

Reluctant Labor Pool

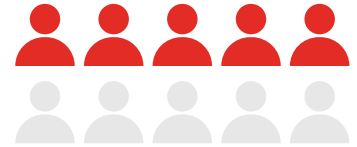
Between 2020 and 2021, U.S. hotels suffered billions in lost revenue, forcing them to squeeze their bottom lines with mass layoffs.

\$112
BILLION

loss in room revenue



1/3 of hospitality workers are dissatisfied with their jobs¹



50% of the industry's workers were let go²

The hotel industry, with roughly triple the unemployment rate of the U.S. national average, grappled with staffing issues even before the pandemic.³ Now, the industry is seeing a labor pool that is harboring bad feelings and a reluctance to return to their previous jobs in the industry.

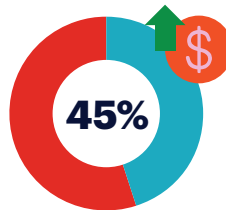
David Kong, CEO of BWH Hotel Group, which owns Best Western, said: **“The baggage we carry as a result of laying off so many people in the pandemic ... That is a hard one to overcome. People always feel like you’re going to abandon them in a crisis and there’s no safety net.”**⁴



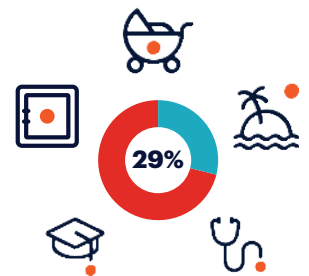
Additionally, low pay, poor benefits, and a stressful work environment are putting off former hotel and hospitality employees from returning to the industry.



Half said they wouldn't return to their previous job in the industry⁵



45% want higher pay⁶



29% want better benefits⁷

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¹ https://www.joblist.com/jobs-reports/q3-2021-united-states-job-market-report?https://data.bls.gov/timeseries/SMS1500000700000001?amp%253bdata_tool=XTtable&output_view=data&include_graphs=true
² <https://www.bls.gov/web/empsit/cpseea31.htm>

⁴ <https://skift.com/2021/11/08/hotel-ceos-concede-labor-shortage-is-a-structural-problem-that-may-reshape-guest-experience/>
⁵ <https://www.joblist.com/jobs-reports/q2-2021-united-states-job-market-report>
⁶ <https://www.joblist.com/jobs-reports/q2-2021-united-states-job-market-report>
⁷ <https://www.joblist.com/jobs-reports/q2-2021-united-states-job-market-report>