




# Looking into the Meetings & Events Crystal Ball

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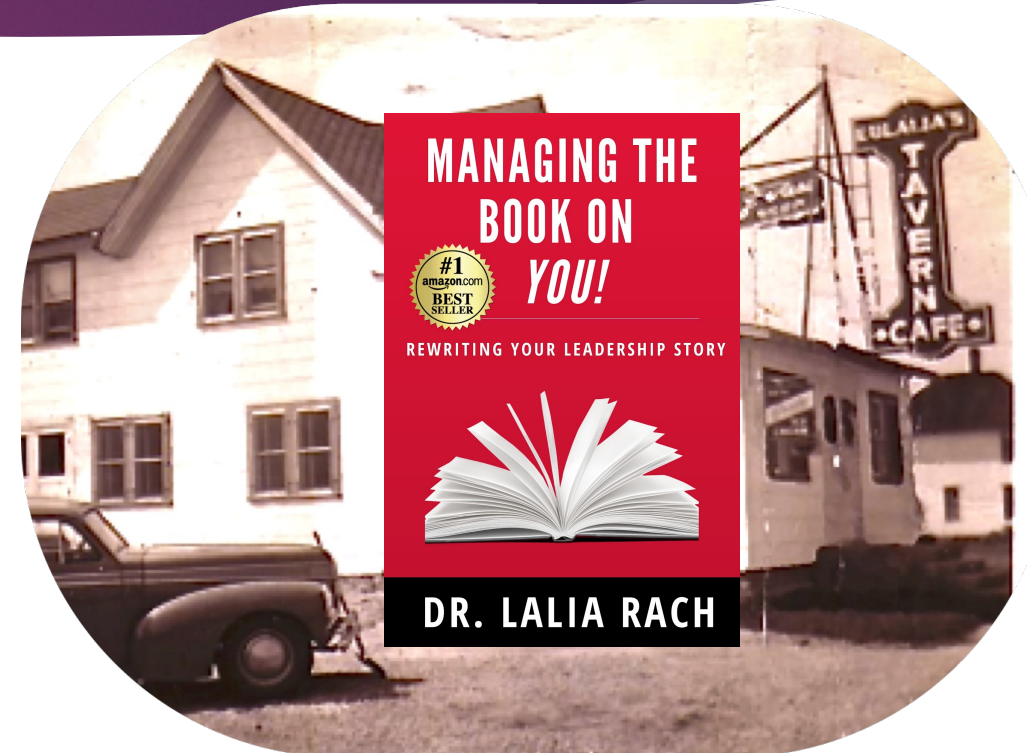
**STRATEGIC**  
CONSULTING SERVICES

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# Lalia Rach (Layla Rack)

## My Story

- ▶ Born into hospitality business in Spring Green, WI; granddaughter of restaurateur
- ▶ Decade as manager in Hotel Restaurant, F&B, Banquet & Catering, Sales; worked in 4-diamond property
- ▶ Three decades as college dean — founded NYU Tisch Center
- ▶ 35+ years as 3G small business owner — consulting to the services industry
- ▶ Bestselling author “Managing the book on YOU!”







*Change in life is inevitable...Growth is optional...Things that are easy don't last.*

Luke Fickell, University of Wisconsin Football Coach

Most people are more comfortable with old problems than with new solutions

**BECAUSE CHANGE  
REQUIRES THINKING  
DIFFERENTLY!**







Certainty

In uneven times

It's a small world

Read beyond the headlines

*Crystal Ball...*

## ***Economic Forecast & Analysis***

### US March Data 2023

- 236,000 net jobs added
- 3.5% Unemployment
- Consumer confident 104.2
- US Inflation Rate 4.98%
- Fed Interest rates currently 4.75% to 5% range
- Residential construction permits up 13.8%

