Fourth

The Hospitality Workforce Report

Restaurants and Pubs — H2 2024 Infographic

Low demand and high wages put pressure on restaurants and pubs

Comparing a range of performance measures from July 2024 to July 2023 shows the pressure restaurant and pub operators are under. Sales remain flat and labour costs continue to rise, leading many operators to respond with innovative strategies to manage costs.

Flat sales and shrinking headcount

-0.1%
Sales flat industry-wide
Restaurants: -3.1% | Pubs: +0.5%

Sales flat July 2024 vs July 2023

Consumer demand slows amid cost-of-living crisis

-2.9%
Headcount down industry-wide
Restaurants: -4.1% | Pubs: -9.0%

Headcount continues to tumble

15th consecutive month of declining headcount

2 Years
Vacancies have been falling since June 2022
Industry vacancies down since January 2024 -8%

The workforce contracts

Declining vacancies YTD and headcount suggest teams are shrinking

Source: ONS

Operators adapt to National Minimum Wage increase

-7%
Labour hours down YTD
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 January - July 2024

How can Fourth help meet these challenges?

Capture demand

Use **AI** to predict customer demand and align it with staff scheduling to maximise every sales opportunity.

Control labour costs

Use **Intelligent Scheduling** to set labour rules and optimise every shift to meet demand while staying within budget.

Nurture your people

Smoothly **onboard** new employees and support the existing workforce with tailored communications channels.

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

Visit uk.fourth.com

or call 0207 534 3700

Except where otherwise stated, the research presented here is based on a representative sample of 700 operators in the pub, hotel, and restaurant sectors who use Fourth's Workforce Management Solution, comparing performance in the year to July 2024 with the year to July 2023.