



Visitor Economy

8% of employment in the Humber is in The Visitor Economy

This sector covers events food and service management, gambling, hospitality services, hotels, pubs, bars, nightclubs, restaurants, self-catering accommodation, holiday parks and hostels, tourist services and visitor attractions. Good people skills are essential for most jobs as most roles involve dealing with customers on a daily basis.

Will there be opportunities available?

■ Britain will have a tourism industry worth over £257 billion by 2025 and the sector is predicted to grow at an annual rate of 3.8% over the next 6 years. With jobs at all levels, opportunities are available both in entry level work such as Kitchen Assistant and Waiting Staff, where you can earn as you learn and graduate entry roles which build a career in Management, HR, IT, Marketing and Entertainment.

■ With an estimated need for a further 135,000 staff to support the visitor economy,

it's the right time to learn more about this varied and interesting sector.

Did You Know?

■ Hull UK City of Culture boosted the region's economy by over £300 million, creating 800 new jobs and bringing the total number of local jobs to over 29,000. That's 8% of the total workforce in the region!

■ The majority of the travel sector workforce is employed full time and women make up approximately 60% of the travel sector workforce.

■ Most tourism workers are aged 20-29 years old and skills shortage roles include Chefs, Kitchen Assistants, Cleaners and Waiting Staff.



Types of Job	National Average Salary
Hotel Manager	£20,000 to £60,000
Tourist Information Centre Assistant	£14,000 to £35,000
Travel Consultant	£14,000 to £40,000
Chef	£13,000 to £60,000
Restaurant Manager	£18,000 to £45,000
Events Manager	£17,000 to £80,000
Waiting Staff	£12,000 to £27,000
Catering Manager	£19,000 to £40,000
Kitchen Assistant	£11,500 to £16,500

Sources: Labour Force Survey, NOMIS, Annual Survey of Hours and Earnings, ONS.

Skills/qualities

The Visitor Economy sector offers a wide range of opportunities at entry level. From Barista to Theme Park Worker and Cinema Projectionist, interesting entry level jobs are available offering the opportunity to use great people skills. With A Levels or an apprenticeship, roles in Air Traffic Control and Events open up, and higher education gains entry to work as an Art Gallery Curator or Hotel Manager.

Useful subjects include;

- Maths
- English
- Languages
- Customer Service
- ICT
- Business Administration

Some local employers

Hull Truck Theatre
HumberSide Airport
KC Stadium
P&O ferries

For information... www.nationalcareersservice.co.uk www.bridgingthegaphumber.co.uk
www.hospitalityguild.co.uk www.deliveringyourfuture.co.uk www.apprenticeships.gov.uk
www.allaboutcareers.com www.skillsactive.com www.careersyandh.co.uk www.lmhumber.co.uk

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 • checking out YouTube and Social Media • talking to family and friends