

EMPOWERING HOSPITALITY

January 2021 - International Forum - Education, Employment
and Training in Tourism

John Lohr - Director of Development
john@hosco.com

hosco.
Empowering Hospitality



HOSCO

EMPOWERING HOSPITALITY

THE HOME OF THE HOSPITALITY INDUSTRY WORLDWIDE:

TALENT, COMPANIES, AND SCHOOLS.

*PROVIDING TECHNOLOGY TO REACH, EDUCATE, AND
MATCH EFFICIENTLY.*



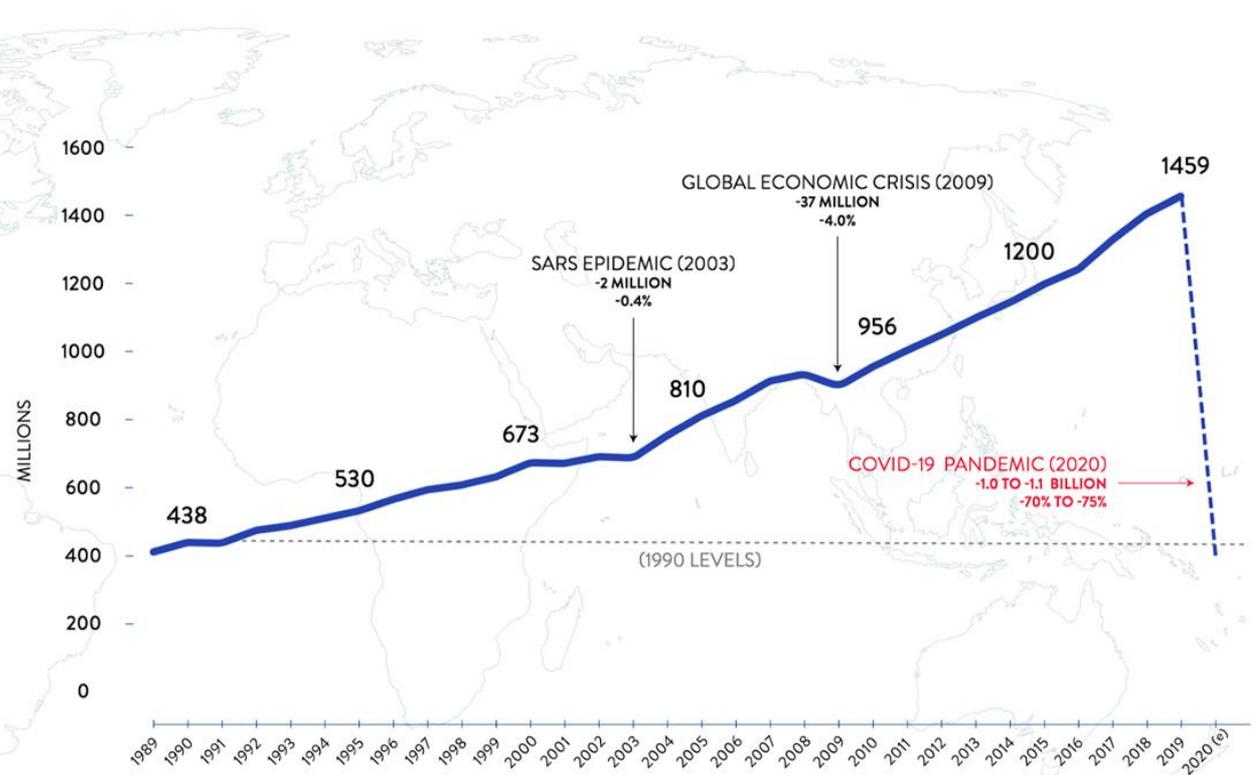
2020 WAS SCIENCE FICTION FOR HOSPITALITY

INTERNATIONAL TOURIST ARRIVALS (MILLIONS)

