

The Future of Work in Hotels & Pubs

Research exploring attitudes toward a career in hospitality and recommendations to help our members meet the workforce challenges head on.

Conducted March 2022.

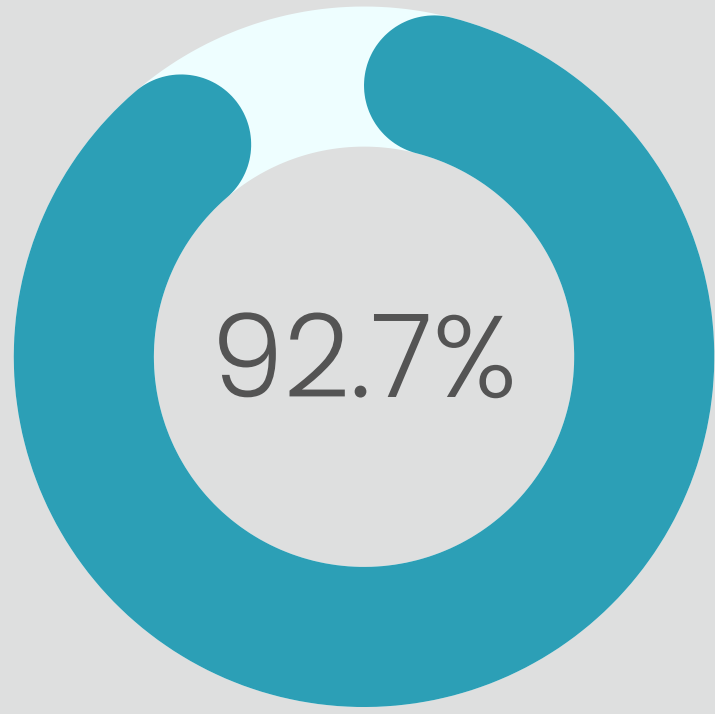


Research Objectives:

- What attracts people to a career in hospitality
- What factors are important in a workplace
- What kind of culture is desirable
- Current attitudes toward hospitality workplaces

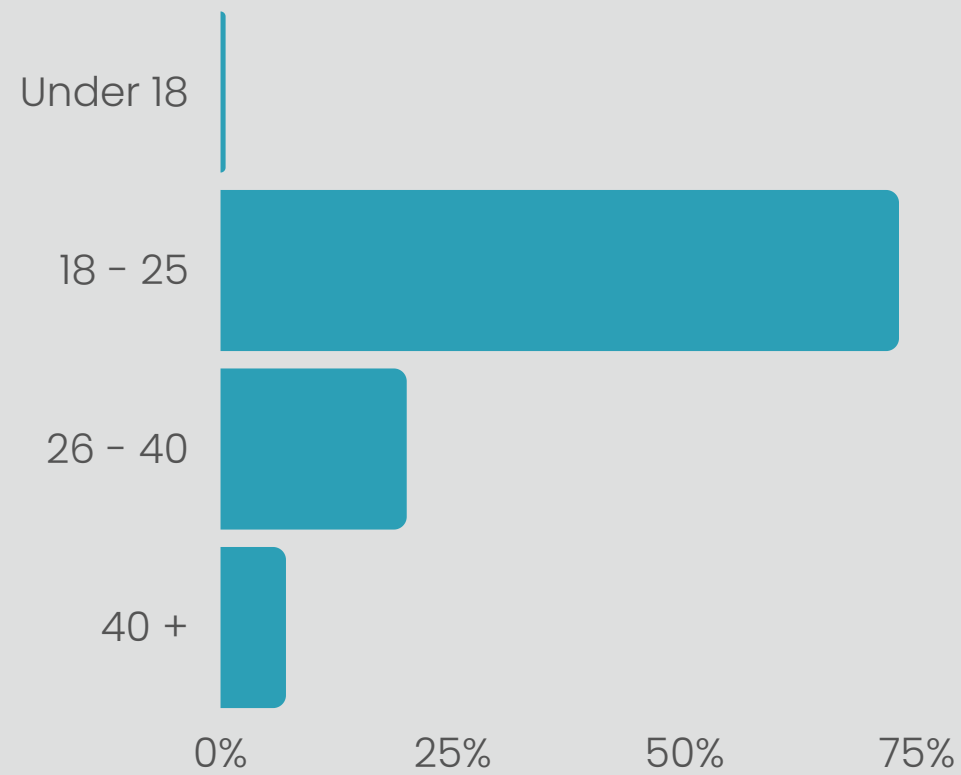
The survey was conducted by respected organisational psychologist, Melinda Gashi in consultation with Annette Verhoeff, Thrive Hospitality and Kimberley Malcolm, AHA (Vic).





