

**SURVEY OF JOB OPENINGS IN THE
ST. LOUIS METROPOLITAN
STATISTICAL AREA, MO-IL:
RECREATION, TOURISM & HOSPITALITY
SUMMER 2005**

Public Policy Research Center –
Metropolitan Information & Data Analysis Services



CONTENTS

<i>Survey of Job Openings in the St. Louis MO-IL, MSA</i>	3
• Executive Summary	3
• Background	3
• Research Goals	3
• Methodology	4
• Table 1	4
<i>Part 1: Job Openings Survey Findings</i>	5
• Total Job Openings	5
• Industry Distribution	6
• Geographic Distribution	7
• Experience Requirements	7
• Reported Wages	8
• Education Requirements	8
• Training Opportunities	9
• Benefits	9
• Job Incentives	9
• Skill Requirements	10
• Applicants' Skills Compared to Job Requirements	12
• Difficulty Finding Entry-Level Applicants	12
• Shortcomings of Recent Applicants	13
• Workplace Competencies	14
• Thinking Skills	15
• Full-Time Positions with 100 or More Openings	16
<i>Part 2: R, T & H, Industry and Employment Trend</i>	18
• Where R, T & H companies in the STL region sell their products/services.	19
• Where R, T & H companies in the STL region get their supplies.	19
• Last year's sales trends.	20
• Sales expectation in the coming year.	21
• Sales expectation over the next five years.	22
• Company Financial Health and/or profitability.	23
• Industry Financial Health and/or profitability.	24
• Greatest challenges to continued company growth.	25
• Recreation, Tourism & Hospitality employment.	26
• Company employment Recruitment.	27
• Appendix A	29
• Appendix B	31
29. Appendix C	33
• Survey Instrument	39
<i>Conclusion</i>	43

SURVEY OF JOB OPENINGS IN THE RECREATION, TOURISM & HOSPITALITY

ST. LOUIS METROPOLITAN STATISTICAL AREA, MO-IL
PUBLIC POLICY RESEARCH CENTER – MIDAS
UNIVERSITY OF MISSOURI – ST. LOUIS

During the summer of 2005, in the Recreation, Tourism & Hospitality sector, there were an estimated 308 full-time positions and 275 part-time positions open for immediate hire in the twelve-county St. Louis Metropolitan Statistical Area (MSA)¹. These results are based on a Job Openings Survey of area employers² conducted by the Metropolitan Information and Data Analysis Services (MIDAS) section of the Public Policy Research Center (PPRC) at UM-St. Louis in partnership with the ETC Institute, a for-profit market research and survey services firm.

Background and Research Goals

The purpose of this research was to estimate current labor demand within the Recreation, Tourism & Hospitality sector in the St. Louis region. This research was done in conjunction with the research efforts devoted to the labor demand information that pertains to the St. Louis region in the Workforce Information System (WIS). The WIS is a web-based system that has been developed and is maintained by the MIDAS section of the PPRC of the University of Missouri-St. Louis. Visit the WIS site at <http://pprc.umsi.edu/wis/> to find region-wide estimates of labor demand on a bi-annual basis. The WIS also provides information on the region's economy, population and other local systems such as school districts, transportation, workforce training and employment entities.

The research design for the Recreation, Tourism & Hospitality sector analysis was finalized in the spring of 2005. ETC Institute administered and presented the results during the summer of 2005. The research goals of this study were as follows:

1. Survey the Recreation, Tourism & Hospitality companies in St. Louis MSA using the 5-digit North American Industry Classification System codes (NAICS 2002) (see Table 1)³.
2. Prepare estimates of labor demand within the Recreation, Tourism & Hospitality sector using a multi-method research design.
3. Provide information on the financial health of these Recreation, Tourism & Hospitality companies, individually and as an industry; analyzed through sales, growth and employment outlooks of the sector.

¹ There were eleven (11) jobs reported but not coded full-time or part-time.

² There were a total of 85 different companies reporting job openings.

³ The definition used for Recreation, Tourism and Hospitality in this study reflects the overall general research outcome of NAICS codes used in these three industries. Table 1 reflects the 35 sub-categories of the Recreation, Tourism & Hospitality Industry operating in the St. Louis MSA, MO-IL.

Methodology

A universe of 1,192⁴ companies was drawn using InfoUSA⁵, an employer database, and the NAICS code designations provided within this database for companies that employ Recreation, Tourism & Hospitality services, methods and technologies as defined in Table 1. The research design included three phases and employed multiple methods. In Phase One, ETC Institute attempted to contact all 1,192⁶ companies and asked if they were a Recreation, Tourism or Hospitality company. If the company answered yes, they were asked to complete a seventeen (17) question telephone survey about the company's financial health and employment outlook (Phase Two). If the company responded yes to the final question of whether they had current job openings, they were mailed a Job Openings Survey which is the same as the questionnaire administered in the regional Job Openings Survey conducted twice yearly by MIDAS (Phase Three). The survey can be found on the WIS website in the section "ON-LINE SURVEY". The report that follows contains a summary of the major findings of this survey effort.

TABLE 1

NAICS CODE	INDUSTRY
48111	Scheduled Air Transportation
48521	Interurban and Rural Bus Transportation
48551	Charter Bus Industry
48599	Other Transit and Ground Passenger Transportation
48711	Scenic and Sightseeing Transportation, Land
48811	Airport Operations
51213	Motion Picture and Video Exhibition
53211	Passenger Car Rental and Leasing
56152	Tour Operators
56159	Other Travel Arrangement and Reservation Services
71111	Theater Companies and Dinner Theaters
71113	Musical Groups and Artists
71119	Other Performing Arts Companies
71121	Spectator Sports
71131	Promoters of Performing Arts, Sports, and Similar Events with Facilities
71132	Promoters of Performing Arts, Sports, and Similar Events without Facilities
71151	Independent Artists, Writers, and Performers
71211	Museums
71212	Historical Sites
71213	Zoos and Botanical Gardens
71219	Nature Parks and Other Similar Institutions
71311	Amusement and Theme Parks
71312	Amusement Arcades
71321	Casinos (except Casino Hotels)
71329	Other Gambling Industries
71391	Golf Courses and Country Clubs
71399	All Other Amusement and Recreation Industries
72111	Hotels (except Casino Hotels) and Motels
72112	Casino and Hotel
72119	Other Traveler Accommodation
72121	RV (Recreational Vehicle) Parks and Recreational Camps
72211	Full-Service Restaurants
72231	Food Service Contractors
72232	Caterers
72241	Drinking Places (Alcoholic Beverages)

⁴ Only companies with 5 or more employees were included in the sample and Limited-Service Eating Places (NAICS 72221) were left out of the definition to make the survey effort feasible.

⁵ Employer information provided by *infoUSA*®, Omaha, NE Copyright ©2003. All rights reserved. Telephone 800/555-5211.

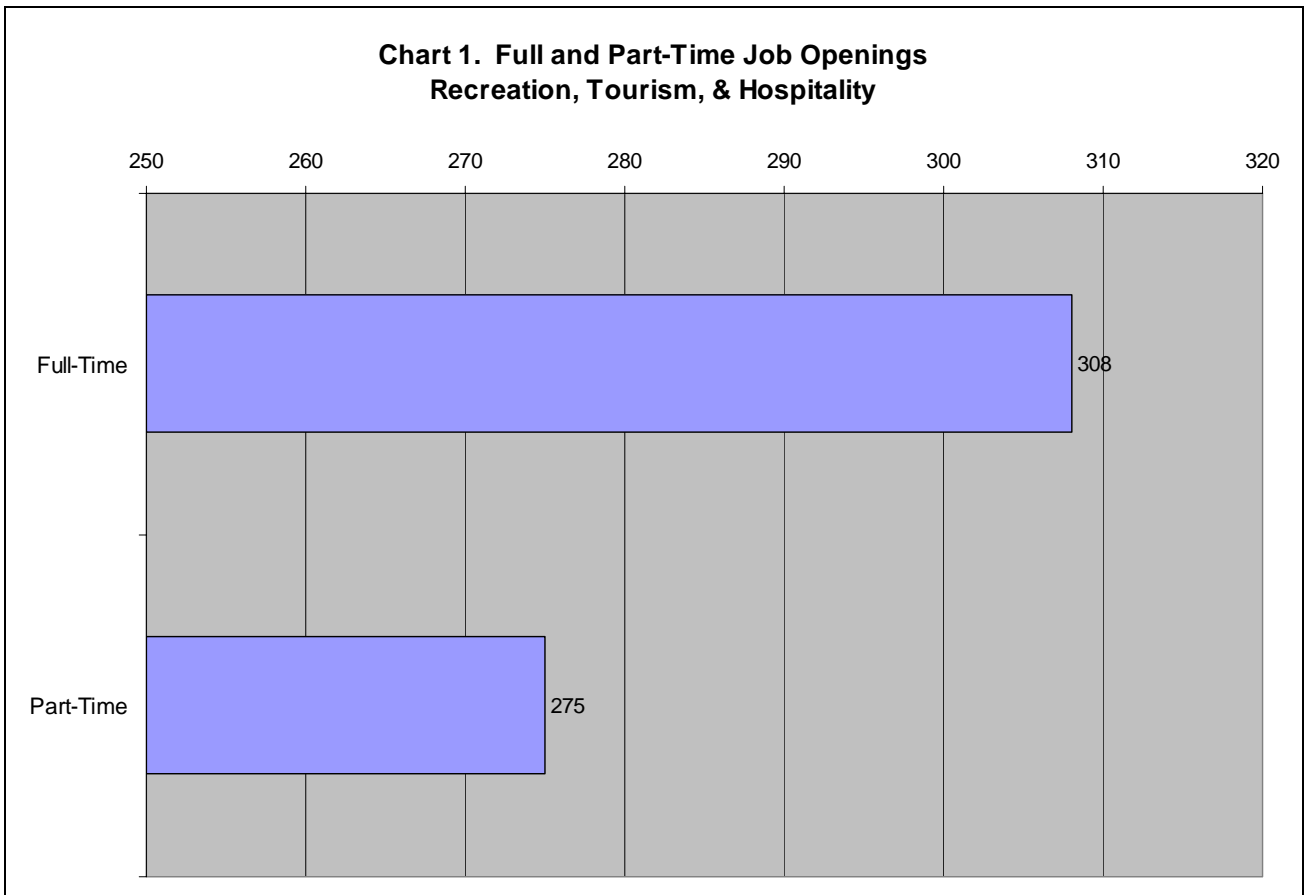
⁶ 314 companies completed the Labor Demand Survey (LDS) portion of this survey effort (Phase Two). Of these 314 companies 90 are represented in the Job Openings Survey (JOS) (Phase Three). Further, there were 3 firms that have recorded openings in the JOS however did not complete the LDS (see page 2 for totals).

PART 1: JOB OPENINGS SURVEY FINDINGS⁷

Total Openings. During the summer of 2005 Recreation, Tourism & Hospitality employers were seeking workers for an estimated:

594 Total Job Openings⁸

- 308 Full-Time Job Openings
- 275 Part-Time Job Openings
- 11 Not Provided



⁷ All totals and percentages in Part 1 of this report are based on the total number of estimated Recreation, Tourism & Hospitality jobs or number of estimated openings by industry total in the St. Louis, MO-IL MSA unless otherwise indicated.

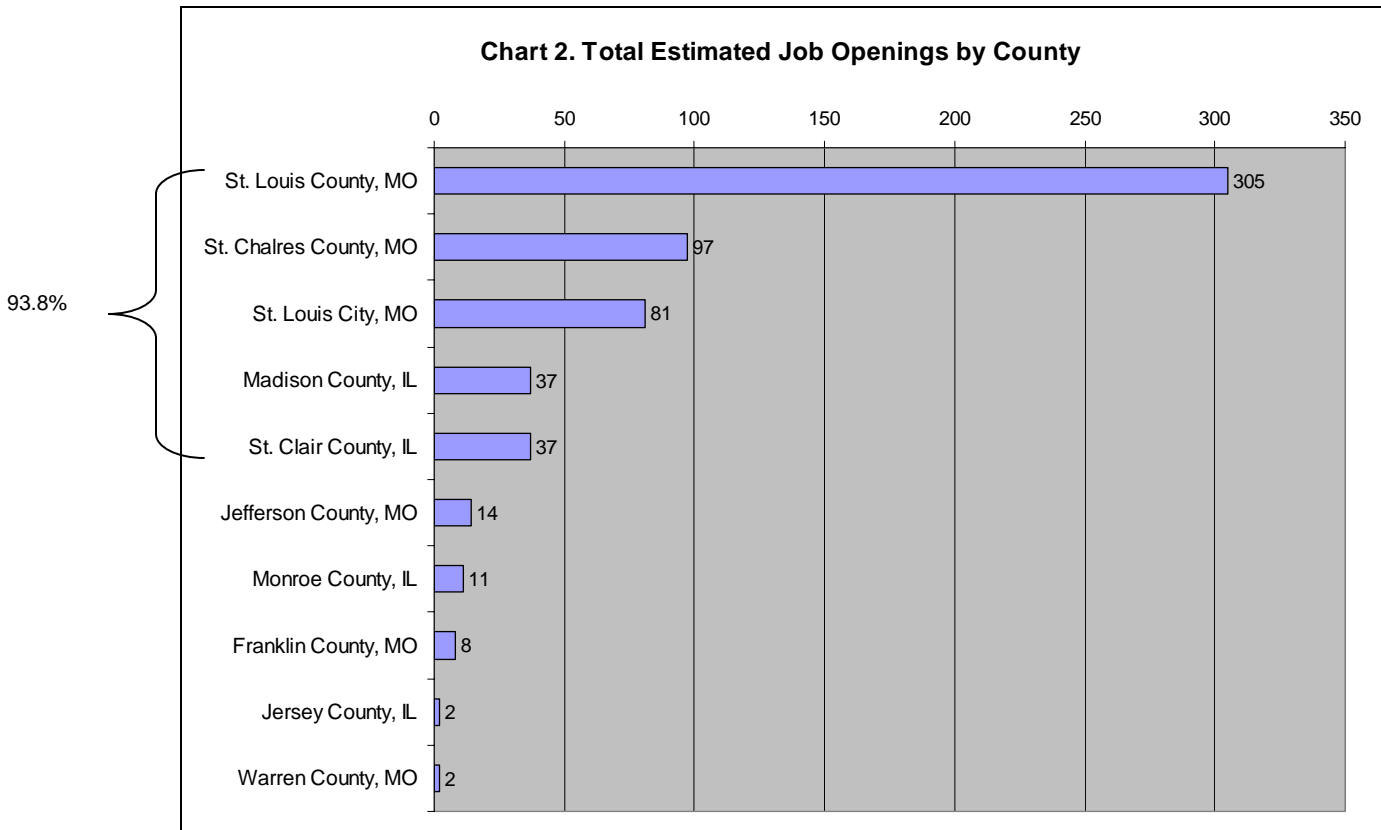
⁸ There were 72 different Occupation Codes reported for an estimated 594 job openings in the Recreation, Tourism & Hospitality Industry in the St. Louis, MO-IL MSA (see Appendix A).

