Getting Singapore's Hospitality Workforce Future-Ready



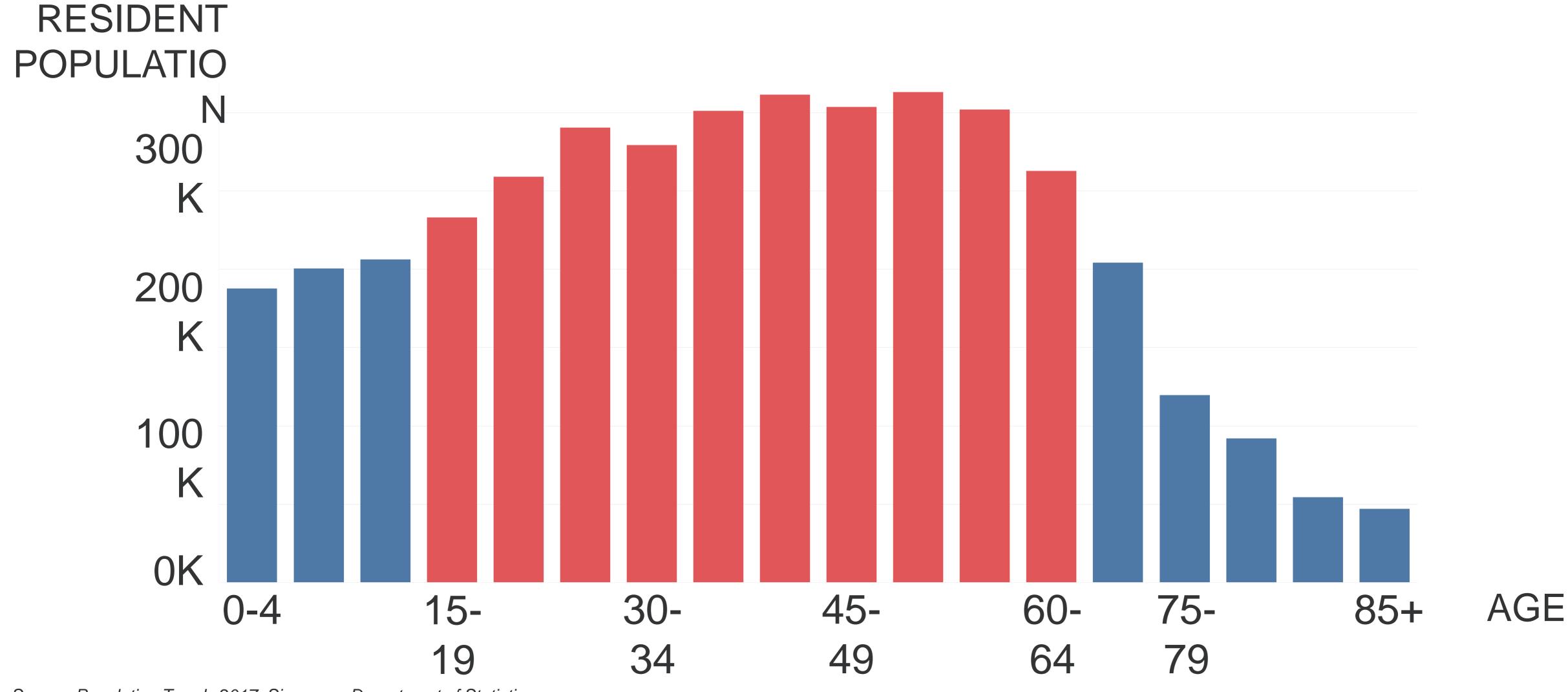
Insights Analyst



ISABEL CHOO



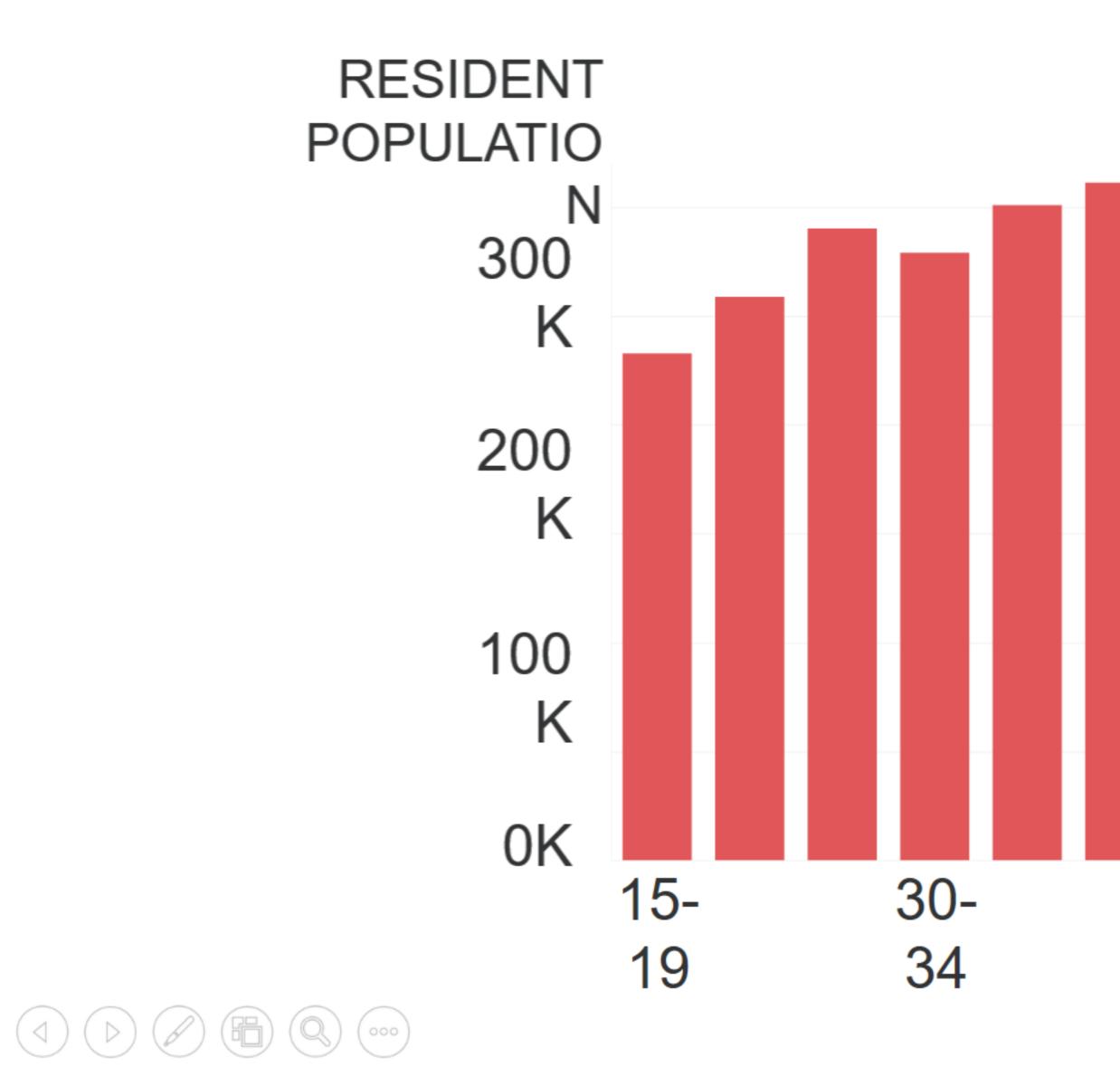
Singapore Age Demographics

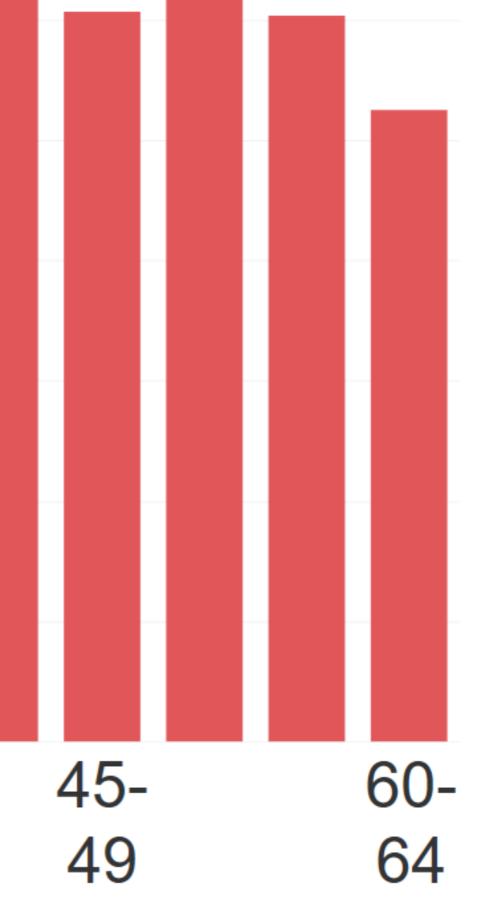


Source: Population Trends 2017, Singapore Department of Statistics



Singapore Age Demographics

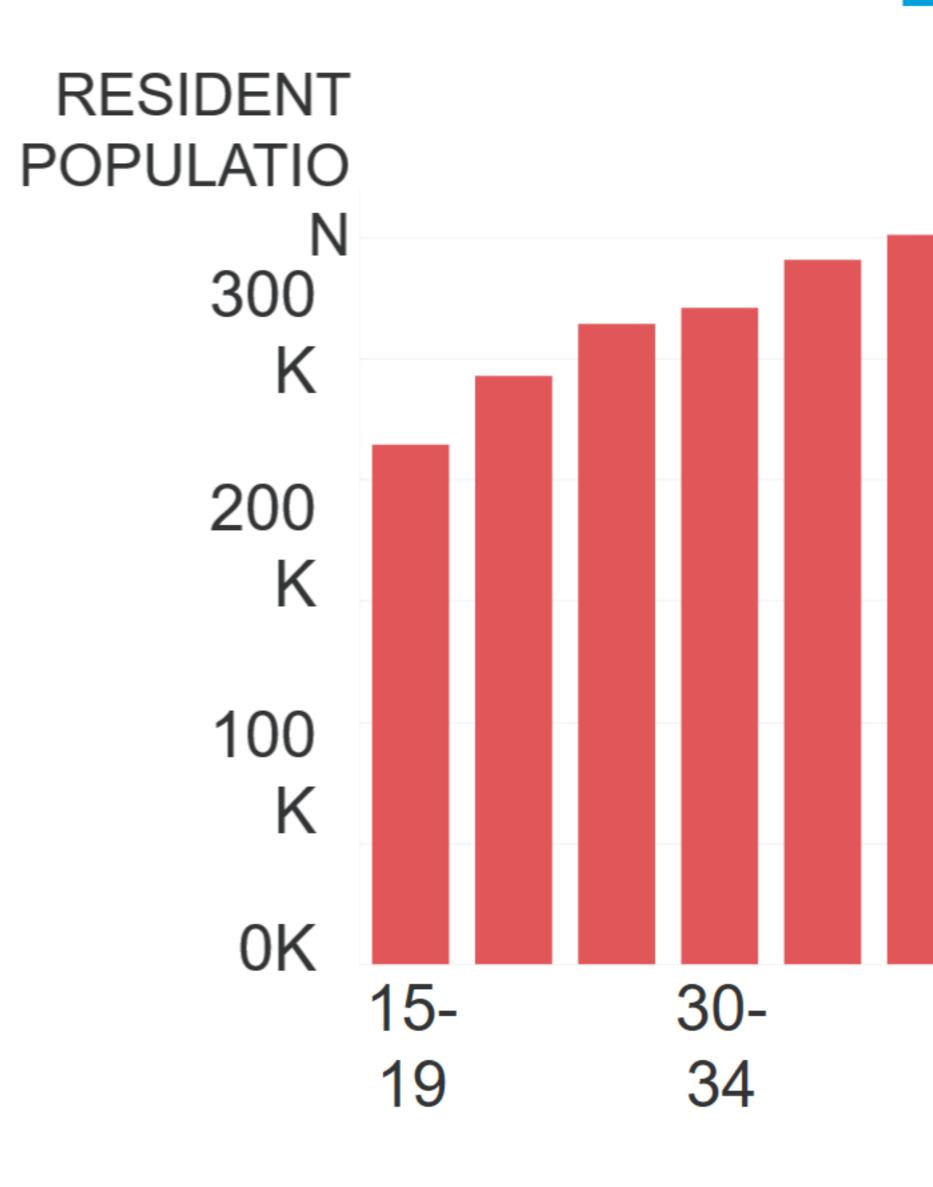


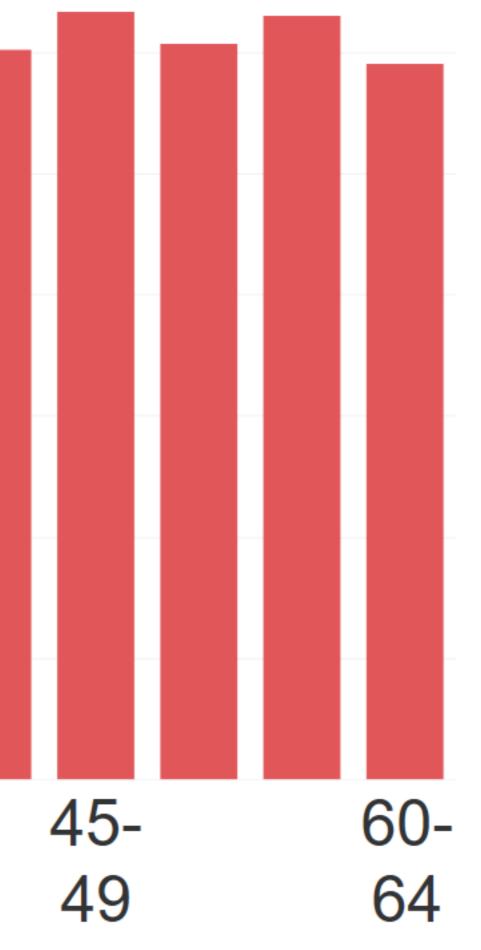


2017

AGE

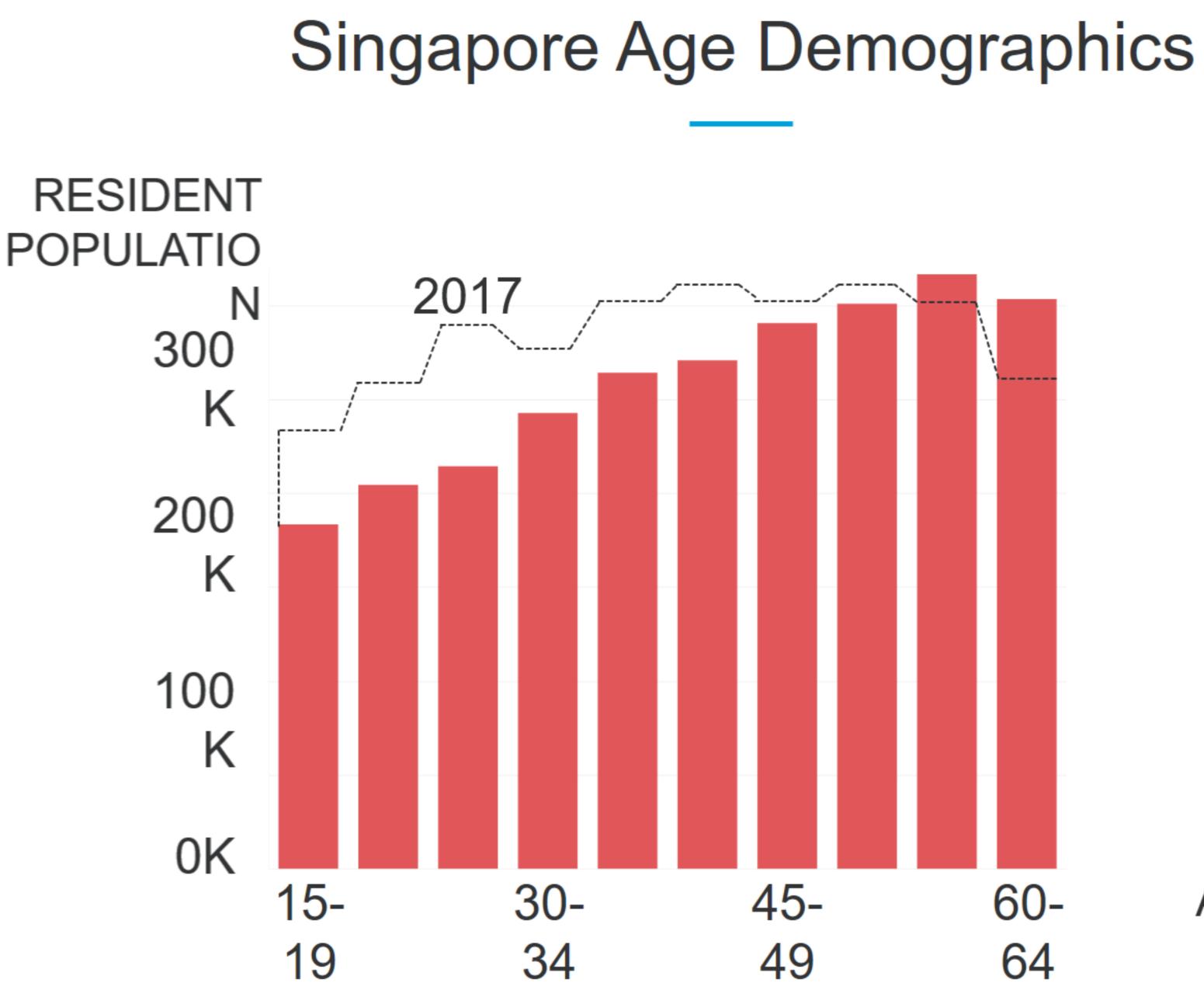
Singapore Age Demographics





2020

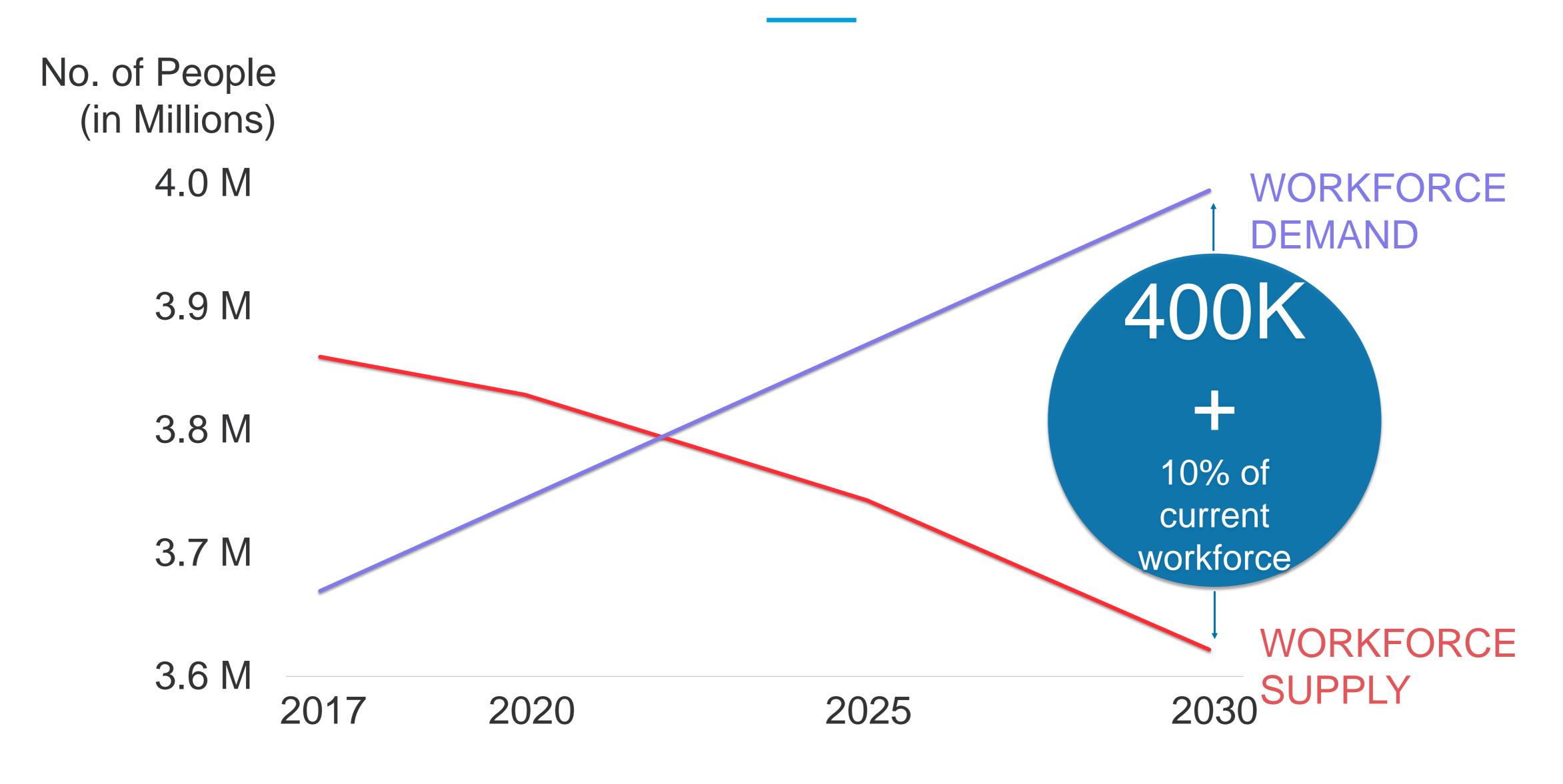
AGE



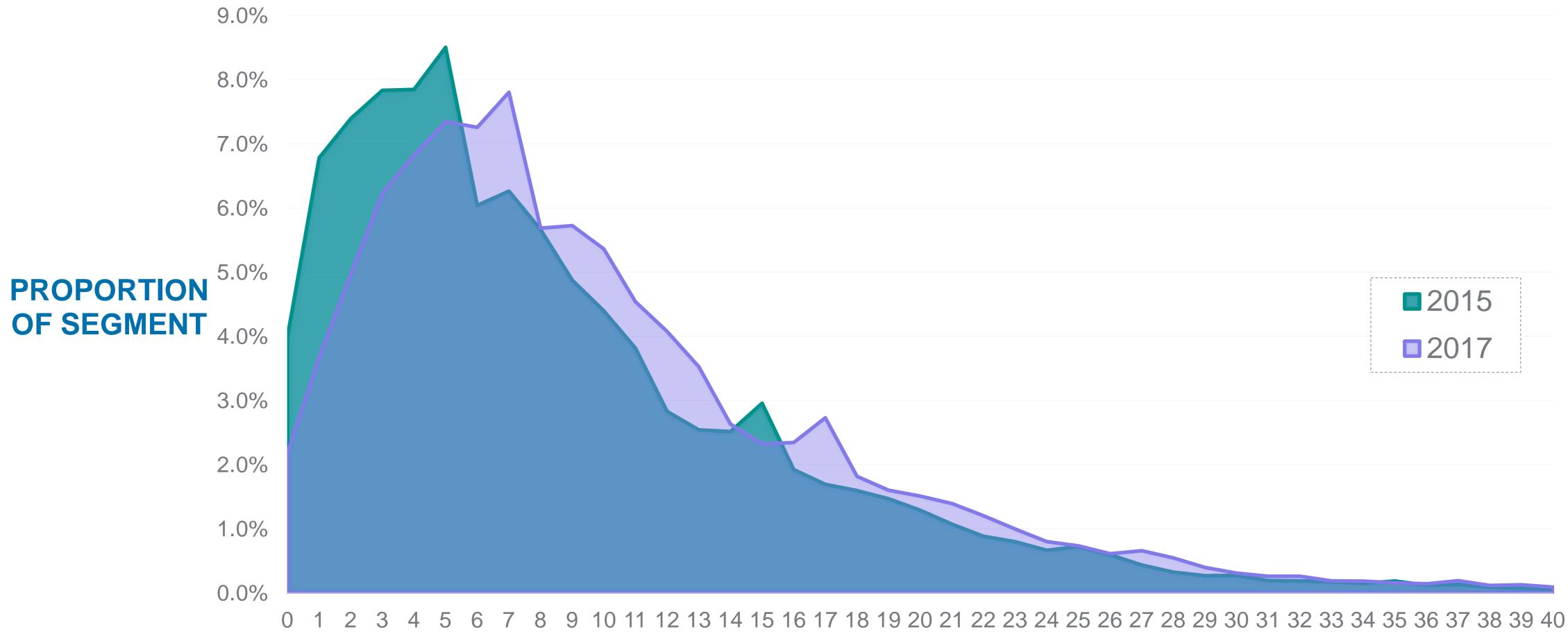


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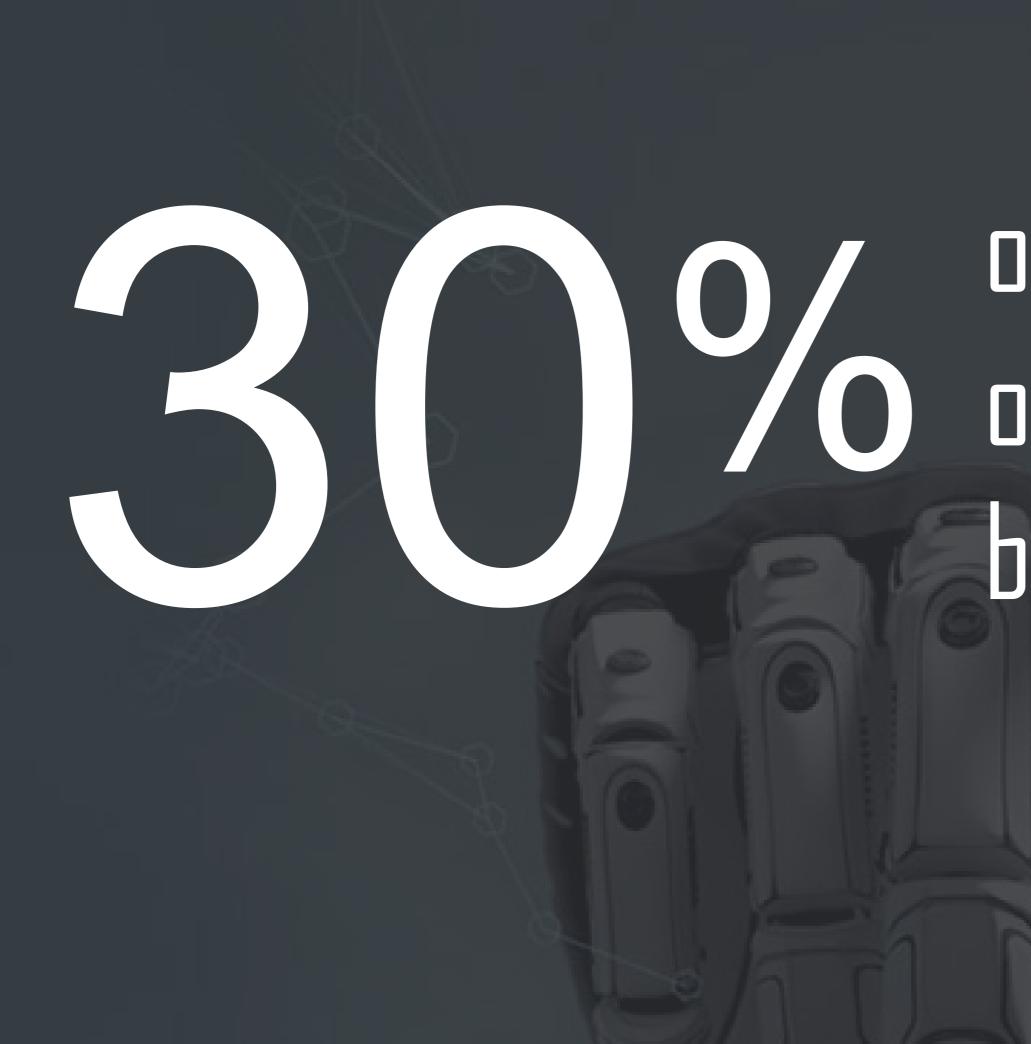
Resulting gap in workforce supply and demand by 2030



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



YEARS OF EXPERIENCE



