

Getting Singapore's Hospitality Workforce Future-Ready



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Singapore Age Demographics

RESIDENT
POPULATION

N

300

K

200

K

100

K

0K

0-4

15-

19

30-

34

45-

49

60-

64

75-

79

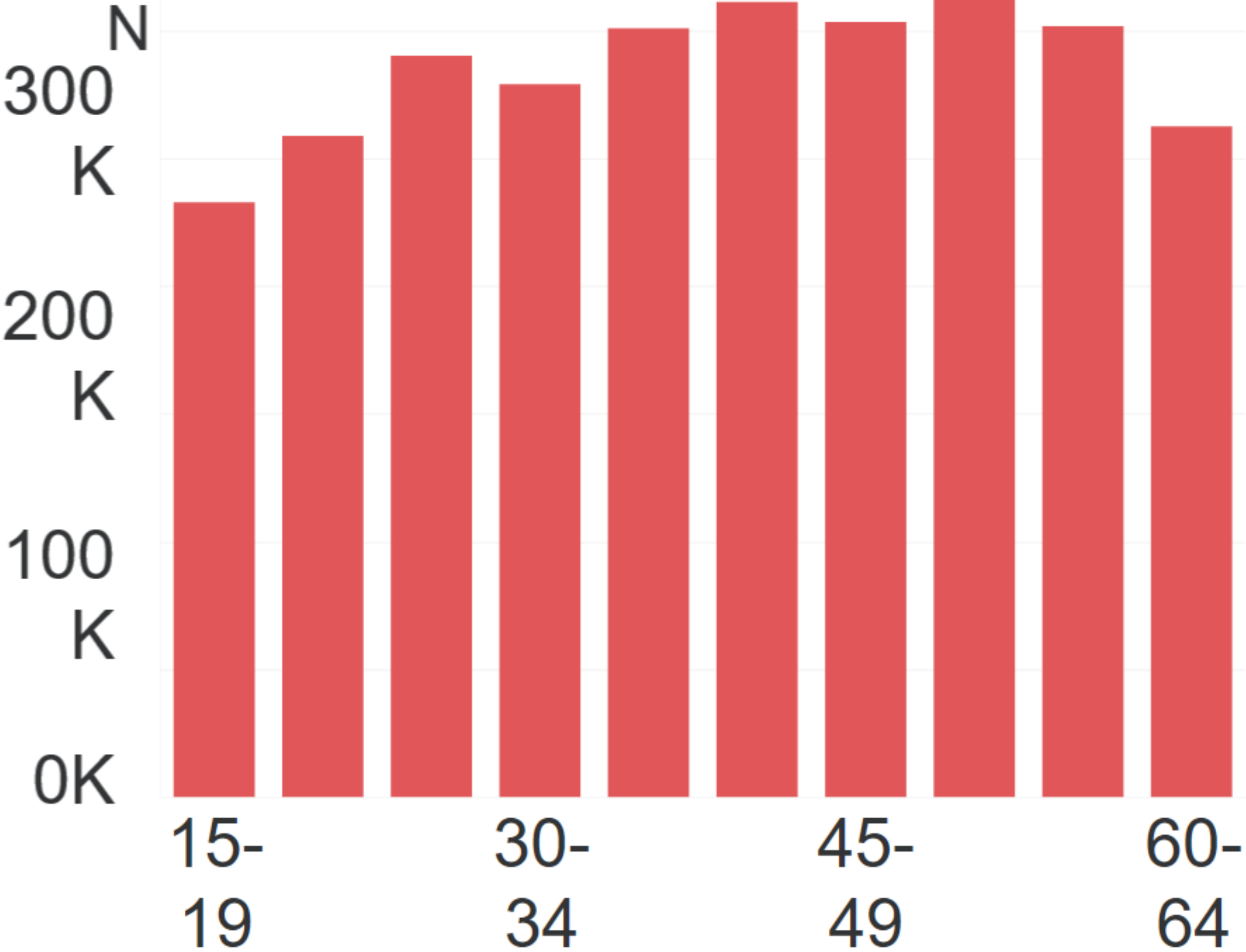
85+

AGE

Source: Population Trends 2017, Singapore Department of Statistics

Singapore Age Demographics

