hosco. THE ICE ALUMNI DATA REPORTS AND HOSCO PARTNERSHIP October 2021







GLOBAL

Hosco is the only **global hospitality specific network** connecting hospitality talents, employers, schools and opportunities in one online space.



SMART

Hosco validates candidates' eligibility through its **advanced screening technology** for every job application.



NETWORK

Hosco is an engaged community with content and updates, beyond the job, ensuring both **active and passive job seekers** are active on the network.



HOSPITALITY CURATED

Hosco's network is exclusively made of over **1.5 M talents with hospitality** education and/or experience and/or interest.

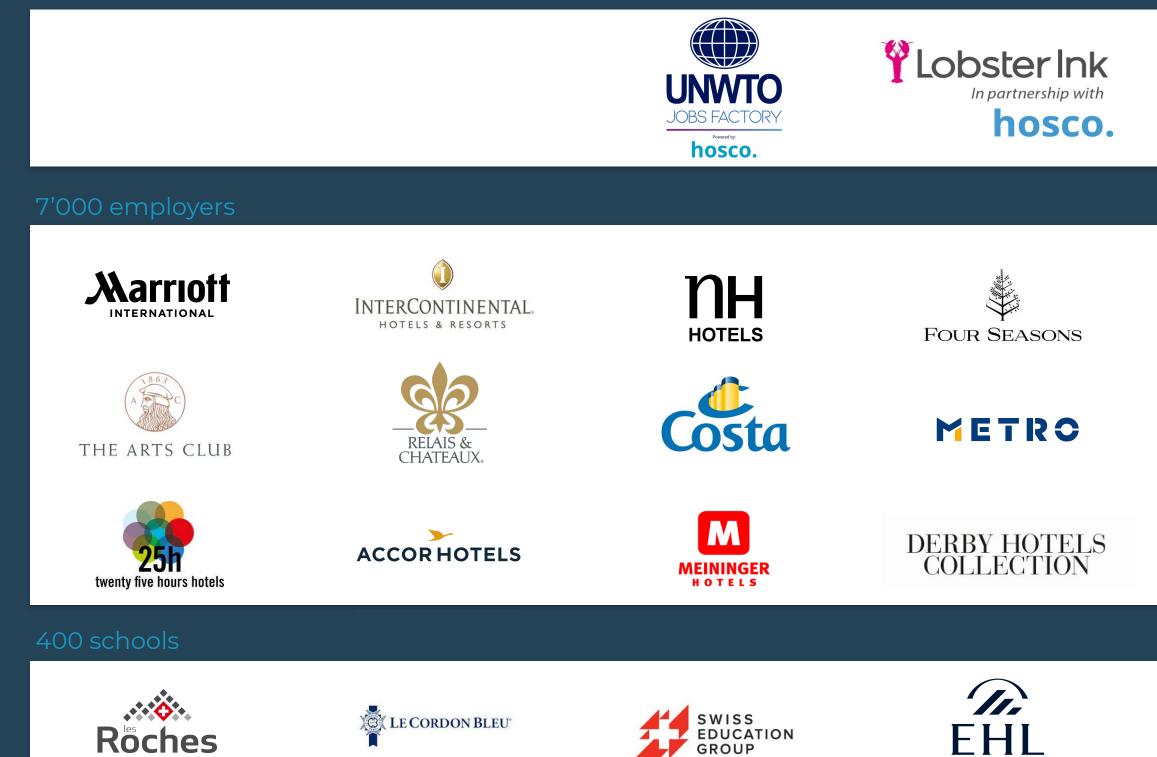


LEARNING AND UPSKILLING

Hosco offers a **program repository** for talent seeking to upskill, expand their knowledge, acquire new abilities.

OUR PARTNERS

Strategic partners









)(Dorchester *Collection*















THE-ICE AND HOSCO

JOINING FORCES TO SUPPORT THE-ICE MEMBERS WITH ALUMNI DATA AND INSIGHTS

Hosco and THE-ICE formed a partnership in 2020 to support the strategic goals of THE-ICE in delivering value and tangible benefits to its members related to the collection and optimization of alumni data.

