

AROUND THE HIRING WORLD - MAY 2016

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USA

In 2006, New York had 72,600 rooms and in 2015, 115,000 rooms. That's almost a 60% increase in less than a decade! The strong US economy and lower unemployment numbers have buoyed the hotel industry across the board, especially New York City. Things look good for applicants with Ritz, Four Seasons or similar backgrounds on their resumes in all categories, especially GM and Sales & Marketing Executives.



SCANDINAVIA/NORTHERN EUROPE

Solid business among themselves. The accommodation business is rolling along with high occupancies with little foreign hiring, as high taxes are not appealing to expatriates. Non-financially driven executives and those who are sales-driven or speak the local languages do best. Returning residents are always welcome as there are many jobs available.



SE ASIA

With visitor numbers soaring in Myanmar; Asian, European and USA based hotel brands are all signing deals for Yangon and Mandalay, with Singapore in the lead as a rapidly expanding and emerging country.

Strong local business and no real political issues help this region continue to strive hiring wise, but casino environments, except for the Philippines, have lost ground. The most desired people speak Mandarin or have "Michelin Star" on their resumes. Schooling is expensive which deters family hires. Local DOSM and creative F & B candidates are needed.



CHINA

China hotels a lot of responsibility for the weaker global market and China's manufacturing jobs in some industries are in contraction. Saying that, the hotel industry is still buoyant and above expectations in many locations, mostly secondary cities. Primary cities such as Shanghai and Beijing are suffering from over building and weather pollution related issues. Mandarin speakers have many opportunities in primary and secondary cities. Chinese citizens with hotel experience, especially with experience outside of China, are the "toast of the town". If you are willing to go to secondary cities and either have Asian or "Michelin" credentials on your resume you'll have no problem finding great career options with top luxury brands.



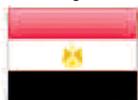
CARIBBEAN

Expansion, new builds, bankruptcies, hiring and de-hiring.

Cuba! Cuba! The onslaught is on; everyone wants to plant their flag.

After the debacle at Bahamar in the Bahamas, the development light is shining bright for Cuba; on island oasis only 12 miles from Miami. Everyone talked about how the new luxury resort Bahamar would change the hiring landscape and raise Caribbean salaries but it ended up sending all their super star hires home.

Hiring and competition is bustling for Carecom citizens and those with hands-on Caribbean experience in GM, DOSM, Chef and F&B categories. International schooling is still a challenge for children over 12 years old.



AFRICA

Even terrorism and Ebola cannot stop growth. Africa has overcome the challenges it faced in 2014 and 2015.

In 2014 it was not the best year, with the Ebola epidemic driving down visitors and development. 2015 was a better year, but terrorism shattered the glass and hurt development and hiring. Not every African country has been affected, but perception is reality. Business is still marching up the hill in Morocco, Algeria and South Africa. Many global brands pipelines continue to expand and French or Arabic speaking European executives are needed. One African city has even become the most expensive place to live on our planet (for those that are curious, the city is Luanda, Angola)



BRAZIL/SOUTH AMERICA

Infrastructure investments have provided regional opportunities. The South America region grew 15% in 2015 over 2014, with the upcoming Olympics and reasonable peace and stability in the region, hotel investment monies are available. New hotel builds and better financial results are prompting some but few, expat hires. Local and South American nationals (especially Spanish or Portuguese speaker) are the main stay of recruitment in the region.



CANADA

A new government is trying to find its way with low commodities prices.

Oil's collapse has destroyed the occupancy and much of the hospitality industry in Alberta which lives or dies on oil. This downturn in Alberta has long range effects on the rest of the Hotel Industry in Canada as Canada has only 35 million people. We are now seeing mainly condominium funded hotels, mid-range limited service and boutique style individually owned hotels and resorts in development. Casino expansion has offered USA trained casino executives the opportunity to experience the Canadian lifestyle. There is a major shortage, in all categories of senior - level Canadians that have international and luxury hotel experiences.



