

Integrating Tech with Retail & Hospitality

How Technology is Changing the Way We Shop, Where We Eat and Stay, and How We Recruit For These Industries

INDUSTRY TECH JOBS

Retailers and hospitality companies continue the shift towards digital transformation. As these companies look for new ways to engage consumers with technology, here are the top IT jobs they are hiring for:

\$103,569

MOBILE DEVELOPER



\$100,690

SOFTWARE DEVELOPER



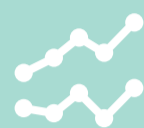
\$79,530

COMPUTER PROGRAMMER



\$57,675

DATA ANALYST



\$36,859

ONLINE CUSTOMER SERVICE REP



Retail is hiring more tech roles than any other non-tech industry

There was a **7.5%** increase in tech job postings in the retail industry, mainly due to e-commerce companies such as Amazon

WAYS COMPANIES ARE AUTOMATING

RETAILERS

Retailers are looking to integrate more technology into their brands with apps and virtual chat features to help create a more personalized experience for their customers

- 1 Incorporating voice assistants
- 2 AI powered retail applications
- 3 Connecting in-store and online experiences



Retail sales are expected to increase **3.8-4.4%**
Online retail sales are expected to increase **10-12%**

HOSPITALITY

Hospitality companies are entering the tech scene by automating their processes for a more attractive and personal guest experience

- 1 Keyless room entry
- 2 Automated check-in with apps
- 3 Speak-to-Order



5-6%

expected growth in the hospitality industry

The U.S. hospitality industry added over **\$600 billion in revenue** to the U.S. GDP

INDUSTRY TRENDS

The hospitality and retail industries have increasingly become more dependent on tech and tech workers. From mobile development to information security, the hospitality and retail industries are relying on innovative technology solutions help their business grow and entice more consumers driving demand for experienced technologists

81% of Millennials use their mobile devices as the main channel for purchases, orders, bookings, etc.

Hospitality

- 1 AI and virtual assistant systems such as Siri and Alexa will allow restaurants to incorporate hands free ordering to improve the consumer experience

61 million

Americans will use a smart speaker in 2018

- 2 The hospitality industry will implement more virtual reality (VR) features over the next few years including virtual hotel tours on phones

170 million

people are expected to use virtual reality in 2018, giving limitless potential to the hospitality industry

- 3 More hotels will look to complete automation in the next few years with virtual check-ins and keyless doors for guests and also with wearables, such as the Magic Bands at Walt Disney World

81 million

people in the U.S. currently have wearable devices

Hospitality companies that do not adopt technology face an uphill battle with apps such as Airbnb and Uber Eats that allow consumers to have more options than traditional institutions

Retail

- 1 The creation of biometric authentication has made completing purchases easier as companies look to adopt more ways to allow consumers to use phones instead of physical cards

40% of retail sales are on mobile

- 2 Personalizing social media ads to target and engage ideal customers will become more important for big retailers' marketing strategies

76%

of U.S. consumers have purchased a product from a brand's social media post

- 3 Like the hospitality industry, retailers will also look to incorporate virtual assistants like Google and Alexa to enhance the consumer relationship

29%

of people use their smart speakers to buy items

Retailers must find ways to connect the online and in-store customer experiences with options, such as "buy online, pick up in-store" to get customers to use digital channels but also increase traffic to brick and mortar stores

Sources: Forbes, NRF, Glassdoor, Smart Meeting, Samsung, NYT, Monster, Deloitte, BLS, Statista, AHLA, USA Today, Hootsuite