Industry Distribution⁹. Nine sub-categories within the Recreation, Tourism & Hospitality Industry dominated the number of job openings in the St. Louis MO-IL MSA, representing 85.2% or 506 estimated job openings.

Industry Sub-Category	Total	Percent	
Nature Parks and Other Similar Institutions	115	19.4	} 85.2%
Food Service Contractors	83	14.0	
Casinos (except Casino Hotels)	66	11.1	
Hotels (except Casino Hotels) and Motels	49	8.2	
Charter Bus Industry	48	8.1	
Passenger Car Rental and Leasing	40	6.7	
Casino and Hotel	37	6.2	
Caterers	35	5.9	
Drinking Places (Alcoholic Beverages)	33	5.6	
Interurban and Rural Bus Transportation	20	3.4	
Full-Service Restaurants	20	3.4	
Golf Courses and Country Clubs	18	3.0	
RV (Recreational Vehicle) Parks and Recreational Camps	13	2.2	
Theater Companies and Dinner Theaters	8	1.3	
Zoos and Botanical Gardens	4	0.7	
Other Traveler Accommodation	2	0.3	
Scheduled Air Transportation	1	0.2	
Motion Picture and Video Exhibition	1	0.2	
Historical Sites	1	0.2	
Total	594	100.0	

⁹ Of the 35 sub-categories of the NAICS Recreation, Tourism & Hospitality Industry reflected in the St. Louis MSA, MO-IL (see Table 1), only 19 of the sub-categories reported current openings.

Geographic Distribution. Of estimated job openings, 93.8% were found in five (5) of the twelve (12) counties in the St. Louis, MO-IL MSA moreover 51.3% found in St. Louis County, MO.



Expearence Requirements. Of the estimated job openings, 91.6% required only *three years of experience or less*.

Experience Required	Total	Percent
< 1 year or No experience	417	70.2
1-3 years	127	21.4
4-10 years	6	1.0
10+ years	0	0.0
All Other	44	7.4
Total Estimated Job Openings	594	100.0

} 77.5%

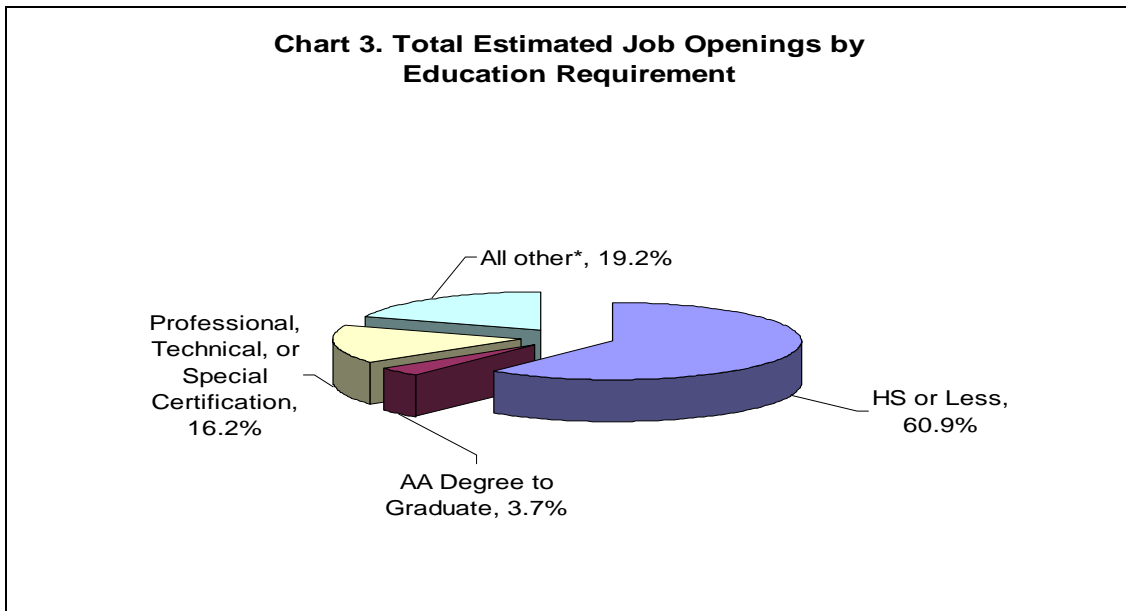
Reported Wages¹⁰. Of estimated job openings, 59.7% paid *Less than \$8.00 per hour*, while another 37.9% paid between *\$8.00 and \$14.99 per hour*. Based on survey results, 66.7% of the estimated job openings paying *\$15.00 per hour or higher* required only a *high school degree*. The additional 33.3% of those jobs paying *\$15.00 per hour or higher* required a *4 year college degree*.

Less than \$8.00 per hour	227	59.7%
\$8-14.99 per hour	144	37.9%
\$15.00+ per hour	9	2.4%
<i>High School Diploma</i>	6	
<i>4yr. College Degree</i>	3	

Education Requirements. Of all estimated openings, 60.9% required a *high school diploma or less*.

HS or Less	362	60.9%
AA Degree to Graduate	22	3.7%
Professional, Technical, or Special Certification	96	16.2%
All other*	114	19.2%

*Includes Other and Don't know/not sure



¹⁰ Percentages based on the number of estimated job openings reporting wage (N = 380). Of the estimated job openings, 36.0% or 214 had no reported wage.

Training Opportunities. *On-the-job training* was the most offered training option however, this was only accessible to 44.9% of the estimated openings.

O-T-J Training	267	44.9%
Internships	40	6.7%
Mentoring	33	5.6%

Benefits¹¹. *Vacation* (48.7%), *medical* (42.6%) and *dental* (38.9%) benefits were offered the most often. Sub-categories offering a full range of these benefits included¹² *Casino and Hotel, Casinos (except Casino Hotels), Caterers, Charter Bus Industry, Food Service Contractors, Full-Service Restaurants, Golf Courses and Country Clubs, Hotels (except Casino Hotels) and Motels, Passenger Car Rental and Leasing, and RV (Recreational Vehicle) Parks and Recreational Camps.*

Vacation	289	48.7%
Medical	253	42.6%
Dental	231	38.9%
No Benefits	145	24.4%
Transportation	29	4.9%
Childcare	11	1.9%

Job Incentives¹³. The most common job incentives offered were *401K* (38.4%), *on-going training* (30.1%), *tuition reimbursement* (27.9%), and *bonus* (24.9%). These 4 incentives were found across the sub-categories of *Charter Bus Industry, Food Service Contractors, Full-Service Restaurants, Golf Courses and Country Clubs, Hotels (except Casino Hotels) and Motels, and Passenger Car Rental and Leasing.*

401K	228	38.4%
No Incentives	194	32.7%
On-going Training	179	30.1%
Tuition	166	27.9%
Bonus	148	24.9%
Pension	47	7.9%
Stock	39	6.6%

¹¹ 122, or 84.1%, of those estimated job openings offering *no benefits* are part-time positions.

¹² Motion Picture and Video Exhibition, Nature Parks and Other Similar Institutions, Scheduled Air Transportation, and Zoos and Botanical Gardens each have one (1) reported estimated opening offering all three of these benefits.

¹³ 107, or 55.2%, of those estimated job openings offering *no incentives* are part-time positions. *Nature Parks and Other Similar Institutions* made up 44.3% , or 86 of those estimated job openings offering *no incentives* (N=194).

Skill Requirements. The majority (58.3%) of the estimated job openings required reading skills *greater than 10th grade level*, with equivalent math skills (see Chart 4 & 5) required at 57.3% of estimated job openings. This is mostly due to 53.7% of the estimated job openings requiring a *high school diploma* (33.8%) or one of three *certifications or higher* (19.9%). *Casinos (except Casino Hotels), Passenger Car Rental and Leasing, RV (Recreational Vehicle) Parks and Recreational Camps, Scheduled Air Transportation, Motion Picture and Video Exhibition, Historical Sites, Casino and Hotel, and Full-Service Restaurants*, which made up 46.8% of all estimated Recreation, Tourism & Hospitality job openings, required reading and math skills *greater than 10th grade*; ranging from 95.0% to 100.0%, of the sub-category's total estimated job openings.

Reading Skills Requirement

No reading skills required	54	9.1%	
< 10th grade	43	7.2%	
10th grade	129	21.7%	
> 10th grade	346	58.3%	←
Don't Know/Not Sure	22	3.7%	

Math Skills Requirements

No Math skills required	108	18.2%	
< 10th grade	24	4.0%	
10th grade	100	16.8%	
> 10th grade	340	57.3%	←
Don't Know/Not Sure	22	3.7%	

Chart 4. Percent of Total Estimated Job Openings Requiring Reading Skills Greater than 10th Grade by Sub-category

