

# National Hotel Employee Day Toolkit



In 2022, the American Hotel & Lodging Association (AHLA) and National Day Calendar established Sept. 1 as National Hotel Employee Day to annually celebrate and honor America's nearly two million hotel employees.

As we continue to raise awareness about the importance of hotel employees and highlight historic hotel career opportunities, this toolkit provides suggestions for marking National Hotel Employee Day on Friday, Sept. 1, 2023. It includes a template press release, social media posts, graphics, signage, ideas for in-person engagement, and talking points. Please feel free to use these materials as we celebrate this important day Sept. 1.

## Template Press Release

### PRESS RELEASE

Contact: [NAME], [PHONE NUMBER], [EMAIL]

#### [ORGANIZATION] CELEBRATES NATIONAL HOTEL EMPLOYEE DAY

[CITY, STATE] (Sept. 1, 2023) – [ORGANIZATION NAME] today recognized National Hotel Employee Day.

"PLACE HOLDER FOR YOUR QUOTE," said [NAME, TITLE OF ORGANIZATION]. "PLACE HOLDER FOR QUOTE."

The American Hotel & Lodging Association (AHLA) and National Day Calendar established National Hotel Employee Day in 2022 to honor the nearly two million employees who work in the hotel industry. It is observed annually on September 1. This year, National Hotel Employee Day comes as hotels across the nation are working to quickly fill nearly 100,000 open hotel jobs. To attract more talent, hotels are offering current and prospective employees near-historic wages, better benefits, and more flexibility than ever before.

"Employees are the lifeblood of every hotel, and we created National Hotel Employee Day to help thank America's nearly two million hotel professionals for their incredible service and dedication," **said AHLA President & CEO Chip Rogers.** "Today and throughout the year, we are proud to celebrate hotel employees and their important work. From wedding receptions to family reunions and vacations, our workforce helps create some of Americans' most important memories. And with hotel pay, benefits, flexibility, and upward mobility all at near-historic levels, there's never been a better time to start a hotel career."

To learn about hotel career opportunities and search for jobs, visit [thehotelindustry.com](https://www.thehotelindustry.com)

To learn more about National Hotel Employee Day, visit [ahla.com/day](https://www.ahla.com/day)

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## Social Media Posts

On Friday, Sept. 1, we encourage you to use the hashtag #HotelEmployeeDay on social media to celebrate National Hotel Employee Day with posts and pictures. Draft posts for your use are below.

- Hotel employees are the heart of the lodging industry, and today we honor and recognize their dedication, service, and professionalism. Thank you! #HotelEmployeeDay
- On #HotelEmployeeDay, we reflect on the hard work of hotel employees and all they do for our guests and communities. Keep up the good work!
- Please join us in taking a moment to thank a hotel employee this #HotelEmployeeDay!
- Hotel employees – thank you for playing a key role in some of Americans’ most important life events – from wedding receptions to family reunions and vacations. We appreciate you! #HotelEmployeeDay

## Social Media Graphics (click to download)



## Graphics for Printable Signage (click to download)



## Opportunities for Engagement

Here are some things you can do to celebrate National Hotel Employee Day:

- Place a “guest book” in your hotel lobby encouraging patrons to write a note of appreciation to hotel workers.
- Create an “Employee Spotlight” posterboard/bulletin board
  - Compile fun photos and fun facts about employees to showcase in the hotel lobby
- Reach out to your elected representatives on their social-media platforms and encourage them to recognize National Hotel Employee Day.
- Host an employee event and capture a group picture to share on social media.
- Print and place signage around your hotel thanking employees and encouraging guests to thank employees.
- Plan a coworker and/or management-to-staff ‘thank you’ event where co-workers can share experiences and thank one another.



## General Talking Points

- Hotel employees are the heart of the lodging industry.
- They work tirelessly to elevate the guest experience and create lifelong memories for visitors from near and far.
- On this National Hotel Employee Day and every day throughout the year, we express our thanks to all hotel employees and redouble our support for the dedicated men and women who keep America’s hotels running smoothly.
- This year, National Hotel Employee Day comes as hotels across the nation are working to quickly fill nearly 100,000 open hotel jobs.
- To attract more talent, hotels are offering historic career opportunities.
- There has never been a better time to join the hospitality industry – with hotels offering current and prospective employees near-historic wages, better benefits, and more flexibility than ever before.
- To learn about hotel career opportunities and search for jobs, visit the hotel industry dot com ([thehotelindustry.com](http://thehotelindustry.com))