Through this partnership Hosco has provided the ICE and its members:

2

1

A **Standardized Group Alumni report** providing an overview and comparison of the alumni from each of THE-ICE schools and allowing for benchmarking Individual school alumni reports helping THE-ICE schools understand where their alumni are and how they have progressed since graduation.



THE-ICE community and school profiles on Hosco. Giving visibility to the group and its members among Hosco's employers, schools and members.



Hosco | October 2021

OBJECTIVES

KEY TAKEAWAYS

WHAT WERE THE OBJECTIVES

ALUMNI DATA TO STRENGTHEN YOUR SCHOOL'S KNOWLEDGE

- + Provide an overview of the alumni community of all of THE ICE schools. Where are the located? Which departments are they working in?
- Better understand the employability of THE ICE schools' alumni based on data provided by \star them on their profiles

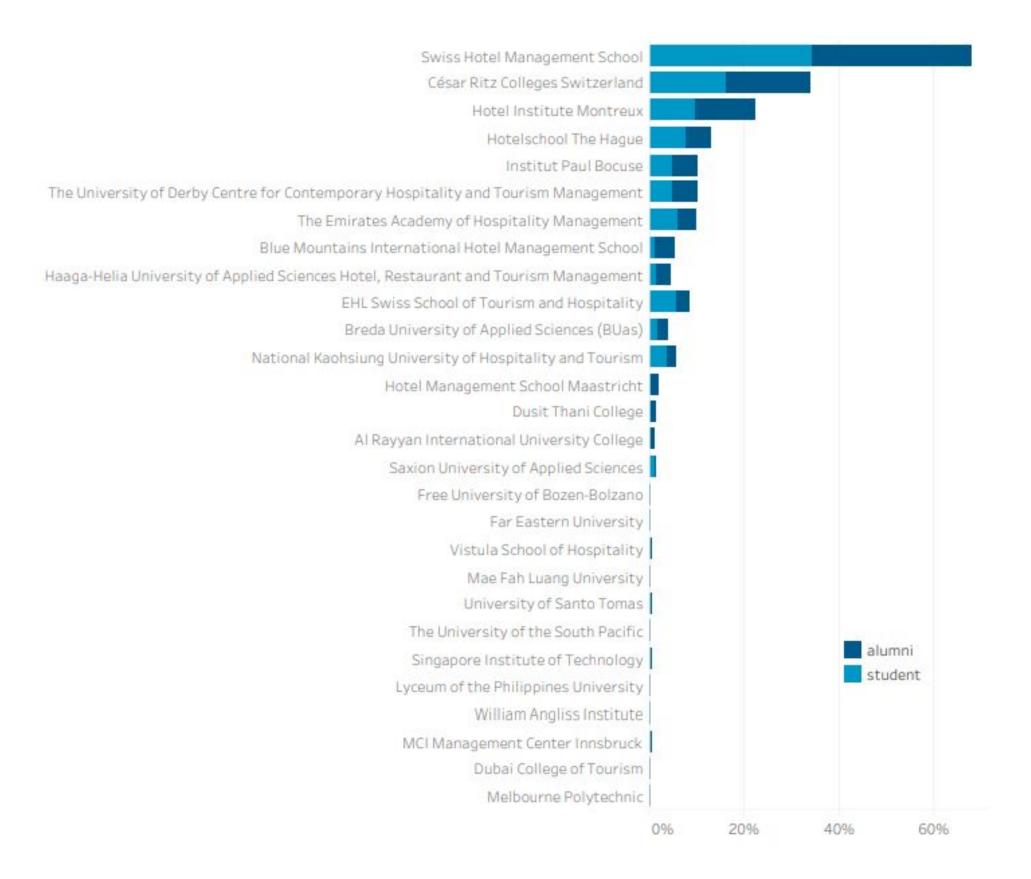
HOW DID WE DO IT

ALUMNI DATA TO STRENGTHEN YOUR SCHOOL'S KNOWLEDGE

★ Standardized Alumni Employability Report

- Member Status (Student/Alumni)
- School
- Nationality
- Current Location
- When started position
- Job title
- Job department
- Job location/company
- Job company
- International location