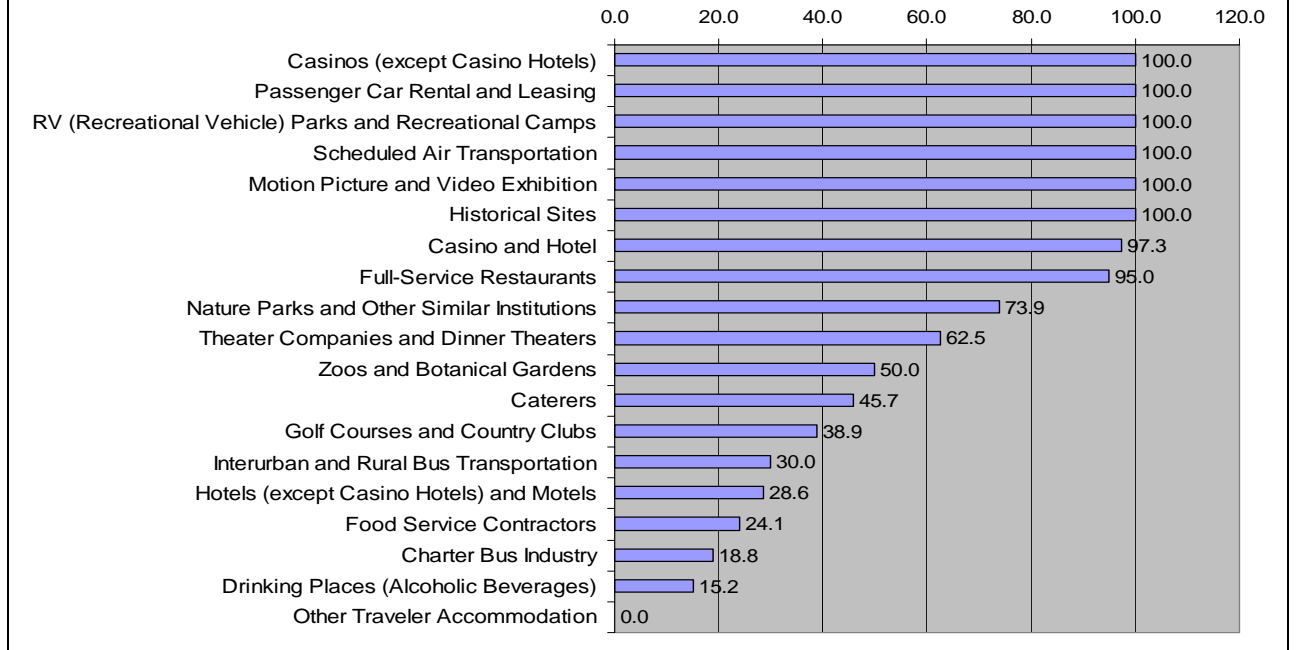
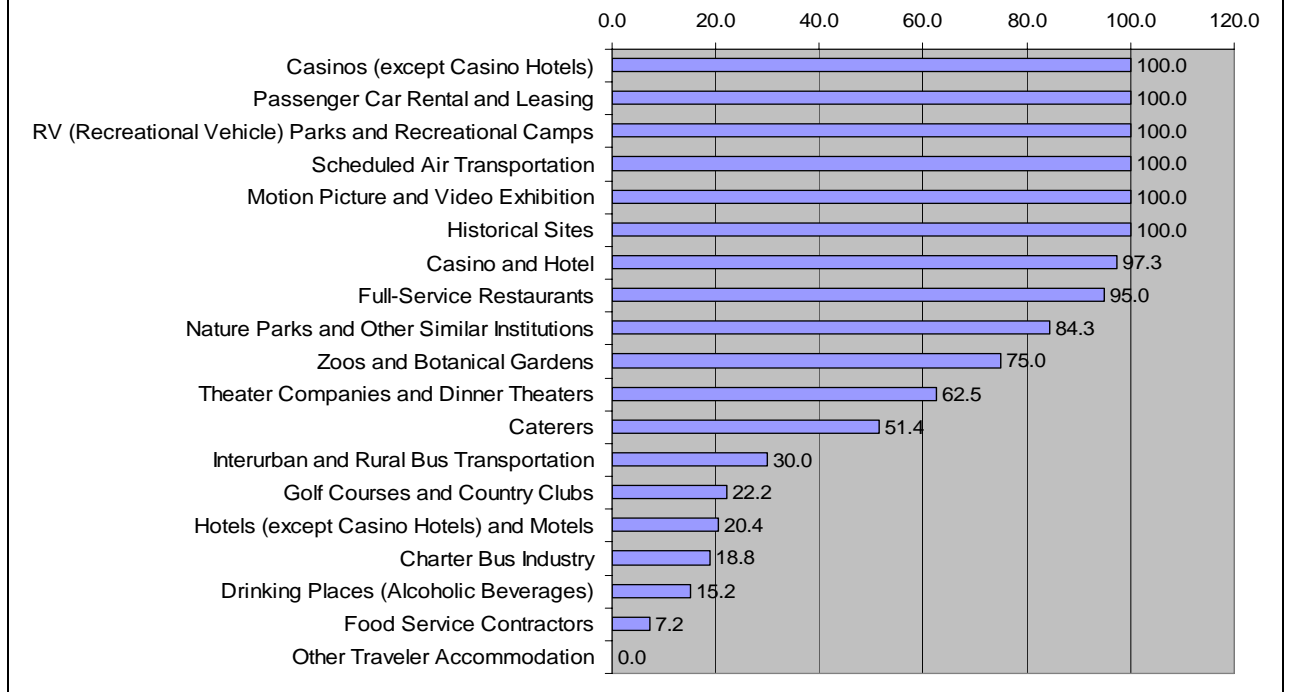
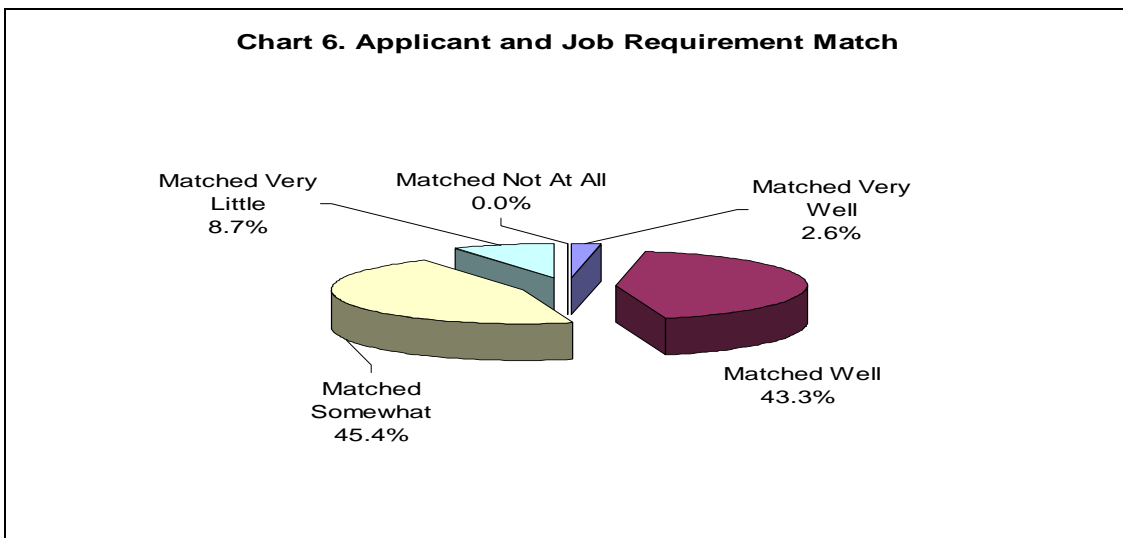


Chart 5. Percent of Total Estimated Job Openings Requiring Math Skills Greater than 10th Grade by Sub-category



Applicants’ Skills Compared to Job Requirements¹⁴. When survey respondents were asked to rate the skills of applicants in comparison with the skill requirements of the job openings reported, 45.9% responded *matched very well* or *matched well* while another 45.4% responded *matched somewhat*.

Matched Very Well	2.6%	}	45.9%
Matched Well	43.3%		
Matched Somewhat	45.4%		
Matched Very Little	8.7%		
Matched Not At All	0.0%		

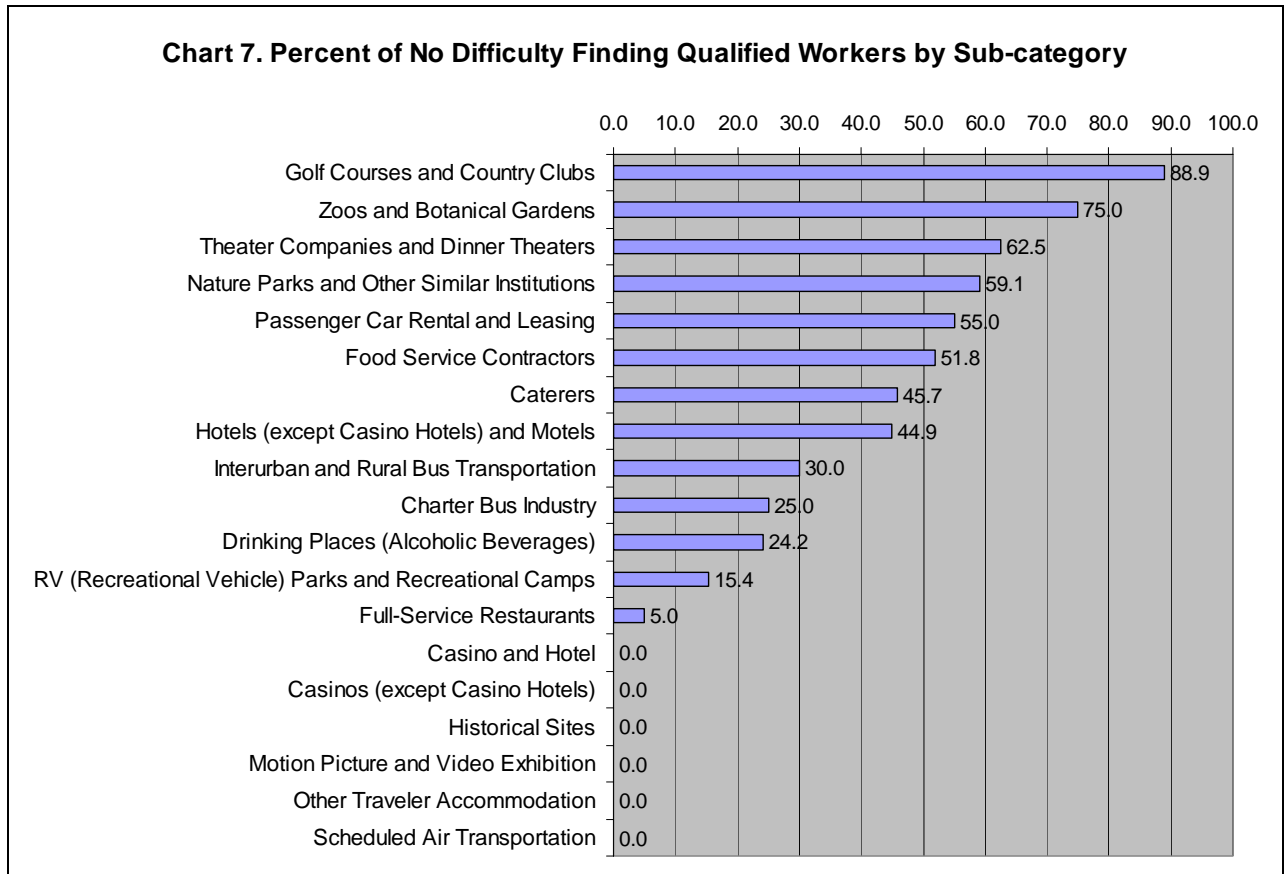


Difficulty Finding Applicants¹⁵. When survey respondents were asked to rate the difficulty finding qualified workers, 46.2% (see Chart 7) said that they had *no difficulty* while another 41.0% said they had *some difficulty*.

Great Difficulty	12.8%	
Some Difficulty	41.0%	
No Difficulty	46.2%	←

¹⁴ Percentages based on the total number of openings in which there was a response to the question “Have applicants met job requirements?” other than *don’t know/not sure* (N=469).

¹⁵ Percentages based on the total number of openings in which there was a response to the question “Is this position difficult to fill with the required experience needed?” other than *don’t know/not sure* (N=485).



Shortcomings of Recent Applicants¹⁶. Survey respondents were asked to identify which personal attributes, workplace competencies and/or skills were found lacking in recent applicants. *Poor work ethic* was the most reported shortcoming at 66.7%, followed by *poor customer service skills* (41.9%) and the *inability to understand written information* (33.3%).

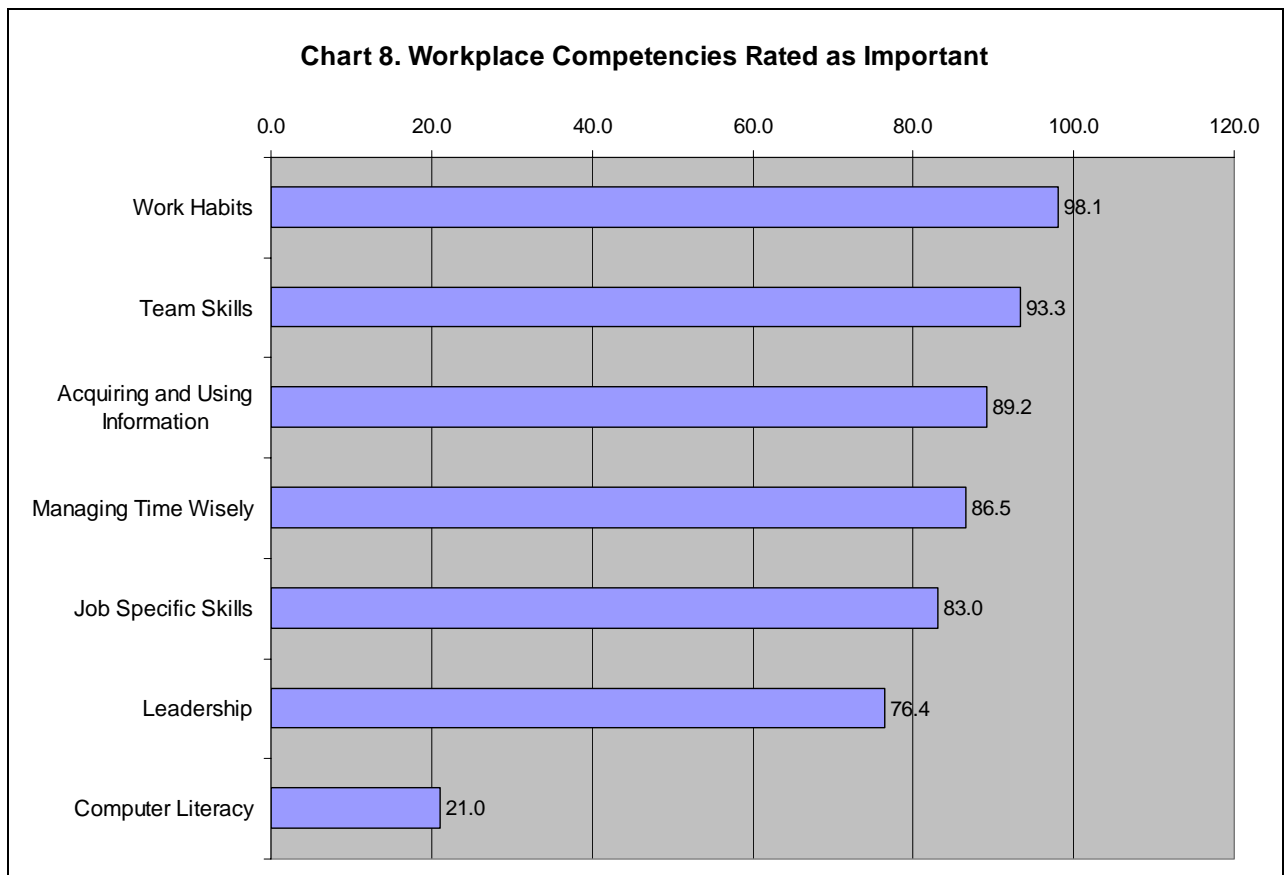
	Percent Responding Yes
Poor Work Ethic	66.7
Poor Customer Service Skills	41.9
Inability to Understand Written Information	33.3
Lack of Positive Attitude	29.6
Poor Communication Skills	28.1
Lack of Industry Knowledge	21.5
Poor Writing Skills	14.4
Lack of Computer Skills	13.0
Poor Basic Math	13.0
Poor Technical Skills	13.0

¹⁶Percentages based on the total number of openings in which one or more of the workplace competencies and/or skills were reported in the Shortcomings Category other than *don't know/not sure* (N=270).