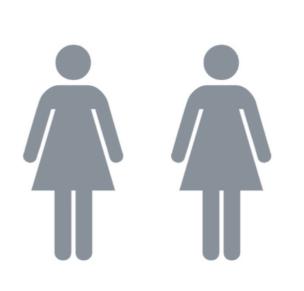
Source: McKinsey Future of Work Report

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

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

		O User Experience D	esigner
• Data Analyst		Professionals in to occupation receive InMails on avera 6 months	/ed 4.3
ng Specialist			
alist ons Specialist		Market Research received 1.1 InMa average in the las	ails on
30% HIRE GROWTH (L1Y)	35%	40%	45%



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

HOTEL	SINGAPORE
Busin	User Experience Designer
Marke	Data Analyst
Eve	Advertising Specialist
Sa	Multimedia Specialist
Human Re	Marketing Research Specialist
Hospita	Website Manager
Information Te	Marketing Communications Specialist
Food Ser	Information Security Specialist
Operat	Social Media Specialist
Corporate	Business Intelligence Consultant

L INDUSTRY

- ness Strategist
- eting Specialist
- ent Planner
- alesperson
- esources Specialist
- ality Professional
- Fechnology Consultant
- ervice Professional
- ations Specialist
- e Finance Specialist

OTHER HOSPITALITY INDUSTRIES

Software Developer

Automotive Salesperson

Business Analyst

Public Relations Specialist

Marketing Specialist

Business Development Specialist

Human Resources Specialist

Business Strategist

Merchandiser

Event Planner

Even outside Technology related industries, there is intense competition for digital roles in Singapore TOP JOBS POSTED IN SINGAPORE (EXCLUDING TECH COMPANIES)

Salesperson 9%	Corporate Finance Specialist 4% Information Technology Consultant	3%	Business Strategist 2%	Engineer 2%	Technology Manager 2%	LOWER	ΗGΗ
Software Developer 4%	3% Project Manager 3%	Consultant 2% Customer Service Specialist 2%	Executive Director 2%	Logistics Specialist 2%	Business Development Specialist 2%		
