

## VISITOR ECONOMY

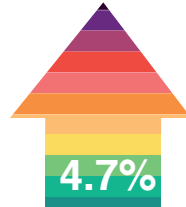
Visitor economy relates to both the tourism trade and also encompasses retail, hospitality and the food and restaurant services. The West of England has a strong visitor economy with an abundance of rural and seaside attractions which leads to a £1.8 billion annual expenditure by tourists in this area.

All data represents the West of England

### SIZE OF SECTOR



**61,378**  
people are employed  
in this sector.



The sector is forecast to grow by 4.7% between 2017 and 2026.



**19,902**  
unique job postings  
between Jan 2017  
and Jan 2018.



89% of advertised jobs in 2017-18 required **GCSEs**, standard grades, Level 2s/**NVQs** and **0-2 years experience**.

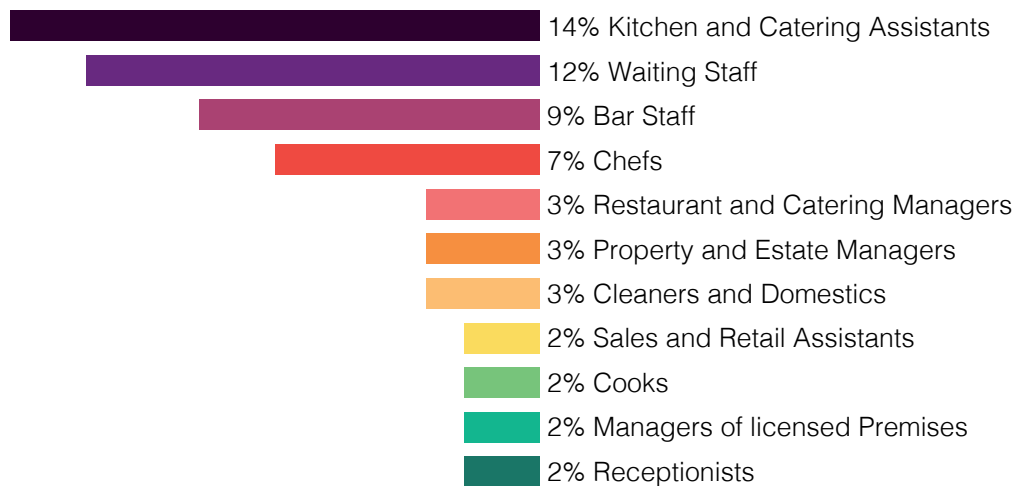


**29%**  
of the workforce are  
aged 16-24 years old.



### EMPLOYMENT AREAS

The main areas of employment within this sector are:



## AVERAGE HOURLY WAGE

Kitchen and Catering Assistants	£7.60
Waiting Staff	£7.50
Bar Staff	£7.50
Chefs	£9.00
Restaurants and Catering Managers	£9.19
Property and Waste Managers	£14.74
Cleaners and Domestic	£7.92
Sales and Retail Assistants	£7.85
Cooks	£8.15
Managers of Licensed Premises	£11.29
Receptionists	£8.50



## SKILLS IN DEMAND

These soft skills are most commonly requested by employers:

COMMUNICATION

PLANNING

ORGANISATIONAL

COLLABORATION

DETAIL ORIENTATED

The most requested skills specific to this sector are:

SPECIALIST	
Sales	Team work / collaboration
Customer Service	Admin Support
Cooking	Business Development
BASELINE SKILLS	
Communication Skills	English Speaking
Organisation Skills	Detail Orientated
Building Effective Relationships	Planning
BUSINESS SKILLS	
Microsoft Office Excel	SAP
Customer Relationship Management (CRM)	Enterprise resource planning (ERP)
Sales	



## EMPLOYERS

Employers with the most advertised vacancies over the past 12 months in the West of England:

- Hotel Du Vin and Malmaison
- Boston Tea Party
- Marriott International
- Hilton Worldwide
- Harvester
- Lounger
- Yo! Sushi
- Tesco
- Sizzling Pub Co
- Brownsword Hotels
- The Ivy Collection
- Premium Country Pubs
- Mitchells & Butlers
- Toby Carvery
- University of West of England
- McDonald's Restaurants
- Premium Country Pubs
- The Pig Near Bath
- Bills Group
- Gourmet Burger Kitchen

### Sources

- 1) Labour Insights - Data range 2017 / 2018
- 2) West of England LEP
- 3) EMSI - Burning Glass - Data range 2017 / 2018
- 4) Business West Skills Statements 2018

### Partners

