

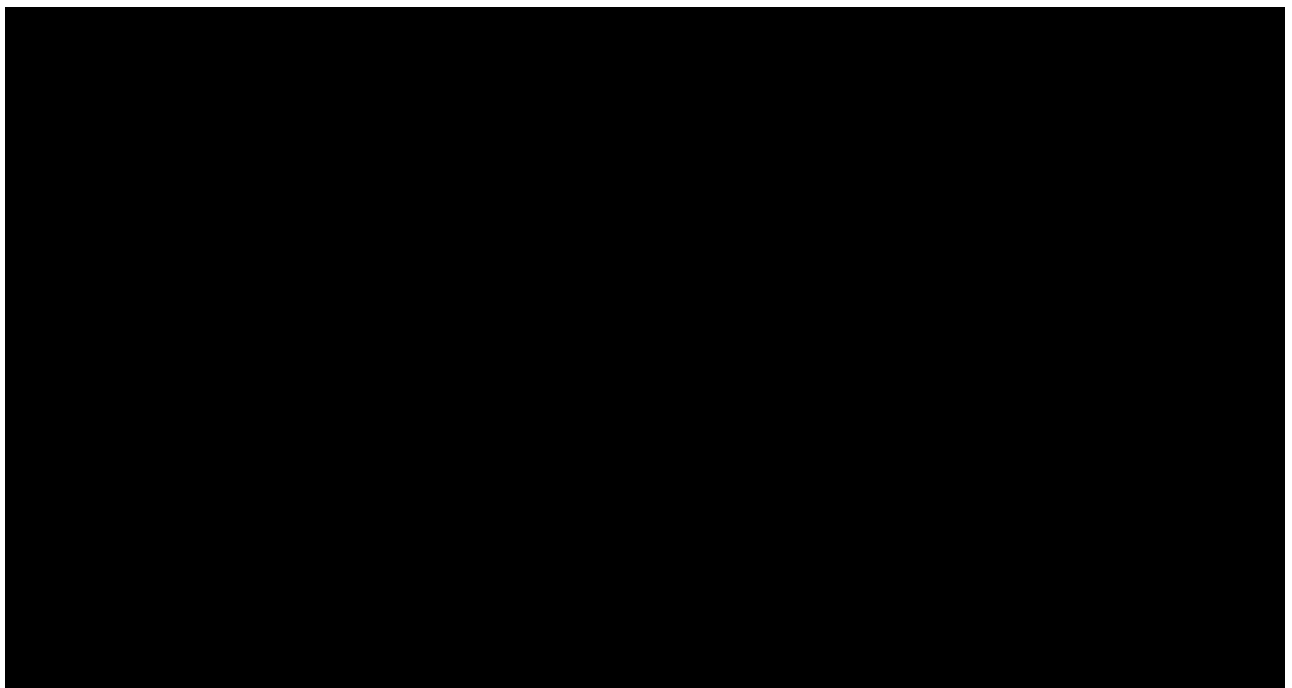
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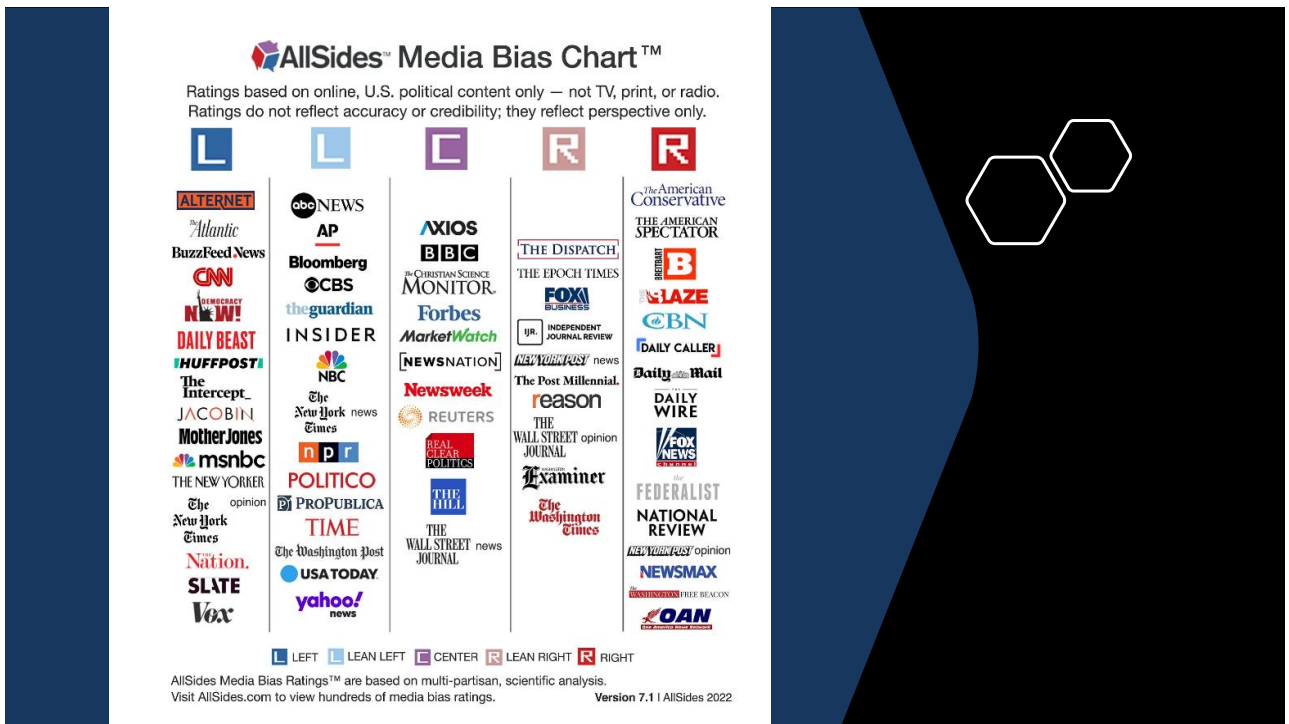
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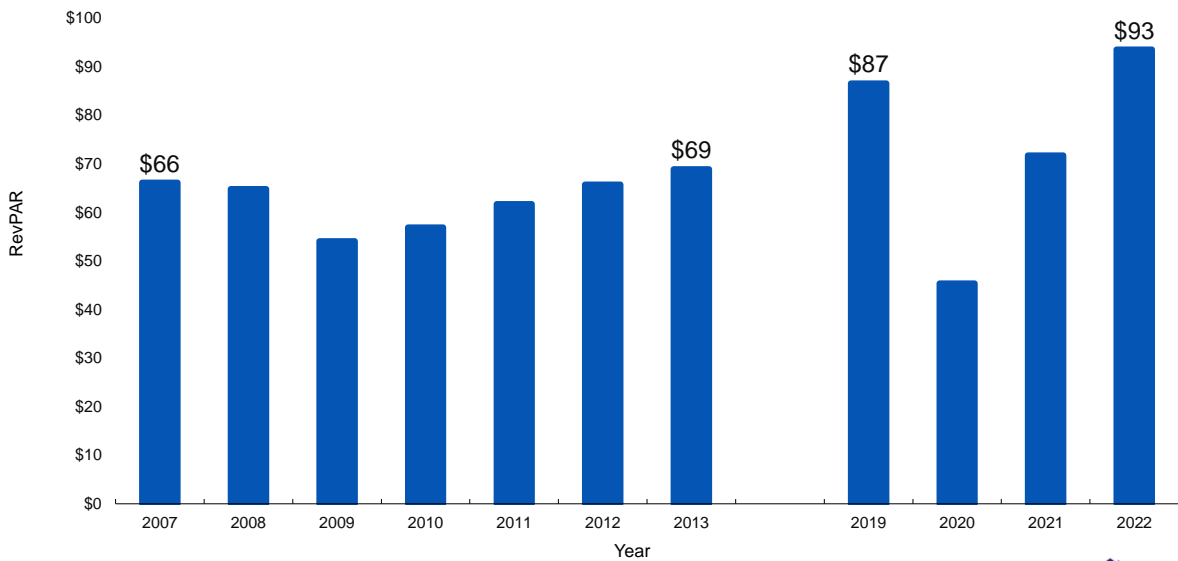
6

US Hotel Industry



7

Latest recovery was super-charged



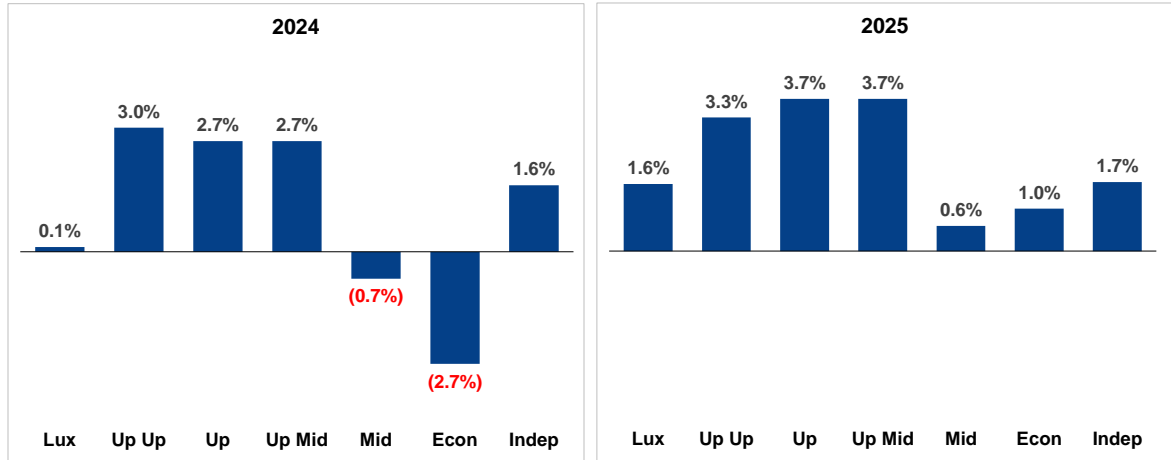
Source: Costar, October 2024



8

Growth to remain concentrated in upper tier chains scales

U.S. RevPAR change



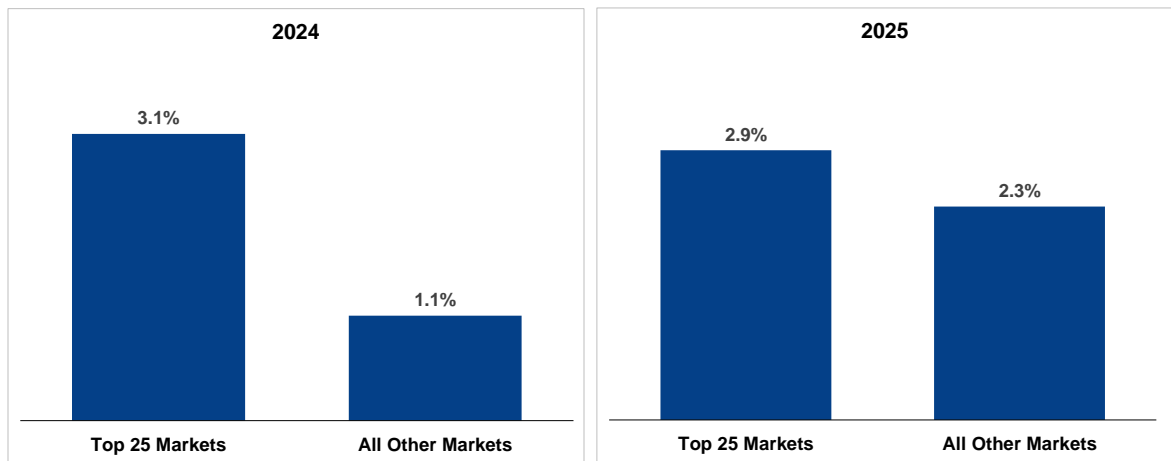
Source: Tourism Economics; STR



9

Top 25 Markets to lead gains again

U.S. RevPAR change



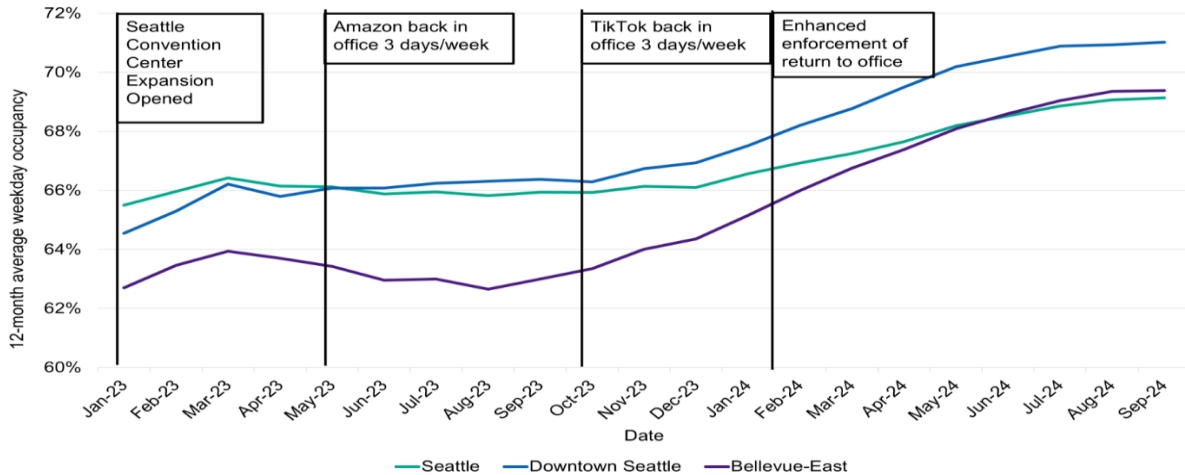
Source: Tourism Economics; STR



10

Conventions and return-to-office policies are boosting hotel demand

Hotel occupancy grows with return to office mandates



Source: CoStar, September 2024

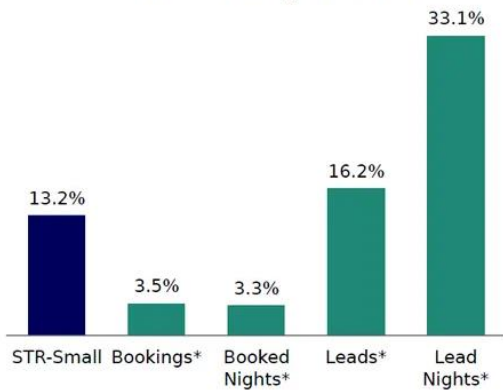


11

Small markets most recovered and outlook is very positive

Percentage of 2019 index

Small (A) market group demand, bookings and leads through June 2024



Rolling 6-month group demand change from 2019 (Small markets)



Source: Simpleview Sales Quarterly (SSQ), STR



12

What is driving performance?

RevPAR performance of top 25 central business districts vs. top 25 submarkets



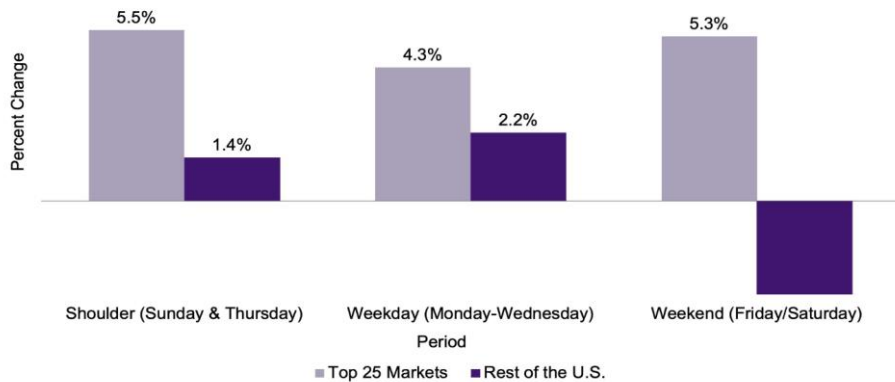
*Aggregate
Source: STR. © 2024 CoStar Group



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Top 25 Market Revenue Per Available Room Lifted National Performance

US Weekly Revenue Per Available Room Percent Change, Week Ending August 10, 2024 vs. 2023 Comparable



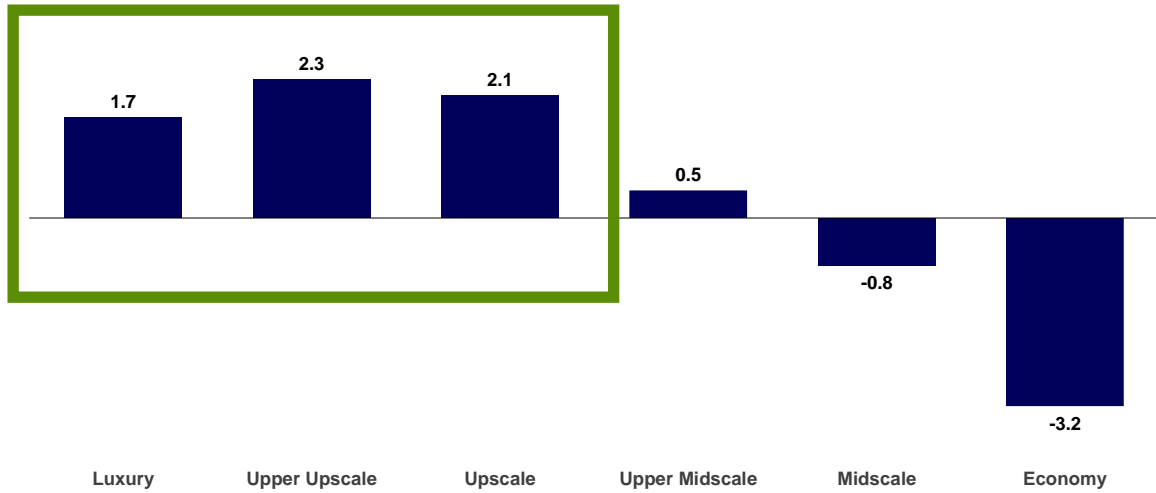
Source: CoStar, August 2024



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RevPAR change by class: bifurcated results

U.S. RevPAR % change, change by class, YTD August 2024

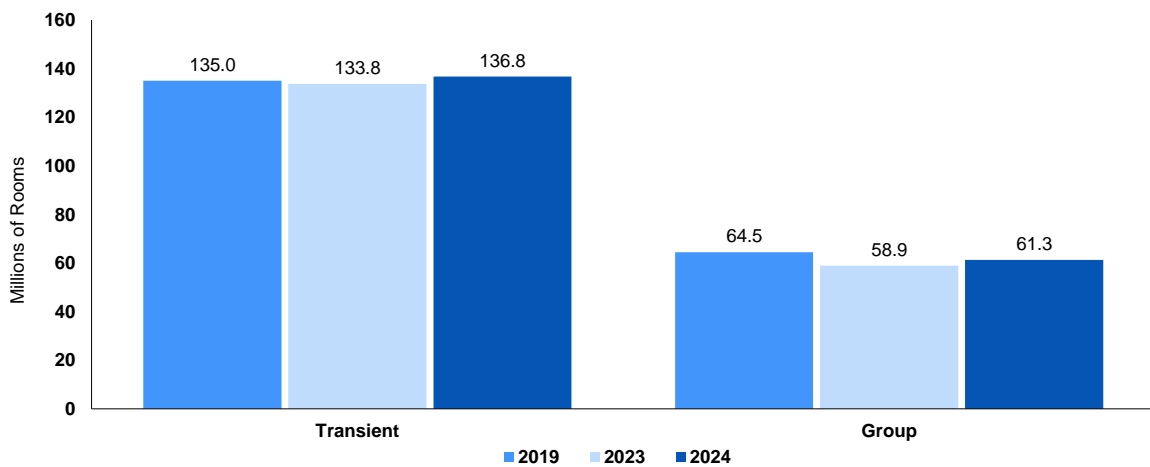


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Transient Demand Robust. Group Demand On The Right Track

Segmentation Demand, YTD August, 2019, 2023, 2024

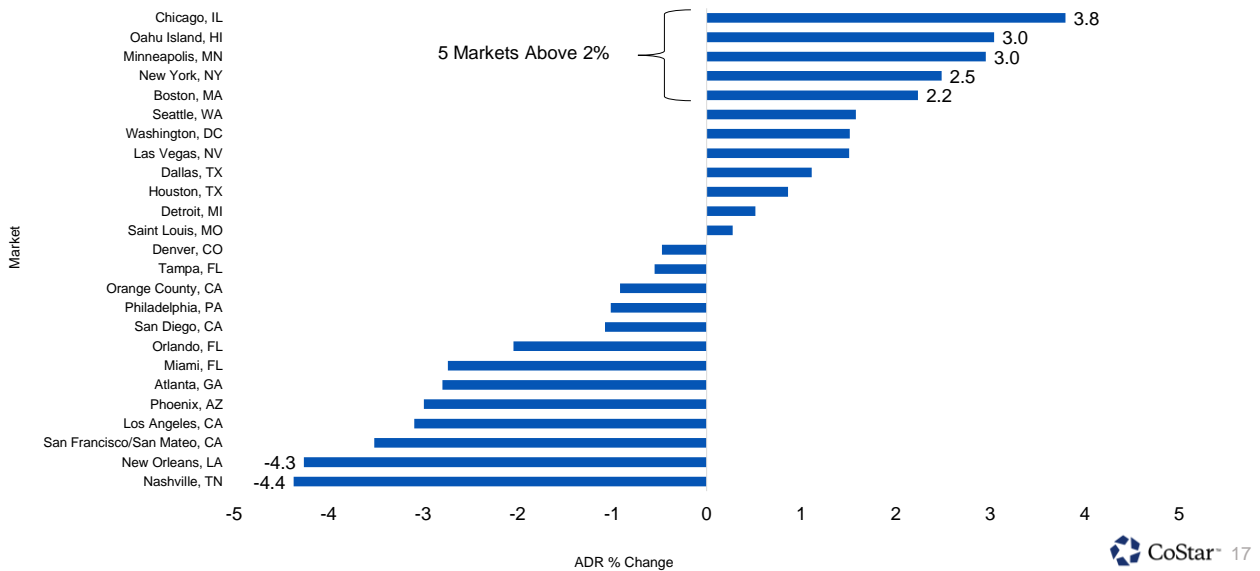


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Transient ADR % Change: Lackluster Rate Growth

