

Considering a
Career in

BE MORE

Visitor Economy

**Generating prosperity
by attracting visitors**



Visitor Economy

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What is Visitor Economy?

The visitor economy draws people to our region by offering unforgettable experiences within the tourism, hospitality, and leisure industries.

As a career sector, it blends customer service and social skills with the practical skills needed to build, restore, or maintain attractions and venues, such as zoos, museums, hotels, restaurants, and more.

The Liverpool City Region attracts millions of visitors every year, from holidaymakers visiting the coastline to business clients coming from all over the world to attend conferences and events.

The visitor economy is continually growing due to the Liverpool City Region's interesting culture and fascinating history, as well as its importance to many modern sectors, including innovation, life sciences, and manufacturing.

Whether you're researching historic architectural methods to restore an iconic building, designing an immersive cultural tour using virtual reality technology, or managing a business conference and events centre, working in the visitor economy sector means creating a positive lasting impression of our region.



Stats & Facts

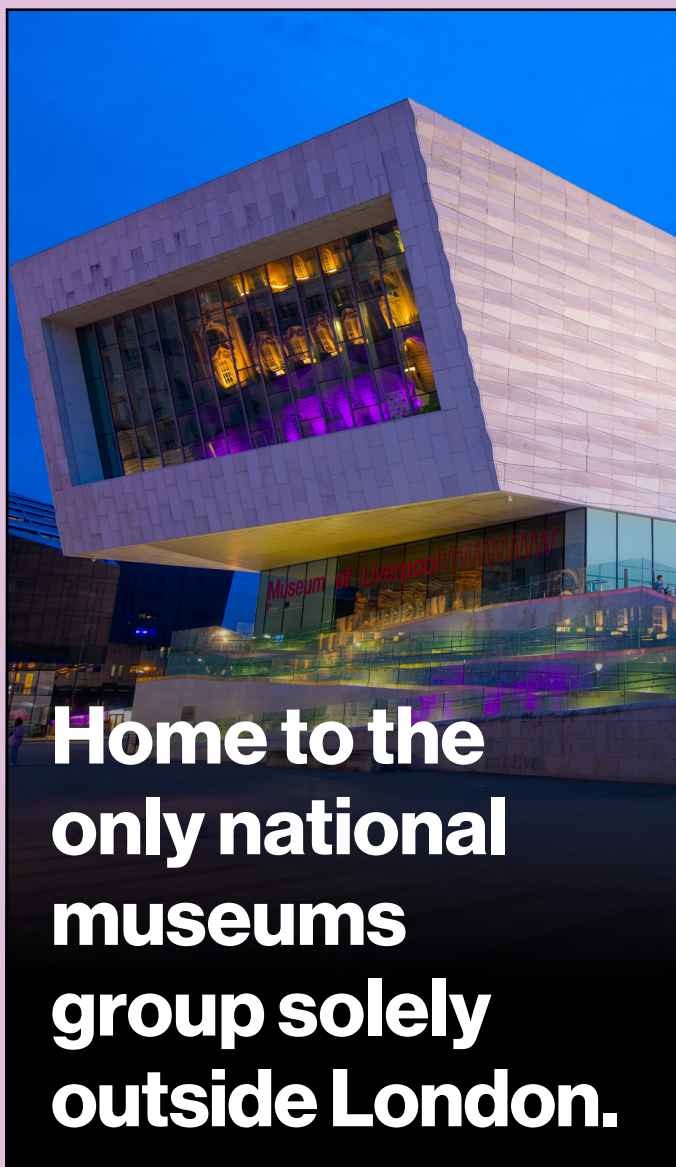
Did you know?

Visitor economy in Liverpool City Region:

- 60m annual visitors to the Liverpool City Region.
- £6bn added to the local economy annually by the sector.
- Approximately 58,000 visitor economy workers in the area.
- Visitor economy grew 21% in one year.

