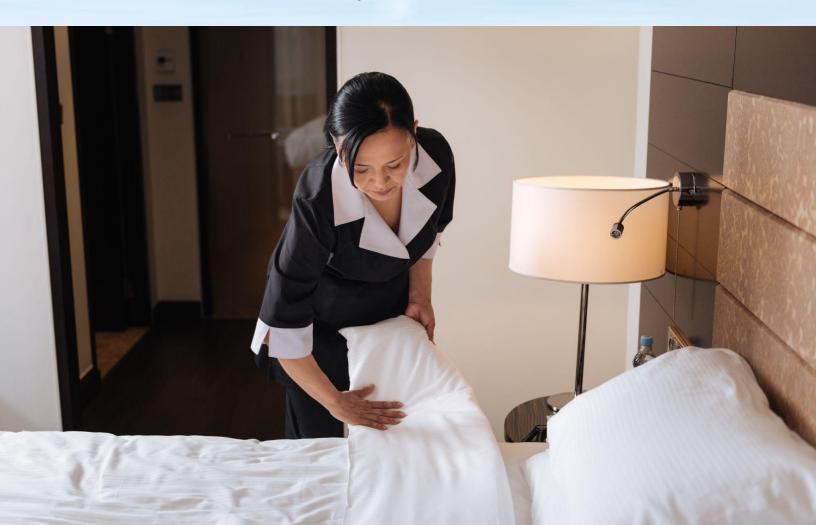


Featured Research:

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:

Understand Americans' long-term career goals

American workers are seeking job stability, achieving work/life balance, being compensated with a high salary, and flexibility (flexible scheduling, work/life balance, and remote work opportunities).

Cater to generational differences

Wages are most important to Boomers. Millennials place more emphasis on opportunities to progress and remote work options. Lack of flexibility turns off Millennials from job opportunities.

Understand why Americans do not consider employment in T&T

Americans perceive that T&T jobs require them to be away from home/family. T&T jobs are characterized as unstable, stressful, difficult, low income, risky, and dangerous. Others think they are too old and that they have the wrong personality/are not a people person.

Promote unique reasons to consider T&T jobs

Americans would consider a T&T job because they love to travel, are interested in seeing the world, think it is fun, interesting, and exciting. They are also open to T&T jobs because of the opportunity to help people.

Understand top deterrents to a job opportunity

The top turns offs include an overly stressful work environment, being overworked (too many hours, too high expectations), feeling unsafe, lack of stability, lack of flexibility, and lack of healthcare benefits.

Implement incentives to overcome hiring challenges The top incentives a company can provide to entice Americans to apply for a job include flexible hours, paid time off, and above average wages for the position.





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