



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 – just under 10% of UK GDP and supporting almost 3.8 million jobs, which is around 11% of the total UK number.
- The sector is predicted to grow at an annual rate of 3.8% over the next 6 years.
- The Covid 19 Pandemic has hit this sector hard, with jobs losses and staff on long term furlough. It is anticipated that the sector will grow again once the economy is back open.

Did You Know?

- The majority of the tourism workforce are aged 20-29 years old.
- It is possible to build a career with very few qualifications and there are growing opportunities for graduates too. There are roles in housekeeping, entertainment and management as well as finance, IT, HR Customer Service & Marketing.

- Hull continues to boom with £110m of investment into its hotels and venues. Hulls newest venue the £36m state-of-the-art music, arts and conference venue Bonus Arena, has already secured a full calendar of events.
- Over the next ten years, Grimsby will see a resurgence of activity across the town with investments worth over £60m as part of the Greater Grimsby Town Deal. This includes the redevelopment of its Riverhead which will see a nine-screen cinema and seven new restaurants and bars coming to the town. Invest Humber.
- An additional £7.2m is being spent Cleethorpes developing the town centres public realm, a new kiosk and entertainment venue along with a new programme of events.

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 £50,000
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, Invest Humber, 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

Some local employers

Hull Truck Theatre
Humberside Airport
KC Stadium
P&O ferries
Bridlington Spa
Grimsby Auditorium
The Deep

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