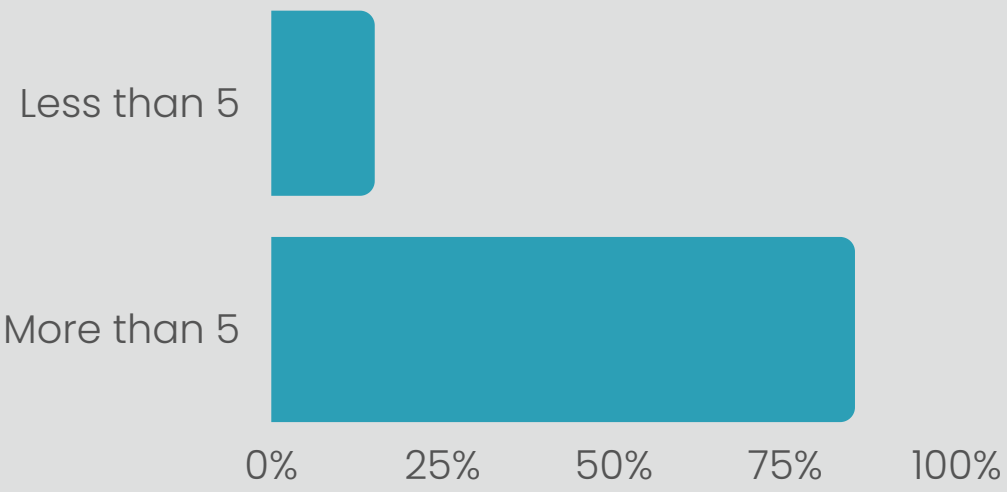
The majority of respondents said they currently worked in hospitality.

The Participants.



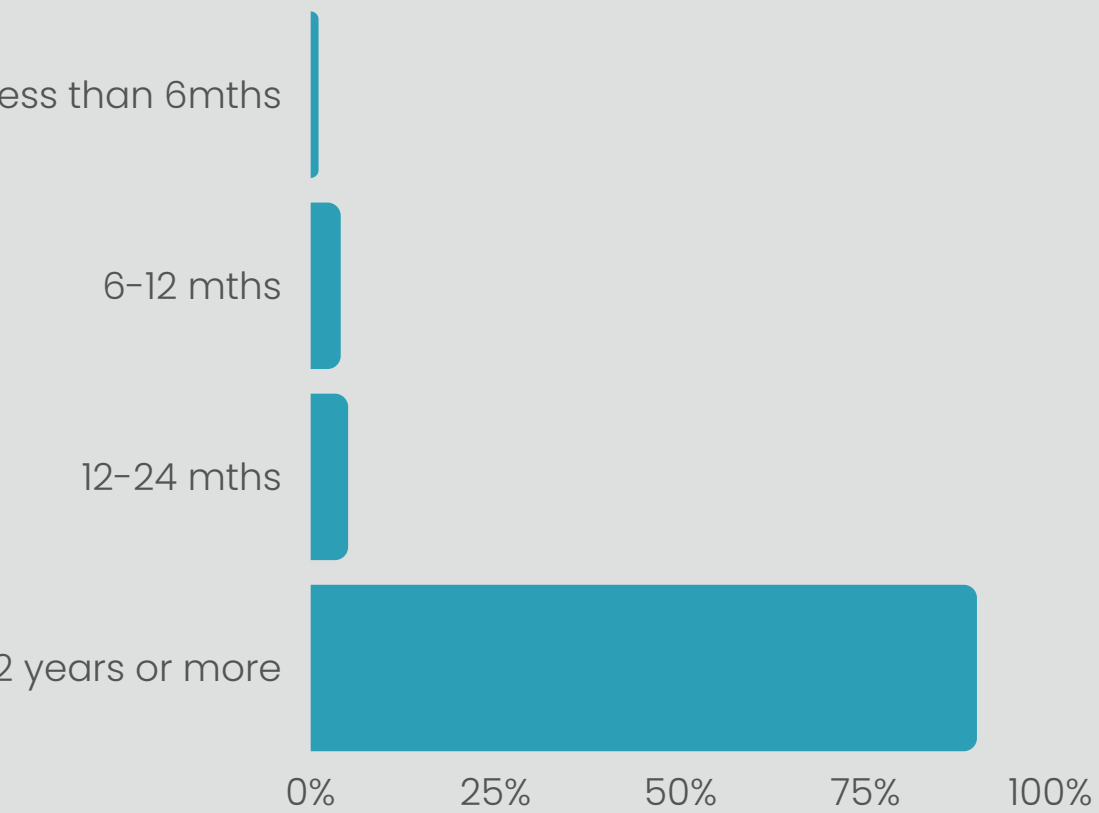
73% of participants were aged 18-25, with a total of 93% in the 18-40 age demographic.

