



Attracting and Keeping Top Talent

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KAM

Where are we now?

(August update)



- ✓ Vacancies in hospitality have **fallen by 33%** (vs peak)
- ✓ **Record levels of employment** in accommodation & food service (2.7m people)**
- ✓ **Wages up 19%** since 2019*

BUT...vacancies still higher vs pre-Covid

Where are we now?

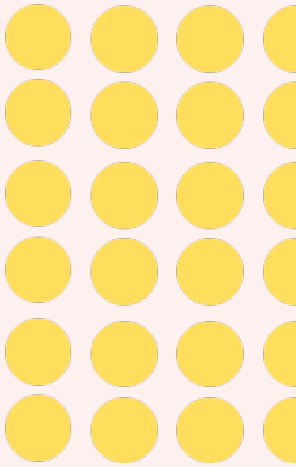
The CUSTOMER Experience

26%
↑ Noticed venue was short-staffed

22%
↑ Taken too long for food/drink to arrive

24%
↑ Menu items have been unavailable

30%
↑ Increased prices have put me off purchasing an item



Where are we now?

The EMPLOYEE Experience

35%

Of leavers left
hospitality because
of anti-social hours

43%

Said understaffing
made them look
elsewhere for work

64%

Feel they can't
deliver the level of
service they want to
due to understaffing



The general perception of working in Hospitality is mixed...

It's an inclusive & diverse industry
16%

The hours are anti-social
45%

Good work/life balance
10%

Pay & benefits are good
7%

It's a short-term 'stop gap' job
23%

It's a fun industry to work in
23%

The work is flexible & varied
18%

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How pleased would parents feel if their kids wanted a career in Hospitality?

Only 57% would be pleased



What's driving hospitality job choice?

Pay & benefits remain no.1 but work-life balance is now CRITICAL

1. Pay & benefits

2. Work life balance

3. Flexible working

"I have a family and 3 kids to look after.

I need to work in a flexible working environment so I can balance my family life"

Salary remains the key *candidate* priority

>1-in-2

say they would NOT apply for a job
if the salary wasn't listed/indicated

62%

Feel they currently get a fair salary
Vs 58% in 2020



While we're talking the recruitment process...a 'shake-up' is needed for GenZ



1-in-2

of Gen Z have **abandoned** a job application halfway through because it was **taking too long**

67%

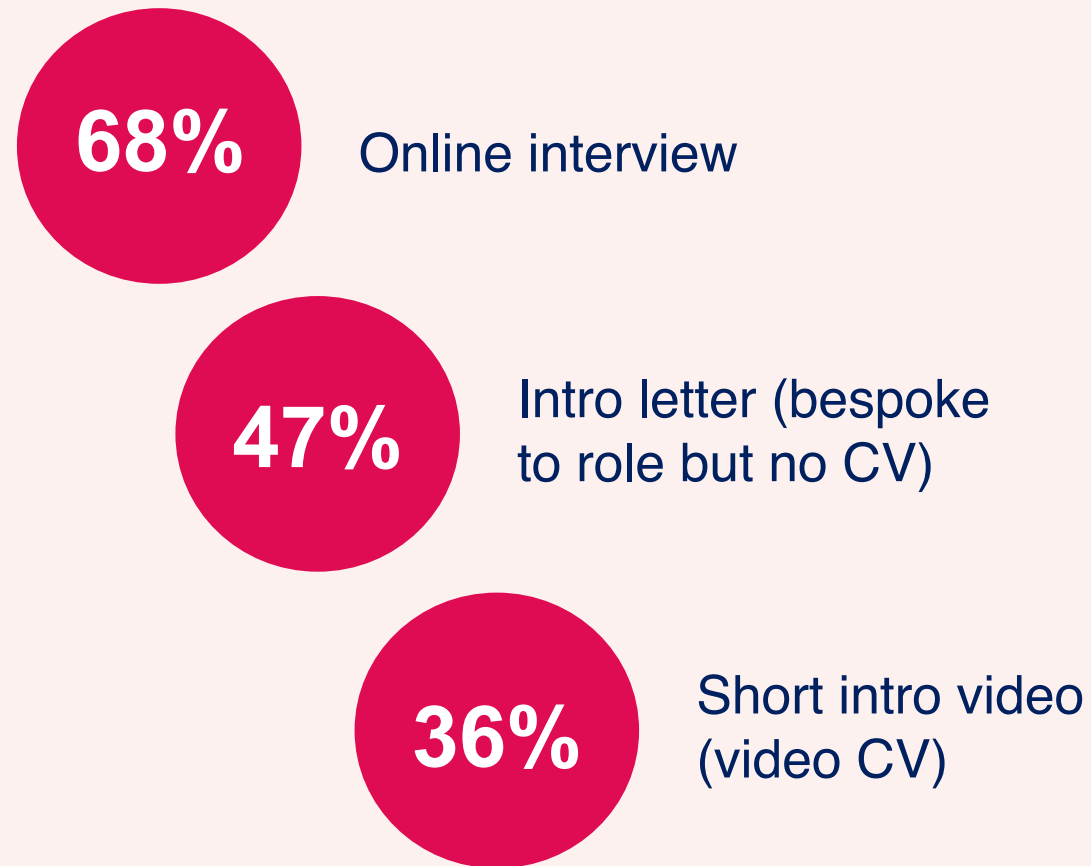
of Gen Z agree the traditional process of applying for a job is **tedious**