WHO PARTICIPATED - MEMBERS OF THE ICE SCHOOLS



GLOBAL MEMBERSHIP OVERVIEW- ALL SCHOOLS



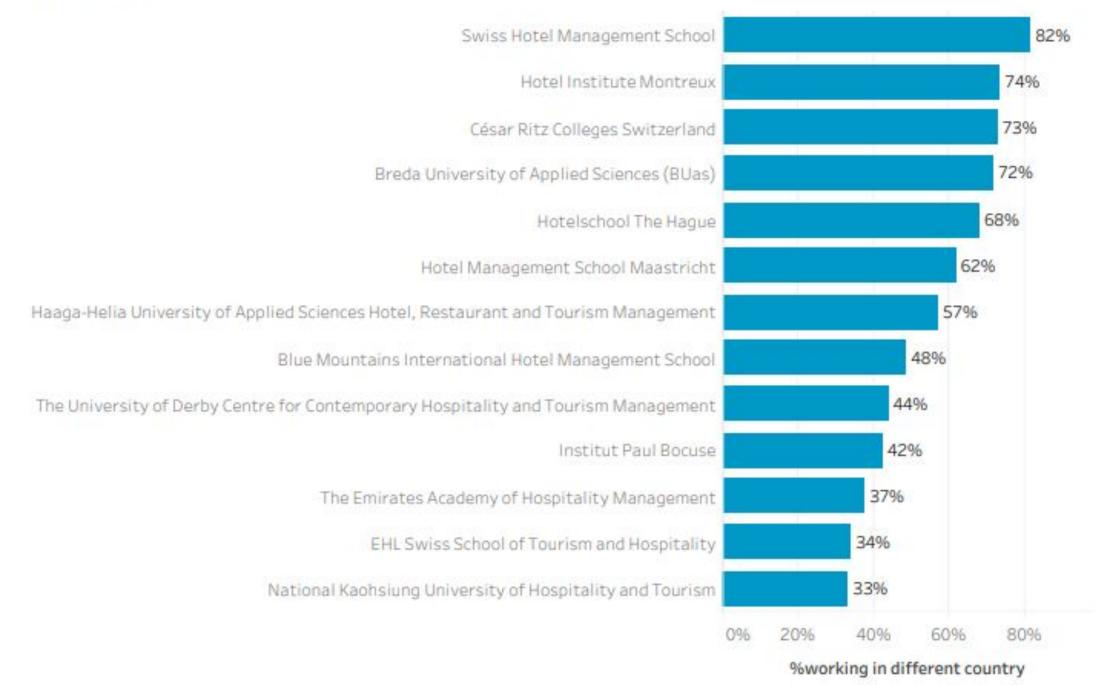
Member country on Hosco profile*		Member current working country*		
Same country as School	68%	Same country as School		
Different country as School	32%	Different country as School		



796 student 36% 65%

INTERNATIONALIZATION OF STUDENTS

% Members working abroad* (members currently working in a different country than the school country of all members with working location in their profile)



