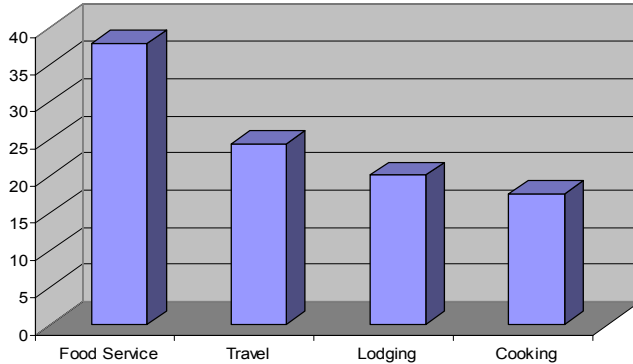
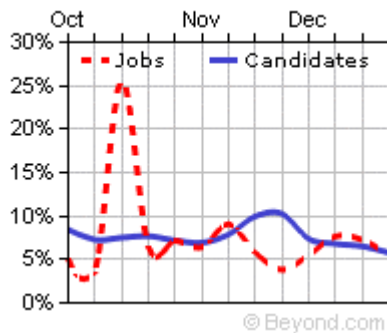


### Top Candidate Sectors – Percentage of Industry Travel, Hospitality & Restaurant



### Travel, Hospitality & Restaurant Employment Trends (Percentage of Network – October 2006 to December 2006)



### Travel, Hospitality and Restaurant Employment Forecast (Source: Bureau of Labor Statistics: Occupational Outlook Handbook, 2006-2007)

- Accommodation and food services is expected to grow by 16.5 percent and add 1.8 million new jobs through 2014.
- Job growth will be concentrated in food services and drinking places, reflecting increases in population, dual-income families, and dining sophistication.

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

The Beyond.com Network is comprised of more than 11,000 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
- Corporate Spotlights
- Alerts and Keyword Purchases

Network Statistics	
Monthly Visitors	>3 million
Page Views	20 million
Travel, Hospitality and Restaurant Statistics	
Resumes	139K
Job Postings	35K
Channel Sites	45
Contacts	1.25 million

Top 10 Candidate Positions (%)
1. Food Service Manager (4.85)
2. Restaurant Manager (4.75)
3. Waiter/Waitress (4.64)
4. Food Server (3.78)
5. Travel Agent (3.75)
6. Convention Services/Events Staff (3.38)
7. Banquet Staff (3.17)
8. Bartender (3.04)
9. Food Preparation Worker - Manager (3.04)
10. Travel Counselor (3.04)

Top 5 Cities with Open Positions
1. Las Vegas, NV
2. Atlantic City, NJ
3. San Diego, CA
4. Robinsonville, MS
5. New Orleans, LA

# Travel, Hospitality & Restaurant 4QT06 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, key word searches and web sites that should be considered:

Top 10 States for Candidate Registrations (%)
1. California (10.65)
2. Florida (7.69)
3. Pennsylvania (7.37)
4. New York (7.24)
5. Illinois (6.97)
6. Texas (6.34)
7. Michigan (4.65)
8. Georgia (4.08)
9. New Jersey (3.87)
10. Ohio (3.43)

### 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

RestaurantJobsite.com	HospitalityHelpWanted.com	HotelmanagerJobs.com
AirlineJobs.ca	RestaurantJobs.ca	HospitalityJobsite.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, 36.82% of our network candidates have a 2 year college degree or higher, 48.88% 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	13.12
1-3 Years	23.32
3-5 Years	14.70
5-10 Years	19.37
10-15 Years	10.70
15-20 Years	10.14
21+ Years	8.67

Educational Background	%
Post Graduate Degree	4.00
4 Year College Degree	19.55
2 Year College Degree	13.27
Some College	22.86
High School Diploma	40.31

Length of Job Search	%
Just Started	47.33
2 Weeks	10.17
4 Weeks	9.01
6 Weeks	5.13
2 Months	6.28
3 Months	6.11
6 Months	5.25
9 Months	1.82
12 Months	1.35
Over 1 Year	7.55

### 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 now at [LPSales@Beyond.com](mailto:LPSales@Beyond.com) or by dialing 1-866-694-5627. Together we will help you Go Beyond!**