79%

of GenZ want employees to look at **more innovative and modern** ways to recruit



What alternative ways of applying appeal to Gen Z?

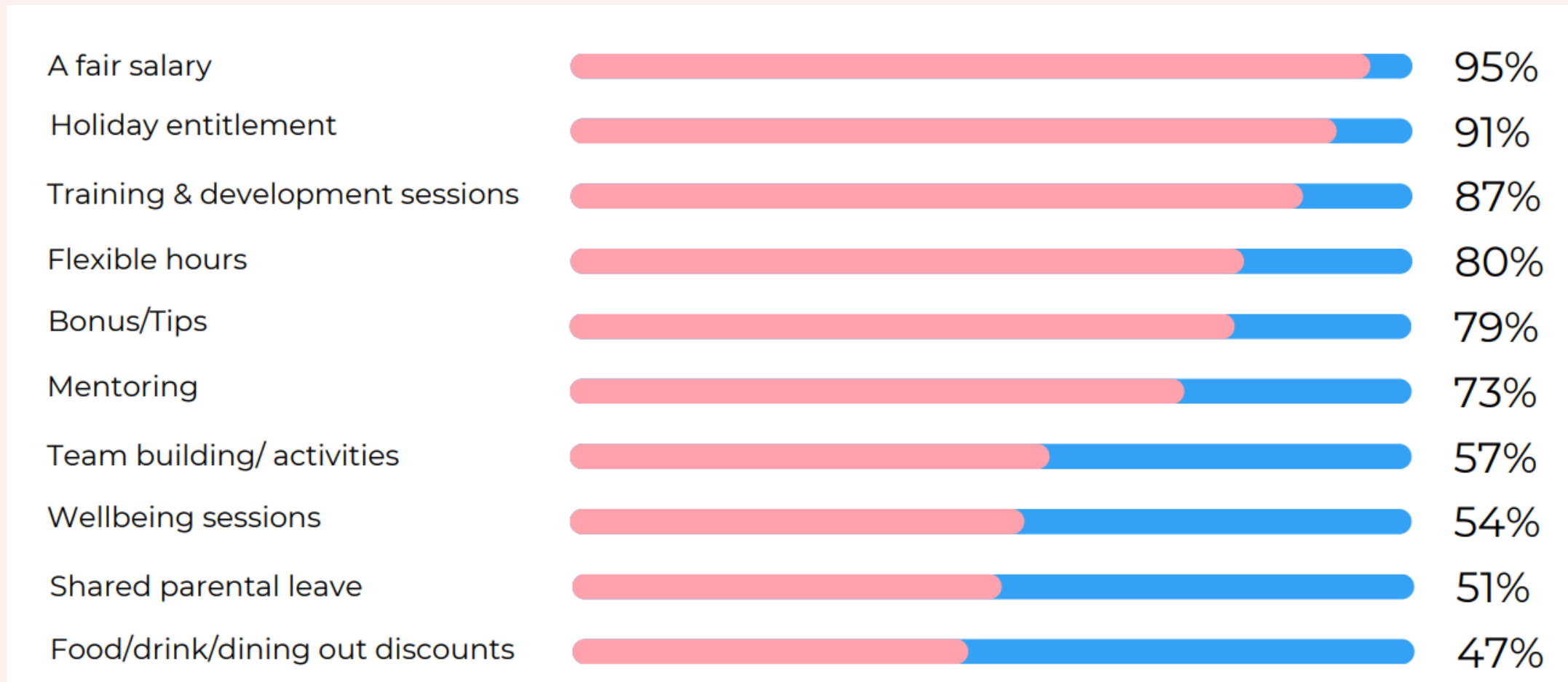



HOSPITALITY
RISING

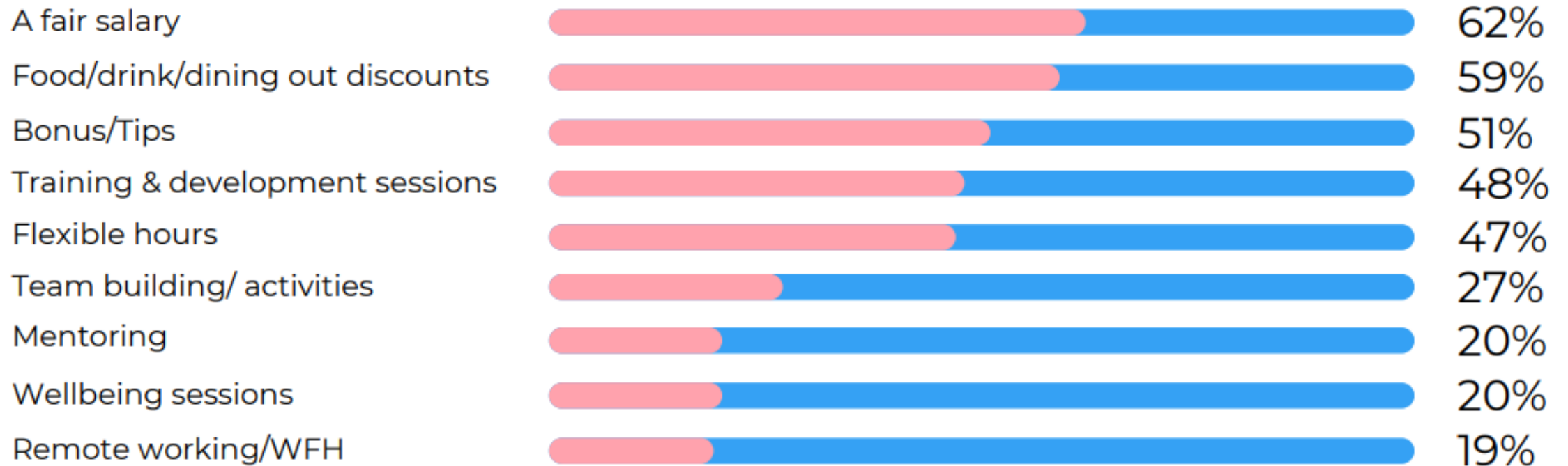


Back to hospitality employees in general...

What are the employee benefits most IMPORTANT to them?



What employee benefits are hospitality workers currently being offered?



Perception of work-life balance has improved

**“I have a balanced
work-life”**

2020
27%

2023
51%



Work-life balance has risen in importance, yet...