Workplace Competencies¹⁷. Survey respondents were asked to identify a series of personal attributes that were considered important to the job performance of a worker in a particular *Recreation, Tourism & Hospitality* occupation. All attributes were found to be positively important ranging from *computer literacy* at 21.0% to *work habits* at 98.1%.

**Percent Responding
Important**

Work Habits	98.1
Team Skills	93.3
Acquiring and Using Information	89.2
Managing Time Wisely	86.5
Job Specific Skills	83.0
Leadership	76.4
Computer Literacy	21.0

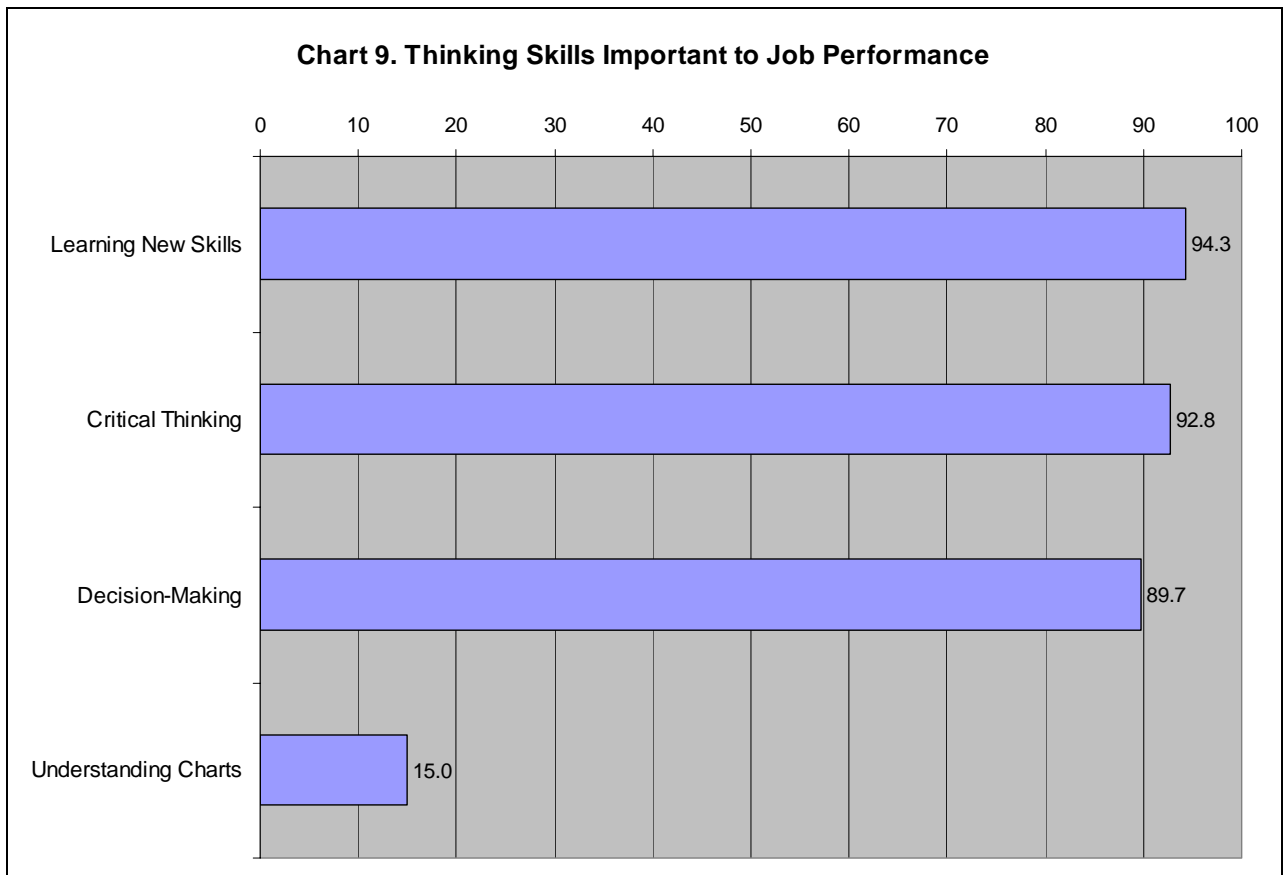


¹⁷Percentages based on the total number of openings in which one or more of the personal attributes were reported in the Workplace Competencies Category (N=594).

Thinking skill¹⁸. Survey respondents were also asked to consider what types of thinking skills were important to the job performance of a worker in a particular Recreation, Tourism & Hospitality occupation. These skills included *learning new skills* (94.3%), *critical thinking* (92.8%), *decision-making* (89.7%), and *understanding charts* (15.0%).

**Percent Responding
Yes**

Learning New Skills	94.3
Critical Thinking	92.8
Decision-Making	89.7
Understanding Charts	15.0



¹⁸ Percentages based on the total number of openings in which one or more of the skills were reported in the Thinking Skills Category (N=594).

Full-Time Occupations by Required Education**Four-Year College Degree or Higher**

Construction Managers
Curators
Financial Analysts
First-Line Supervisors and Manager/Supervisors - Landscaping Workers
First-Line Supervisors, Customer Service
First-Line Supervisors/Managers of Mechanics, Installers, and Repairers
Food Service Managers
General and Operations Managers
Human Resources Managers
Marketing Managers
Purchasing Managers
Recreation Workers
Retail Salespersons
Transportation Managers

Two Year Associated Degree

General and Operations Managers
Payroll and Timekeeping Clerks

Professional, Technical or Special Certification

Audio and Video Equipment Technicians
Emergency Medical Technicians and Paramedics
Executive Secretaries and Administrative Assistants
Gaming Cage Workers
Lifeguards, Ski Patrol, and Other Recreational Protective Service Workers
Maintenance and Repair Workers, General
Preschool Teachers, Except Special Education
Security Guards
Training and Development Specialists

Full-Time Occupations by Required Education**High School Degree or Some High School**

Automotive Master Mechanics
Bookkeeping, Accounting, and Auditing Clerks
Bus Drivers, Transit and Intercity
Child Care Workers
Cleaners of Vehicles and Equipment
Combined Food Preparation and Serving Workers, Including Fast Food
Cooks, Restaurant
Cooks, Short Order
Counter and Rental Clerks
Customer Service Representatives
Dining Room and Cafeteria Attendants and Bartender Helpers
Dishwashers
First-Line Supervisors/Managers of Mechanics, Installers, and Repairers
Food Preparation Workers
Gaming Change Persons and Booth Cashiers
Gaming Surveillance Officers and Gaming Investigators
Hotel, Motel, and Resort Desk Clerks
Housekeeping Supervisors
Janitors and Cleaners, Except Maids and Housekeeping Cleaners
Landscaping and Groundskeeping Workers
Lifeguards, Ski Patrol, and Other Recreational Protective Service Workers
Maids and Housekeeping Cleaners
Maintenance and Repair Workers, General
Office Clerks, General
Parking Lot Attendants
Preschool Teachers, Except Special Education
Protective Service Workers, All Other
Receptionists and Information Clerks
Security Guards
Taxi Drivers and Chauffeurs
Truck Drivers, Light or Delivery Services
Waiters and Waitresses

No Education Required

Bus and Truck Mechanics and Diesel Engine Specialists
Food Service Managers
Hotel, Motel, and Resort Desk Clerks
Landscaping and Groundskeeping Workers

PART 2: RECREATION, TOURISM & HOSPITALITY COMPANY, INDUSTRY AND EMPLOYMENT TREND¹⁹

Recreation, Tourism & Hospitality companies were asked a series of questions about their assessment of the company's recent and near-term sales and employment history. In addition, they were asked to assess their industry's performance and describe what they believed were the greatest challenges to company growth. Finally, they were asked to list the methods by which they recruit employees.

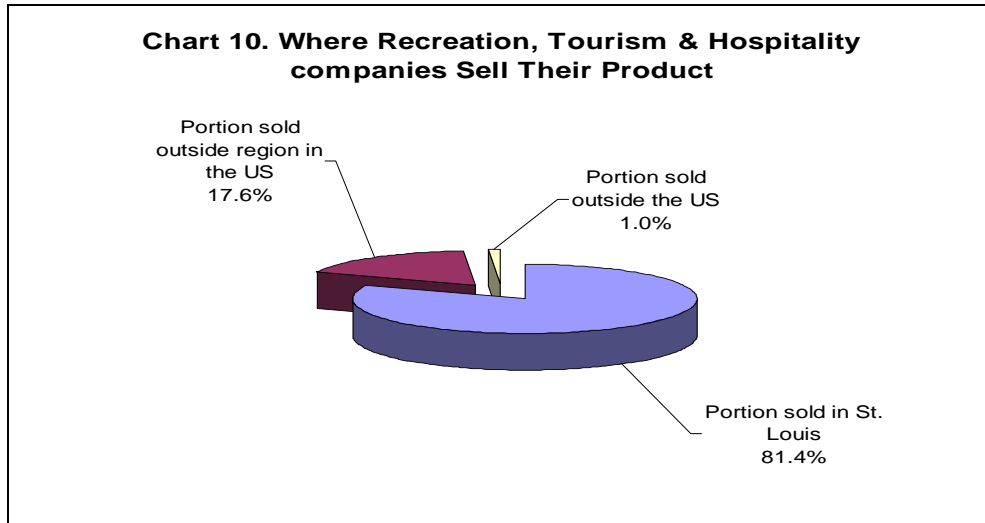
Overall, the results show that Recreation, Tourism & Hospitality companies are optimistic about their future sales and employment. A modest number of companies, just over 6 in 10, anticipate that sales will grow modestly or strong in the coming year, with another 26.0% to remain the same. Even more promising, a large portion of the Recreation, Tourism & Hospitality companies did not experience employment declines and many anticipate maintaining this level of employment one year into the future. In addition, approximately 9 in 10 companies reported good, very good, or excellent financial health or profitability. Moreover, at the same time, survey respondents rated the industry's overall health and profitability slightly lower, with fewer companies rating the industry health as excellent and more companies rating it as good or fair. The greatest reported challenges²⁰ to company growth were government regulation and finding qualified labor. Recreation, Tourism & Hospitality companies reported using referrals, newspaper, the Internet, in house promotions and colleges/universities as the methods most often implemented for employee recruitment.

¹⁹ All totals and percentages in Part 2 of this report are based on total number of respondents N = 314 unless otherwise footnoted.

²⁰ *Other* consisted of 29.4% of all responses but consists of a large range of miscellaneous responses too numerous to categorize or list (See Appendix B).