Marketing Specialist4%	Human Resources Specialist 3%	Recruiter 2%	Operations S 2% Information Support Spec 2%	Technology	Administrative Employee 2%		

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

4%0				Project Manager 3%		Executive Director 2%		LOWER	
4% Information Technology Consultant 4%	Business Strategi 2% Retail Salesperso 2%		Logistics Specialis 2%		Merchandiser 2%		Accountant 2%		
Corporate Finance Specialist 3%	Administrative Employee 2%		Specialis 2% Purchase	t	•		ess st		
	Consultant 4% Corporate Finance Specialist	Information Technology Consultant 4%Retail Salesperso 2%4%2%Corporate Finance Specialist 3%Administrative Employee	Information Technology Consultant 4%Retail Salesperson 2%Metail Salesperson 2%2%	Information Technology Consultant 4%Retail Salesperson 2%2%Retail Salesperson 2%Operation Specialis 2%Corporate Finance Specialist 3%Administrative EmployeePurchase	Information Technology Consultant 4%Retail Salesperson 2%2%Retail Salesperson 2%Орегаtions Specialist 2%Corporate Finance Specialist 3%Аdministrative Employee 2%Purchaser	Information Technology Consultant 4% Retail Salesperson 2% 2% Jogerations Specialist 2% Corporate Finance Specialist Administrative	Information Technology Consultant 4%Retail Salesperson 2%2%δRetail Salesperson 2%Operations Specialist 2%Corporate Finance Specialist 3%Administrative Employee 2%Purchaser2%2%	Information Technology Consultant 4% Retail Salesperson 2% 2% ising the special state Corporate Finance Specialist Administrative Operations Specialist 2% ising the special state	Information Technology Consultant 4%Retail Salesperson 2%2%Turn to the second s



