

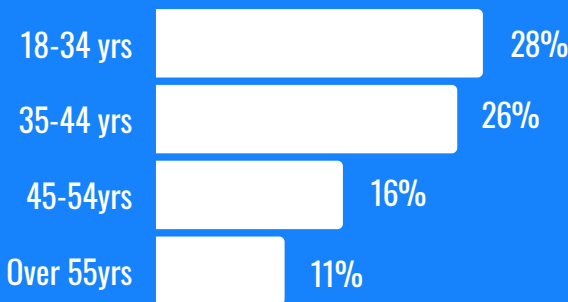


CHOOSE HOSPITALITY.

The current perception of Hospitality as a career choice

1-in-5 UK adults (working age) consider HOSPITALITY to be an **appealing industry** to work in.

It's more appealing to younger workers:



2-in-5 UK adults would be **PLEASED** if a young family member wanted a career in the hospitality sector

Those who have never worked in hospitality would be less likely to approve:



Hospitality is considered an appealing industry to work in by 21% of UK workers. This is on par with education, healthcare, art & entertainment and financial services. Those who have ever worked in hospitality are much more complementary, with 28% viewing it as an appealing industry vs 14% for non-hospitality workers. Over 55 year olds see it as a much less appealing industry compared with younger workers.

It follows that those over 55yrs simply see Hospitality as a less credible career; only 29% of over 55 year olds would be pleased if a young family member wanted a career in the industry. Those who have never worked in the hospitality industry have a lower opinion of it as a potential career suggesting the issue is perhaps one of perception over reality.

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What is the current perception of Hospitality as a career choice?

- 45% The hours are ANTI-SOCIAL
- 44% The hours are LONG
- 23% It is a short-term 'STOP-GAP' career
- 18% The work is FLEXIBLE and varied
- 18% It is a FUN industry to work in
- 16% It is an INCLUSIVE and DIVERSE industry
- 14% Provides good opportunity to gain NEW SKILLS & qualifications
- 11% The work is HIGHLY SKILLED
- 11% It has strong career PROSPECTS
- 10% Hospitality is a WELL RESPECTED career choice
- 10% There is a good WORK/LIFE balance
- 7% The PAY and BENEFITS are good
- 7% It is an INNOVATIVE industry

Hospitality industry NPS = -49

- 35 from hospitality workers
- 60 from non-hospitality workers

UK adults were asked to rate how likely they would be to recommend a career in the Hospitality industry to friends/family. A minus score shows that the majority of people do not feel positively about working within hospitality. Above '0' is considered 'positive'.

The future?

12% of UK adults (working age) would **definitely** consider a job in Hospitality in the future (39% maybe)

19% of ex-Hospitality workers (47% maybe)

25% of 18-34yr olds (54% maybe)

KAM conducted a nationally representative survey of 500 UK adults in July 2021. To access the full research (free of charge) email hello@kam-media.co.uk. To find out more about **Hospitality Rising** and how you can help re-brand Hospitality as a positive career choice, email hello@hospitalityrising.org.