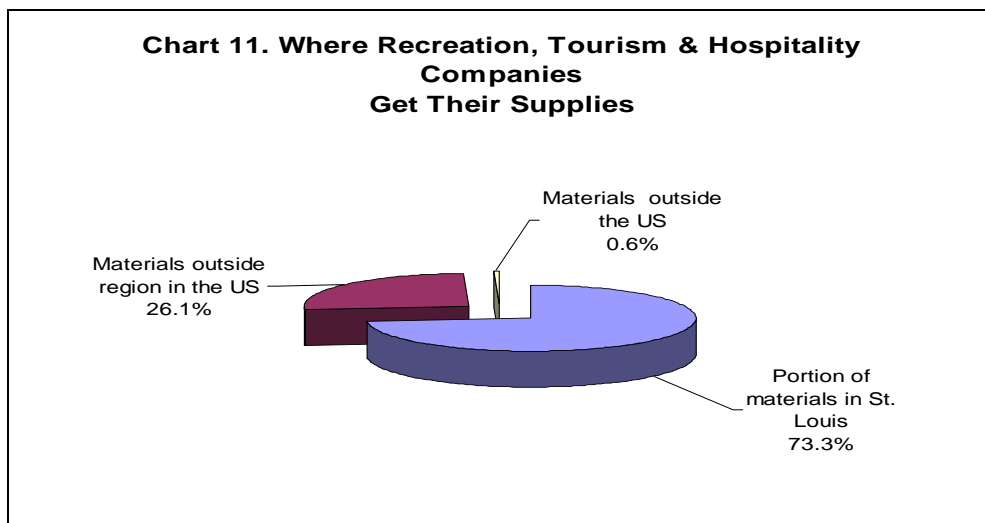
Where Recreation, Tourism & Hospitality companies in the St. Louis region sell their products/services:

In St. Louis	Mean = 81.4%
Outside St. Louis region (in the US)	Mean = 17.6%
Outside the US	Mean = 1.0%



Where Recreation, Tourism & Hospitality companies in the St. Louis region get their supplies:

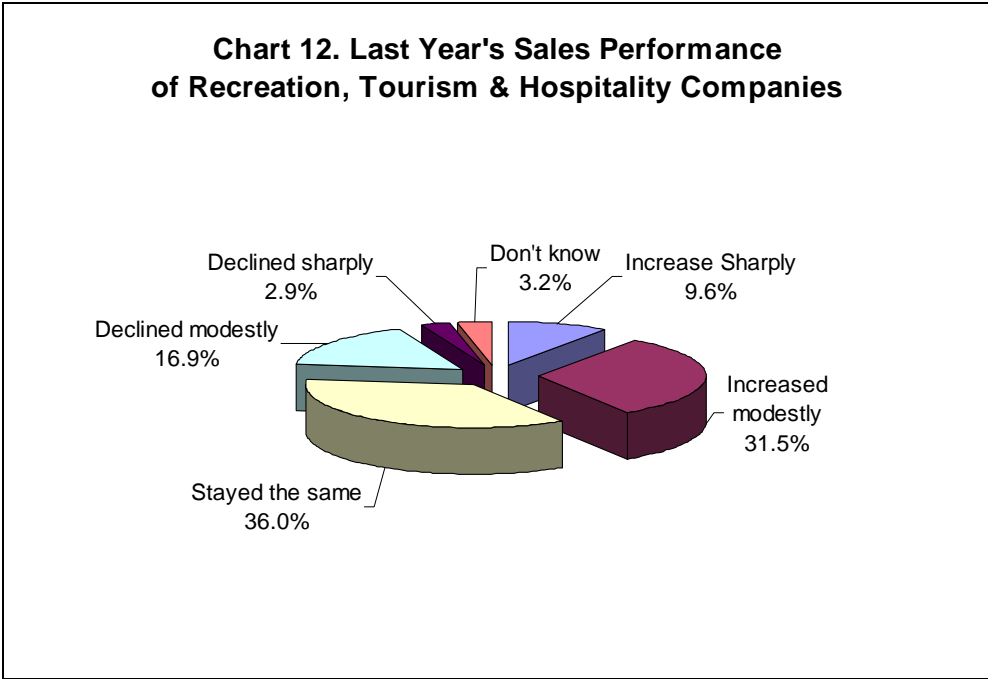
In St. Louis	Mean = 73.3%
Outside St. Louis region (in the US)	Mean = 26.1%
Outside the US	Mean = 0.6%



Last Year's Sales Trends. Recreation, Tourism & Hospitality companies were asked to describe the sales of their company over the past year. Overall, 77.1% of these companies reported sales that either *stayed the same* or increased with 41.1% of these companies showing either a *moderate* (31.5%) or *sharp* (9.6%) increase.

During the past year, sales have:

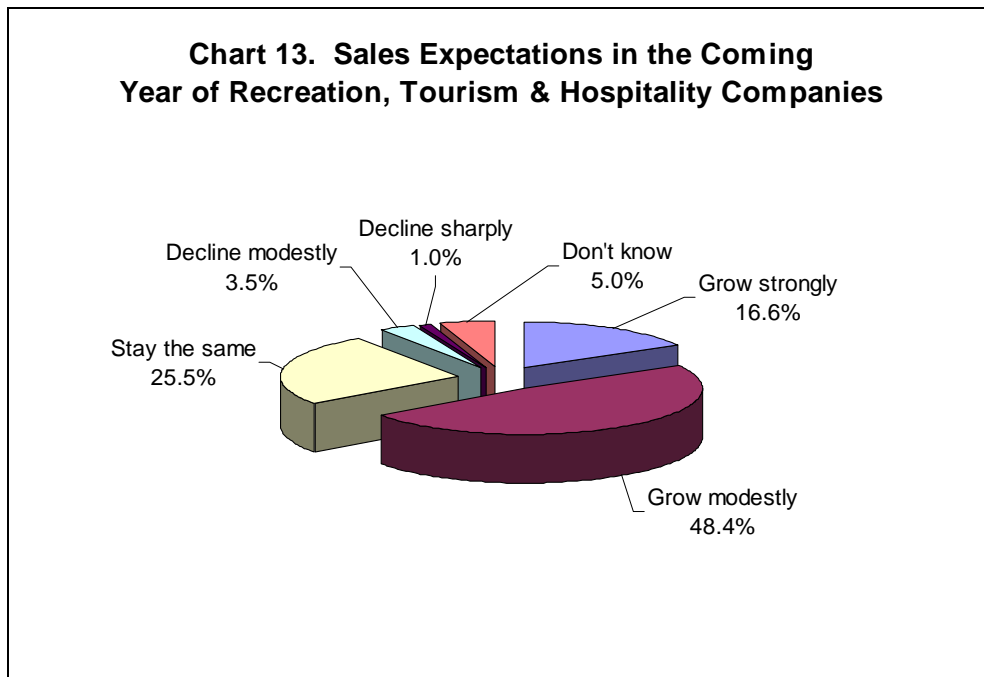
Increase sharply	30	9.6%	} 77.1%
Increased modestly	99	31.5%	
Stayed the same	113	36.0%	
Declined modestly	53	16.9%	
Declined sharply	9	2.9%	
Don't know	10	3.2%	



Sales Expectations in the Coming Year. Recreation, Tourism & Hospitality companies were asked to describe their sales expectations for the coming year. Overall, these companies were optimistic with 65.0% expressing *strong or modest growth* over the next year while another 25.5% responded that they thought their sales would *stay the same* in the coming year.

In the coming year sales are expected to:

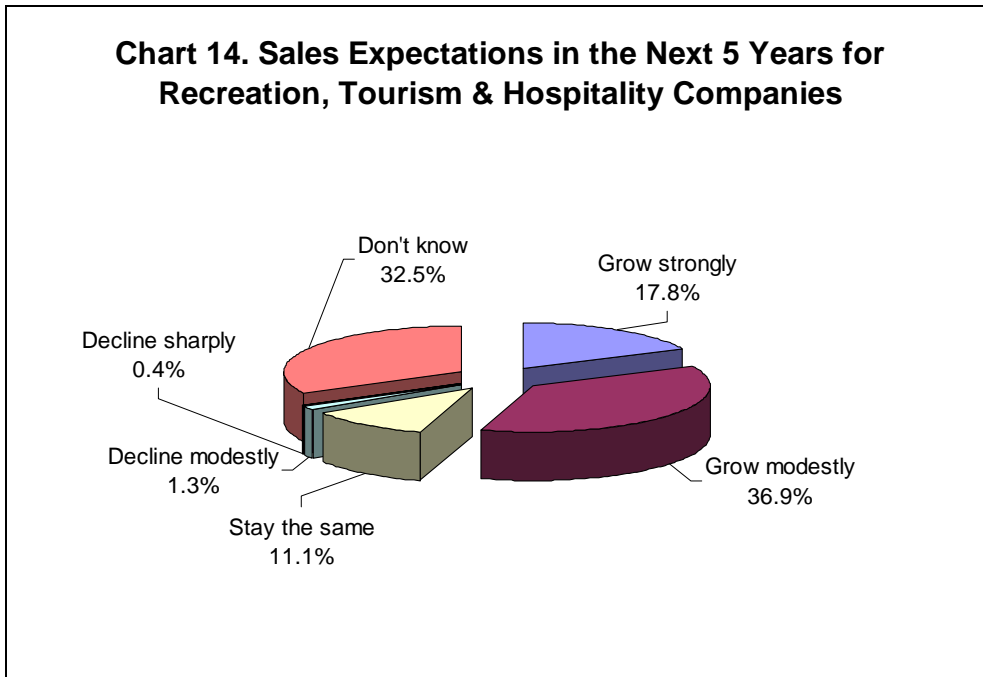
Grow strongly	52	16.6%	} 65.0%
Grow modestly	152	48.4%	
Stay the same	80	25.5%	
Decline modestly	11	3.5%	
Decline sharply	3	1.0%	
Don't know	16	5.0%	



Sales Expectations over the Next Five Years. Recreation, Tourism & Hospitality companies were asked to describe their sales expectations for the next five years. The majority of these companies had positive expectations (54.7%) for their company’s growth 5 years into the future, with 36.9% expecting to *grow modestly* and another 17.8% expecting to *grow strongly* over the next five years.

Over the next five years sales are expected to:

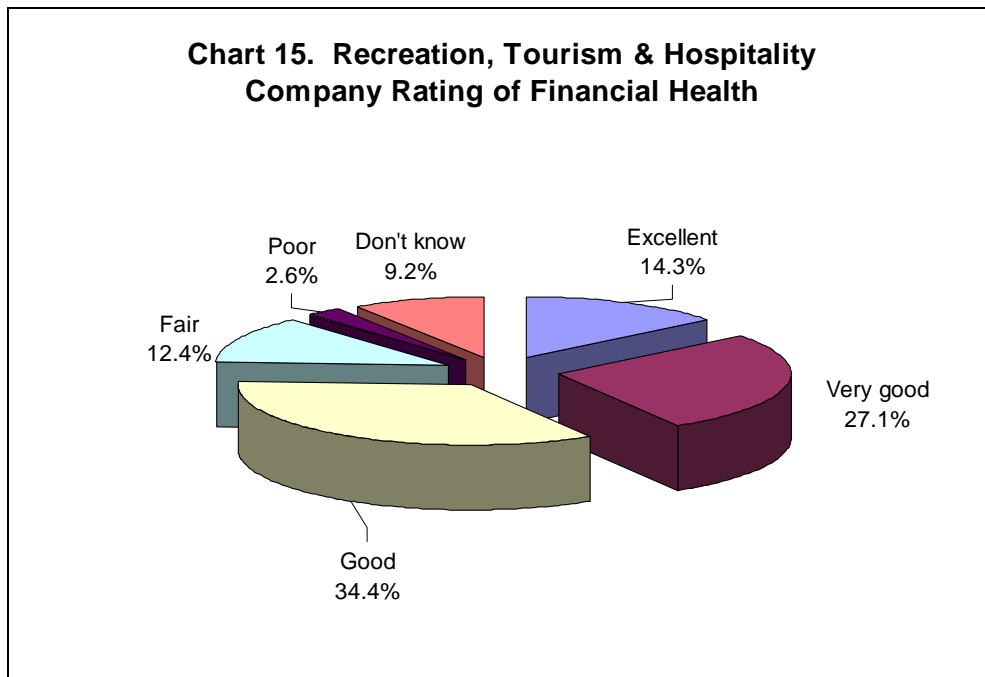
Grow strongly	56	17.8%	} 54.7%
Grow modestly	116	36.9%	
Stay the same	35	11.1%	
Decline modestly	1	1.3%	
Declined sharply	1	0.3%	
Don't know	102	32.5%	



Company Financial Health and/or Profitability. Recreation, Tourism & Hospitality companies were asked to describe their company's financial health and/or profitability. In general, ratings were high with 75.8% of Recreation, Tourism & Hospitality companies rating their health *excellent, very good or good*.

Company financial health ratings:

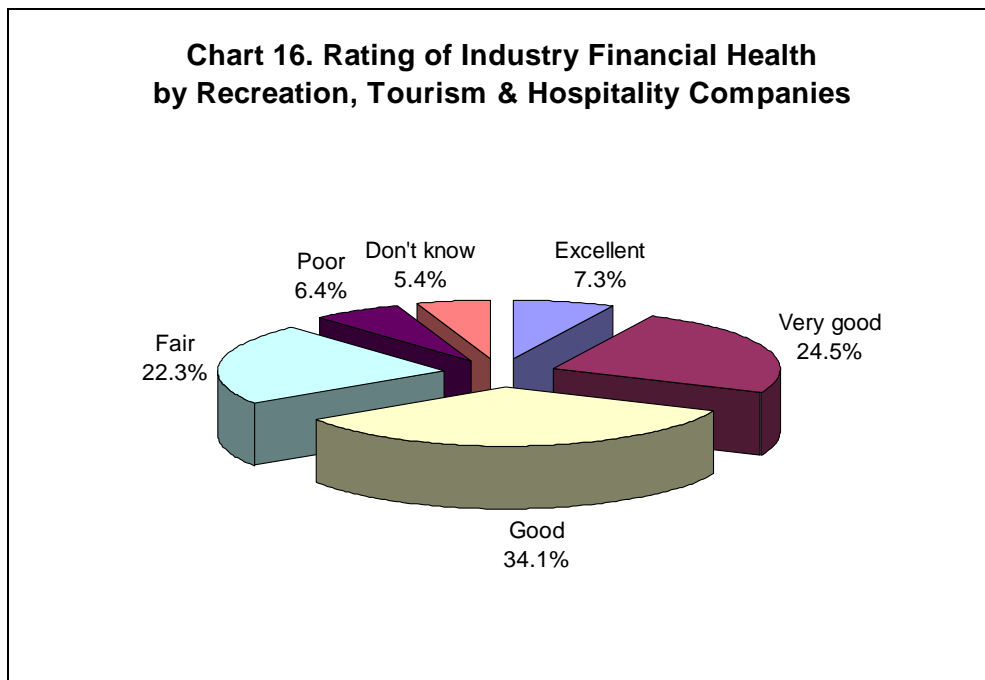
Excellent	45	14.3%	} 75.8%
Very good	85	27.1%	
Good	108	34.4%	
Fair	39	12.4%	
Poor	8	2.6%	
Don't know	29	9.2%	



Industry Financial Health and/or Profitability. Recreation, Tourism & Hospitality companies were asked to describe the financial health and/or profitability of their industry. A majority (65.9%) of the companies rated the industry’s health as *excellent*, *very good* or *good*, nevertheless 22.3% companies reported *fair* industry health and/or profitability.