(e) Estimate



SOURCE:
WORLD TOURISM ORGANIZATION (UNWTO)
DECEMBER 2020

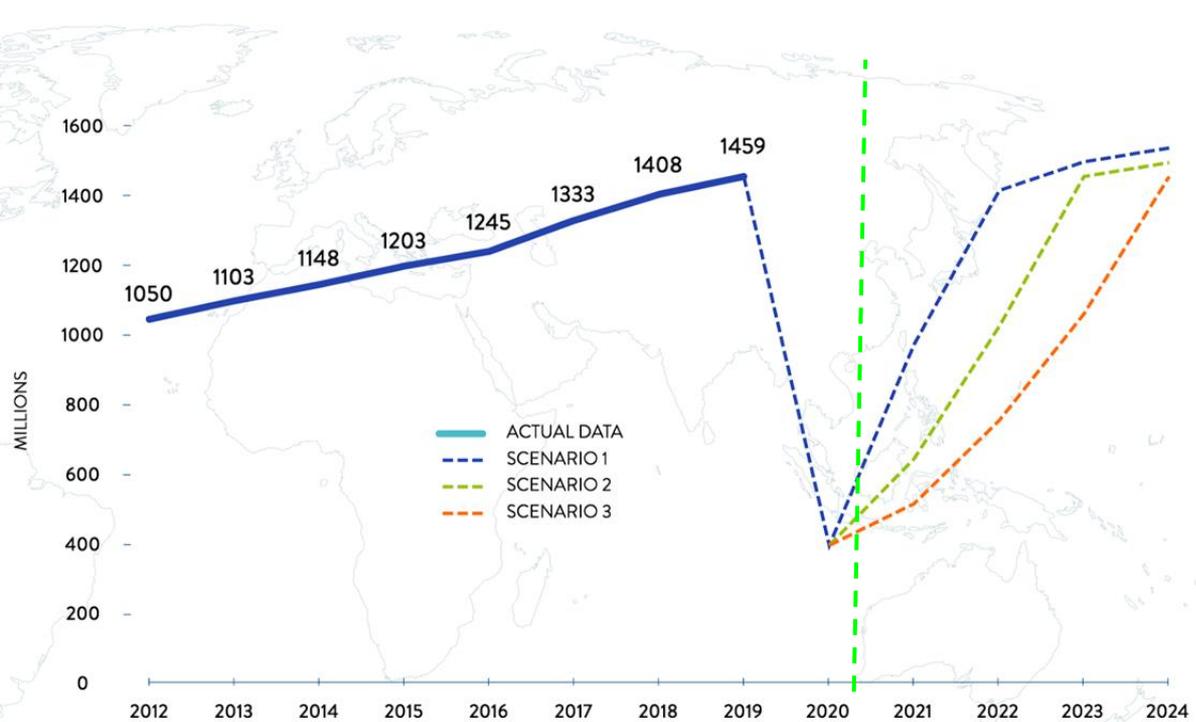


2021 IS A RECOVERY YEAR, BY ALL ESTIMATES

2021-2024 SCENARIOS

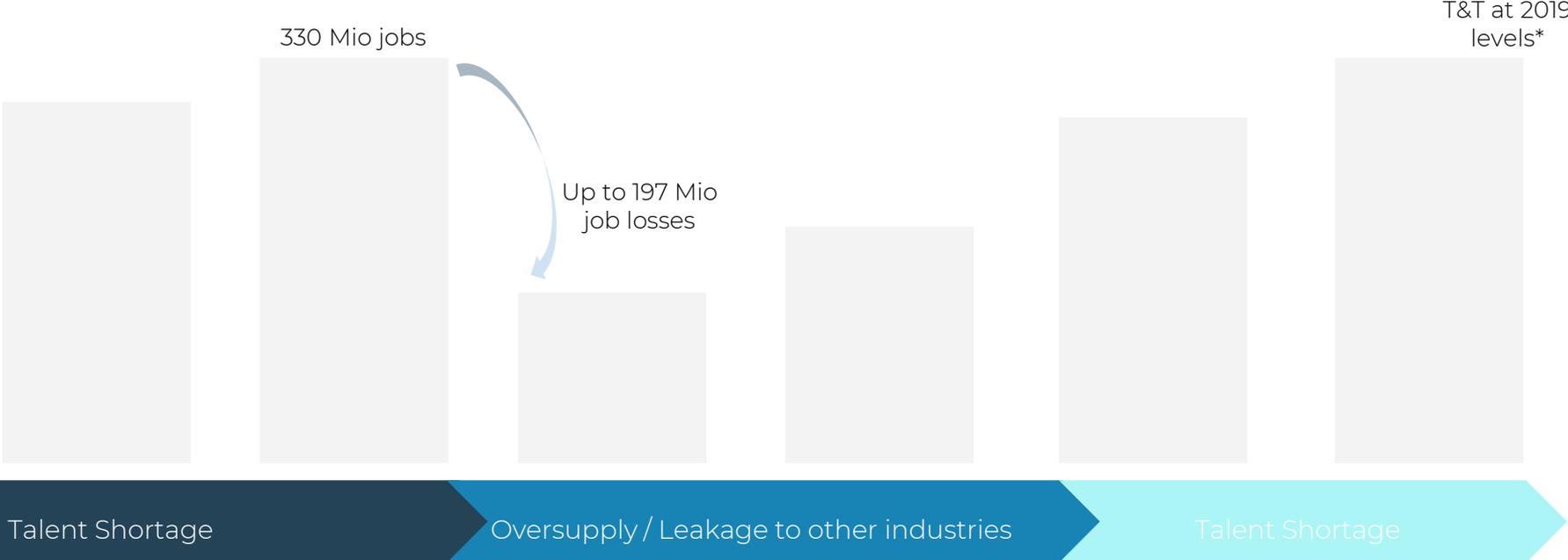
2 ½ TO 4 YEARS
TO RECOVER 2019 LEVELS

INTERNATIONAL TOURIST
ARRIVALS



SOURCE:
WORLD TOURISM ORGANIZATION (UNWTO)
DECEMBER 2020

TALENT SHORTAGE WILL RISE, RECORD DEMAND IS COMING



*McKinsey COVID-19 Global Tourism Recovery Scenarios, September 2020

EMPOWERING HOSPITALITY TALENTS, EMPLOYERS AND SCHOOLS

WITH BETTER TECHNOLOGY AND
CONTENT EVERY DAY

2021 BIG BETS - SHORT COURSES FOR TALENTS



