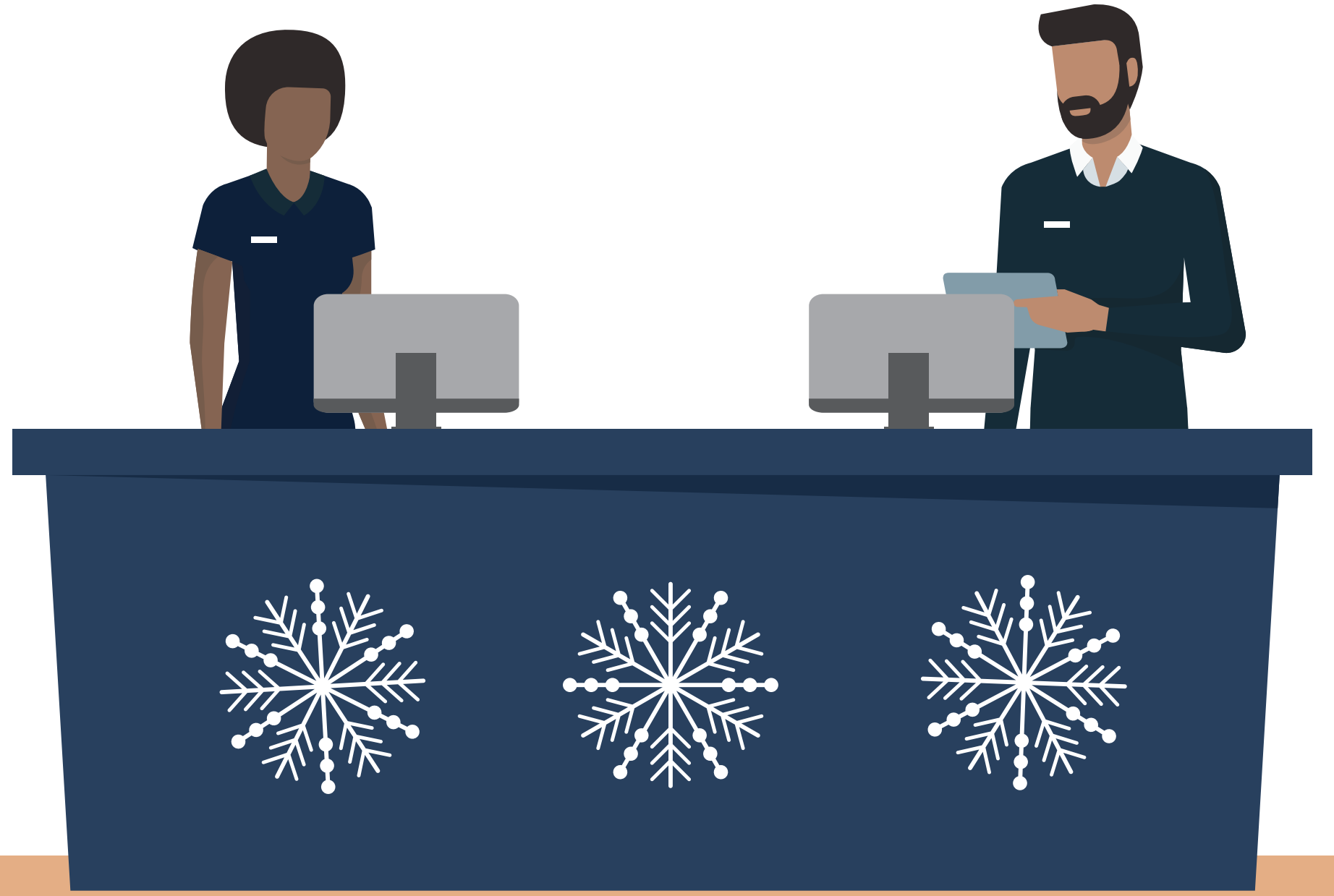
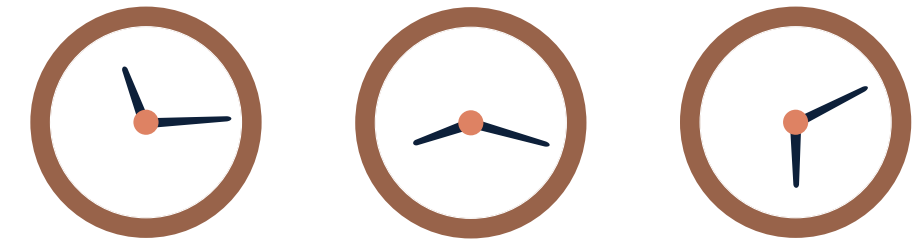




How Hospitality Can Staff for the Busy Holiday Season



Intro

2021 brought a variety of challenges to the hospitality industry on top of its usual holiday staffing difficulties. As the pandemic continues, guests in restaurants, hotels and other venues want to stay safe while still expecting the same high standards of customer service. This will be especially true this holiday season, which brings many exciting celebrations — from family dinners and holiday parties to festive concerts to playoff games.

As anticipation grows in the months leading up to the holidays, every sector of the hospitality industry will need more workers to ensure business runs smoothly and keeps customers satisfied. Many hospitality businesses will expand their hours of operation to better accommodate guest needs. But the current staffing shortage has compromised businesses as they try to meet the holiday rush. In June 2021, the Bureau of Labor Statistics reported 1.6 million job openings in the hospitality industry, the highest number recorded since the organization started tracking the data in 2000.

In this e-book, we explore the three key areas of the hospitality industry and their specific staffing needs — and we share our staffing solutions for your business this holiday season.

3.5 MILLION

Fewer people in the hospitality workforce today compared to February 2020.

(Bureau of Labor Statistics)

60%

Average annual turnover rate in hospitality industry.

