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## How Hotels Are Really Impacting Modern Metros

ATLANTA—The economic drivers can't be disputed.



Atlanta has witnessed a strong uptick in revenue per available **hotel** room in recent years. That, in turn, is driving an increase in new development, [CBRE reports](#). Hotel construction is concentrated in specific submarkets, such as Interstate 85 North, Chamblee, Central Perimeter, Midtown and Interstate 85 South near the airport.

GlobeSt.com caught up with **Bill Duncan**, global head of All Suites for Hilton, to discuss the impact of hotels on urban areas. He also discusses the job growth in the industry in part one of this exclusive interview.

**GlobeSt.com:** *What kind of impact do hotel developments have in metro and urban areas in the Southeast?*

**Duncan:** **Hotel** developments are economic drivers, creating job opportunities for the local community and bolstering revitalization projects that [contribute to economic growth](#). For example, projects like the Embassy



Suites by Hilton Charlotte Uptown serve as a testament to how **hotel** developments in the Southeast, and especially infill projects like this one, continue the momentum of re-emerging communities while helping create dynamic live-work-play environments. We are also seeing this in the rise of “surban” areas, or areas containing attributes of both urban and suburban lifestyles.

***GlobeSt.com: Speaking of jobs, how is the hotel industry driving continued jobs in the Southeast’s service-sector?***

**Duncan:** Our growing footprint in the region allows us to create temporary and permanent jobs in the markets where we are opening. In 2016, Hilton created 20,000 jobs worldwide and is projected to add 25,000 jobs in 2017.

According to a new report from the World Travel & Tourism Council, the travel and tourism industry generated one in 10 of the world’s jobs in 2016. This sector is also expected to support one quarter of all new jobs created in the next decade, demonstrating how the industry spurs jobs and economic development in local communities.

As both Hilton’s CEO **Chris Nassetta** and I can attest, a job in hospitality can often lead to a lasting career. I began my career as an assistant night manager at an Embassy Suites, and have worked my way up through the company to now serve as global head of Hilton’s All Suites category, which includes Embassy Suites by Hilton, Homewood Suites by Hilton and Home2 Suites by Hilton.

As one of the world’s largest employers, the travel and tourism industry is in a unique position to open doors and create opportunities for young people looking for jobs. Per the International Labor Organization (ILO), as many as 71 million young people are currently unemployed. Hilton is dedicated to hiring young people, as part of our commitment to prepare, employ and connect one million youth by 2019.