RESIDENT
POPULATION



2017

AGE

Singapore Age Demographics

RESIDENT
POPULATION

N

300

K

200

K

100

K

0K

15-
19

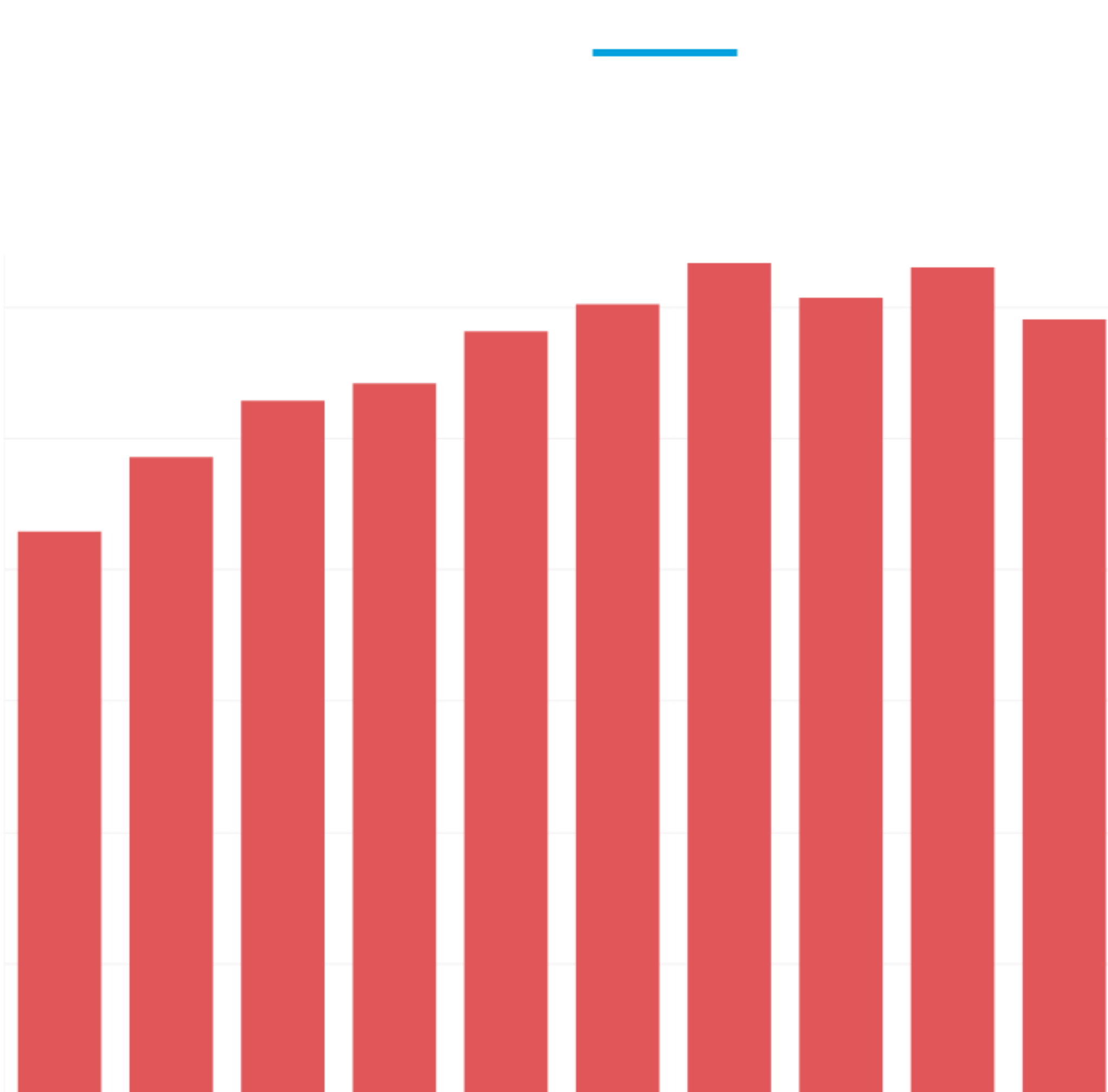
30-
34

45-
49

60-
64

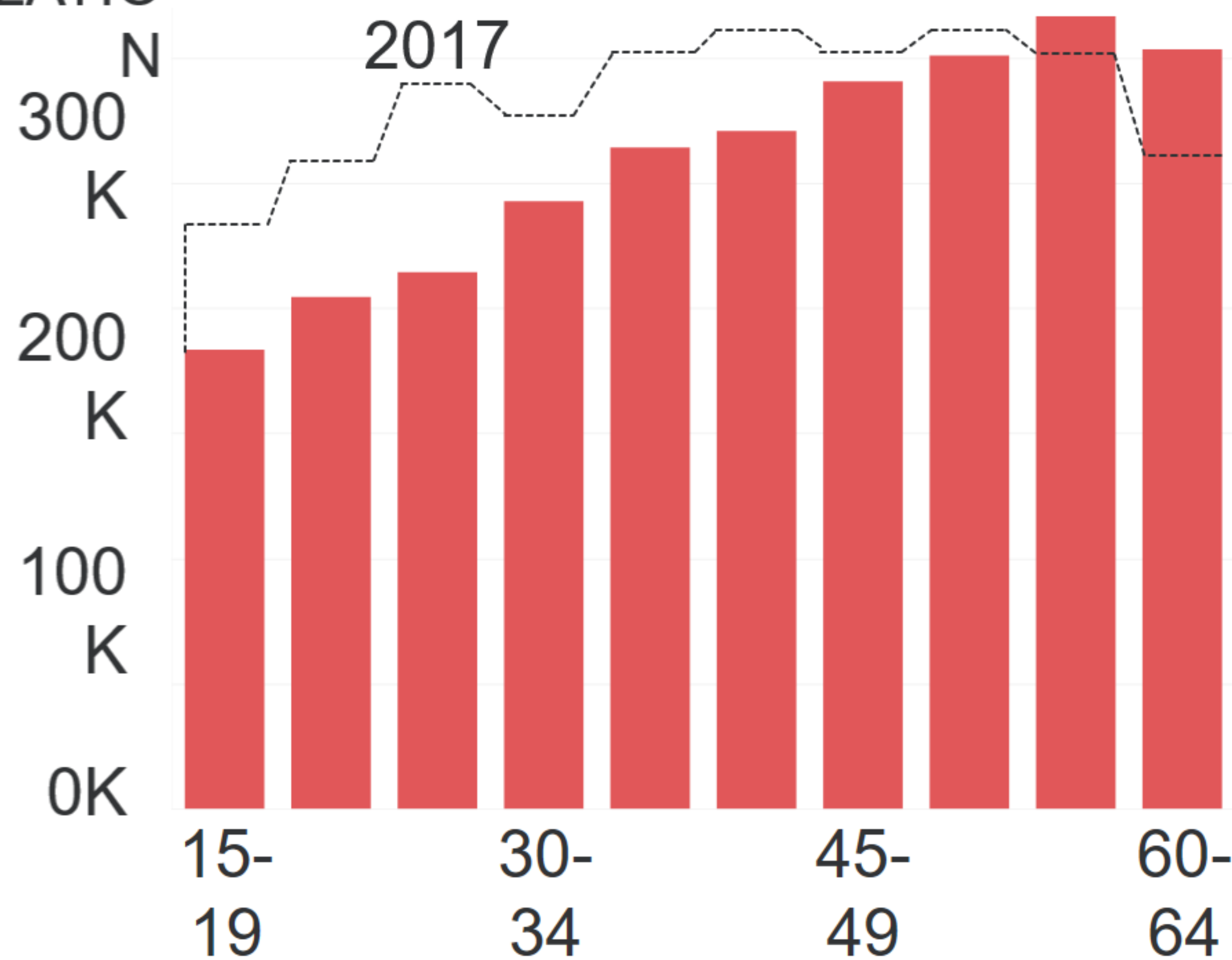
AGE

2020



Singapore Age Demographics

RESIDENT
POPULATION



2030

AGE

Resulting gap in workforce supply and demand by 2030

No. of People
(in Millions)

