



Talent & Training in Hospitality

Where are we now?

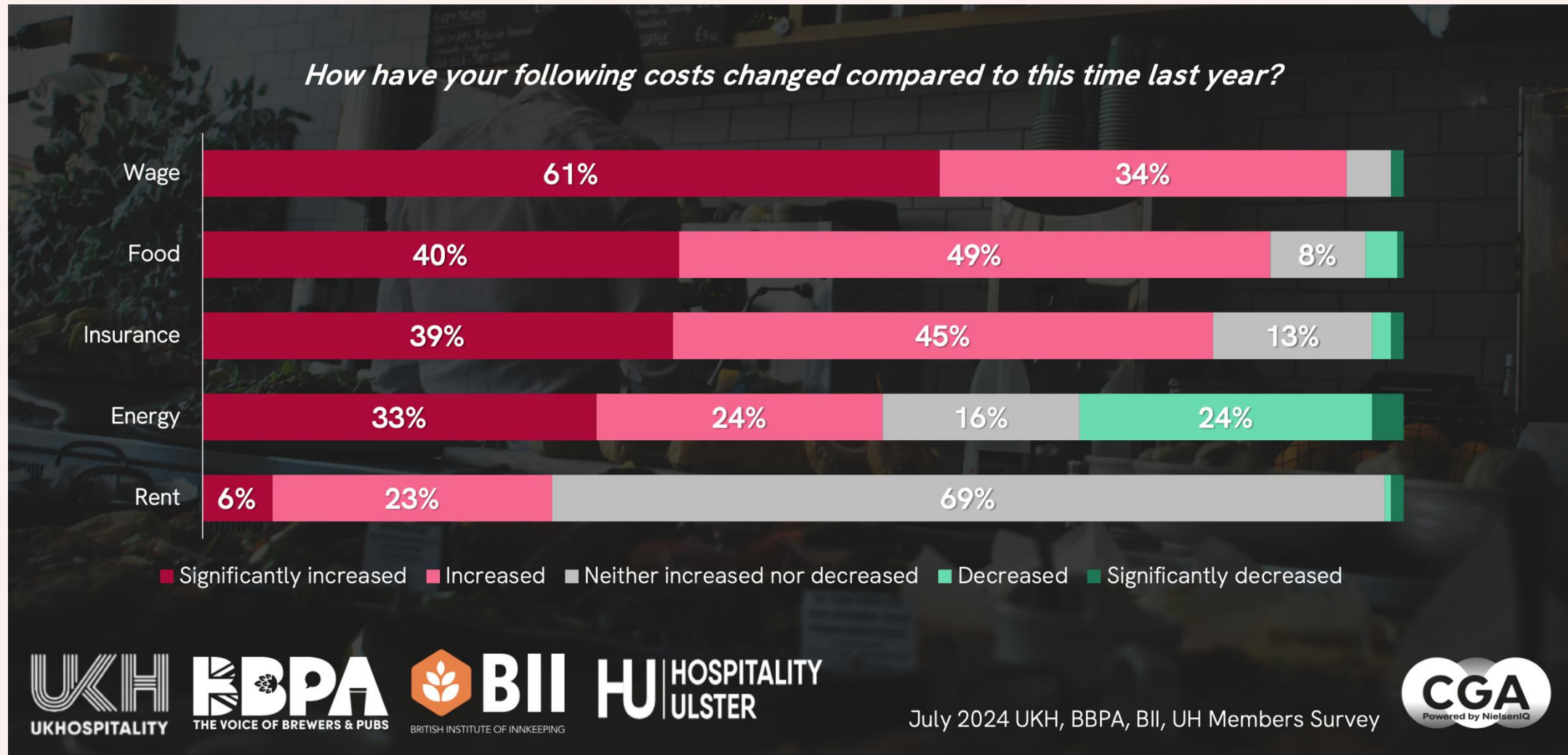
Katy Moses
Founder/MD
KAM

Presented at Propel Talent & Training conference Oct 2024

KAM

Where are we now?

Wage costs still rising.



Where are we now?

Staff shortages still significant.

Despite significantly increased staffing costs,
the breadth of staff shortages remains

44%

of businesses are experiencing
staff shortages

vs 40% in April

vs 44% in January

vs 61% in October

UKH
UKHOSPITALITY

BBPA
THE VOICE OF BREWERS & PUBS

BII
BRITISH INSTITUTE OF INNKEEPING

HU HOSPITALITY
ULSTER

July 2024 UKH, BBPA, BII, UH Members Survey

CGA
Powered by NielsenIQ

Where are we now?