Rate your industry’s financial and/or profitability:

Excellent	23	7.3%	}	65.9%
Very good	77	24.5%		
Good	107	34.1%		
Fair	70	22.3%		
Poor	20	6.4%		
Don't know	17	5.4%		

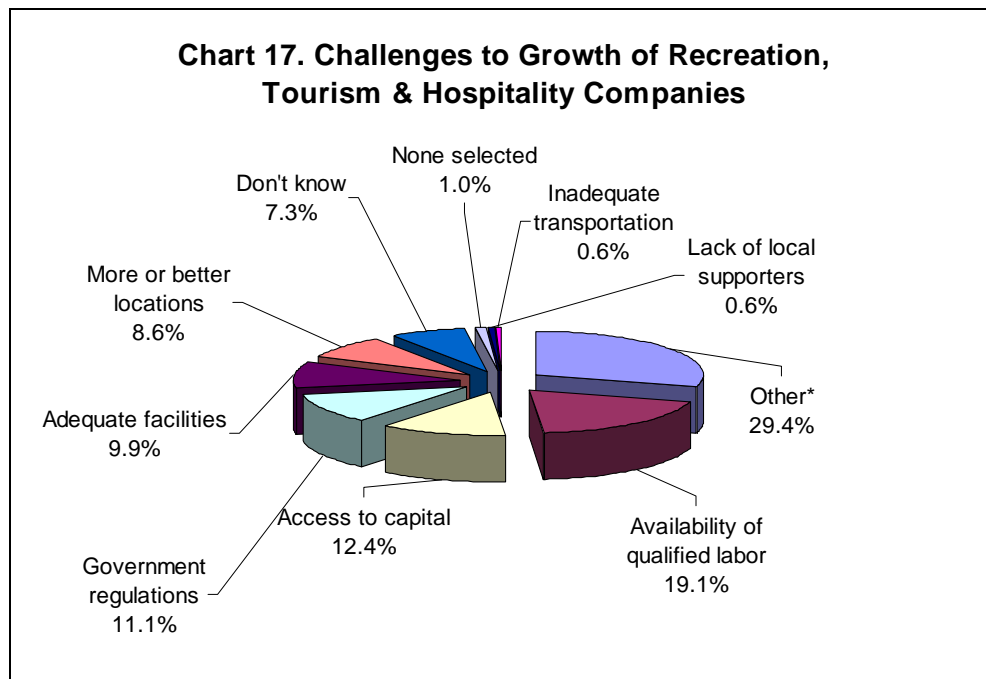


Greatest Challenges to Continued Company Growth. Recreation, Tourism & Hospitality companies were asked to choose, from many options, what they believed posed the greatest challenge to their continued growth. *Availability of qualified labor* (19.1%) was cited most often by Recreation, Tourism & Hospitality companies trailed by *access to capital* (12.4%).

Greatest challenges to continued growth:

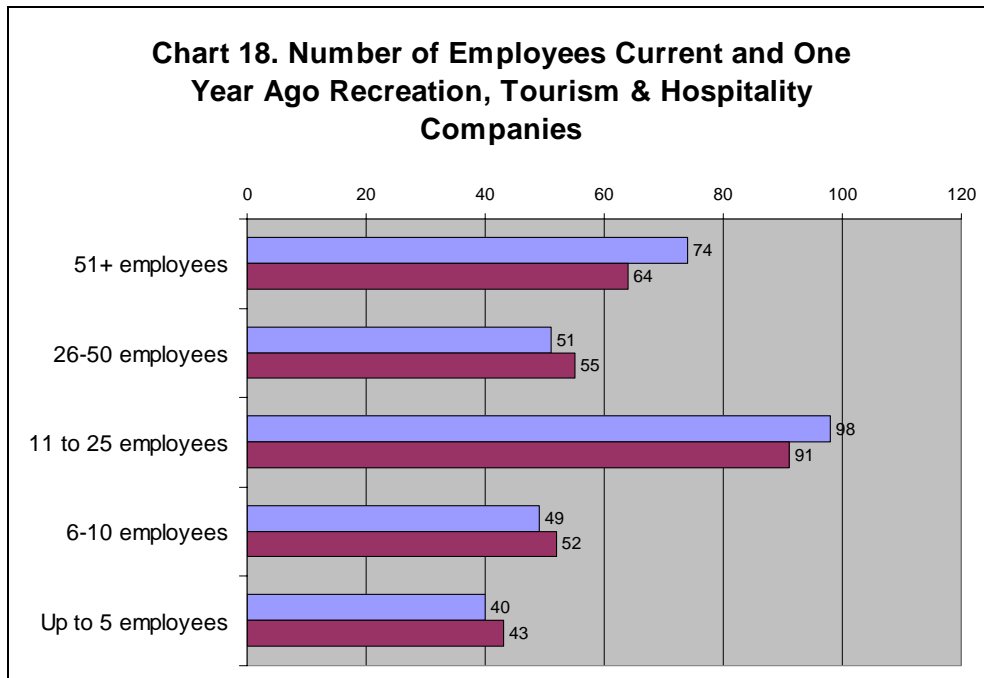
Other*	29.4%
Availability of qualified labor	19.1%
Access to capital	12.4%
Government regulations	11.1%
Adequate facilities	9.9%
More or better locations	8.6%
Don't know	7.3%
None selected	1.0%
Lack of local supporters	0.6%
Inadequate transportation	0.6%

*See Appendix B.



Recreation, Tourism & Hospitality Employment²¹. Recreation, Tourism & Hospitality companies were asked a series of questions relating to their level of employment. They were asked how many people they currently employ, followed by questions relating to past (one year ago) and future employment (in the coming year and five years). The employment picture, which is relatively unchanged, is consistent with economic conditions of the past year. The data is summarized below.

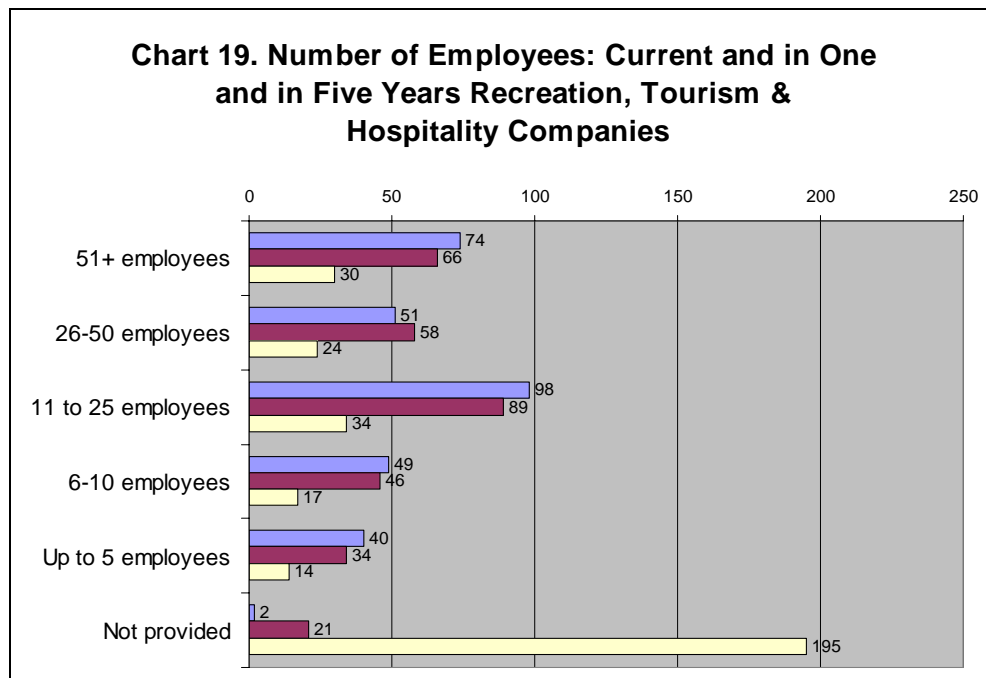
Number of Employees	Current		One Year Ago	
	Count	Percentage	Count	Percentage
51+ employees	74	23.7%	64	21.0%
21-50 employees	51	16.3%	55	18.0%
11 to 20 employees	98	31.4%	91	29.8%
6-10 employees	49	15.7%	52	17.0%
Up to 5 employees	40	12.8%	43	14.1%



²¹ Percentages based on companies that responded to the question “How many employees does your company CURRENTLY employ in the St. Louis metropolitan area?” (Current year: N = 312, One year ago: N = 305).

For most companies, the employment picture is expected to remain relatively unchanged one year into the future, which is also consistent with the economic condition of the past year. Overall, the uncertainty created by the current extended soft labor market is reflected in the data collected from respondents asked to project employment five years out. This uncertainty is seen by the large number of responses *not provided* to this question. The data is summarized below.

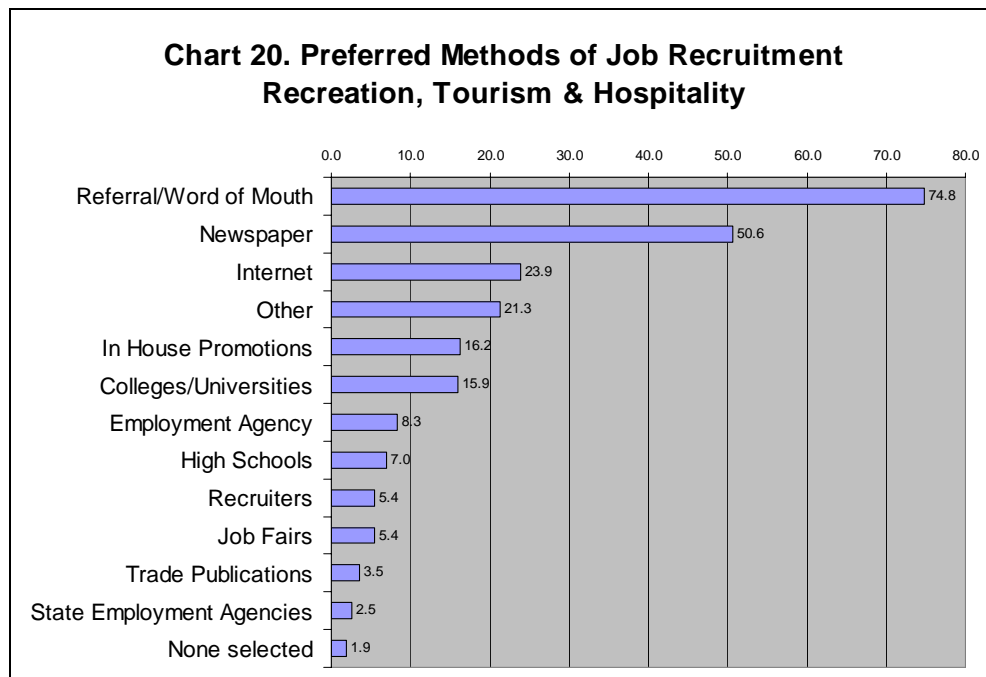
Number of Employees	Current		In One Year		In Five Years	
	Count	%	Count	%	Count	%
51+ employees	74	23.6	66	21.0	30	9.6
26-50 employees	51	16.2	58	18.5	24	7.6
11 to 25 employees	98	31.2	89	28.3	34	10.8
6-10 employees	49	15.6	46	14.6	17	5.4
Up to 5 employees	40	12.7	34	10.8	14	4.5
Not provided	2	0.6	21	6.7	195	62.1



Company Employment Recruitment. Recreation, Tourism & Hospitality companies were asked to describe what methods they employ to fill job openings. The most common methods used were *referral, newspaper, the internet, in house promotions, and colleges/universities.*

Methods used to recruit employees:

Referral/Word of Mouth	235	74.8%
Newspaper	159	50.6%
Internet	75	23.9%
Other	67	21.3%
In House Promotions	51	16.2%
Colleges/Universities	50	15.9%
Employment Agency	26	8.3%
High Schools	22	7.0%
Recruiters	17	5.4%
Job Fairs	17	5.4%
Trade Publications	11	3.5%
State Employment Agencies	8	2.5%
None selected	6	1.9%