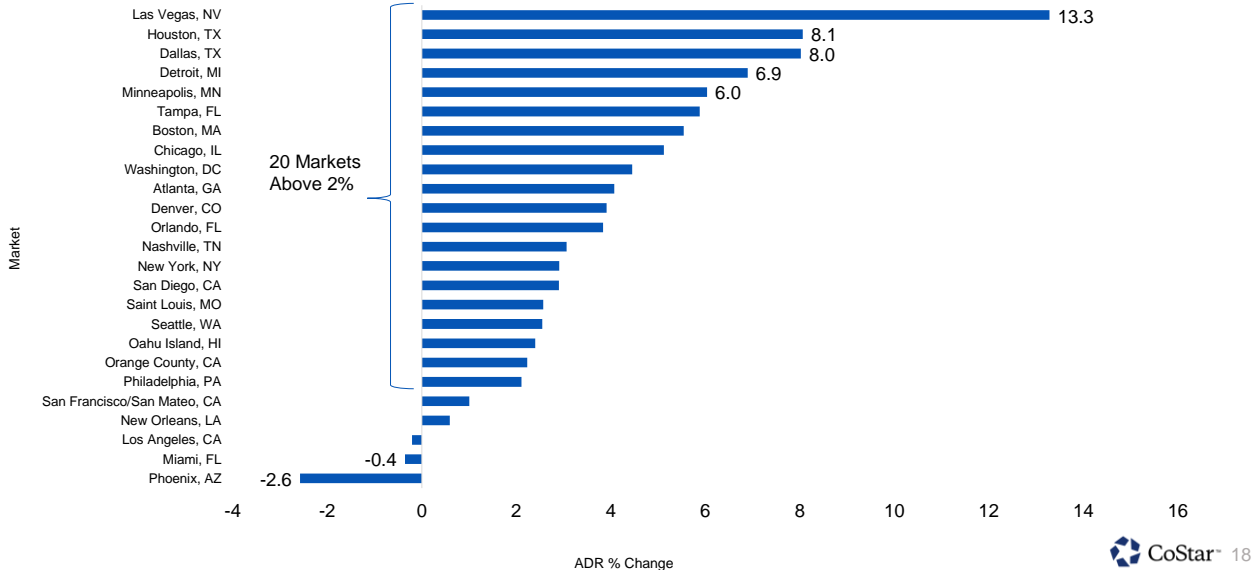
Top 25 Transient ADR % Change, by Market, YTD August 2024



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Group ADR % Change: Most Easily Beat Inflation

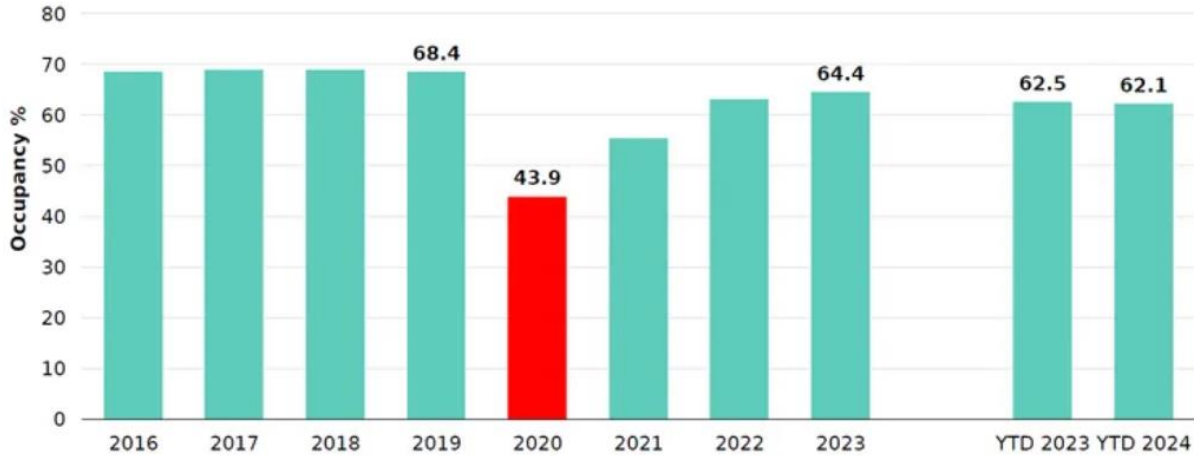
Top 25 Group ADR % Change, by Market, YTD August 2024



18

Wednesday occupancy: Ongoing recovery

Wednesday occupancy, 2016 - YTD 2024

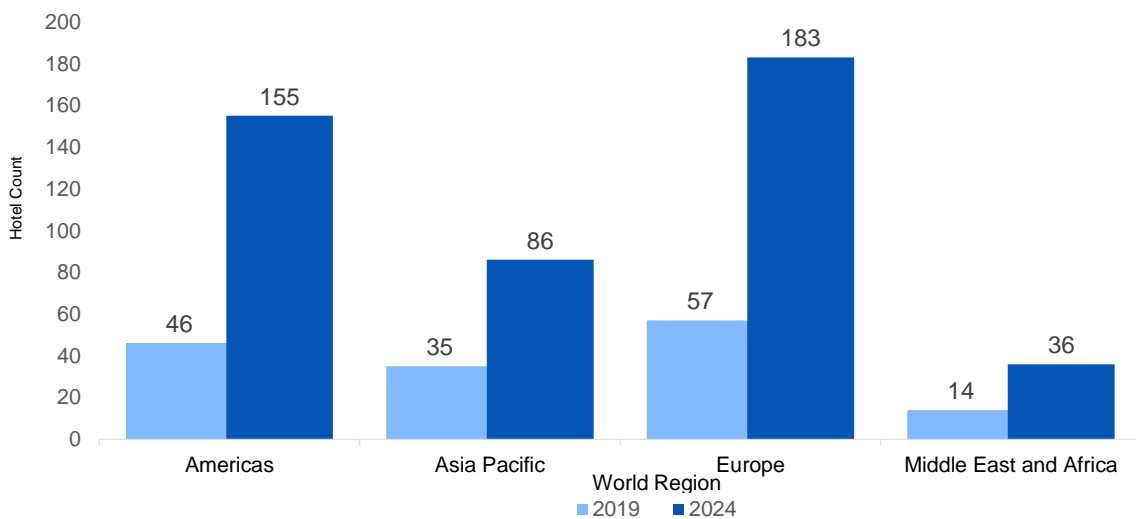


Source: STRL, © 2024 CoStar Group



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Hotels with \$1,000 Averages Rates Used To Be Rare. Not Anymore.



Source: CoStar, August 2024
Data shows June year-to-date counts



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U.S. Forecast

August 2024

	2023 Actual	2024 Forecast	2025 Forecast
Occupancy	63.0%	63.0%	63.4%
ADR	4.3%	2.0%	2.0%
RevPAR	5.0%	2.0%	2.6%
Real RevPAR compared w/ 2019	(4.8%)	(5.9%)	(6.0%)

Source: Tourism Economics; STR



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Average Length of Stay and Lead Time By Segment				
	LOS	YoY	Lead Time	YoY
Luxury	2.1	7.07%	49.4	16.44%
Upper Upscale	1.8	-0.45%	38.9	3.56%
Upscale	1.8	-2.09%	30.2	2.98%
Upper Midscale	1.9	-0.99%	24.5	3.70%
Midscale	2.5	-2.69%	15.2	4.25%
Economy	2.9	0.85%	9.5	69.15%

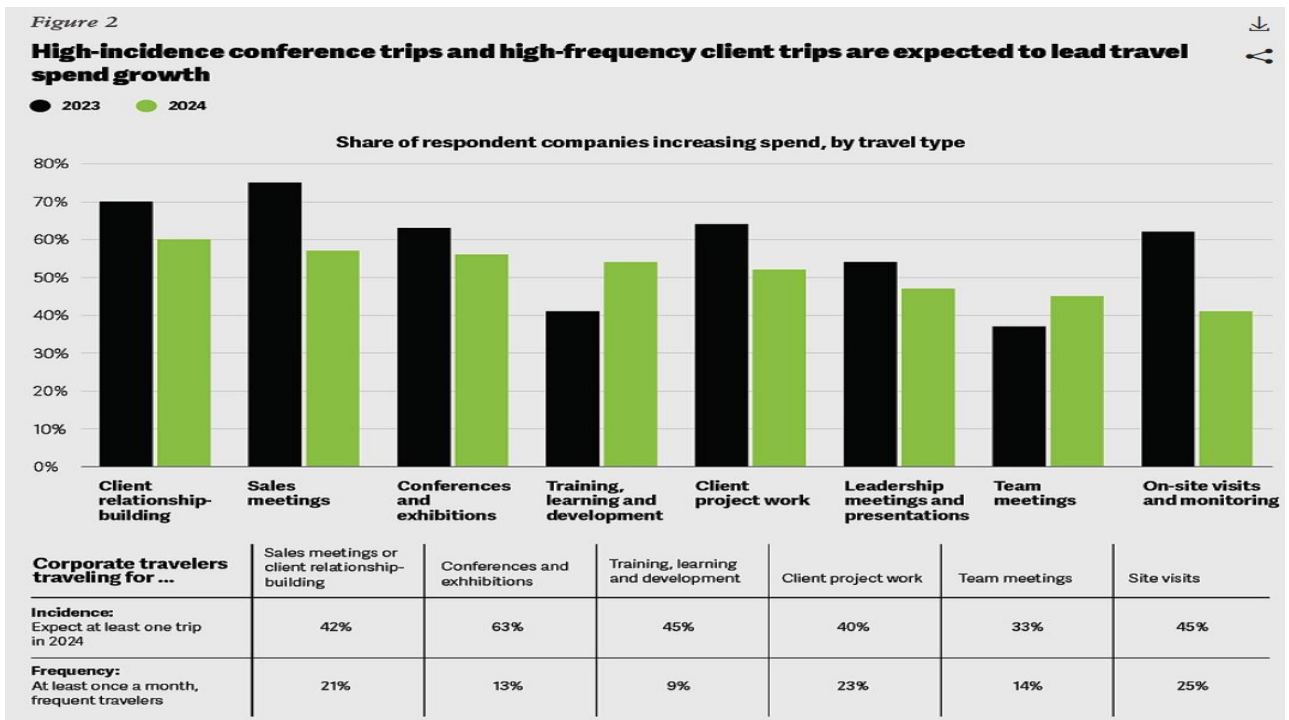
Source: Kalibri Labs (7/24)



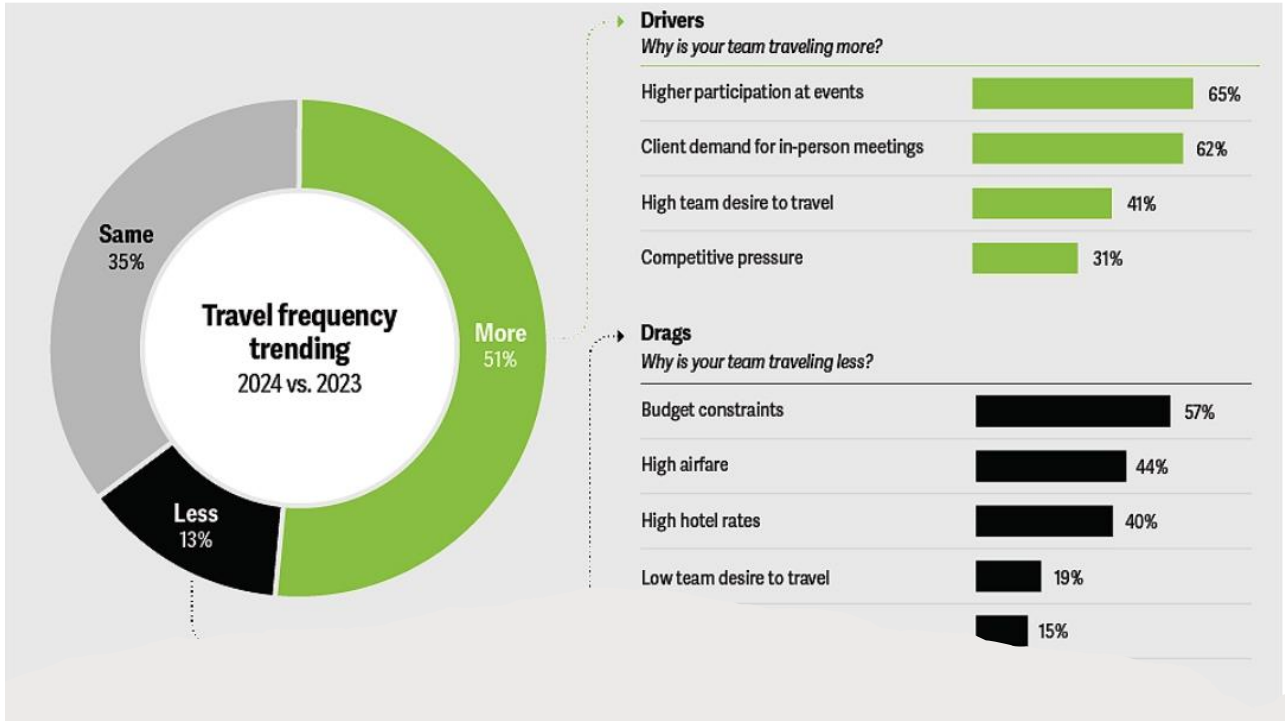
22



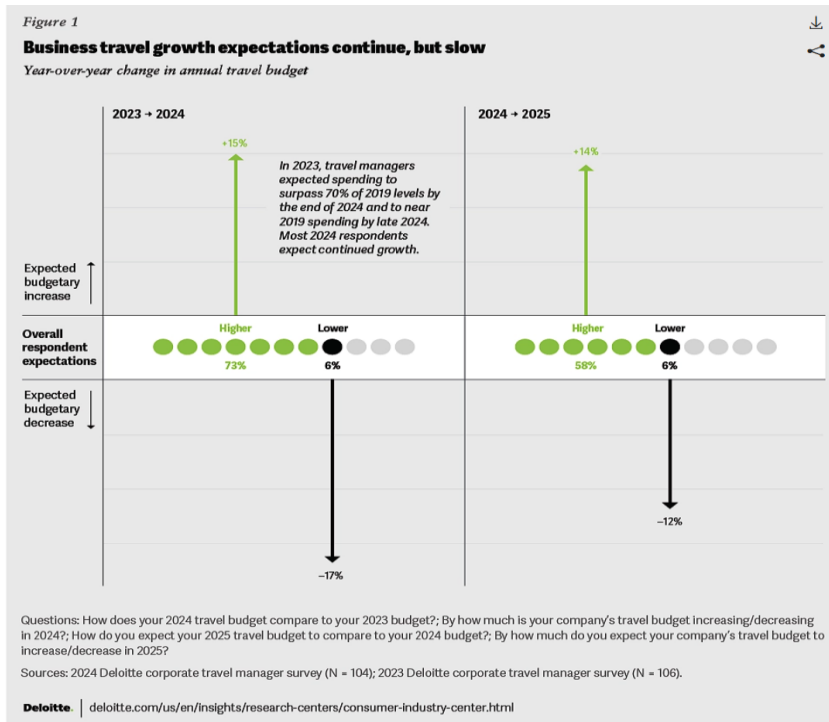
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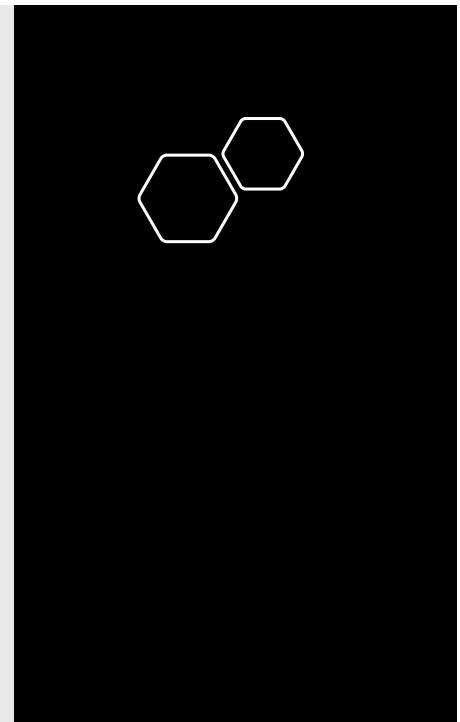
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25



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Key findings

- Most travel managers expect their companies' spend to grow in both 2024 (73%) and 2025 (58%). For those projecting gains, expectations average out to 14% to 15% each year.
- Return to office is still cited as a driver of increased travel, as companies' balance of remote, in-office, and hybrid work continues to stabilize post-pandemic.
- While fewer workers travel for sales and project work, those who do are on the road frequently. One in five frequent travelers say they travel for sales or project work more than once a month.
- Most say they enjoy business travel, and many take the opportunity to enjoy the travel without the business—two-thirds of corporate travelers say they extended a business trip for leisure in 2023. One in seven say they did so three or more times.
- About three in 10 travelers say they never book trips through corporate online booking tools or agents. Most travelers book at least some of their trips through unmanaged channels. Online travel agency (OTA) bookers are most attracted by better deals, while those who go directly to hotel and airline suppliers are seeking an easier process when their travel plans change. Better digital user experience and loyalty points also play significant roles in platform selection.
- Travel managers surveyed report significant progress over the past year on the sustainability front. On the airline side, there is a notable shift to support sustainable aviation fuel over flight-by-flight emissions comparisons. On the lodging side, certifications are increasingly appearing in the booking path, but chainwide initiatives are getting more attention.
- Conferences, trade shows, and exhibitions are playing a big role in travel growth, and more than six in 10 business travelers expect to attend at least one in 2024. While fewer say they will take client-focused trips for sales and project work, these types of trips are responsible for considerably more frequency.

