, sixty-six percent (66%) of CEOs reported plans to add people to their workforce. These statistics are indicative of significant staff shortages as we emerge from the pandemic. The supply side is not the only one feeling the effects. Consumers are also feeling the effects, with two-in-five (2-in-5) American travelers agreeing that they feel like travel businesses are having problems providing adequate service. Destination Analysts' National Workforce Survey revealed that Americans' perception of employment and career opportunities in travel, tourism, and hospitality are shifting. Travel industry workers who changed their jobs due to COVID disproportionately switched to a different industry (15% vs. 9%).

KEY FINDINGS

Research findings from the National Workforce Survey provide valuable insights into staff shortages in the travel and tourism (T&T) industry and potential solutions for overcoming these issues in your destination, including:



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