

North American Edition

TIME FOR

DMOCRACY

CASE STUDY:

Attracting Workforce Campaigns

Scotland, Ireland, Queensland (Australia)

Destinations around the world are facing unprecedented workforce challenges in the tourism and hospitality sectors.

These challenges are nothing new but have been greatly exacerbated by the global COVID-19 pandemic. The insecure nature of many jobs was exposed and this, combined with a perception of low wages and poor working conditions, has seen high numbers of workers exit the sector with no-one to fill the positions left vacant.

Many different destinations have trialled marketing campaigns to address the severe short term labour shortages - here are 3 examples from:

- Scotland
- Ireland
- Queensland (Australia)



Scotland – ‘Do What You Love’

ABOUT

This campaign was designed to help navigate the staffing crisis in Scotland caused by the global pandemic and the UK’s exit from the EU.

It’s designed to highlight all the exciting and varied opportunities available in the sector.

The key benefits are highlighted – opening up unrivalled opportunities for young people to travel, meet people and immense variety (no two days are ever the same).

Run by Scottish Tourism Alliance, Skills Development Scotland, Springboard, HIT Scotland, VisitScotland, Scottish Enterprise, Highlands and Islands Enterprise and South of Scotland Enterprise.

All businesses can list vacancies for free on the CareersScope site launched in September 2020.

View campaign online: [Do What You Love](#)

[Jobs](#) - [CareerScope](#) - [Hospitality](#) | [Leisure](#) | [Tourism](#)



Ireland - 'My Career in Tourism Works for Me'

ABOUT

Targeting parents and retirees who are seeking flexible working arrangements and work patterns.

Highlighting all the excellent opportunities available at every level in the sector at present.

Underpinned by the most comprehensive research ever undertaken in Ireland.

Looked into perceived barriers and motivating factors:

- Almost 1/3 said having flexible working hours was the most appealing thing about the sector.
- 50% said they would consider a career in tourism and hospitality if the working schedule suited their work-life balance ambitions.

Campaign highlights good employers and also employees who are thriving in the sector.

View campaign online:

[Tourism Careers Industry Toolkit | Sales and Marketing | Business Supports | Business Support Hub | Fáilte Ireland \(failteireland.ie\)](#)



Queensland, Australia - 'Work in Paradise'

ABOUT

Not just tourism and hospitality but construction trades too. Backed by Queensland government. The initiative includes:

- Working Holidayer (discounts and offers for anyone choosing to come and work for a season)
- Cash Incentives (at capacity; offered workers \$500 x 3 payments = \$1500 total to come and work)
- Accommodation Options (partners include Jucy, YHA, Hostelworld for discounts; full list of options on website; also info on employers who include accommodation as part of employment)
- Training Opportunities (for young Australians mostly; government funded courses to help kick start career in tourism, hospitality and trades)
- Job Listings (using platform uWorkin).

This campaign launched end of May 2022. Appealing to young international and domestic workers with the promise of an unbeatable holiday lifestyle.

Attracted 3,000 registered users and 8,000 unique jobs on platform.

View campaign online:

[Work in Paradise \(initiatives.qld.gov.au\)](https://initiatives.qld.gov.au)

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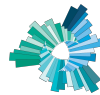
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