### 2022

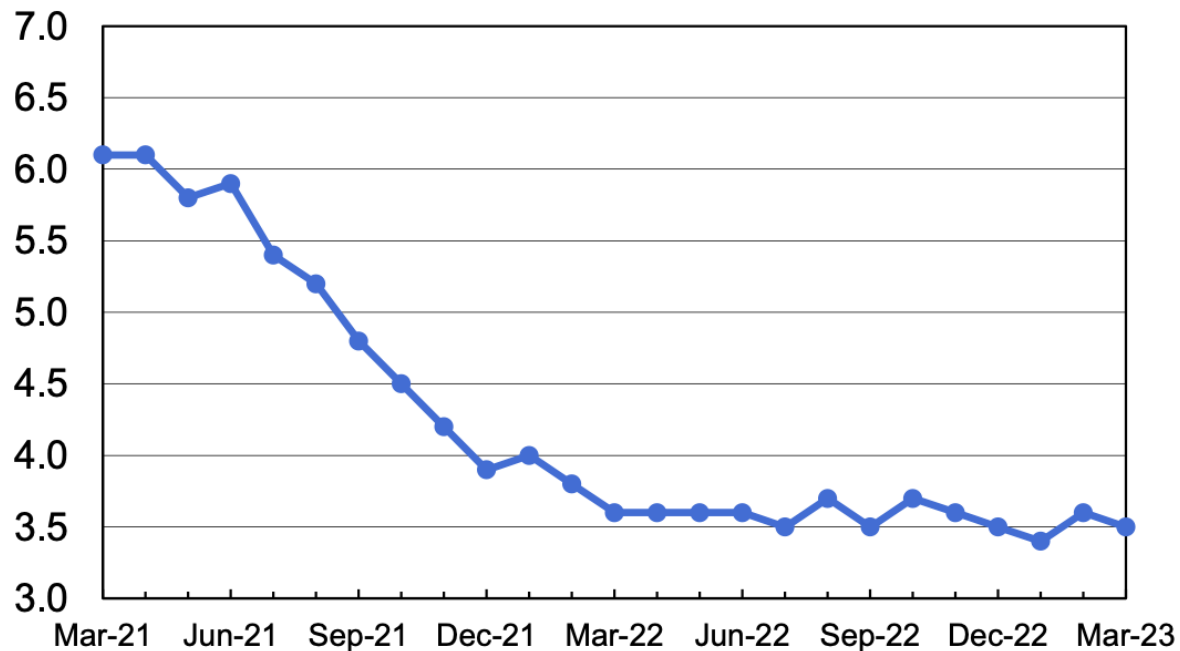
- GDP grew 2.7% in Q4 2022.
- Consumer spending up 2.8%

Click on bars to drill down

# Strong labor market

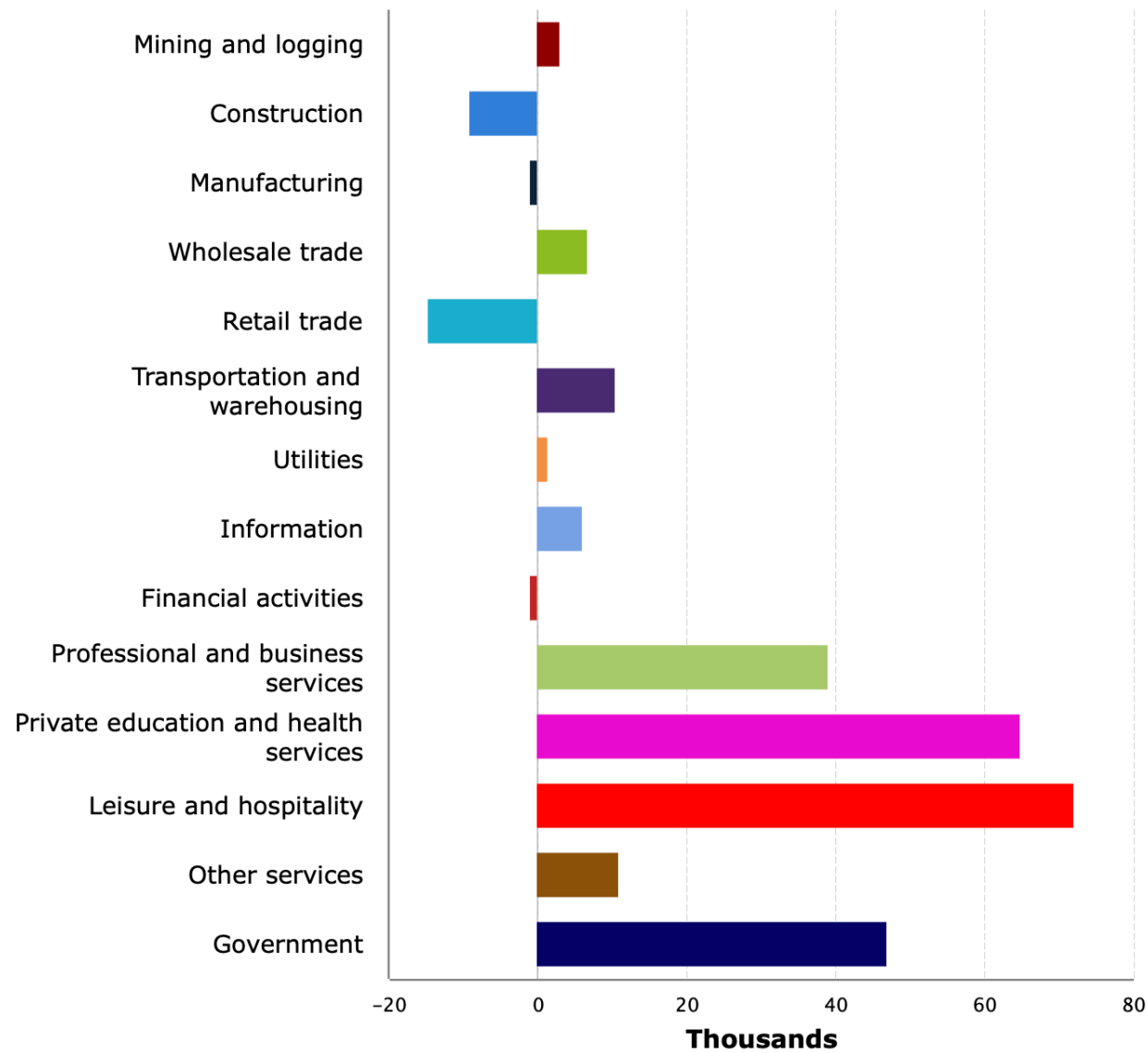
**Chart 1. Unemployment rate, seasonally adjusted, March 2021 – March 2023**