The survey was distributed through training partner channels, member channels and social media channels. A target of 1000 was set - 1,503 surveys were completed.



85% of participants said they had worked in hospitality for more than 5 years.

Tenure.



Almost 90% intend to stay working in hospitality for 2 years or more. This trend was true across all age groups and tenure, although higher in the longer tenured respondents.

Participants were asked how long they had worked in hospitality and how long they intended to stay.

What would make you stay?

The 10% of respondents who indicated they would leave the industry within 24 months were asked what factors might make them stay longer.*

*respondents could select multiple answers

51%

"More opportunities for training & professional development."

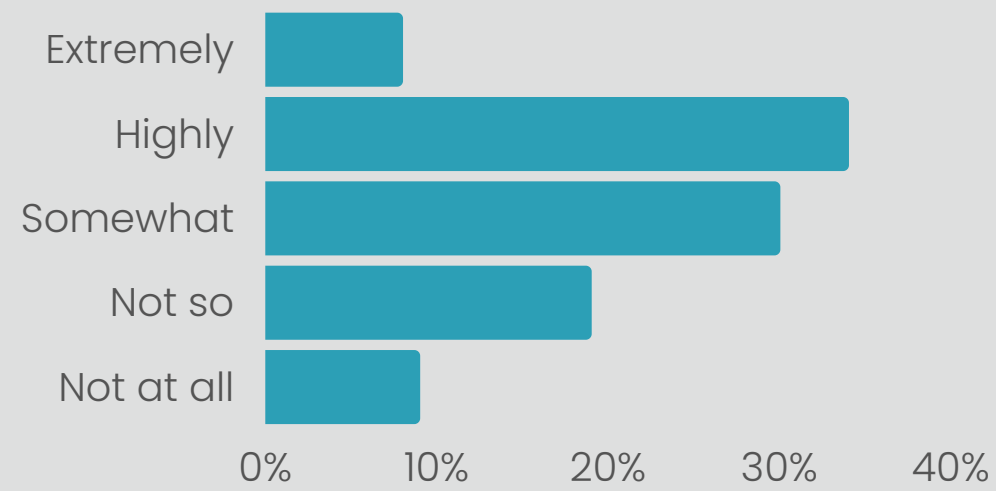
49%

"Better workplace culture"