2021 BIG BETS - SKILLS FOCUS FOR TALENTS AND EMPLOYERS



MAKE HIRING FOR SKILLS PART OF THE PROCESS

- **Digital Badging** for better matching of talents to employers

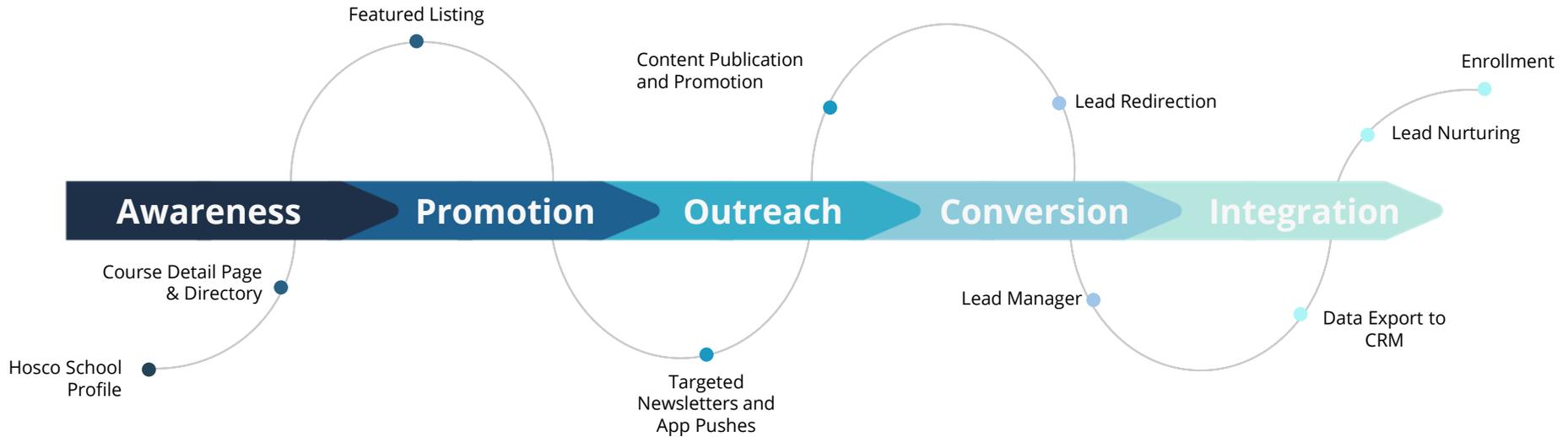
FORWARD THE ADOPTION OF DIGITAL SKILLS

- Coding
- Data Analytics
- Social Media Management
- Digital Marketing
- Content Creation
- SEO

2021 BIG BETS - MAKE THE ONLINE LEARNING OF THE HOSPITALITY INDUSTRY AVAILABLE TO SCHOOLS



2021 BIG BETS - HELP SCHOOLS RECRUIT



ANY QUESTIONS? GET IN TOUCH



John Lohr
Director of Development
john@hosco.com

hosco.
Empowering Hospitality