(Bureau of Labor Statistics)

40%

Of jobs regained in June 2021 were in the leisure and hospitality industry.

(Bureau of Labor Statistics)



Restaurants and Catering Services Prepare for Holiday Celebrations and Shopping Activity

The winter months are often busy for restaurants and catering services, whether holiday revelers are catering meals for holiday parties or enjoying elaborate meals at their favorite establishments. 2021 is predicted to be an especially busy holiday season since people missed out on festive events and parties last year. Also, fast food and casual dining restaurants will likely see a sales increase as customers pick up a quick meal while holiday shopping or order group takeout orders for annual holiday parties.

Holiday celebrations are expected to be even bigger and more elaborate this year to make up for the socially distant ones of last year. Meanwhile, many businesses are considering how they can bring their people together for companywide events this holiday season. Experts also anticipate a growing number of corporate holiday parties this year after a 2020 holiday season marked by pandemic restrictions. As a result, having the right catering and restaurant staff is more important than ever.

Roles We Fill At PeopleReady

- Prep Cooks
- Line Cooks
- Bartenders
- Hosts
- Servers



75%

Percentage of operators who say recruiting and retaining employees is their top challenge.

(National Restaurant Association)



\$789 BILLION

Projected food and beverage industry sales in 2021, up 19.7% from 2020.

(National Restaurant Association)



62%

Percentage of travelers who say that eating is their top activity when they are traveling.

(American Express Travel)

Hotels and Resorts Experience Pent-Up Travel Demand

Many people were unable to visit family and friends during the 2020 holiday season, creating pent-up demand for the travel industry. Hospitality experts predict that leisure travel will come back in a big way over the next couple years. In fact, the U.S. has already seen air travel recover and near pre-pandemic levels during other recent national holidays like the 4th of July, according to AAA. With travel restrictions less stringent now compared to 2020, people have the opportunity to rebook cancelled trips or plan new ones. This trend will mean a significant uptick in business for many types of businesses related to the travel industry — including hotels, resorts and other accommodations.

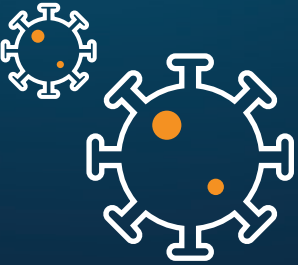
Meanwhile, during the holiday season, many hotels offer unique dining experiences and other amenities to get customers excited about traveling again. These festive add-ons which require extra staffing will include decorations in hotel rooms, live holiday entertainment or horse-drawn carriage rides with hot chocolate. Hotels are also offering special holiday packages with competitive rates to attract guests who may otherwise choose their competitors, according to Lodging Magazine. And, along with the existing staffing shortage, Hotel Management Magazine notes that during the holidays, hospitality often needs more workers to account for call-offs, scheduling conflicts and service interruptions.

Roles We Fill At PeopleReady

- Housekeepers
- Customer Service Representatives
- Parking Attendants
- Front Desk Staff



110 MILLION
Number of Americans
who travel for the
holidays each year.
(Social Tables)



78%
Percentage of survey
respondents who want
to travel in 2021 to relieve
stresses brought on by
COVID-19.
(American Express Travel)



116 MILLION
Number of Americans
who traveled during the
2019 holiday season.
(AAA)

Attendees Return to Sports Arenas and Concert Venues

As people gather with family and friends this holiday season, one of the most popular ways to celebrate is by attending memorable events like playoff games, holiday concerts and other seasonal activities. Sports fans are excited to support their favorite teams in-person again instead of watching games on television, and concertgoers who can't simply watch their events on TV might be even more excited to return to their favorite venues.

With pent-up demand for major events and entertainment, venues everywhere have to prepare for a rush of activity. In a pre-COVID-19 National Retail Federation holiday survey from 2019, 25% of shoppers said they plan to give "gifts of experience" like tickets to a concert or sporting event. Younger shoppers were even more likely to give gifts of experience at 36%. Another 2019 survey from SurveyMonkey found that 67% of people said they'd rather receive an experience as a gift than a physical possession.

With continued interest in attending events, venues need to grow their workforce to give guests a satisfactory experience. Whether a venue is hiring for a back-of-house or customer-facing job, every role is important to create a seamless entertainment experience and entice guests to return in the future.

Roles We Fill At PeopleReady

- Concession Workers
- Cleaning Crew Members
- Ticket-Takers
- Event Caterers
- Usher



67%

of people would rather receive an experience as a gift rather than a physical possession.

(Survey by SurveyMonkey)



43%

Percentage of sports fans who miss the atmosphere of stadiums.

(IBM)



40%

Percentage of sports fans who believe venues should have updated cleaning regulations.

(Nielsen Sports)

About PeopleReady

PeopleReady connects your business with hospitality workers during the holidays and all year round. Our staffing experts can help you find temporary on-demand workers, full-time seasonal workers and much more. Whether you need one individual dispatched at a local level or require a coordinated effort to fill thousands of openings nationwide, PeopleReady will simplify the process by managing your project from one central source.

Plus, PeopleReady's staffing app, JobStack, gives you 24/7 access to workers and makes managing your workforce during the holidays much easier. Each PeopleReady associate has been interviewed and has completed a thorough vetting process. You can even view an individual worker's past performance ratings for assurance that you have the highest-quality workers supporting your needs.

PeopleReady supports a wide range of industries, including hospitality, retail, construction, cleaning and janitorial, and manufacturing and logistics. Leveraging our game-changing JobStack platform and 600-plus branch offices across all 50 states, Puerto Rico and Canada, PeopleReady served approximately 98,000 businesses and put more than 221,000 people to work in 2020. Learn more at peopleready.com.



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