

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

**84.6 MILLION** 2018

**INTERNATIONAL VISITORS TO THE U.S.**

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, resulting in 84.6 million visitors, a 26% increase and 17.6 million additional visitors compared to 2012.<sup>1</sup>

**TOP 10** MOST VISITED CITIES IN THE WORLD

CHICAGO IS ONE OF THE

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>2</sup>

By next year, Chicago will have **165,000+** jobs in the industry!

## 2 RANKINGS MEAN BUSINESS

**AGE OF DIGITAL REFFERALS**

**2.3 MILLION** OF DIGITAL MENTIONS EVERY MINUTE

There are 2.4 billion brand-related conversations within the U.S. every day.<sup>3</sup>

A typical American mentions brands **60x per week** in conversation, on and offline.

According to the 2012 Luxury Trend report, more than 83% of its customers consider TripAdvisor reviews to be extremely important.<sup>4</sup>

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

**Pre-prohibition cocktails are spotlighting in 2014, vermouth is a big hit.<sup>5</sup>**

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

**Tea**

**SOURS**

A traditional method of beer making is having a comeback. The "sour" element comes from the wild yeasts and natural bacteria 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 BILLION** feet of space
- 5 MILLION** guest rooms
- \$4 BILLION** in energy use!

2013 marks the "tipping point" of green practices as the "new standard."<sup>6</sup>

- 62%** of travelers expect hotels to have some type of environmental program in place.<sup>6</sup>
- 84%** do not see these practices as having a negative impact on comfort or luxury.<sup>6</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 know-how meal deliveries for travelers on the go.<sup>7</sup>

**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>8</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>9</sup>

**OPPORTUNITIES**

- 44%** increase in jobs for meeting, convention and event planners.<sup>10</sup>
- 12%** increase in jobs for food and beverage servers (and 8% across the F&B industry).<sup>10</sup>
- 8%** increase in jobs for lodging managers.<sup>11</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**  
BIRNBOIM CAMPUS - CHICAGO

SOURCES (For complete list of sources visit [www.kendall.edu](http://www.kendall.edu))

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