

Leisure & Tourism



Sector Definition

The leisure and tourism sector includes activities related to recreation, entertainment, sports, and tourism.

At a Glance



25,600
people in employment



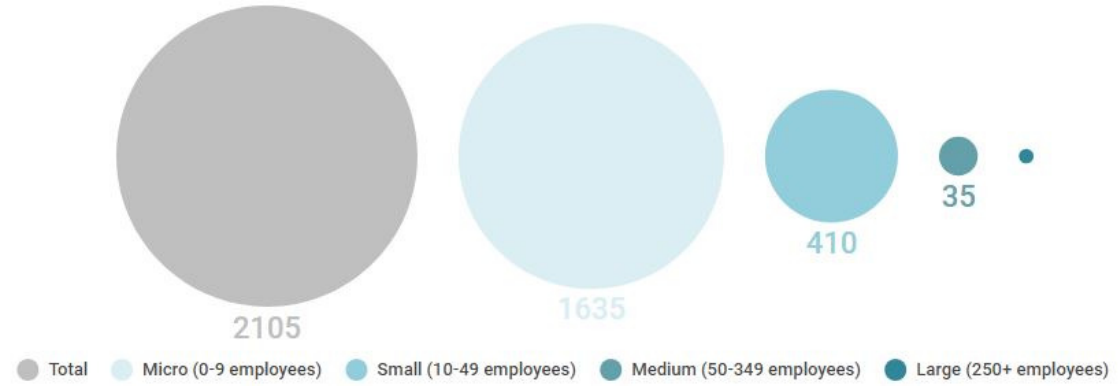
2,105
Local enterprises



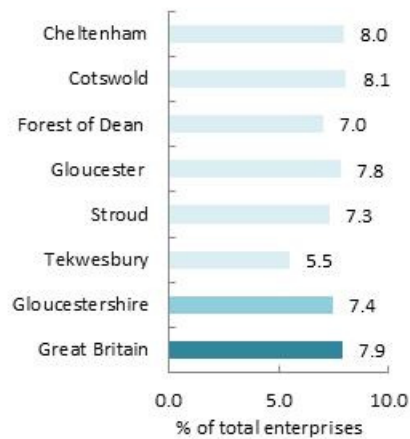
6,129
Job postings

Enterprises (2016)

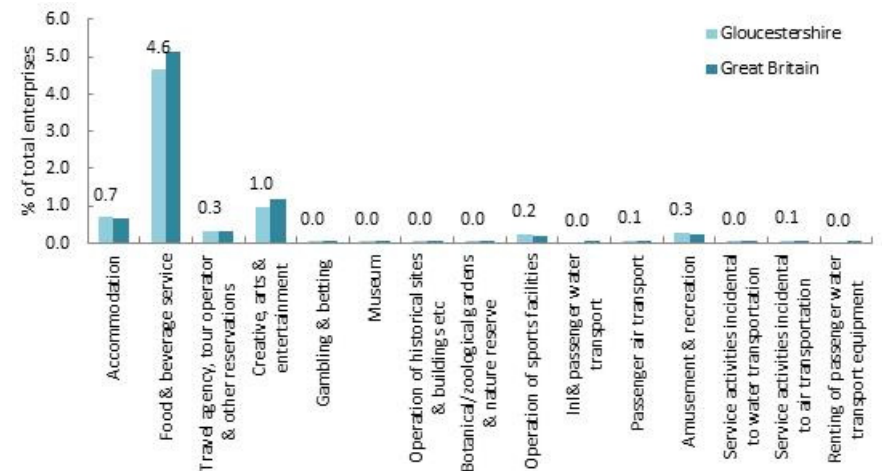
Gloucestershire Leisure and Tourism enterprises by size



Leisure and Tourism enterprises by local authority area



Leisure and Tourism enterprises by sub-sector, Gloucestershire and Great Britain



Source: UK Business Counts-Enterprises (2016)

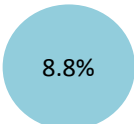
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Employment in Leisure and Tourism (2015)



