The Hospitality Workforce of Tomorrow: Up Close & Personal with Generation Z

Who are Gen Z?

- Born between 1995-2010
- Largest generation in the US
- Spend more time online than any other generation
- Most racially diverse age group
- 1 in 5 are bilingual
- 45% working part or full-time

Workplace Newbies

Only 6% of Gen Zers have worked in hospitality, but 51% have an interest in working in the industry.

Top 3 Things Gen Z Look for in an Employer

- Ethical / Altruistic
- Fun & Friendly Environment
- Treats Employees Well

The Gen Z Path to Success

Gen Zers believe that motivation, critical thinking, and interpersonal skills are significantly more important than subject matter expertise for long-term career success.

What Gen Z Cares About at Work?

1. Pay and Benefits
2. Interesting Work
3. Opportunity to Grow
4. Flexible Work Hours
WHY GEN Z PREFERENCES A CAREER IN HOTEL & LODGING?

**CAREER I AM PROUD OF**
- **Hotel**
- **Retail**
- **Restaurant**

**PAY & BENEFITS**
- **Hotel**
- **Retail**
- **Restaurant**

**OPPORTUNITIES FOR ADVANCEMENT**
- **Hotel**
- **Retail**
- **Restaurant**

**SOCIALLY RESPONSIBLE COMPANIES**
- **Hotel**
- **Retail**
- **Restaurant**

COMMUNICATION WITH EMPLOYERS
Gen Zs prefer email as the #1 way to communicate with employers

- **Email**: 81%
- **Phone**: 57%
- **Text**: 42%

SOCIALLY RESPONSIBLE
When choosing an employer, women are twice as likely as men to seek out a socially responsible company.

FUTURE LEADERS
Gen Z is most interested in management career paths.

GENDER INTEREST
Gen Z women are 1% more interested than men in careers in Hotels and Lodging, compared to 33% less interested in construction and 27% less interested in technology.

WHERE DOES GEN Z LEARN ABOUT JOBS?

- **Job Sites**: 72.8%
- **Family/Friends**: 47.1%
- **Company Websites**: 40.4%
- **Job Fairs**: 28.5%
- **Facebook**: 22.2%
- **School/Careers Counselors**: 19.7%

WHERE DOES GEN Z CONSUME INFORMATION & NEWS?

- **Television**: 51.5%
- **Facebook**: 48.6%
- **Instagram**: 46.8%
- **Online News Sites**: 39.0%
- **Radio**: 32.2%
- **Snapchat**: 31.0%
- **Twitter**: 29.7%