

INDUSTRY WEEKLY DIGEST

YOUR WEEKLY DIGEST OF CONTEMPORARY INDUSTRY TRENDS



THE IOH YOUTH COUNCIL

A new wave of
Hospitality Energy

The Youth Council is a recent addition to the Institute of Hospitality's (IoH) 85-year history. Starting in 2021, their purpose was to help engage entry-level hospitality professionals with the institute and act as vital industry and IoH ambassadors. Their work to date, promoting a positive and holistic view of hospitality by supporting and inspiring others, has been encouraging. The committee is made up of young professionals at the start of their careers who share the vision of becoming future industry leaders and have a great passion for hospitality.

In this digest, School of Hospitality and Tourism Management alumni, Lizzie Grundy AIH, explains more.

Have a great weekend!



A NEW WAVE OF HOSPITALITY ENERGY

Lizzie Grundy AIH

As an industry heavily reliant on young people, the introduction of a **Youth Council** could not be more in tune with our industries' needs. Allowing the IoH to better represent and understand a demographic which makes up such a large proportion of the industry which is so integral to its future.

Having recently expanded to become a team of 11 the **Youth Council committee members** are an inspiration, all thriving in the early years of their careers and who carry such passion for Hospitality. With the unwavering support of the IoH team, the committee is ready to flourish in the coming year and continue to grow and prosper.

While studying at University it can be comforting to learn the stories and paths of industry giants who have excelled in their careers. However, it can also be difficult to relate as a young professional, as the industry is ever evolving with technological advancements, adapting to consumer expectations and reacting to the economic climate. The Youth Council showcases examples of next steps in

professional careers and helps new entrants to the industry find their feet with the assistance of the **IoH**. Upon joining the **IoH** and being involved with the **Youth Council** you can benefit from networking, mentorship and professional development which can guide you to many exciting opportunities to kick start your career. It can also be a consistent support through the transition of graduating into the wider world, as a source of inspiration and drive to refer to when feeling potentially lost or overwhelmed.

The **Youth Council's** future is bright and exciting as we grow and develop and we look forward to playing a part in its legacy. I can wholeheartedly suggest that engaging with the **IoH** in any way would be a beneficial investment in your future as I can already see it's benefit on mine.

*The **Youth Council** are a group of young professionals at the start of their hospitality careers and future industry leaders. Selected from the IoH's Associate membership, they aim to provide insight, advice and recommendations to help the Institute evolve.*



SCHOOL OF
HOSPITALITY
AND TOURISM
MANAGEMENT
UNIVERSITY OF SURREY