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 Prefers a Career in Hotel & Lodging?

- **Career I Am Proud Of**
  - 4 stars: Hotel
  - 3 stars: Retail
  - 2 stars: Restaurant

- **Pay & Benefits**
  - 4 stars: Hotel
  - 3 stars: Retail
  - 2 stars: Restaurant

- **Opportunities for Advancement**
  - 4 stars: Hotel
  - 3 stars: Retail
  - 2 stars: Restaurant

- **Socially Responsible Companies**
  - 4 stars: Hotel
  - 3 stars: Retail
  - 2 stars: Restaurant

### Communication with Employers

Gen Zs prefer email as the #1 way to communicate with employers.

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

### 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?

- 72.8% Job Sites
- 47.1% Family/Friends
- 40.4% Company Websites
- 28.5% Job Fairs
- 22.2% Facebook
- 19.7% School & Career Counselors

### 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%