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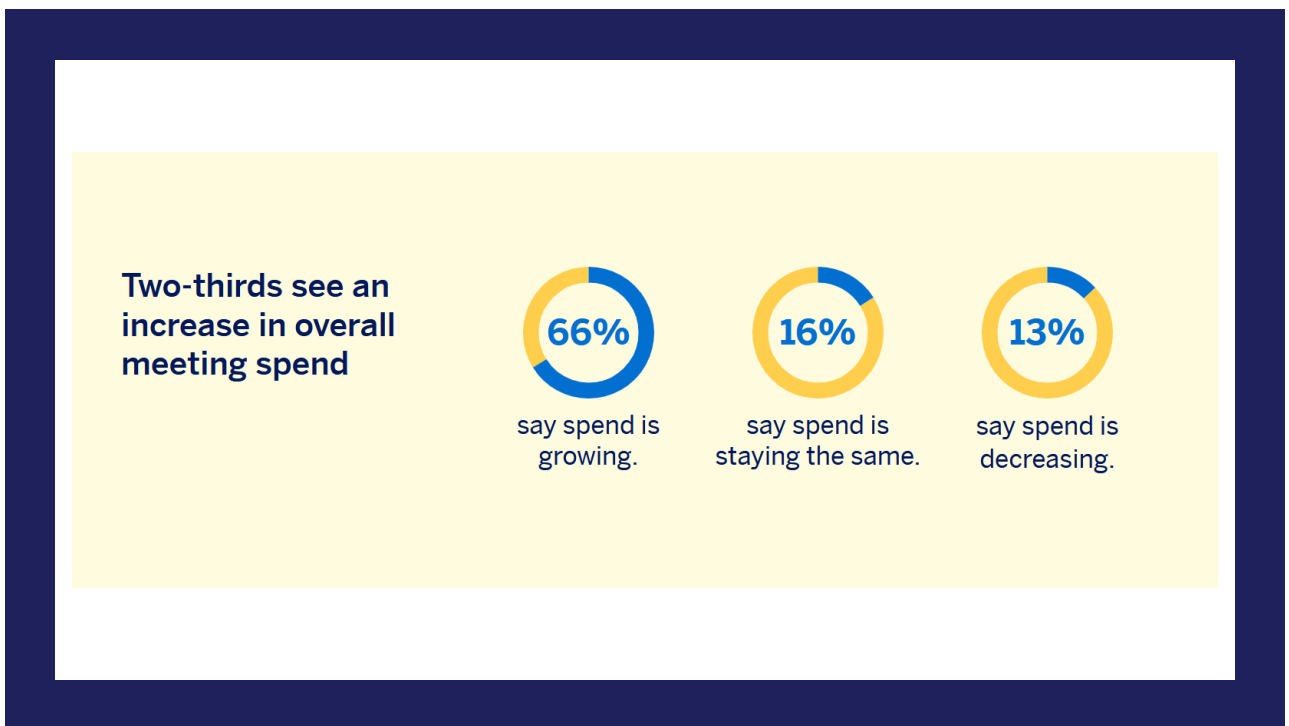
GLOBAL YEAR-OVER-YEAR BUSINESS TRAVEL & EVENTS PRICE CHANGES (\$USD)			
	(actual) 2023	(forecasted) 2024	(forecasted) 2025
Air – Average Ticket Price	-1.6% \$688	+1.9% \$701	+0.6% \$705
Hotel – Average Daily Rate	+3.9% \$158	+2.5% \$162	+1.9% \$165
Car – Daily Rental Rate	+3.0% \$44.30	+2.5% \$45.40	+2.4% \$46.50
Meetings & Events – Average Cost-Per-Attendee Per Day	- 3.1% \$155	+4.5% \$162	+4.3% \$169

Source: CWT/GBTA 2025 Annual Global Business Travel Forecast (all pricing detailed within the report and this release is \$ USD)

28



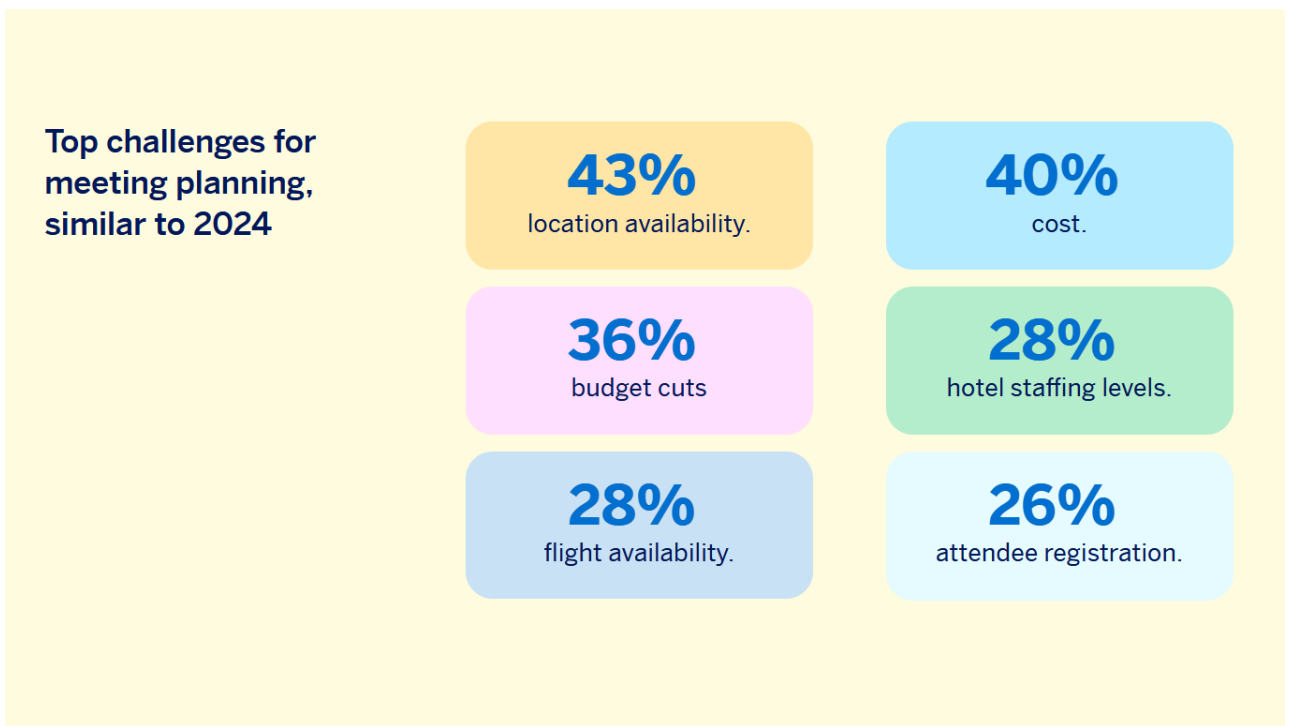
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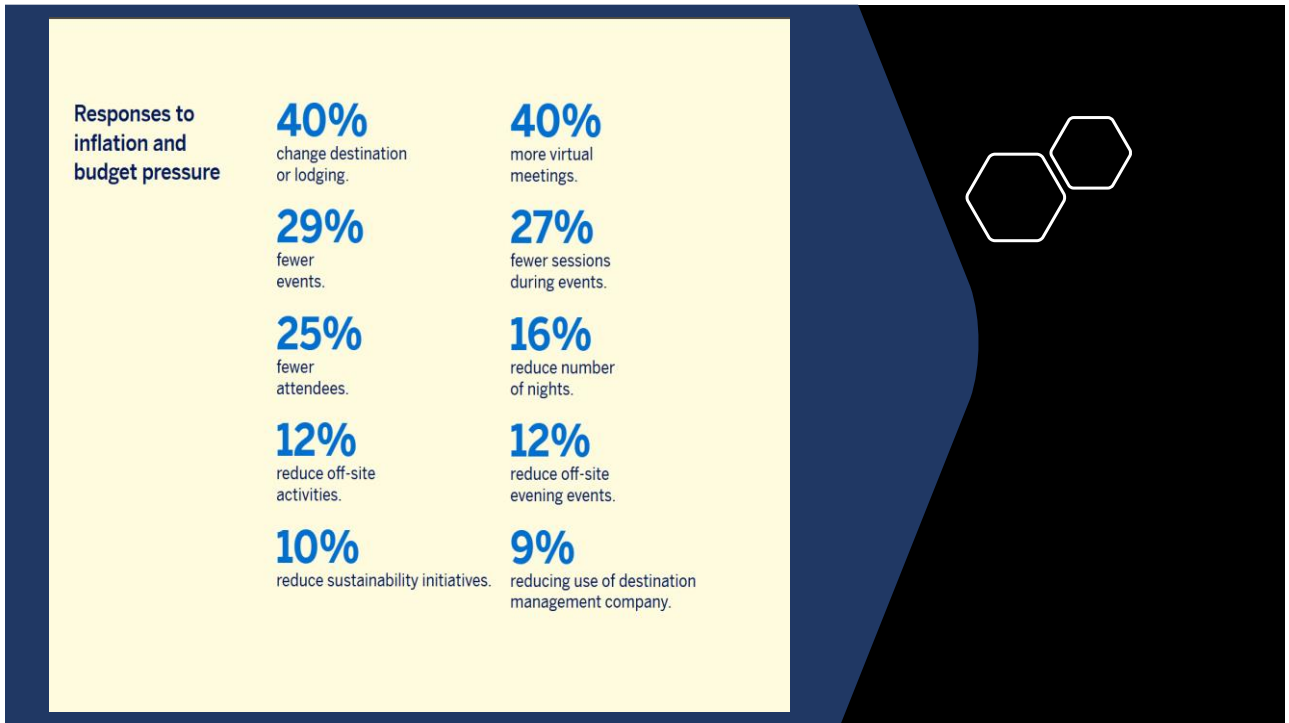
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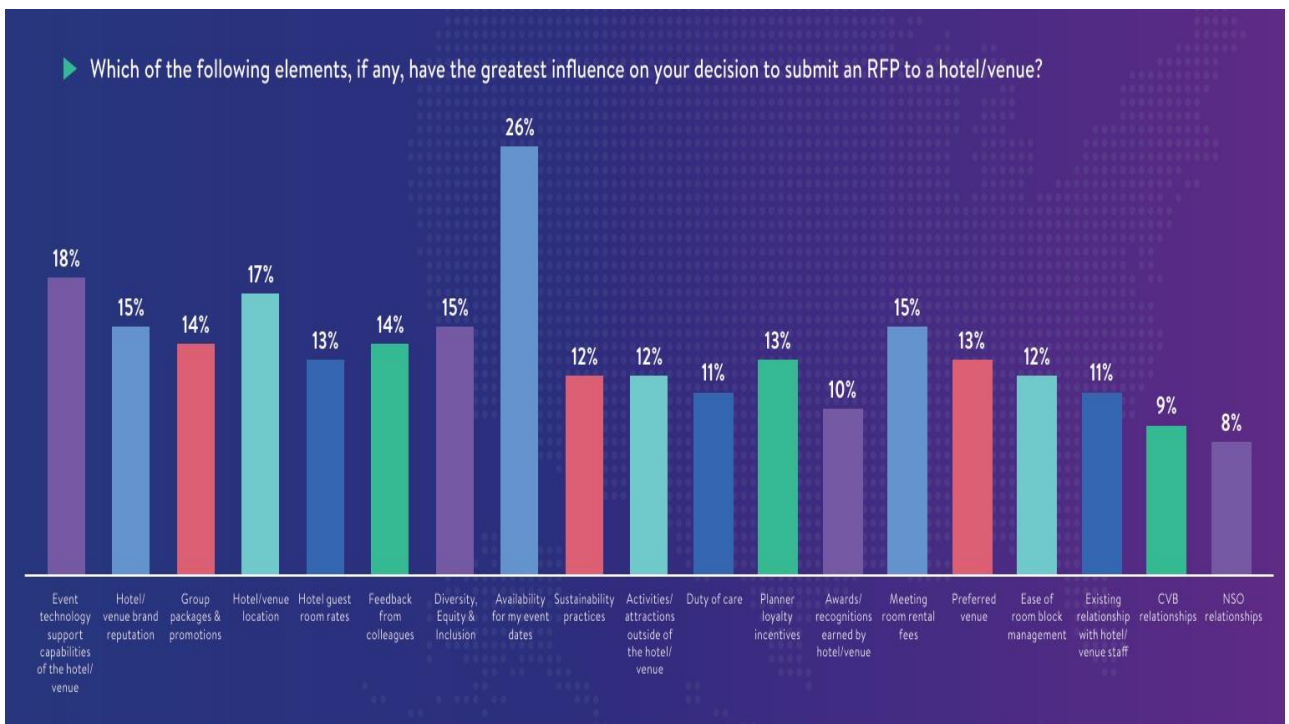
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US Hotel Key Performance Indicators													
Market	Total RevPAR			GOPPAR			GOP %			LaborPAR			Flex/Flow vs. Q2 '23
	Q2 '24	Q2 '23	%Δ	Q2 '24	Q2 '23	%Δ	Q2 '24	Q2 '23	%Δ	Q2 '24	Q2 '23	%Δ	
Total USA	\$251	\$242	4%	\$96	\$94	2%	38%	39%	(2%)	\$83	\$78	6%	22.7%
Atlanta, GA	\$221	\$205	8%	\$77	\$73	6%	35%	35%	(1%)	\$74	\$66	11%	29.8%
Austin, TX	\$259	\$243	7%	\$109	\$98	11%	42%	40%	4%	\$74	\$72	3%	65.3%
Boston, MA	\$389	\$368	6%	\$175	\$161	9%	45%	44%	3%	\$116	\$112	4%	67.0%
Chicago, IL	\$302	\$290	4%	\$119	\$117	1%	39%	41%	(3%)	\$108	\$99	9%	11.5%
Denver, CO	\$248	\$239	4%	\$111	\$107	4%	45%	45%	0%	\$69	\$66	5%	43.2%
Houston, TX	\$179	\$172	4%	\$69	\$68	2%	38%	39%	(3%)	\$55	\$51	7%	15.7%
Los Angeles, CA	\$237	\$241	(2%)	\$47	\$58	(19%)	20%	24%	(18%)	\$114	\$106	8%	(165.2%)
Miami, FL	\$272	\$264	3%	\$87	\$90	(3%)	32%	34%	(6%)	\$96	\$89	8%	(37.5%)
New Orleans, LA	\$207	\$224	(8%)	\$82	\$97	(16%)	40%	43%	(9%)	\$59	\$59	(1%)	13.1%
New York, NY	\$423	\$409	4%	\$143	\$147	(3%)	34%	36%	(6%)	\$177	\$165	7%	(28.8%)
Orange County, CA	\$290	\$288	0%	\$105	\$115	(9%)	36%	40%	(9%)	\$101	\$94	8%	(791.2%)
Philadelphia, PA	\$266	\$239	11%	\$105	\$89	17%	39%	38%	5%	\$83	\$77	9%	56.2%
Phoenix, AZ	\$337	\$329	2%	\$129	\$125	3%	38%	38%	1%	\$112	\$109	3%	56.1%
Portland, OR	\$165	\$169	(2%)	\$47	\$58	(18%)	29%	34%	(16%)	\$64	\$60	7%	(156.9%)
Salt Lake City, UT	\$213	\$185	15%	\$84	\$67	25%	40%	37%	8%	\$62	\$59	5%	59.5%
San Diego, CA	\$349	\$331	5%	\$149	\$142	5%	43%	43%	(0%)	\$107	\$100	7%	41.8%
San Francisco, CA	\$236	\$249	(5%)	\$35	\$51	(31%)	15%	20%	(27%)	\$129	\$126	3%	(19.2%)
Seattle, WA	\$268	\$248	8%	\$100	\$89	12%	37%	36%	4%	\$91	\$86	6%	53.4%
Washington, D.C.	\$396	\$369	7%	\$163	\$149	9%	41%	41%	1%	\$132	\$123	7%	48.8%

Source: HotStats (7/24) | Note: TRevPAR includes all operating revenues

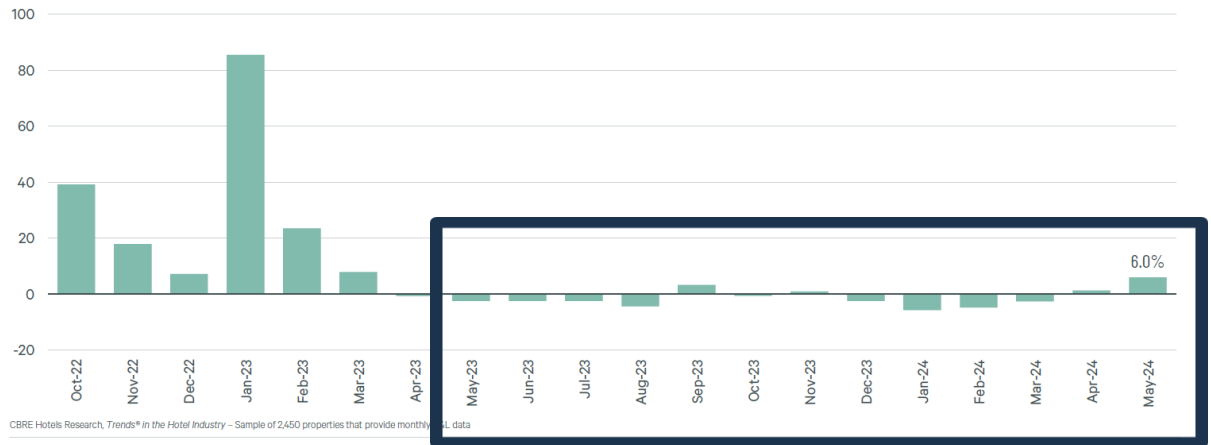
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May's total revenue rebound translated into GOP growth for the first time in several months

Gross Operating Profit Change (Dollars Per Available Room)

Y-o-Y Change (%)



CBRE Hotels Research, Trends® in the Hotel Industry – Sample of 2,450 properties that provide monthly P&L data.

CBRE HOTELS RESEARCH

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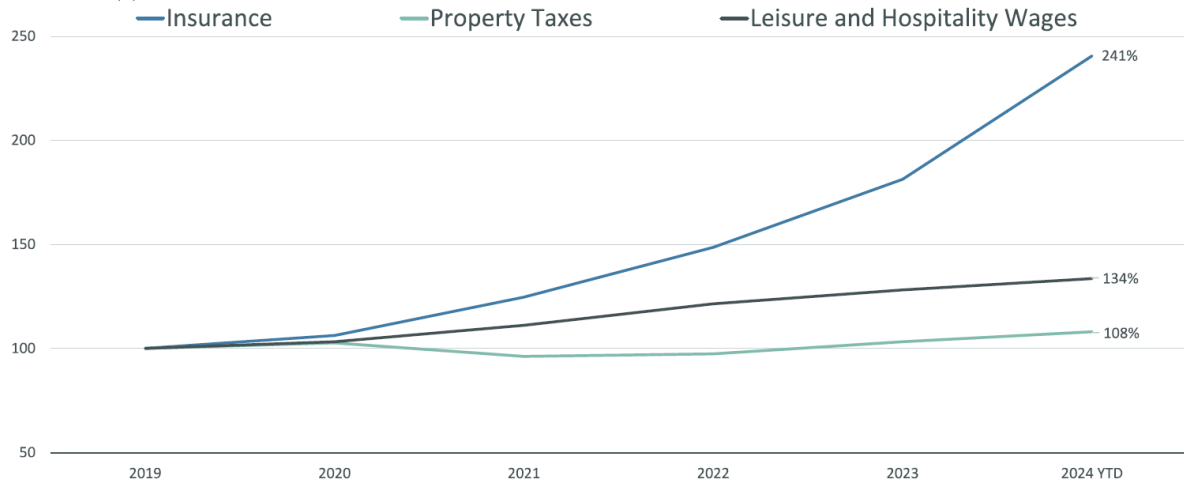
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Operational costs continue to rise

Hotel Property Taxes, Insurance and L&H Average Hourly Wage

Percent of 2019 (%)



Source: CBRE Hotels Research, Trends® in the Hotel Industry – Sample of 2,450 properties that provide monthly P&L data, YTD through April

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Hotel Ownership & Development

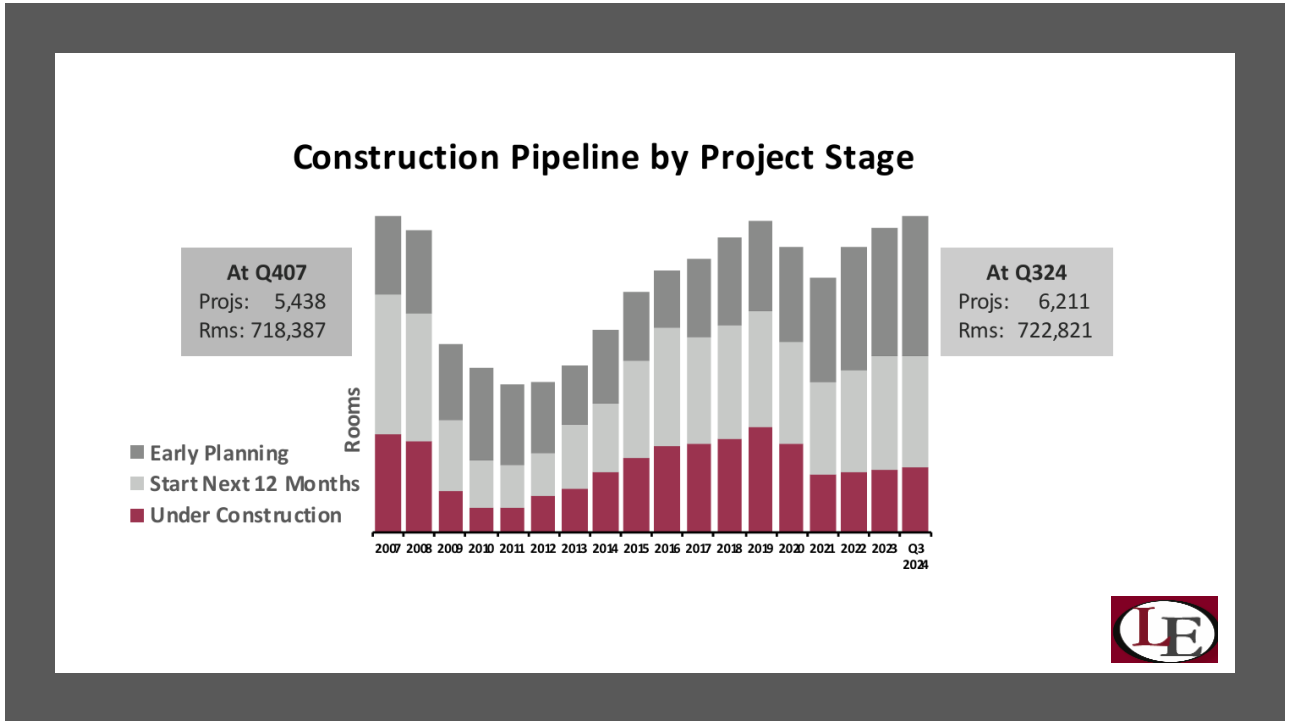
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Construction Pipeline by Project Stage - Year over Year