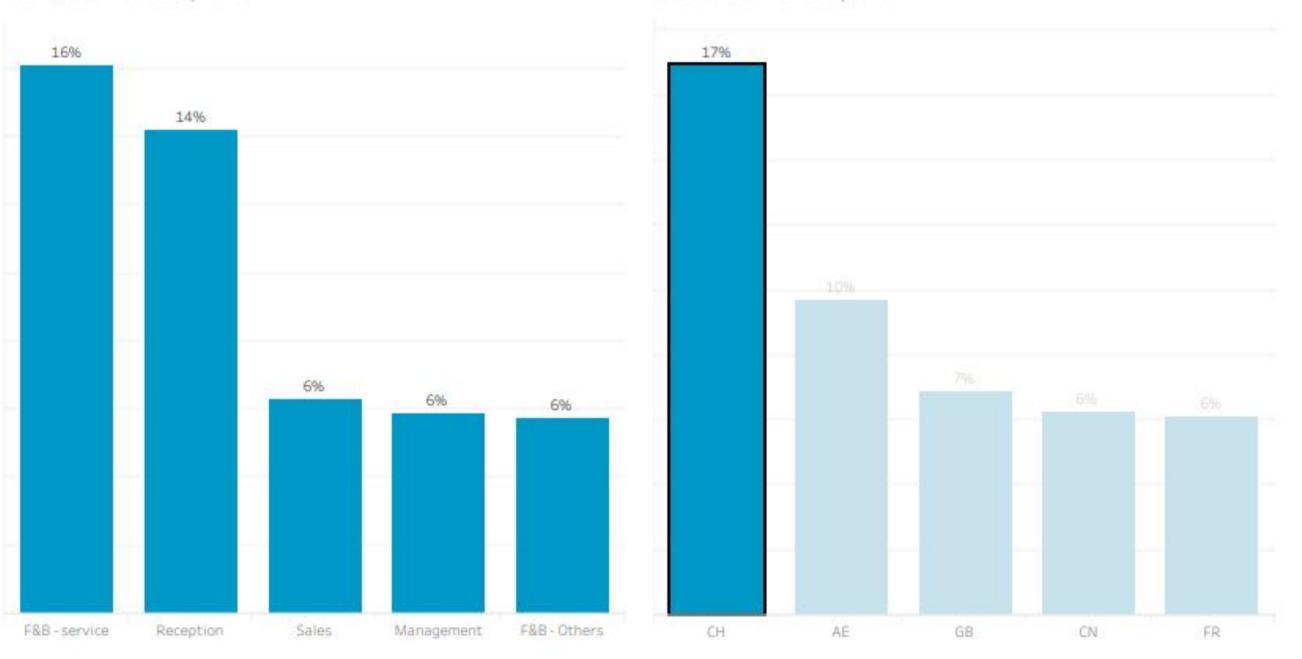


WHERE ARE THEY WORKING?

TOP Members current working departments *when

available on members profile

TOP Members current working countries *when available on members profile





WHERE ARE THEY FROM?

Members top 5 Nationalities *when available on members profile

18%	6%	6%
Chinese	French	Taiwanese
	6% Dutch	4% Indian



TOP DEPARTMENTS - BREAKDOWN BY SCHOOL

Al Rayyan International University College	Reception	21%	
	Management	8%	
	Human Resources		
	F&B - Management	6%	
	Event		
Blue Mountains International Hotel Management	F&B - service	24%	
School	Reception	14%	
	Guest relations		
	Event	6%	
	Management		
Breda University of Applied Sciences (BUas)	Reception	16%	
	Sales	11%	
	F&B - service		
	Management	8%	
	Event		
César Ritz Colleges Switzerland	F&B - service	18%	
	Reception		
	F&B - Others	8%	
	Management		
	F&B - Kitchen		
Dusit Thani College	F&B - Kitchen		51%
	Reception	7%	
	Guest relations		
	F&B - Others	6%	
	Sales		
EHL Swiss School of Tourism and Hospitality	F&B - service	18%	
	Reception		
	F&B - Others	10%	
	Management	6%	
	Administration		
Haaga-Helia University of Applied Sciences Hotel,	Reception	19%	
Restaurant and Tourism Management	F&B - service		
	Sales	7%	
	Other		
	Management	5%	
Hotel Institute Montreux	F&B - service	20%	
	Reception		
	Management	6%	
	Sales		
	F&B - Others	5%	



TOP DEPARTMENTS - BREAKDOWN BY SCHOOL

Hotel Management School Maastricht	Reception	18%
	Sales	10%
	Event	Common and the second se
	Management	8%
	Other	
Hotelschool The Hague	F&B - service	13%
	Management	
	Reception	9%
	Sales	
	F&B - Management	
Institut Paul Bocuse	F&B - service	15%
	F&B - Kitchen	
	Reception	8%
	Sales	
	F&B - Management	6%
National Kaohsiung University of Hospitality and	F&B - service	28%
Tourism	Reception	1496
	F&B - Kitchen	
	Housekeeping	7%
	F&B - Others	
Swiss Hotel Management School	F&B - service	18%
	Reception	
	F&B - Others	7%
	Guest relations	70/
	Sales	7%
The Emirates Academy of Hospitality	F&B - service	10%
Management	Sales	
	Reception	8%
	Human Resources	
	Event	6%
The University of Derby Centre for Contemporary		12%
Hospitality and Tourism Management	Reception	
	F&B - service	10%
	Event	
	F&B - Kitchen	9%



