

Presentation for Workforce Development Council





About the Tourism Industry

Basic Statistics

- 3rd Largest Industry
- 28.8 million visitors in 2022 (a top U.S. destination)
- Visitors spend \$13.6 billion annually
- Visitor industry directly and indirectly employs 214,000

Hotel Industry

- 560+ Hotel with 64,021 rooms countywide
- Hotel industry employs 26,900



Types of Accommodations

- Chain Hotels
- Motels
- Resorts
- Inns
- Conference/Convention
 Center Hotels
- Extended Stay Hotels
- Boutique Hotels

- Bed and Breakfasts
- Eco Hotels
- Casino Hotels
- Pet-friendly Hotels
- Roadhouses
- Gastro Hotels
- Transit Hotels
- Hostels



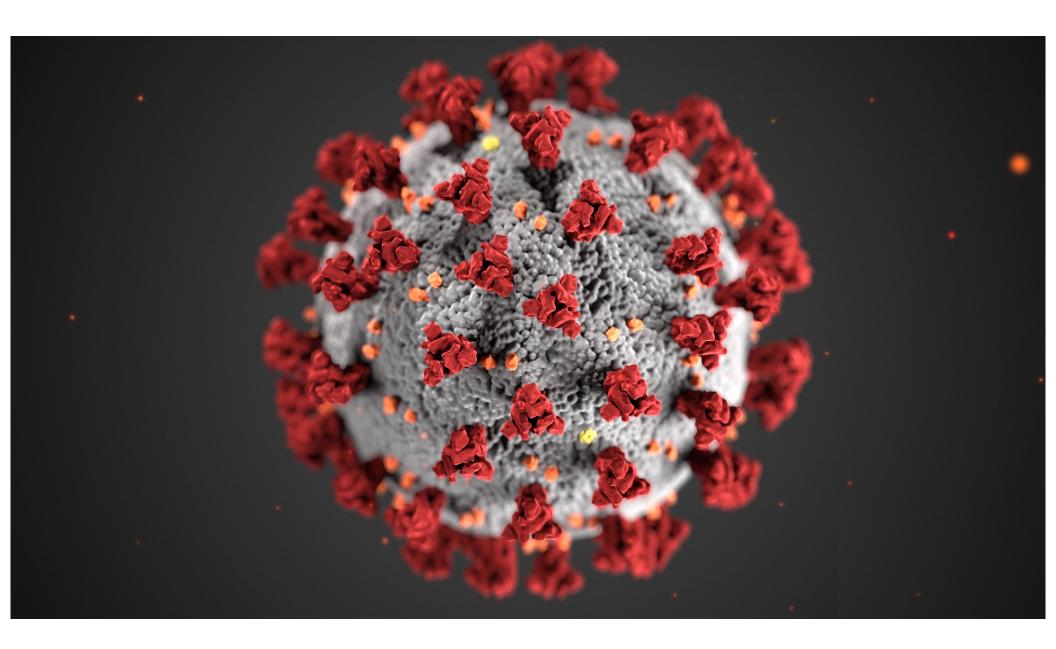


Industry Priorities

- Government Advocacy
- Communications
- Member Resources
- Education
- Events
- External Affairs







Bright Future

- Strong bounce back since COVID-19, with 12,500 new jobs added last year
- Hiring has remained strong with 2,100 new jobs added in June to July

Addressing Labor Shortage

- Covid employment scars are healing
- Wages have improved across the board
- Generational shift as older employees hit retirement age
- Technology is attractive and relevant for younger employees
- Filling skills-gap to retain existing employees



Partnership Opportunities

Short-Term:

• Part time employment for students

Mid-Term:

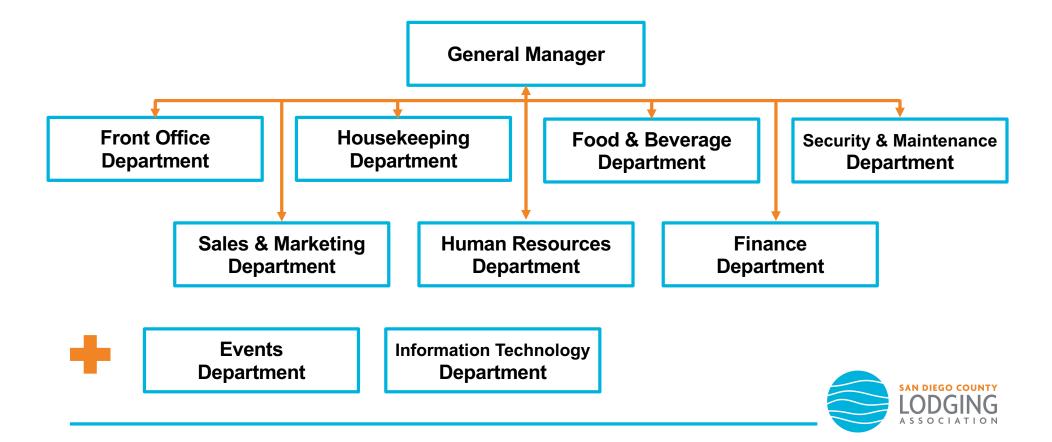
- Students exploring career opportunities
- Continuing education opportunities for existing employees
- Industry professionals serving as guest instructors

• Long-Term:

 Development of a hotel-specific community colleges curriculum to pipeline the industry



Hotel Organizational Structure



Diverse Classrooms

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Questions?