Percent



Source: Bureau of Labor Statistics

## Sector

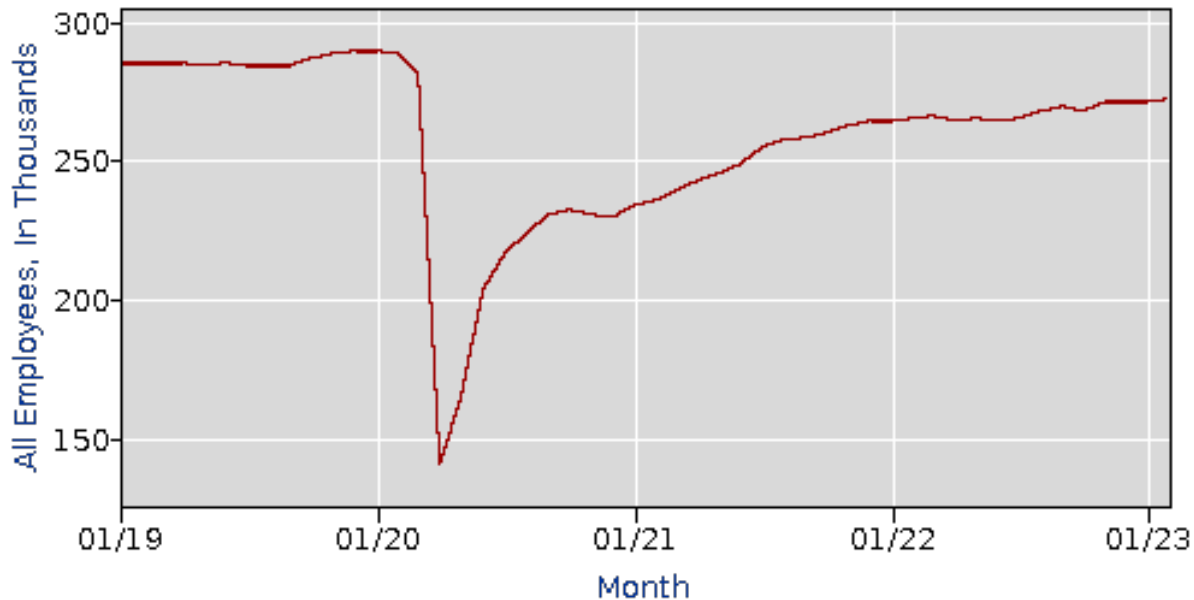


Source: U.S. Bureau of Labor Statistics.