TOP WORKING LOCATIONS - BREAKDOWN BY SCHOOL

Al Rayyan International University College	NL	4	32%		
	GB	11%	5270		
	ES				
	QA	9%			
	DE				
Blue Mountains International Hotel Management School	AU			52%	
	AE	11%			
	CN	7%			
	IN	3%			
	GB				
Breda University of Applied Sciences (BUas)	NL		28%		
	ES	189	%		
	GB	7%			
	AE				
	BE	5%			
lésar Ritz Colleges Switzerland	CH		27%		
n an an an an an an t-ann an an ann an an an an an an an an an	US	7%	2770		
	AE				
	CN	7%			
	HK				
Jusit Thani College	TH				70%
	AE	10%			1010
	US	3%			
	MV				
	CN	3%			
HL Swiss School of Tourism and Hospitality	CH				66%
	AE	4%			0070
	CN				
	TH	3%			
	US				
laaga-Helia University of Applied Sciences Hotel, Restaurant and	FI	20		43%	
ourism Management	ES	9%			
	MT	5%			
	DE				
	AE	5%			
lotel Institute Montreux	CH		26%		
	AE	8%			
	CN				
	GB	5%			
	US				
lotel Management School Maastricht	NL			38%	
	AE	10%			
	GB				
	BE	6%			
	ES	0.10			



TOP LOCATIONS - BREAKDOWN BY SCHOOL

Hotelschool The Hague	NL	32%	
	ES	8%	
	DE		
	GB	7%	
	AE		
Institut Paul Bocuse	FR		58%
	US	4%	
	GB		
	CH	3%	
	ES		
National Kaohsiung University of Hospitality and Tourism	TW		
	SG	12%	
	US	3%	
	TH	2%	
	CN		
Swiss Hotel Management School	CH	18%	
	CN AE	11%	
	US	7%	
	HK	/ 70	
The Emirates Academy of Hospitality Management	AE		63
The chinates Academy of Hospitality Management	TW	10%	03
	IN	4%	
	US		
	DE	2%	
The University of Derby Centre for Contemporary Hospitality and	GB		56%
Tourism Management	US	3%	50.0
i san onn ana gennere	CH		
	CZ	3%	
	NL		
		0% 10% 20% 30% 40% 50	0% 60%
		0.00 10.00 20.00 20.00 40.00 20	0070





70% 80%

KEY TAKEAWAYS

LEVERAGING YOUR DATA TO MAKE DECISIONS

- Engage with your alumni & students to complete their profiles to make applying for open positions easier. \star
- The high employability of your students is an important factor for marketing your courses \star
- The number of alumni & students without work experience could indicate that they only wanted the networking element of Hosco.
- The positions your alumni & students report working in are in office based roles and customer \star facing roles (F&B service, reception, sales), highlighting the strength of your institution in that area.
- An external focus on the most popular departments for work could help in getting the right \star students onto your courses and with marketing efforts.
- Reported current working countries favor Switzerland, alongside UAE. This again could help with \star external communication and targeting the right audience and nationalities.