4.0 M

3.9 M

3.8 M

3.7 M

3.6 M

2017

2020

2025

2030

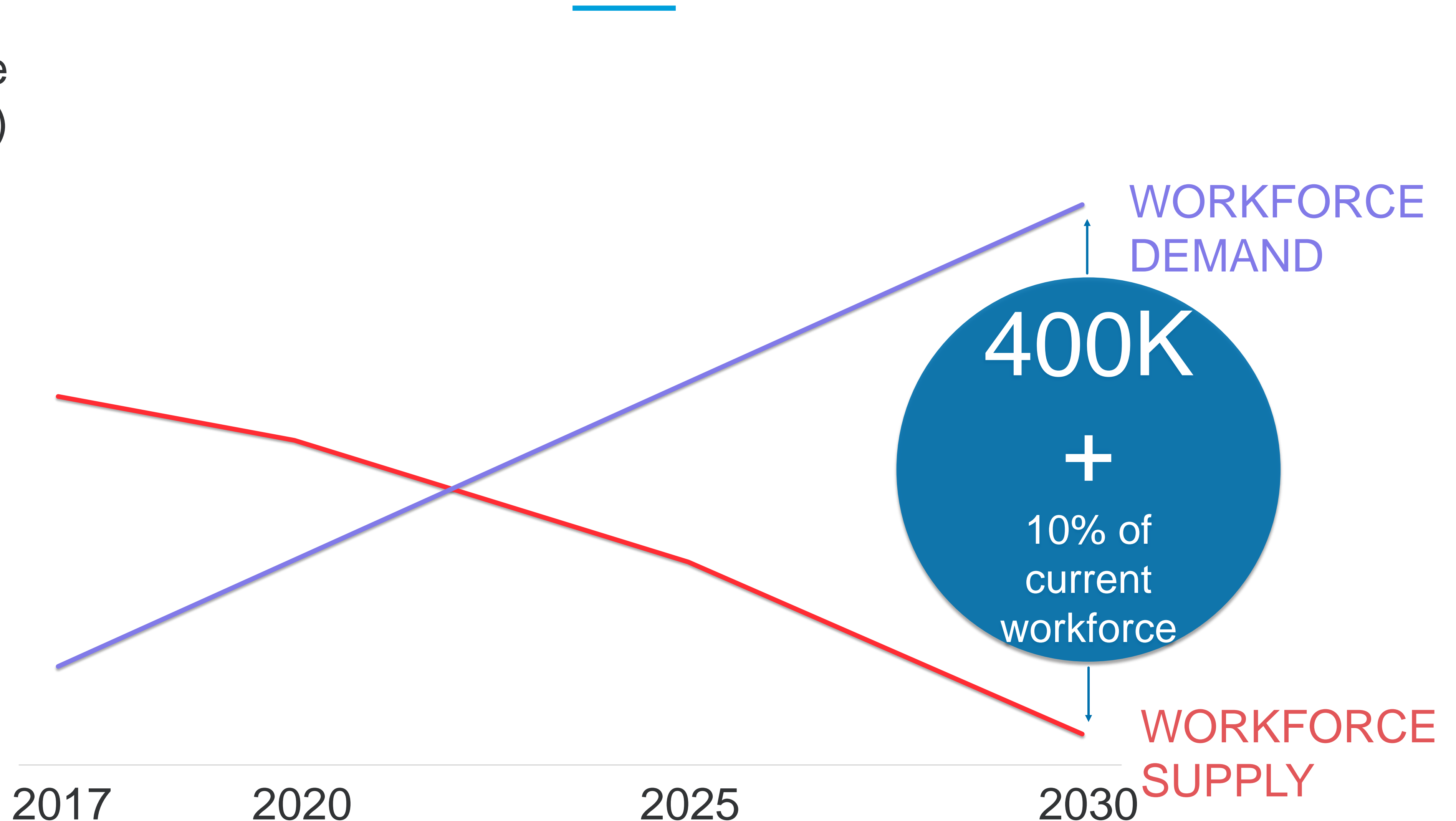
WORKFORCE
DEMAND

400K

+

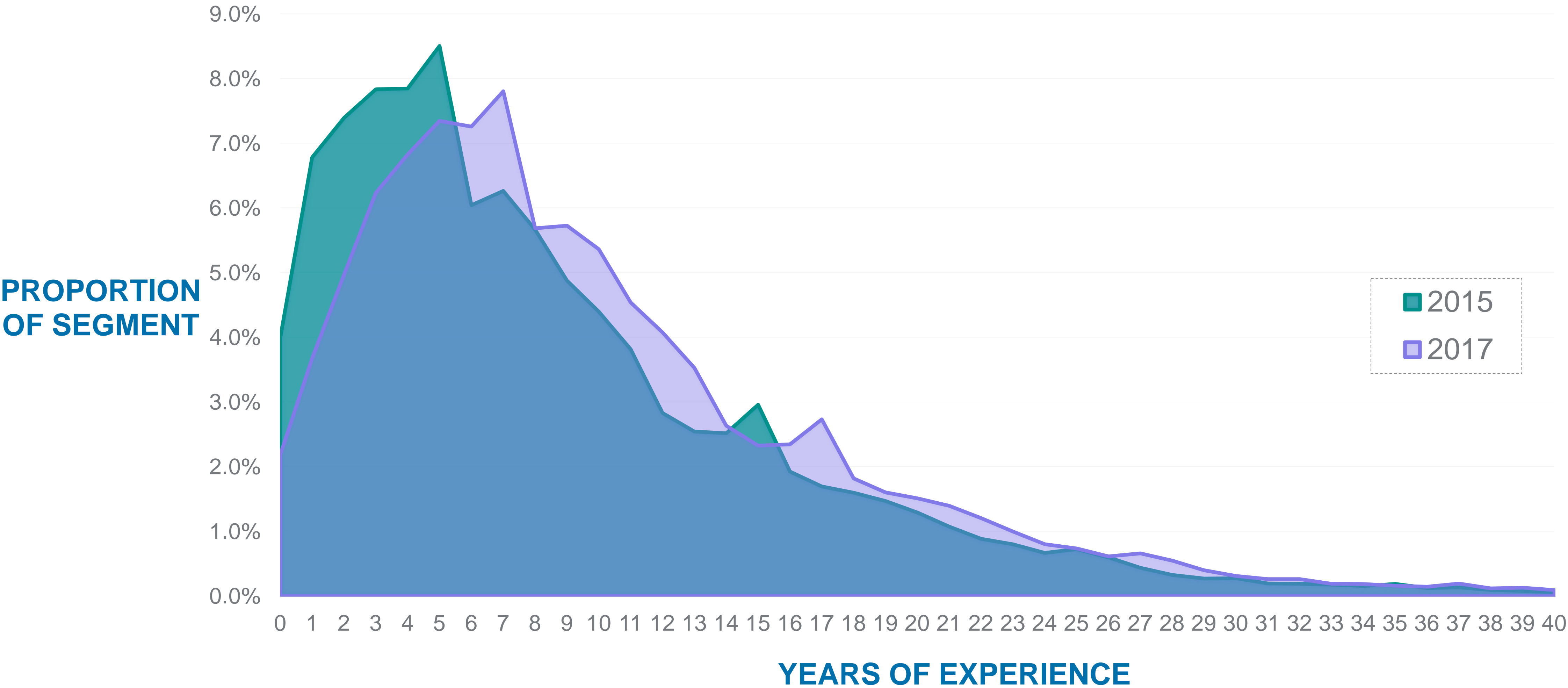
10% of
current
workforce

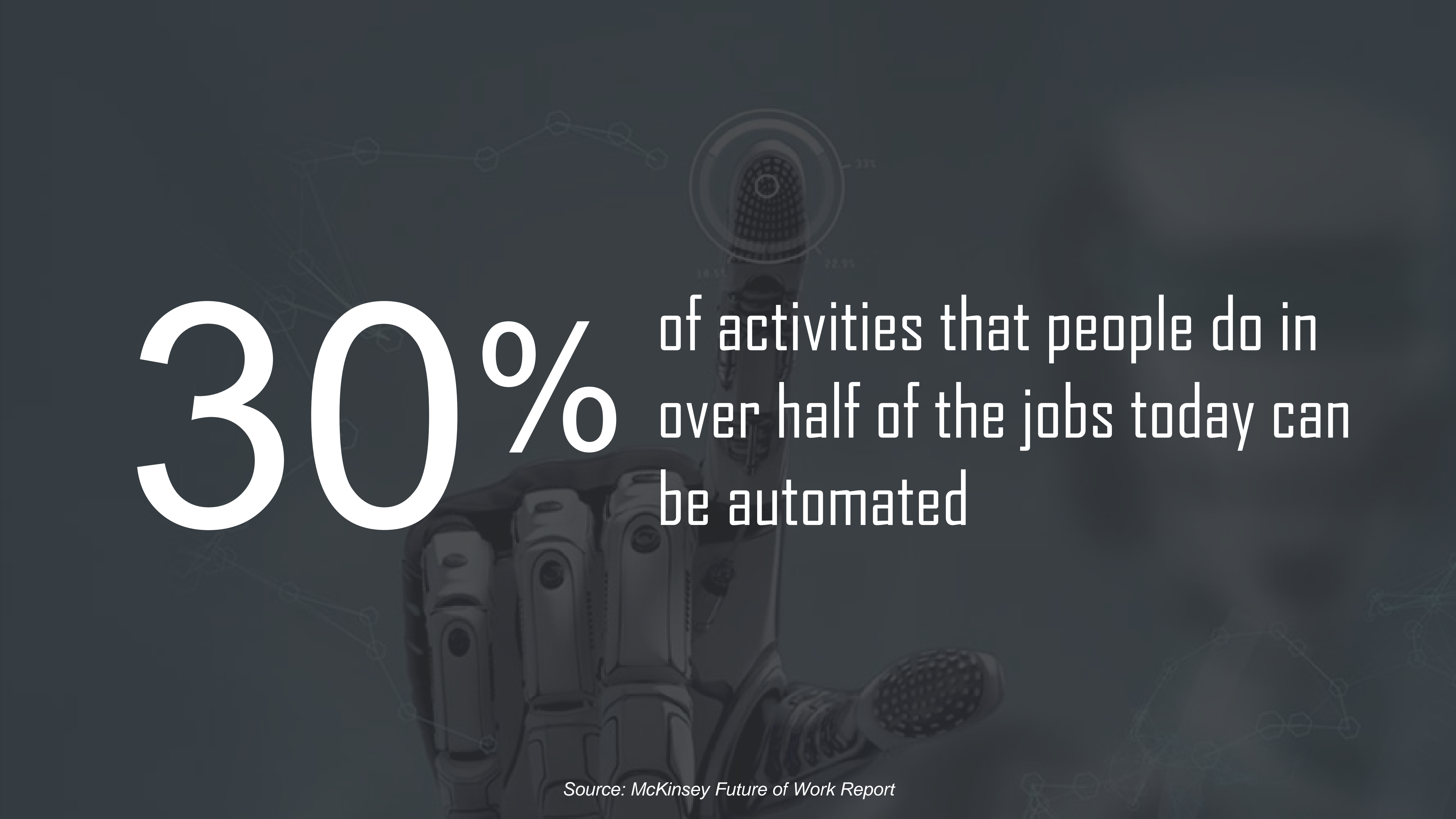
WORKFORCE
SUPPLY



Singapore's hospitality industry has seen a resulting shift towards a more experienced workforce in the last 2 years

