



WEST
VIRGINIA[®]
DEPARTMENT OF TOURISM

2022
TOURISM AND HOSPITALITY
WORKFORCE SURVEY:
RESULTS AND ANALYSIS

almost heaven

“ West Virginia’s tourism industry depends on our workforce. We have the friendliest people you’ll find anywhere, and—with these new training and education programs—we are committed to building the strongest tourism workforce in the nation. I’m thrilled to again see West Virginia leading the way with this bold workforce development program. ”

– GOVERNOR JIM JUSTICE

EXECUTIVE SUMMARY

Tourism and hospitality are vital industries for West Virginia's economy. Governor Justice, with the support of the West Virginia Legislature, made a historic investment in the industry, tripling the Department of Tourism's budget and reversing years of declining metrics. The results have been dramatic. In 2019, West Virginia began seeing record-breaking growth. Annual traveler spending increased 14.8% since 2016, reaching \$4.8 billion, and over 47,600 direct jobs were supported by tourism in 2019.

COVID-19 disrupted tourism everywhere, but – as travel rebounds – West Virginia's industry is displaying astounding resilience. In 2021, national travel spending was still lagging 27% behind pre-pandemic levels, but West Virginia was able to beat its 2019 travel spending rate by 3.4%. 2022 is on track to have even more growth.

Tourism employment in the state is poised for significant growth. A 2021 economic impact report from Dean Runyan Associates shows that travel spending already supports 44,400 direct jobs in West Virginia. The West Virginia Higher Education Policy Commission projects 21,000 annual job openings in the state's tourism industry through 2025, including 10,000 annual management level job openings, with salaries approaching \$60,000.

West Virginia is taking a bold approach by launching Tourism Works, a comprehensive workforce development program. The program led by the West Virginia Department of Tourism—in collaboration with the West Virginia Department of Economic Development, the West Virginia Department of Education, and the West Virginia Council for Community and Technical College Education—will devote \$5.1 million dollars to workforce development and training. This initiative is federally funded by the United States Economic Development Administration.

The survey results shared in this document provide information about what West Virginia's tourism and hospitality business owners are experiencing and what they are projecting for their organizations and regions in the future.

While nearly all businesses surveyed (83%) expect to see growth in employment over the next five years, nearly 40% indicate that they currently have no money allocated in their budgets for employee training and that they face significant issues when it comes to hiring. Challenges range from finding enough available workers in their regions and being able to provide competitive wages to finding candidates with the specific skill sets they require.

Some entry-level positions are particularly difficult to hire for, and 70% of respondents said the workforce would benefit from "Hospitality 101" education.

However, it's not just entry level positions that present hiring and training challenges in West Virginia. 68% of those surveyed shared that management and leadership training would be a useful resource for their employees and job candidates. 15% of employers said they hire some positions that require a master's degree or higher.

West Virginia, through its newly launched Tourism Works program, has an opportunity to help address the needs expressed through this survey by creating a range of targeted free or low-cost tourism education, available to everyone from middle school students, up through professional development resources for the existing tourism workforce.



KEY FINDINGS

- **The survey's respondents came from all across the state and represent a range of different business categories.** Each county in West Virginia had at least one response. Lodging (40%), food and beverage (27% combining independent and corporate operations), outdoor recreation attraction, outfitter or guide (22%), and Convention and Visitors Bureaus (18%) rounded out the top four.
- **The majority of those surveyed (73%) represent businesses with less than 50 employees total.**
- **West Virginia's tourism businesses expect to see growth over the next five years.** 83% of respondents indicated that they expect their businesses workforce to grow. 47% said this growth would represent between 1-5 new jobs, while 19% predicted between 5-10 new jobs, 17% predicted between 10 and 20 new jobs, 9% predicted between 20 and 50 new jobs, and the remaining 8% predicted creating over 50 new jobs.
- **The top three issues that West Virginia tourism businesses face when it comes to hiring are the number of available workers in their regions, the ability to pay competitive wages, and the lack of qualified candidates who have the necessary training to fill the positions.** 63% of respondents indicated that the number of available workers was an issue, while 46% said wages were an issue, and 39% indicated that lack of candidates with the necessary training presented a hiring challenge.
- **The top four types of employees that tourism businesses reported having difficulty hiring are cleaning staff (46%), food and beverage service staff (44%), front desk and/or reservation booking staff (42%), and administration and management staff (21%).**
- **West Virginia's tourism businesses are currently hiring from within their local communities with 97.8% of respondents saying that many of the employees they hire are already living locally.**
- **Tourism businesses employ positions with a wide range of levels of education required from a high school diploma or a GED (72% of employers) to a master's degree or higher (15%).**
- **West Virginia's tourism businesses are ready and willing to actively participate in training the industry's workforce.** 67% of respondents said they were willing to host individuals of all education levels seeking apprenticeships and training in their industries. 67% also said they are willing to host paid, student interns, studying at colleges or technical schools. 39% would host paid high school student interns.