HOW TO IMPROVE - OUR SERVICES TO YOU

AUTOMATION AND ENGAGEMENT

Engagement \star

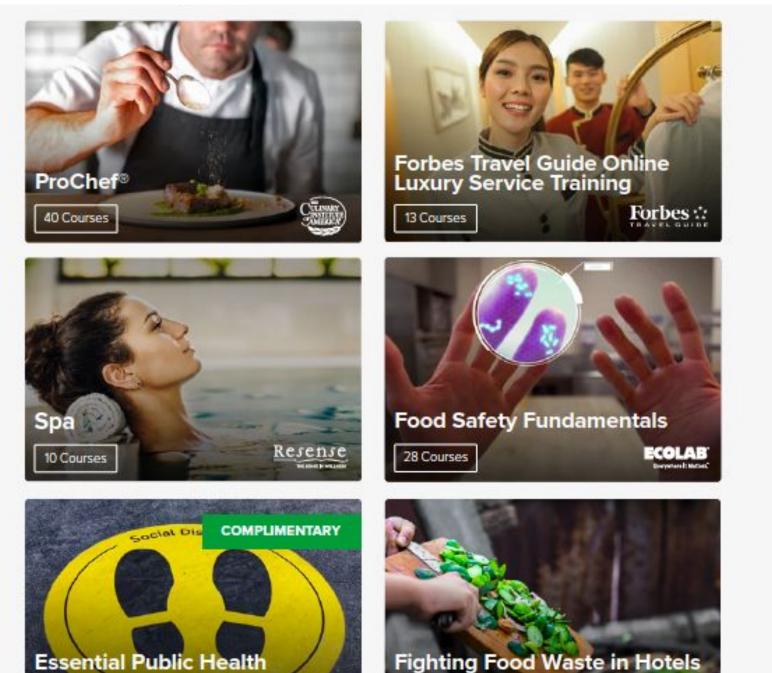
- Automated emails
- Mandatory onboarding with Hosco team \bigcirc
- Promotion kits
- Period mass webinars
- Member imports (on request)
- ★ Nurturing
 - Sharing of global webinar content
 - Live Q&A + FAQs
 - Last login reminders
 - Goodies





LEARNING SUBSCRIPTION CONTENT

Schools can either adopt the Hallmark Library from Lobster Ink, covering all core areas of hospitality, partner courses co-created with industry experts or a mix of both.