34%

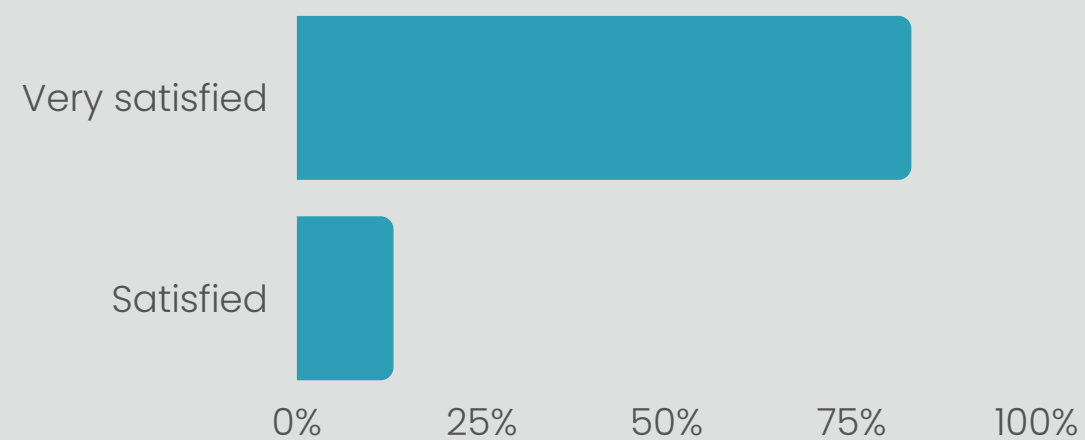
"Different management style."

"Other significant factors included "better pay & conditions" at 26%, "more flexibility to accommodate my lifestyle" at 18%, and "nothing, just ready for a change" at 15%.



Almost 75% of those intending to leave the industry within 24 months responded favourably to the desirability of a career in hotels and pubs.

Desirability & Satisfaction.



The vast majority of those currently working in hospitality said they are either very satisfied or satisfied. The longer tenured employees (more than 5 years) recorded higher satisfaction levels.

Those who indicated they would leave within 24 months were asked to rate hospitality as a desirable career. All respondents were asked to rate their satisfaction levels.

What are the positives?

All respondents (including those NOT currently working in the industry) were asked to rate the positive factors about a career in hospitality.*

*respondents could select multiple answers

78%

"Flexible hours"

76%

"Work - life balance"

75%

"Career opportunities."

Other factors included "social workplace" and "opportunity to meet diverse & interesting customers" both rated at 21%. These two factors were rated highly amongst the 26-40+ cohort and those not working in hospitality, who also rated "transferable skills" as a significant positive factor.

What are the negatives?

All respondents (including those NOT currently working in the industry) were asked to rate the negative factors about a career in hospitality.*

*respondents could select multiple answers

80%

"Hours of work"

