



## Nevada Retailers Projected to Hire 7,000 Workers for Holiday Season

### National Economic Trends Point to Strong Holiday Shopping Period

Retailers in Nevada and throughout the United States are ramping up hiring campaigns in preparation for the all-important holiday shopping season. On a national level, career transitions firm Challenger Gray & Christmas projects seasonal hiring will be the highest in several years as positive economic fundamentals and high consumer confidence point to a robust holiday shopping season.

In the Silver State, the Retail Association of Nevada (RAN) estimates retailers will boost hiring by 7,000 new positions during the October-to-December holiday shopping period. Seasonal positions include in-store employees as well as logistics and warehousing workers fulfilling online orders.

“Nevada’s economy remains on an impressive run, with consumers enjoying steady employment and rising wages heading into the holiday shopping season. Our retailers are preparing by stocking up on inventory and hiring workers to meet the expected demand at stores across the state,” said Bryan Wachter, Senior Vice President of RAN.

Across the nation, major retailers Target and Kohl’s announced seasonal hiring plans of 120,000 and 90,000 workers, respectively. Gap announced 65,000 seasonal positions throughout its stores, including Banana Republic and Old Navy, while other major announcements included Macy’s/Bloomingdales with 54,000 positions, J.C. Penney with 39,000 and Michael’s with 15,000. Walmart and Amazon have yet to announce hiring plans for this year. Delivery companies UPS and FedEx will also boost hiring, with announced seasonal hires of 100,000 and 55,000 positions, respectively.

With the national unemployment rate at the lowest point since 2000, many major retailers have begun their seasonal hiring campaigns earlier than usual to recruit workers in the tight labor market. Companies are also advertising employee discounts, competitive wages and other incentives to attract the workers they need. This trend has been apparent in Nevada’s retail industry, where average weekly wages climbed 7.7 percent year over year in August 2018. That growth rate outpaced the statewide average of 5.1 percent and was the second-highest annual increase since 2014.

**For more information,  
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#### **Mission Statement:**

*Our Mission is to strengthen the business environment for Nevada Retailers and Associates by providing a government relationship program which supports retail industry needs through effective lobbying at federal, state and local levels.*

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#### **Looking out for Business**

At RAN we make it our business to support and protect your business. From monitoring local, county, state and some

Seasonal hires through the end of the year will bolster employment in Nevada’s retail industry, which expanded by 1.7 percent by adding 2,500 jobs over the past year. Nevada’s retail sector remains on an upward trend heading into the three-month holiday shopping season, which typically accounts for more than a quarter of annual retail sales. Through June 2018, statewide taxable retail sales for the prior 12 months reached a record \$58.9 billion, up 4.2 percent from the previous year.

federal issues, RAN is there to inform you on the events that can have a real impact to your business.

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National Retailer	Estimated Statewide Hiring
Target	1,100
Kohl’s	940
Gap Stores (incl. Banana Republic and Old Navy)	680
Macy's	570
J.C. Penney	280
Michael's	140
<b>Total, Major Announcements (Based on Company Announcements &amp; Nevada Locations)</b>	<b>3,710</b>

**About The Author**

Applied Analysis, founded in 1997, is a Nevada-based advisory services firm providing information and analyses for both the public and private sectors.



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