KEY FINDINGS

- **The majority of tourism and hospitality businesses surveyed already provide both on-the-job training (78%) and online training or webinars (57%).**
- **West Virginia's tourism businesses indicated that their job candidates and employees would benefit from a wide-range of training programs.**
- **70% said Hospitality 101 would be a useful resource, while 68% noted that leadership and management training would be helpful for staff and job candidates.** Marketing, social media, and web design (63%), tourism and hospitality entrepreneurship (55%) and event and conference planning (54%) rounded out the top five choices for relevant training.
- **West Virginia's tourism businesses are already working with a wide range of universities, colleges, and career and technical centers.** 38 different institutions and organizations were mentioned in total. West Virginia University was listed by 23 respondents. Pierpont Community and Technical College was listed by 7. West Liberty University was listed by 6. Carver Career and Technical Education Center was mentioned by 5. All others were mentioned by under 5 survey respondents, showing a wide range of local and regional partners.
- **Tourism businesses see an opportunity for the State of West Virginia to help by assisting with recruiting programs and providing affordable training and certification issues, among other resources.** 73% indicated that assistance with workforce recruiting is needed at the state level; 51% said that they would like to see the state providing or subsidizing childcare to help alleviate workforce issues; and 50% said providing more affordable training and certification options in tourism and hospitality would be helpful.
- **Tourism businesses in West Virginia do not currently have budgets that allow for the professional development and training they would like to provide for their employees.** 80% of respondents said their annual budgets for employee training were under \$10,000, with 38% indicating they allocated \$0.00 for training.



METHODOLOGY

The West Virginia Department of Tourism collaborated with the West Virginia Department of Economic Development, the West Virginia Department of Education, and the West Virginia Council for Community and Technical College Education to design a workforce needs assessment for the state's tourism businesses. The intent of the survey was to collect information that will help to shape the workforce and education programs that the four agencies are seeking to provide to the industry.

The link to the survey was circulated in the West Virginia Department of Tourism's weekly email newsletter, and Convention and Visitors Bureaus also shared the survey with their regional networks.

290 respondents provided insight into their businesses' current and future workforce challenges and needs, completing the survey in April and May of 2022.

Of these 290, 258 respondents answered that they currently "employ or manage workers" in West Virginia's tourism and hospitality industry. Another 32 respondents indicated that they have plans to employ or manage workers in the tourism and hospitality industry in the next 5 years.

While a total of 438 surveys were started, 290 met the eligibility criteria and went on to complete the entire questionnaire.



SURVEY RESPONSE DATA

QUESTION 1

Which of the following best describes your role?

ROLE	RESPONSES	PERCENTAGE
I employ or manage workers in the tourism and hospitality industry (includes food service) in West Virginia.	258 resp.	58.9%
I do NOT presently employ or manage workers in the tourism and hospitality industry (includes food service) in West Virginia, and do NOT have plans to do so in the next five years.	148 resp.	33.8%
I do NOT presently employ or manage workers in the tourism and hospitality industry (includes food service) in West Virginia, BUT I do plan to begin doing so in the next five years.	32 resp.	7.3%

438/438 answered

QUESTION 2

In which county or counties is your business located?

COUNTY	RESPONSES	PERCENTAGE
Monongalia County	62 resp.	21.4%
Fayette County	25 resp.	8.6%
Kanawha County	24 resp.	8.3%
Greenbrier County	23 resp.	7.9%
Raleigh County	21 resp.	7.2%
Preston County	20 resp.	6.9%
Tucker County	16 resp.	5.5%
Jefferson County	15 resp.	5.2%
Pocahontas County	14 resp.	4.8%
Upshur County	13 resp.	4.5%
Harrison County	12 resp.	4.1%
Mercer County	12 resp.	4.1%
Logan County	10 resp.	3.4%
Morgan County	10 resp.	3.4%
Cabell County	9 resp.	3.1%
Ohio County	9 resp.	3.1%
Taylor County	9 resp.	3.1%
Marion County	8 resp.	2.8%
McDowell County	8 resp.	2.8%
Mingo County	8 resp.	2.8%
Wayne County	8 resp.	2.8%
Hardy County	7 resp.	2.4%
Lewis County	7 resp.	2.4%
Lincoln County	7 resp.	2.4%
Marshall County	7 resp.	2.4%
Nicholas County	7 resp.	2.4%
Barbour County	6 resp.	2.1%
Grant County	6 resp.	2.1%
Randolph County	6 resp.	2.1%

COUNTY	RESPONSES	PERCENTAGE
Berkeley County	5 resp.	1.7%
Brooke County	5 resp.	1.7%
Hancock County	5 resp.	1.7%
Putnam County	5 resp.	1.7%
Summers County	5 resp.	1.7%
Wood County	5 resp.	1.7%
Counties adjacent to WV in Virginia	4 resp.	1.4%
Monroe County	4 resp.	1.4%
Ritchie County	4 resp.	1.4%
Clay County	3 resp.	1.0%
Doddridge County	3 resp.	1.0%
Hampshire County	3 resp.	1.0%
Mason County	3 resp.	1.0%
Mineral County	3 resp.	1.0%
Wetzel County	3 resp.	1.0%
Wyoming County	3 resp.	1.0%
Boone County	2 resp.	0.7%
Braxton County	2 resp.	0.7%
Counties adjacent to WV in Kentucky	2 resp.	0.7%
Gilmer County	2 resp.	0.7%
Jackson County	2 resp.	0.7%
Pendleton County	2 resp.	0.7%
Webster County	2 resp.	0.7%
Calhoun County	1 resp.	0.3%
Counties adjacent to WV in Maryland	1 resp.	0.3%
Pleasants County	1 resp.	0.3%
Roane County	1 resp.	0.3%
Tyler County	1 resp.	0.3%
Wirt County	1 resp.	0.3%

