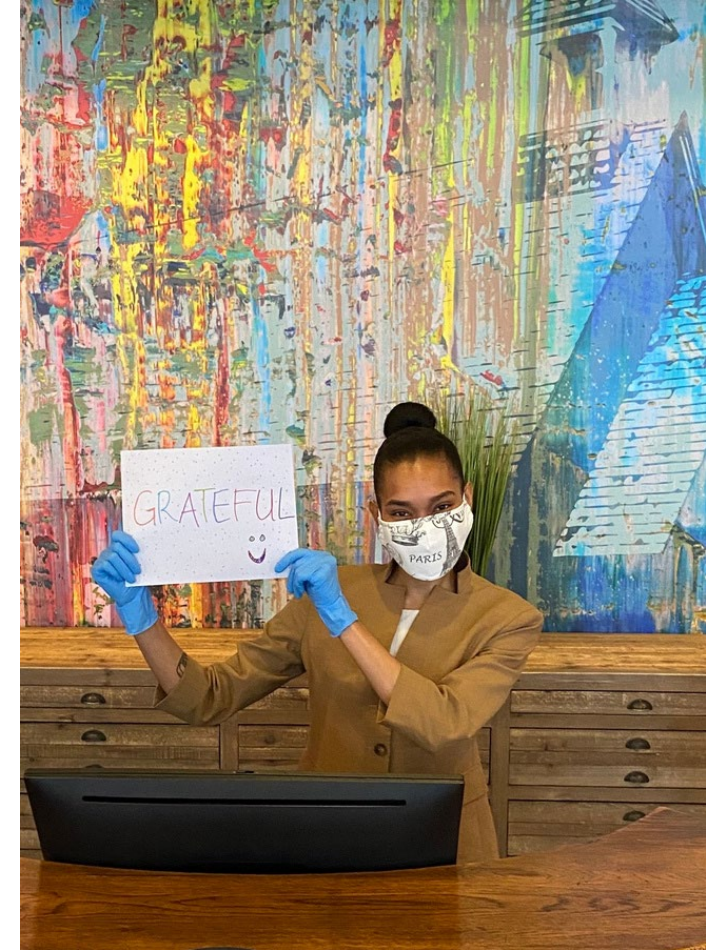




Amplifying 'A Place to Stay' Ad Campaign





Campaign Overview

The background of the image shows two neatly rolled white towels resting on a white, textured bedsheet. The towels are positioned on the left side of the frame, with one slightly behind the other. A black rectangular box is overlaid on the right side of the towels, containing the text 'THE Hotel INDUSTRY'.

THE **Hotel** INDUSTRY

A Place to Stay.

Reaching Two Key Personas

Unemployed and Ready to Work



- **Age:** 25-39
- **Race/Ethnicity:** 23% Hispanic, 63% Non-Hispanic-White
- **Schooling:** 30% Completed HS Only, 30% Some College
- **Never Married:** 31%

"I would give up a higher salary for job security" 55%
"After COVID, my world is forever altered and I feel uneasy" 43%

Underemployed and Looking



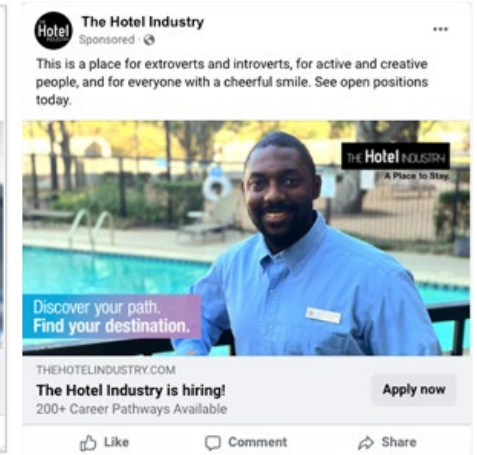
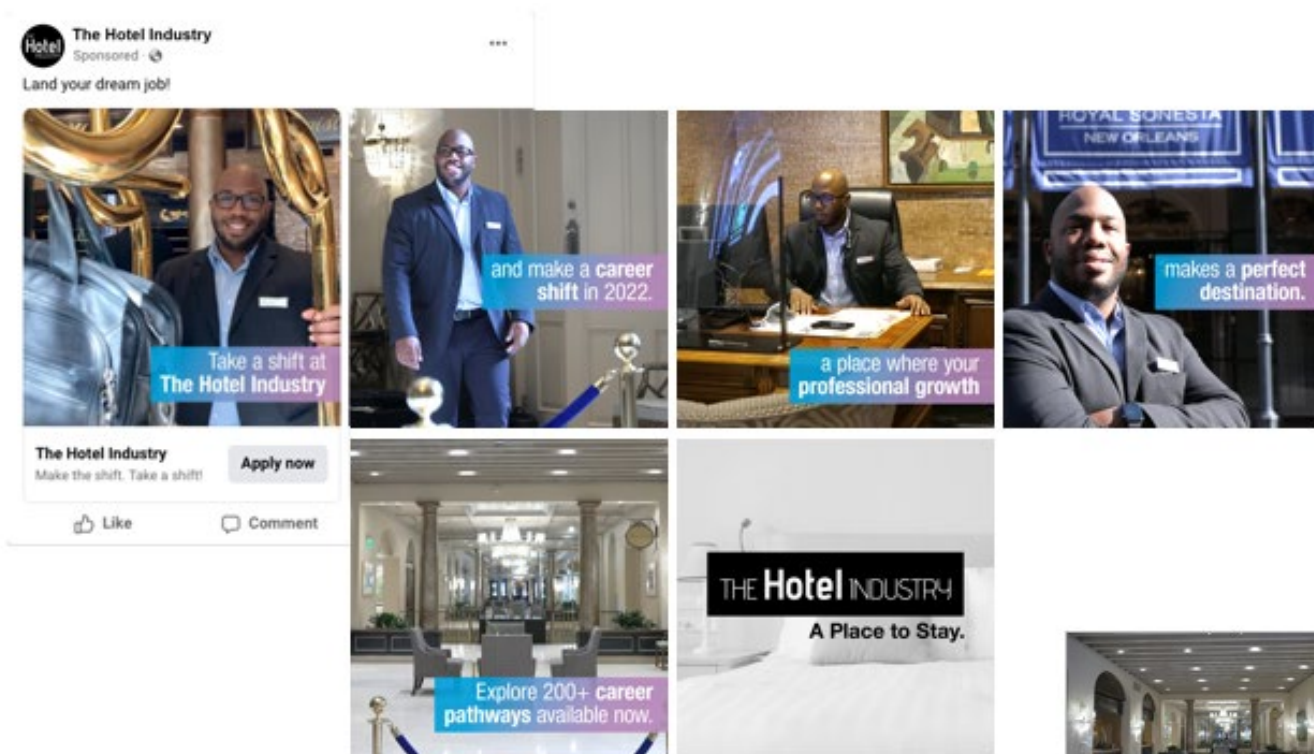
- **Age:** 25-34
- **Race/Ethnicity:** 22% Black, 21% Hispanic, 6% Asian
- **Schooling:** 32% Completed HS Only, 31% Some College
- **Never Married:** 67%
- More likely to work in food service