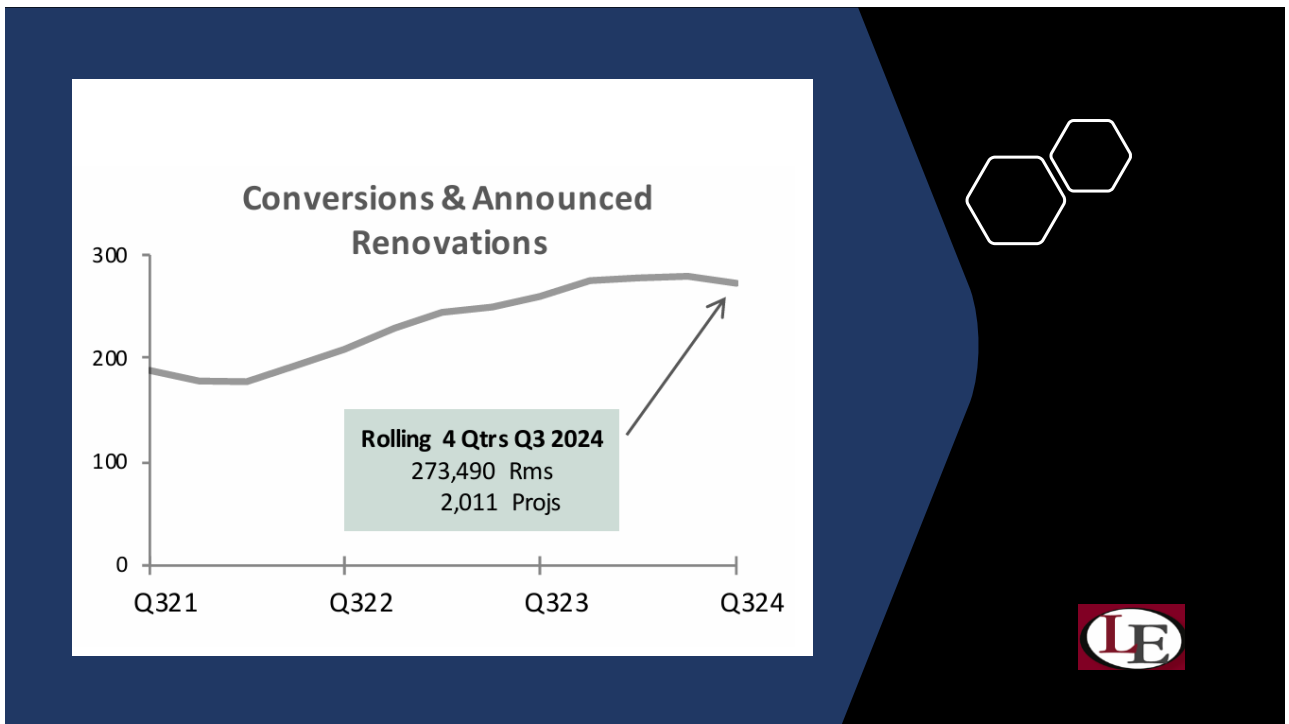
Stage	Q3 2024		Q3 2023		% Variance	
	Projs	Rms	Projs	Rms	Projs	Rms
Under Construction	1,185	148,716	1,063	140,331	11%	6%
Start Next 12 Months	2,209	251,797	2,234	257,729	-1%	-2%
Early Planning	2,817	322,308	2,407	274,616	17%	17%
Total Pipeline	6,211	722,821	5,704	672,676	9%	7%



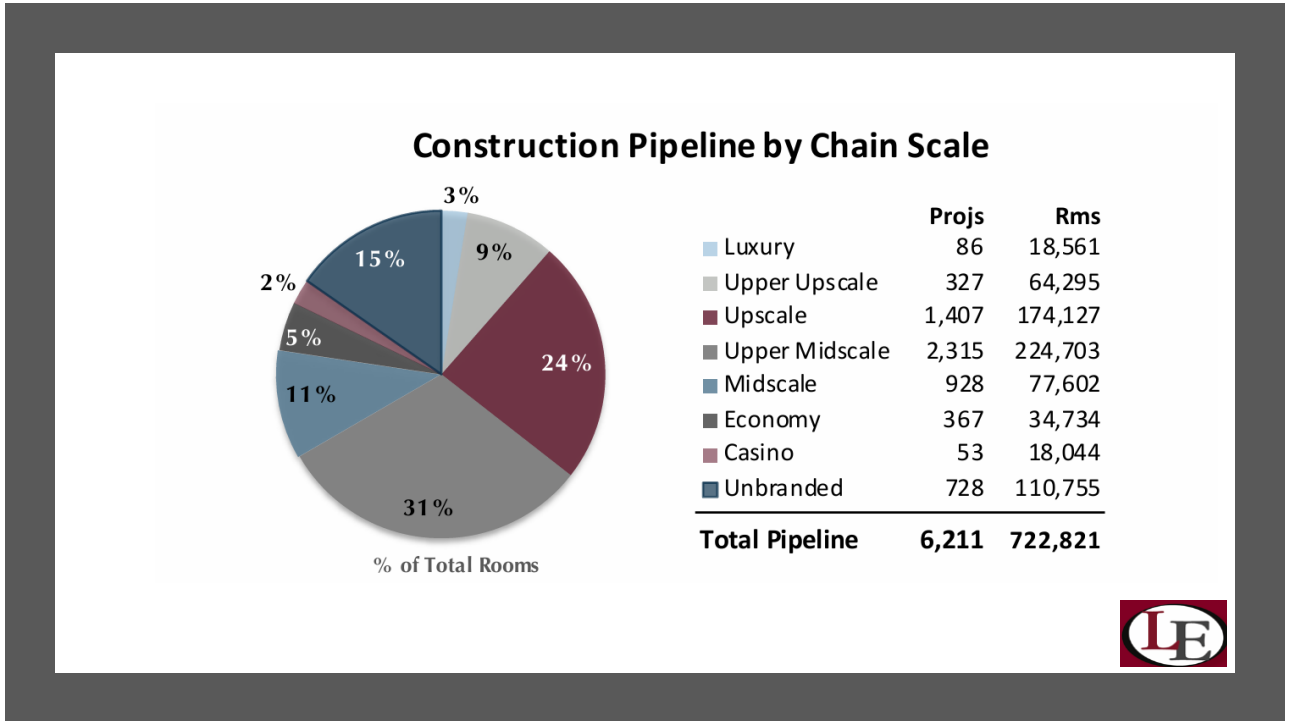
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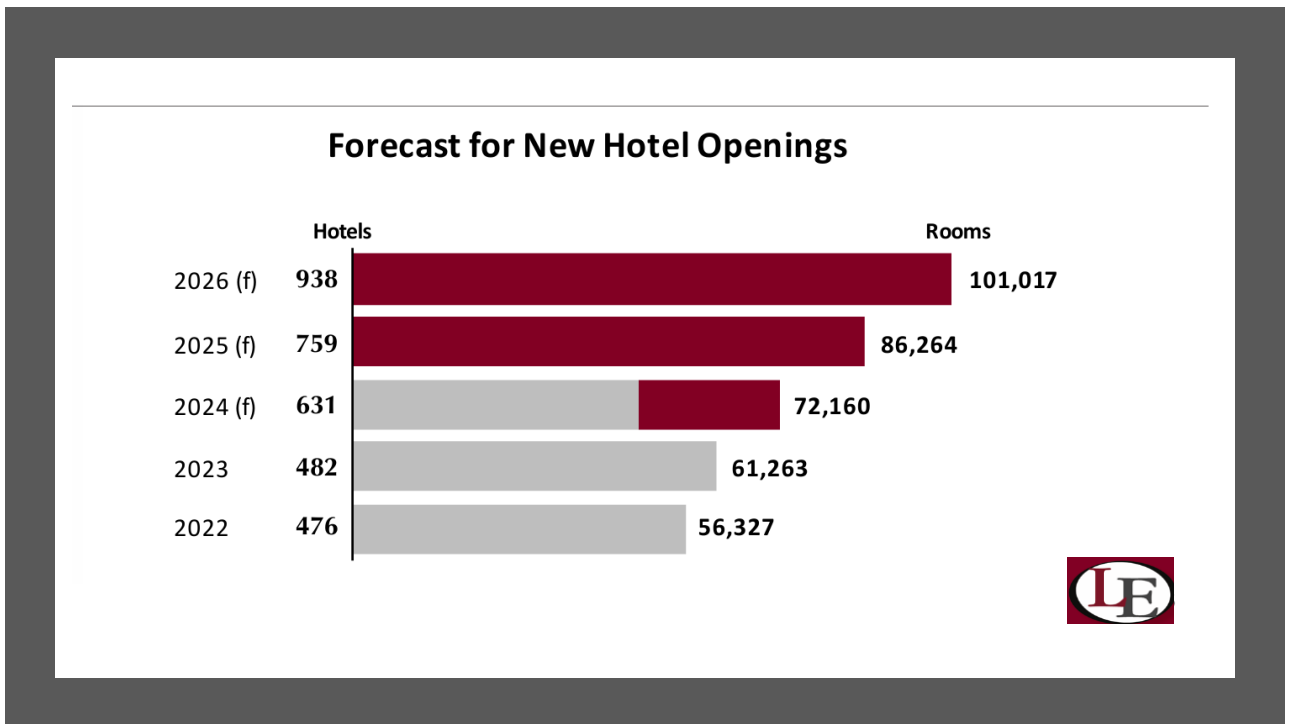
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Construction Pipeline by Market									
Market	Existing Inventory	Under Construction		Final Planning		Planning		Active Pipeline	
	As of July 2024	Rooms	% of Existing	Rooms	% of Existing	Rooms	% of Existing	Rooms	% of Existing
Top 25 Markets	1,957,596	58,541	3.0%	94,903	4.8%	124,549	6.4%	277,993	14.2%
Nashville, TN	58,648	3,264	5.6%	6,585	11.2%	10,871	18.5%	20,720	35.3%
Miami/Hialeah, FL	64,989	3,602	5.5%	4,209	6.5%	9,882	15.2%	17,693	27.2%
Dallas, TX	99,094	4,179	4.2%	9,624	9.7%	10,183	10.3%	23,986	24.2%
Phoenix, AZ	71,247	3,354	4.7%	6,410	9.0%	6,925	9.7%	16,689	23.4%
Denver, CO	57,424	2,277	4.0%	5,499	9.6%	3,764	6.6%	11,540	20.1%
Atlanta, GA	112,824	3,125	2.8%	8,117	7.2%	7,841	6.9%	19,083	16.9%
Detroit, MI	48,201	2,691	5.6%	2,269	4.7%	3,032	6.3%	7,992	16.6%
New York, NY	121,997	8,911	7.3%	997	0.8%	10,130	8.3%	20,038	16.4%
Tampa, FL	53,483	2,190	4.1%	2,886	5.4%	3,612	6.8%	8,688	16.2%
San Diego, CA	64,747	2,819	4.4%	1,638	2.5%	4,848	7.5%	9,305	14.4%
Los Angeles, CA	115,595	1,973	1.7%	7,786	6.7%	6,692	5.8%	16,451	14.2%
Orlando, FL	140,110	4,537	3.2%	7,327	5.2%	8,045	5.7%	19,909	14.2%
New Orleans, LA	43,282	1,256	2.9%	911	2.1%	3,095	7.2%	5,262	12.2%
Houston, TX	106,785	2,831	2.7%	3,483	3.3%	6,242	5.8%	12,556	11.8%
Saint Louis, MO	41,100	703	1.7%	1,683	4.1%	2,378	5.8%	4,764	11.6%
Washington, DC	113,728	3,526	3.1%	3,101	2.7%	6,283	5.5%	12,910	11.4%
Seattle, WA	50,492	1,562	3.1%	1,544	3.1%	2,405	4.8%	5,511	10.9%
Philadelphia, PA	52,732	781	1.5%	2,247	4.3%	2,525	4.8%	5,553	10.5%
San Francisco, CA	55,323	217	0.4%	1,660	3.0%	3,394	6.1%	5,271	9.5%
Boston, MA	60,041	720	1.2%	1,241	2.1%	2,802	4.7%	4,763	7.9%
Las Vegas, NV	164,178	1,955	1.2%	8,398	5.1%	2,504	1.5%	12,857	7.8%
Oahu Island, HI	30,934	235	0.8%	1,079	3.5%	1,012	3.3%	2,326	7.5%
Chicago, IL	122,955	1,495	1.2%	3,516	2.9%	3,625	2.9%	8,636	7.0%
Orange County, CA	61,106	91	0.1%	2,239	3.7%	1,589	2.6%	3,919	6.4%
Minneapolis, MN	46,581	247	0.5%	454	1.0%	870	1.9%	1,571	3.4%

Source: Deutsche Bank Supply Monitor (7/24)
 Note: Existing supply metrics exclude closed hotels at the time of the report


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Convention Center Redevelopment Would Relocate SXSW, Other Festivals for Three Years

Construction is set to begin after SX '25, end before SX '29

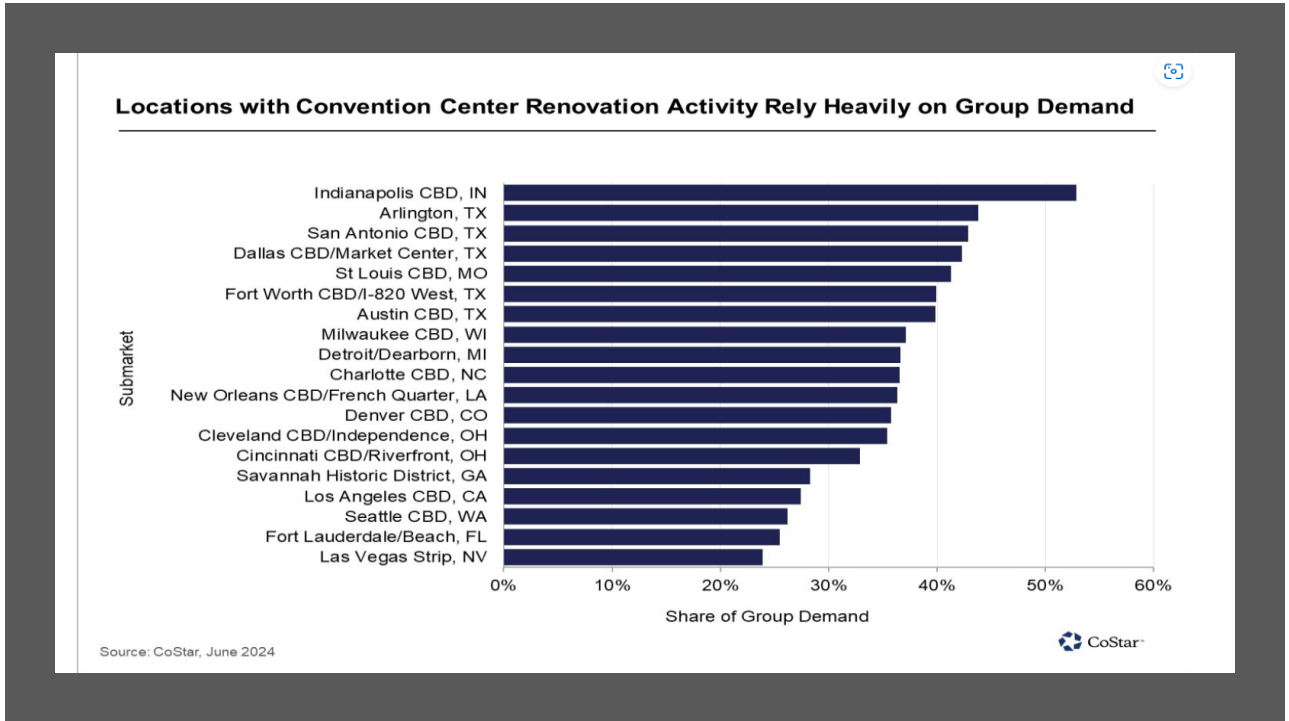
BY AUSTIN SANDERS, FRI., MARCH 15, 2024

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Inside the convention center during SXSW this year (photos by Jana Birchum)

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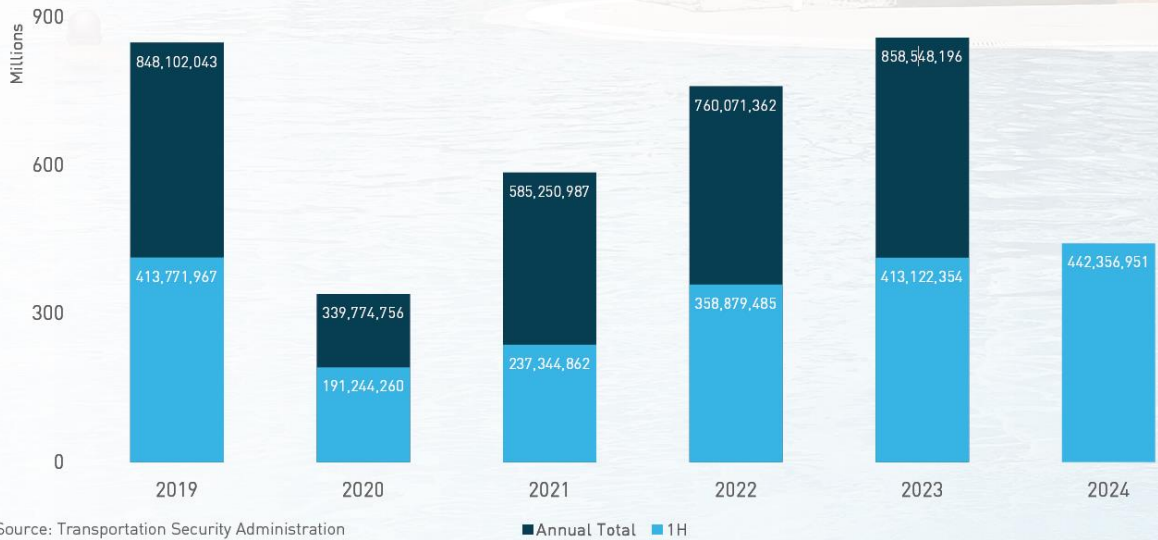


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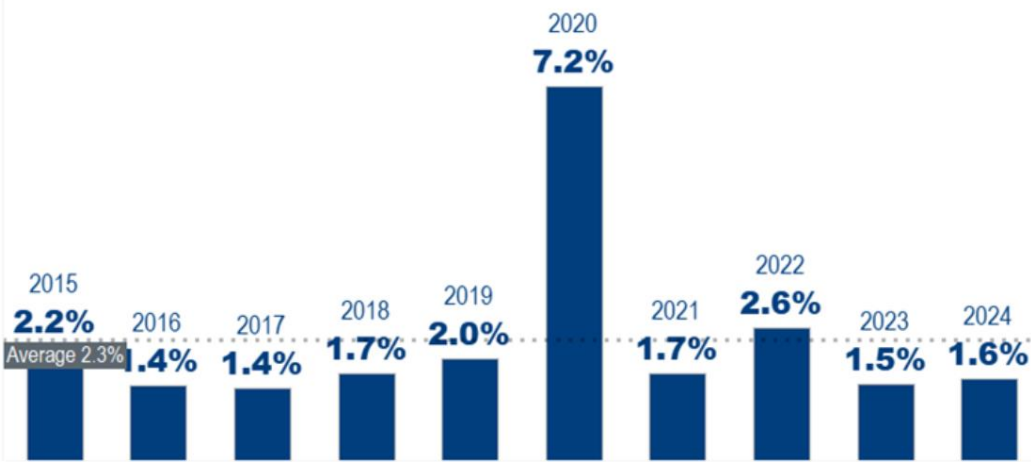
48

day passengers. On July 7, the Sunday after Independence Day, daily passengers went above 3 million.