# Stronger labor market -- Wisconsin

Record LOW 2.7% WI unemployment rate. Record HIGH 2,997,400 jobs. 3,400 jobs above 2019



- 3,400 more jobs than previous high for total workforce set in 01.20
- Labor force participation rate of 64.5%
- 1,400 more jobs in leisure & hospitality industry
- 500 more jobs in manufacturing
- Job losses occurred in information, financial activities, professional & business services



	Industry	2022 Revenue
1.	Life Insurance & Annuities	\$72.8b
2.	Property, Casualty and Direct Insurance	\$26.6b
3.	Health & Medical Insurance	\$26.4b
4.	Hospitals	\$22.7b
5.	New Car Dealers	\$22.2b
6.	Dairy Product Production	\$21.7b
7.	E-Commerce & Online Auctions	\$21.2b
8.	Gas Stations with Convenience Stores	\$19.4b
9.	Automobile Wholesaling	\$17.5b

## Largest WI Industries by Revenue 2022



	Company	2022 Employment	2022 Employment %
1.	Walmart Inc.	34,143	1.1%
2.	Kwik Trip, Inc.	27,510	0.9%
3.	University of Wisconsin Hospitals and Clinics Authority	22,849	0.7%
4.	University of Wisconsin	21,000	0.7%
5.	Amazon.Com, Inc.	15,000	0.5%
6.	The Kroger Co.	12,725	0.4%
7.	United States Postal Service	12,044	0.4%
8.	Froedtert and Medical College of Wisconsin	9,471	0.3%
9.	Target Corp	8,529	0.3%
10.	The Home Depot, Inc.	5,920	0.2%

## Largest WI Companies 2022





rank	Company*
1	Northwestern Mutual, Milwaukee
2	ABC Supply Co. Inc., Beloit
3	S.C. Johnson & Son, Inc., Racine
4	American Family Insurance, Madison
5	Uline, Pleasant Prairie
6	Kohler Co., Kohler
7	Ashley Furniture Industries, LLC, Arcadia
8	Kwik Trip, La Crosse
9	U.S. Ventures, Appleton
10	Schreiber Foods, Green Bay
11	Schneider, Green Bay
12	CUNA Mutual Group, Madison
13	Epic Systems Corp., Verona
14	Michels Corp., Brownsville
15	Sentry Insurance, Stevens Point

