



U.S. TRAVEL
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THE 2022 ARIZONA GOVERNOR'S CONFERENCE ON TOURISM



ipw[®]

POWERED BY U.S. TRAVEL ASSOCIATION

ORLANDO

JUNE 4-8, 2022



A photograph of an airport scene with travelers and luggage. A person in a blue shirt is pushing a cart, and another person is standing next to a black suitcase with a pink strap. The background shows airport security lanes.

WELCOMED PROGRESS:

**Pre-departure testing
for international inbound
travelers LIFTED ON JUNE 12**

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U.S. TRAVEL **SEMI-ANNUAL FORECAST:** *The Outlook* FOR **TRAVEL**

OVERALL, THE **FORECAST IS
POSITIVE, BUT SLOWER
GROWTH IS EXPECTED.**

**International will not recover until 2025 while
domestic business spending will not even recover
within the range of the forecast (beyond 2026).**



NEARLY HALF OF CORPORATE EXECUTIVES:

Reducing business
travel is *bad* for
the bottom line.



Two-thirds of Corporate Execs:

**COMPANIES WILL SPEND LESS ON BUSINESS TRAVEL
OVER THE NEXT SIX MONTHS COMPARED TO THE
SAME PERIOD IN 2019.**



THE REMOVAL OF THE PRE-DEPARTURE TESTING REQUIREMENT IS EXPECTED
TO BRING AN ADDITIONAL **5.4 MILLION VISITORS TO THE U.S.**

AND **\$9** **BILLION** IN TRAVEL SPENDING.



U.S. TRAVEL **SEMI-ANNUAL FORECAST:** *The Outlook* FOR **TRAVEL**

GROWTH ACROSS ALL SECTORS WILL BE
SLOWER IF THE ECONOMIC SITUATION
DOESN'T IMPROVE.



THE WORKFORCE CRISIS



NEARLY *1 in 7* **JOB OPENINGS**

ARE IN THE LEISURE & HOSPITALITY SECTOR ALONE

LEISURE & HOSPITALITY **BREAKDOWN**

- Arts & Entertainment
- Lodging
- Food Services
- Recreation



*THREE-QUARTERS OF **TOTAL TRAVEL EMPLOYMENT** PRE-PANDEMIC
(NOT INCLUDING AIR, AUTO TRANSPORTATION, RETAIL AND TRAVEL PLANNING)*

A silhouette of a person holding a smartphone is centered in the foreground. The background is a blurred cityscape at night, with numerous out-of-focus lights in warm yellow and orange tones, and some cooler blue and white lights. A dark horizontal band runs across the middle of the image, serving as a background for the text.

**FOR EVERY 100 JOBS THAT ARE OPEN, THERE
ARE ONLY 50 AMERICANS LOOKING FOR WORK.**

Average hourly earnings in Leisure & Hospitality

ARE NOW **22%** ABOVE
2019 levels, which is 5.5% higher than the overall economy



THE CHALLENGES



- **Talent migration**
 - Leaving workforce, early retirements, starting new businesses, changing jobs and industries
- **Changing employment motivators**
 - ‘COVID clarity’ – time to reflect
 - Reevaluating priorities
- **Lack of temporary foreign workers**
 - Visa processing delays, backlogs, availability of H2B visas and other travel restrictions.
- **Historic negative perception of travel-related jobs**
 - Low paying jobs, demanding, long hours and limited upward mobility
- **Great Resignation**
 - Historical quit rates
- **Declining labor force participation**
 - Record job openings, child care challenges, etc.



**FOUR IN TEN FULL-TIME EMPLOYED AMERICANS
EXPERIENCED AN EMPLOYMENT SHIFT
DURING THE COVID-19 PANDEMIC**

THE CHALLENGES



> Talent migration

- Leaving workforce, early retirements, starting new businesses, changing jobs and industries

> Changing employment motivators

- ‘COVID clarity’ – time to reflect
- Reevaluating priorities

> Lack of temporary foreign workers

- Visa processing delays, backlogs, availability of H2B visas and other travel restrictions.

> Historic negative perception of travel-related jobs

- Low paying jobs, demanding, long hours and limited upward mobility

> Great Resignation

- Historical quit rates

> Declining labor force participation

- Record job openings, child care challenges, etc.

A low-angle shot looking up at a multitude of national flags from various countries, including the United Kingdom, Australia, Germany, Canada, and others, all waving vigorously on tall silver poles against a bright blue sky with a few wispy clouds. A dark blue horizontal band is superimposed across the middle of the image, containing the title text.