290/290 answered

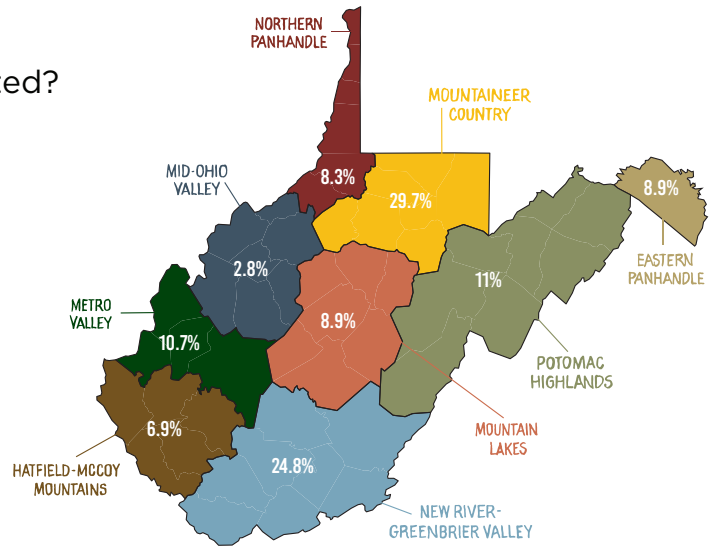
SURVEY RESPONSE DATA

QUESTION 3

In which travel region is your business located?

REGION	RESPONSES	PERCENTAGE
Mountaineer Country	86 resp.	29.7%
New River-Greenbrier Valley	72 resp.	24.8%
Potomac Highlands	32 resp.	11.0%
Metro Valley	31 resp.	10.7%
Eastern Panhandle	27 resp.	9.3%
Mountain Lakes	27 resp.	9.3%
Northern Panhandle	24 resp.	8.3%
Hatfield-McCoy Mountains	20 resp.	6.9%
Mid-Ohio Valley	8 resp.	2.8%

290/290 answered



QUESTION 4

Which of the following best describes the type of business you represent?
Check all that apply.

COUNTY	RESPONSES	PERCENTAGE
Lodging	114 resp.	40.4%
Outdoor Recreation Attraction, Outfitter or Guide	63 resp.	22.3%
Independent Food and Beverage	62 resp.	22.0%
Convention and Visitors Bureau or Visitor Center	52 resp.	18.4%
Entertainment venue	50 resp.	17.7%
Festival or Event	47 resp.	16.7%
Retail	47 resp.	16.7%
Museum and/or Historic Site	31 resp.	11.0%
Government Entity	30 resp.	10.6%

COUNTY	RESPONSES	PERCENTAGE
Corporate Food and Beverage	15 resp.	5.3%
Tourism and Hospitality Workforce Education	14 resp.	5.0%
Agritourism Business	13 resp.	4.6%
Group Tour Operator	11 resp.	3.9%
Transportation	6 resp.	2.1%
Winery, Brewery, and/or Distillery	4 resp.	1.4%
Foreign Language Interpretation	0 resp.	0.0%
Other*	4 resp.	1.4%

282/290 answered

*Other responses included: "Hospitality Education," "Artisan Shop," "Golf Course," and "Tourism Tech."

Questions 5 through 10 asked about individual contact information

The West Virginia Department of Tourism plans to use this information to reach out to businesses who indicated they had specific needs and connect them with resources, as they become available.

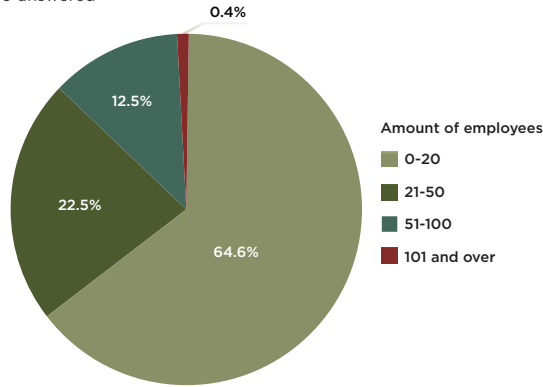


SURVEY RESPONSE DATA

QUESTION 11

Of your employees, how many are full time (non-seasonal)?

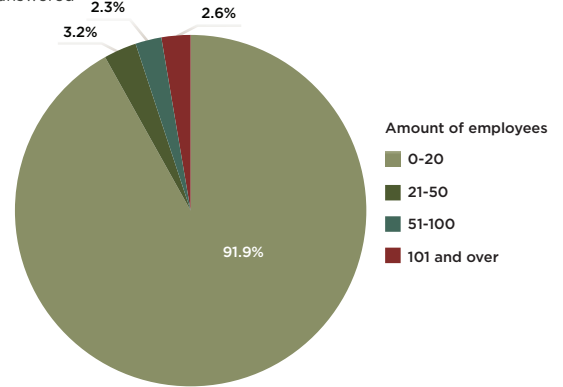
285/290 answered



QUESTION 12

Of your employees, how many are full time seasonal?

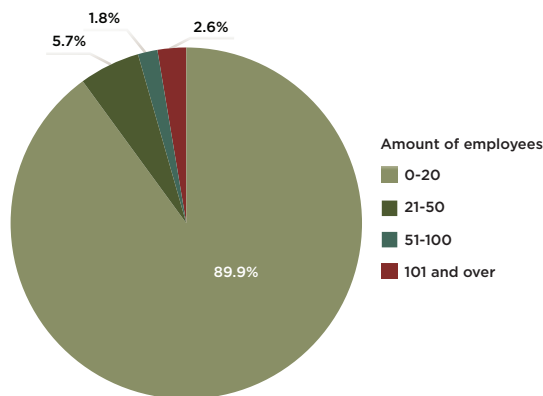
285/290 answered



QUESTION 13

Of your employees, how many are part-time (non-seasonal)?