Appendix A

Openings per Occupation

33-9092.00	Lifeguards, Ski Patrol, and Other Recreational Protective Service Workers	86
37-2012.00	Maids and Housekeeping Cleaners	66
35-3031.00	Waiters and Waitresses	65
53-3021.00	Bus Drivers, Transit and Intercity	38
35-2014.00	Cooks, Restaurant	25
35-9011.00	Dining Room and Cafeteria Attendants and Bartender Helpers	22
35-3021.00	Combined Food Preparation and Serving Workers, Including Fast Food	20
43-4081.00	Hotel, Motel, and Resort Desk Clerks	18
33-9099.99	Protective Service Workers, All Other	15
41-2021.00	Counter and Rental Clerks	14
53-3022.00	Bus Drivers, School	13
35-3022.00	Counter Attendants, Cafeteria, Food Concession, and Coffee Shop	13
37-3019.99	Grounds Maintenance Workers, All Other	12
33-9032.00	Security Guards	10
27-2031.00	Dancers	10
41-2011.00	Cashiers	9
53-3041.00	Taxi Drivers and Chauffeurs	8
35-9031.00	Hosts and Hostesses, Restaurant, Lounge, and Coffee Shop	7
37-2011.00	Janitors and Cleaners, Except Maids and Housekeeping Cleaners	7
53-7061.00	Cleaners of Vehicles and Equipment	7
49-3023.01	Automotive Master Mechanics	6
25-2011.00	Preschool Teachers, Except Special Education	6
53-6021.00	Parking Lot Attendants	6
35-3011.00	Bartenders	6
43-4051.00	Customer Service Representatives	5
41-2012.00	Gaming Change Persons and Booth Cashiers	5
35-2021.00	Food Preparation Workers	4
11-9051.00	Food Service Managers	4
37-3011.00	Landscaping and Groundskeeping Workers	4
39-1011.00	Gaming Supervisors	4
39-3011.00	Gaming Dealers	4
29-2041.00	Emergency Medical Technicians and Paramedics	4
25-4011.00	Archivists	4
41-2031.00	Retail Salespersons	4
53-3033.00	Truck Drivers, Light or Delivery Services	4
39-3091.00	Amusement and Recreation Attendants	3
43-6011.00	Executive Secretaries and Administrative Assistants	3
39-9011.00	Child Care Workers	3
49-9042.00	Maintenance and Repair Workers, General	3

Appendix A (continued)**Openings per Occupation**

11-1021.00	General and Operations Managers	3
43-3041.00	Gaming Cage Workers	3
27-2011.00	Actors	3
43-1011.01	First-Line Supervisors, Customer Service	2
35-1011.00	Chefs and Head Cooks	2
49-1011.00	First-Line Supervisors/Managers of Mechanics, Installers, and Repairers	2
43-9061.00	Office Clerks, General	2
35-3041.00	Food Servers, Nonrestaurant	2
43-5081.03	Stock Clerks- Stockroom, Warehouse, or Storage Yard	2
43-4171.00	Receptionists and Information Clerks	2
39-9032.00	Recreation Workers	2
37-1012.02	First-Line Supervisors and Manager/Supervisors - Landscaping Workers	1
13-1073.00	Training and Development Specialists	1
11-3071.01	Transportation Managers	1
11-3061.00	Purchasing Managers	1
13-2051.00	Financial Analysts	1
11-3040.00	Human Resources Managers	1
11-2021.00	Marketing Managers	1
11-2011.00	Advertising and Promotions Managers	1
11-9021.00	Construction Managers	1
25-4012.00	Curators	1
27-4011.00	Audio and Video Equipment Technicians	1
33-9031.00	Gaming Surveillance Officers and Gaming Investigators	1
51-3011.01	Bakers, Bread and Pastry	1
35-2015.00	Cooks, Short Order	1
43-3031.00	Bookkeeping, Accounting, and Auditing Clerks	1
35-9021.00	Dishwashers	1
37-1011.01	Housekeeping Supervisors	1
43-5011.00	Cargo and Freight Agents	1
39-2021.00	Nonfarm Animal Caretakers	1
39-6021.00	Tour Guides and Escorts	1
43-3051.00	Payroll and Timekeeping Clerks	1
49-3031.00	Bus and Truck Mechanics and Diesel Engine Specialists	1

Appendix B

Other Challenges to Continued Growth

COMPETITION	16	17.40%
ECONOMY	13	14.10%
CUSTOMER BASE	3	3.30%
NOT LOOKING TO GROW	3	3.30%
CUSTOMERS	2	2.20%
A GROWTH OF BUSINESS OVERALL	1	1.10%
ACCESS TO CLIENTS & NEW BUSINESS	1	1.10%
ACTIVITY OF CONVENTION AREA	1	1.10%
ADVERTISEMENT OF ST LOUIS	1	1.10%
AIRLINES	1	1.10%
BETTER CUSTOMER BASE	1	1.10%
BIGGER CUSTOMER BASE	1	1.10%
CASINOS	1	1.10%
CHANGE OF MARKET	1	1.10%
CUSTOMER BASE & ECONOMY	1	1.10%
DEMAND	1	1.10%
DEPENDS ON COMPETITIVENESS OF ...	1	1.10%
DISPOSABLE INCOME	1	1.10%
DO NOT INTEND TO GROW-PRIVATE ...	1	1.10%
DON'T WANT TO GROW	1	1.10%
ECONOMY-CUSTOMER CARE BASE	1	1.10%
EDUCATE THE PUBLIC	1	1.10%
FEAR OF TRAVEL SINCE 9-11	1	1.10%
FUEL PRICES	1	1.10%
FUND RAISING	1	1.10%
GAS PRICES	1	1.10%
GETTING PEOPLE TO COME DOWNTO...	1	1.10%
GETTING WORD ABOUT WHERE WE A...	1	1.10%
GETTING WORD OUT ABOUT FACILITI...	1	1.10%
GOVERNMENT COMPETITION	1	1.10%

Appendix B (continued)**Other Challenges to Continued Growth**

GOVERNMENT TAX BASE	1	1.10%
HEALTH CARE COSTS	1	1.10%
HEALTHCARE COSTS	1	1.10%
I DON'T WANT TO GROW	1	1.10%
I DON'T WANT TO GROW-I'M 70 YRS ...	1	1.10%
INSURANCE COSTS	1	1.10%
INTERNAL MANAGEMENT	1	1.10%
MIDDLE CLASS SECTION BEING DEST...	1	1.10%
MORE ADVERTISING	1	1.10%
MORE DEMAND	1	1.10%
MORE MONEY FOR MKTG & NAME REC...	1	1.10%
NEED MORE CUSTOMERS	1	1.10%
NEW CLIENTELE	1	1.10%
NONE	1	1.10%
NUMBER OF EVENTS WE CAN MANA...	1	1.10%
PASSING NON-SMOKING BILL	1	1.10%
PEOPLE HAVING ACCESS TO THE BAS...	1	1.10%
POPULATON GROWTH SWITCHED	1	1.10%
PRICE OF GAS	1	1.10%
PRODUCTS FROM QUALITY DISTRIBU...	1	1.10%
PUBLIC PERCEPTION	1	1.10%
RECOGNITION	1	1.10%
SHIFT FROM GOLF TO CASINOS	1	1.10%
SLOWDOWN IN CORPORATE SPENDI...	1	1.10%
SMOKING BAN WOULD BE BAD FOR ...	1	1.10%
TIME	1	1.10%
TRANSPORATION FUNDING FROM ST...	1	1.10%
TRAVEL RESTRICTIONS	1	1.10%
WE DON'T WANT TO GROW	1	1.10%
WHATEVER AFFECTS US TRAVEL	1	1.10%

Appendix C

R, T & H Companies

A & A AUTO RENTAL INC	1
AAS FOOD SVC INC	1
ACORNS GOLF LINKS CLUBHOUSE	1
AIR RESCUE	1
ALLSTATES AIR CARGO	1
ALTON PARK & REC	1
AMER KENNEL CLUB & MUSEUM	1
AMERICAN LEGION	1
AMF DICK WEBER LANES	1
AMF STRIKE N SPARE LANES	1
ANNBRIAR GOLF COURSE	1
APPLEGATES DELI & MARKET	1
AS YOU LIKE IT	1
ATLANTIC EXPRESS OF MISSOURI	2
ATLTON OTB	1
ATRIUM BANQUET & CATERING SVC	1
BALLS N STRIKES O'FALLON	1
BALLWIN RECREATION COMPLEX	1
BANDANAS MISSOURI LLC	1
BANQUET CENTER INC	1
BARBLER STATE PARK	1
BAX GLOBAL INC	1
BAYMONT INN & SUITES	2
BB'S JAZZ BLUE & SOUP INC	1
BEL-AIR BOWL	1
BELLE-CLAIR FAIRGROUNDS PARK	1
BERKLEY PARKS & REC	1
BERRY HILL GOLF COURSE	1
BILTMORE MANOR CONFERENCE	1
BINMFDORDS BAR & GRILL	1
BOB CONSTANTIN-MUSIC BOX	1
BOONE VALLEY GOLF CLUB	1
BOONE VALLEY GOLF CLUB MAINT FACILITY	1
BRIDGETON PARK & RECREATION	1
BUDGET LODGING	1
BULL EYE LLC	1
BUTLER PANTRY	1
CADDY SHACK	1
CADDY SHACK SPORTS BAR & GRILL	1
CAMP MO-VAL TAMBO	1
CARROLTON KINGPIN LANES	1
CASA GONSALEZ CATERING	1
CASEY'S CARRY OUT	1
CASINO HOTEL	1
CASSENS AUTO LEASING	1
CCRC/GOLFPORT	1
CENTERAL STATES BUS SALES INC	1
CHAMPS SPORTS	1

Appendix C (continued)
R, T & H Companies

CHASE PARK PLAZA	1
CHESHIRE INN	1
CHILDRENS TIME	1
CHRISTIN HOLIDAY TOURS	1
CINEMA 1 PLUS	1
CINEMA ST LOUIS	1
CITY CLUB	1
CJILDTIME LEARNING CENTER	2
CLUB HOTEL BY DOUBLETREE	1
CLUB HOUSE INN & SUITES	1
COMPLEX	1
CONTRACT DBE OFFICE AT AIRPORT	1
CORNER GEORGE INN	1
COURTYARD ST LOUIS DOWNTOWN	1
CREST BOWL	1
CREVE COEUR CITY GOLF COURSE	1
CROWNE PLAZA HOTEL AT AIRPORT	1
CUISINE DART INC	1
CULVER RIVER STATE PARK	1
DANCE ST LOUIS	1
DANIEL BOONE HOME & BOONESFIELD	1
DANIELE HOTEL	1
DAYS INN	3
DEIEN CHEVROLET INC	1
DELANY CATERING INC	1
DELLWOOD INDOOR SOCCER ARENA	1
DEMENIL MANSION	1
DES PEREO 14 CINEMA	1
DES PERES PARKS & REC	1
DOLLIES PLAYHOUSE	1
DRURY INN	5
DRURY PLAZA	1
DRY DOCK	1
DU BOWL LANES	1
DURHAM SCHOOL SVC	1
DURHAM SCHOOL SVC	1
EAST ALTON PARK & RECREATION	1
EAST ST LOUIS PARK DISTRICT	1
ECONO LODGE	4
ECONOMY INN & SUITES	1
EDISON THEATRE	1
EDWARDSVILLE PARKS & REC	1
ELMWOOD GOLF COURSE	1
EMBASSY SUITES HOTEL	1
EMERALD GREENS	1
EXCEL TRANSPORTATION SVC	1
FAIRFIELD GOLF CLUB	1
FAIRFIELD INN	1

Appendix C (continued)
R, T & H Companies

FAIRMOUNT PARK INC	1
FALLS RECEPTION & CONFERENCE	1
FAMILY MOTOR INN	1
FAMILY SPORTSPLEX	1
FAMOUS MARTINI BAR	1
FERGUSON REC DEPT	1
FIRST STUDENT	1
FISCHER SPORTS BAR	1
FLEMMING TOURS INC	1
FLORISSANT CIVIC CENTER THEATER	1
FLORISSANT PARK & REC	1
FORD RENTAL SYSTEMS	1
FORT BELLA FONTAINE	1
FOX CREEK COUNTRY CLUB	1
FOX HOUNDS TAVERN	1
FRANKLIN COUNTY	1
FUCIFINO CAFE	1
FUNNY BONE COMEDY CLUB	1
G C CUISINE & CHERUB GARDENS	1
GALAXY GOLF	1
GARAVELLIS	1
GASLIGHT INN	1
GATE GOURMET	1
GATEWAY INTERNATIONAL RACEWAY	1
GENERAL TOURS	1
GOOD TIMES BINGO	1
GRANITE CITY PARK DISTRICT	1
GREENSFELDER REC COMPLEX	1
GROUP TOURS INC	1
HAGIES NINETEEN	1
HAMPTON INN & SUITES	1
HANNEKE'S WETWOOD CATERING	1
HARRAHS RIVERPORT CASINO	1
HELVETIA SHARPSHOOTERS SOCIETY	1
HENDRIS BANQUETS & CATERING	1
HESSLERS PUB	1
HIDDEN VALLEY GOLF CLUB INC	1
HIGHLAND PISTOL & RIFLE CLUB	1
HILTON GARDEN INN	1
HILTON ST LOUIS AIRPORT	1
HOLIDAY INN	4
HOLIDAY INN RESTAURANT	1
HOMESTEAD STUDIO SUITES HOTEL	1
HOMESTYLE GOURMET	1
HOPE MONTESSORI DAYCARE/CAMP	1
HOTSHOTS SPORTS BAR & GRILL	1
HOUSE SPRINGS GOLF COURSE	1
HUSKEY BUS SVC	1