Visitor economy in action in the Liverpool City Region

- Immersive Liverpool celebrates the Liverpool City Region's music history, utilizing cutting-edge AI and VR technology to create a tourist attraction offering a diverse range of music experiences.
- Everton's new £750m football stadium was recently built on Liverpool's Bramley-Moore Dock, raising the profile of Liverpool City Region's international sports and leisure presence.
- The LCR Local Visitor Economy Partnerships (LVEP) creates collaboration between the local authorities to boost the broader visitor economy.
- Knowsley Safari Park holds international recognition as a member of the European Association of Zoos and Aquaria, attracting over 600,000 visitors annually.
- Sefton's Visitor Economy Strategy is focused on boosting investment for the area's coastline, offering future opportunities in the tourism, hospitality, and leisure industries.
- The Liverpool City Region Combined Authority has recently launched a five-year plan to supercharge visitor economy growth in the region, aiming to create new opportunities in areas such as golf, football, culture, hospitality, and music.
- Liverpool's Culture and Arts Investment Programme funds music events, festivals, comedy, visual arts, film and video screenings, dance, and literature in the region, amounting to £30m, which creates jobs, attracts visitors and boosts the local economy.





Visitor economy

Good to know

What is the difference between tourism & visitor economy?

Tourism plays an important role in the visitor economy, but it isn't the only part of the sector. The tourist industry mainly attracts visitors to a place, whereas the visitor economy combines hospitality, leisure, and culture as well.

How does the visitor economy benefit local people?

More people visiting leads to more money being spent in the region, supporting local businesses, creating new job opportunities, and growing the local economy.



Visitor Economy

/definition/

The combined term for tourism, hospitality, and leisure industries, as well as the promotion of these industries in a given location.

What are the Career Pathways & Job Roles?

Visitor economy career pathways

In an entry-level job, such as a receptionist or barista, you'll typically work in a public-facing role to create positive visitor and guest experiences.

A mid-level role could see you promoting events and attractions or using conservation techniques to preserve historic tourist sites. Over time, you could train to develop leadership skills, managing a tourist attraction site or leading a team of caterers.

Experienced individuals in the sector who have developed leadership skills and relevant business knowledge can progress into higher-level roles, such as chef or hospitality business owner.



60m

annual visitors to the
Liverpool City Region.



Visitor economy

Job Roles

There are hundreds of different job roles in visitor economy.
Here's just a sample:

Position	Role & tasks	Salary
Restaurant worker	Serves food and drinks to customers in various hospitality settings, including restaurants and cafés. Carries plates and glasses on trays or by hand, following health and safety measures. Answers questions about the menu and makes suggestions, utilizing knowledge of ingredients and allergens.	Up to £24,000
Airport baggage handler	Transfers luggage and cargo to and from aircraft holds using various vehicles, such as trucks and conveyor belts. Observes and reports suspicious baggage to security personnel. Ensures baggage is scanned and loaded onto the appropriate aircraft.	Up to £28,000
Tour manager	Manages journeys and arrangements for business clients or holidaymakers, ensuring that everything runs smoothly. Offers advice on sightseeing, attractions, local restaurants, and shops. Handles mishaps and emergencies that travellers may encounter.	Up to £30,000
Travel agent	Books flights, holiday packages, and accommodation for clients. Stays up to date on travel information and discounts to ensure customer safety and satisfaction when travelling. Communicates with clients about travel arrangements and cancellations.	Up to £34,000