"I work primarily for the salary" 76%
"I always give my best effort" 89%

Creating a Rich Job Seeker Journey



Fresh, Bold Messaging and Creative



Vo: Welcome to The Hotel Industry



A place where a heart for service,



Creativity...



Curiosity...



And a cheerful smile,



Can take you as far as your goals and dreams can go.



Explore more than 200 career pathways available now, at



TheHotelIndustry.com

Dynamic and Authentic Content Inspires Job Seekers, Changes Industry Perception



Hot of the Press: Media Hits

CBS Phoenix

WWL-NO (CBS) New Orleans

Hospitality Net

Patch

Travel Daily News

SiriusXM's Business Radio

Let's Talk America

Lodging Magazine

And MORE!



How To Get Involved

Top Ways To Engage

- **Film Your Employee's Story**
- **Post Employee Stories on Your Website**
- **Share Your Success Stories With Our Team**
- **Spread The Word on Social Media**
- **Use Our Campaign Theme and Your Company Logo on Recruitment Ads**
- **Visit Our Story Booth at Regional Events: Coming Soon to Miami, New Orleans, San Francisco, Houston and Chicago**



Working Together to Drive Awareness

SOCIAL MEDIA TOOLKIT

How-To Guide with Top Tips

Draft Content for Easy Copy and Paste

Photos

Style Guide

Housed on the AHLA members-only website

Content Pillars

- Career Development
- Flexibility
- Job Fulfillment
- Benefits
- Industry Perks
- General Messaging



1

Customize Your Posts



Facebook

Finding a fast-track to success can be challenging without the support of experienced professionals. In #TheHotelIndustry you can access a robust, reliable network of mentors to guide you at different stages of your career.

Learn about the importance of mentorships by visiting TheHotelIndustry.com today.

Instagram

📱 Finding a fast-track to #success can be challenging without the support of experienced professionals. In #TheHotelIndustry you can access a robust, reliable network of #mentors to guide you at different stages of your #career.

Learn about the importance of #mentorships by visiting TheHotelIndustry.com today.

#WorkinHotels #mentorships #HotelJobsAvailable

Twitter

📱 Finding a fast-track to success can be challenging without the support of experienced professionals. In the #HotelIndustry you can access a robust, reliable network of mentors to guide you throughout your career. Visit TheHotelIndustry.com to learn about #mentorships.

2

Co-Brand With Logos and Style Guide



THE **Hotel** INDUSTRY
— BRAND STYLE GUIDE —

- Take your existing social media campaign and co-brand with both logos.
- Utilize the saved PNG version of “The Hotel Industry” logo and tips to use for social media posts and videos.
- Use the hashtag #thehotelindustry and other approved taglines.
- Take advantage of our style guide and fonts housed on the AHILA members only website.

THE **Hotel** INDUSTRY

Co-Brand With Your
Company

3

Feature Your Employees, Use Our Images



‘A Place to Stay’ centers on shining a spotlight on the real heroes of hospitality – our employees.

- Make a quick video (Zoom or your cell phone are easy options) or write a brief story about their career journey.
- Co-brand the footage with your logo.
- Share on social media using the hashtag #thehotelindustry and any other hashtags from the toolkit list.
- Did we profile a hotel from your company? Share it on social media. By sharing videos, images and stories from your employees, you can make an even greater impact on our campaign.

4

Go Live and Tell Your Friends



The Hotel Industry

@TheHotelIndustry · Hotel & Lodging

[Learn more](#)



- Go live on Facebook or Instagram for a few minutes or more to share your personal story or supporting thoughts on the hotel industry.
- In real time, you will be able to tell your friends and followers why hospitality paves the path towards successful career trajectories.



Q&A

Next Steps



Share Your **Employees' Stories** at hotelcareerstory@ahla.com



Reshare Our **Social Media Posts**



Spread The Word Consistently



Go Live on Facebook and Instagram



Use Images From Our **Written Stories and Videos**



Co-Brand and Insert **Your Own Company Logo**



Thank You!