

GUEST SERVICE AGENTS

NYC'S TRAVELER ACCOMMODATION INDUSTRY
 OCCUPATIONAL SPOTLIGHT
 WINTER 2013



What do guest service agents do?

Guest Service Agents, also called Front Desk Agents or Clerks, provide service to guests during check-in, throughout their stay, and at checkout. They register and assign rooms to guests, issue room keys or cards, transmit and receive messages, keep records of occupied rooms and guests' accounts, make and confirm reservations, and present statements to and collect payments from departing guests.

What qualifications do they need?

Employers generally require a high school diploma or equivalent and prefer college course work in a related field. In New York City, more than 25 percent of guest service agents have a Bachelor's degree and another 50 percent have some college. Previous work-related skill, knowledge, or experience is often needed. Customer service experience is usually required.

How do employers who are hiring describe the job? The following are listed in recent job postings:

- Provide attentive, courteous and efficient service in checking in and out hotel's guests
- Assist and respond to guests, offering information regarding the hotel services and local attractions
- Handle cash; complete daily shift paper work and balance cash drawer
- Have complete knowledge of all hotel rates and brand promotions
- Be available to work a varied schedule including weekends, nights, and holidays
- Professionally direct telephone calls and accurately make reservations
- Have knowledge of emergency procedures and assist as needed
- Fully comprehend and able to operate all relevant aspects of the front desk computer system

What are employers looking for in candidates for this position?

- Professional and organized; good communication skills
- Multi-lingual highly preferred
- General knowledge of front office operations
- Computer experience/excellent computer skills
- Excellent people skills/exceptional customer service skills
- Neat appearance, pleasant and hospitable attitude

How many guest service agents are there in New York City and what do they get paid?

	NYC Jobs 2008	Expected Growth to 2018	Average Openings Per Year	Annual Wages, 2012 Q1		
				Entry	Median	Experienced
Guest Service Agents	3,030	3,290	130	\$24,970	\$36,810	\$42,690
All NYC Occupations	4,103,340	4,257,300	106,000	\$22,810	\$45,540	\$80,510

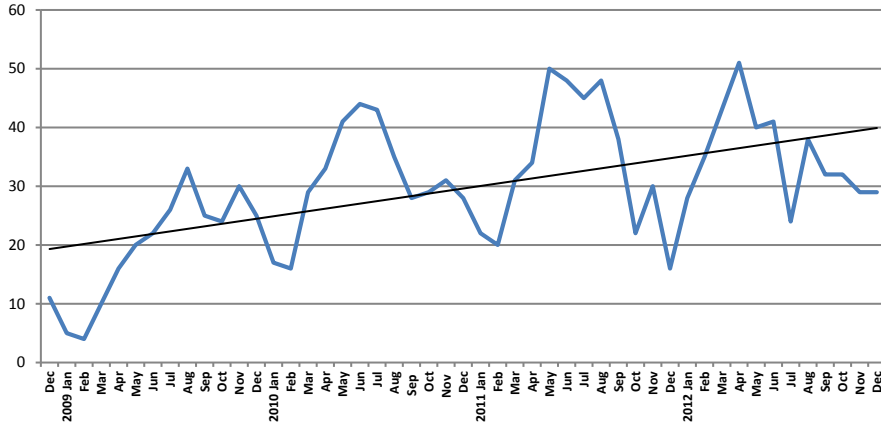
SOURCE | New York State Department of Labor, Occupational Employment Statistics

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 REAL-TIME LMI REPORT
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Monthly Ad Volume - Guest Service Agents
 December 2008 to December 2012



SOURCE | Wanted Analytics, Hiring Demand Dashboard - New York City

Ad Volume

Since December 2008, a monthly average of 30 new jobs has been posted online for guest service agents in the traveler accommodation industry. Employer demand has been seasonal with lower demand during winter months. Although demand has been somewhat volatile since 2008, the trend-line shows that it has been growing in general, although weaker than expected in the latter half of 2012.

Job Location

Of the 72 jobs advertised in New York City in the four-month period from October 2012 to January 2013, 58 were in Manhattan, eight in Queens, and three in Brooklyn. The rest did not specify location.

Hiring Difficulty

Wanted Analytics scores occupations according to a “hiring scale,” which takes into account the number of current workers in the occupation, the number of employers hiring, local unemployment rates, and pay that is offered, among other factors. According to this scale, employers find it *slightly difficult* to find guest service agents.

Employers

All employers that advertised for guest service agents online from October 27, 2012, to January 24, 2013, are listed in the table to the right. Marriott International (12) had the most jobs posted.

Skills, Tools and Technologies

The skills, tools and technologies most commonly mentioned in job ads were adaptability, dependability, oral and written communication skills, property management system, and detail-orientation.

Certifications

The only certification requested in ads seeking GSAs was first aid certification.

Top Employers Advertising for Guest Service Agents

September 27, 2012 to January 24, 2013

Marriott International	12
Hilton Worldwide	8
Hersha Hospitality Management	7
Embassy Suites Hotels	5
InterContinental Hotels Group	4
Morgans Group, LLC	4
Omni Hotels & Resorts	3
Affinia Hospitality	2
The Pierre	2
Duane Street Hotel Tribeca	2
Hotel Le Bleu	2
Queens Motor Inn	2
W New York Hotel	2
HEI Hotels & Resorts	2
Crowne Plaza	1
Amsterdam Hospitality Group	1
Paramount Hotel	1
Microtel Inns & Suites	1
The Mark Hotel	1
The Algonquin Hotel	1
Conrad New York	1
Hotel Wolcott	1
Hyatt Hotels & Resorts	1
Belvedere Hotel	1
WNW Hospitality Group	1
Sheraton JFK Airport Hotel	1
Candlewood Suites Times Square	1
Hersha Hospitality	1
Unspecified	1
Total	72

SOURCE | Wanted Analytics Hiring Demand Dashboard NYC