Deloitte. Wisconsin  
largest privately-held  
companies by  
annual sales

\*at least \$50 million in annual sales revenue



Overdue? change

**WORK FROM HOME - *THIS IS THE WAY?***

**LAYOFFS - *THE TRUTH IS RARELY PURE & NEVER SIMPLE***

\*Mandalorian Saying  
Oscar Wilde Quote

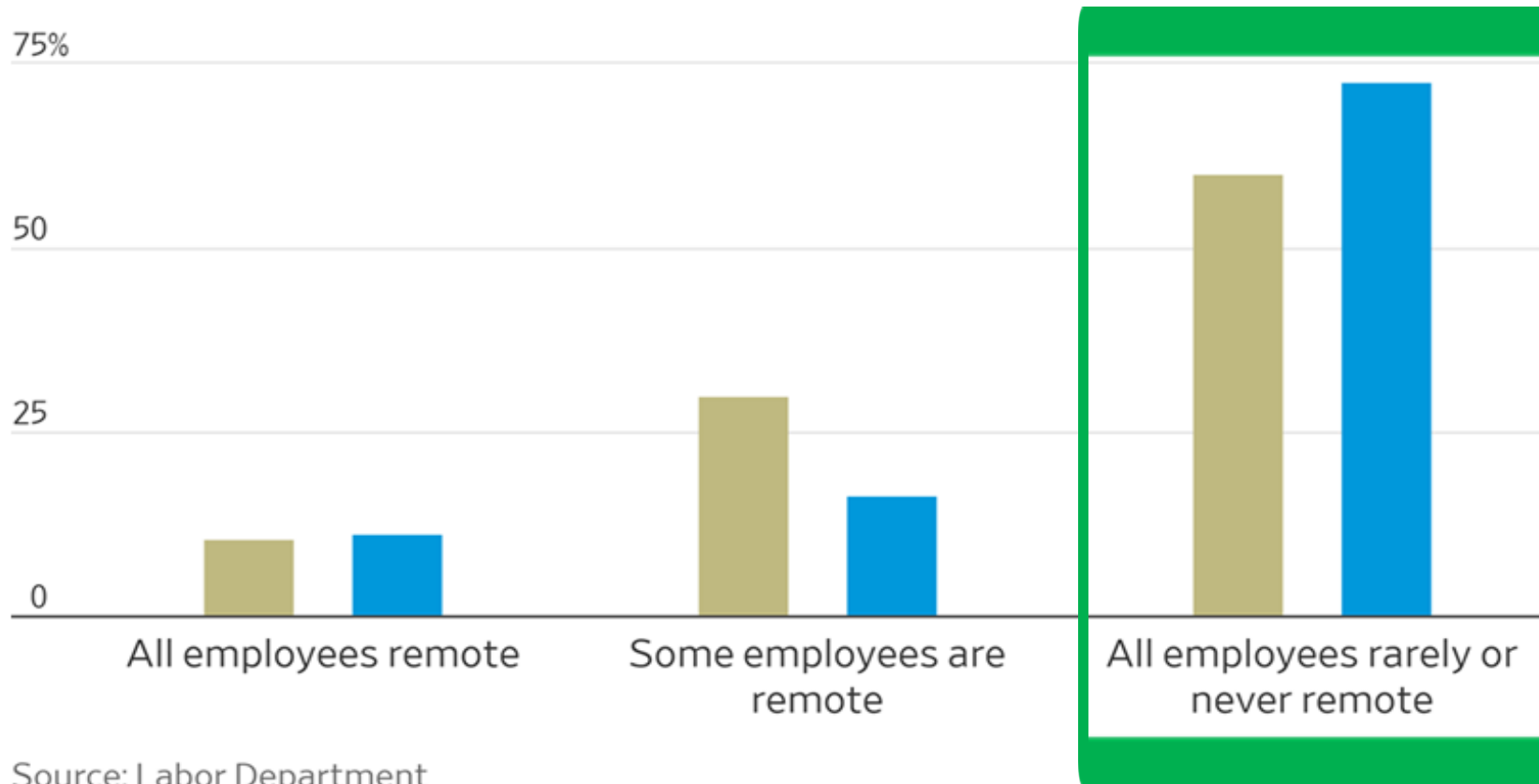