GHER

Emerging skills of employees in Singapore are less technical compared to those of global industry leaders FASTEST GROWING SKILLS OF HOSPITALITY EMPLOYEES

Beijing & Shanghai SAS PS Artificial Intelligence Data Analysis Adobe Premium Pro Interpersonal Communication

Hong Kong

Tableau Node.js Adobe Premium Pro Python

R

Japan

Singapore

China

Tableau Autodesk Inventor Adobe Premium Pro Content Marketing Opera Reservation System

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

Data Analysis Chinese Interpreting Python SQL



San Francisco Bay Area

React.js Google Suite Bilingualism Docker Products Adobe Creative Cloud



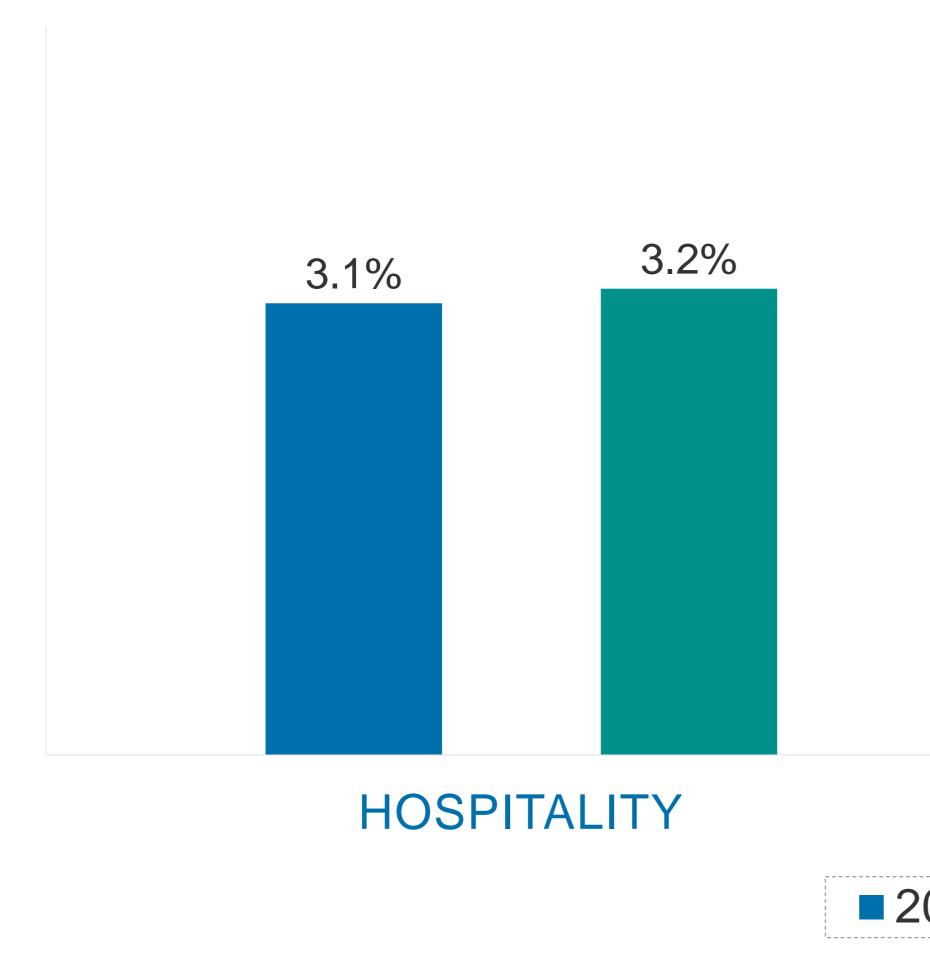
