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

COUNTRYSIDE RANGER
£18,000

HOTEL MANAGER
£20,000

TOUR MANAGER
£15,000

BARTENDER
£14,000

WAITING STAFF
£14,000

Fast facts

The Lancashire visitor economy in numbers:

CONTRIBUTES
£3.7bn
per year

80m
visitor days spent in Lancashire in 2014

3,800
businesses

Supports
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:

↗ COLLEGES

↗ UNIVERSITIES

↗ TRAINING PROVIDERS

↗ APPRENTICESHIPS AND TRAINEESHIPS

↗ **Click on a route above to find out more**

How do I find out more?

For more information, go to:

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