# Work-From-Home Era Ends for Millions of Americans

Share of businesses with workers on-site most of the time neared prepandemic levels in 2022, Labor Department finds

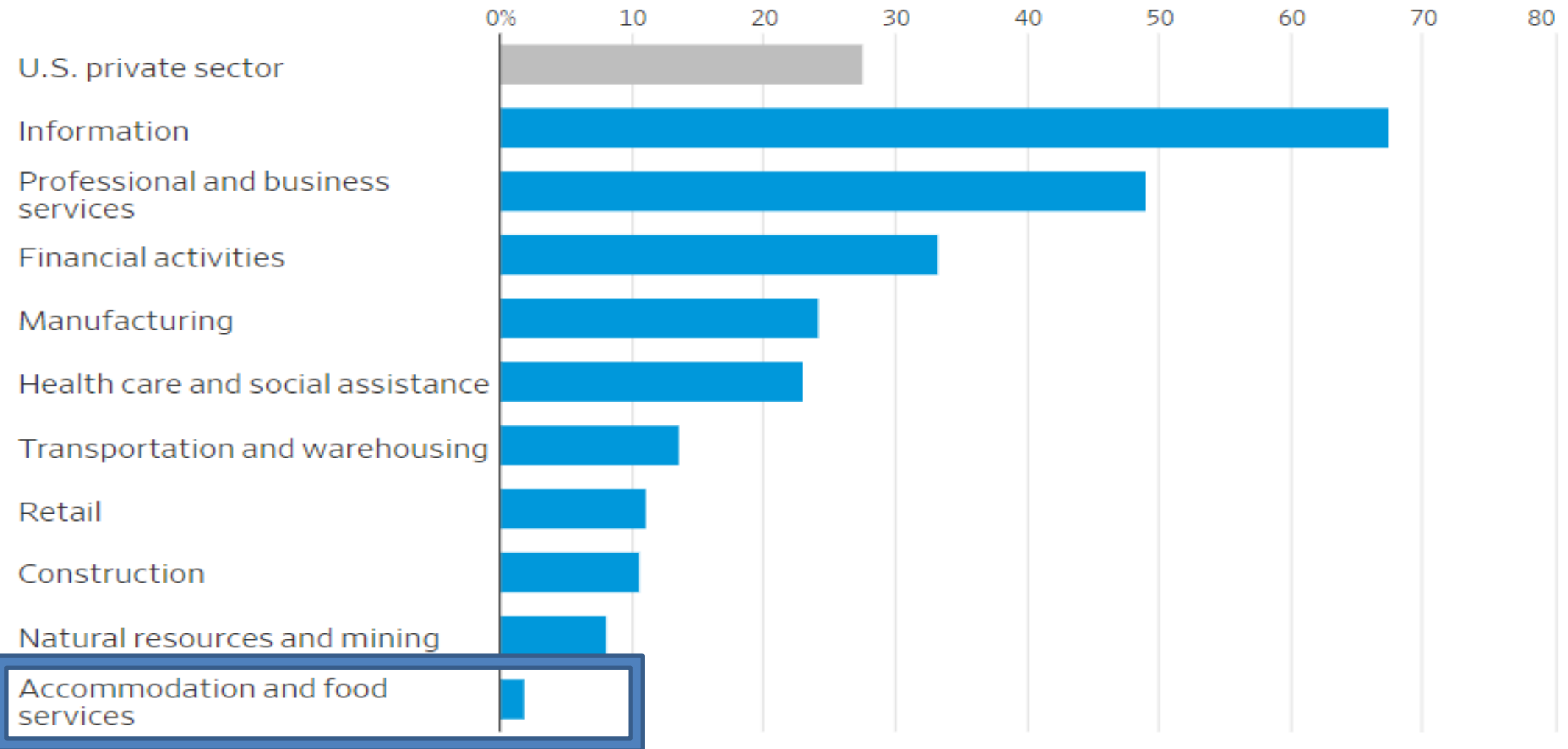
## Share of private-sector establishments with employees working remotely