43%

work 7.5hr+ OVER their contracted hours/week

c40%

Say they're offered flexible hours



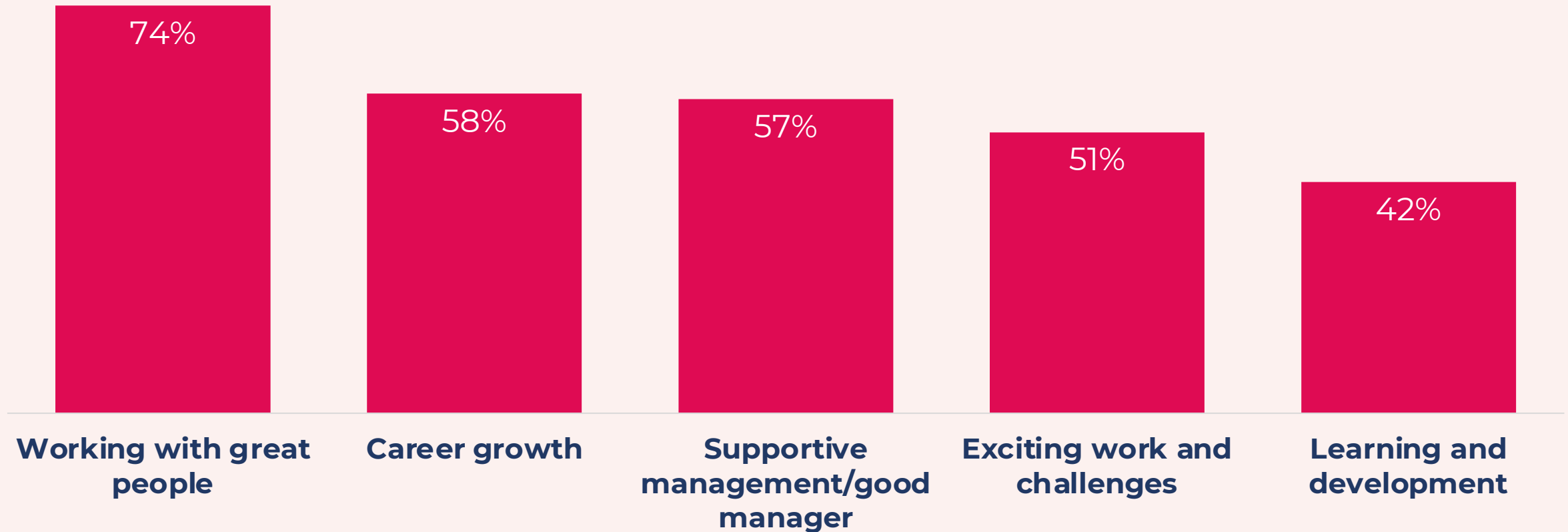
And the next 12 months

28%

say they're unlikely to be
working for the same
employer this time next year



Factors which will KEEP people in their hospitality role



Source: KAM x HJUK – UK's Largest Hospitality Salary Survey 2023

KAM OTOL hit

rotaready®
an access company

appetite
4 recruitment

HRC

HJUK
hospitalityjobs.uk

Changes they'd like to see in their hospitality role



Source: KAM x HJUK – UK's Largest Hospitality Salary Survey 2023

3-in-4

are **PROUD** to work in Hospitality

On par with 2020

62%

are **HAPPY** in their current role

34%

Would recommend a career in Hospitality to friends/family (40% maybe)



3 take aways...

1. **Work-life balance has increased in importance**

- What can you offer in terms of more flexible hours, flexible roles, flexible location etc?

2. **'Working with great people', 'career growth', and 'supportive management'** are what *keep* people in roles.

- Are you shouting about what you ARE offering already?

3. **The recruitment process needs shaking up**

- Are you maximising EVERY candidate 'touchpoint' (just like you would for a customer)

“Insanity is doing the same thing over and over and expecting different results.”



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Thank you

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