

Profile: Hospitality & Tourism

Alignment to strategic priorities:

National Hampshire CC Surrey CC Coast to Capital Enterprise M3

96,559 Jobs (2019) 0% above National average	-3.9% % Change (2019 - 2022) Nation: -2.5%	8,377 businesses (2021) 50% have 1-4 employees	£17.6k Average wages per job: LSIP = £31.0k South East = £30.5k Nation = £30.4k
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Source: Lightcast

TOP ONLINE POSTED OCCUPATIONS:

1. Chefs
2. Kitchen and catering assistants
3. Waiters and waitresses
4. Bar staff
5. Catering and bar managers

TOP SPECIALISED SKILLS:

1. Restaurant operation
2. Cooking
3. Food safety and sanitation
4. Food preparation
5. Stock control

TOP SOFT SKILLS:

1. Customer service
2. Communications
3. Management
4. Cleanliness
5. Enthusiasm

JOB POSTINGS REGIONAL BREAKDOWN:

1. Guildford
2. Elmbridge
3. Basingstoke and Deane
4. Winchester
5. Waverley

Data are for January 2019 – December 2022 | Source: Lightcast

Additional insights and intelligence

Since 2010, Tourism has been the fastest growing sector in the UK in employment terms; the industry is forecast to be worth over £257 billion to Britain, supporting almost 3.8m jobs by 2025¹. However, despite tourism currently being one of the strongest sources of employment in the UK economy, its productivity is strikingly low compared to other countries and other sectors of the UK economy². One reason for this relates to the workforce which tends to be transient, temporary, low skilled, young and migrant. Although a high volume sector, it struggles with high labour turnover, low staff retention and difficulties in recruiting. This results in some recruiting from overseas – enticing foreign workers with bed and board.

Between January 2019 – December 2022, *Kitchen and Catering Assistants* and *Chefs* both featured in the top 10 occupations in online job postings – although it's important to note these don't include *offline* job postings. These occupations have shown persistent activity alongside *Care workers*, *Nurses* and *Sales related occupations* indicating relentless recruitment activity from the sector.

In terms of local provision, in 2021-22, there were over 1,000 achievements (5.9% of all achievements) in *Leisure, Travel and Tourism* sector subject area – mostly at level 3. Apprenticeship starts in this subject were very low although in line with national levels³.