Optimize journeys, not touchpoints

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

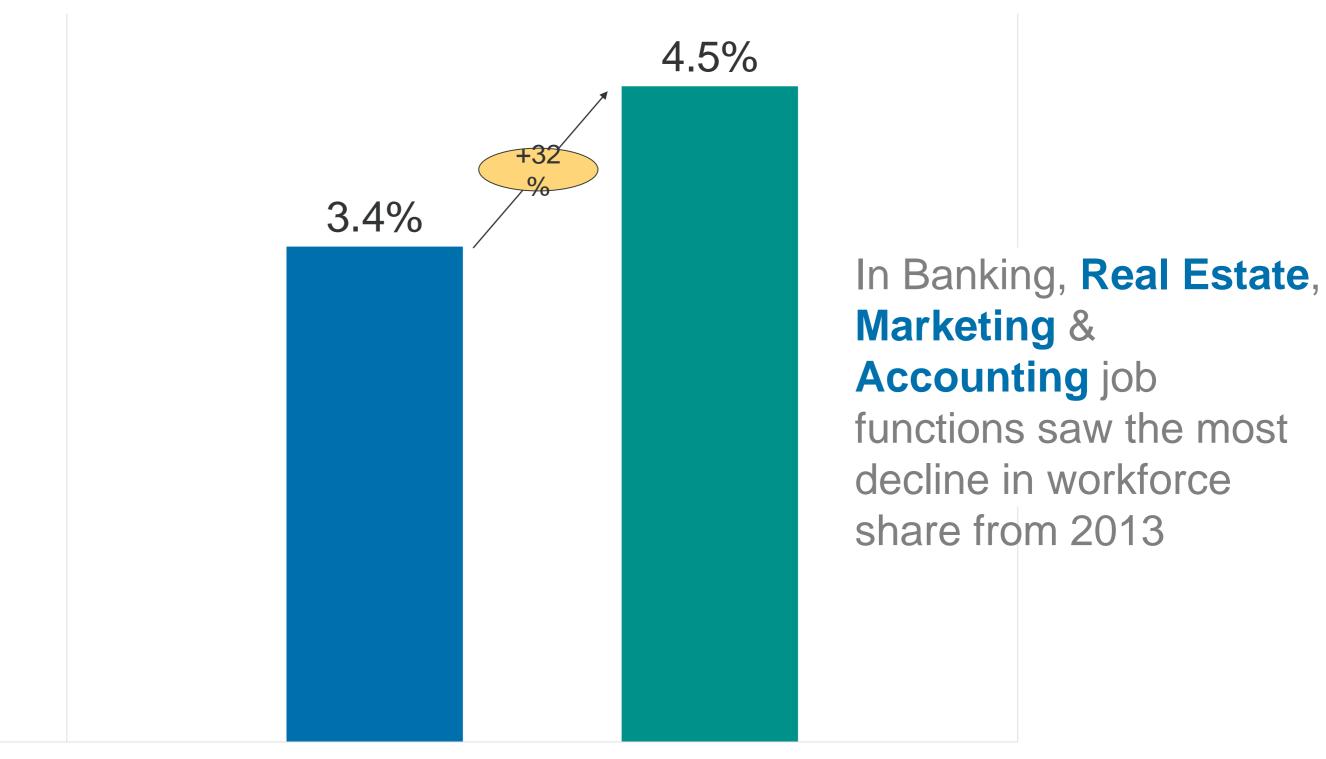
Source: McKinsey Quarterly, August 2016



Hospitality companies can look towards Singapore's Banking sector, especially in equipping their workforce ENGINEERING PROFESSIONALS IN THE WORKFORCE (SINGAPORE)

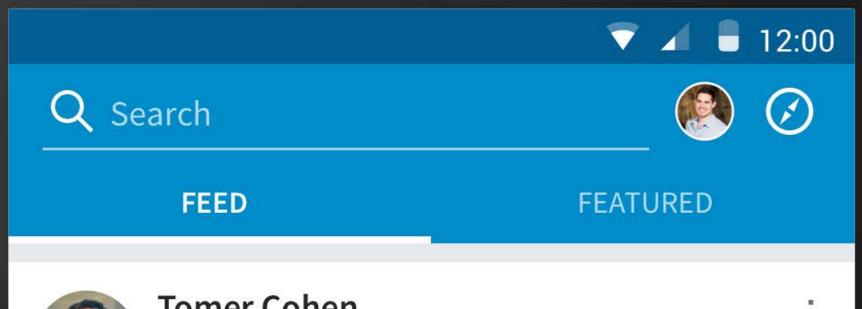


Percentages represent number of members in the Engineering function as a proportion of all members in the selected industry



BANKING



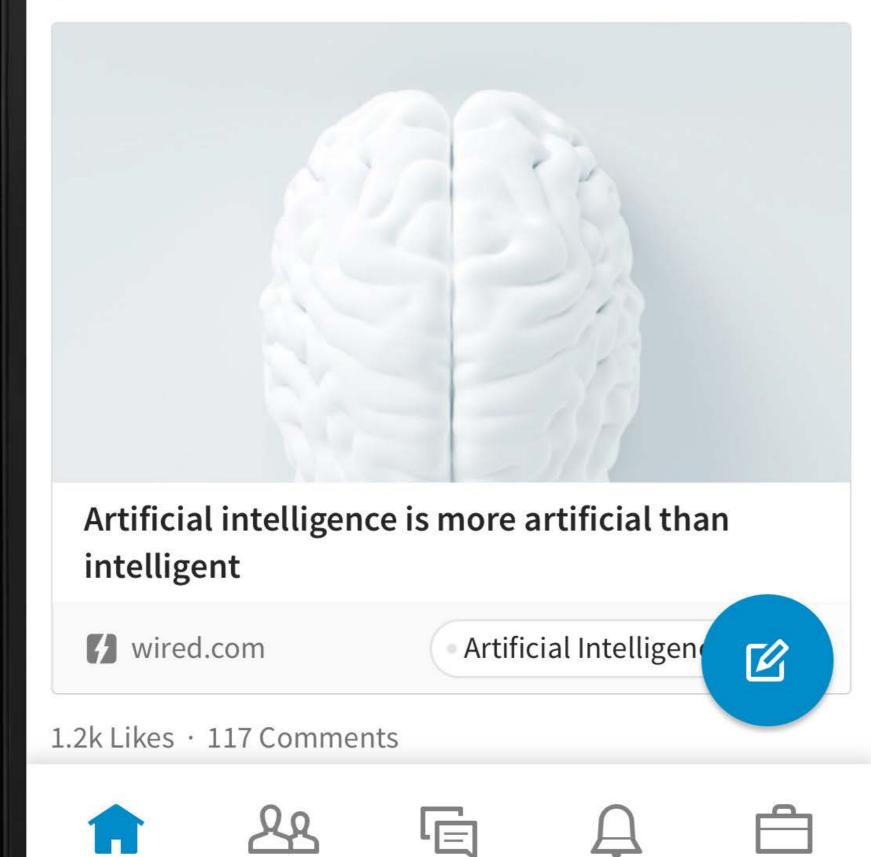




Tomer Cohen

Head of Content, Search & Discovery Products

Congrats Lior Ron on the acquisition! Drinks are on you next time we meet.

