

SECTOR FOCUS:

**National
Careers
Service**

Helping you take
the next step

Visitor Economy in Lancashire



Lancashire
Enterprise Partnership

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.

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 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



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