YEARS OF CAREER EXPERIENCE – HOSPITALITY SECTOR 2015 VS 2017



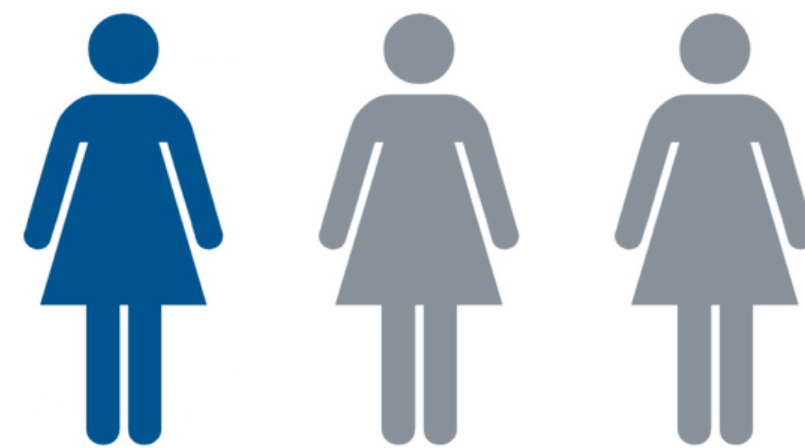
A dark, stylized illustration of a robotic hand holding a pen, positioned vertically in the center. The background features a faint, light-colored network diagram with nodes and connecting lines, suggesting a technological or data-driven theme. The overall color palette is dark and monochromatic.

30% of activities that people do in
over half of the jobs today can
be automated

Source: McKinsey Future of Work Report

SINGAPORE'S WORKFORCE IS GOING DIGITAL

1 in 3 members in Singapore are equipped with
a technology skill



Employers in Singapore are rapidly expanding their workforce for **digital roles**, which remain in **high demand**

TOP 10 FAST GROWING OCCUPATIONS (SINGAPORE)



Hiring demand is derived from the average number of Recruiter messages received on LinkedIn in the past 6 months

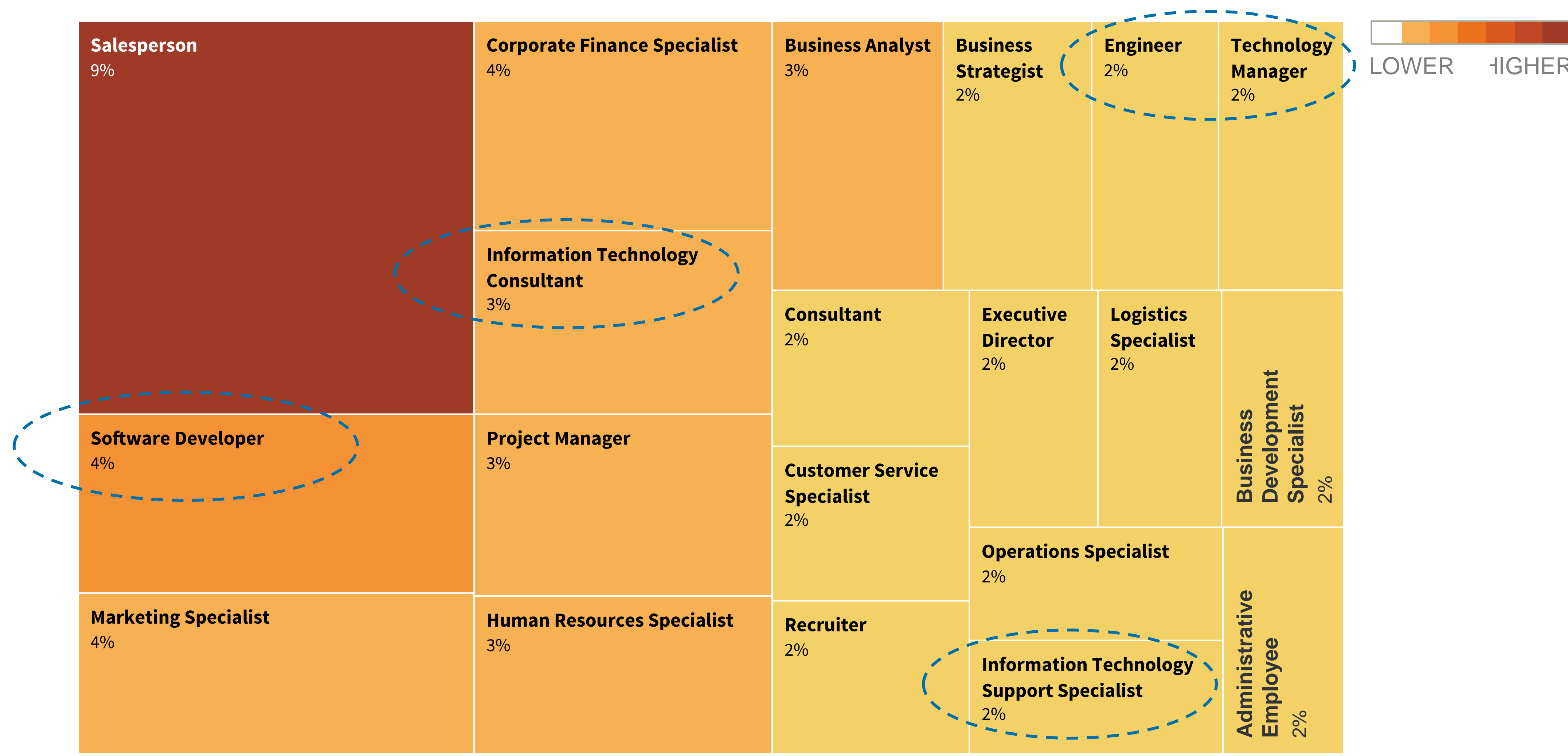
Yet the **hospitality** industry in Singapore is **slower to adopt**
this trend, especially amongst hotels

FAST GROWING OCCUPATIONS

SINGAPORE	HOTEL INDUSTRY	OTHER HOSPITALITY INDUSTRIES
User Experience Designer	Business Strategist	Software Developer
Data Analyst	Marketing Specialist	Automotive Salesperson
Advertising Specialist	Event Planner	Business Analyst
Multimedia Specialist	Salesperson	Public Relations Specialist
Marketing Research Specialist	Human Resources Specialist	Marketing Specialist
Website Manager	Hospitality Professional	Business Development Specialist
Marketing Communications Specialist	Information Technology Consultant	Human Resources Specialist
Information Security Specialist	Food Service Professional	Business Strategist
Social Media Specialist	Operations Specialist	Merchandiser
Business Intelligence Consultant	Corporate Finance Specialist	Event Planner

Even outside Technology related industries, there is intense competition for digital roles in Singapore