■ 2021 ■ 2022



Source: Labor Department

## Share of private-sector establishments with some or all employees working remotely, in select industries

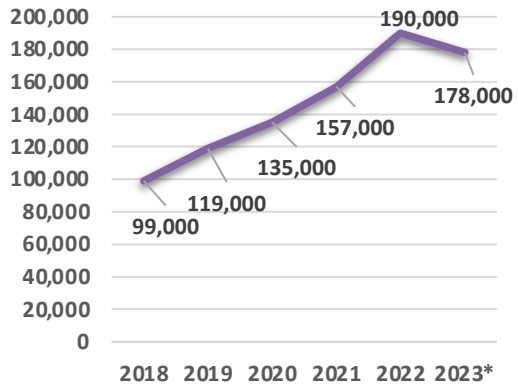


Note: Survey conducted in August and September 2022

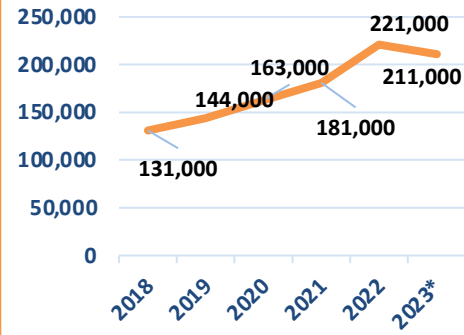
Source: Labor Department



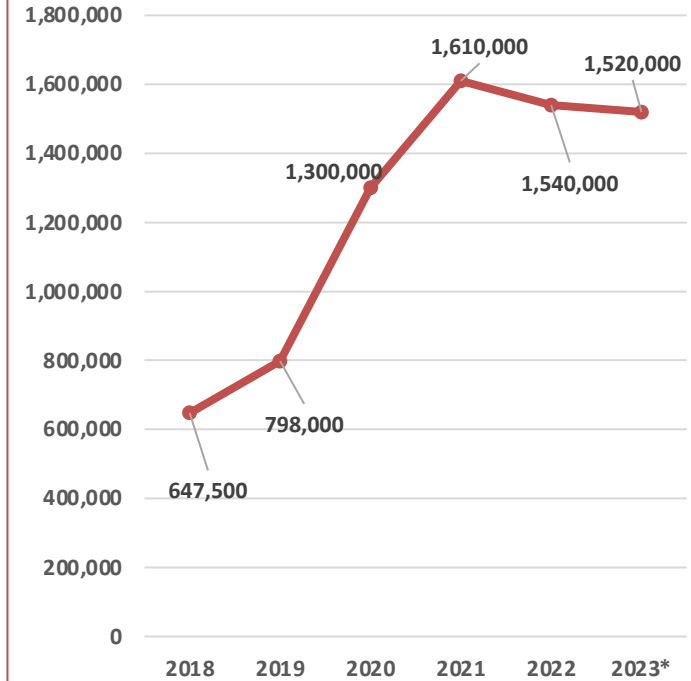
### Alphabet Employee #s



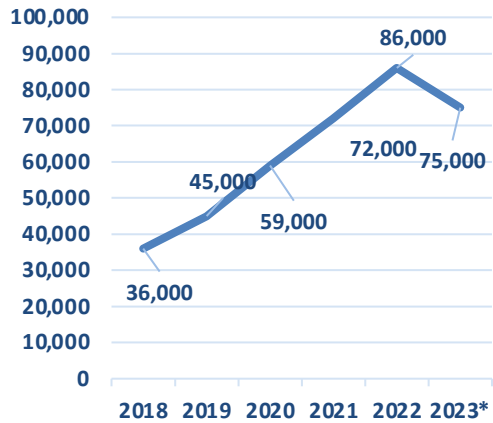
### Microsoft Employee #s



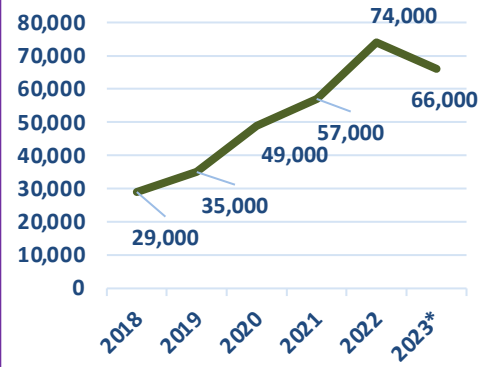
### Amazon Employee #s



### Meta Employee #s



### Salesforce Employee #s



## Layoffs at the Tech Giants

\*estimate

# from 12.31 calendar year

INSIDER

<https://www.businessinsider.com/impact-of-big-tech-layoffs-amazon-meta-microsoft-google-salesforce-2023-2>

