

Workforce Perception & Employer Branding *In Aruba's Timeshare Sector (2024)*



TIL © LAS PASCAMILLAS, S.A.

Context

Aruba's tourism industry is highly dependent on a limited and increasingly constrained labor force.

The timeshare sector, despite its economic importance and relative stability, faces ongoing challenges in attracting new employees due to perceptions of job insecurity, industry competition, and a disconnect between employer messaging and labor market expectations.

A gap exists between how the timeshare industry presents itself as an employer and how it is perceived by potential employees, directly affecting intention to join.

Situation Audit

The current landscape and level of perception & exposure

Approach



Based on quantitative analysis using survey data and statistical testing (SPSS, 2024)

Key Insight: Perception Drives Talent Attraction

The effectiveness of employer branding is not determined by what organizations communicate, but by how those messages are perceived and aligned with employee expectations.

Key Gaps & Constraints

The analysis identifies clear structural gaps that limit the industry's ability to attract and retain talent.

Aruba Timeshare Association (ATSA) - Aruba

Issue or Gap	Current Impact	Value if Resolved
Misalignment between employer messaging and employee expectations	High	High
Limited differentiation from other hospitality employers	High	High
Underutilization of employer branding as a strategic tool	Medium	High

Strategic Direction

Steps to take to align employer branding with workforce expectations

Employer branding effectiveness depends on alignment between communicated benefits and actual employee experience.

Strengthening employer branding requires aligning communicated benefits with actual employee experience, particularly across psychological, functional, and economic dimensions.

Improving clarity around career development, job stability, and long-term opportunities will enhance perceived attractiveness and increase intention to join.

Differentiation from the broader hospitality sector is essential, particularly in positioning the timeshare industry as a stable and resilient employer within a volatile tourism environment.

A more consistent and targeted communication strategy can bridge the gap between perception and reality, strengthening recruitment outcomes.



© LAS PASCAMILLAS, S.A.

Full report and tailored workforce and employer branding analysis available upon request.

Available for international consultancy engagements