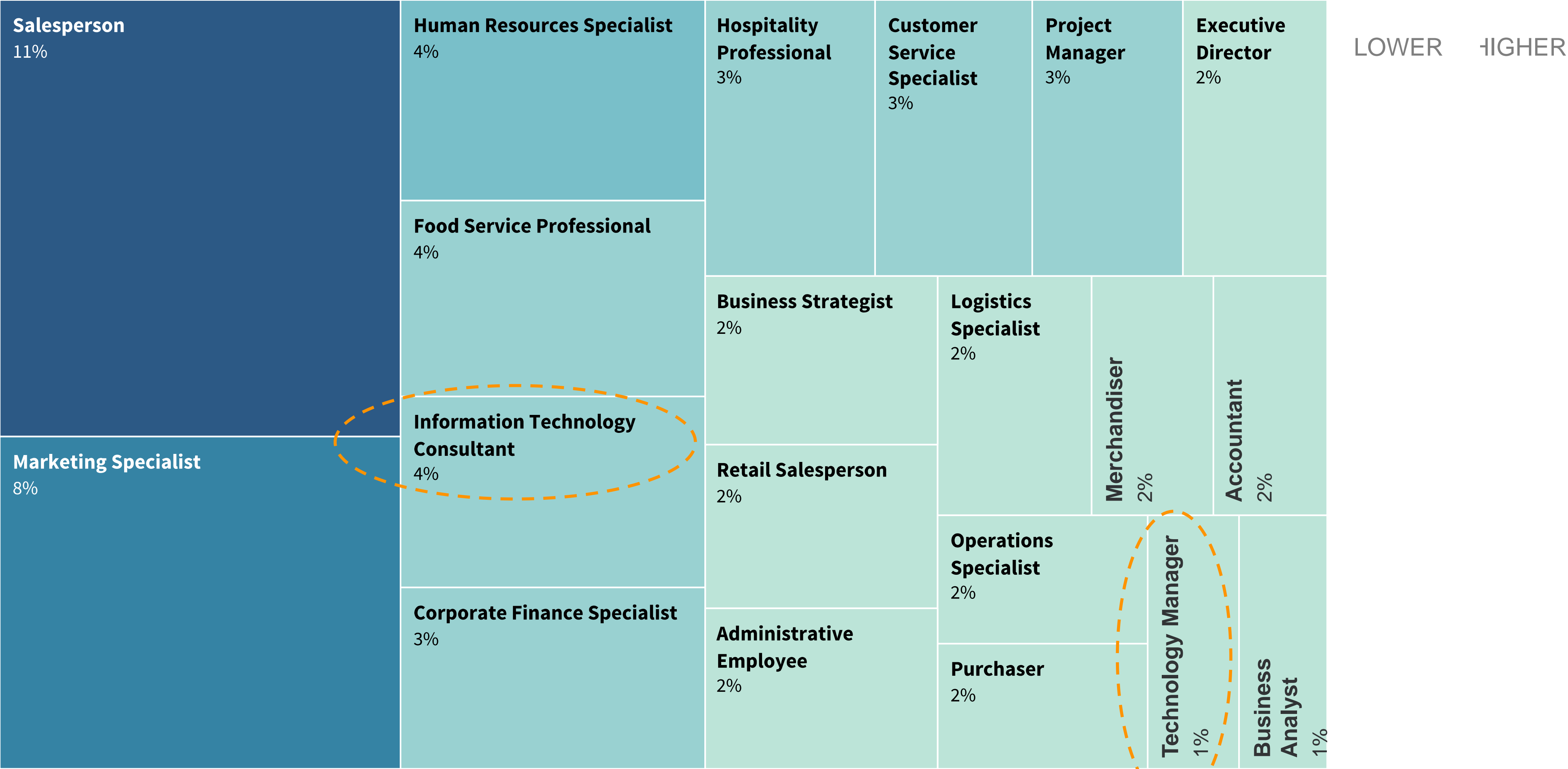
TOP JOBS POSTED IN SINGAPORE (EXCLUDING TECH COMPANIES)



Only considering job posting data in the last 12 months

Operational and corporate function roles however still take precedence in Singapore's Hospitality industry

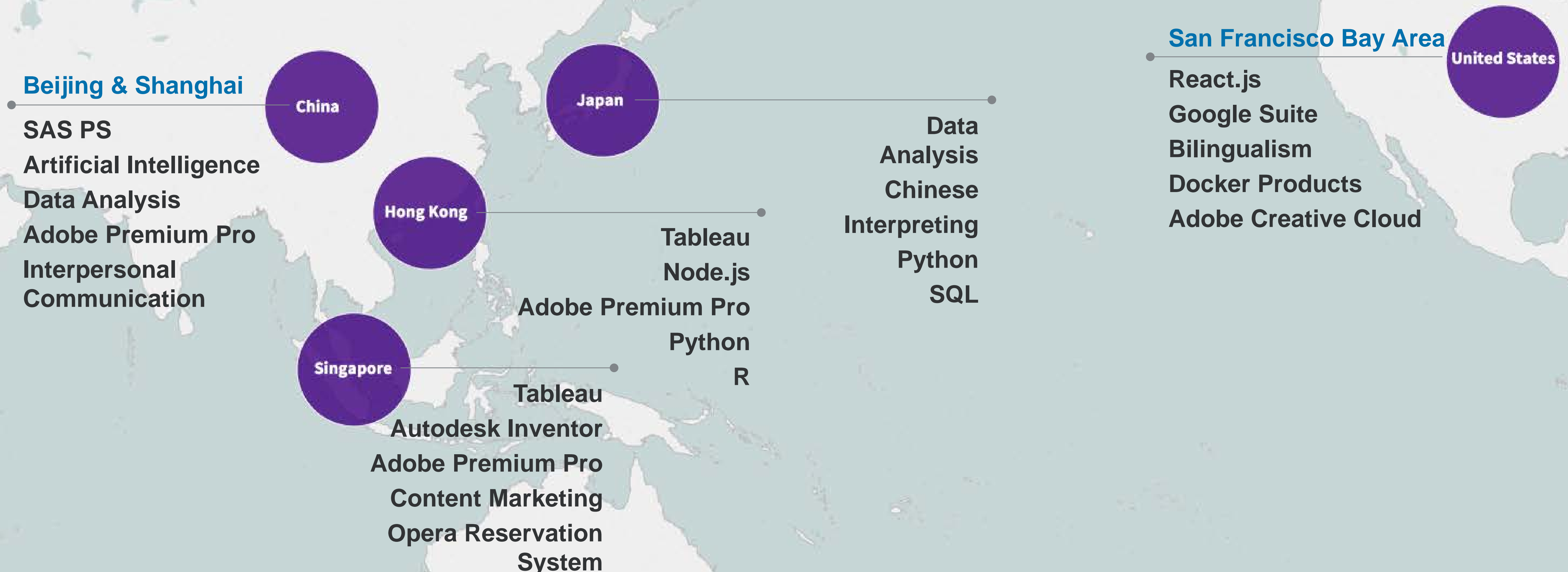
TOP JOBS POSTED IN SINGAPORE'S HOSPITALITY INDUSTRY



Only considering job posting data in the last 12 months

Emerging skills of employees in Singapore are **less technical** compared to those of global industry leaders

FASTEST GROWING SKILLS OF HOSPITALITY EMPLOYEES



Fastest growing skills are skills with the highest percentage change in number of professionals with the skill, compared to the number of professionals 3 years prior

