

Survey finds perceptions of low pay putting young people off hospitality jobs

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Young people do not find the hospitality industry to be an attractive career choice because they don't think the sector pays well, according to a nationwide survey commissioned by [Umbrella Training](#).

The survey found that only 1 in 10 young people were willing to choose a career in the hospitality industry, with 31% saying they would not choose a career in the sector because they perceived it to be low paid.

Other reasons included a lack of knowledge about jobs in hospitality (26%), not believing they had the sufficient skills (25%), and not wanting to work unsociable hours (23%).

The results were analysed by experts at the University of Greenwich who produced the white paper, [Perceptions of hospitality as a career choice for young adults](#).

The report identified a clear opportunity for the industry to promote their packages and opportunities to progress, and the breadth of roles available in hospitality to young people. The white paper also offers advice to support recruitment and retention by meeting these challenges and expectations, with employers encouraged to provide clear and useful information about jobs and their organisations, including salary ranges, opportunities for flexible working, and career development.

Umbrella Training founder Adele Oxberry said: "For as long as I remember, our sector has battled with attraction and recruitment of young people.

"While there are lots of anecdotal explanations, our aim in commissioning this research was to collect some hard evidence and data on what young people really think about the hospitality industry.

“We’re hoping that the insights we have gathered will help shape how we as a sector behave in the future, and by taking the recommendations forward, create a pipeline of talent coming into our industry who see opportunities in the sector and will carry it into a bright future.”