SECTOR FOCUS:

Visitor Economy in Lancashire

In Lancashire the visitor economy (tourism) contributes £3.7bn per year to the county's economy, and Lancashire has a vision to be 'one of the top 5 English counties for a short break or family holiday'.

The continued growth of the sector is creating opportunities for young people within the sector – with jobs throughout the county in locations such as Lancaster, Ribble Valley and the Forest of Bowland but particularly in Blackpool, Lancashire's number one visitor destination.

What jobs are available?

Typical jobs and starting annual salaries in the sector include:



COMMIS CHEF

£13,000



HOTEL MANAGER

£20,000



BARTENDER **£14,000**



COUNTRYSIDE RANGER

£18,000



tour manager **£15,000**



E14,000

National Careers Service Helping you take the next step



Fast facts

The Lancashire visitor economy in numbers:

CONTRIBUTES



£3.7bn



80m

visitor days spent in Lancashire in 2014



3,800



50,000+ jobs



Will create

4,000

new jobs by 2022



37 miles miles of coastline



18
nature centres



8 national cycle routes



34% of employees in the sector are aged under 30



What companies are based in Lancashire?

Leading visitor economy employers in Lancashire include both national chains and smaller independent businesses such as:

- Best Western
- Blackpool Pleasure Beach
- Blackpool Winter Gardens
- Holiday Inn
- Martin Mere
- Merlin Entertainments

- Northcote
- Pure Leisure Group
- Preston Guild Hall
- Seafood Pub Company
- The Sandcastle
- Travelodge

How do I get into the sector?

You can get into the sector via a number of routes, including:

How do I find out more?

For more information, go to:

- 7 COLLEGES
- UNIVERSITIES
- TRAINING PROVIDERS
- APPRENTICESHIPS AND TRAINEESHIPS
- Click on a route above to find out more

NATIONAL CAREERS SERVICE

https://nationalcareersservice.direct.gov.uk

LANCASHIRE SKILLS & EMPLOYMENT HUB

www.lancashireskillshub.co.uk

SPRINGBOARD

springboard.uk.net

PEOPLE 1ST TRAINING

www.people1sttraining.co.uk

HOSPITALITY GUILD

www.hospitalityguild.co.uk