

The Hospitality Workforce Report

Hotels — H2 2024 Infographic



Hotels enjoy increased demand and productivity

In stark contrast to the rest of the industry, there are some positive trends in the hotel sector. Comparing a range of performance measures from July 2024 to July 2023 shows it to be the only hospitality channel where teams are growing, productivity is high, and demand is increasing.

Bucking the trend

+37.6%
Hotel sales

Restaurants: -3.1% Pubs: +0.5%

Demand for hotels is back

Hotel sales in July 2024 rebound compared to 2023, unlike the rest of the sector

+1.4%
Hours worked in hotels

+0.3% Hotel headcount up

Hotels maintain productivity

Both headcount and hours worked are positive for the sector

Hospitality operators adapt to National Minimum Wage increase

-7%
Fall in labour hours

Labour cost increased +1.6%

Employers cut hours

Labour hours fall for all but younger workers as wage bills rise

+15.9%
Increase in under 21's hours YTD



Younger workers take center stage

Under 21s are the only cohort to see hours increase from January – July 2024

How can Fourth help meet these challenges?

Capture demand

Align staff **scheduling** with forecast demand to deliver the best guest experience.

Control labour costs

Use Activity-Based Scheduling to meet demand within budget, without compromising on service.

Nurture your people

Impress new employees with smooth **onboarding** and support existing staff with tailored communications channels.

Fourth's workforce management tools enable your business to tackle any challenge. Discover how we can help you to empower employees, increase retention, and maximise profitability today.

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