Vacancies at a stable low.

However, the depth of vacancies remains near a stable low

8%

*Vacancy rate weighted by number of staff employed

of roles are currently
vacant and open for application,
vs 6% in April 2024
vs 10% in January 2024
vs 8% in October 2023
vs 15% in August 2023

Where are we now?

Staff churn remains HIGH.



Where are we now?

Training. Retention. Recruitment.



Where are we now?

The PUBLIC perception of working in Hospitality

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

Only 52% would be pleased...



Asked to nat rep sample of UK adults (don't necessarily work in hospitality)
This % has GOT WORSE in the last 2 years

Source: KAM | Choose Hospitality 2024

The general perception of working in Hospitality by the British public is mixed...

1-in-5

Of Brits think Hospitality is an **appealing** industry to work in.

The hours are anti-social
50%

The hours are long
53%

It's a short-term 'stop gap' job
21%

↑ Pay & benefits are good
14%

Perception of Hospitality is improving in certain areas...

↑ The work is flexible & varied
42%

↑ It's a fun industry to work in
36%

↑ It's an inclusive & diverse industry
33%

↑ Good work/life balance
18%



Where are we now?

Driver of Hospitality job choice.

It's all about the money (ok, maybe not *all*).

1.

Pay & benefits

2.

Work life balance

3.

Flexible working



42%

said they left the Hospitality sector *due to lack of focus on financial wellbeing* from employers.

(A further 34% say this partly influenced their decision)



CJS

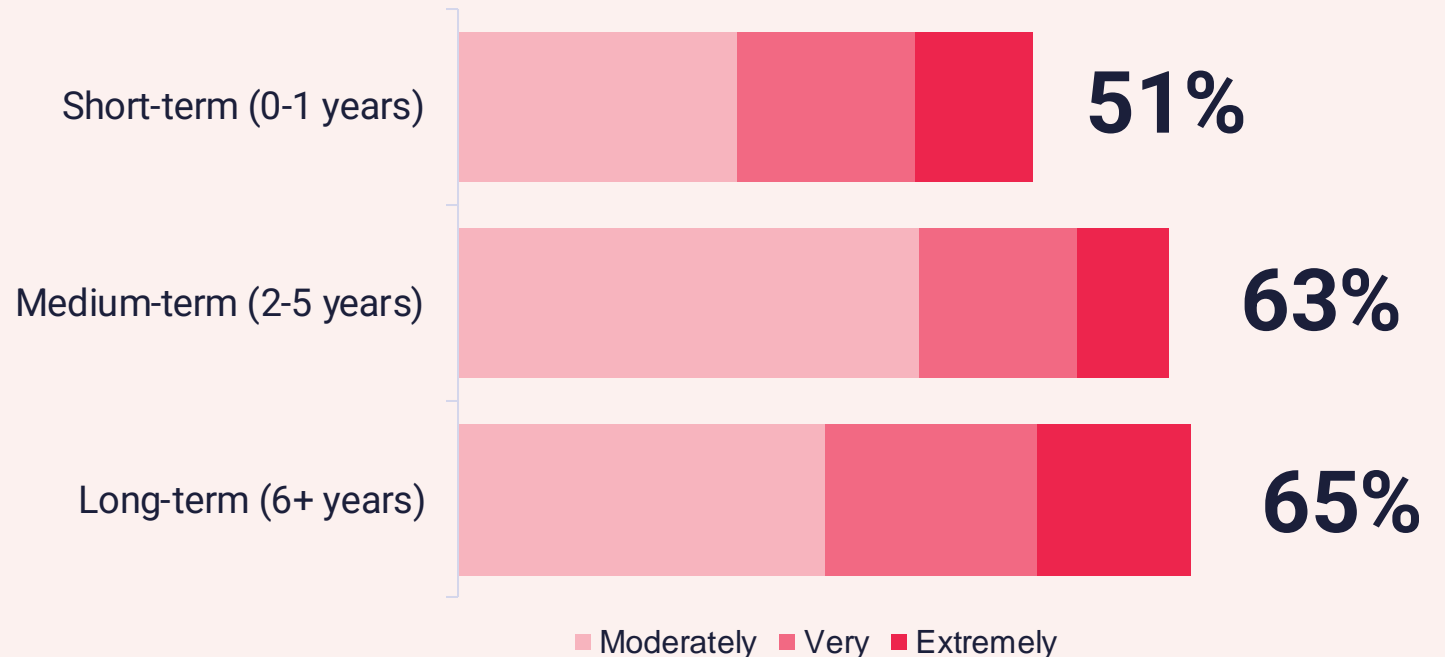
KAM

Financial wellbeing is a growing concern for Hospitality employees. And it's not all about the here and now...

