

National Hotel Employee Day Event-in-a-Box Toolkit



In 2022, the American Hotel & Lodging Association (AHLA) and National Day Calendar established National Hotel Employee Day, to be observed each year on September 1. This day was established to celebrate and honor the nearly 2 million employees who work in the hotel industry.

As we continue efforts to raise awareness about the importance of hotel employees to our industry and highlight historic hotel career opportunities, this toolkit provides suggestions for marking National Hotel Employee Day. It includes a template press release, social media posts and graphics, signage, ideas for in-person engagement and talking points. Please feel free to use these materials as we celebrate this important day Sept. 1.

Template Press Release

PRESS RELEASE

Contact: [NAME], [PHONE NUMBER], [EMAIL]

[ORGANIZATION] CELEBRATES NATIONAL HOTEL EMPLOYEE DAY

[CITY, STATE (DATE)] – [ORGANIZATION NAME] today recognized National Hotel Employee Day.

“PLACE HOLDER FOR YOUR QUOTE,” said [NAME, TITLE OF ORGANIZATION]. “PLACE HOLDER FOR QUOTE.”

The American Hotel & Lodging Association (AHLA) and National Day Calendar established National Hotel Employee Day this year to honor the nearly 2 million employees who work in the hotel industry. It will be observed annually on September 1. This year, National Hotel Employee Day will take on added significance, as hotels across the nation are working to quickly fill more than 120,000 open hotel jobs. To attract more talent, hotels are offering current and prospective employees higher wages, better benefits and more flexibility than ever before.

“On this inaugural National Hotel Employee Day, we thank America’s nearly two million hotel employees. Every day in communities across the nation, hotel employees’ service and dedication help facilitate some of Americans’ most important life events – from wedding receptions to family reunions and vacations,” **said AHLA President & CEO Chip Rogers.** “And with more than 120,000 open hotel jobs across the nation, now is the time to consider one of the more than 200 enriching careers in the hotel industry.”

To learn about hotel career opportunities and search for jobs, visit thehotelindustry.com

To learn more about National Hotel Employee Day, visit ahla.com/day

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Social Media Posts

On September 1, we encourage you to use the hashtag #HotelEmployeeDay on social media to promote the National Hotel Employee Day with posts and pictures. Posts for your use are below.

- Hotel employees are the heart of the lodging industry, and today we honor and recognize their dedication, service and professionalism. Thank you! #HotelEmployeeDay
- On #HotelEmployeeDay, we reflect on the hard work of hotel employees and all they do for our guests and communities. Keep up the good work!
- Please join us in taking a moment to thank a hotel employee this #HotelEmployeeDay!
- Hotel employees – thank you for playing a key role in some of Americans’ most important life events – from wedding receptions to family reunions and vacations. We appreciate you! #HotelEmployeeDay

Graphics for Social Media (click to download)



Graphics for Printable Signage (click to download)



Opportunities for Engagement

Here are some things you can do celebrate National Hotel Employee Day:

- Place a “guest book” in your hotel lobby encouraging patrons to write a note of appreciation to hotel workers.
- Create an “Employee Spotlight” posterboard/bulletin board
 - Compile fun photos and fun fact(s) about employees to showcase in the hotel lobby
- Reach out to elected representatives on their social-media platforms and encourage them to recognize National Hotel Employee Day.
- Host an employee event and capture a group picture to share on social media.
- Print and place signage around your hotel thanking employees and encouraging guests to thank employees.
- Plan a coworker and/or management-to-staff ‘thank you’ event where co-workers can share experiences and thank you’s with one another.



General Talking Points

- Hotel employees are the heart of the lodging industry.
- They work tirelessly to elevate the guest experience and create lifelong memories for visitors from near and far.
- On this National Hotel Employee Day and every day throughout the year, we express our thanks to all hotel employees and redouble our support for the dedicated men and women who keep America’s hotels running smoothly.
- This year, National Hotel Employee Day will take on added significance, as hotels across the nation are working to quickly fill nearly 125,000 open hotel jobs.
- To attract more talent, hotels are offering historic career opportunities.
- There has never been a better time to join the hospitality industry – with hotels offering current and prospective employees higher wages, better benefits, and more flexibility than ever before.

To learn about hotel career opportunities and search for jobs, visit the hotel industry dot com (thehotelindustry.com)