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**STRATEGIC SOLUTION PARTNERS RELEASES COMPREHENSIVE STUDY
AROUND THE TALENT CRISIS IN HOSPITALITY**

The Talent Crisis Around Acquisition and Retention in Hospitality Has Widened Due to the Pandemic; Gig Study by Strategic Solution Partners Includes Results from Surveys from Hospitality Executives on How to Adapt and Think Outside the Box in Terms of Staffing

WEST CHESTER, PA -- Strategic Solution Partners (SSP) has once again partnered up with SearchWide Global (SWG), and SalesBoost to survey a steadily changing hospitality landscape as it pertains to talent and the Gig Economy.

The [2019 Study](#) found that executives had begun using external resources to close the leadership and management talent gap. The conclusions were so profound, Strategic Solution Partners decided to continue the research in 2020 during the Covid-19 pandemic.

Now, in 2021, after an exhausting pandemic, the gap in talent acquisition and retention has widened. The talent crisis has been exacerbated with the mass exodus of great talent to other industries. The 2021 study includes hard data from hotel executives that saw it coming.

“This gig study is a continuation of our research efforts to stay ahead of the staffing curve in the hospitality industry. Talent has a direct impact on revenue, at every level of the hotel. Hoteliers must rethink recovery by focusing on adaptability and thinking outside the box in terms of staffing,” said [Bill Scanlon](#), President of Strategic Solution Partners.

The study includes statistics and strategies around when executives expect to return to pre-Covid staffing levels plus the impact of talent loss at property, regional and corporate teams. The evolving hospitality staffing model is showcased and connects the dots to the 2019 Gig study results. Specifically, it defines the key characteristics and what to look for in future talent.

“Hospitality leaders know they must reinvent how to source their increasing need for multidisciplinary talent,” said Mike Gamble, President & CEO, SearchWide Global. “The talent search is going to look very different -- innovative solutions will be required to recover and

sustain operations, teams, and goals. We will recover. I am confident hotel businesses will return stronger, more balanced, and more resilient than ever.”

“Scaling back up to normal business trends with an competitive hiring market is a challenging pain point for our entire hospitality client base,” said Gretta Brooks, Founder & CEO, SalesBoost. “Developing team members with the training and coaching they need to improve their soft skills is key to attracting and retaining talent. Today’s training budgets are incredibly slim so innovative solutions that are on-demand and provide instant coaching and feedback to free up a manager’s time are critical now more than ever. At SalesBoost, we’ve seen a major spike in usage and need for training and development platform. Next to hiring staff, training staff of all levels is the most important decision for asset managers and owners.”

To gain your copy of the 2021 Gig Economy Study for the hospitality industry, please visit the [Strategic Solution Partners website](#) and request one to be sent.

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About Strategic Solution Partners (SSP)

Strategic Solution Partners is a Hospitality Solution Provider founded in 2007. Comprised of top tier industry executives focused on providing ownership and management business partners with long term revenue and performance enhancing solutions in both domestic and international capacities. Their services are tailored to their client's specific needs and range from strategic planning and organizational alignment to consultative experts reaching across the operational disciplines, to interim task force support for management and leadership in sales, marketing, revenue and operations positions. Recognized by Inc5000's as one of the Fastest Growing Private Companies 3 years in a row and listed as one of Times Financial Fastest Growing Private Companies in 2020, Strategic Solution Partners innovative team, creative problem solving, industry leading talent, and broad range of resources allows their clients to quickly access the solution to their specific need.

About SearchWide Global (SWG)

SearchWide Global is a full-service executive search firm primarily for companies in Destination Organizations / Hotels & Resorts / Venue Management / Experiential Marketing, Tradeshow & Exhibition / Industry Associations / Sports & Entertainment / Chamber of Commerce. Specializing in C-Level and Director level executive searches for companies ranging in size from Fortune 500 corporations to mid-sized public and private companies and associations. Founded in 1999, SearchWide Global is headquartered in St. Paul, Minnesota and operates worldwide. For more information visit [SearchWideGlobal.com](#).

About SalesBoost

SalesBoost, awarded the most advanced learning skill-based learning platform, provides on-demand simulations for hospitality professionals that feature unlimited business scenario replication and immediate feedback to improve effectiveness. SalesBoost leverages technology to fill the gap in learning retention and the adoption of new skills. It provides an engaging solution for professionals to tap into relevant, role-based content that is on-demand, self-paced, and available on any device, in short, easily digestible, micro-learning segments. Business professionals can access content that is meaningful to them, learn quickly, and practice real-world selling scenarios to be prepared for any situation. Additional information on SalesBoost can be found at www.SalesBoost.com.