



Nevada Expected to Add Up to 7,600 Seasonal Jobs This Year

Employment and Taxable Sales Growth Suggest Strong Holiday Season

As the weather begins to turn, so have retailers large and small begun to plan ahead for a strong holiday season in 2014. Already, many major retailers are announcing plans to employ more seasonal employees than last year. National estimates from employee-placement firm Challenger, Gray & Christmas suggest seasonal employment from October to December could reach 800,000 this year, up 1.8 percent from last year and the highest level since 1999. The Retail Association of Nevada (RAN) estimates retailers will add up to 7,600 seasonal jobs in Nevada to meet the demand of the upcoming holidays.

National retailers such as Kohl's, Walmart, Macy's, and Game Stop all have plans to increase their seasonal workforce this year. Kohl's is planning to hire 17,000 more employees this holiday season (up 34.0 percent from last year), with roughly 50 employees added per store. Walmart is increasing its seasonal workforce by about 10 percent, or up to 60,000 employees this year, and nearly one-fourth of these employees are expected to stay on permanently after the holidays. Macy's will hire 86,000 workers, an increase of 3.6 percent from last year. Game Stop is hiring nearly 50 percent more seasonal employees this year, or from 17,000 last year to 25,000 this year. Target, JCPenney, and Toys "R" Us are planning to stay consistent with 2013 hiring levels with 70,000, 35,000 and 45,000 seasonal employees, respectively.

Consolidating the major hiring announcements made thus far in the season, RAN estimates national retailers will hire about 3,700 seasonal employees in Nevada this year. Seasonal hires by local retail shops and e-commerce outfits throughout the state are expected to be consistent or better than last year, and anecdotal reports suggest that many of these local hires end up staying on in



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Mission Statement

Our Mission is to support and promote the business environment in Nevada by providing a good relationship program that supports retail and business through effective communication with federal, state and local government.

Looking out for the Retailer

At RAN we make it our mission to support and promote the business environment in Nevada by providing a good relationship program that supports retail and business through effective communication with federal, state and local government. RAN is the voice of the retailer.

some capacity after the peak of the holidays has passed.

While not considered “traditional” retailers, shipment companies like UPS and FedEx are of increasing importance to the success of the modern holiday shopping season. FedEx plans to add more than 50,000 workers for the upcoming season, up from 40,000 last year. Similarly, UPS plans to add between 90,000 and 95,000 workers this holiday season, up from 85,000 last year. Notably, UPS planned to hire 55,000 seasonal workers last year, but high package volume led to the addition of 85,000 seasonal employees instead. Contributing to UPS’s hiring plans this year are growing e-commerce sales expectations by both online-only and bricks and mortar stores with an online presence. While the largest e-commerce company, Amazon, has yet to release holiday hiring plans, EMarketer estimates e-commerce sales will reach \$72.4 billion this year, up 17 percent from last year, comprising 8.4 percent of total holiday sales.

Bryan Wachter of RAN said, “Nevada has continued its upward trend in terms of both employment and taxable retail sales. Total employment in Nevada has experienced 44 months of consecutive year-over-year growth, while retail trade employment has shown 47 months of consecutive year-over-year growth. On the spending side, overall taxable retail sales have had 49 months of consecutive year-over-year growth. The addition of seasonal hires will likely add to overall holiday spending this year.”

National Retailer	Estimated Statewide Hiring
Macy’s	926
Target	742
Walmart	622
Kohl’s	600
Toys “R” Us	515
Game Stop	210
JCPenney	132
Total, Major Announcements <i>(Based on Company Announcements & Nevada-based Locations)</i>	3,747

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