

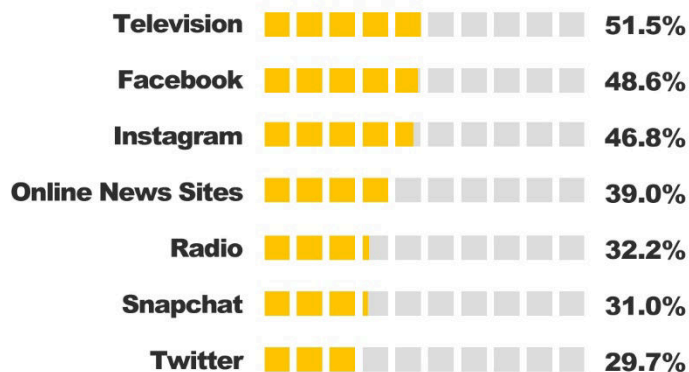
Gen Z Careers in Hotels and Lodging:
Insights into how to attract,
engage and retain talent from
America's largest generation

The Gen Z Opportunity

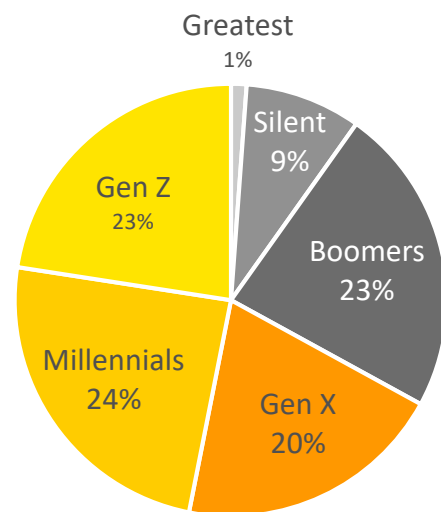
What strategies do you need for the next great generation?

“Gen Z”, comprised of individuals born between 1995 and 2010, is the most racially diverse living generation in the United States, numbering some 61 million people in the United States. The next generation of the workforce will come from less traditional family backgrounds. Many witnessed their parents struggle through the great recession and subsequently have a lower risk tolerance and greater concerns about the economy in general. Having spent their entire lives with access to mobile and digital technologies, members of Gen Z are wired differently than previous generations. Organizations seeking to attract, retain and grow them as their workforce of the future must take these new realities into account. While **83% of Gen Z (aged 15 and older) is currently not employed full time**, 45% are working at least part time and they will be entering the workforce en masse in the years ahead. This AHLEF research study provides insights into Gen Z including what motivates them, what influences their behavior, and how they perceive the Hotels and Lodging industry.

WHERE GEN Z CONSUMES INFORMATION



GENERATIONAL MAKEUP UNITED STATES (2016)

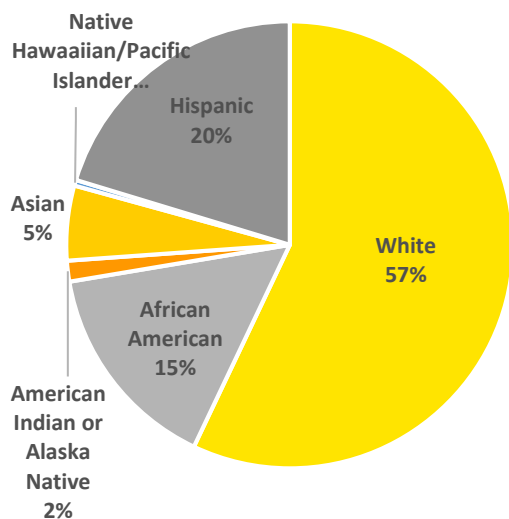


Gen Z is Unique

WHAT MAKES THEM TICK?

Gen Z's diversity spans not just race and ethnicity but also how they communicate, access information and view the world. Almost half of Gen Z surveyed in our study are fluent or speak some Spanish (up 5% over young millennials) and nearly 20% speak more than one language. Gen Z spend more time online than any other generation and, continuing a trend from generation-to-generation, Gen Z has an average attention span of 8 seconds as compared to 12 seconds for millennials. **A key difference between millennials and Gen Z is an increased importance in the type of work they do.** Gen Z engages with brands on their own terms and is 15% less positive about brand loyalty programs than young millennials. When considering where to work, Gen Z was more likely than young millennials to list the type of work they would be doing as the most important factor and was less likely to base their decision on the popularity of the company, pay, flexible hours, benefits, or proximity to home. Almost 75% of Gen Zers learn about jobs from Job Sites while over 80% prefer email as the #1 way to communicate with employers.