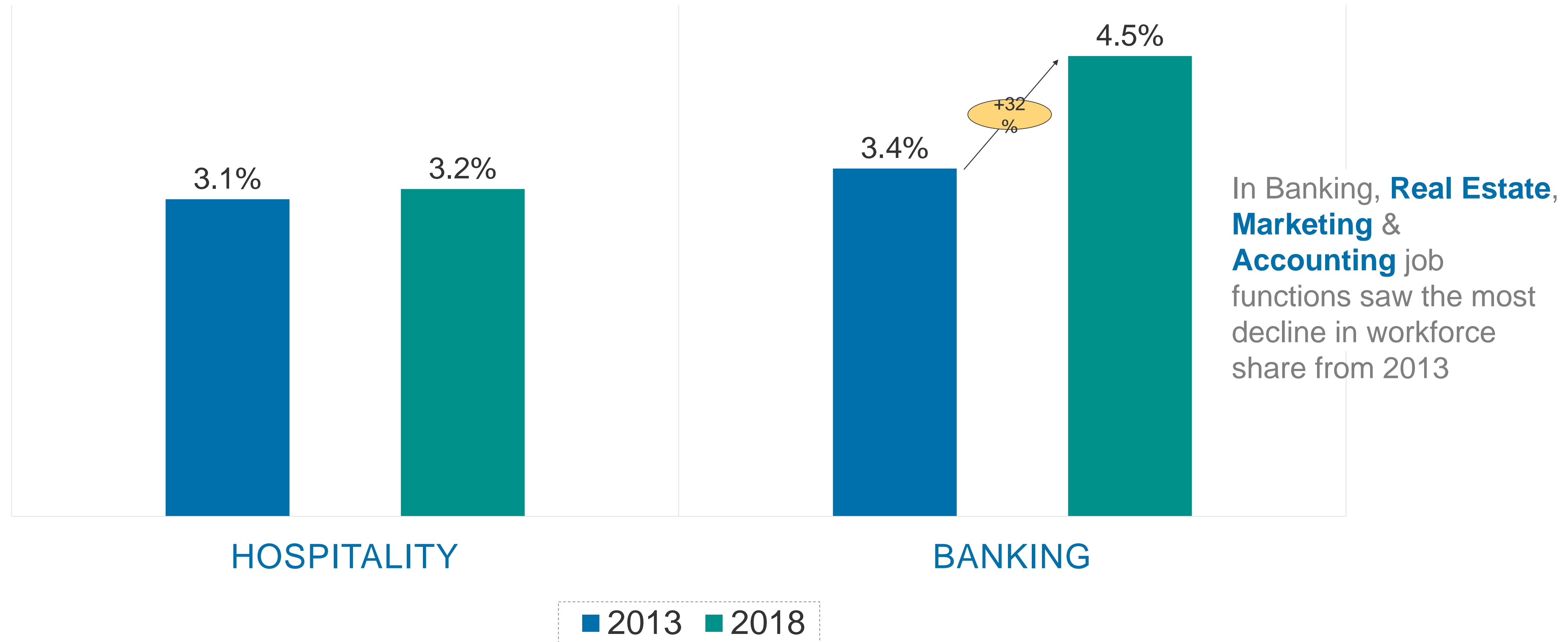
Only skills where > 100 professionals with the skill in the given country are considered

Optimize journeys, not touchpoints

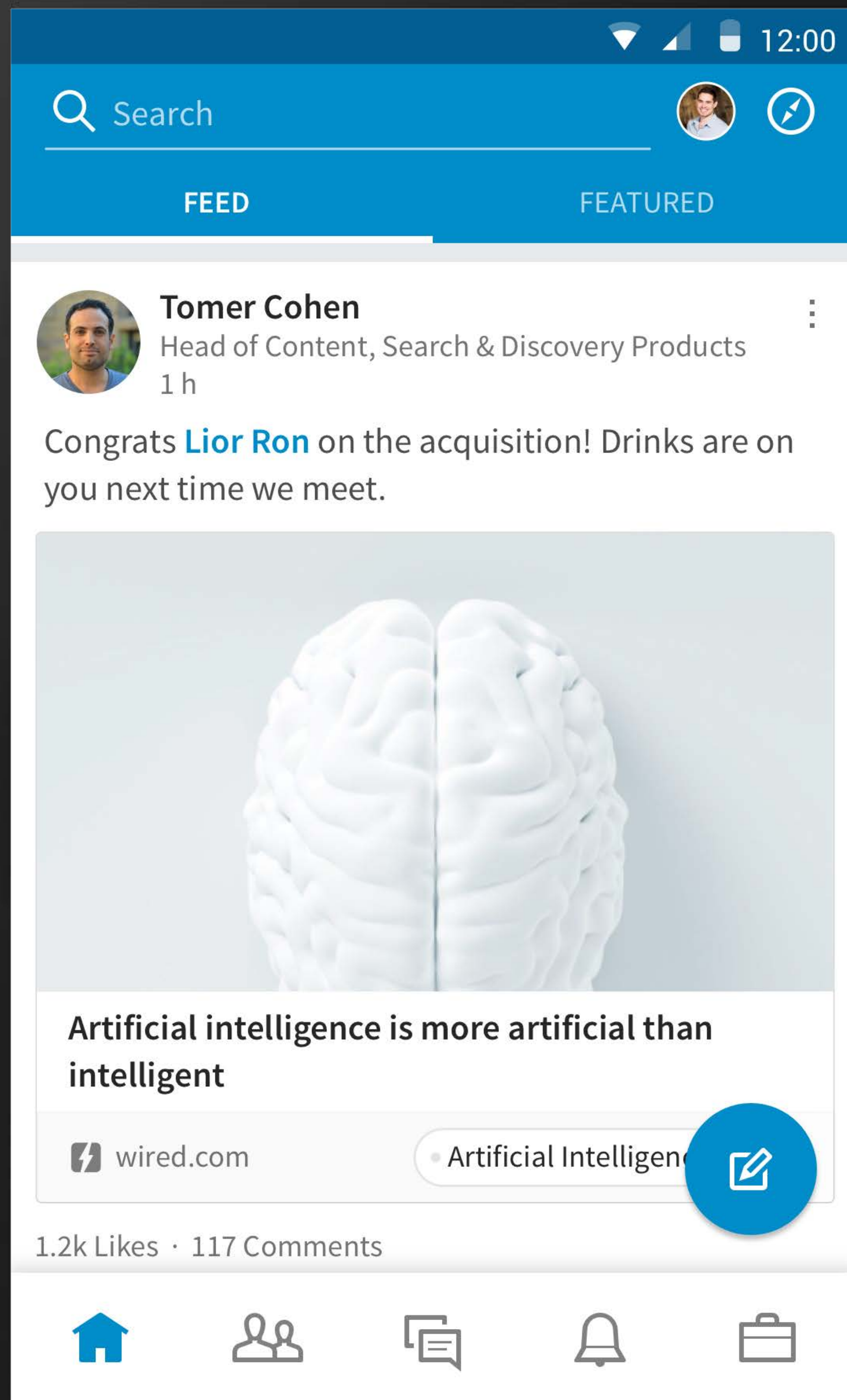
Customers of hotels that **get the journey right** are **61% more willing to recommend** than customers of hotels that merely focus on touchpoints

Hospitality companies can look towards Singapore's **Banking** sector, especially in equipping their workforce

ENGINEERING PROFESSIONALS IN THE WORKFORCE (SINGAPORE)



Percentages represent number of members in the Engineering function as a proportion of all members in the selected industry

