

Engaging Hospitality Employees by Air, Land and Sea

Great brands start from the inside out. In an industry that moves as fast as hospitality, if you aren't investing in your people, someone else will.



NEW GENERATIONS ARE CHECKING IN

Hospitality is seeing the generational collisions first-hand. As Baby Boomer directors begin to retire, Millennials are stepping up and as generational majorities change, so should your communication strategies.

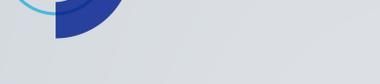


1/8 Americans are employed in a travel or tourism-related industry

Millennials now make up roughly half of the hospitality workforce, with **29%** of hospitality employees under the age of 21.

DISENGAGEMENT TAKES OFF ACROSS INDUSTRY

Only 31.5% of employees are engaged at their jobs. So, how do we combat that active disengagement?



51% of Millennials believe feedback should be given frequently/continually.



12.5% That's how much productivity climbs when communication focuses on your employees.

THROW THOSE TURNOVER RATES A LIFE PRESERVER

As employee ages drop, turnover rates rise. Which, in turn, has a direct affect on customer service experiences.

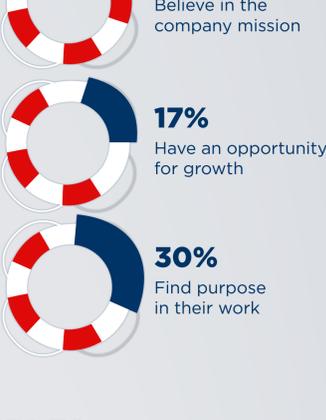
31% An average US labor turnover rate is 31%

70% The hospitality industry average rate is 70%.

Here's why employees leave:



Here's why employees stay:



HOW TO GET YOUR EMPLOYEES TO TAKE FLIGHT

Internal events and employee programs are proven to have a positive effect on brands which lasts long after the event concludes. Are you leveraging this opportunity to bring your people together in a meaningful way?

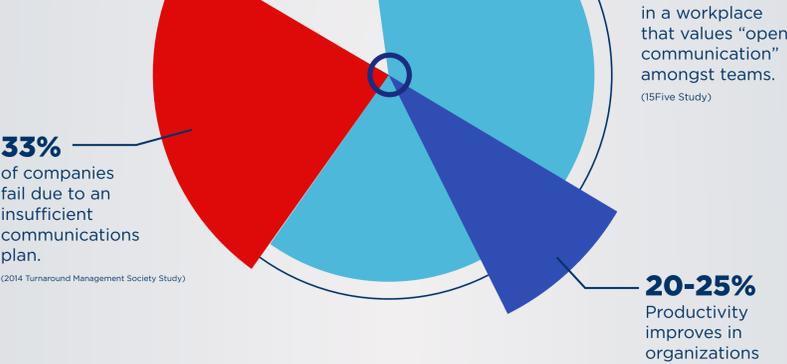
Companies with employee programs enjoy **233%** customer loyalty.

65% of brands say that events/programs have a direct impact on their sales.

After an internal event, **74%** of event attendees say they have a more positive outlook on the company.

ANCHOR ENGAGEMENT WITH INTERNAL COMMUNICATIONS

Since communication connects employees and connected employees improve revenue, be sure to find disruptive, creative ways to get it done. Improving your internal engagement plan helps you build a better brand with happier employees.



Quick ways to improve your internal communications plan

- Create employee workshops for learning & development
- Introduce enterprise level mobile messaging platforms
- Access employee knowledge base
- Increase transparency within the company

DID YOU KNOW?

Alex Edmans, a Professor of Finance at London Business School led a study that concluded that the stocks of companies with employee engagement programs continue to outperform companies that don't by 2-3%.

HOW CPG SERVES THE HOSPITALITY INDUSTRY BY Air, Land and Sea



CPG was brought in to amplify SWA's 3-hour internal event. Besides **growing attendance by 31%**, we transformed this moment into a movement by taking the 3-hour Rally event and making it **accessible to all attendees** across the entire organization.

3 ROIs Measured and Achieved at Southwest Rallies:

- Grew trust in senior leadership after event
- Created a stronger purpose in the SWA mission beyond job duties
- Developed better understanding in the company mission



Filling positions is becoming increasingly difficult with **65% of recruiters claiming that talent shortage** is the biggest challenge in hiring. That's why Virgin Hotels hired CPG to create an **immersive campaign** that would capture the attention of potential employees with their *Make Love, Steal Hearts* Campaign.

This in-depth employee program was part social platform, part loyalty program

After 2 months, over 3,800 candidates completed a pre-screening at makelovestealhearts.com

Retention rates for Virgin Hotel employees continue to shatter industry standards



Carnival Corporation brings CPG onboard to **engage all 10 of their cruise line brands' leaders** for their annual Leadership Summit. With a mission to embrace the brand vision, enhance communication between brands and increase collaboration, we took an unconventional approach to how we deliver this message. How did we **inspire and motivate** 10 brands and their 120K employees?

- A nontraditional meeting
- Experiential learning sessions
- Diverse team building exercises

ONBOARD FOR SUCCESS WITH CPG AGENCY

As you grow your internal communications strategies and bring your people together for impactful internal events, partner with CPG to ensure your business and attendee ROI. **Learn more about how we can leverage our experience with the biggest brands in hospitality to grow your brand from the inside out.**

[Check in with CPG](#)