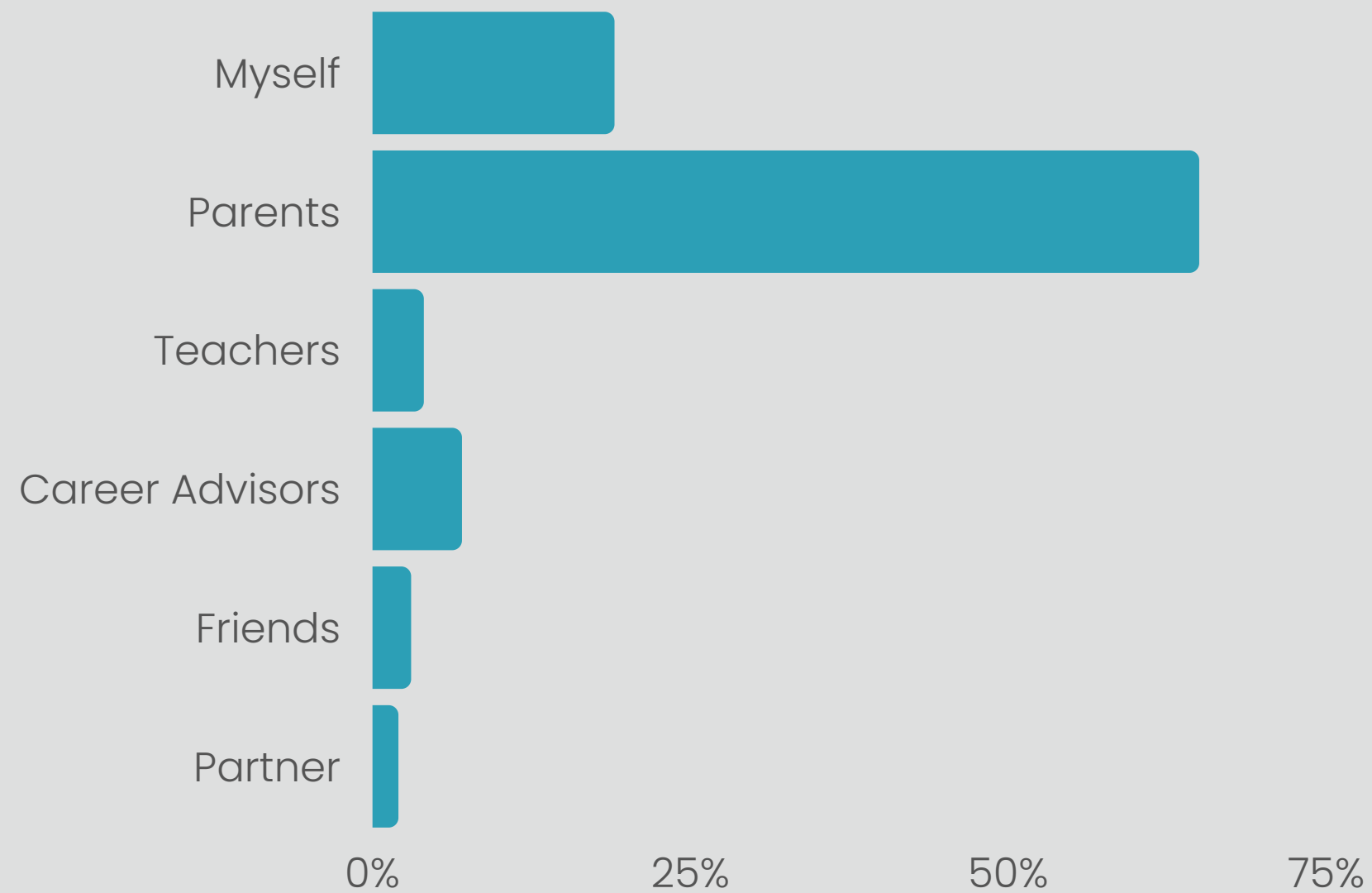
73%

"Limited career progression"

71%

"Outdated attitudes of management"

Other factors included "understaffed" and "unsafe work practices". These two factors were rated more highly amongst the 26-40+ cohort and those working less than 5 years. Those NOT working in hospitality also rated "pay" and "not a secure career" as more significant negative factors.



In the 18-25 age demographic, "parents" were identified as the largest influence on career aspirations. The 26-40+ group were significantly more influenced by "myself".

Influences.

Participants were asked who influenced their career aspirations the most.

What is important to you?

All respondents (including those NOT currently working in the industry) were asked to identify the 3 most important factors in a workplace.

74%

"Training opportunities"

74%

"Transparent & inclusive culture"

73%

"Flexibility"

Participants in the 26-40+ age demographic rated "good managers" as the most important factor. This was also true for those who have worked in the industry for less than 5 years.

What is flexibility?

To better understand the concept of flexibility in the hospitality workplace, participants were asked to select from a list of researched supported responses.*

