

THE NEW WORKFORCE REALITY

What you need to know



More than half of Canada's workforce are Millennials or Gen Z – here's what's important to them:

MOTIVATIONS

- Cost of living
- Climate change
- Mental health
- Personal safety at their workplace

INFLUENCES

65%

work in a field their parents suggested and discover career opportunities from family, school and social media

COMPANY EXPECTATIONS

Offers:

- Flexibility
- Social action
- Psychological and workplace safety
- Work-life balance

54%

of employees globally said that they would consider quitting their job if they weren't offered flexibility

HOW HOTEL CAREERS ARE VIEWED

CHALLENGES

Hotel industry not perceived to be on par with other industry for pay and benefits

45%

of Millennials and Gen Zs surveyed by HAC had a negative impression of hotel compensation

OPPORTUNITIES

"Career growth" and "an interesting place to work" were the top reasons why people had positive perceptions of hotels

60%

of current hotel employees are satisfied with their jobs, 20% are neutral

INDUSTRY STRENGTHS



**CAREER
DEVELOPMENT
OPPORTUNITIES**



**AUTHENTIC
EMPLOYEE
AMBASSADORS**



**TOTAL
REWARDS
PACKAGE**



**CULTURE
AND
COMMUNITY**

WANT TO DIG DEEPER?

To learn more about the evolving workforce, industry perception, and talent proposition—check out [HAC's Hotel Workforce Action Plan](#) (pages 13 to 15).