FRANCE

France had a roller coaster year in 2015. Occupancy went up, then profits went down. After the terrorist action in Paris, hiring has slowed down considerably. The high cost of staff (due to the strong unions) makes hiring very expensive. There are a few executive roles available with multinational hotel companies, however most groups prefer to hire French nationals only.



INDIA

Business up. Rates down. Why? The country rebounded in 2015; new hotel builds and improving financial results are prompting new hires. However, the increase in rooms available has led to greater competition and lower overall rates. European culinary and senior management opportunities are consistently available for expatriates. Recently, outstanding internationally trained Indian nationals have been persuaded to return home by attractive expat style packages.



MACAU

Flat, but very profitable. In 2015, Macau again surpassed the gambling revenues of Las Vegas. But Macau is entering a slowdown as new casino expansions are put on hold due to scary political winds from China! There is a constant need for Michelin Star culinarians, Mandarin-speaking management and, like the rest of the world, USA casino-trained executives.



MALDIVES/MAURITIUS/SEYCHELLES

Small hotels, small budgets. Staffing is always hard to find; this hospitality segment experiences the "cruise line effect" where staff complete their contract, only to return unless on holiday. Talented people have choices and small islands are not for the long-term, especially for families or people waiting families. These locations are best for young aspiring executives who want to receive their first big title. These smaller resorts cannot compete with major city or larger resorts salary wise either. Vacancies in all categories are available to interested parties.



MEXICO, LATIN AMERICA AND DOMINICAN REPUBLIC

The All-inclusive concept is still no. 1 as guests are happy to pay the one price for everything under the sun. Companies like Paradisus, Karisma, Dreams, Sandals etc. are raising the expectations in 5 star luxury Resorts; making this concept one to be feared globally if the concept were successfully recreated around the world.



MIDDLE EAST

Occupancy rates down across the Middle East Hotels. In the Middle East hotel occupancy dropped overall to 67% in 2015 along with a lower ADR. In the UAE, the freedom to poach from your neighbour results in more incestuous recruitment rather than offshore hiring. 200 additional hotels are expected to open in the Emirates by 2020; in anticipation of the Worlds Fair. The UAE still pays higher salaries than the rest, but the cost of living is very expensive as well. Executives who speak Arabic or those with Asian and European experience are always welcome hires. Recently, Asian cooks and Michelin chefs have been the flavour of the month.



PHILIPPINES

Thank God for casinos! The Philippine casinos, unlike other casinos in Asia, have shown a marked increase in 2015. Recent hiring seems confined to culinary, engineers or EAM/F&B professionals as locally-trained hoteliers are capable in most other vacancies. Casino executives with USA or Macau experience are in very high demand.



RUSSIA

Ukraine = Ruble Sinking. Nothing hurts business worse than a political battle. Russia is not currently in the hiring mood. Business remains solid in the major cities, however only a few expats are being hired and many are leaving as they are either unaffordable or will not accept a salary decrease as the weakening ruble makes expats awfully expensive. A decrease in international visitors also decreases the need for expats.



UNITED KINGDOM

London occupancy continues to reach for the stars; seasonally in the high 80% with overall 2015 occupancies at 76% in the UK. Many staff are moving outside of the major hubs due to rent increases; European culinarians and Sales and Marketing people are nowhere to be found.



EUROPE/UK

Although Europe continues to look better on an economic front, especially in the hotel industry, the strain of the refugee crisis may take some time to digest. On a longer term, the refugee influx will have a positive effect as many will have a positive contribution to the economy. In the short term, the disruption to the government's finances from hospitality projects to help refugees is affecting hotel development and occupancies.

Regarding the salary levels, a General Manager in the U.K. makes an average of about 200K £ per annum gross including value of benefits, versus his colleagues in France (140K €), Spain (125K €), Germany (155K €), and Italy (138K €).

A big difference is also apparent in all other management levels i.e. a Director of Finance in the U.K. averages about 100K £ annually whereas elsewhere in Europe the average is 59K-70K €.