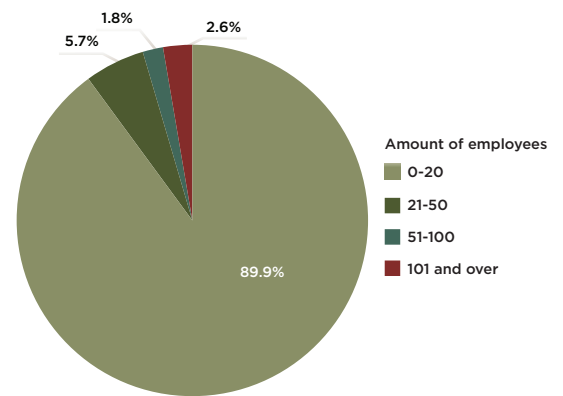
279/290 answered



QUESTION 14

Of your employees, how many are part-time and seasonal?

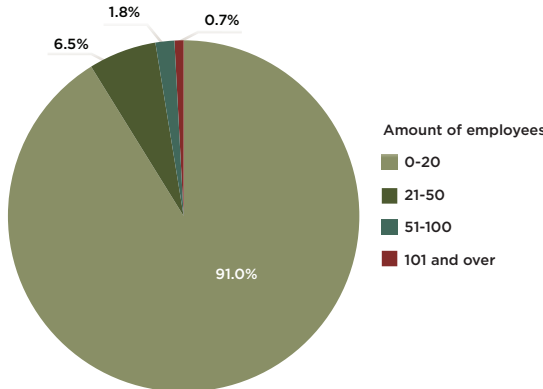
272/290 answered



QUESTION 15

Of your employees, how many are international workers?

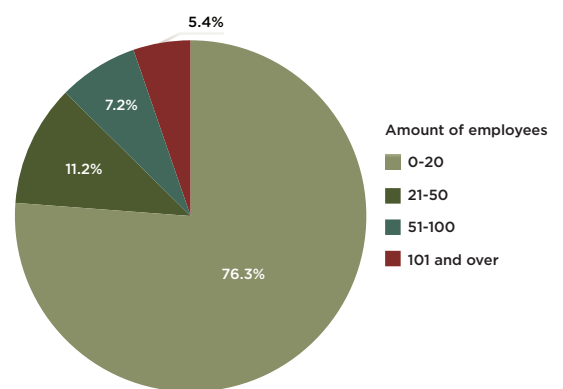
279/290 answered



QUESTION 16

Of your employees, how many are entry-level?

278/290 answered

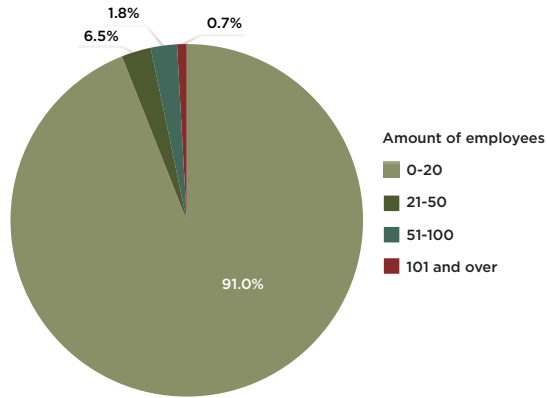


SURVEY RESPONSE DATA

QUESTION 17

Of your employees, how many are management-level?

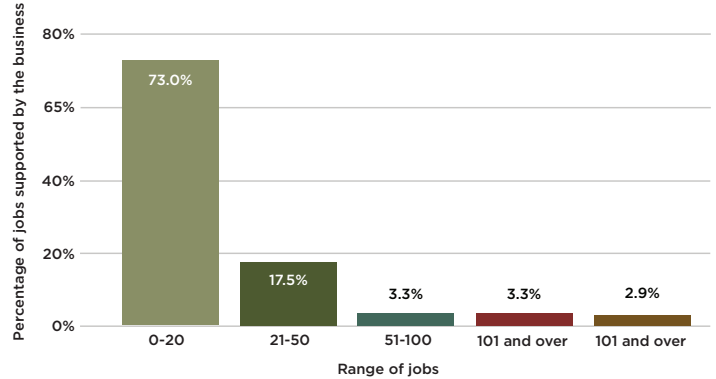
280/290 answered



QUESTION 18

How many jobs does your business support in total?

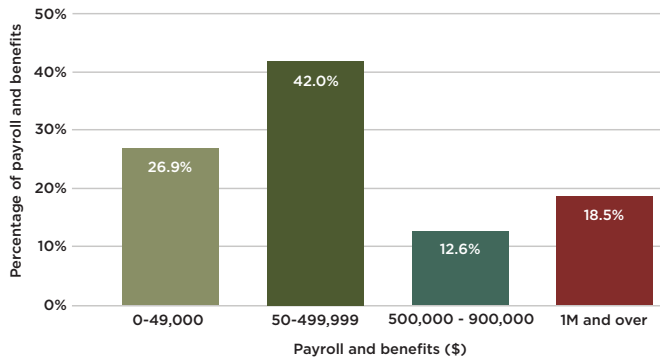
277/290 answered



QUESTION 19

What was the total you expended in payroll and benefits last year?

