

# Industry Weekly Digest

## School of Hospitality & Tourism Management

### Hospitality Rising

You will all be aware of the seriousness of the crisis facing hospitality recruitment following the pandemic. The statistics make for grim reading, with 400,000 vacancies and around 42 per cent of people working in hospitality saying that they want to leave the industry.

Undeniably, this is something that must be tackled – and fast. That's the entire reason for the **Hospitality Rising** campaign and one that's still in need of your support.

In this Digest, guest contributor and Founder of Hospitality Rising, Mark McCulloch expands on this initiative.

Have a great Weekend!



## Hospitality Rising: the official industry response to the recruitment crisis

### Mark McCulloch

The first thing we need to do is challenge the perception of the industry we are in. Only **1 in 5** people nationally would consider working in hospitality, despite us knowing what a rewarding career it can be. This is our starting point and where you can help.

Having gained backing from the Hospitality & Tourism Skills Board, **UKH**, **BBPA**, **BII**, **Scottish Hospitality Group**, and many other big name operators and suppliers across the industry, there's still time to help.

I have been taken aback by the unwavering support that has been offered to this important movement already and by investing £10 per employee to help us hit at least a £1m target, you can help us pave the way for a brighter and better industry.



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There's no greater time than now to kickstart our industry once again and to stand shoulder to shoulder, united, in support of our sector. All of those who join this movement will be in safe hands. **Hospitality Rising** is the official industry response to the recruitment crisis and we've lined up the best creative talents in the UK to deliver our message to the widest audience possible. Unless we all intervene and play a part, then unfortunately our industry remains in jeopardy.

Our campaign has been gaining real momentum and we are immensely grateful for the support and backing that has been shown by such a vast range of prolific industry leaders so far. Let's rise together and make hospitality a preferred job and career choice for all. With your help, I have no doubts that this significant movement will be one that we can look back on with pride.

For further information on Hospitality Rising or to make a pledge visit their [website](#)