Earn up to
£60,000
per year

Position	Role & tasks	Salary
Conservator	Preserves culturally important and historic objects and buildings that are key to the tourism industry. Utilises a range of scientifically backed techniques to restore items with historical accuracy. Uses tools and technologies to examine and work on materials and buildings.	Up to £38,000
Museum curator	Works in museums and collections, organising exhibitions and buying new items. Supports conservation and restoration work so that historic objects stay in good condition. Supervises museum or gallery employees. Boosts visitor engagement by organising events and working with marketing teams.	Up to £40,000
Visitor attraction manager	Oversees general activities and duties within visitor attractions, including theme parks, zoos, entertainment sites, and historical centres. Always ensures health and safety of employees and visitors. Works with marketing teams to promote the attraction and increase visitor growth. Trains and supervises staff to ensure customer satisfaction.	Up to £45,000
Heritage officer	Inspects historic and culturally significant buildings and monuments in the local area, assessing areas that require restoration or renovation. Researches buildings using archives and information in online databases to ensure conservation regulations are followed. Uses technical knowledge to advise teams working on projects and writes plans and reports for projects.	Up to £48,000
Licenced premises manager	Manages pubs and bars, ordering stock, taking deliveries, and serving customers. Purchases and maintains equipment, sources high-quality beverages, and recruits and trains employees. Closely monitors spending and income, wages, and accounts.	Up to £50,000
Hotel manager	Runs hotels and other temporary accommodation, ensuring high-quality service. Oversees site security and health and safety measures. Supervises and employs new staff, managing personnel day-to-day. Interacts with customers and ensures positive experiences for clients.	Up to £60,000



Getting into Visitor Economy

At entry-level

You can start in an entry-level role by training for a certificate, diploma, or T-level in catering or management and administration. If you want to develop skills on the job, you can do a level 2 or 3 apprenticeship, such as concierge and guest services or outdoors activity instructor.

At mid-level

For mid-level positions, you can consider higher technical training qualifications (HTQs) or a foundation degree in tourism management, or a degree apprenticeship, all of which offer training and guidance for running profitable businesses in the visitor sector.

At senior level

Some more complex roles, such as pilots, museum curators, and digital marketers, require specialist training or a degree in a related subject. You can also pursue a degree apprenticeship in fields such as business or marketing. Qualifications at this level combine theoretical knowledge with practical skills.

Subjects to study at school & beyond

- Business
- Economics
- English
- Food technology
- History
- ICT
- Maths

Core skills and knowledge to build

- Adaptability
- Attention to detail
- Communication
- Customer service
- IT skills
- Languages
- People skills
- Project management
- Teamwork

Test Your Knowledge

(Answers on back page)



Q1. What is the visitor economy?

- A.** Just where business clients meet
- B.** Something that only benefits tourists
- C.** A combination of the tourism, hospitality, and leisure industries
- D.** Solely restaurants and hotels

Q2. What are some of the reasons people visit the Liverpool City Region? (Choose as many as you wish)

- Culture & history
- History
- Conferences
- Events

Q3. The Liverpool City Region visitor economy grew 21% in a year. True or false?

Q4. Approximately how many Liverpool City Region residents work in the visitor economy?

Q5. Which local authority is home to a popular safari park?

- A.** Sefton
- B.** St Helens
- C.** Wirral
- D.** Knowsley

Q6. Which of the following industries could a career in the visitor economy find you in? (Tick as many as you wish)

- Tourism
- Defence
- Catering
- Hospitality

Q7. Give an example of an apprenticeship or training course that could prepare someone for a role in the visitor economy sector.

Q8. What are the skills necessary for visitor economy careers? Name three.

Q9. What role does a conservator play in the visitor economy sector?

- A.** Preserves only objects in archives that the public can't see
- B.** Restores and maintains important historic objects and buildings that attract visitors
- C.** Builds new objects and buildings
- D.** Solely preserves buildings

Q10. The visitor economy contributes £___ billion annually to Liverpool City Region's economy.

Quiz Answers

- Q1.** C
Q2. All of the above
Q3. True
Q4. Approximately 58,000
Q5. D
Q6. Tourism, Catering, Hospitality
Q7. Level 2 or 3 apprenticeship, such as concierge and guest services or outdoor activity instructor, or a foundation degree in tourism management.
Q8. Adaptability, attention to detail, communication (or any other from the brochure content).
Q9. B
Q10. 6