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Percent of YTD Scheduled Flights Cancelled

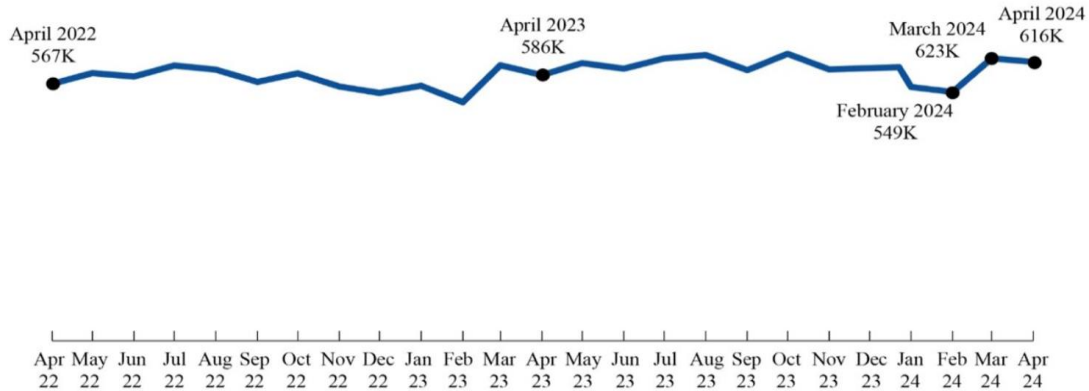


Source: Aviation System Performance Metrics (ASPM) Preliminary Data through August 27 of each year, updated on August 28, 2024

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U.S. Airlines Operated Domestic Flights: April 2022–April 2024
Operated = Scheduled - Canceled

Marketing Network Carriers and their Branded Code-Share Partners



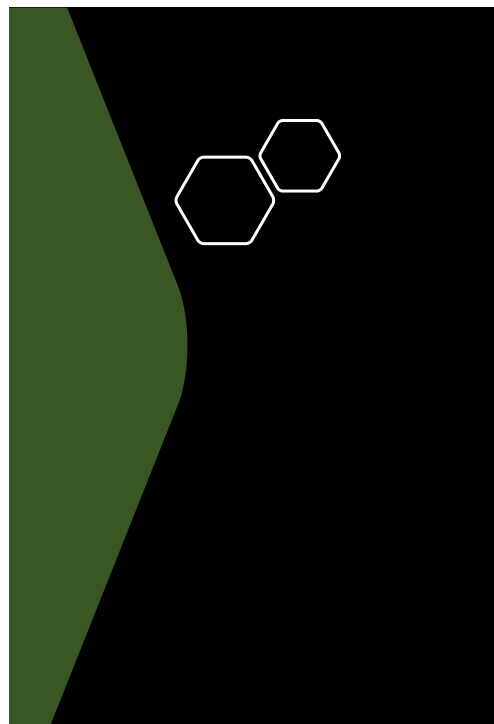
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Most-traveled days in TSA history, by number of air travelers

Dec. 1, 2024	3,087,393
July 7, 2024	3,013,622
June 23, 2024	2,996,495
July 18, 2024	2,957,170
May 24, 2024	2,951,859
June 24, 2024	2,944,001
June 28, 2024	2,938,292
July 14, 2024	2,937,845
Oct. 20, 2024	2,933,132
June 14, 2024	2,929,467

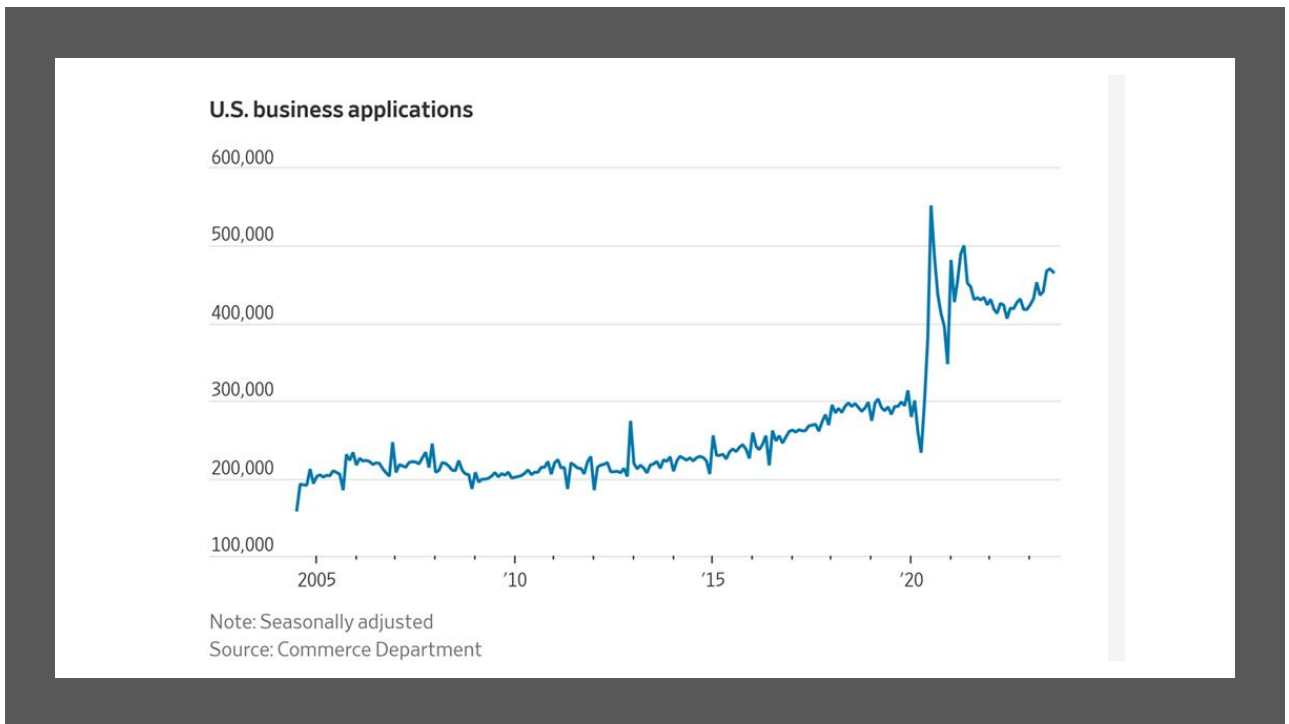
Note: Data is as of Dec. 1.
 Source: Transportation Security Administration

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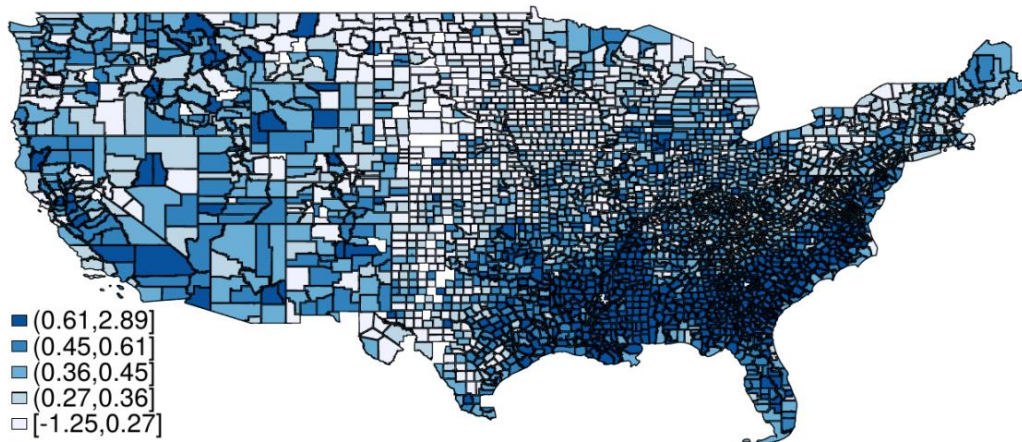




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Note: Difference of average (log) all applications per capita, 2020-2022 vs. 2010-2019.
 Source: Census Bureau Business Formation Statistics and population estimates.

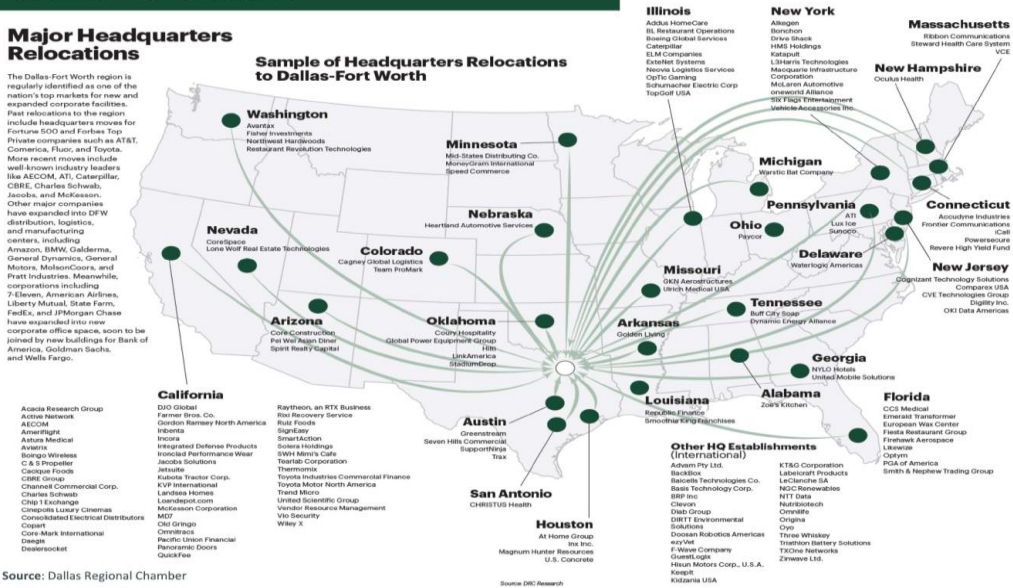
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BUSINESS & ECONOMY | MAJOR HEADQUARTERS RELOCATIONS

Major Headquarters Relocations

The Dallas-Fort Worth region is regularly identified as one of the nation's top markets for new and expanded corporate facilities. Past relocations to the region include headquarters moves for Fortune 500 and Forbes Top Private companies such as AT&T, Comstock, Fluor, and Toyota. More recent moves include well-known industry leaders like AECOM, ATI, Caterpillar, CBRE, Charles Schwab, Jacobs, and McKesson. Other major companies have expanded into DFW distribution, logistics, and manufacturing centers, including Amazon, BMW, Galderma, General Dynamics, General Motors, MidconCoors, and Pratt Industries. Meanwhile, corporations including 7-Eleven, American Airlines, Liberty Mutual, State Farm, FedEx, and JPMorgan Chase have expanded into new corporate office space, soon to be joined by new buildings for Bank of America, Goldman Sachs, and Wells Fargo.

Sample of Headquarters Relocations to Dallas-Fort Worth



Source: Dallas Regional Chamber

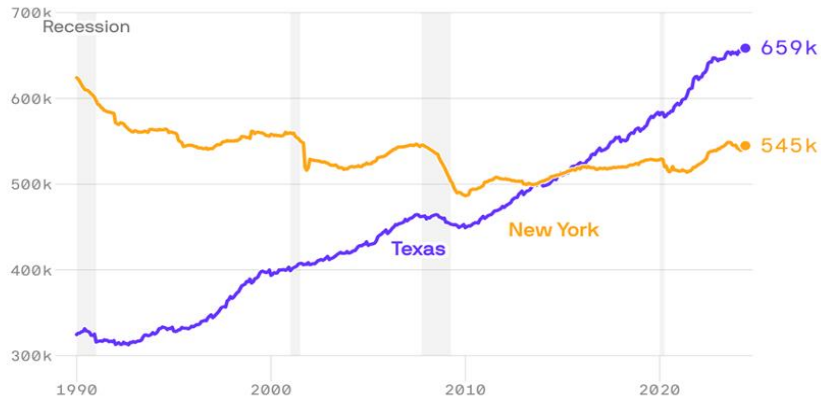
Source: DRC Research

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By [Tasha Tsiaperas](#) and [Naheed Rajwani-Dharsi](#)

People employed in finance and insurance

Monthly; January 1990 to June 2024



Data: Labor Department; Chart: Axios Visuals

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U.S. Markets

BlackRock, Citadel Securities-backed TXSE Group to launch Texas Stock Exchange

By Reuters


June 5, 2024 4:58 PM CDT · Updated 3 months ago



The BlackRock logo is pictured outside their headquarters in the Manhattan borough of New York City, New York, U.S., May 25, 2021. REUTERS/Carlo Allegri/File Photo [Purchase Licensing Rights](#)

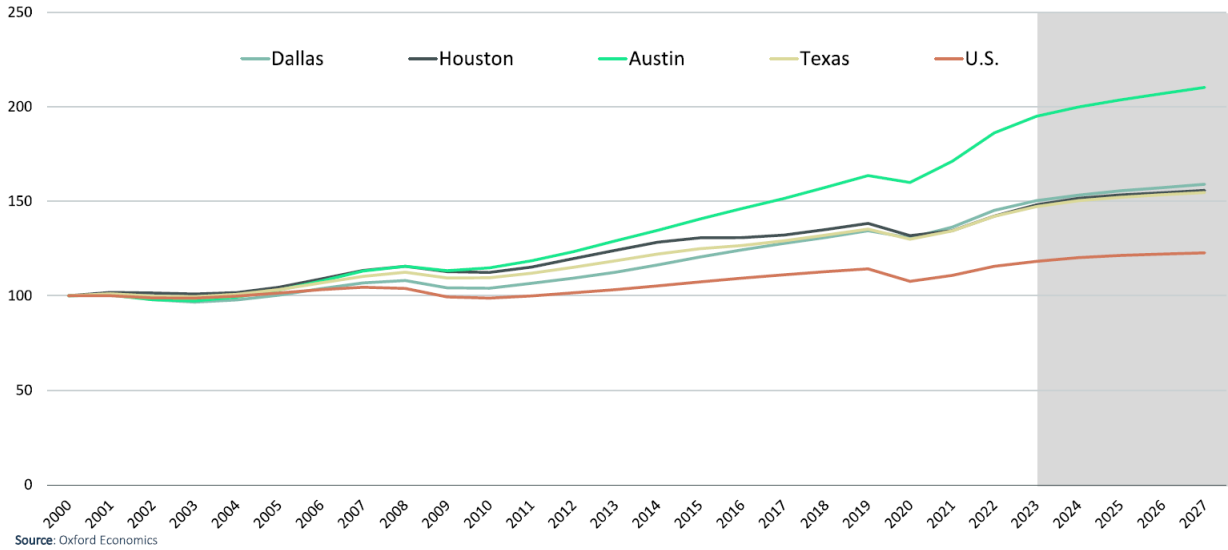


58



Population growth is a big benefit

Total Population, 2000 = 100



59



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WORLD | EUROPE

The Red Sea Conflict Is Scrambling Shipping. Europe Is Bearing the Brunt.

Europe is again on the front line of the latest geopolitical tensions, a development that threatens to widen the economic gap between it and the U.S.

By [Paul Hannon](#) [Follow](#) and [William Boston](#) [Follow](#)

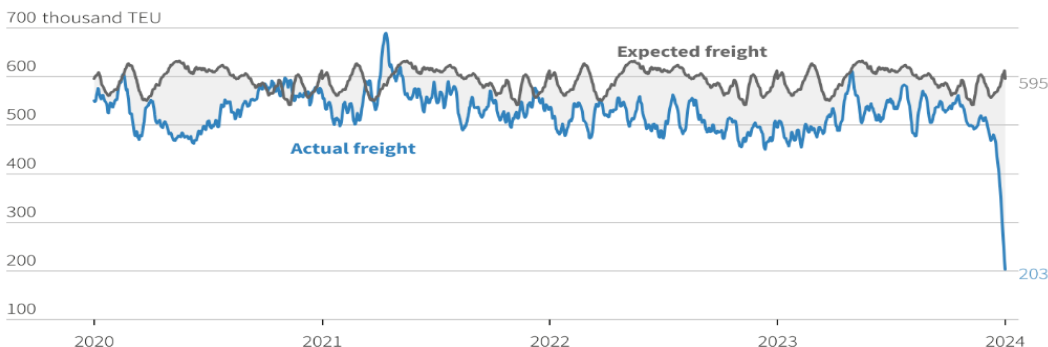
Updated Jan. 19, 2024 12:05 am ET

61

Militant attacks affect shipping movement

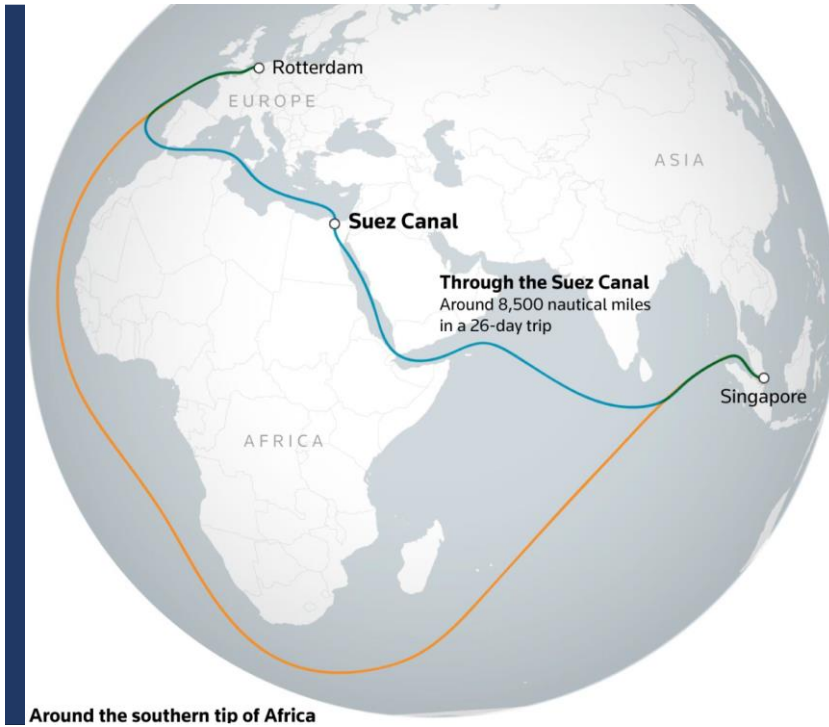
Freight container volumes through Red sea region **have fallen by around 65%** from expected values.

Daily freight capacity in Red sea



Note: TEU refers to twenty foot container
 Source: Kiel Institute for the World Economy | Reuters, Jan. 11, 2024
 Reuters Graphics Reuters Graphics

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This photo taken from a position in northern Israel shows a Hezbollah UAV intercepted by Israeli air forces over north Israel on August 25, 2024. The Israeli military announced early August 25, 2024 that it was conducting pre-emptive strikes in Lebanon after detecting preparations for "large-scale" attacks by the Iran-backed militant group Hezbollah. Hezbollah said it had launched more than 320 rockets at Israel overnight, targeting a string of military positions, even as Israel's military said it was carrying out pre-emptive strikes against the group.

Jalaa Maray | Afp | Getty Images

OIL AND GAS

Oil prices to remain elevated as Middle East tensions threaten a wider conflict, CBA analyst warns

PUBLISHED SUN, AUG 25 2024-10:58 PM EDT | UPDATED SUN, AUG 25 2024-11:13 PM EDT

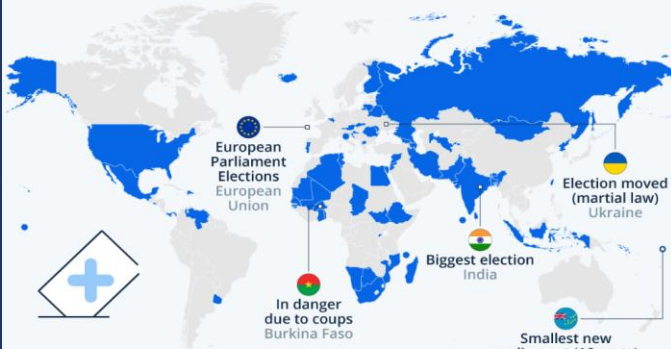


65

2024: The Super Election Year

Countries where a national election is/was held in 2024

Expected number of voters: **2B** (~25% of world pop.) Share of free elections*: **38%**



* Free and partially free: 75%
 General, parliamentary, presidential and economic union elections
 Sources: Anchor Change Election Cycle Tracker, Statista research



—“The biggest risk is elections—3 billion people, 40 elections, representing 60% of GDP happening this year...and misinformation that can destroy trust through an election and undermine society at large.”

66

EUROPE

U.K. Labour Party sweeps to power in historic election win

UPDATED JULY 4, 2024 · 10:14 PM ET ©
By The Associated Press

Who will control the National Assembly?