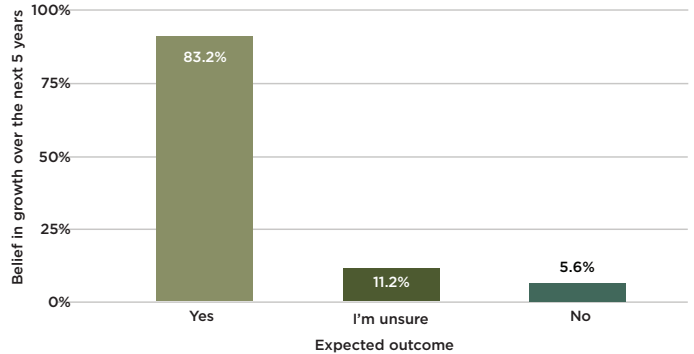
238/290 answered



QUESTION 20

Do you expect growth in employment for your business over the next five years?

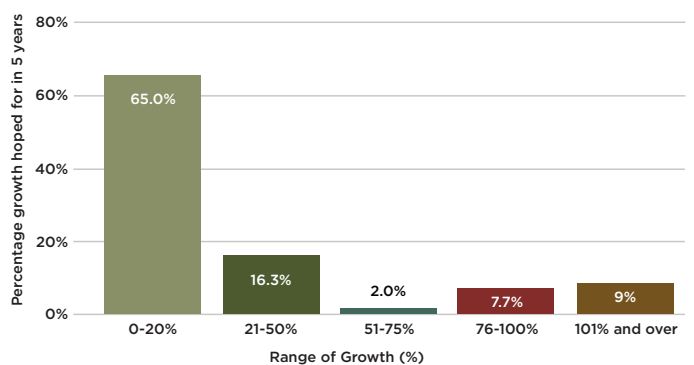
285/290 answered



QUESTION 21

What percentage do you hope to grow your business's overall payroll over the next five years?

257/290 answered



SURVEY RESPONSE DATA

QUESTION 22

How many new jobs would this growth in employment represent?

NUMBER OF JOBS	RESPONSES	PERCENTAGE
1-5	128 resp.	47.1%
5-10	51 resp.	18.8%
10-20	45 resp.	16.5%
20-50	23 resp.	8.5%
50-100	17 resp.	6.2%
100-200	5 resp.	1.8%
Over 200	3 resp.	1.1%

272/290 answered

QUESTION 23

Which of the following describes your experience in hiring employees?

EMPLOYEE TYPE	RESPONSES	PERCENTAGE
Many of the employees I hire are already living locally (within 50 miles of your business)	266 resp.	97.8%
Many of the employees I hire are moving to West Virginia from another state	20 resp.	7.4%
Many of the employees I hire are moving to the area from another part of West Virginia (greater than 50 miles away)	15 resp.	5.5%
Many of the employees I hire are moving from another country or have recently moved to the United States in search of work	2 resp.	0.7%
Many of the employees I hire are working virtually and do not need to move to West Virginia	1 resp.	0.4%
Other	1 resp.	0.4%

272/290 answered

QUESTION 24

Does your business currently employ positions that require the following levels of education?

EDUCATION LEVEL	RESPONSES	PERCENTAGE
High school diploma or a GED	183 resp.	71.8%
Completed training and certificate programs relevant to my industry	139 resp.	54.5%
Some high school (including current students)	131 resp.	51.4%
Bachelor's degree	122 resp.	47.8%
Some college but no degree	101 resp.	39.6%
Associate degree	70 resp.	27.5%
Master's degree or higher	39 resp.	15.3%

255/290 answered

QUESTION 25

In general, which of the following types of employees are you willing to host for training and internships?

EDUCATION LEVEL	RESPONSES	PERCENTAGE
Individuals of all education levels seeking apprenticeships and training in my industry	179 resp.	67.3%
Paid college or technical school student interns	179 resp.	67.3%
Unpaid (for credit only) college or technical school student interns	152 resp.	57.1%
Unpaid (for credit only) high school student interns	114 resp.	42.9%
Paid high school student interns	103 resp.	38.7%

266/290 answered

SURVEY RESPONSE DATA

QUESTION 26

Do you currently have difficulty recruiting employees with any of the following levels of education?

EDUCATION LEVEL	RESPONSES	PERCENTAGE
Completed training and certificate programs relevant to my industry	85 resp.	44.0%
High school diploma or GED	76 resp.	39.4%
Education-levels are NOT important for our hiring process	68 resp.	35.2%
Some college but no degree	61 resp.	31.6%
Bachelor's degree	60 resp.	31.1%
Some high school (including current students)	54 resp.	28%
Associate degree	45 resp.	23.3%
Master's degree or higher	21 resp.	10.9%
Other	2 resp.	1.0%

193/290 answered

QUESTION 27

Which (if any) of these position types do you foresee having difficulty hiring for your next busy season (or in general)?

