

Mentimeter Results

Highlands & Islands Tourism and Hospitality Event 07/02/24

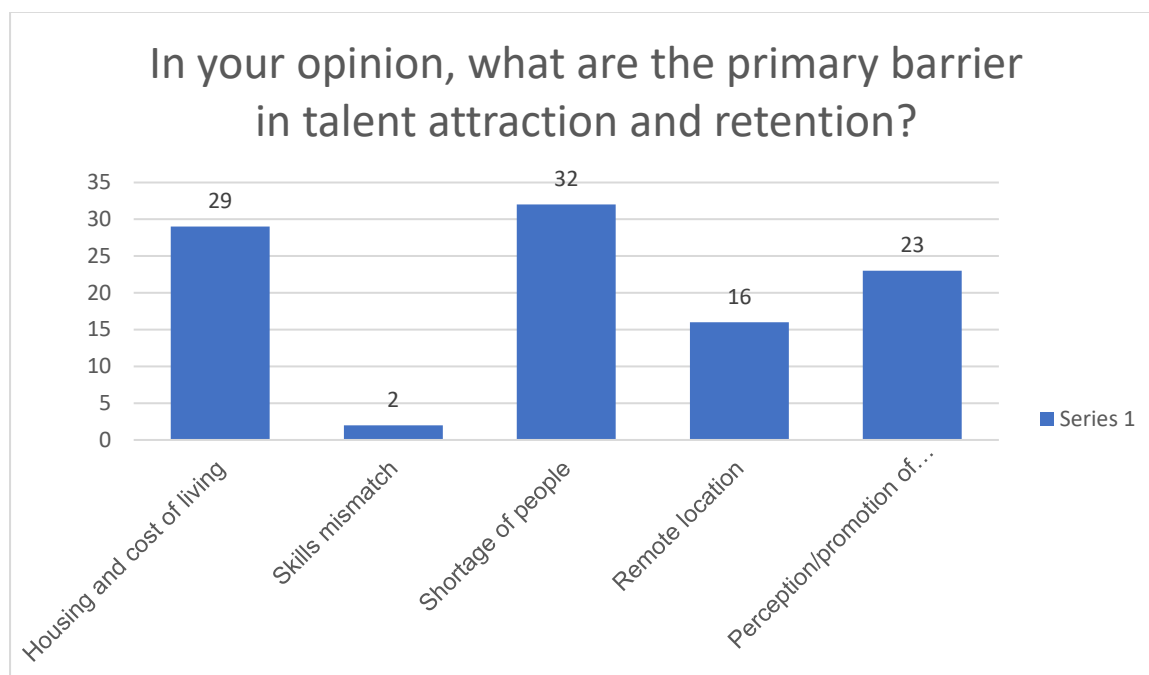
Q1 What do you anticipate being the biggest challenge in your organisation in 2024? (37 respondents)

- Recruitment
- Sustainable Growth
- Meeting customer demand
- Retention of staff
- Team development, motivation and inspiration
- Capacity
- Cost of doing business and budget restrictions
- Funding
- Recruiting right skills and quality of staff

Q2 What do you see as being the biggest opportunities for your organisation this year?

- Healthy demand
- Huge increase in cruise ship market
- Use of technology
- Staff
- Increased awareness of offerings
- Improved communications

Q3 In your opinion, what are the primary barrier in talent attraction and retention?



Q4 What are your main takeaways from today's session?

- Promotion of the industry
 - Apprenticeship – Parents and Teachers
- Cost/time sponsor work visa
- Creating a brand to attract people to work in the Highlands and Islands Tourism and Hospitality sector
- Look at the wider labour pool (retired people, neuro-diverse, people with disabilities)
- Opportunity for funding, retraining, upskilling (Visit Inverness Lochness)
- Culture change to be more collaborative – group approach
- Rotating staff through the community
- Not everyone can afford the real living wage
- Childcare
- Housing
- Transport
- Taxes
- Work Visa
- Planning permission