Last updated on October 28th 2024

Final results, seats

en
Camden Elections

ELECTIONS

Japan's ruling coalition loses parliamentary majority in snap election

PUBLISHED SUN, OCT 27 2024 · 8:23 AM EDT | UPDATED AN HOUR AGO

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1 September 2024

Paul Kirby Europe digital editor
Jessica Parker Germany correspondent
Reporting from Erfurt

Lim Hui Jie

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WORLD NEWS

South Korea's opposition parties move to impeach president over sudden declaration of martial law

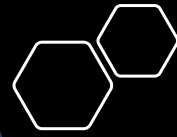
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Le Pen Threatens to Topple French Government



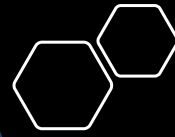
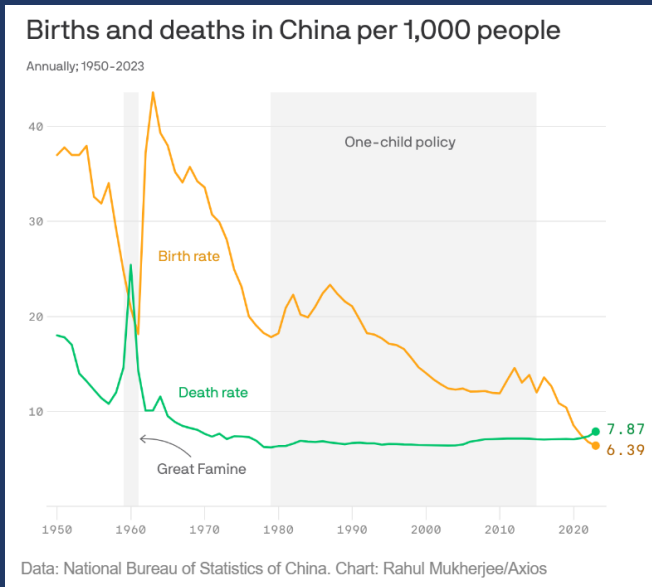
STANDOFF: Far-right leader and member of parliament Marine Le Pen spoke with reporters Monday as she was set to back a no-confidence vote that could topple the government if it doesn't soften the impact of its planned budget on taxpayers. **A7**



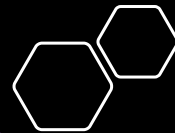
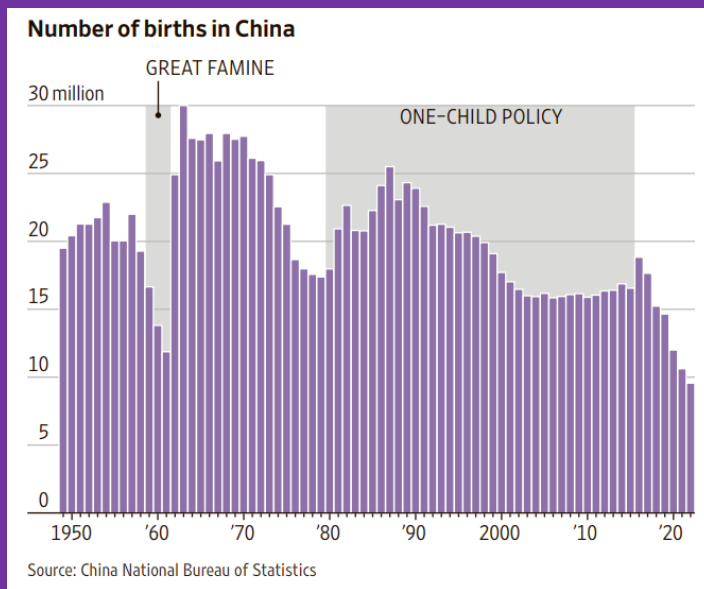
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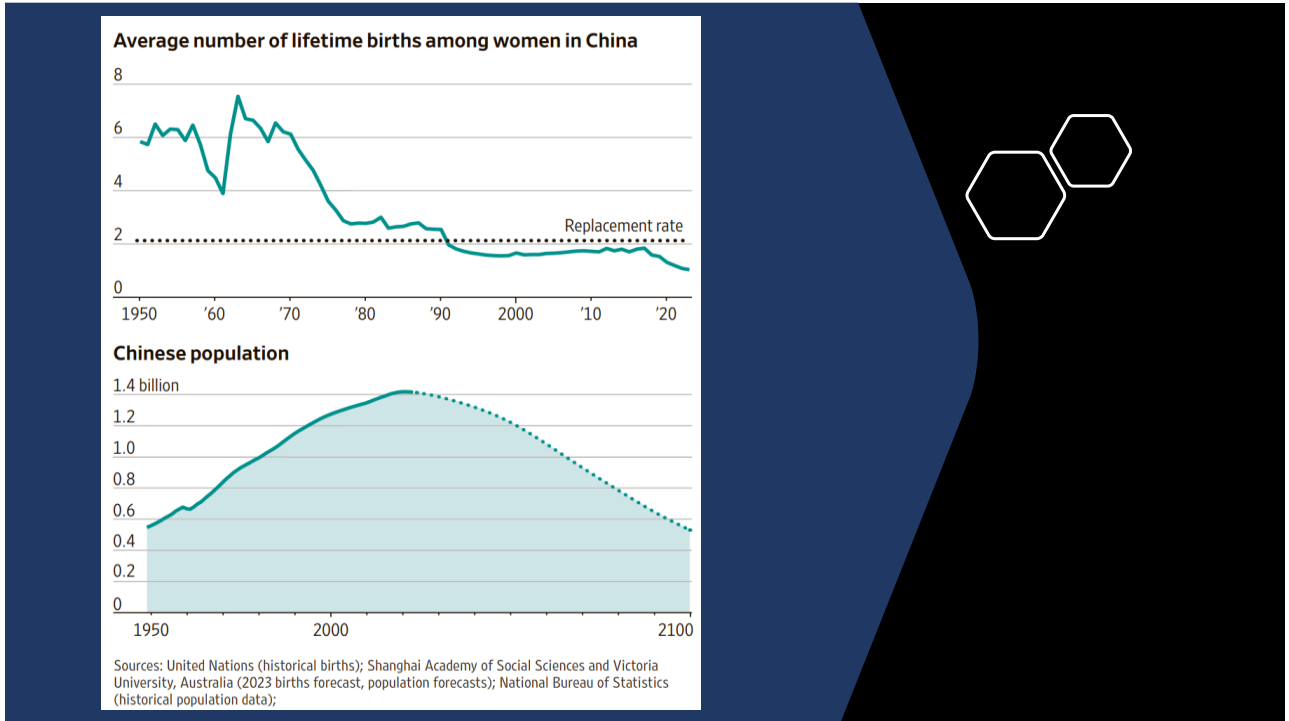
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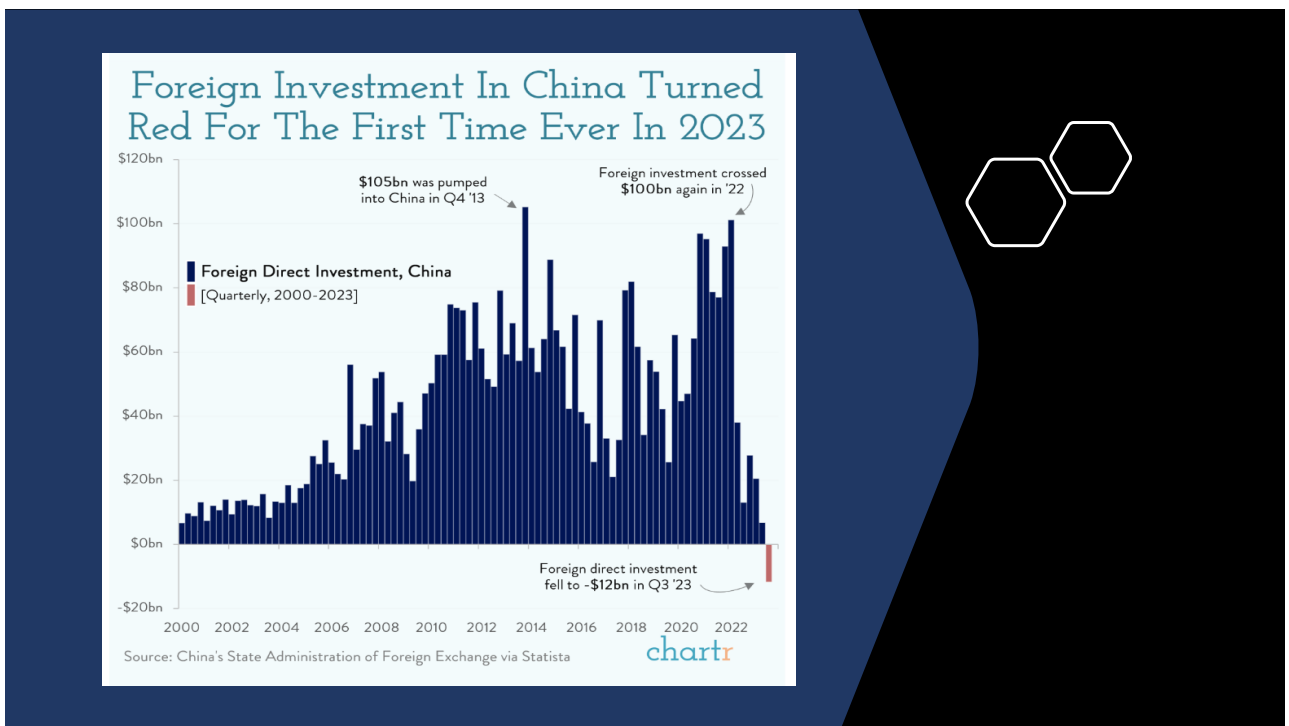
71



72



73



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US Green Beret Presence on Taiwan's Outer Islands Signals Expanded Military Cooperation: Experts

U.S. Army Special Forces personnel are training Taiwanese troops on the islands of Kinmen and Penghu, Taiwan's defense minister confirmed on March 14.

75

India Set to Cement Role as New GDP Growth Champion

Estimated real GDP growth of the world's largest economies in selected years (in percent)



* Projections for 2023 and 2028 as of Oct. 2023
Source: IMF World Economic Outlook



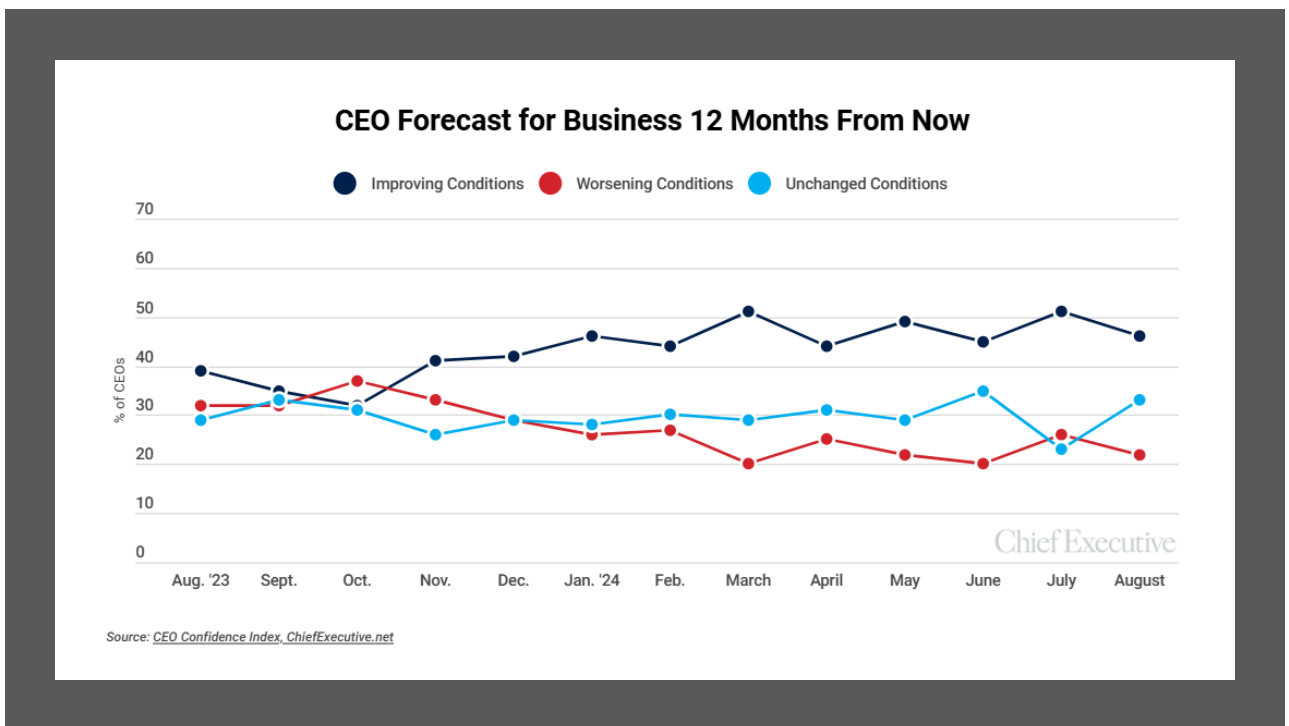
statista



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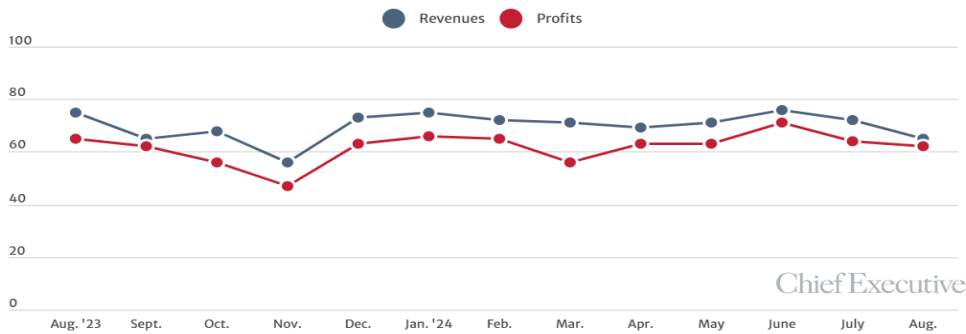


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THE YEAR AHEAD

As one can expect, these economic forecasts are trickling down to individual company outlooks. According to our August data, 65 percent of CEOs now expect revenue to increase over the coming year (vs. 72 percent last month), and 62 percent expect the same of profits (vs. 64 percent in July).

Proportion of CEOs Projecting Increases in Profits and Revenues Over the Next 12 Months



Source: CEO Confidence Index, ChiefExecutive.net

Chief Executive

79

RECESSION FORECASTS

What is your perspective on the most likely state of the U.S. economy in the coming months?

	Aug. 2024	Oct. 2023
Severe recession	7%	8%
Mild recession or slowdown	53%	50%
Flat or soft landing	32%	29%
Growth or recovery	7%	13%
Strong growth	1%	0%
Don't know	1%	0%

Source: CEO Confidence Index, Chief Executive, ChiefExecutive.net

Chief Executive

80



81



82

Cost of food around the world continues to ease; however, it is still 18% above pre-pandemic levels

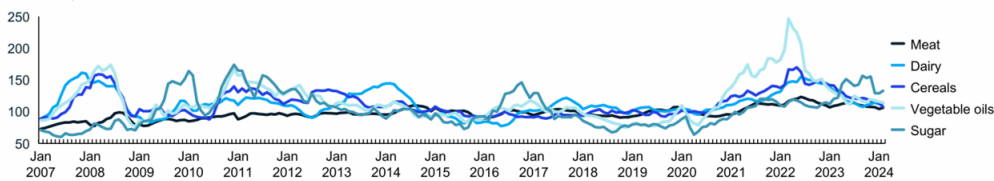
FAO Food Price Index by month, in real terms

Overall index, 2014-16 = 100



Component indexes¹

Index level, 2014-16 = 100



¹The values of the five indexes are compiled and then weighted by the average export shares of each group in 2002-04. The final figure represents the current value of the FAO Food Price Index.

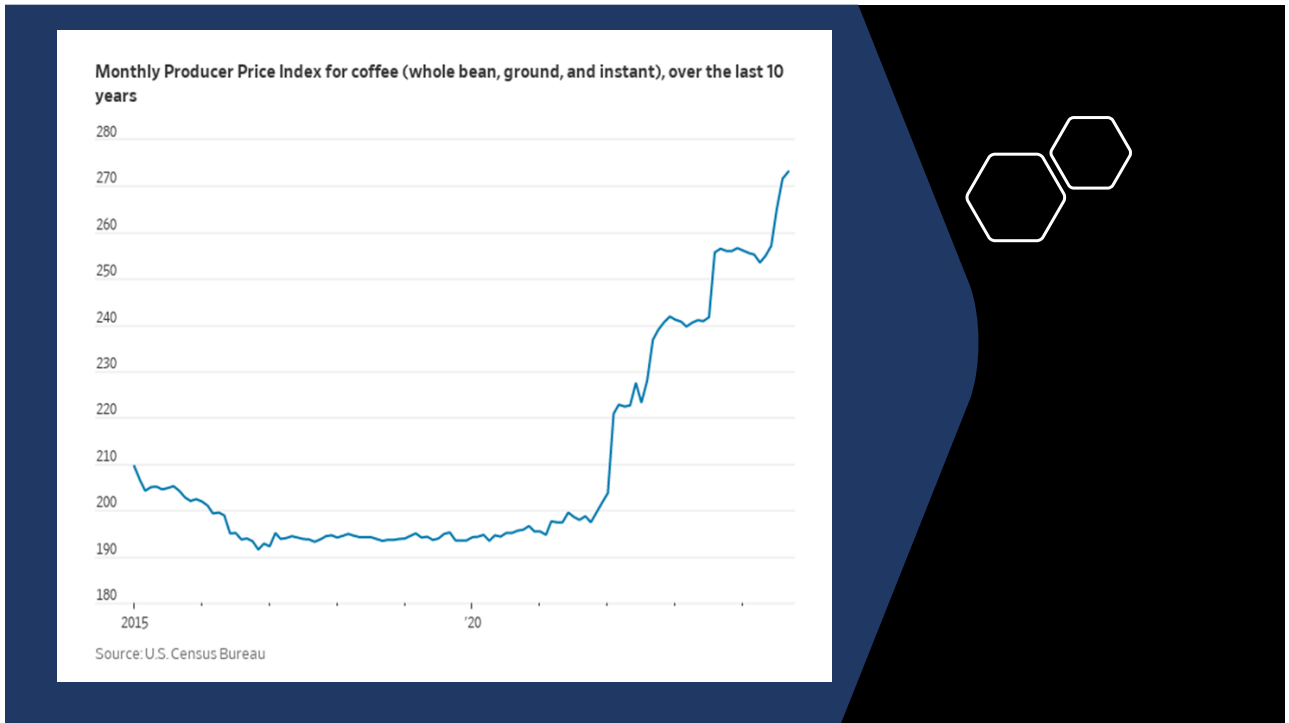
Source: Food and Agriculture Organization of the United Nations; McKinsey's Global Economics Intelligence analysis

McKinsey & Company 22

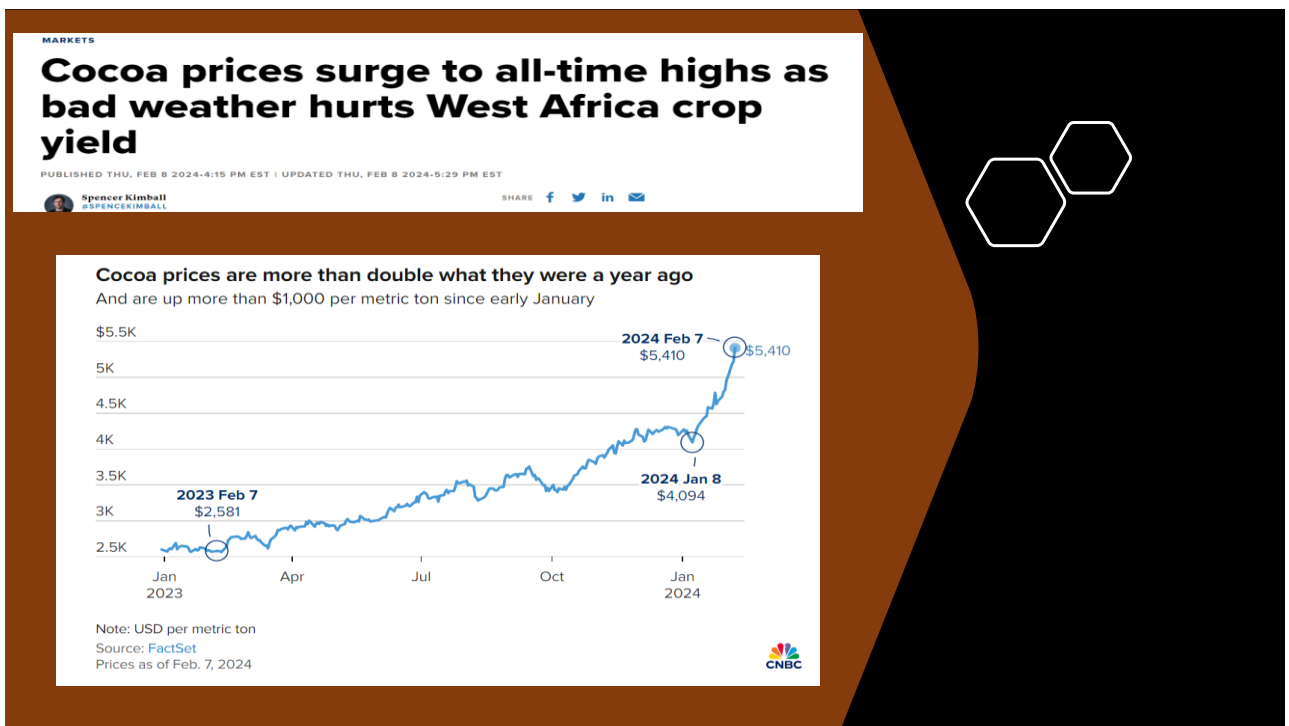
83



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86

Forget Nvidia! Here Comes Cocoa!

Change in the ICCO daily cocoa price and Nvidia's stock price in 2024 (as of Mar. 27)*

Month	Cocoa Price Change (%)	Nvidia Stock Price Change (%)
Jan.	~5%	~10%
Feb.	~25%	~45%
Mar. 27	+124%	+82%

The ICCO daily price is the average of the quotations of the nearest three active futures trading months on ICE Futures Europe (London) and ICE Futures US (New York) at the time of London close. Sources: The International Cocoa Organization (ICCO), Yahoo Finance

statista

Hand of Alain Kaban Porquet in dry cocoa beans, in Gagnoa, Ivory Coast, November 19 2023.
 iStockphoto.com | Getty Images

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'Liquid gold': An olive oil shortage is fueling record prices and food insecurity fears

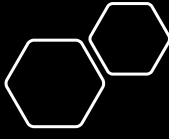
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CRIME


Houston thieves haul off \$2.5 million worth of premium olive oil, company reports

Terra Delyssa is asking store owners and consumers to check lot numbers of its award-winning extra virgin olive oils after recent thefts.