POSITION	RESPONSES	PERCENTAGE
Cleaning Staff	120 resp.	45.8%
Food and Beverage Service Staff	115 resp.	43.9%
Front Desk and/or Reservation Booking Staff	109 resp.	41.6%
Administration / Management	56 resp.	21.4%
Landscaping Staff	48 resp.	18.3%
Retail Staff	47 resp.	17.9%
Communications, Marketing, and Social Media Professionals	44 resp.	16.8%
Event Planning and Management Staff	43 resp.	16.4%
Outdoor Recreation Guides and Instructors	34 resp.	13%
Drivers / Transportation Staff	26 resp.	9.9%
Onsite Events Staff (ticket booth operations / ushers)	25 resp.	9.5%
Security Staff	25 resp.	9.5%
None of these	22 resp.	8.4%
Creative Professionals (graphic designers, illustrators)	17 resp.	6.5%
IT Professionals	17 resp.	6.5%
Group Tour Operators or Guides	14 resp.	5.3%
Agricultural Staff (as related to agritourism businesses)	10 resp.	3.8%
Land Management or Forestry Professionals	10 resp.	3.8%
Museum Professionals / Historians	9 resp.	3.4%
Performing Arts Staff (musicians, actors, dancers, stage management)	5 resp.	1.9%
Foreign Language Interpreters	3 resp.	1.1%
Other	1 resp.	0.4%

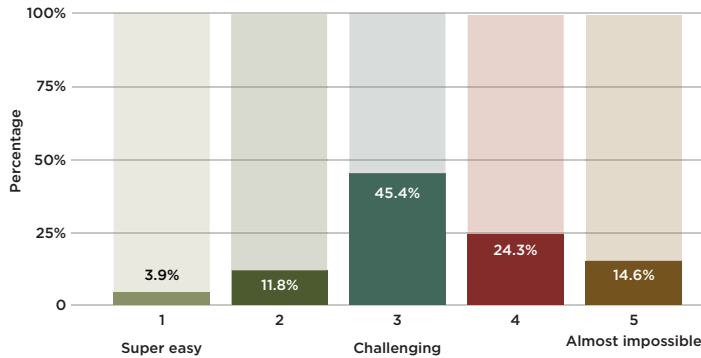
262/290 answered

SURVEY RESPONSE DATA

QUESTION 28

On a scale of 1 to 5, how difficult is hiring employees for your business?

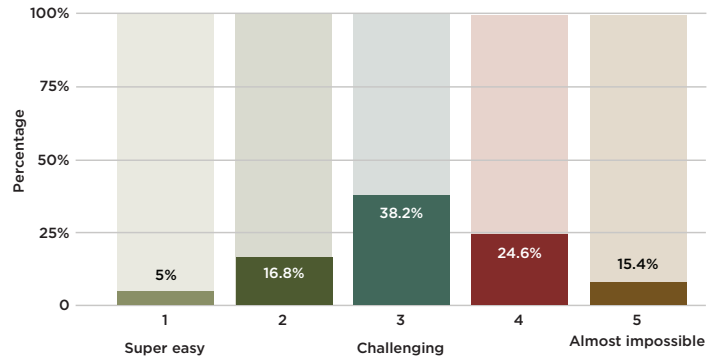
280/290 answered



QUESTION 29

On a scale of 1 to 5, how difficult is finding employees with relevant training for your business?

280/290 answered



QUESTION 30

What are the issues you face when it comes to hiring?

HIRING ISSUE	RESPONSES	PERCENTAGE
The number of available workers in my region	164 resp.	62.8%
Ability to pay a competitive wage	120 resp.	46.0%
Training (lack of candidates with the necessary training to fill open positions)	102 resp.	39.1%
Substance abuse and testing challenges	76 resp.	29.1%
Seasonality	74 resp.	28.4%
Employee childcare options	10 resp.	26.8%
Competition from other industries	62 resp.	23.8%
Employee housing availability	61 resp.	23.4%
Employee housing costs	51 resp.	19.5%
Other*	6 resp.	2.3%

*Other responses included: "Willingness of non-working population people to return back to work," "Difficulty in growing [organization name redacted] to hire staff," "Dependability," "Lack of good work ethic," "People not willing to be vaccinated"

261/290 answered

QUESTION 31

*The rankings below indicate the percentage of respondents that ranked the issue among the top three most important.

Please rank the following hiring issues in the order of most important to least.

HIRING ISSUE	PERCENTAGE
The number of available workers in my region	76.5%
Training (lack of candidates with the necessary training to fill open positions)	54.2%
Ability to Pay Competitive Wages	50.4%
Seasonality	30.9%
Competition from other Industries	29.3%
Substance abuse and testing challenges	21.6%
Employee housing cost	21.5%
Employee Housing Availability	16.1%
Employee Childcare Options	16.1%

251/290 answered

SURVEY RESPONSE DATA

QUESTION 32

How can the State of West Virginia assist you in overcoming workforce challenges?

WORKFORCE CHALLENGE	RESPONSES	PERCENTAGE
Assist in tourism and hospitality workforce recruiting across the state	175 resp.	72.9%
Provide and / or subsidize childcare options for employees*	122 resp.	50.8%
Provide more affordable training and certification options in tourism and hospitality	119 resp.	49.6%
Incentivize construction of workforce housing	90 resp.	37.5%
Other**	3 resp.	1.2%

*The West Virginia Child Care Financial Assistance Program provides support for families who meet the eligibility requirements.

240/290 answered

**Other responses included: "Assist in retainment efforts in keeping talented workforce in the state," "Workforce grants to supplement pay for specialized workers in tourism," "Support for non-profit tourism sites"

QUESTION 33

Which of the following types of incentives and/or trainings (if any) have you provided to members of your workforce over the last 12 months?