LACK OF ACCESS TO INTERNATIONAL WORKERS

LATEST PROGRESS



- > Reduced interview wait times
- > Consider the impact of fee increases
- > Exempt returning workers from the cap

THE CHALLENGES



> Talent migration

- Leaving workforce, early retirements, starting new businesses, changing jobs and industries

> Changing employment motivators

- ‘COVID clarity’ – time to reflect
- Reevaluating priorities

> Lack of temporary foreign workers

- Visa processing delays, backlogs, availability of H2B visas and other travel restrictions.

> Historic negative perception of travel-related jobs

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> Great Resignation

- Historical quit rates

> Declining labor force participation

- Record job openings, child care challenges, etc.

A man with short brown hair and a beard is sitting in a white airport-style chair, looking out a large window. His legs are crossed at the ankles, and he is wearing brown leather pants and black sneakers. A black suitcase is on the floor next to his feet. Outside the window, a commercial airplane is taking off into a bright, hazy sky. The scene is bathed in warm, golden light, suggesting sunrise or sunset.

Travel spending directly supported nearly
182,000 jobs in Arizona before the pandemic.



THE WORKFORCE CRISIS



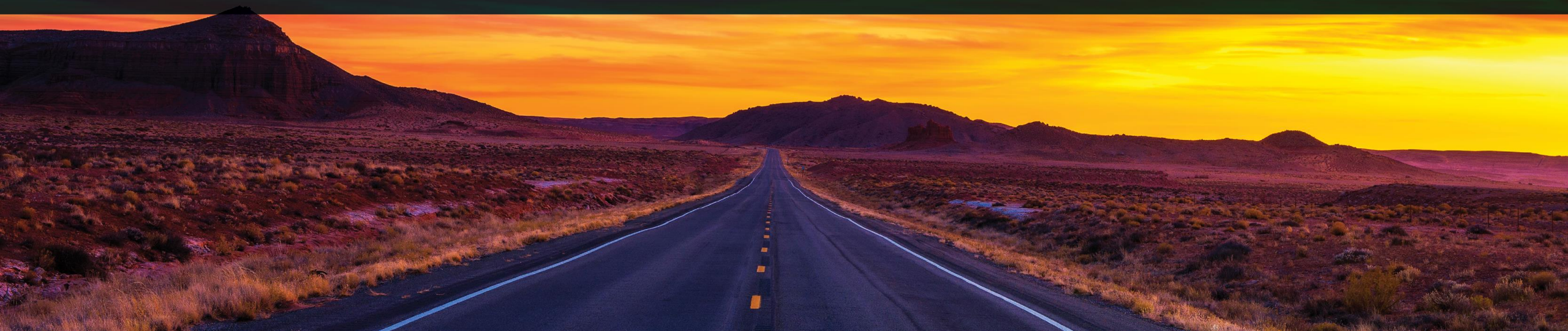
**WORKERS ARE MIGRATING
FROM THE COASTS**



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CHANGING THE **NARRATIVE**



HEART & MIND STRATEGIES

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TRAVEL JOBS ARE...

- **Accessible**
- Frequently **flexible**
- **Diverse** and engaging
- **Training-focused**, providing essential, transferrable skills
- Opportunities to **connect** with others
- **Experiential**, fostering entrepreneurs
- Less likely to be replaced by AI and technology



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SKILLS-BASED **HIRING**

White House prods agencies to focus on skills in hiring



Margaret Harding McGill

Skills-Based Hiring Guidance Issued for Federal Jobs



By [Kathy Gurchiek](#)

May 25, 2022

People over pedigrees: The move toward skills-based hiring

Analysis: Reaction to the Biden Administration's support of hiring people based on their skills

By [Ramona Schindelheim](#) - May 25, 2022

WORKFORCE

OPM builds out skills-based hiring guidance for federal agencies

Workforce INITIATIVES

Norton program increases tuition assistance for students as push to address health care worker shortage



Updated: 10:30 PM EDT Jul 4

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Mayor Bowser Announces \$20,000 Hiring Bonus to Help Recruit MPD Officers

Mayor Eric Adams to Allow First Responders to Moonlight as Lifeguards



MARKETS BUSINESS INVESTING TECH POLITICS CNBC TV INVESTING CLUB PRO

AIRLINES

United Airlines pilots to get raises of more than 14%, 8 weeks of maternity leave in new contract

PUBLISHED FRI, JUN 24 2022 9:39 AM EDT | UPDATED FRI, JUN 24 2022 2:02 PM EDT



Leslie Josephs
@LESLIEJOSEPHS

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KEY POINTS

- The contract includes three raises totaling 14.5% over 18 months.
- Pilots at Delta, American and Southwest are also in contract talks.

In this article

UAL +0.07 (+0.20%)



TV

Shark Tank

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UP NEXT | Shepard Smith 12:00 am ET

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Fatima
Front Desk Agent

"I'm growing within the industry but also growing within myself, gaining new experiences, gaining new responsibilities. I always have that big picture in mind. My next goal is to become a supervisor."

