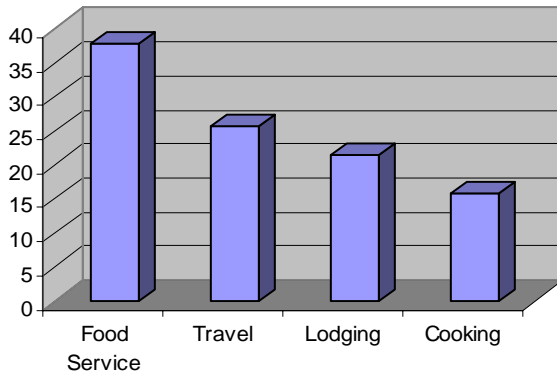
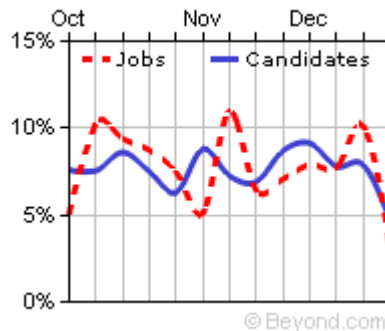


**Candidate Breakdown – Percentage of Industry  
Travel, Hospitality & Restaurant**



**Travel, Hospitality & Restaurant Employment Trends  
(Percentage of Network–October 2007 to December 2007)**



**Travel, Hospitality and Restaurant Employment Forecast  
(Source: Bureau of Labor Statistics: Occupational Outlook Handbook, 2008-2009)**

- Employment of travel agents is expected to change little through 2016. Travel agents who specialize in a travel destination, type of traveler, or mode of transportation will have the best chances for success.
- Food service manager jobs are expected to grow 5% through 2016. However, job opportunities should be good because, in addition to job growth, many more openings will arise from the need to replace managers who leave the occupation.

**You can effectively reach this market.  
Here is how we can help.**

The Beyond.com Network is comprised of more than 15,000 general, local and niche-industry web sites that together have the power to reach more than **25 million business professional contacts** through its network community, with thousands of new members added each day. A complete listing of the Beyond.com Network sites can be found at: [www.Beyond.com/Network](http://www.Beyond.com/Network).

The Travel, Hospitality & Restaurant Delivery Channel captures and delivers information tailored to meet the individual needs and goals of the service professional and corporate organization. In addition to searching for a new job, candidate, or hospitality-related resource materials, Beyond.com can help create a customized recruitment, marketing or advertising campaign that will effectively reach your company's targeted audience.

Branding and advertising opportunities include:

- Job Posting Packages
- E-Mail Marketing and Sponsorships
- Corporate Branding & Spotlights
- Banner Advertising
- Alerts and Keyword Purchases

Quarterly Channel Statistics	
Active Candidates	208K
Active Resumes*	162K
Jobs Posted	70K
Channel Sites	45
Email Contacts	1.3 million
Monthly Channel Statistics	
Job Views	50K
Online Applications	10K
New Candidates	4K
New Resumes	3K

Most Popular Candidate Titles (%)
1. Restaurant Manager (5.19)
2. Food Service Manager (4.92)
3. Waiter/Waitress (4.81)
4. Food Server (3.83)
5. Travel Agent (3.37)
6. Banquet Staff (3.07)
7. Destination Manager (3.04)
8. Caterer (3.02)
9. Bartender (2.99)
10. Host/Hostess (2.99)

Cities with the Most Jobs Posted
1. Austin, TX
2. Houston, TX
3. Los Angeles, CA
4. Las Vegas, NV
5. Dallas, TX

\*Includes only one resume per candidate

# Travel, Hospitality & Restaurant 4QT07 Industry Outlook

## The Beyond.com Network

By using the power of the Beyond.com Network, your company can be as broad or as specific as necessary in its search to target the critical audience to maximize the value of your recruiting, marketing or advertising campaign. You can target national, regional, state, city, specialty or industry-specific areas. Located below are a few listings of top states, keyword searches and web sites that should be considered:

Top 10 States for New Candidates (%)
1. Florida (12.96)
2. California (11.80)
3. Pennsylvania (9.58)
4. New York (7.27)
5. Nevada (5.91)
6. Texas (4.91)
7. Georgia (4.78)
8. Illinois (4.07)
9. New Jersey (3.02)
10. Michigan (2.98)

### Top Travel, Hospitality & Restaurant Key Words Searched by Candidates:

Waitress, Chef, Manager, Cook, Bartender, Receptionist, Waiter, Hotel, Travel and Restaurant

### City Sites

PhillyJobs.com	ManhattanJobs.com	SeattleJobs.com
BaltimoreJobsite.com	PittsburghJobs.com	PhoenixJobs.com
BostonJobsite.com	AlbanyJobsite.com	ChicagoJob.net

### Industry Sites

HospitalityJobsite.com	HospitalityHelpWanted.com	HotelmanagerJobs.com
AirlineJobs.ca	RestaurantJobs.ca	RestaurantJobsite.com
TicketAgentJobs.com	ChefHeadCook.com	ResortJobs.ca

## Key Travel, Hospitality & Restaurant Demographics

In addition to the extensive reach of the Beyond.com Network, it is also important to understand key demographics for the Travel, Hospitality and Restaurant Delivery Channel such as years of experience, educational background, length of job search and candidate personality traits. As you can see, 42.40% of our network candidates have a 2 year college degree or higher, 57.56% have 5 or more years experience and more than 57% of candidates have chosen the Beyond.com Network within the first 2 weeks of their job search. This translates into a significant opportunity for your company to tap into a highly-talented, knowledgeable and fresh candidate pool.

Experience Level	%
Less than 1 year	11.97
1-3 Years	16.65
3-5 Years	13.83
5-10 Years	19.84
10-15 Years	12.88
15-20 Years	11.87
21+ Years	12.97

Educational Background	%
Post Graduate Degree	4.36
4 Year College Degree	23.19
2 Year College Degree	14.85
Some College	29.37
High School Diploma	28.23

Length of Job Search	%
Just Started	45.48
2 Weeks	12.15
4 Weeks	10.10
6 Weeks	5.07
2 Months	6.92
3 Months	5.07
6 Months	4.05
9 Months	1.59
12 Months	0.95
Over 1 Year	8.63

### Channel Personality Type:

The leading personality type: **ISTJ** (Introvert, Sensor, Thinker, Judger) ISTJ traits include: cautious, conservative, and quiet; literal, realistic, and practical; careful and precise; logical, honest, and matter of fact; resistant to change and comfortable with routine; hard working and responsible. The most important thing to ISTJs is being of service, working hard, and being responsible.

## Start with Us...

Beyond.com will help maximize your campaign today. Contact us at [LPSales@Beyond.com](mailto:LPSales@Beyond.com) or by dialing 1-866-694-5627 and *Go Beyond!*