

TOP 5

# 2014 trends IN HOSPITALITY

ONE OF THE LARGEST AND FASTEST-GROWING INDUSTRIES

In 2011 the hospitality industry contributed to **9%** of global GDP

EQUAL TO  
\$6 TRILLION USD

There were **255 MILLION JOBS** in 2012

By 2020 it's projected to increase 4% annually to **10%** of global GDP

EQUAL TO  
\$10 TRILLION USD

with growth to **328 MILLION JOBS**

That's 1 in every 10 jobs on the planet!

## 1 GLOBAL GOING STRONG - International Knowledge in Demand

67 MILLION  
2012

INTERNATIONAL VISITORS TO THE U.S.

84.6 MILLION  
2018

Global travel to the U.S. will continue to see strong growth through 2018, according to The U.S. Department of Commerce (DOC), which projects a 3.7-4.2% annual growth rate, equating to 84.6 million visitors, a 26% increase and 17.6 million additional visitors compared to 2012.<sup>2</sup>

CHICAGO IS ONE OF THE

TOP 10

MOST VISITED CITIES IN THE WORLD<sup>3</sup>

The mayor made a goal in 2010 to have 50 million visitors to Chicago by 2020.

46.2 MILLION

In 2012, Chicago was already 65% of the way there!<sup>3</sup>

By year 2020, Chicago will have **165,000+** jobs in the industry.<sup>4</sup>

## 2 RANKINGS MEAN BUSINESS

AGE OF DIGITAL REFFERALS

3.3 BILLION brand MENTIONS EVERY DAY<sup>5</sup>

There are 2.4 billion brand-related conversations within the U.S. every day.<sup>4</sup>

A typical American mentions brand names **60x per week** in conversation, on and offline.<sup>4</sup>

According to the 2012 Luxury Trend report, more than 33% of its customers consider TripAdvisor reviews to be extremely important.<sup>5</sup>

## 3 BACK AT THE BAR - Classic is the New Contemporary



Pre-prohibition cocktails are spotlighting in 2014, vermouth is a big hit.<sup>6</sup>



Elevated beyond hot water, mixologists are using tea to infuse their spirit-based cocktails creating subtle dimension.



### SOURS

A traditional method of beer making is having a comeback. The "sour" element comes from the wild yeasts and natural bacterias that can cause beer to taste funky. Modern brewers have learned to control this process and the result is an intriguing flavor for the adventuresome beer drinker. These high-acid beers are great for pairing with food but less desirable for quenching your thirst on a hot day.

## 4 SUSTAINABILITY - The New Standard

In the U.S. alone, hotels represent:

5 MILLION guest rooms

5 BILLION feet of space

\$4 BILLION in energy use<sup>7</sup>

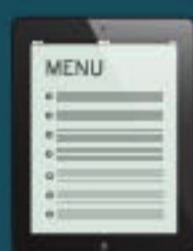
2013 marks the 'tipping point' of green practices as the 'new standard'.<sup>8</sup>

62% of travelers expect hotels to have some type of environmental program in place.<sup>8</sup>

84% do not see these practices as having a negative impact on comfort or luxury.<sup>8</sup>

## 5 ROOM SERVICE REINVENTED

Hotels are reinventing the room service concept with well known chef names, artfully crafted menu items, digital in-room dining menus with online ordering and brown-bag meal deliveries for travelers on the go.<sup>9</sup>



UP 8%



Availability of room service was up 8% in 2011-12

## JOBS IN DEMAND

### JOBS



In 2012, travel and tourism employed 14.6 million people - that's 1 out of 8 U.S. jobs!<sup>10</sup>

### GROWTH

55,000 - 75,000+ JOBS

Average of 55,000 new jobs added since Jan. 2013, compared to an average of 30,000 per month in 2012. The food and beverage sector saw the most job growth, adding 75,000 new jobs in June 2013.<sup>11</sup>

### OPPORTUNITIES

44% increase in jobs for meeting, convention and event planners.<sup>12</sup>

12% increase in jobs for food and beverage servers (and 8% across the F&B industry).<sup>12</sup>

8% increase in jobs for lodging managers.<sup>12</sup>

Global hospitality training and knowledge are in demand given the need to understand and cater to international travelers. The School of Hospitality Management at Kendall College in Chicago is ranked #1 for preparing students for hospitality careers.

Visit [hospitality.kendall.edu](http://hospitality.kendall.edu) to learn more about unique programming and opportunities within this global industry.



**Kendall College**  
RIVERWORKS CAMPUS • CHICAGO

SOURCES (For complete list of sources with links go to <http://bit.ly/tdUMsvD>)

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