DEMOGRAPHICS OF GEN Z



GEN Z'S TOP WORK CRITERIA



Gen Z + Hotel & Lodging

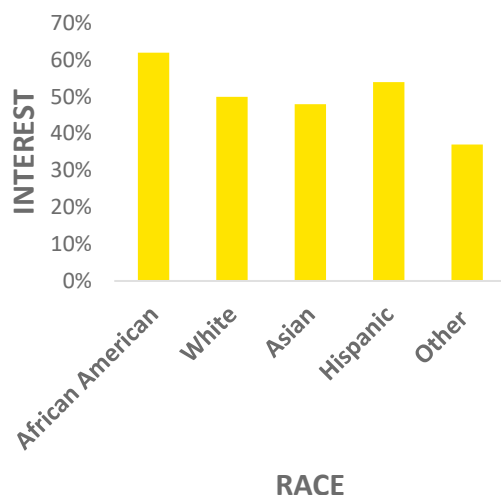
HOW DO THEY VIEW THE INDUSTRY?

While only 6% of Gen Zers have worked in hotel & lodging, over half of all respondents in our survey – comprising Gen Z and young millennials – indicated interest in a career in the hotel industry. **African American (62%) and Latino (54%) Gen Z and young millennials were particularly interested in working in Hotels and Lodging** and were 13% and 8% more likely than white respondents, respectively, to say the industry offers good salary. Roughly 2/3 of African American, Latino and Asian Gen Z and young millennials believe that the industry has popular companies or brands, has good diversity in the workplace, and offers good benefits and perks. Hotel and Lodging outranked Restaurant and Retail on key areas important to Gen Z such as pay and benefits, a career they would be proud of, and having socially responsible companies. Positions that included “manager” in the title were of higher interest to Gen Z and young millennials across demographics perhaps reflecting a desire for higher pay and career growth. Interest in specific jobs in the industry varied widely by gender, with male respondents being >1.5x more likely to show interest in Engineer, Financial Analyst, Security Officer and Bellman roles than females. The industry attracts interest from both males (52%) and females (53%) offering a potential recruiting advantage over other industries with large gender interest discrepancies such as Technology (-27%), Finance or Insurance (-15%), and Construction (-33%).

TOP 5 DESIRED HOTEL & LODGING JOBS

Rank	Role
1	Events Manager
2	Hotel Manager
3	Front Desk
4	Bartender
5	Sales/Marketing Manager

INTEREST IN HOTELS & LODGING



Competition for Gen Z Talent

HOW CAN HOTELS AND LODGING ATTRACT GEN Z?

The Hotel and Lodging industry attracts higher interest from Gen Z and young millennials than Construction and Finance or Insurance, and Retail and Sales. On the question that carried a lot of importance for Gen Z, “offers the kind of work I want to do”, Hotels and Lodging receives higher scores than Healthcare, Construction, and Finance or Insurance. Careers in Hotels and Lodging are among the most accessible geographically as well, with the industry seeing higher agreement with “jobs near where I live” than Finance or Insurance, Technology, Healthcare, and Construction. Within the industry, Gen Z and young millennials express more than 40% interest in 11 of the 14 jobs listed as careers, with only Bellman, Housekeeper and Security Officer failing to reach that threshold. Interestingly, the three top characteristics Gen Z and young millennials believe to be most important to qualify for a job – a good attitude (66.5%), confidence (59.3%) and ability to work in a team (59.2%) – are unrelated to higher education or having specific skills that could serve as barriers to entry to other industries but not for many careers in Hotel and Lodging.

HOTEL AND LODGING IS #1

CAREER I'M PROUD OF

- ★★★★ Hotel
- ★★ Retail
- ★ Restaurant

SOCIALLY RESPONSIBLE

- ★★★★ Hotel
- ★★ Retail
- ★ Restaurant

PAY & BENEFITS

- ★★★★ Hotel
- ★★ Retail
- ★ Restaurant