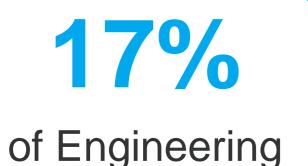


Look externally for opportunities to innovate

ATTRACT THE RIGHT TALENT

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





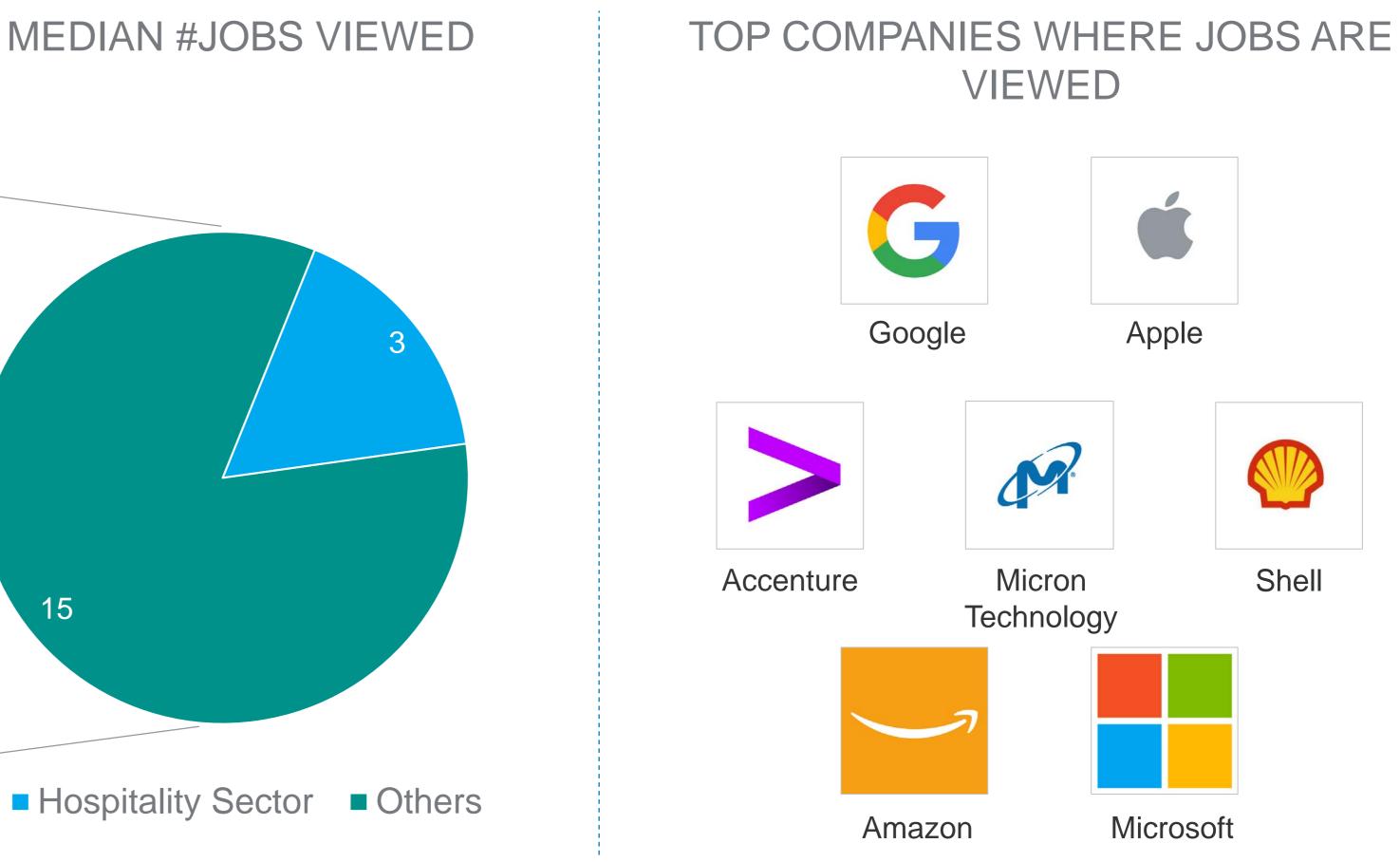
professionals viewed a job in Hospitality

44%

Hospitality Sector

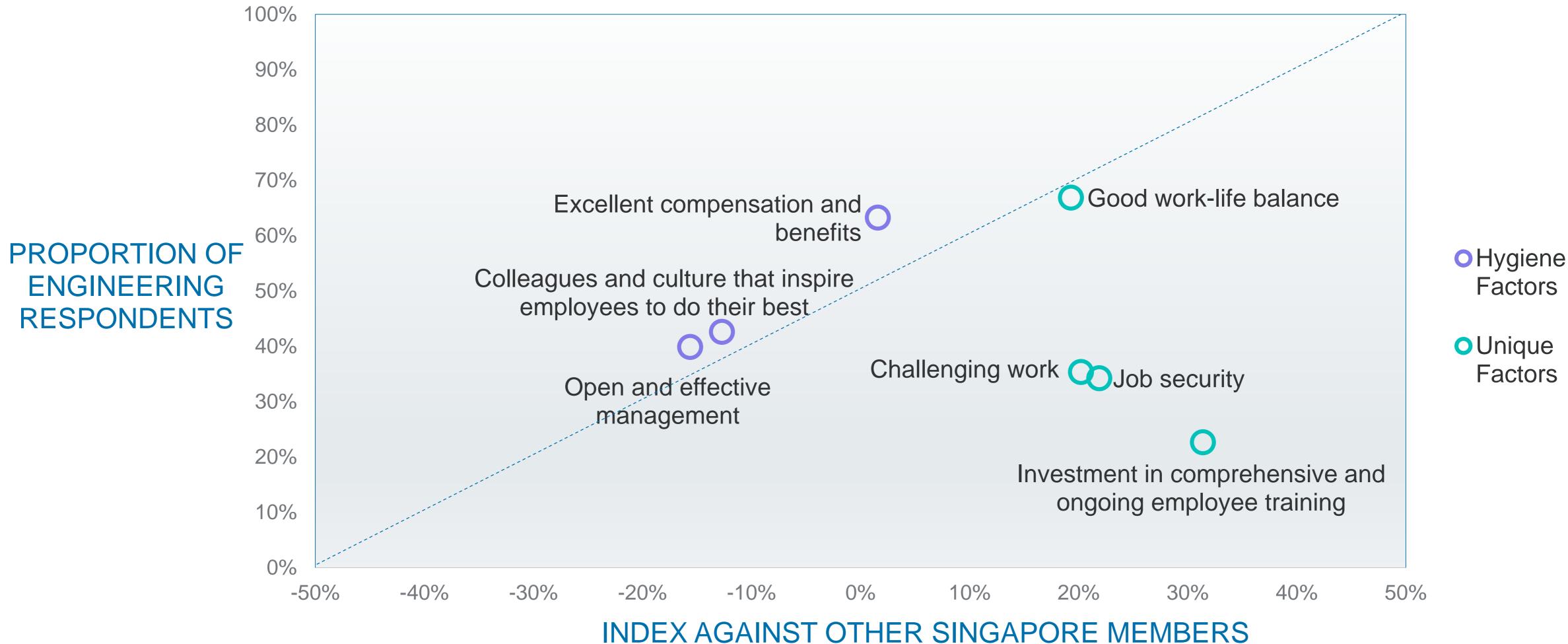
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Only considering job viewing data of Engineering professionals over the last 12 months





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





as fast as others

current employees

the talent you need



Singapore's Hospitality industry is not digitizing

Look externally for opportunity and upskill

A strong employer brand is crucial in attracting



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