

## More than one-third of hospitality workers might not return

The world's battered tourism industry has a long way to go to rebound from the devastating effects of the COVID-19 pandemic, according to a survey of workers conducted by Florida Atlantic University.

Roughly 70 percent of the more than 4,000 respondents felt COVID-19 would have a negative long-term impact on the industry, while 65 percent said they felt the industry did not protect its employees better than other sectors.

More than one-third of respondents indicated they would be seeking employment outside the industry over the next year. Meanwhile, desperately needed entry-level workers are more likely than not to leave the industry or their organizations, the poll showed.

Even as hotels, restaurants and other places of employment ramp back up to full staffing, they face a severe shortage of workers, and U.S. colleges and universities can expect a one- or two-year decline in hospitality and tourism enrollment, said Peter Ricci, Ed.D., director of FAU's hospitality and tourism management program.

FAU researchers Ricci, Soyoun Park, Ph.D., Anil Bilgihan, Ph.D., and Ye Zhang, Ph.D., conducted the survey in March and April, with responses coming from 46 countries, including all U.S. states and territories.

Respondents represented lodging, food service, tourism, transportation, events, leisure, recreation and sports.

Results of the FAU survey mirrored those from a poll conducted by the American Hotel and Lodging Association.

—fau.edu



# Jobs

Photo: fau.edu

### Employment in Hawaii lags after tourists return

Signs that tourists are returning to Hawaii are hard to miss: crowded beaches, lines outside tourist take-out spots, increasing foot traffic along Kalakaua Avenue in Waikiki.

The return is hardly an illusion: data show there were substantially more tourists in Hawaii in March of this year than the same month in 2020, when Hawaii tourism was just starting to

feel the effects of COVID-19. Still, there's one thing missing: tourism jobs. Hotels and restaurants have brought workers back to be sure, but not nearly in proportion to the numbers of visitors.

While numbers show March of 2021 was better than March of 2020 in numbers of visitors, March

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### Wisconsin's popular Door County faces labor shortage

Wisconsin's tourism hubs are expecting a flood of visitors to enjoy the state's recreation, food and event offerings. But businesses fear they won't have the staff to accommodate them.

Door County is gearing up for its busy season, which is usually a bell

curve of visitors from May to October. The northeastern destination's largest economic driver is tourism. The peninsula is popular for its scenery, cherries and wine, among other things.

Based on visitor inquiries to the

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## Monterey CVB hopes 'Now is the Moment'

As Monterey County begins to slowly recover from the economic effects of COVID-19, one local agency is seizing the moment and launching a campaign aimed at boosting tourism.

"The first phase kicks off this month with a national marketing campaign," said Rob O'Keefe, Monterey County Convention and Visitors Bureau president and CEO. "The goal is to revive and boost tourism and hospitality. To come back in the short-term but to also put Monterey County on people's minds across the country by branding the destination."

Playing off the Convention and

Visitors Bureau existing slogan "Grab Life by the Moments," the new campaign is called "Now is the Moment." It is both an introduction and an invitation to short- and long-haul travelers.

The first phase includes over \$1.25 million in paid media, the largest single campaign investment in the Convention and Visitors Bureau history and is the first step in a multi-year recovery initiative.

The first phase of the campaign is said to be a strategically developed tactical marketing tool to drive the tourism economic engine in the short-term and into the future.

– [montereyherald.com.com](http://montereyherald.com.com)

## State office wants tourists to #SayYesCT

Connecticut has launched a \$1.2 million tourism campaign that promises to boost the industry recovering from COVID-19.

The campaign, themed "Say Yes to Connecticut," will span digital platforms like social media, streaming, and in-state TV. It will promote to both out-of-state and

in-state travelers.

The aim is to have residents and visitors "Say Yes to Connecticut" after saying "no" to so many things due to the pandemic, according to Christine Castonguay, interim director of the Connecticut Office of Tourism.

– [we-ha.com](http://we-ha.com)

## Hawaii

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2021 was significantly worse in terms of hotel and food jobs – by almost 40,000.

Hawaii hotels and restaurants employed approximately 73,000 workers in March 2021 compared with 112,000 in March 2020. And that's despite 8% more visitors per day in March 2021, according to the Hawaii Tourism Authority's visitor census for March.

The reason for this is simple, says Carl Bonham, executive director of the University of Hawaii Economic Research Organization. Even though tourists are coming back, there still simply are not enough to fill all the hotels.

The state depends a lot on international travelers, and nobody knows when they are coming back.

– [civilbeat.org](http://civilbeat.org)

## Door County

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county's website alone, Destination Door County Communications Director Jon Jarosh says travel interest is far greater than last year. Jarosh anticipates a busier season than that of 2019, when the state set records for tourism.

So businesses are looking for workers. Considering that many international students filled those positions, it's a nationwide issue.

Stacie Tollaksen with Intrax Work Travel said the J-1 Summer Travel Program dropped 95 percent from 2019 to 2020 due to COVID-19. The 5 percent of international students who did come over had their visas before both the work visa ban was put in place or travel restrictions due to COVID-19.

– [wisbusiness.com](http://wisbusiness.com)