



HOSPITALITY & TOURISM

Over the past ten years, Northern Ireland has been transformed into a ‘must-see’ tourism destination. Everything from our industrial and maritime heritage, to our theatre and music scene, and excellent golf courses, as well as our tourist attractions like the Giant’s Causeway, the Titanic Belfast, and the Fermanagh Lakes, have made Northern Ireland an increasingly attractive place to visit.

The popularity of Northern Ireland as a tourist destination, as well as the vast range of things to see and do for our local people, has resulted in a boost to the hospitality industry, supporting our local hotels, bars, restaurants, and cafes.

Across Northern Ireland you can enjoy some of the finest cuisine and freshest produce in the world, with the number of Michelin-starred restaurants and eateries increasing annually.





KEY FACTS

In 2019 in Northern Ireland:

- We welcomed **5.3 million** visitors, who spent a record-breaking **£1 billion**.

- We had **167** cruise ships dock in our ports.

- Almost **71,000** people were employed in hospitality and tourism (**9% of the workforce**).

- Over **13 million** visits were made to **135 tourist attractions**. The top three attractions were Giant's Causeway - welcoming **over 1 million visitors** - Titanic Belfast, and Dundonald Ice Bowl.



WHY HOSPITALITY & TOURISM?

Hospitality and tourism are incredibly people-focused industries. If you're a friendly person who really enjoys socialising and meeting new people, then a job in this sector could be perfect for you, since customer-interaction is so central to the many roles on offer.



In this sector, no two days are the same. You will always be meeting new people from all walks of life. Working in hospitality and tourism you will help make a positive impact on the experiences of tourists and local visitors, enhancing their experience and helping them enjoy their leisure time. This can make the sector immensely rewarding to work in.

It can be a very fast-paced environment and usually involves working anti-social hours (evenings and weekends), which can be a challenge. But for many people who don't want a 'desk job', the roles keep you on your feet, interacting with others, and enable you to work in some of the most beautiful, scenic, and dynamic places in Northern Ireland.



WHAT ARE THE OPPORTUNITIES?

The tourism and hospitality industry is a very broad and varied sector, with an extensive range of employment opportunities available, whether you enjoy cooking and baking, planning events and parties, or if you're a social butterfly who loves having banter with customers.

Just some of the jobs available within this sector include:

- Receptionist
 - Housekeeping Assistant
 - Porter
 - Concierge
 - Food Server
 - Bartender / Cocktail Waiter
 - Travel Agent
 - Cabin Crew
 - Maintenance Technician
 - Purchasing Manager
 - Operations Manager
 - Restaurant Manager
 - Chef
 - Events Coordinator
 - Outdoor Activities Coordinator
 - Wedding Planner
 - Business Owner
 - Tour Guide
- ...and more!



SALARY EXPECTATIONS

With such a wide variety of roles available within the sector, salaries vary for each based on the type of work, job location, required entry qualifications, and your experience level.

Example **average salaries** for a range of careers in this sector are :

Cabin Crew
Average salary
£30,000 per year

Wedding Planner
Average salary
£24,331 per year

Chef
Average salary
£32,000 per year

Food Server / Bartender
Average salary
£19,000 per year

Travel Agent
Average salary
£23,411 per year

Events Coordinator
Average salary
£26,592 per year

Hotel Manager
Average salary
£40,554 per year



For further information, click the link highlighted in **blue**



WHAT QUALIFICATIONS DO I NEED?

With so many different careers available within the tourism and hospitality sector, the entry qualifications vary from job to job.

For most entry level roles, you will need a minimum of five GCSEs at Grade C or above (or equivalent), including English and Maths.

Many companies in the industry offer apprenticeships and internships, allowing you to gain invaluable experience whilst gaining qualifications.



For specialist roles, such as a Chef, there are specific qualifications for the job, as well as a range of qualifications available at different levels if you are interested in pursuing a career in the sector, such as:

- Professional Cookery
- Travel and Tourism
- Hospitality and Tourism
- Events Management
- International Hospitality Management
- Culinary Arts Management
- Leisure and Events Management
- Hotel Management



WHAT SKILLS ARE USEFUL?

There are a range of employability skills and personal attributes that are useful to have for a career in this sector. These include:

- Communication
- Resilience
- Multi-tasking
- Initiative and being able to “think on your feet”
- Customer Service
- Teamwork
- Flexible and adaptable
- Attention to detail
- Cultural awareness





WHERE CAN I GO TO FIND OUT MORE?

Tourism NI

Tourism NI is responsible for the development of the Northern Irish tourism industry, including managing its outreach and the promotion of Northern Ireland as a choice tourism destination.

Hospitality Ulster

Hospitality Ulster is the voice of the Northern Irish hospitality industry, representing and acting for the different businesses within the sector. It provides these businesses with support and resources. It also runs HU Academy, which provides Hospitality Ulster members with training.

Northern Ireland Tourism Alliance

Established in 2018, the NI Tourism Alliance is an industry-led body that represents the needs and interests of the Northern Irish tourism industry. It acts as a voice for the individuals, businesses, and organisations involved in the sector.

NI Food & Drink Association (NIFDA)

NIFDA's responsibility is to work with different organisations, companies, and the government to promote the tourism and hospitality industry, and in doing so make it more competitive. They act as the industry's voice on a series of matters, including exportation and regulation.



HOSPITALITY & TOURISM EMPLOYERS



For further information, click the Company Logo or the links highlighted in **blue**