63%

are much more worried about their long-term financial position now vs 3 years ago

How worried are you about your personal financial wellbeing in the.....?



Do our employees feel 'looked after' financially? Maybe not in the long-term.

58%

Feel their salary is a fair reflection of the job they do
Vs 62% in 2023*

52%

Think Hospitality employers care about the 'short-term' financial wellbeing of their employees

Only 38% feel they care about their 'long-term' well-being!

Source: *KAM X HJUK X The Access Group – Largest Salary Survey 2024, KAM x CJS – Financial Well-being in Hospitality 2024



Most important LONG-TERM financial wellbeing services...

1. Matched pension contributions
2. Income protection insurance
3. Access to financial guidance/support
4. Advanced maternity / paternity pay
5. Death in service cover

40% would like to be able to pay a % of their tips into their pensions (37% maybe)

Most important SHORT-TERM financial wellbeing services...

1.

Sick pay

2.

Tips/bonus

3.

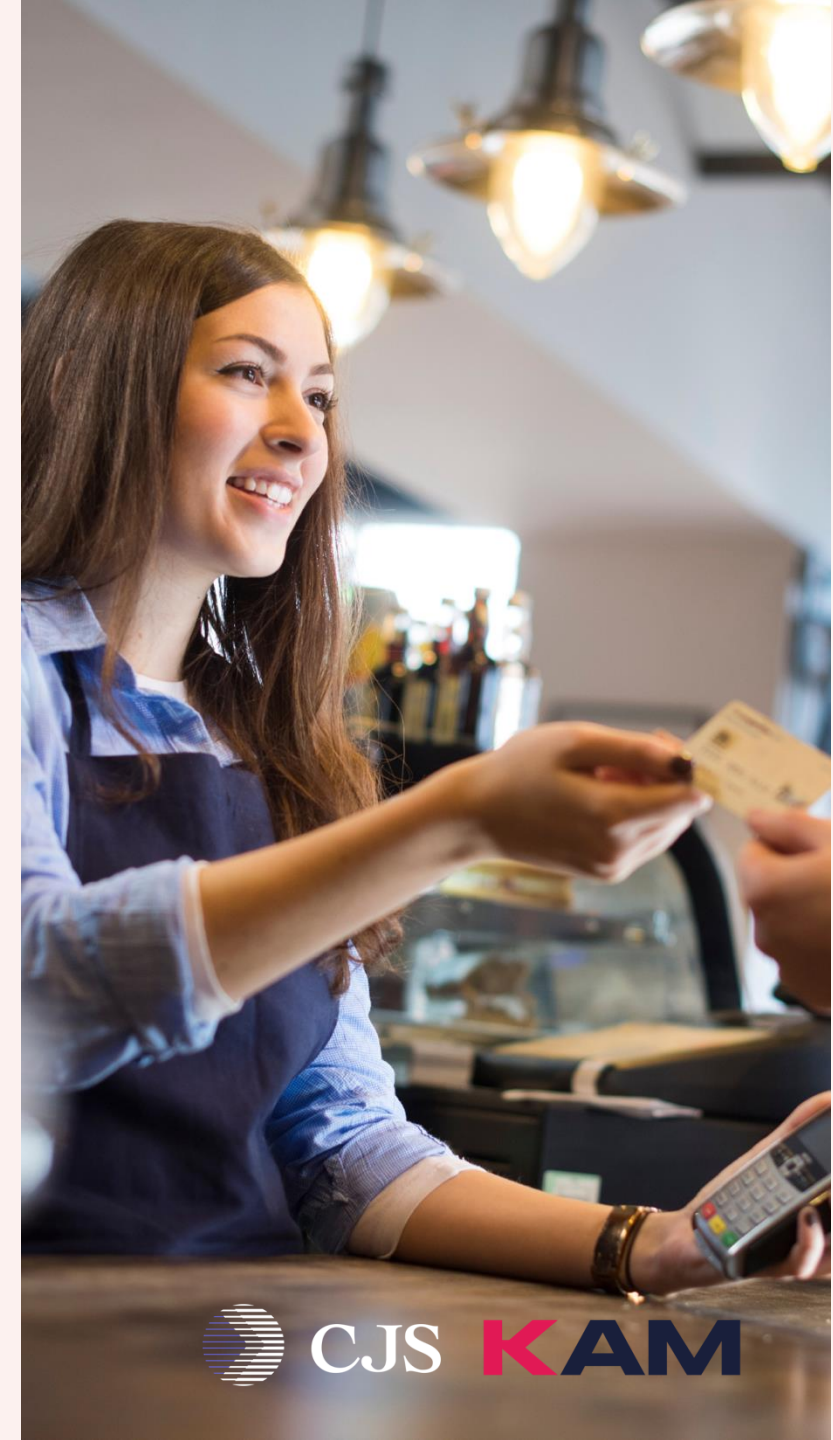
Medical insurance

4.

Access to financial guidance & support

5.

Salary advance / Holiday trade-in

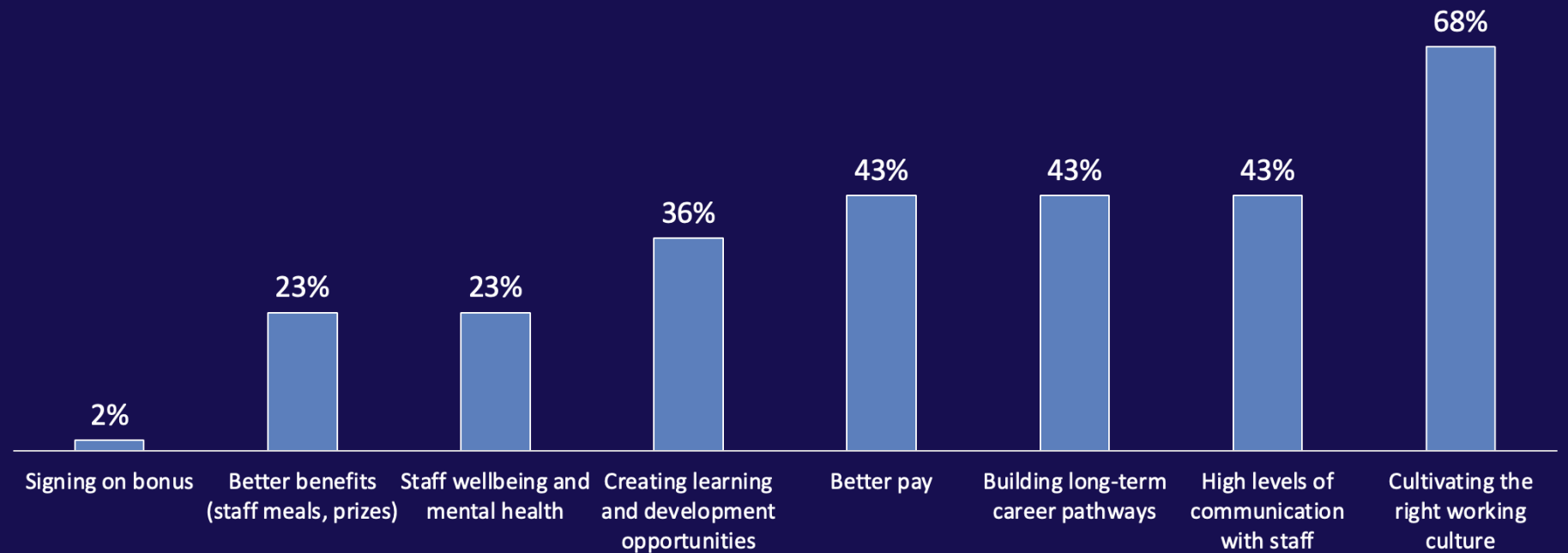


Where are we now?

Looking beyond financial wellbeing.

