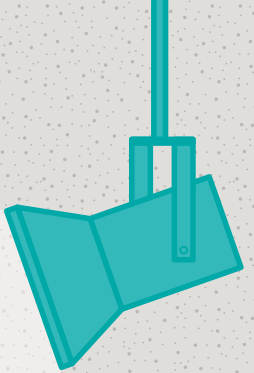


# Sector SPOTLIGHT

## Tourism & Hospitality



### A big part of Dorset's economy

- Around 47,500 people work in tourism and hospitality across Dorset
- This sector is more important to Dorset than it is across the UK
- Employment has grown slightly over the last year, creating ongoing opportunities



### Average pay

- The average salary in hospitality and tourism-related jobs is around £21,000 per year



### Local employers hiring

Some of the biggest employers in the area include:

- Hall & Woodhouse
- Compass Group
- Haven Holidays
- Mitchells & Butlers
- Parkdean Resorts
- Premier Inn
- JD Wetherspoon



### Jobs employers are looking for

- **Chefs** - Prepare, cook, and present food in restaurants, hotels, and cafés
- **Waiting Staff** - Serve customers, take orders, and help create a great dining experience
- **Kitchen Assistants** - Support chefs by preparing ingredients, cleaning equipment, and keeping kitchens organised
- **Housekeepers** - Clean and prepare hotel rooms and public areas to a high standard
- **Kitchen Team Members** - Work as part of a kitchen team to help prepare food and keep services running smoothly
- **Bar Staff** - Serve drinks, take customer orders, and provide friendly customer service
- **Baristas** - Make and serve coffees and other drinks while creating a welcoming atmosphere for customers



### Technology and the future

AI is helping businesses:

- Personalise customer experiences
- Automate some routine tasks
- Improve pricing and bookings

**But great customer service and people skills remain essential because customers still value face-to-face interactions**



### Local job market snapshot

- **8,200 job vacancies** advertised in the last 12 months
- **970 employers** recruiting
- Around **40% of hospitality workers are under 24**, making it a popular sector for young people starting their careers



### Top skills employers want

- Customer service
- Communication
- Teamwork
- Problem-solving
- Time management
- Attention to detail
- Working under pressure

### Why choose hospitality?

Tourism and hospitality can help you build valuable skills, gain experience, meet lots of people, and progress into careers in management, events, tourism, catering, hotels, and business.



Sources: ONS (Nomis) and Lightcast.

### Your career starts here. Find out more:

Talk to your teacher, tutor, careers adviser, parent or carer, or scan:



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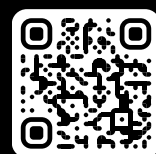
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