89



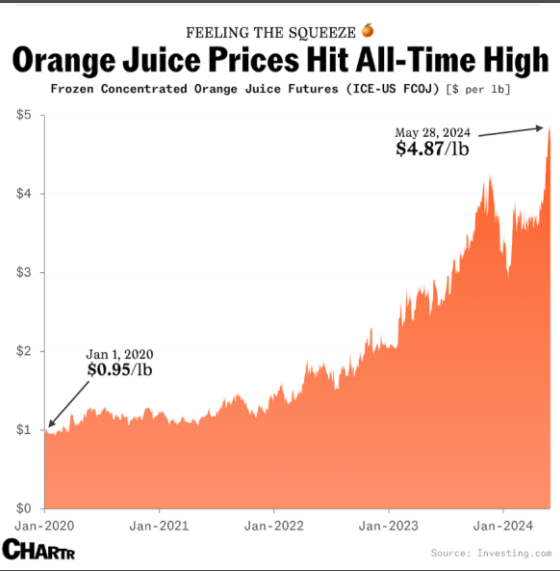
Orange juice prices are going through the roof — forcing some makers to consider alternative fruits

©CNBC

FEELING THE SQUEEZE 🍊

Orange Juice Prices Hit All-Time High

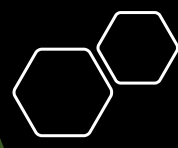
Frozen Concentrated Orange Juice Futures (ICE-US FCOJ) [\$ per lb]



Date	Price (\$ per lb)
Jan 1, 2020	\$0.95
May 28, 2024	\$4.87

Source: Investing.com

90



More U.S. Young Adults Believe Moderate Drinking Is Detrimental to Health in 2023

% Drinking in moderation is bad for your health

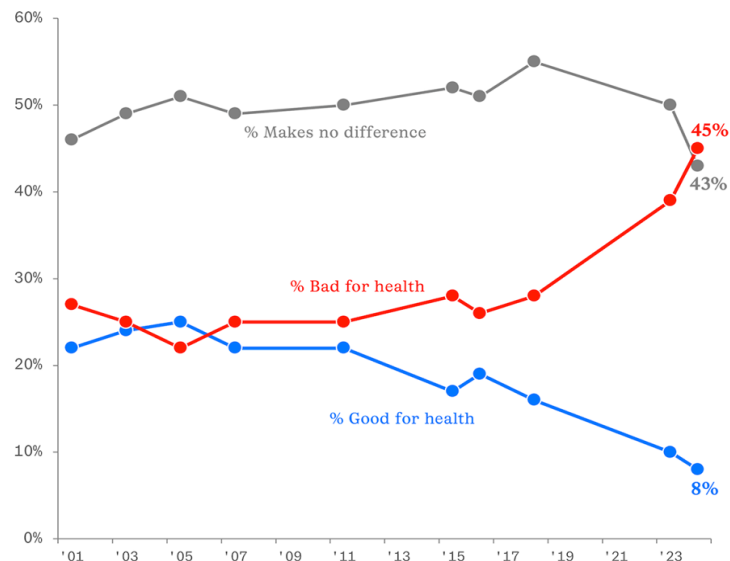
	2018	2023	Change (pct. pts.)
18-34	34	52	18
35-54	26	39	13
55 and older	26	29	3

GALLUP

91

Attitudes Toward Alcohol Have Shifted

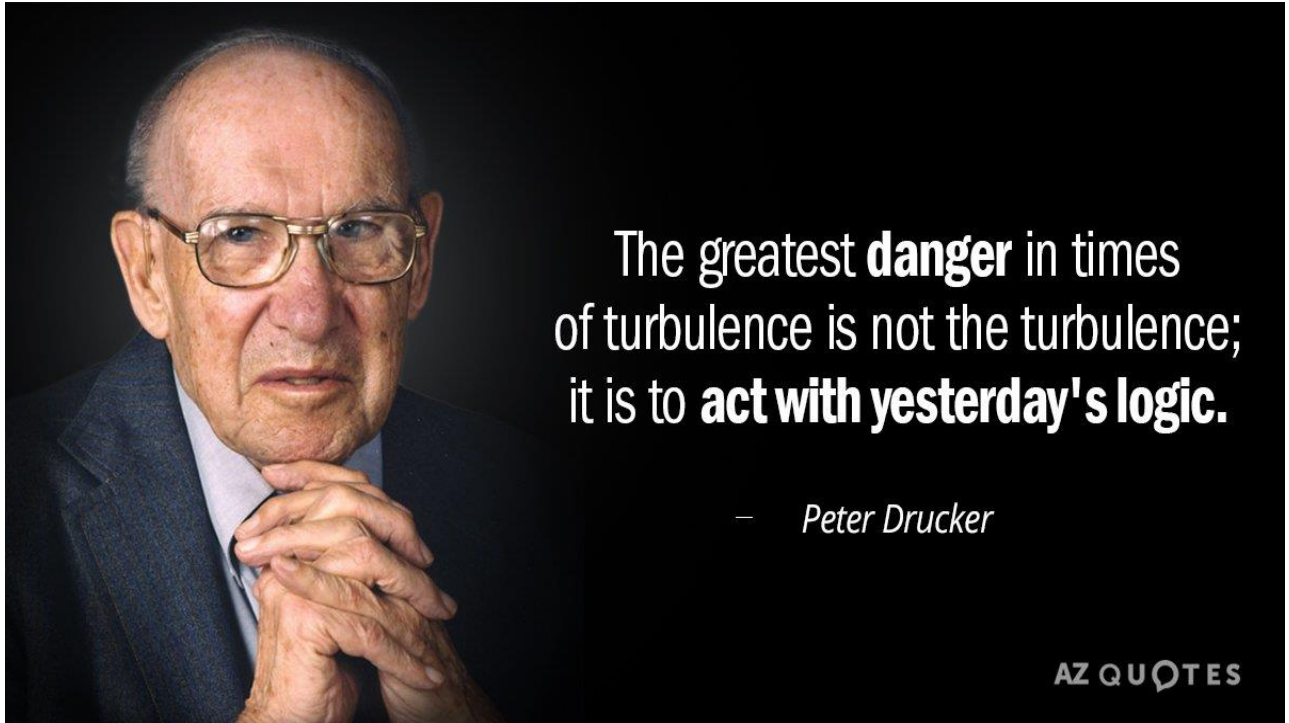
Do you think drinking in moderation* is...? [Survey of 1,010 US adults]



CHARTR

Source: Gallup | *Defined as 1 or 2 drinks a day, "no opinion" not shown

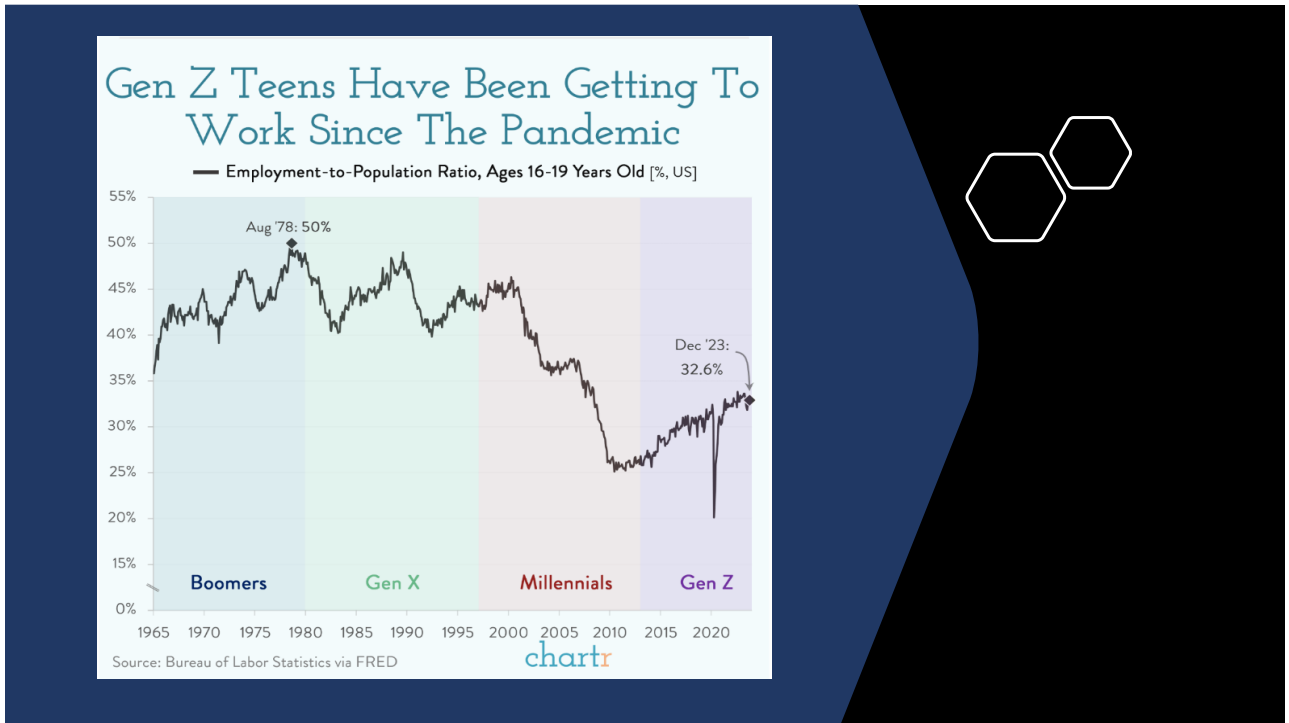
92



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WORK

Meet the Gen Zers skipping college to take blue-collar jobs and launch trade businesses: 'One of the smartest decisions I ever made'

Published Thu, Aug 29 2024 8:55 AM EDT

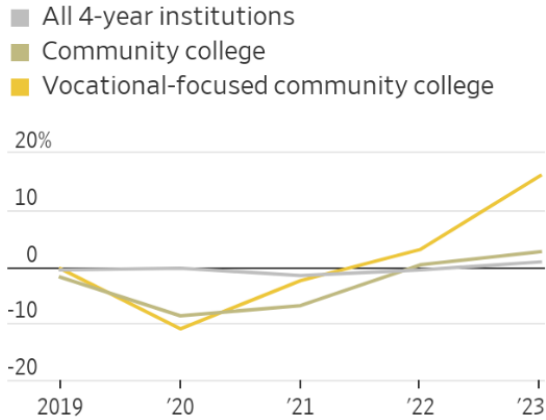
Morgan Smith
@THEWORDSMITHM

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96

More students are choosing vocational programs while four-year colleges are looking less attractive.

Enrollment growth, change from previous year

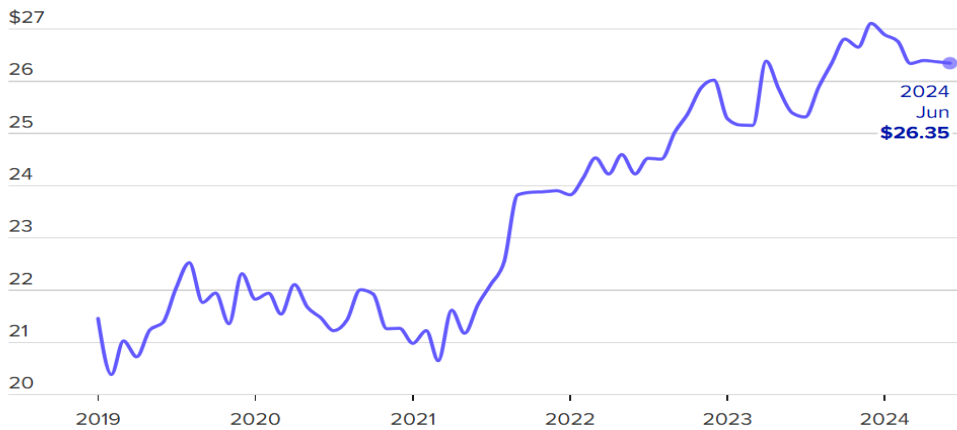


Source: National Student Clearinghouse

97

Average hourly wage for Gen Z workers in skilled trades in the U.S.

Monthly average | January 2019–June 2024



Note: Ages 18-26
Source: Gusto



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Indeed: Gen Z employees who've never worked in an in-person office environment full-time express concern

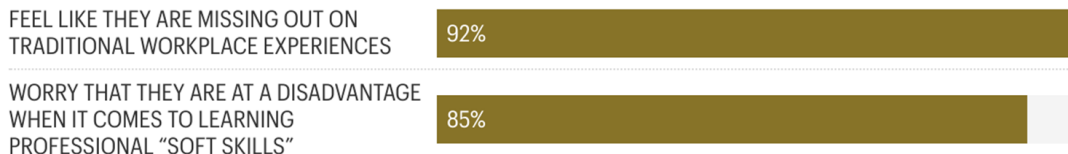


CHART: SHERYL ESTRADA • SOURCE: INDEED REPORT

FORTUNE

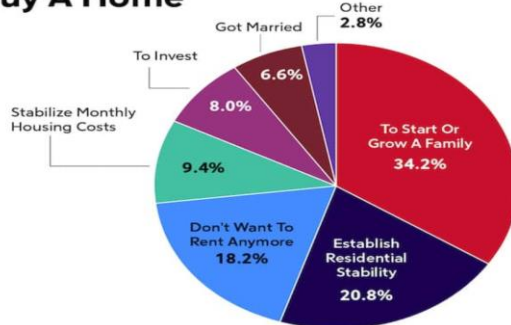
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REAL ESTATE

How Gen Z outpaces past generations in the homeownership race

PUBLISHED THU, SEP 5 2024-11:08 AM EDT | UPDATED THU, SEP 5 2024-11:40 AM EDT

Gen Zer's Main Motivations To Buy A Home



Source: Rocket Mortgage Research

100



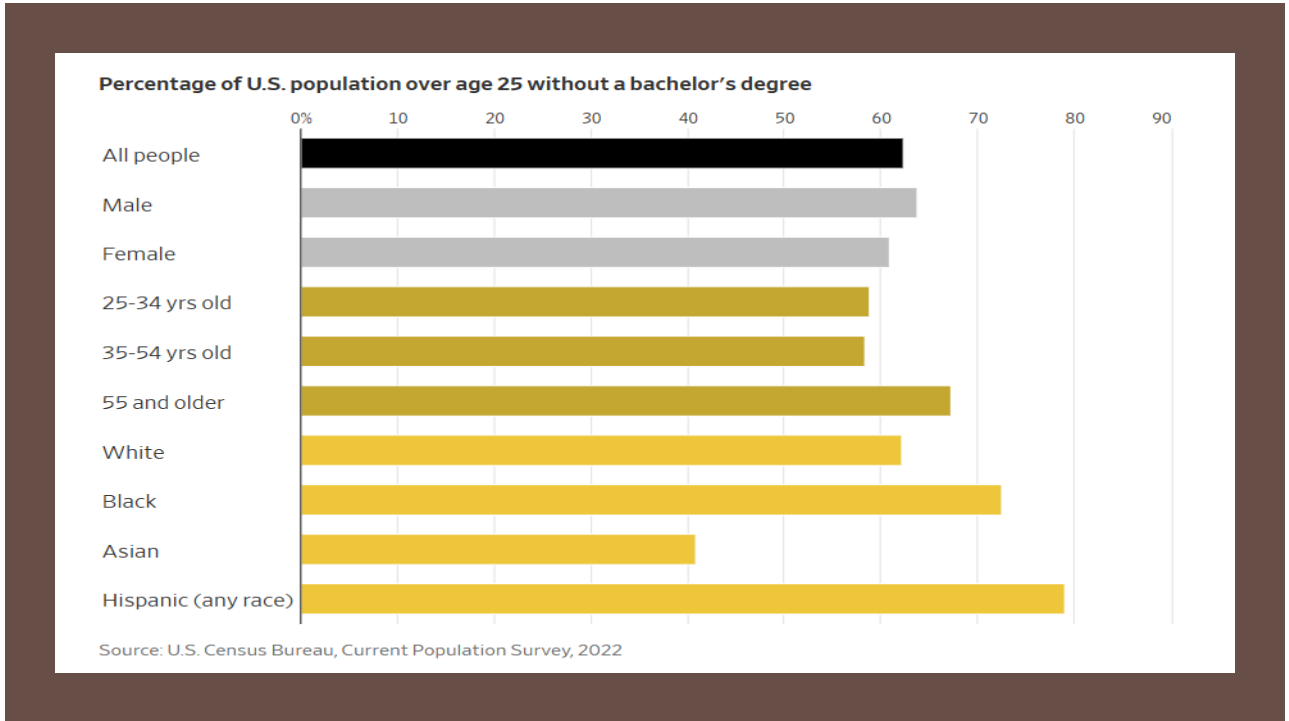
Work Trend

101

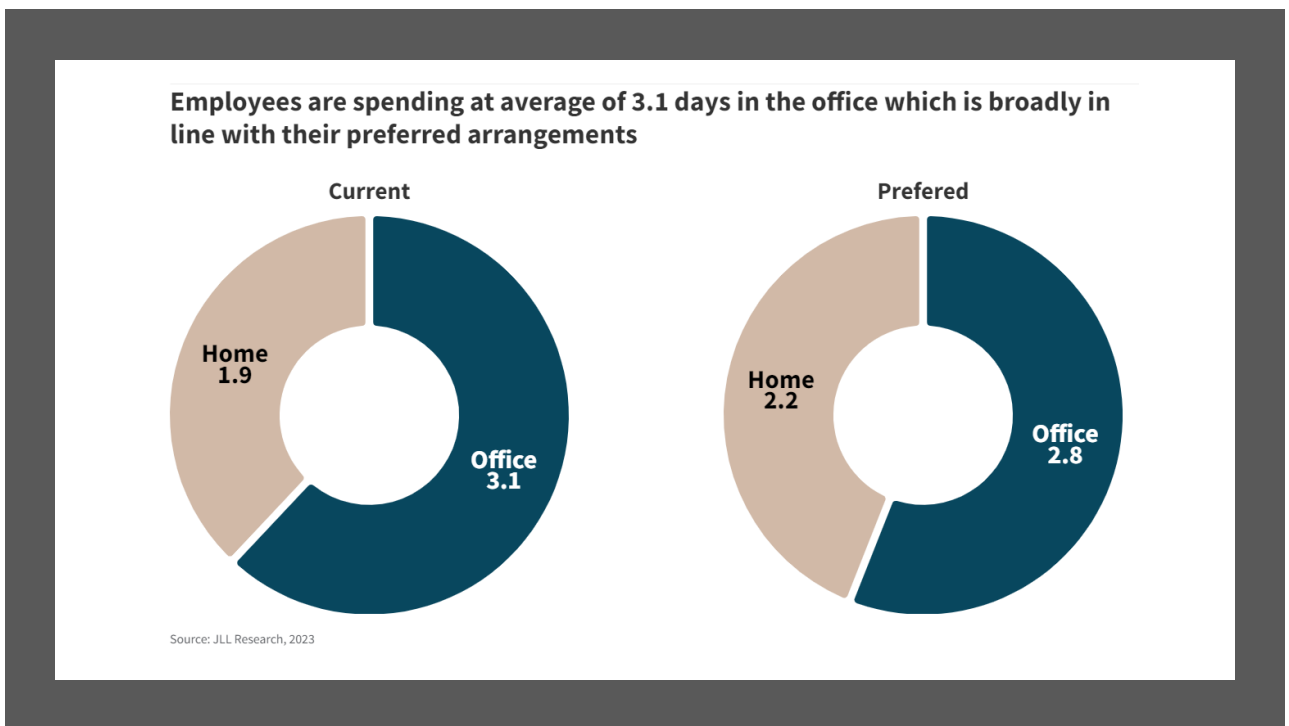
62%

The share of Americans over age 25 who [don't have a bachelor's degree](#). Some employers such as IBM and Delta are dropping their degree requirements to expand applicant pools for people traditionally ineligible for many managerial and technical positions. Progress is slow, though. Automated screening tools favor college grads, and hiring managers aren't changing long-held beliefs about a degree's value.

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TECH

Amazon tells employees to return to office five days a week

PUBLISHED MON, SEP 16 2024-1:35 PM EDT | UPDATED 2 HOURS AGO

KEY POINTS

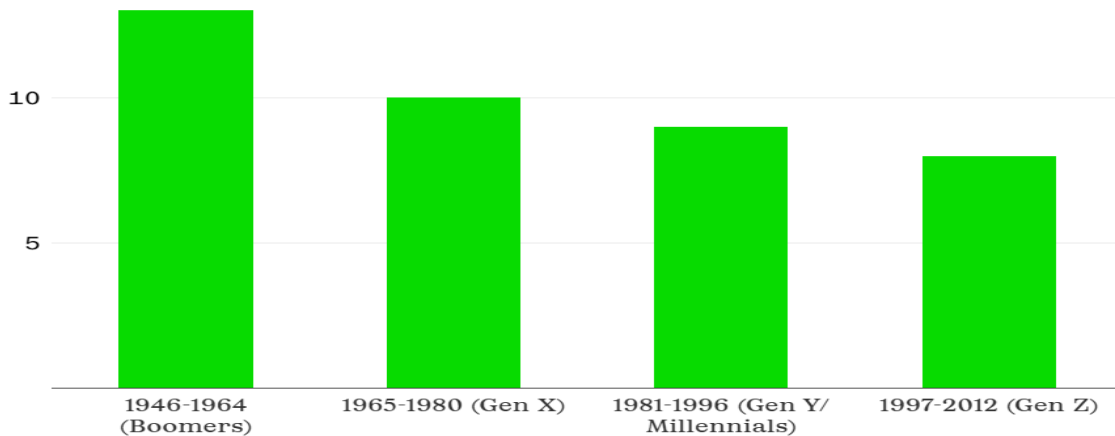
- Amazon CEO Andy Jassy is instructing corporate staffers to work from the office five days a week.
- Previously, Amazon required employees to be in the office at least three days a week.
- Amazon is also flattening its corporate structure by having fewer managers in each organization.