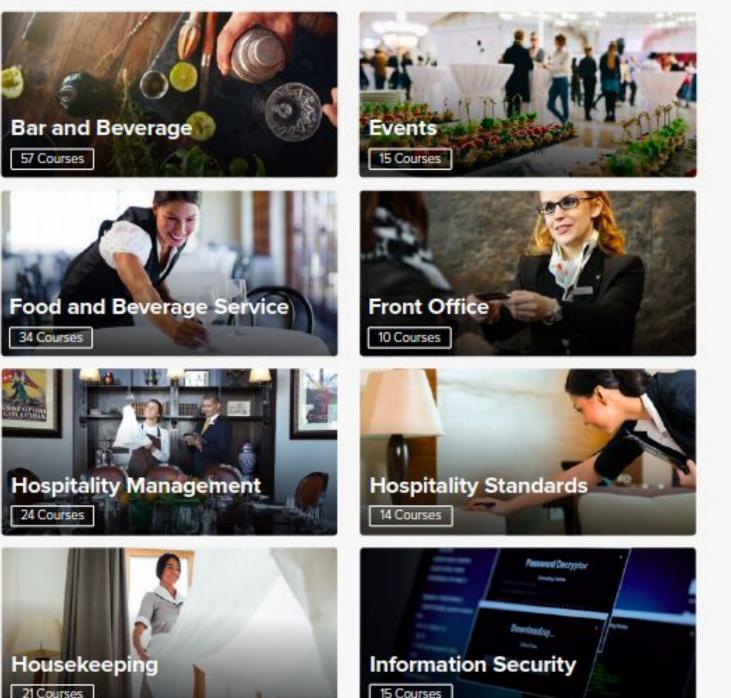


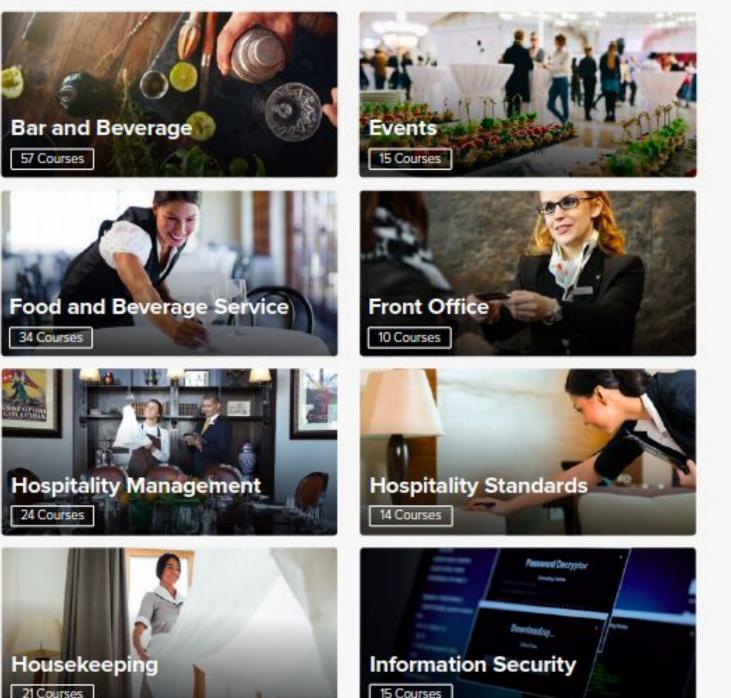
1 Course

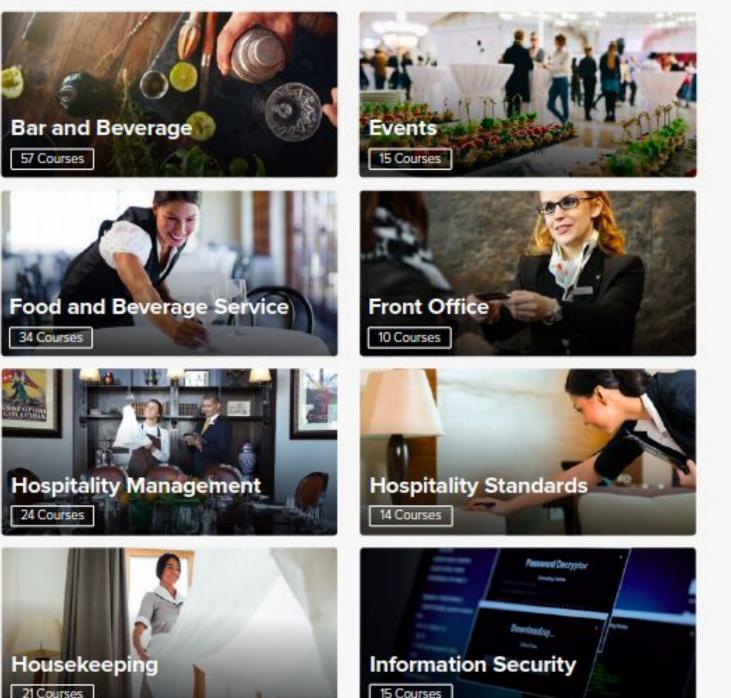
Stand Here ECOLAB

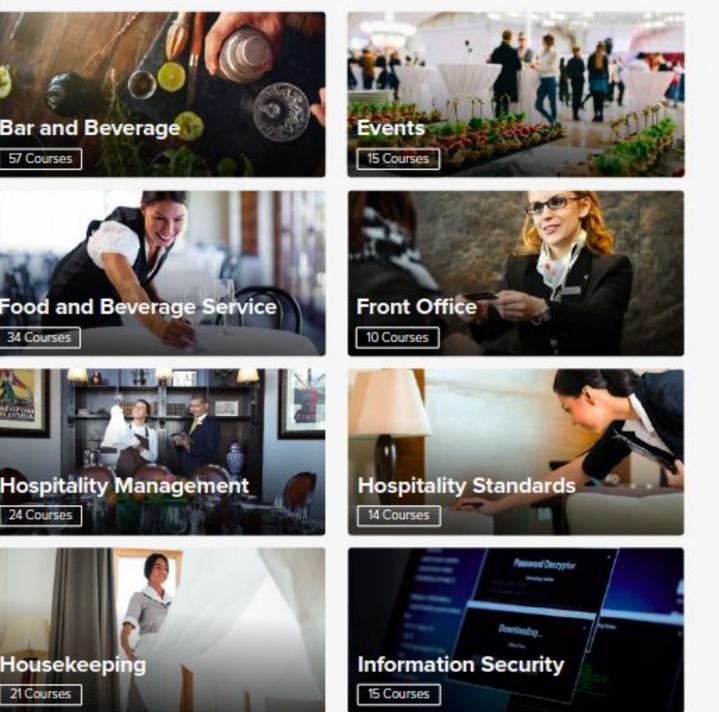
4 Courses

PARTNER COURSES





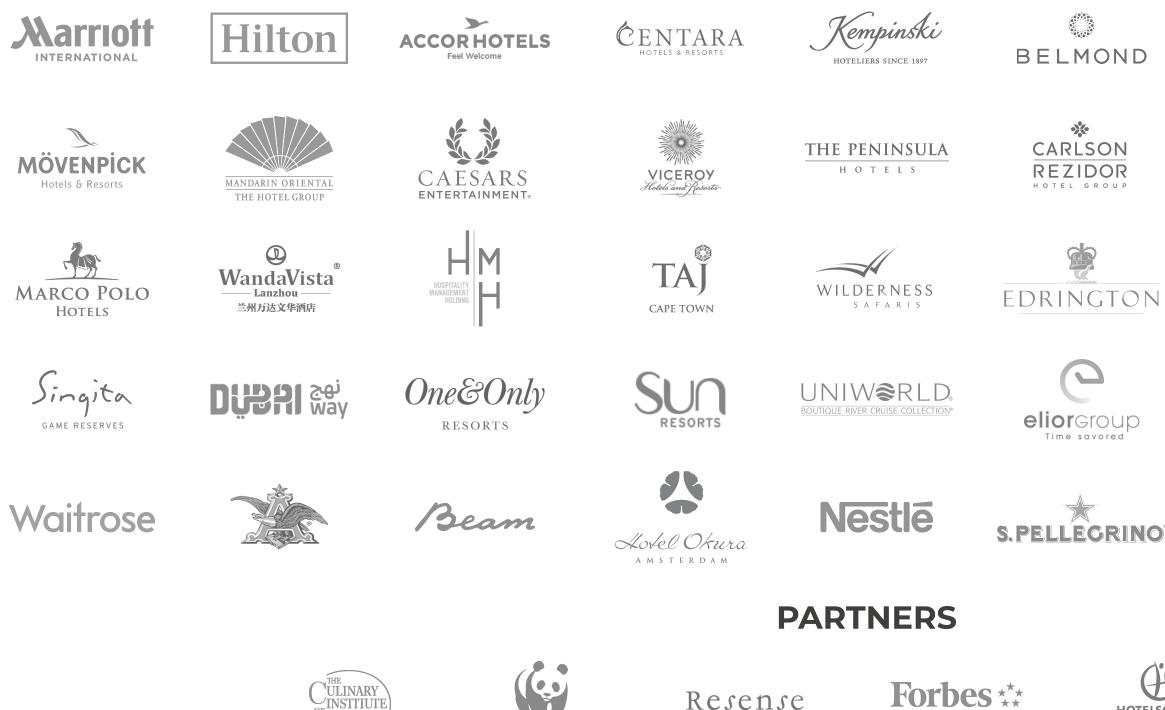




LOBSTER INK HALLMARK LIBRARY



REMARKABLE BRANDS USING LOBSTER INK



WWF

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Resense



CORAL Hotels & Resorts



RADISSON

HOTEL GROUP

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SHAZA HOTELS



TRAVEL GUIDE





SCHOOLS USING LOBSTER INK







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FAIRLEIGH

DICKINSON





INSTITIÚID '

FEICNEOLAÍOCHTA NA GAILLIMHE-MAIGH EO



École d'Hôtellerie et de Tourisme

du Luxembourg

Universitat Autònoma de Barcelona









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