Appendix C (continued)
R, T & H Companies

HYATT HOTELS & RESORTS	1
JEFFERSON BARRACKS GOLF TEE	1
JEFFERSON COUNTY PARKS & RECREATION	1
JERRY GERMAIN RIDES	1
JIM WRIGHT & SONS BUS CO	1
JIMS COUNTRY CATERING	1
JJ CLUBHOUSE & BAR	1
JS TOURING	1
JUST BILLS PLACE INC	1
K & L 1 COUNTRY CLUB	1
KELLER PLAZA CINEMA	1
KINGS HOUSE	1
KOKES TAVERN	1
KRIEGERS PUB & GRILL	1
LA CHEFT & CO	1
LAIDLAW TRANSIT INC	9
LAKWOOD GOLF CLUB	1
LAMBERT-ST LOUIS INTL AIRPORT	1
LAMLIGHTER BANQUET CENTER	1
LAZER FORCE LAZER TAG ZONE	1
MACS CMON INN	1
MANCHESTER PARKS & RECREATION	1
MANHATTAN EXPRESS	1
MARISSA GILF COURSE	1
MASCOUTAH BUS GARAGE	1
MERAMEC CAVERNS	1
METRO THEATER CO	1
MEYERS BAR	1
MID AMERICAN COACHES & TOURS	1
MILLENIUM HOTEL (SHERATON FOUR POINTS)	1
MISSOURI BOTANICAL GARDEN	1
MISSOURI HISTORICAL SOCIETY	1
MOJACS	1
MONTESSORI CHILDRENS ACADEMY	1
MOTEL 6	2
MUSEUM OF BLACK INVENTORS	1
MY MOMS TAVERN	1
MY STUDENT TRANSPORTATION INC	1
NATIONAL CAR RENTAL	1
NATIONAL SHRINE OF OUR LADY OF THE SNOWS	1
NESTLE PURINA PETCARE CO	1
NEW MELLE LAKES GOLF COURSES	1
NICK'S PUB	1
NORBS TAVERN	1
NORTH OAKS BOWL	1
NORTHWEST AIPORT-ALL SUITES HOTEL	1
OAK GROVE INN	2
OATS INC	1

Appendix C (continued)
R, T & H Companies

OLD HICKORY GOLF CLUB	1
ORCHARDS GOLF COURSE	1
ORLEANS AMERICAN BEST VALUE	1
OUTSIDER	1
OZ NIGHT CLUB	1
P T S SHOW CLUBS	1
PARK AVENUE MANSION B & B	1
PAYLESS CAR RENTAL INC	1
PENN STATION SUBS	1
PENTHOUSE	1
PERSIMMON WOODS PRO SHOP	1
PEVELY FARM GOLF CLUB	1
PHELANS PUB & GRILL	1
PITA KING	1
PLANTE CHILCARE CENTER	1
PLAYOFFS	1
PLAZA LANES/TUBBY HALL	1
POMME CREEK GOLF COURSE	1
POPEYE'S CHOP HOUSE	1
POPS	1
QUALITY INN	2
RAMADA INN	2
RANCH HOUSE	1
RANDALL GALLERY	1
RED ROOF INN	1
REGIONAL ARTS COMMISSION	1
RENAISSANCE GRAND HOTEL	1
RIAVERLAKES GOLF COURSE	1
RIVERCHASE REC CENTER	1
ROSELAND GOLF COURSE	1
ROYAL DUMPE DINNER THEATRE	1
ROYAL ORLEANS	1
RSVP CATERING	1
RUSSOS GOURMET CATERING	1
SCOOTER COUNTRY CLUB	1
SCOTT AIR FORCE BASE GOLF COURSE	1
SHAW NATURE PRESERVE	1
SHERWOOD FOREST CORP INC	1
SOMETHING ELEGANT CATERING	1
ST ALBANS PROPERTIES	1
ST ANN GOLF COURSE	1
ST CHARLES GOLF COURSE	1
ST CHARLES PARKS & RECREATION	1
ST LOUIS FRONTENAC HILTON	1
ST LOUIS PARKS REC & FORESTRY	1
ST LOUIS RECREATION DIVISION	1
ST LOUIS SPORTS COMMISSION	1
ST LOUIS UNION STATION	1

Appendix C (continued)
R, T & H Companies

ST LOUIS CAROUSEL	1
STAGES ST LOUIS THEATRE CO	1
STEGTON REGENCY BANQUET CENTER	1
STONEWOLF GOLF CLUB	1
STUDEBAKERS CATERING	1
SULLIVAN CONSOLIDATED SCHOOL	1
SULLIVAN PARKS & RECREATION DEPT	1
SUNRISE INN & SUITES	1
SUPER 8 MOTEL	8
SWANSEA IMPROVEMENT ASSN	1
SWANSEA WHISTLE STOP	1
T R'S PLACE	1
TAGUE PREMIER ENTERTAINMENT	1
TARA POINT INN	1
TAVAZZA	1
TERRA COTTA GRILL	1
TIVOLI THEATRE	1
TJS CATERING	1
TOUR 3-GOLF COURSE	1
TRAN EXPRESS TRANSPORTATION	1
TURNERS RESTAURANT & BAR	1
UNION PARK & RECREATION DEPT	1
US ARMY CORPS OF ENGINEERS	1
VILLAGE BAR	1
VILLAGE LODGE	1
WAG INC	1
WEBSTER GROVES PARKS & REC	1
WEHRENBURG THEATRE INC	2
WILD COUNTRY	1
WILDLIFE CENTER OF MISSOURI	1
WINGHAVEN COUNTRY CLUB	1
WOLFGANG PUCK CATERING	1
WOODLANDS GOLF CLUB	1
WORLD AQUARIUM DEVELOPMENT	1
XTREME PAINTBALL PARK	1
YOGI BEARS JELLYSTONE CAMP	1
YOUNG AUDIENCES OF ST LOUIS	1
ZEE EXPRESS INC	1
ZOBRIST BUS LINES INC	1

Labor Demand Survey of
Tourism, Recreation & Hospitality Companies

Interviewer: _____ ABI Number: _____

Name of Person Interviewed: _____ Phone: _____

Company : _____ NAICS: _____

This is _____. I am calling on behalf of the University of Missouri at St. Louis, Public Policy Research Center. We are gathering data on workforce issues related to Tourism, Recreation and Hospitality Companies in the St. Louis area. Our goal is to identify anticipated employment needs in the industry to help ensure the availability of qualified labor in the future. I was wondering if I could speak with someone in your organizations who is familiar with your organization's employment needs (YOU) to discuss some of the issues related to the development of this facility.

ONCE YOU ARE CONNECTED WITH THE APPROPRIATE PERSON REREAD THE INFORMATION ABOVE SUBSTITUTING THE WORDS IN ITALICS WITH A YOU>≡

Does your company produce any products or provide any services that could be considered Tourism, Recreation and Hospitality.

IF YES, CONTINUE

IF NO, END INTERVIEW

WOULD YOU HAVE ABOUT FIVE MINUTES TO ANSWER A FEW QUESTIONS ABOUT YOUR FIRMS WORKFORCE NEEDS?

IF THE RESPONDENT HAS TIME NOW: Go to question #1

IF THE RESPONDENT IS BUSY: **Could I Fax you a copy of the interview to complete?**

Fax Number: _____

Part I. Market Condition of Company and Industry.

I'm going to begin by asking you a few general questions about your company.

1. ***In what year was your company (or operation/department) founded?***

2. ***What is your primary product(s) or service(s)?*** _____

3. ***What proportion of your product(s) or service(s) are sold***
 (1) In the St. Louis region
 (2) Outside the region in the US
 (3) Outside the US

4. ***What proportion of your supplies or support services do you purchase***
 (1) In the St. Louis region
 (2) Outside the region in the US
 (3) Outside the US

5. ***During the past year, have your sales:***
 (1) Increased sharply (increased 15% or more)
 (2) Increased modestly (increased 4% to 14%)
 (3) Stayed about the same (-3% to +3%)
 (4) Declined modestly (dropped by 4% to 14%)
 (5) Declined sharply (dropped 15% or more)
 (9) Don't know

6. ***How would you rate YOUR COMPANY'S financial health/profitability?***
 (1) Excellent
 (2) Very Good
 (3) Good
 (4) Fair
 (5) Poor
 (9) Don't Know

7. ***What are the expectations for your company's sales growth in the coming year?***
 (1) Grow strongly (+15% or more)
 (2) Grow modestly (+4% to +14%)
 (3) Stay about the same (-3% to +3%)
 (4) Decline modestly (-4% to -14%)
 (5) Decline sharply (-15% or more)
 (9) Don't Know

8. What are the expectations for your company's growth over the next five years?

- (1) Grow strongly (+15% or more per year)
 (2) Grow modestly (+4% to +14% per year)
 (3) Stay about the same (-3% to +3% per year)
 (4) Decline modestly (-4% to -14% per year)
 (5) Decline sharply (-15% or more per year)
 (9) Don't Know

9. How would rate the financial health/profitability of your company's INDUSTRY?

- (1) Excellent
 (2) Very Good
 (3) Good
 (4) Fair
 (5) Poor
 (9) Don't Know

10. Which ONE of the following do you see as your company's greatest challenge to continued growth for your company? (Check One)

- (1) Adequate facilities
 (2) Access to capital
 (3) Availability of qualified labor
 (4) Government regulation
 (5) More or better locations
 (6) Lack of technological innovations
 (7) Lack of local suppliers
 (8) Inadequate transportation
 (9) Other: _____
 (10) Don't Know

11. How many employees does your company CURRENTLY employ in the St. Louis metropolitan area?

_____ Employees

12. How many employees did your company employ in the St. Louis area one year ago?

_____ Employees

13. How many employees do you think your company will employ in the St. Louis area one year from now?

_____ Employees

14. How many employees do you think your company will employ in the St. Louis area five years from now?

_____ Employees

15. How does your company currently recruit employees? (Check all that apply.)

- (01) Newspaper
- (02) Employment Agencies
- (03) Job fairs
- (04) High Schools
- (05) Recruiters
- (06) State employment agencies
- (07) Colleges and Universities
- (08) Trade Publications
- (09) In-House Promotion
- (10) Referrals/Word of Mouth
- (11) Internet
- (12) Other _____

16. Does your company current have any job openings?

- (1) Yes
- (2) No

If Yes:

16a. Approximately how many different types of job openings do you have? _____

In order to help us identify the employment needs of companies in the recreation, tourism and hospitality industry in the St. Louis Area, we have a short, 1-page questionnaire that we would like to fax you about your current job openings. Would you be willing to complete the questionnaire if I sent it to you later today?

If yes, what is your fax number: _____

17. What is you mailing address:

Street: _____

City: _____ State: _____ Zip: _____

Thank you for your time, this concludes the survey

This report, *Survey of Job Openings in the Recreation, Tourism & Hospitality Sector*, summarizes the results of the sixth in a series of Labor Demand Analyses in sectors determined to be significant to the St. Louis regional economy. These analyses are conducted by the Public Policy Research Center (PPRC) as part of the Workforce Information System (WIS). This system has been developed and is being maintained by the Metropolitan Information and Data Analysis Services (MIDAS) section of the PPRC at the University of Missouri – St. Louis. The WIS is a long-term project with far-reaching utility for workforce development in the St. Louis region. By providing more timely and consistent labor market demand information, the WIS provides training and employment organizations and education institutions with information that can assist in planning the workforce preparation of workers and students. The information compiled in the WIS is centered on current estimates of occupation demand and a current picture of the changing skills and job requirements of those occupations. This information is assembled through an extensive survey of local businesses throughout the two-state, twelve-county region. Supporting and complementing this information is data on regional and county economies, demographics, labor force composition and profiles of the education, training and employment communities. This information is utilized by a wide range of workforce development agencies and education bodies including:

- Training and employment entities
- Colleges and universities
- K-12 school districts
- State one-stop career centers
- Vocational education centers
- Economic development agencies
- Workforce development departments
- Human Resources departments
- Community organizations

Although labor-related economic indicators such as the unemployment rate, the level of employment and new job creation have been used to measure and track the local economy and labor force, they do not have direct utility for planning workforce development. Likewise, existing occupation projections lack information about the skill, education and experience requirements that are necessary for training program and education curriculum planning. The WIS provides this necessary information through a bi-annual survey of local industries that focus on labor demand and the necessary skill, education, and experience requirements. In this way, the planning and allocation of training and education resources can be directed toward the preparation of workers and students for occupations that have an identified current demand. It also informs those entities on occupation specifics such as math and reading level requirements, worker personal attributes, education requirements and desired years of experience. This summary of the *Survey of Job Openings in Finance & Insurance Sector*

provides a quick snapshot of current labor market demand in the St. Louis region.

This project was generously supported by University of Missouri – St. Louis, University of Missouri Extension and Outreach, the City of St. Louis, and St. Louis County Workforce Boards. This project is under the direction of David Laslo, Director for the MIDAS unit of University of Missouri – St. Louis' Public Policy Research Center. This report and other current information are available online at <http://pprc.umsl.edu/wis> .

The Workforce Information System is a project of the
MIDAS unit of the PUBLIC POLICY RESEARCH CENTER,
UNIVERSITY OF MISSOURI – ST. LOUIS
One University Boulevard, St. Louis, Missouri, 63121-499
Phone: 314.516.5273 Fax: 314.516.5268 Email: pprc@umsl.edu
Visit our webpage to learn more about our current projects:
<http://www.umsl.edu/services/pprc/index.htm>