Hospitality & Tourism: Leading a Recovery Focused on Job Creation & High-Growth Career Pathways
• In January 2012, the White House issued an Executive Order aimed at boosting travel and tourism as a response to the Travel Promotion Act.
• President Obama recognized the fact that hospitality and tourism plays a vital role in powering the economy and creating jobs, citing hospitality as a key high-growth sector for the U.S.

“The more folks who visit America, the more Americans get back to work. That’s how we’re going to rebuild our economy.” – President Obama
American Hotel & Lodging Association (AH&LA)

- Based in Washington DC
- World’s largest hotel industry association
- Representing 1.8 million Hotel rooms with over 10,000 member properties
- Represents all sectors & stakeholders in the lodging industry; including individual hotel properties, corporate hotel companies & industry suppliers.
What’s Happening in YOUR State?
Lodging Industry: By the Numbers

NC ECONOMIC FACTS

38,156
Lodging Jobs in 2011

1,174
Lodging Properties

$1 Billion
In Employee Wages

147,183
Hotel Rooms

Tourism directly employs 22,077 people in Wake County who earn a payroll of $574.4 million
2012 Hospitality Jobs Snapshot

Top 5 In Demand Positions – Entry Level

Housekeeper
Cook
Front Desk
Waitress/Waiter
Banquet Services
2012 Hospitality Jobs Snapshot
Top 5 In Demand Positions – Management Level

Sales
↓
Hotel General Manager
↓
Destination/Event Manager
↓
Front Office/Guest Services
↓
Sous Chef
Explore your career choices

**Housekeeping**
If you take pride in making everything “just so” and want to play a key role in providing a hotel’s main product—a spotless guestroom—housekeeping may be for you. You’ll also help guests feel comfortable and safe in their rooms.

**Human Resources**
As the name indicates, being good with “humans” is critical. You’ll recruit, select, and train the best job applicants, administer benefits programs, and handle other personnel matters. Hospitality labor shortages and the need to hire good people have put this department in the spotlight.

**Front Office**
Are you a “people person”? Do you like computers? Are you good on the phone? You could use those skills to check in guests, accept payments on accounts, exchange messages, and impress guests with the hotel’s ability to provide great service. If you like the idea of being at the heart of a hotel’s action, the front office is for you.

**Food & Beverage**
Are you creative? Do you pay attention to even the smallest details? In the kitchen or the dining room, those abilities could be your key to a career in food and beverage preparation or service. Friendliness, cleanliness, and pride in your work are also essential.

**Property Management**
You’re in charge! As general manager, you directly or indirectly supervise every hotel employee and make sure the hotel is performing the way its owners want it to. You’ll work with every department to make sure the entire hotel runs like clockwork and guests feel welcome.

**Marketing & Sales**
Being a good listener and communicator is crucial for marketing and sales. You’ll find out what services guests want, suggest ways your hotel can provide those services, and let the world know how great those services are. Your hotel’s business growth can depend on you.

**Accounting & Financial Management**
If people call you “organized” and comment on your ability with numbers, you might be a natural for this area. You’ll guide management decisions, make important financial recommendations, and keep track of the dollars.

**Guest Service**
Do you like making good first impressions? Being on the go? Making people feel welcome? You were made for this department! You could do anything from driving the hotel’s van to handling luggage or amazing guests by getting them tickets to a sold-out show.

**Security**
Detail-oriented. A problem-solver. Cool in a crisis. If those words describe you, then could be a career in security waiting for you. You’ll balance guest relations with safety and security concerns, and have key input in your hotel’s emergency procedures.

A lodging property is like a mini-community with opportunities for everyone. Your interests, skills, and personality traits will help you choose which department suits you.
Entry Level

Food & Beverage Division
- Restaurant Server
- Room Service Attendant
- Cocktail Server
- Banquet Set-Up Employee
- Kitchen Steward
- Bus Person
- Bartender
- Banquet Server

Rooms Division
- Front Desk Representative
- Bell Attendant
- Concierge
- Reservationist
- Valet
- Guestroom Attendant
- Public Space Cleaner
- Laundry Attendant
- Maintenance Employee
Current Industry Stats

The industry currently accounts for 7.7 million employees and $209 billion in wages.

- The total active U.S. hotel development pipeline totals 327,293 rooms. This represents a 10.5% increase in the number of rooms in the total active pipeline compared with June 2012 and a 28.0% increase in rooms under construction.
2013 Year in Review

- As of December 31, 2013, the travel industry has made up 99% of the jobs lost during the Great Recession, compared to 86% of the rest of the economy.

- The industry is just 57,000 jobs shy of the record travel employment levels set in December 2000.
### Hot Lodging Job Growth Projections 2008-2018

<table>
<thead>
<tr>
<th>Positions</th>
<th>% Increase</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hotel, Motel and Resort Desk Clerks</td>
<td>13.8%</td>
</tr>
<tr>
<td>Housekeeping</td>
<td>3.8%</td>
</tr>
<tr>
<td>Restaurant Servers</td>
<td>6.1%</td>
</tr>
<tr>
<td>Security Personnel</td>
<td>6.9%</td>
</tr>
<tr>
<td>Sales Related Occupations</td>
<td>3.8%</td>
</tr>
<tr>
<td>GM’s &amp; Lodging Managers</td>
<td>3.5%</td>
</tr>
</tbody>
</table>

U.S. DOL Bureau of Labor Statistics
ROAD TO SUCCESS

Karen Braxton