Meet Fatima

Karina
Colleague Experience Manager

"The best thing that I can say to a person who is about to consider working in the hotel industry is that... just start. And once you start, you will realize all the different doors that can be opened. There are no limits."

Meet Karinna

Gus & Kentrelle
Oyster Shuckers

Kentrelle and Gus work together shucking oysters on Historic Bourbon street, where they've worked a combined 67 years. Both choose to work at a hotel industry restaurant because of the benefits and the stability.

Meet Gus & Kentrelle

Derek
Lobby Agent

"I want to see the industry doing any..."

Meet Derek

INCENTIVIZING THROUGH EDUCATION AND GROWTH



Send a Release



HERSCHEND ENTERPRISES' 11,000 EMPLOYEES TO RECEIVE 100% FREE TUITION

The Nation's Largest Privately-owned Themed Attractions Corporation
Launches Substantial Education Benefit, Starting Day One of
Employment



NEWS PROVIDED BY

[Herschend Entertainment Company, LLC →](#)

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ATLANTA, Feb. 8, 2022 /PRNewswire/ -- Today [Herschend Enterprises](#), privately-owned themed attractions corporation, announced it will cover 100% of the tuition for its 11,000 employees who choose to pursue further education. The significant employee education will be made through Herschend's GROW U. This benefit makes it exponentially easier for employees at all levels to pursue their personal and professional growth through education.



GROW U

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Your future grown with love, not loans.

Tuition-free school is now possible with Herschend's GROW U. Access 100+ programs with 100% tuition covered, or choose from 145+ partially funded programs.

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REIMAGINING LODGING TAX FOR THE WORKFORCE



Estes Park Trail-Gazette

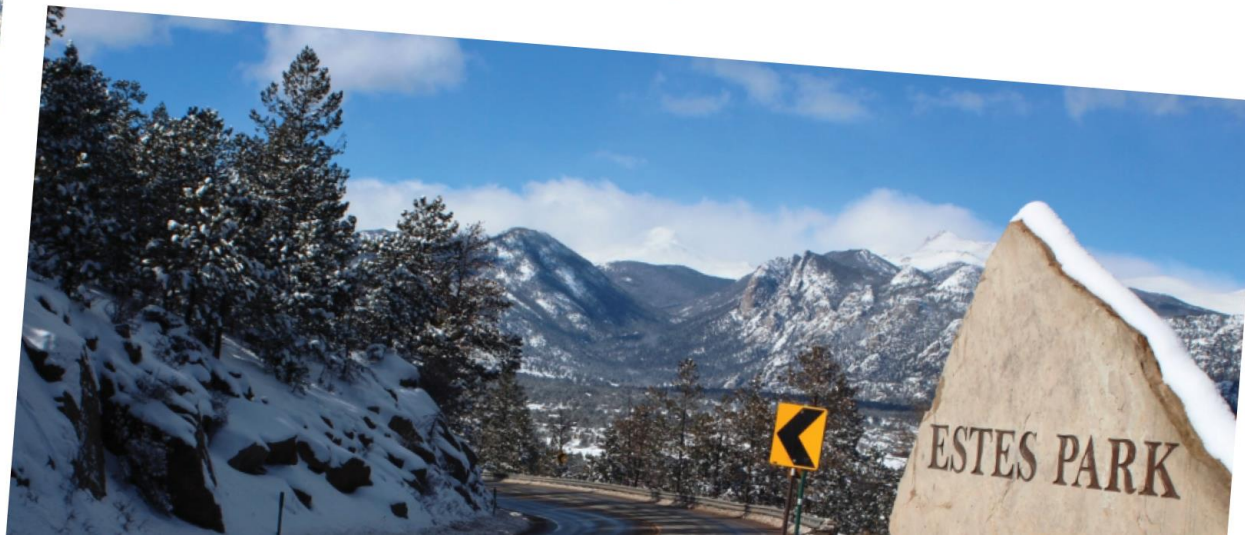
Menu

Search

VEP moves forward with Lodging Tax task force

Tim Mosier

PUBLISHED: April 30, 2022 at 12:20 p.m. | UPDATED: May 2, 2022 at 10:31 a.m.
[Business](#), [Latest Headlines](#), [Local News](#), [News](#)