EDUCATION LEVEL	RESPONSES	PERCENTAGE
On-the-job training	214 resp.	78.1%
Online trainings / webinars	155 resp.	56.6%
Fees and travel costs for conferences and industry events	115 resp.	42.0%
Pay raises associated with gaining additional trainings or certifications	115 resp.	42.0%
Hiring bonuses	58 resp.	21.2%
Tuition reimbursement for relevant training programs	53 resp.	19.3%
None of these	30 resp.	10.9%
Student loan forgiveness programs	7 resp.	2.6%
Other*	2 resp.	0.7%

*Other responses included: "Employment referral bonuses," "Small annual training budget for full-time team"

274/290 answered

QUESTION 34

Please list any colleges, technical schools, or specific training programs (online or in-person) you are already working with to train your employees.

UNIVERSITIES/COLLEGES	# TIMES LISTED
West Virginia University	23
West Liberty University	6
Marshall University	4
Concord University	2
West Virginia State University	2
Shepherd University	1
Fairmont State University	1
Embry Riddle Aeronautical University	1
Appalachian Bible College	1
Shepherd University	1
Wheeling University	1
Bethany College	1
Davis and Elkins University	1

CAREER & TECHNICAL/JR. COLLEGES	# TIMES LISTED
Pierpont CTC	7
Carver CTC	5
WV Northern Community College	4
Eastern WV CTC	2
Blue Ridge CTC	2
Mountwest CTC	1
Southern WV CTC	1
Ben Franklin Career Center	1
New River CTC	1
Bridgevalley CTC	1
James Rumsey Technical Institute	1
WVU Tech	1

OTHER
Carpenters Union
WV Tourism
National Recreation & Parks Assoc.
Red Cross
Economic Development Council
Various online & inhouse training sites
WV Workforce
Welcome WV
Servsafe
Careersafe (OSHA)
Health Department
American Assoc. of Airport Executives
Secret Shopper Consultant

SURVEY RESPONSE DATA

QUESTION 35

If funding for training is made available, what specific training programs, degrees, or certifications would you require or encourage staff members to complete?

- Culinary Training, Cake Decorating, Kitchen Management
- Event Planning Training, Project Management
- Tourism Associate Degree Programs
- Hospitality Degree/Training Programs
- Carpenters Union Training, Construction Training
- Electrician's Certification
- HVAC Certification
- General Maintenance
- Welding Training and Certification
- Transportation Training, CDL Training
- Customer Service Training
- Supervisory Training
- TIPS Server Certification, Food Handlers, Food Safety, Food Service Sanitization
- American Red Cross Training, First Aid and CPR Certification
- Basic Office Skills: Phone Etiquette, Time Management, Communication skills
- Aquatic Training: Lifeguard Certifications, Swim Instructors, Certified Pool Operators, Water Safety, Aquatic Facility Operator
- Ski Resort Operations: National Ski Patrol Outdoor Emergency Care, Ski Lift Repair, Ski Instructor Training, Snow Making Training
- Business Training: Accounting, IT, Business Management, Grant Writing, Leadership
- Sales and Fundraising
- Marketing, Digital Marketing, Social Media Marketing, Web-Development
- Hotel Management, Housekeeping, Lodging 101
- Spa Services, Massage Therapy
- Cosmetology Certification
- Firearms Training
- Wine Certification
- Pilot License
- Travel Agent Academy
- Addiction Education
- Museum Certification, Archives Training, Historic Preservation
- Parks and Recreation: Parks and Recreation Executive Certification, Playground Safety and Inspection
- Pesticide Training
- Zipline Training
- Glassmaking Training
- EMT Training, Wilderness First Responder Training, Swift Water Rescue Training

QUESTION 36

If funding for training is made available, which institutions, colleges, or schools would you want to partner with to provide training for your employees?

UNIVERSITIES/COLLEGES	# TIMES LISTED
West Virginia University	54
Fairmont State University	17
Marshall University	14
Shepherd University	10
Davis and Elkins College	8
Concord University	8
Wesleyan University	7
West Virginia State University	6
University of Charleston	4
Glenville State University	4
West Liberty University	4
Bluefield State College	4
Salem University	3
Bethany College	3
Potomac State University	3
Alderson Broaddus University	2
Embry Riddle Aeronautical University	2

CAREER & TECHNICAL/JR. COLLEGES	# TIMES LISTED
WVU Tech	15
New River CTC	14
Pierpont CTC	13
Eastern WV CTC	8
WV Northern Community College	7
Blue Ridge CTC	7
Southern CT	6
Bridgevalley CTC	5
WV Junior College	5
Mountwest CTC	3
Carver CTC	3
James Rumsey Technical Institute	3
WVU-Parkersburg	2
John D Rockefeller VT	2
Ben Franklin Career Center	1
McDowell CTC	1
Huntington Jr. College	1
Erma Byrd Higher Education Center	1
Mercer County CTC	1

OTHER
Local High Schools
Local Housing Authorities
The Aquatic Council
National Intramural Recreational Sports Association
American Red Cross
WV Economic Development Council
National Recreation & Parks Assoc.

SURVEY RESPONSE DATA

QUESTION 37

Do you currently have internet and computer infrastructure that would allow you to provide web-based training for staff, if relevant training is made available for free?