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Boomers are back in the job market

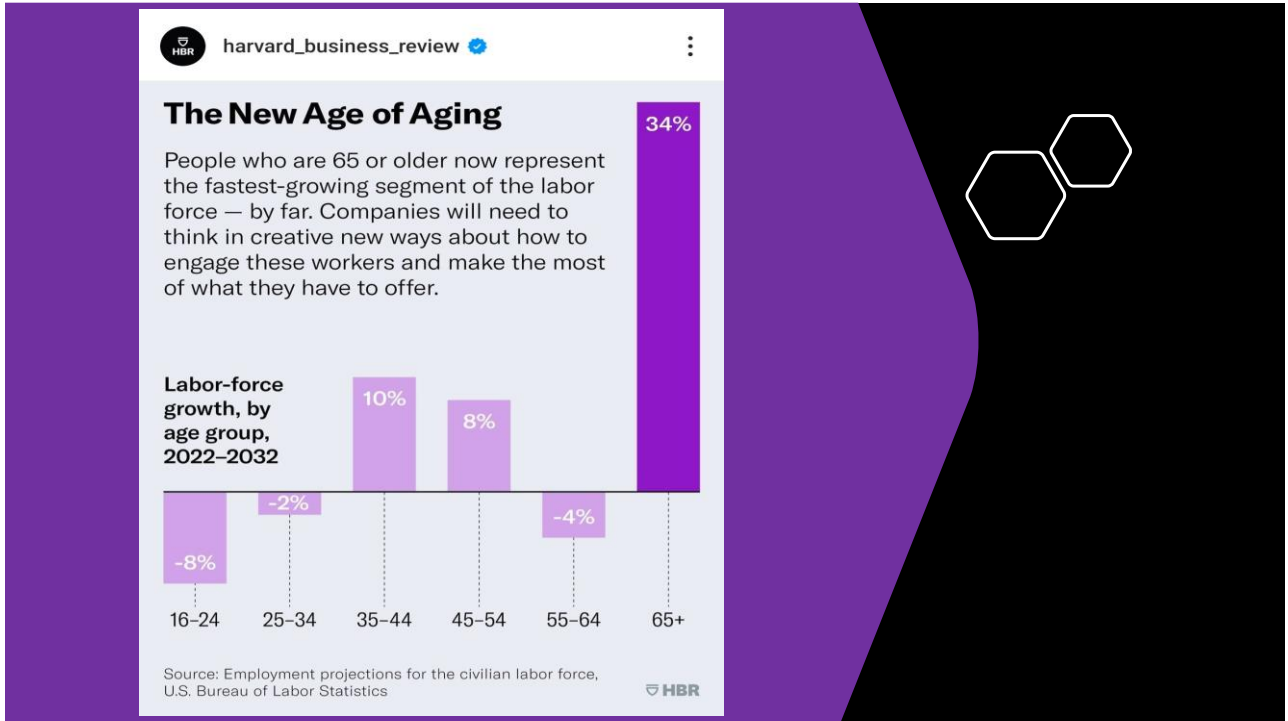
Job seeker intensity among boomers grew 13% in July from January.



Source: LinkedIn



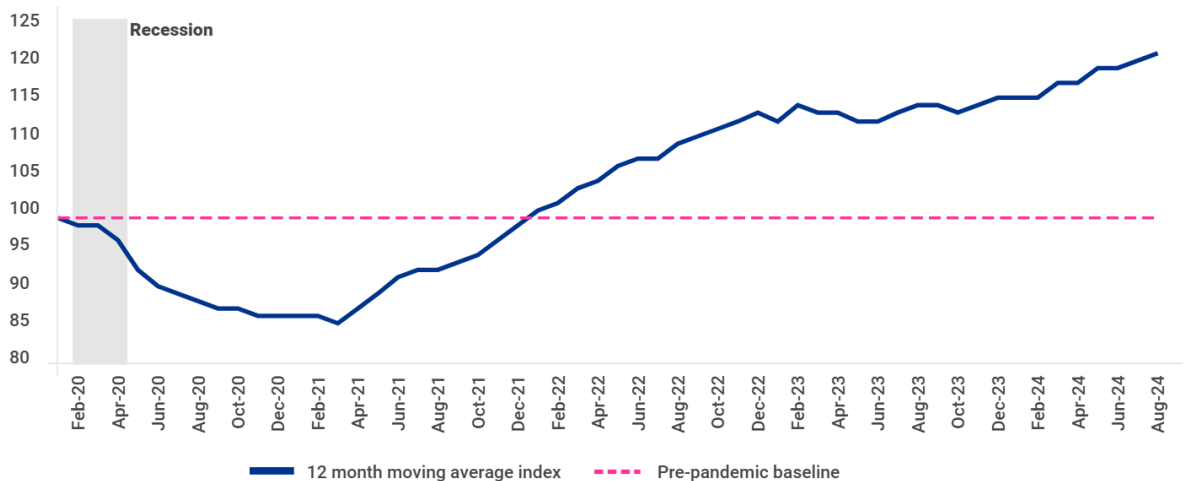
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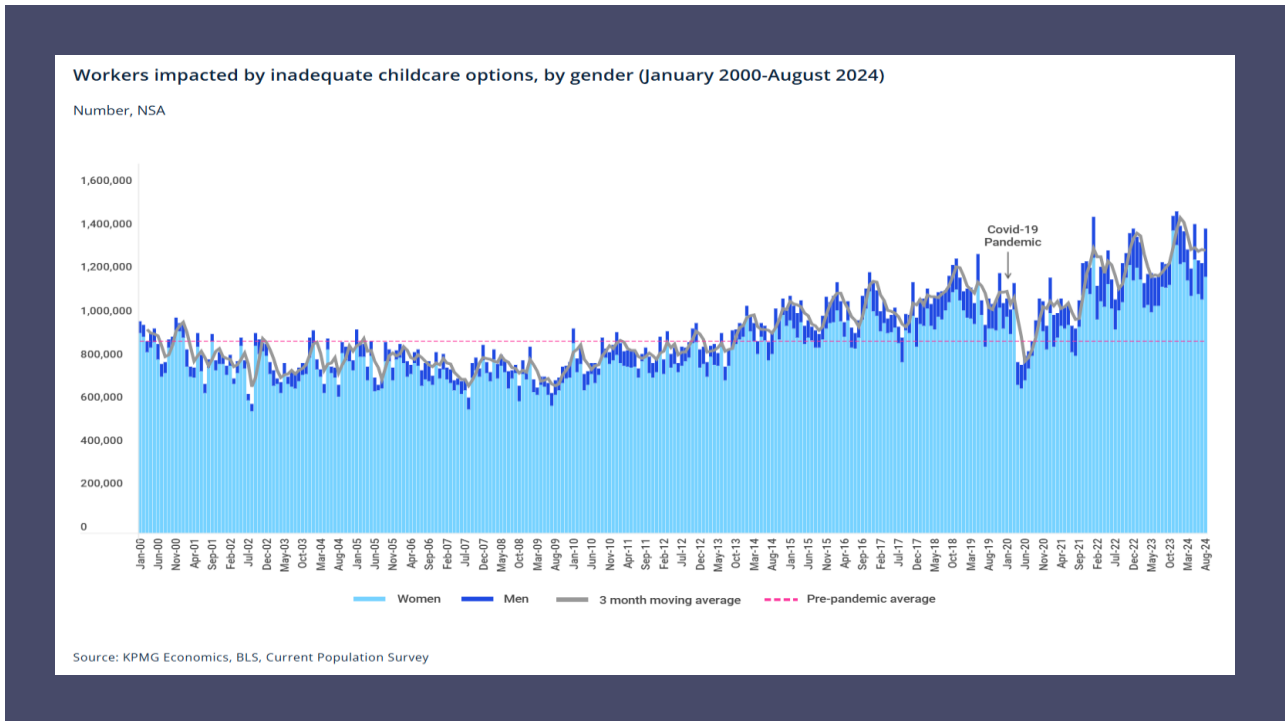
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Parental work disruption index (January 2020-August 2024)

Index, 2019 average=100



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34%

Of the workers who had to cut their full-time hours to part-time this year because of child care, about 34% were men

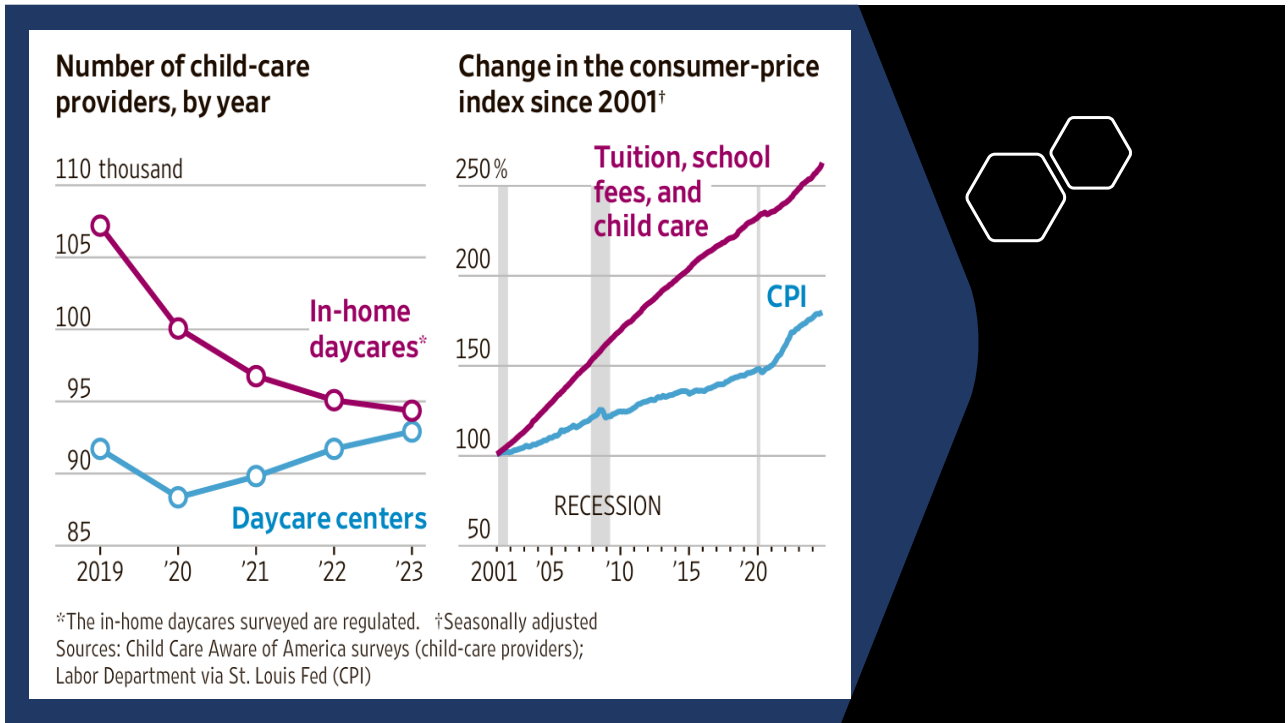
1.6 million

The number of employees who, in September, either worked fewer hours or shifted to part-time work because of child care problems. That measure is a 69% increase from the average of the same month in the previous four years.

‘The index is a clear way for companies to understand the strains in the labor market’

Matthew Nestler, senior economist at KPMG U.S. and author of the index

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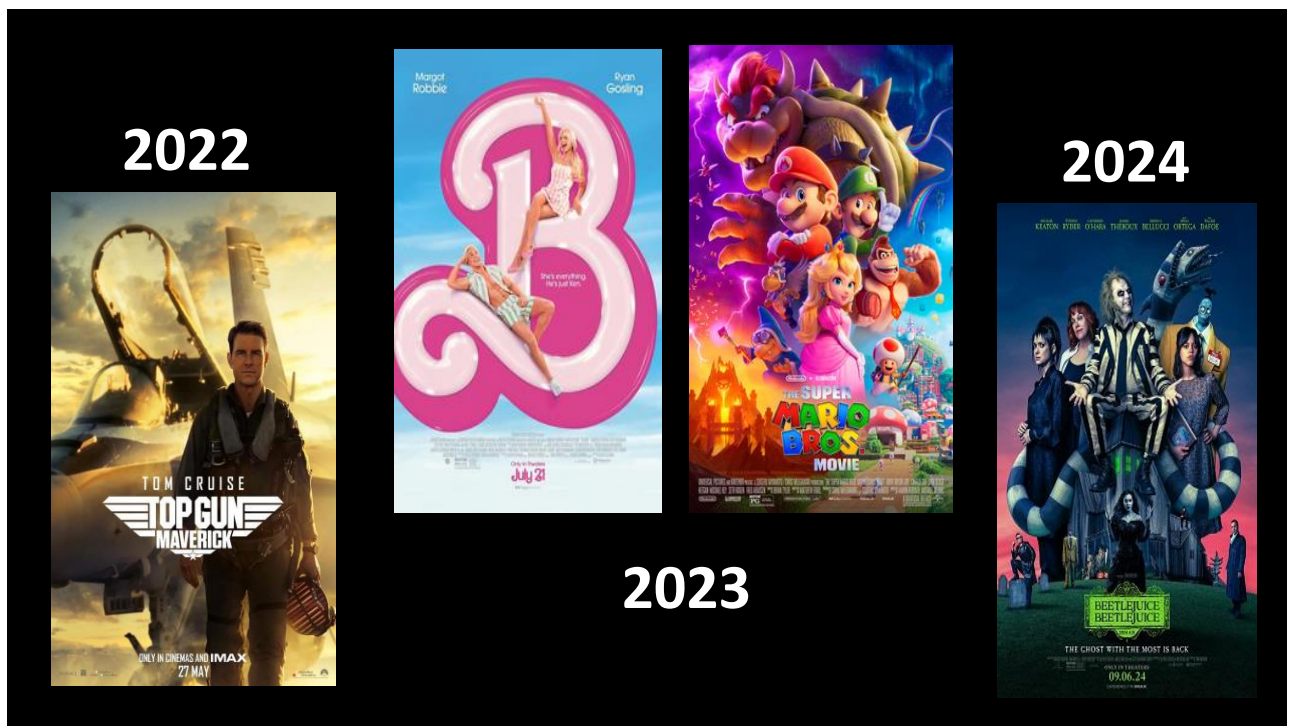
BRANDING

Why Nostalgia Will be a Key Branding Trend in 2024

Nostalgia in branding is back for 2024, but this time it's a little different. 

Inc.

113



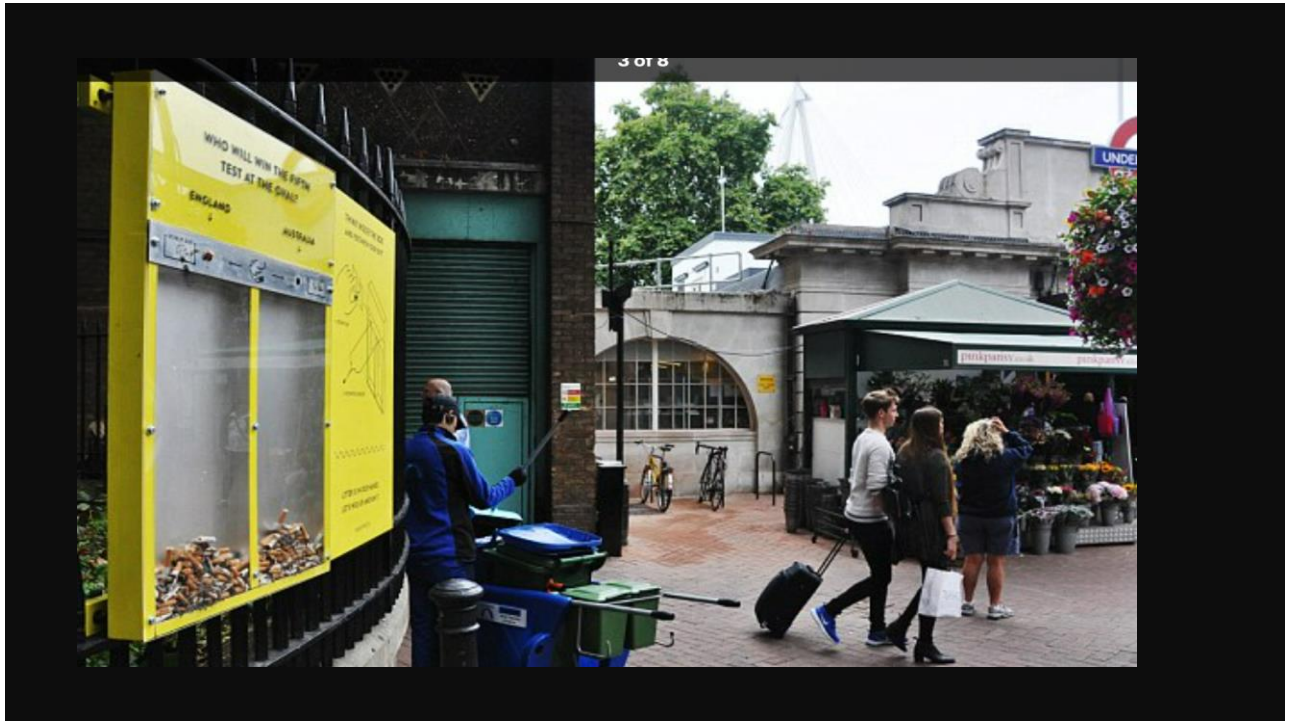
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MAKE
IT FUN

116



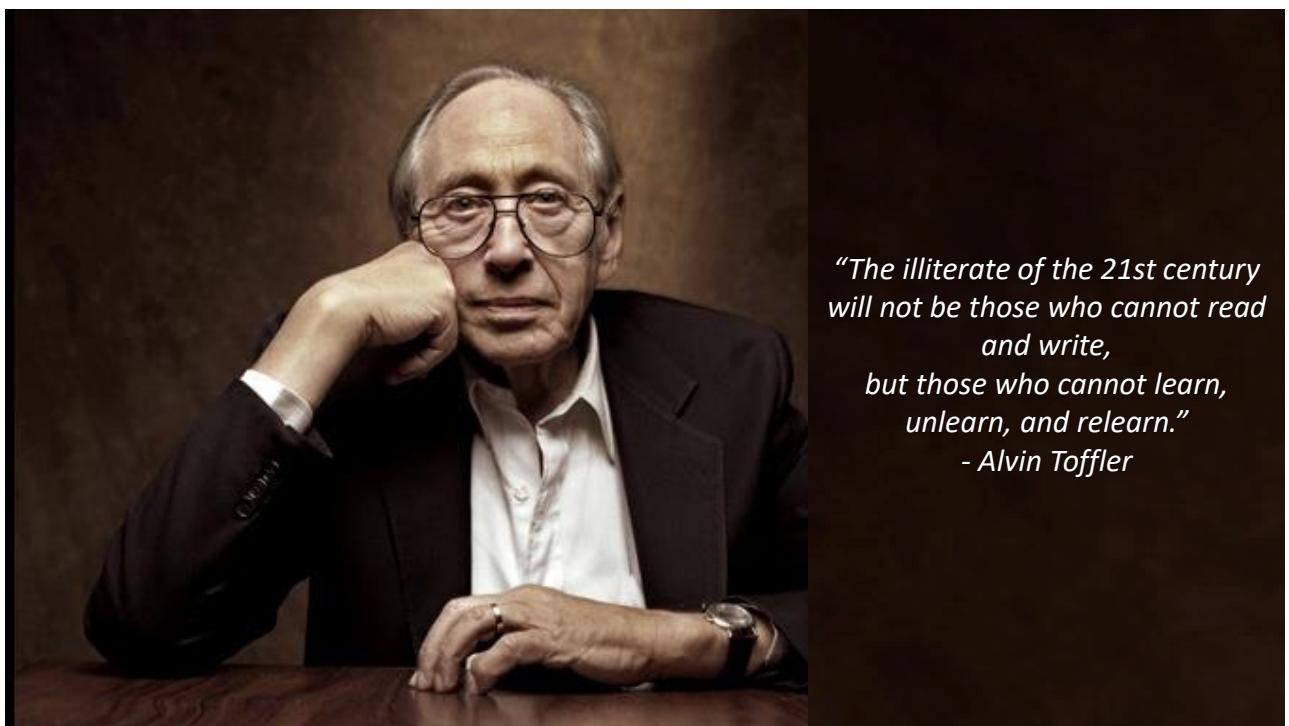
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*"The illiterate of the 21st century will not be those who cannot read and write, but those who cannot learn, unlearn, and relearn."
- Alvin Toffler*

120



Thank YOU!



Michael Dominguez, FSAE, CHSE
Global Luxury Sales Leader @ ALHI |
Hospitality & Resorts Expert | Futuris...



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