

TRAVEL AND TOURISM

Skill deficits correspond to rise in millennial tourists

Today's skills gap challenges the growth and global long-term competitiveness of both workers and employers. Using select data from LinkedIn and Strayer@Work's proprietary analysis, the Strayer@Work Skills Index takes an unprecedented look at specific skill sets that are in demand and in supply across top industries and provides actionable recommendations for getting the workforce up to speed.



79% of hospitality skills are experiencing a deficit.



New York hotels experienced a **1.6% room-rate decline** in 2015, according to *Travel Weekly* in March 2016—possibly due to competition from digital competitors and home rental apps.



SKILL GAPS

High employer demand but low supply of employees with these skills

Millennials represent a growing proportion of hotel customers, and industry experts say this cohort is on track to be the dominant customer by 2017. The top **deficits** in hospitality skills in Q2 2016 reflect a need to satisfy these highly mobile customers:



SKILL SURPLUSES

Low employer demand but high supply of employees with these skills

Meanwhile, soft skills, which are traditionally the backbone of hospitality, as well as self-management skills, experienced a **surplus** in Q2:



Takeaway: Significant deficits in skills revolving around the use of mobile devices may point to disruption caused or perpetuated by services like Airbnb. The services, which boast the ability to allow customers a true cultural experience, could also be responsible for a **12% deficit in cultural awareness** in hospitality. As customers demand more from travel experiences, **the industry should focus on personalizing and modernizing the way people access services.**

For more information, visit skillsindex.com.

Methodology: The Strayer@Work® Skills Index analyzed select skills in the public profiles of LinkedIn members in the United States who work in the financial services, food and beverage, healthcare, hospitality, information technology, manufacturing, and retail industries. It measures both the supply and demand of the select skills. The supply side of the formula measures how prevalent select skills are within the profiles of members in a particular industry, relative to the overall population of LinkedIn members in the U.S. The demand side of the formula shows how desired select skills are within a particular industry, relative to its overall demand, as measured by U.S. members who received an InMail message from a recruiter within the past year.