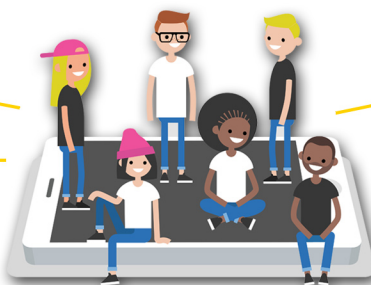


The Hospitality Workforce of Tomorrow: UP CLOSE & PERSONAL WITH GENERATION

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**

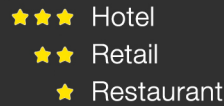
4

**Flexible
Work Hours**

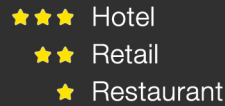


WHY GEN Z PREFERS A CAREER IN HOTEL & LODGING?

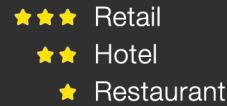
CAREER I AM PROUD OF



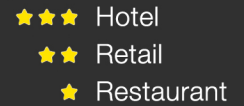
PAY & BENEFITS



OPPORTUNITIES FOR ADVANCEMENT



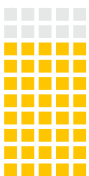
SOCIALLY RESPONSIBLE COMPANIES



COMMUNICATION WITH EMPLOYERS

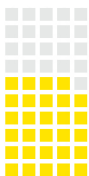
Gen Zers prefer email as the #1 way to communicate with employers

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.

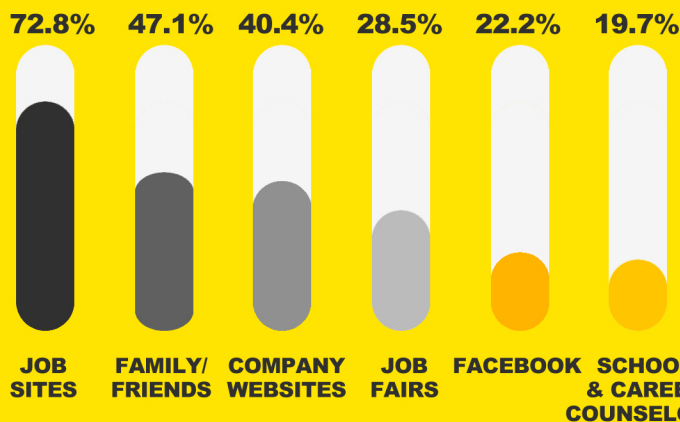
FUTURE LEADERS

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?



WHERE DOES GEN Z CONSUME INFORMATION & NEWS?

