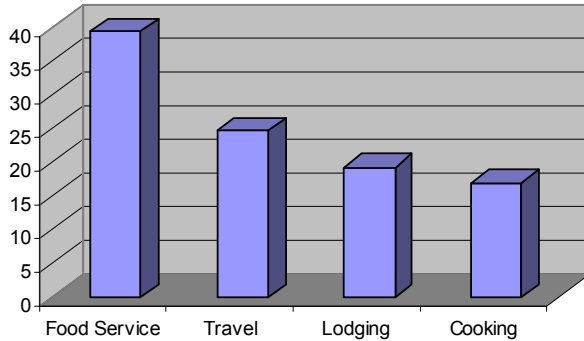
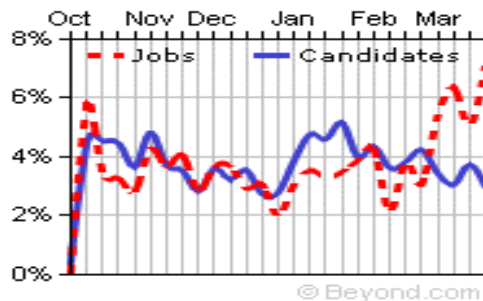


**Top Candidate Sectors – Percentage of Industry  
Travel, Hospitality & Restaurant**



**Travel, Hospitality & Restaurant Employment Trends  
(Percentage of Network - October 2005 to March 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.

Network Statistics	
Monthly Visitors	>3 million
Page Views	20 million
Travel, Hospitality and Restaurant Statistics	
Resumes	75K
Job Postings	5K
Channel Sites	29
Contacts	1.25 million

Top 10 Positions (%)	
1. Restaurant Manager	(5.29%)
2. Food Service Manager	(4.98%)
3. Waiter/Waitress	(4.71%)
4. Food Server	(4.09%)
5. Travel Agent	(3.45%)
6. Bartender	(3.25%)
7. Host/Hostess	(2.99%)
8. Banquet Staff	(2.96%)
9. Ticketing Agent	(2.91%)
10. Travel Counselor	(2.88%)

Top 5 Cities for Jobs	
1. Denver, CO	
2. Dallas, TX	
3. Providence, RI	
4. Washington, DC	
5. Salt Lake City, UT	

**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

# Travel, Hospitality & Restaurant 1QT06 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 Candidates
1. California (8.82%)
2. New York (8.81%)
3. Pennsylvania (8.02%)
4. Texas (6.65%)
5. Florida (6.51%)
6. Illinois (4.68%)
7. Michigan (4.58%)
8. Georgia (4.14%)
9. New Jersey (3.47%)
10. Washington (3.13%)

### Travel, Hospitality & Restaurant Key Word Searches:

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, 39.31% of our network candidates have a 2 year college degree or higher and more than 51% 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.

Educational Background	
Post Graduate Degree	5.20%
4 Year College Degree	20.82%
2 Year College Degree	13.29%
Some College	26.04%
High School Diploma	34.31%

Length of Job Search	
Just Started	36.54%
2 Weeks	14.74%
4 Weeks	9.62%
6 Weeks	9.62%
2 Months	6.73%
3 Months	7.37%
6 Months	4.49%
9 Months	1.60%
12 Months	1.60%
Over 1 Year	7.69%

### 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!**