ACCESS CAPABILITY	RESPONSES	PERCENTAGE
Yes, we have computers or tablets and internet access on site	246 resp.	87.9%
No, we do not have the hardware on-site (computers, tablets, etc.)	30 resp.	10.7%
No, we do not have reliable internet access on-site	12 resp.	4.3%

280/290 answered

QUESTION 38

Which of the following types of training or education programs would job candidates and/or existing employees of your business benefit from?

TRAINING/EDUCATION PROGRAMS	RESPONSES	PERCENTAGE
Hospitality 101	188 resp.	70.1%
Leadership and Management	383 resp.	68.3%
Marketing, Social Media, and Web Design	169 resp.	63.1%
Tourism and Hospitality Entrepreneurship	148 resp.	55.2%
Event and Conference Planning	144 resp.	53.7%
Lodging Management	102 resp.	38.1%
Culinary Arts	94 resp.	35.1%
Non-profit Management	69 resp.	25.7%
First-aid / Wilderness First Aid	68 resp.	25.4%
Tour Guide Services (historical, natural, and cultural interpretation)	66 resp.	24.6%
Outdoor Recreation Guiding and Safety	62 resp.	23.1%
Agritourism	43 resp.	16%
Forestry and Land Management	23 resp.	8.6%
Foreign Language Interpretation	13 resp.	4.9%
Other*	1 resp.	0.4%

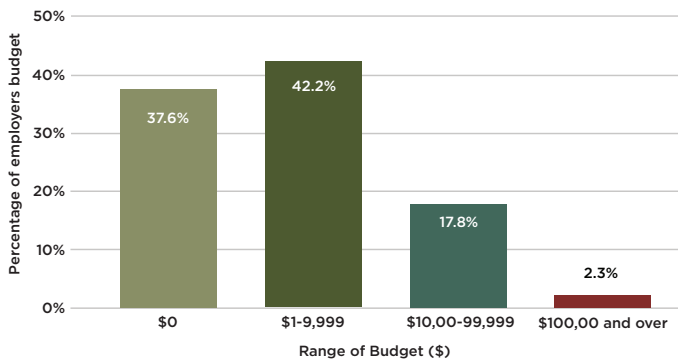
*Other responses included: "Technical skills for programmers"

268/290 answered

QUESTION 39

What is your current budget for employee training?

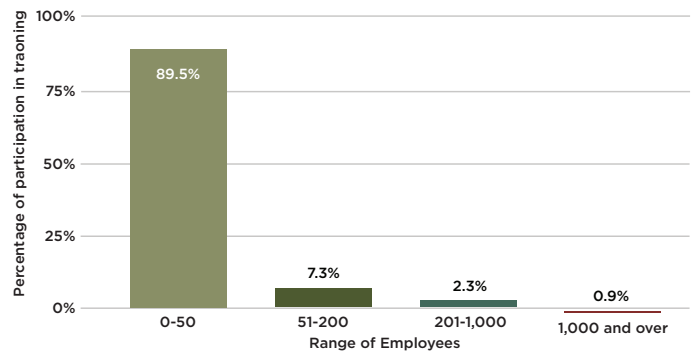
186/290 answered



QUESTION 40

How many employees currently benefit from training opportunities that your business pays for on an annual basis?

220/290 answered

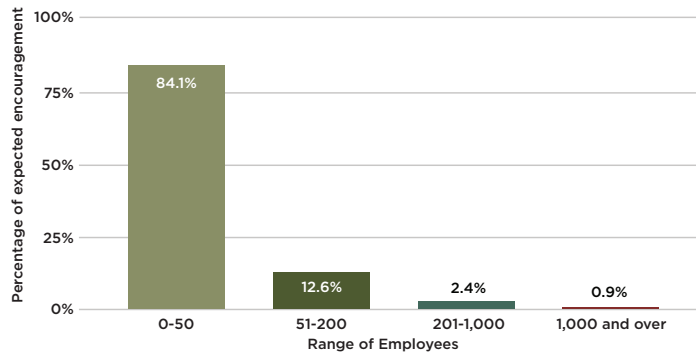


SURVEY RESPONSE DATA

QUESTION 41

If tourism and hospitality opportunities were covered by state funding, how many employees would you encourage to complete training programs on an annual basis?

246/290 answered



QUESTION 42

What else can you tell us about the challenges and opportunities your tourism and hospitality business faces in hiring, retaining, and training staff over the next five years?

- Lack of qualified workers willing to work in person or remotely
- Lack of benefits/incentives including comparable salaries, affordable medical insurance, dental insurance, child care, mental health help, and substance abuse counseling
- Lack of training opportunities in hospitality services
- Lack of training for supervisor type positions
- Lack of basic etiquette training
- Lack of basic computer skills training
- Lack of general maintenance training
- Lack of culinary training programs
- Lack of programs to develop future business leaders
- Lack of promotion of hospitality careers at high school level
- More collaboration between workforce and schools
- Lack of tourism/hospitality programs at college level that teaches general communication skills, how to take reservations, work a front desk, lodging management, and agriculture
- Lack of certification and industry training (especially in brewery industry)
- Lack of incentives to retain students after graduation
- Lack of incentives to bring in out-of-state and international workers
- Not enough business opportunities
- Need more opportunities to network
- Not enough professional growth opportunities
- Lacking infrastructure: housing, reliable internet, road conditions
- Not enough marketing, promotions, and advertising opportunities for small businesses and local events
- Need help to create more online training





FOR ADDITIONAL INFORMATION OR QUESTIONS:

WVtourism.com/tourismworks