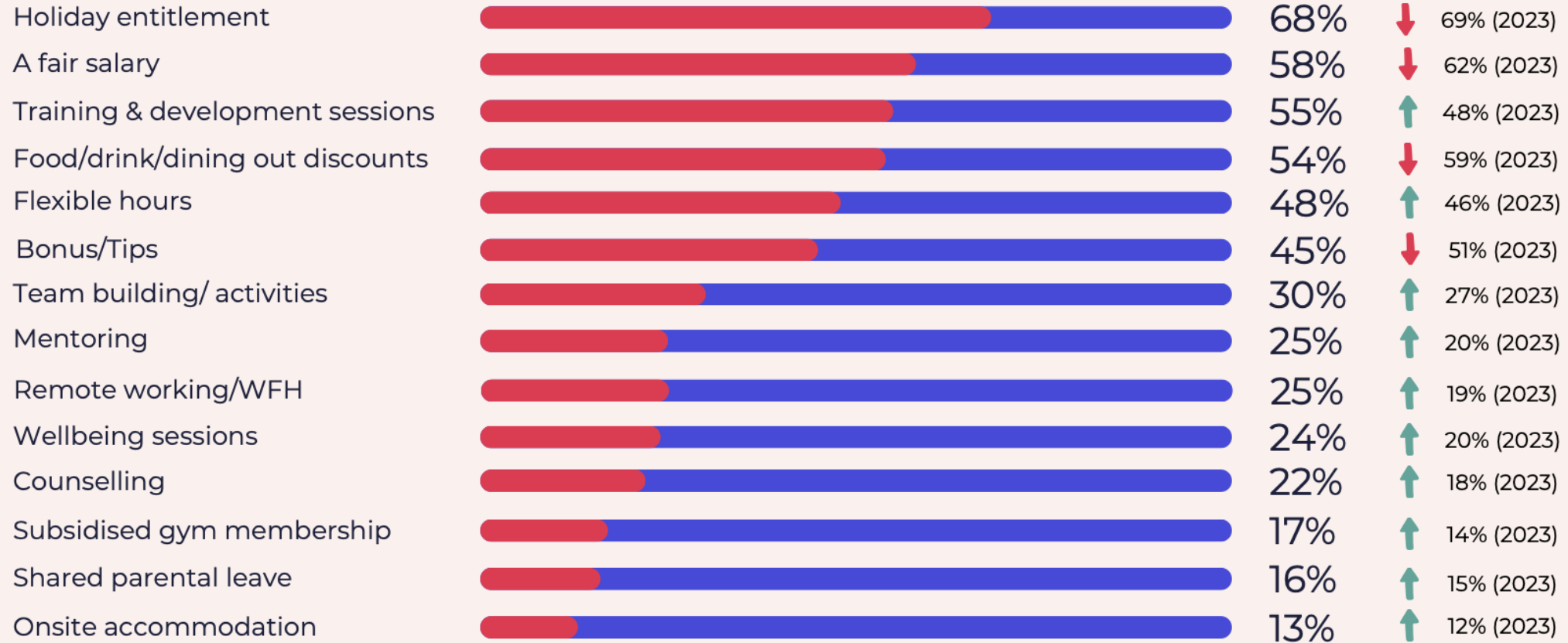
Cultivating the right culture is the most effective way to improve retention, while building career pathways and increasing pay are of equal importance. Developing staff into new, higher-level roles, at higher pay, will benefit both employers and employees

Which of the following have been most effective at increasing staff retention in the last year? Select your top 3



Where are we now?

The benefits currently being offered by Hospitality companies.



Source: KAM x HJUK X The Access Group – UK's Largest Hospitality Salary Survey 2024
Qn. Which of the following employee benefits are available to you from your company?

Where are we now?

Great people are key to retention in Hospitality.



Source: KAM x HJUK X The Access Group – UK's Largest Hospitality Salary Survey 2024
Qn. Outside employee benefits, which of the following are likely to keep you in your current role?

Where are we now?

Perception of work-life balance has improved.

**“I have a balanced
work-life”**

2020
27%

2023
51%

2024
59%

Source: KAM x HJUK X The Access Group – UK’s Largest Hospitality Salary Survey 2024



Where are we now?

Creating a diverse, inclusive & supportive workplace.

“My company has a diverse work-force” **78%**

“I feel comfortable voicing my opinion at work” **70%**

“I trust the people I work with” **65%**

“My work negatively impacts my mental health” **25%**

(44% said positively impacts!)

And the next 12 months

62%

**say they're likely to be
working for the same
employer this time next year
(54% in 2023)**



Key take aways...

- Don't under-estimate how important long-term financial well-being is, especially in current climate
- Still a long way to go before we have a **diverse, inclusive, psychologically safe industry**
- Employees within the industry are increasingly content BUT perception from wider public on Hospitality as a career is still low
- Need to focus on raising the profile of the **Hospitality employee proposition**

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Thank you!

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