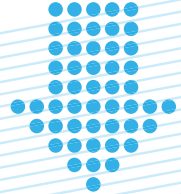




**LIVERPOOL  
CITY REGION**  
COMBINED AUTHORITY

**METROMAYOR**  
LIVERPOOL CITY REGION

So you're thinking of a career in...



**The Apprenticeship Hub**  
Liverpool City Region



**European Union**  
European  
Social Fund



## What is Visitor Economy all about?



The visitor economy is a major driver of economic growth and prosperity in the Liverpool City Region and is worth more than £4.2bn a year to our economy. It provides 52,000 jobs locally. The sector is booming and, as a result of the work to further grow the sector, more opportunities will arise for people to secure jobs and progress in the sector so long as they have the skills required by employers.



**Look out for Visitor Economy Week!**  
Held each year in February, it showcases the great diversity and interesting opportunities available across the Visitor Economy sector.



### 5 million

passengers per year  
travel through Liverpool  
John Lennon Airport  
accessing flights to over  
60 destinations in the UK  
and across Europe,  
supporting over  
6,000 jobs



## Will there be opportunities and where are they?

The visitor economy comprises a whole eco-system made up of museums, theatres, venues, restaurants, hotels, bars, shops and transport operators. This combination of assets makes the Liverpool City Region a great visitor attraction location. A workforce that comprises people with the right skills, knowledge and attitudes is vitally important to creating a welcoming and positive experience. For the people with the right skills and attitudes there are numerous job roles and companies to consider.

### QUICK FACTS

**50%**

of the hard to fill vacancies are due to insufficient numbers of applicants with the required skills

**25%**

of the Visitor Economy workforce is aged 16-24 - more than double the proportion of young people in the City Region's workforce as a whole

Jobs Growth over the previous 6 years was **28%**

By **2020**

Liverpool will have welcomed over 500 cruise ships carrying over

**1 million**

international passengers who visit a variety of attractions across the City Region and North West

Liverpool City Region supports

**52,000**

jobs across the sector





# What types of jobs are available



## Air Travel Assistants

Air travel assistants issue travel tickets and boarding passes, examine other documentation, provide information and assistance at airport terminals and look after the welfare, comfort and safety of passengers travelling in aircraft.

Annual Pay  
**£27,560**

Hours/Week  
**37h**



## Chef

Chefs plan menus and prepare, or oversee the preparation of food in hotels, restaurants, clubs, private households and other establishments.

Annual Pay  
**£23,920**

Hours/Week  
**44h**



## Hotel and Accommodation Managers and Proprietors

These plan, organise, direct and co-ordinate the activities and resources of hotels, hostels, lodging homes, holiday camps, holiday flats and chalets, and organise the domestic, catering, and entertainment facilities on passenger ships.

Annual Pay  
**£28,080**

Hours/Week  
**41h**



## Leisure and Sports Manager

Leisure and sports managers organise, direct and co-ordinate the activities and resources required for the provision of sporting, artistic, theatrical and other recreational and amenity services.

Annual Pay  
**£34,320**

Hours/Week  
**40h**



## Managers and Directors in Wholesale

Retail and wholesale managers and directors plan, organise, direct and co-ordinate the operations of major retail and wholesale establishments in order to maximise business performance and meet financial goals.

Annual Pay  
**£35,360**

Hours/Week  
**41h**

To search for further roles and salaries visit [www.lmiforall.org.uk/widget](http://www.lmiforall.org.uk/widget)



### Conference and Exhibition Managers and Organiser

Conference and exhibition managers manage, organise and coordinate business conferences, exhibitions and similar events.

Annual Pay  
**£31,200**

Hours/Week  
**38h**



### Restaurant and Catering Establishment Managers and Proprietors

Restaurant and catering establishment managers and proprietors plan, direct and co-ordinate the catering services of restaurants, hotels and large-scale catering services within other organisations.

Annual Pay  
**£26,520**

Hours/Week  
**43h**



### Sales and Retail Assistants

Sales and retail assistants demonstrate and sell a variety of goods and services in shops, stores, showrooms and similar establishments.

Annual Pay  
**£20,280**

Hours/Week  
**40h**



### Travel Agents

Travel agents advise travellers upon travel arrangements, make bookings and receive payment for travel arrangements made.

Annual Pay  
**£22,880**

Hours/Week  
**41h**



### Waiters and Waitresses

Waiters and waitresses serve food and beverages in hotels, clubs, restaurants and other establishments.

Annual Pay  
**£16,640**

Hours/Week  
**40h**

All hours and salaries are averages taken from [www.lmiforall.org.uk/widget](http://www.lmiforall.org.uk/widget)

What types of jobs are available?





## How to get into the sector



### Useful core subjects include:

English and maths

Languages

Business Studies /  
Business Administration

Food preparation  
and Nutrition

Hospitality and Catering

Customer Service

ICT

### Important skills to have:

Good communication and social skills

Customer service

Teamwork and working with others

Resilience, patience and  
overcoming challenges

Reliability and Punctuality

Literacy and Numeracy

Foreign Language Skills -  
Bilingual or Multilingual



To search for further roles and salaries visit [www.imiforall.org.uk/widget](http://www.imiforall.org.uk/widget)

With more than **100,000 students**, of which **30,000 graduate** each year, Liverpool City Region offers you direct access to some of the world's best resources;

<b>Apprenticeships and Traineeships</b>	<p>Apprenticeships combine a job with practical training and study.</p> <p>Apprentices:</p> <ul style="list-style-type: none"><li>• Work alongside experienced staff</li><li>• Gain job-specific skills</li><li>• Earn a wage and be entitled to holiday pay</li><li>• Get time off the job for study related to your role (usually one-day a week)</li></ul> <p>If you are a young person aged 16 to 24 and would like to secure an apprenticeship but don't yet have the appropriate skills or experience then choosing a Traineeship as an option may help you acquire the entry requirements needed.</p> <p>Further information available at: <a href="http://www.apprenticeshiphub.org.uk/become-an-apprentice">www.apprenticeshiphub.org.uk/become-an-apprentice</a></p>
<b>Training Providers</b>	<ul style="list-style-type: none"><li>• School Sixth Forms</li><li>• FE Colleges including VI Form Colleges</li><li>• Independent Training Providers</li><li>• Adult and Community Learning Providers</li><li>• University Technical Colleges (UTCs)</li><li>• Studio Schools</li></ul>
<b>Universities and Higher Education Institutions</b>	<ul style="list-style-type: none"><li>• University of Liverpool</li><li>• Liverpool John Moores University</li><li>• Liverpool Hope University</li><li>• Edge Hill University</li><li>• The Liverpool Institute for Performing Arts (LIPA)</li></ul>





Find out more...



Jobs and Salary Information  
[www.lmiforall.org.uk](http://www.lmiforall.org.uk)



UK Hospitality  
[www.ukhospitality.org.uk](http://www.ukhospitality.org.uk)



Visitor Economy week  
[www.liverpoollep.org/visitor-economy-week](http://www.liverpoollep.org/visitor-economy-week)



LCR Apprenticeship Hub  
[www.apprenticeshiphub.org.uk](http://www.apprenticeshiphub.org.uk)



Visit Britain  
[www.visitbritain.com](http://www.visitbritain.com)