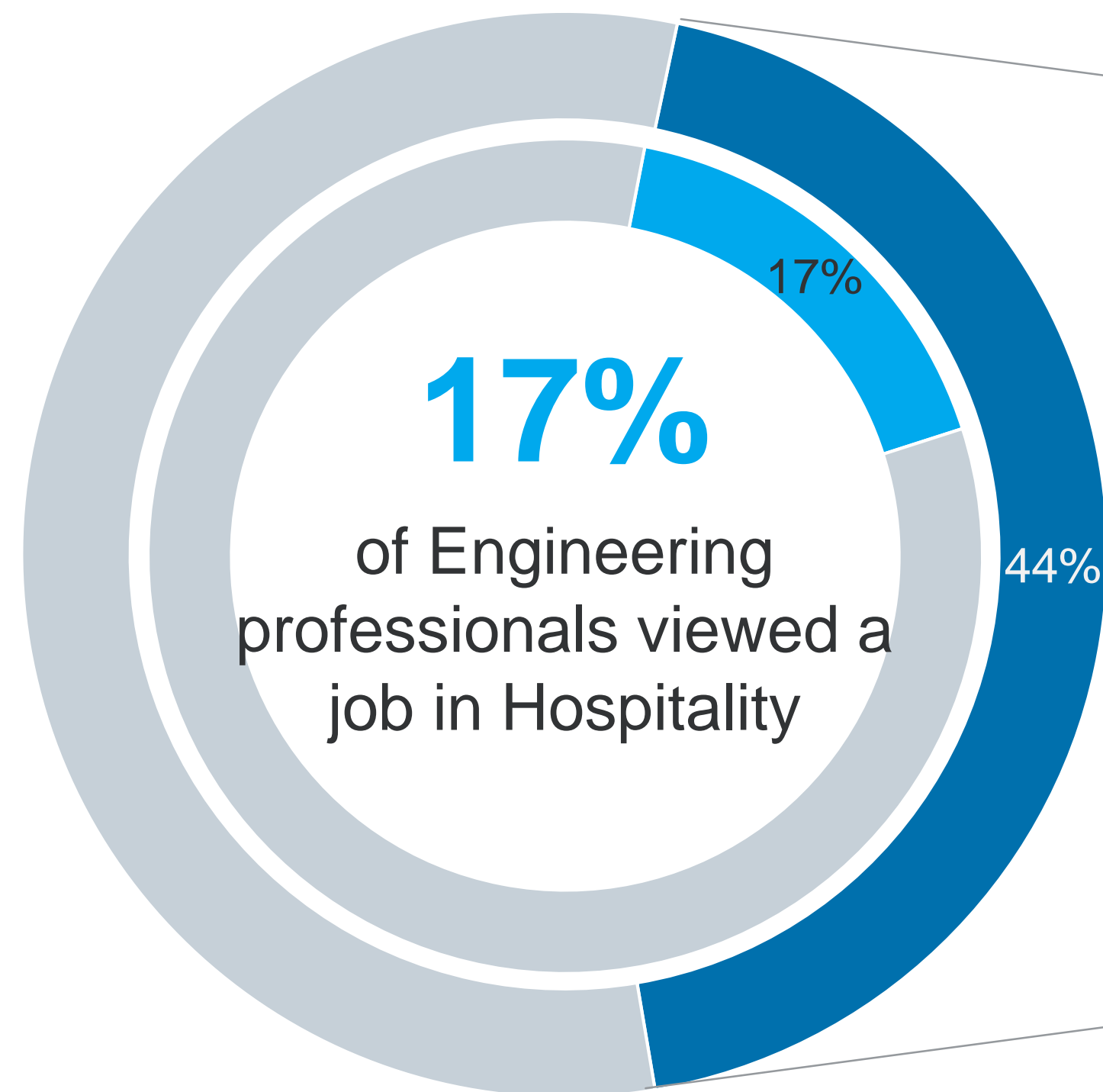


Look externally for
opportunities to innovate

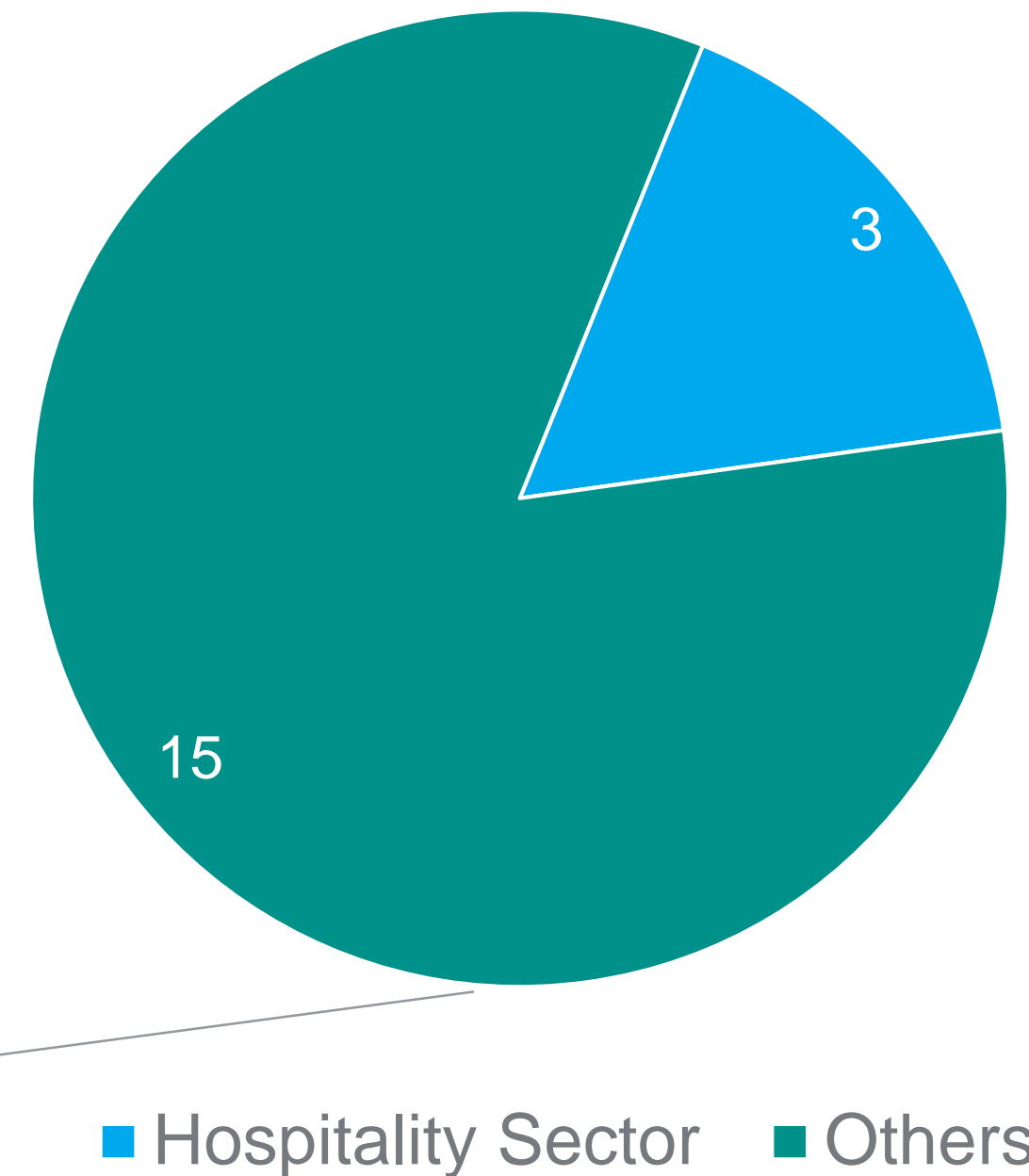
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ATTRACT THE RIGHT TALENT

Building a strong **employer brand** is critical in attracting the Engineering professionals you need

