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Hospitality

**HR Trend report**  
**2019**

# Hospitality

## HR Trends

### Report

#### 2019



Hospitality is one of the largest industries worldwide. In Europe alone **it supports 16.6 million jobs, representing 7.8% of the European Workforce**, according to a **Hotrec report**. This means that **one in every 13 jobs is in the hospitality industry**.

According to **Deloitte**, **the hospitality industry is also projected to continue to grow**. Because of this, HR professionals and hiring managers in this industry must pay attention to hospitality HR trends, challenges and solutions. In order to continue to attract the best talent, **businesses should continue to evolve alongside the hiring industry**.

In this Hospitality HR Trends Report, we've outlined the top HR industries statistics and trends to help you stay up-to-date.

- Diversity in the hospitality industry
- Challenges in the hospitality industry
- Attracting talent in the hospitality industry
- Retaining employees in the hospitality industry

# Diversity

## in the Hospitality Industry

Because of the number of people that this industry employs, hospitality has become one of the leading industries when it comes to diversity. With diversity and inclusion being one of the top recruitment trends in [LinkedIn's 2018 Global Recruiting Trends report](#), hospitality is right on track.

Below are some of the comparable statistics representing hospitality sector diversity by comparison to overall statistics, according to a report by [Hotrec](#).

### Gender

 **Women employed in hospitality: 53.7%**

 **Women in the overall economy: 46.1%**

### Age

 **People employed in the hospitality industry that are younger than 25 years old: 19.6%**

 **People employed in the overall economy that are younger than 25 years old: 8.2%**

### Skills

 **People employed in the hospitality sector that have, at maximum, a lower secondary education: 30%**

 **People employed in the overall economy that have, at maximum, a lower secondary education: 18%**

According to the [LinkedIn](#) report, the top three reasons that employers are focusing on diversity now more than ever before are to:

1. Enhance company culture
2. Improve company performance
3. Better represent customers

# Challenges in the Hospitality Industry

## 1. Talent Shortage

According to research by **The Caterer**, the majority of **hospitality employers are finding recruiting harder than ever**. After surveying hospitality professionals for their ThinkAgain campaign, they found that:

**82%** of respondents reported that recruiting suitable staff in 2016 was harder than any time in the past.

**44%** found it somewhat difficult, and **49%** found it very difficult, making up **93%** of the total respondents.

This may be because the next generation of workers are pursuing careers in emerging fields such as tech, rather than jobs in the hospitality industry.

In fact, only **22%** of 16-21 year olds in the UK report that they would consider a career in hospitality, according to a survey by **InterContinental Hotels Group**. This is in part because more people in this generation are getting degrees: **26%** of the respondents admitted that they didn't see hospitality as an industry to work in after obtaining a degree.

## 2. High Turnover

According to the same research by **The Caterer**, retaining employees is just as challenging as hiring them in the hospitality industry, with **51%** of respondents describing employee retention as "difficult".

A study by **Deputy** found that the **hospitality sector in the UK has an employee turnover rate of 30%** which is double that of the UK average. This may be attributed to the number of young people that work in hospitality, as well as the industry's trend of part-time employment:

**33%** People working part-time in the hospitality industry. (**Hotrec**)

**20%** People working part-time in the overall economy. (**Hotrec**)

# Attracting Talent in the Hospitality Industry

While talent shortages may be one of the top challenges in the hospitality industry, HR professionals are investing in technology-driven solutions and alternative recruitment avenues as a way to combat this challenge

## Employee Referrals

According to a study by **Nisbet**, **41% of recruiters in hospitality named word of mouth as the most effective way to attract and hire candidates**. This means that for the hospitality industry, employee referral programmes are crucial. **78% of the talent professionals from all industries consider employee referrals to be their most successful source of hires**, according to the **2018 Recruiting Trends Report by Entelo**.

## Social Media

Right behind word of mouth in Nisbet's research is social media, with **21% choosing it as the most effective channel to use**.

Given the younger age range of employees within the industry, it makes sense that businesses target candidates where they spend most of their free time, on social media.

Nowadays, more and more hospitality businesses are creating dedicated social media channels to attract and recruit candidates. This is being achieved by promoting company culture, employer brand and company benefits through recruitment marketing campaigns.

## Investment in Software

Recruitment software can be a great investment when it comes to the recruitment process. It can help you to post vacant positions to social media channels and job boards in just one click, ensuring your position is seen by a large audience. Not only this, but automating the recruitment process can help reduce man-hours and time-to-hire through AI-powered selection technology.

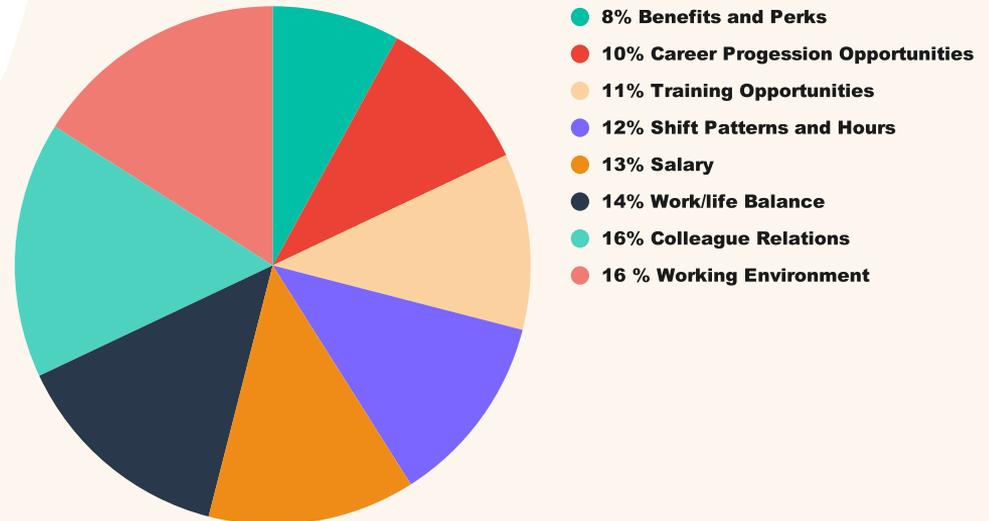
# Retaining Employees in the Hospitality Industry

In an industry with such high turnover, as well as a talent shortage, HR professionals are finding ways to boost their retention rates.



EMEA General Manager of **Deputy**, David Kelly, says: “As the willing talent pool dries up, increasing retention in the hospitality sector over the next few years is vital. Beyond the obvious, we wanted to discover the real reasons people leave the hospitality sector and what might be done to retain more talent”.

According to the survey by **Nisbet**, respondents named the below as the most important factors in helping employee retention.



# About Us

Recruiting in the hospitality industry is harder than ever, but with **Occupop** you don't have to do it alone.

Occupop is a recruitment software built with your hiring needs in mind. With the help of AI technology, Occupop increases job exposure and removes recruitment admin, resulting in a reduced time-to-hire, improved hiring team collaboration and an enhanced candidate experience.

Book a free consultation with one of our recruitment experts today and see how we can help you hire the best people for your business.

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