



## About People 1<sup>st</sup>

People 1st is the sector skills council (SSC) for the hospitality, leisure travel and tourism (HLTT) sector. As a sector skills council, we are a government recognised, industry-focused body which has been established to support the development of skills and training within the HLTT sector.

The 14 industries which People 1st cover are:

- Hotels
- Restaurants
- Pubs and nightclubs
- Food and service management
- Hospitality services
- Membership clubs
- Travel services
- Tourist services
- Events
- Gambling
- Visitor attractions
- Youth / backpacker hostels
- Holiday centres
- Self-catering accommodation

For further information on People 1st's research, visit:

[www.people1st.co.uk/research](http://www.people1st.co.uk/research)

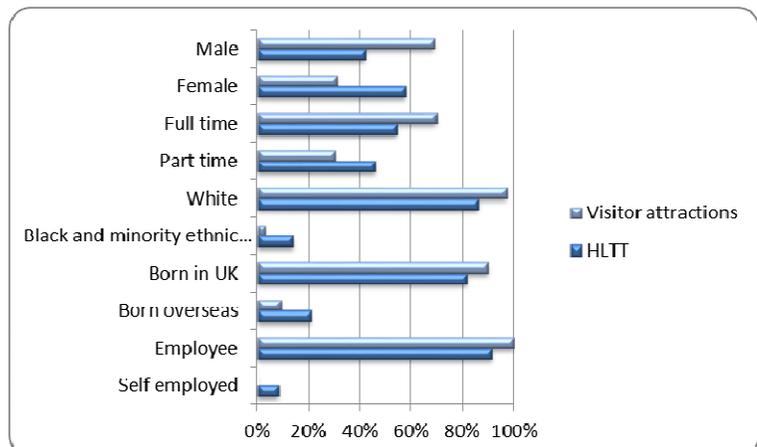
## Headline figures

### The hospitality, leisure, travel and tourism sector in the UK

- The sector employs more than two million people across the UK (2,106,600). This accounts for roughly one in 14 of every UK job.
- It is estimated that tourism contributed £115.4bn in 2009, 8.4 percent of UK GDP, and supported 2.6m jobs.
- By 2020, the direct contribution of the visitor economy is forecast to be 4.1 percent of UK GDP (£87bn), supporting 1.5m jobs directly.
- Between 2009 and 2010, total employment across the sector fell by five percent.

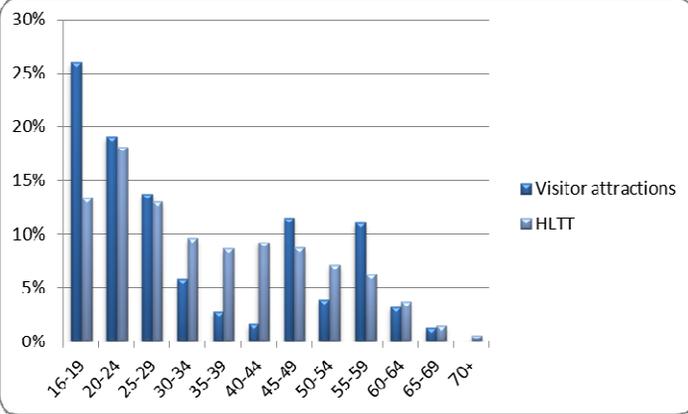
## Snapshot of the visitor attractions industry

- Around 9,900 people work in this industry throughout the UK.
- Labour turnover in the visitor attractions industry is 10 percent, compared with 31 percent across the sector as a whole.

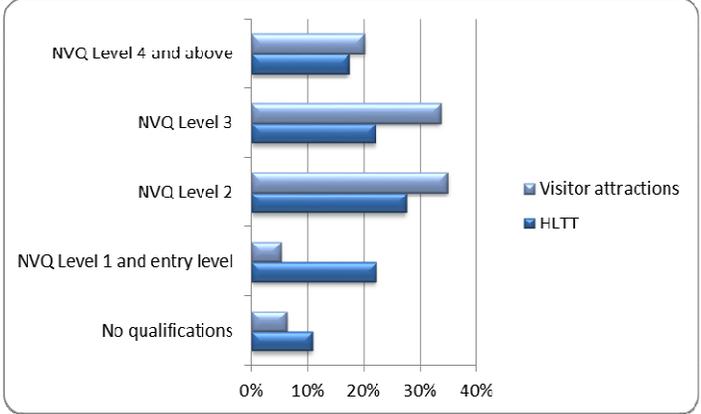


## Workforce overview

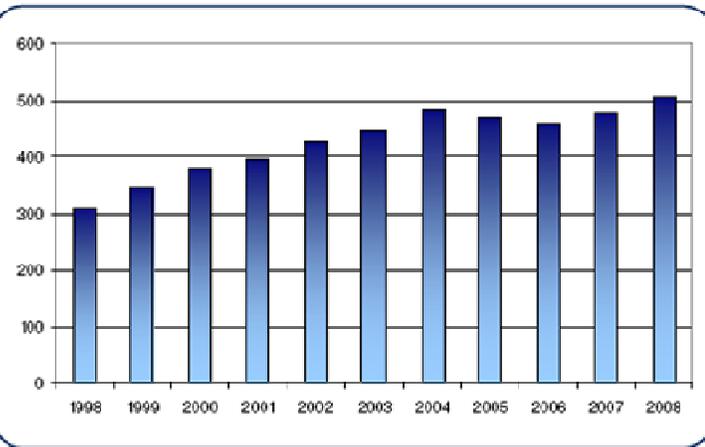
### Age profile



### Qualification levels



## Establishments



- There are approximately 500 establishments in the visitor attractions industry in Great Britain.
- South West England has more visitor attractions than any other region in Great Britain; 17 percent of the total.
- The West Midlands, the South East and the South West have the highest proportion of visitor attractions workers (25 percent) in Great Britain.

## Job vacancies

Occupation	November 2008	November 2009	November 2010	November 2009-2010 change	Percentage change
Leisure & theme park attendants	320	203	168	-35	-17%
Travel & tour guides	55	136	24	-112	-82%

## Main data sources

- Annual Business Inquiry 2008, Office for National Statistics
- Job vacancy data, 2010, Jobcentre Plus
- Labour Force Survey 2009, Office for National Statistics
- National Employer Skills Survey 2009, Learning and Skills Council and UK Commission for Employment and Skills

People1st's research team regularly undertakes projects for other organisations, such as trade associations and public sector agencies. If you want to use our expertise and would like us to conduct surveys on your behalf, then please contact Alastair Galbraith (Tel: 01895 817018 / Email: [Alastair.Galbraith@people1st.co.uk](mailto:Alastair.Galbraith@people1st.co.uk)) to discuss your requirements.