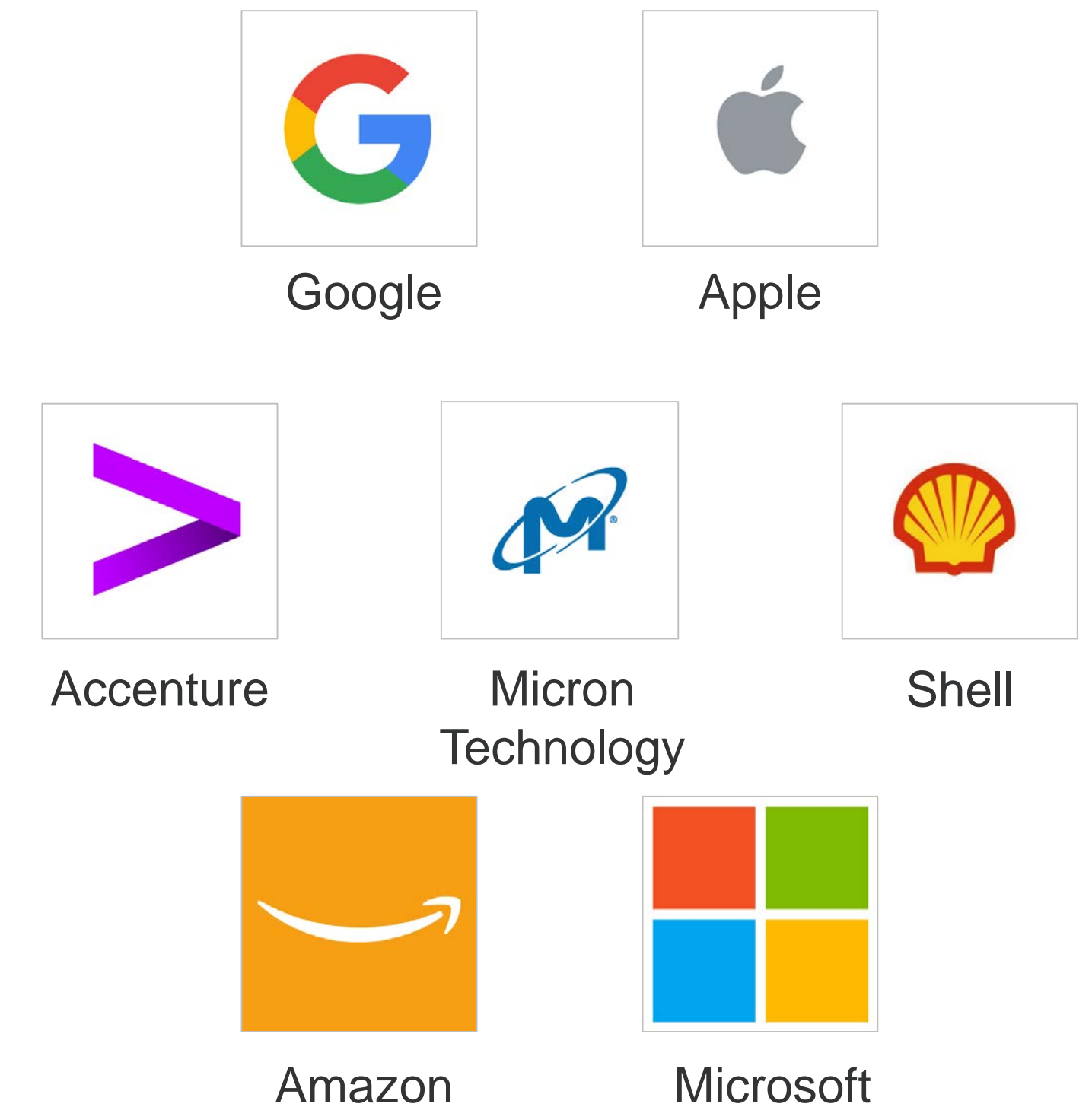
ENGINEERING JOB VIEWERS



MEDIAN #JOBS VIEWED



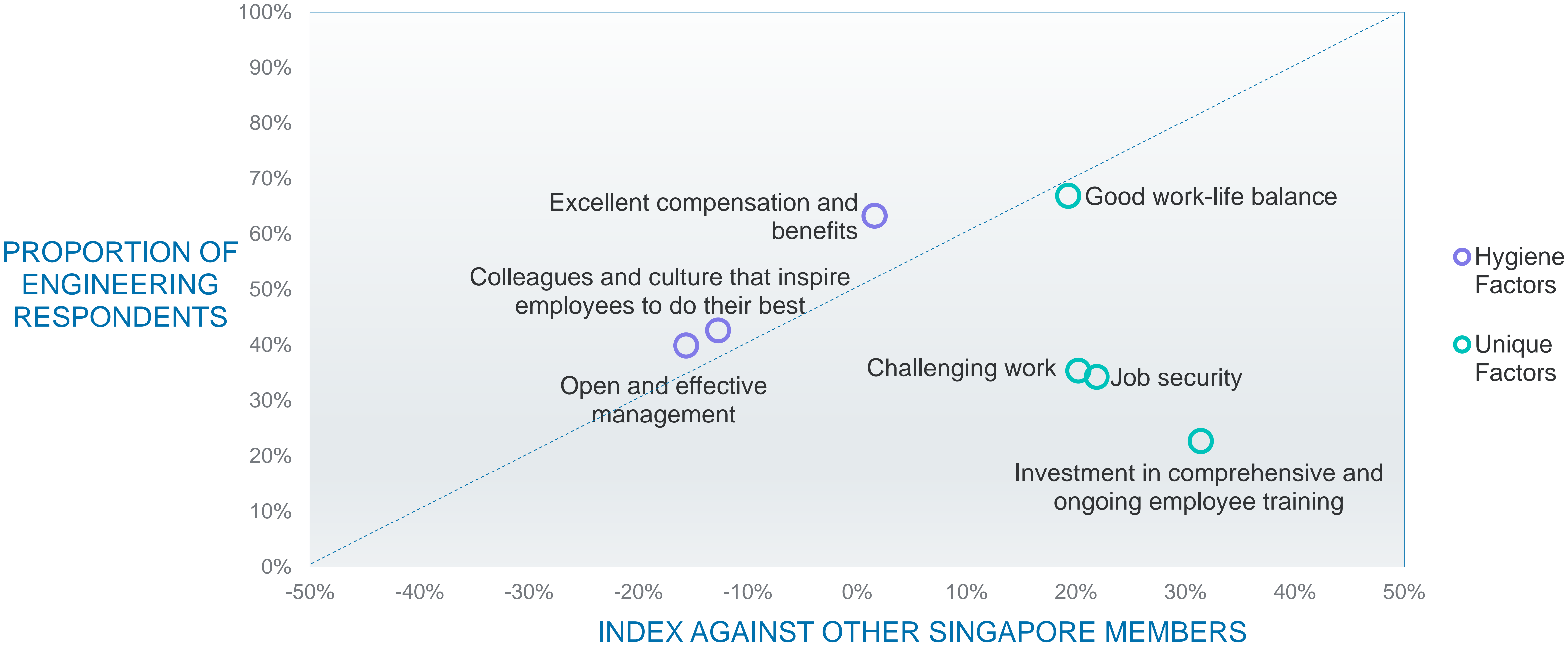
TOP COMPANIES WHERE JOBS ARE VIEWED



Only considering job viewing data of Engineering professionals over the last 12 months

Work life balance & personal development are key offerings that can distinguish your company from the rest

FACTORS ENGINEERING TALENT LOOK FOR IN A CAREER



Respondents: 4,595

Based on an annual survey of 300k+ LinkedIn members, in which respondents were asked to identify the 5 most important attributes when considering a job opportunity

KEY TAKEAWAYS

1

Singapore's Hospitality industry is not digitizing as fast as others

2

Look externally for opportunity and upskill current employees

3

A strong employer brand is crucial in attracting the talent you need



This analysis represents the world seen through the lens of LinkedIn data. As such, it is influenced by how members choose to use the site, which can vary based on professional, social, and regional culture, as well as overall site availability and accessibility

The Hospitality sector in this analysis includes companies in the following industries - Airlines/Aviation, Apparel And Fashion, Cosmetics, Events Services, Food & Beverages, Gambling & Casinos, Hospitality, Leisure, Travel & Tourism, Recreational Facilities And Services, Restaurants, Retail

Data current as of July 2018