*Crystal Ball...*

***Hotel Forecast***

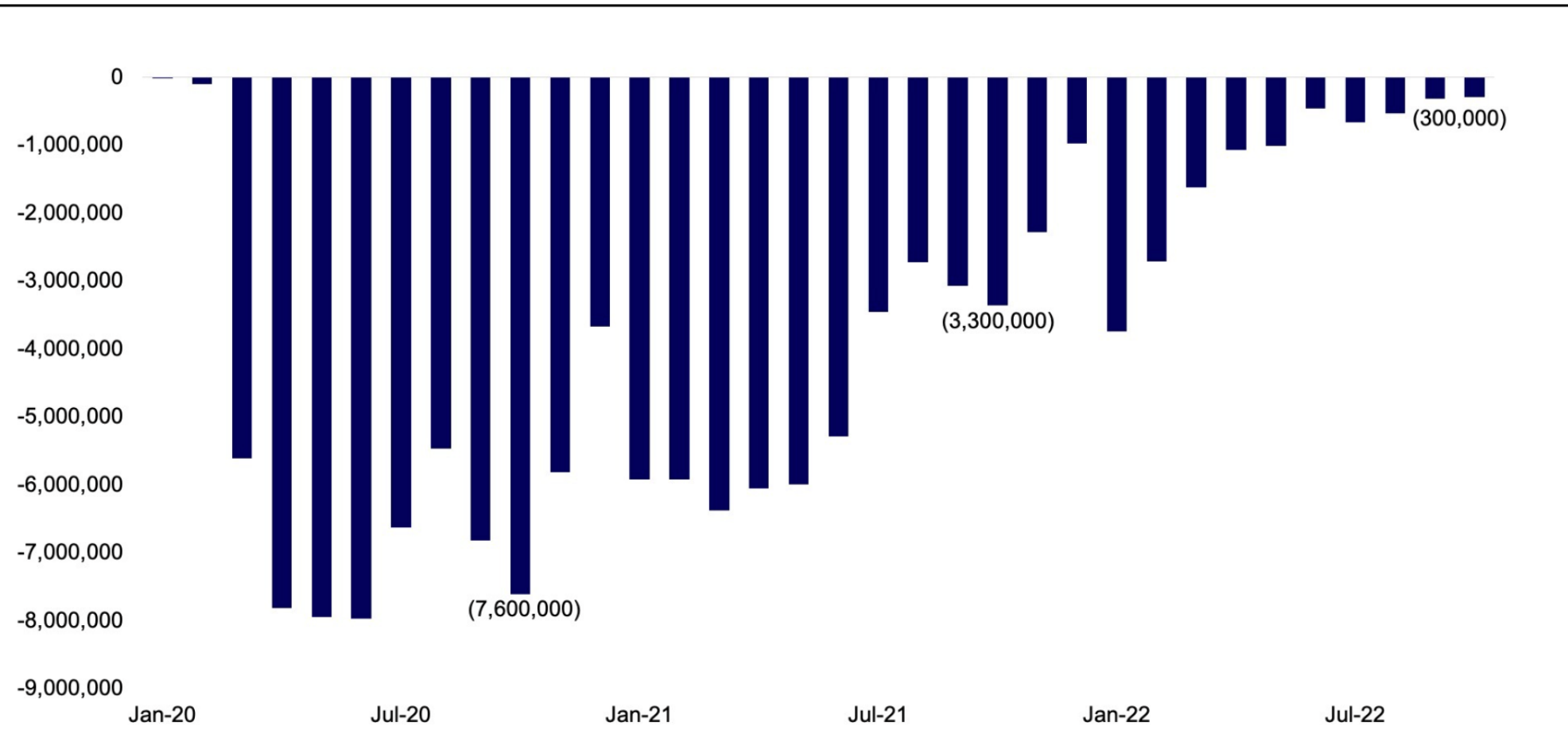


# Record KPI Growth in uneven times

	2022 Actual	2023 Forecast	2024 Forecast	2025 Forecast
Occupancy	62.7%	63.6%	65.3%	66.0%
ADR	<b>\$148</b>	\$151	\$157	\$163
RevPAR	<b>\$93</b>	\$96	\$103	\$106
2019 Real RevPAR Index	-5.7%	-6.2%	-2.5%	0.1%

# October Group Demand Only 300,000 Rooms From October 2019

Total US, Group Demand, Luxury & Upper Upscale, January 2019 – October 2022



Source: STR, © 2023 CoStar Realty Information, Inc.



Overdue change

**UNDIFFERENTIATED  
VIEWS OF CLIENT &  
COLLEAGUES**



# Up-to-date on your MVC?

	<u>2023 Age</u>	<u>% US Workforce</u>	<u>2021 #s</u>
<b>Silent Generation</b>	<b>78 - 98</b>	<b>2%</b>	<b>19 million</b>
<b>Baby Boomers</b>	<b>59 - 77</b>	<b>25%</b>	<b>69 m</b>
<b>Gen X</b>	<b>43 - 58</b>	<b>33%</b>	<b>65 m</b>
<b>Millennials</b>	<b>26 - 42</b>	<b>35%</b>	<b>72 m</b>
<b>Gen Z</b>	<b>11 - 25</b>	<b>5%</b>	<b>69 m</b>

<https://www.brookings.edu/research/millennials/>

<https://www.pewresearch.org/topic/generations-age/>

<https://www.bls.gov/emp/tables/civilian-labor-force-summary.htm>

<https://www.americanprogress.org/article/fact-sheet-the-state-of-women-in-the-labor-market-in-2023/>

- **Ethics- & values-based buying decisions are of particular importance to Gen Z, who prioritize social & environmental responsibility (17%) more than other generations (12%)**
- **Young Millennials (36%) & Gen Z (31%) are the top metaverse users, while only 8% of Baby Boomers & 6% of the Greatest Generation cohort have used it.**
- **10,000 boomers retiring each day until 2030**
- **3/4ths women 25–54 in the workforce compared with ~2/3rds a decade ago**
- **Female labor force participation rate at all time high of 77%**

# Two Generations as Customers

## Gen Z

- ▶ Watch, interact, engage
- ▶ Trilingual, creative, intuitive
- ▶ Impose AI on everyday reality
- ▶ Expect authenticity in “sell”
- ▶ Have done research on your product/service

## Millennials

- ▶ Majority of adults
- ▶ Men are just as likely to be primary shopper as woman
- ▶ Expect diversity in your marketing and workforce
- ▶ Married later, delaying having kids
- ▶ Knowledgeable, great expectations. Want to participate, share their perspective & be heard.

# Two Generations as Colleagues

## Gen Z

- ▶ Serious about working, want to do a good job
- ▶ Not looking at climbing the ranks quickly, looking at getting value quickly.
- ▶ Train for soft skills. Commonly communicate via text, emoji & video so unprepared for face-to-face customer service (i.e., interact with irate people)

## Millennials

- ▶ Prefer employer whose values reflect their own.
- ▶ Expect continuous improvement.
- ▶ Workplace must focus on values, opportunities for growth & development.
- ▶ Meaningful feedback required. It is a measure of engagement & effectiveness.



**Talk their talk – quantify impact & results**

**Polish your executive presence – confidence, preparation**

**Forge critical alliances throughout the leadership & executive team**

**Mitigate your professional weakness - Strengthen your knowledge base**

**Overdue change -- Claiming your seat at the table**



Thank you!

Questions?

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