*respondents could select multiple answers

78%

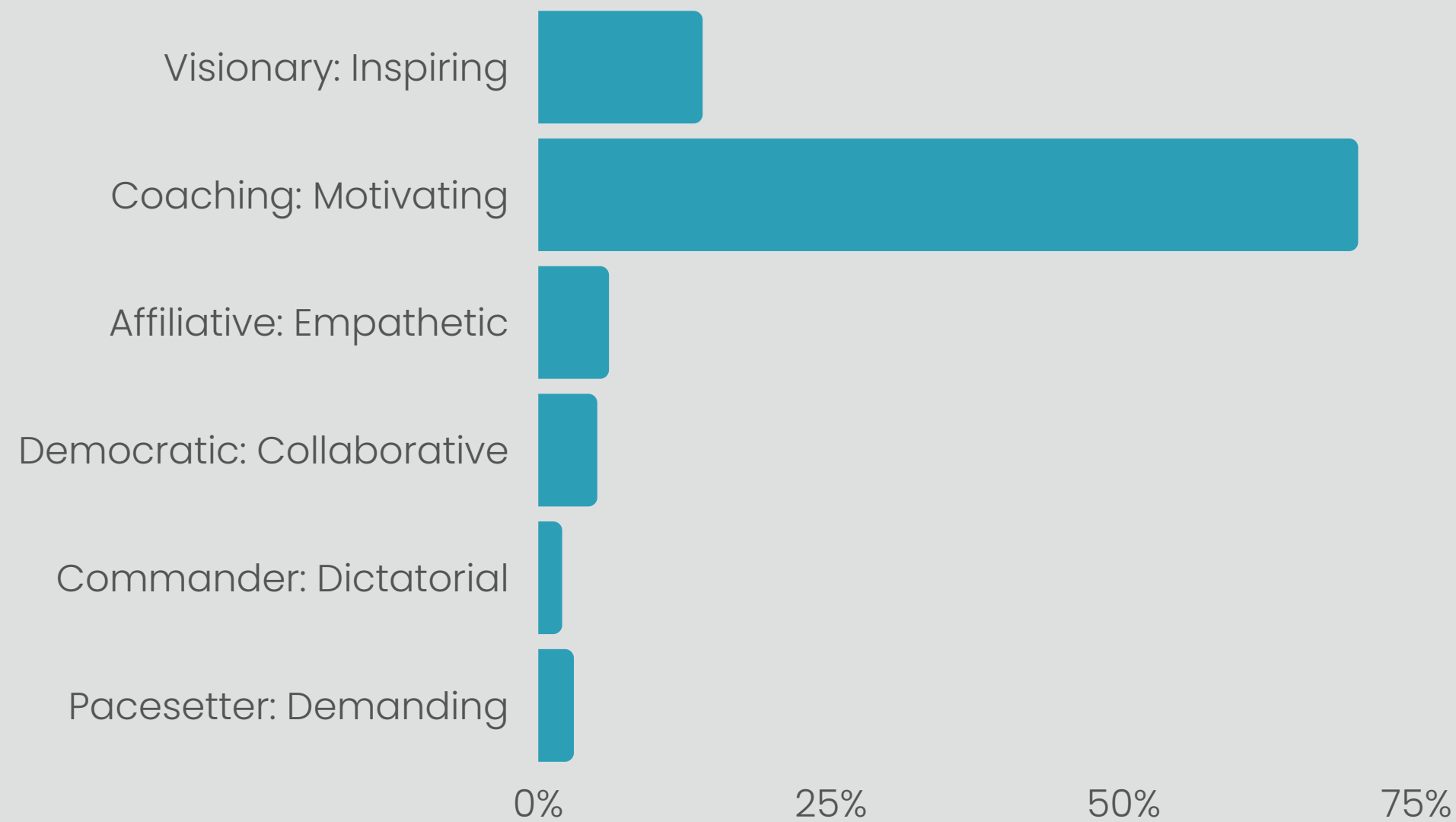
"Time off to pursue other interests, volunteering, study or side hustle"

All other response categories scored under 13% providing a clear definition of flexibility in hospitality workplaces.

73%

"Time off for personal & family commitments"

Respondents with less than 5 years tenure had a more even spread of responses behind the top two, showing a broader concept of flexibility within that cohort. For the under 18's and 40+ groups the second highest response was "all of the above", again showing a broader definition for them.



Management Style.

The 25-40+ cohorts preferred the "visionary: inspiring" manager and rated the "coaching: motivating" as second highest. This was also true for those respondents with less than 5 years tenure. The under 18's rated "democratic: collaborative" and "coaching: motivating" equally as their preferred style.

Participants were asked what kind of manager they preferred with responses based on the "6 Leadership Types" by Daniel Goleman



Key Insights.

- Those working in hospitality are generally highly engaged and in for the long haul.
- A career in hospitality is desirable, however the research indicates that career opportunities are viewed as not easily accessible.
- The industry also needs to counter some of the negative perceptions, such as outdated management styles and flexibility in hours.
- Training and career progression are important factors as is flexibility which has been clearly defined by respondents.
- Workplace culture and management style are a key factors in attracting and retaining staff in our industry.



What's next?

- Social media & digital marketing campaign.
- Member educational forum to address key research insights.

**Thank
you.**



Prepared by:

thrive
HOSPITALITY