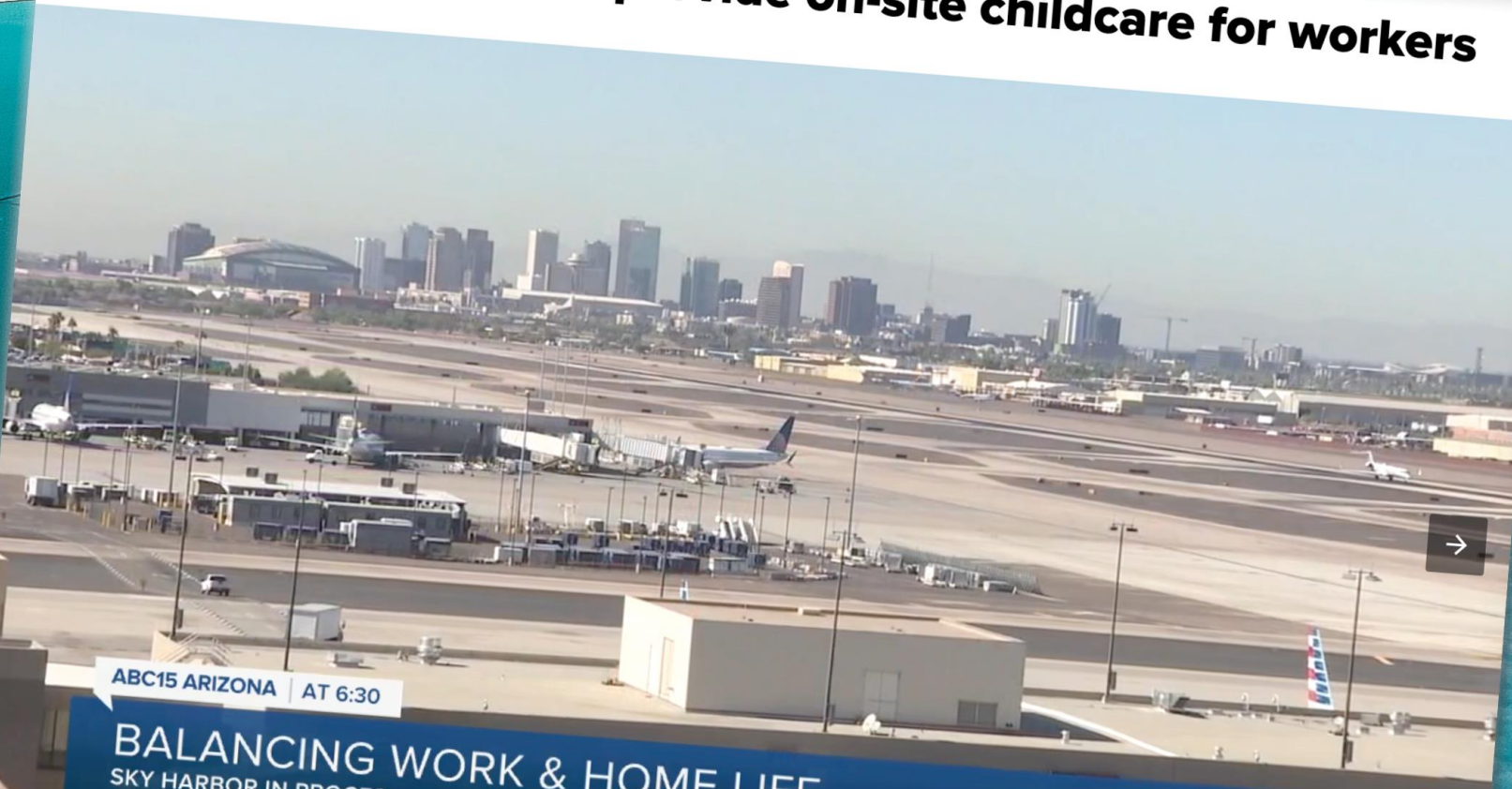


STRIKING A BALANCE WITH ON-SITE CHILDCARE



Sky Harbor working to provide on-site childcare for workers

VISIT SITE



ABC15 ARIZONA | AT 6:30

BALANCING WORK & HOME LIFE
SKY HARBOR IN PROCESS OF BUILDING AN AIRPORT DAYCARE

6:36
82°



New laws in Michigan and Boston **EXPAND WORKFORCE RESOURCES** by permitting younger workers to serve alcohol and **WORK LONGER HOURS.**



MELLOW MUSHROOM PIZZA

**When Your Favorite Manager
Gets Promoted**



Workforce RESOURCES

CONTINUED WEBINARS

RECOVERY INSIGHTS DASHBOARD PAGE

WHITEPAPER

State of the American Workforce and its Impact on Travel

**ADDITIONAL RESEARCH AND CAMPAIGN DEVELOPMENT
AROUND TRAVEL CAREERS: COMING SOON**

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A wide-angle landscape photograph of a canyon at sunset. The sky is filled with dramatic, colorful clouds in shades of orange, pink, and purple. The sun is low on the horizon, casting a warm glow over the scene. In the foreground, a river flows through a lush, green valley. The middle ground features steep, rocky cliffs and mountains, some of which are illuminated by the setting sun. The background shows more distant mountain ranges under the colorful sky.

THANK YOU

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