People in employment in Gloucestershire



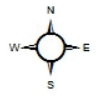
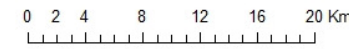
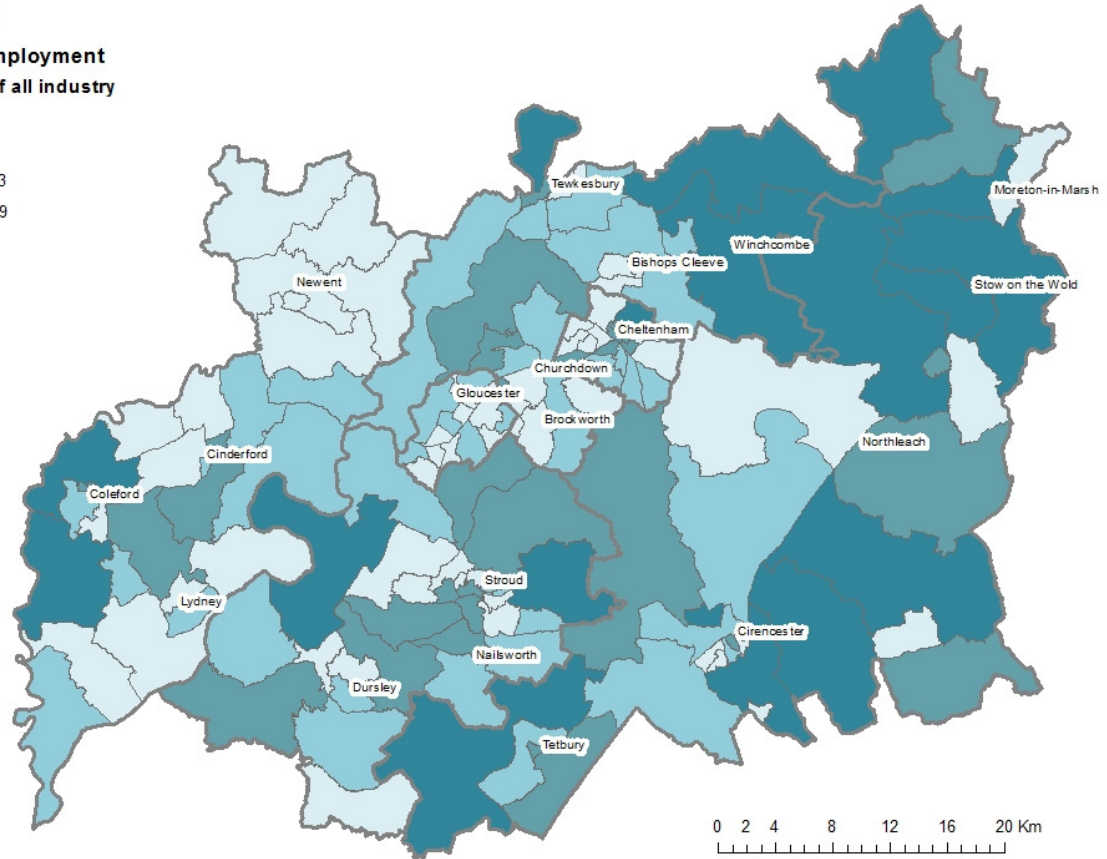
of all people in employment in Gloucestershire

Concentration of employment in the Leisure and Tourism sector by ward

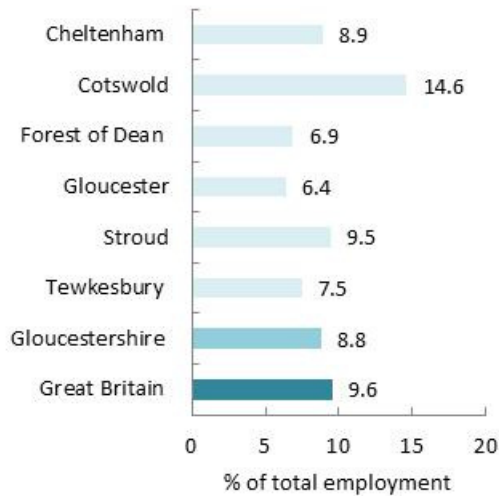
Key to map

% of total employment

Percentage of all industry



Leisure and Tourism employment by local authority area (2015)



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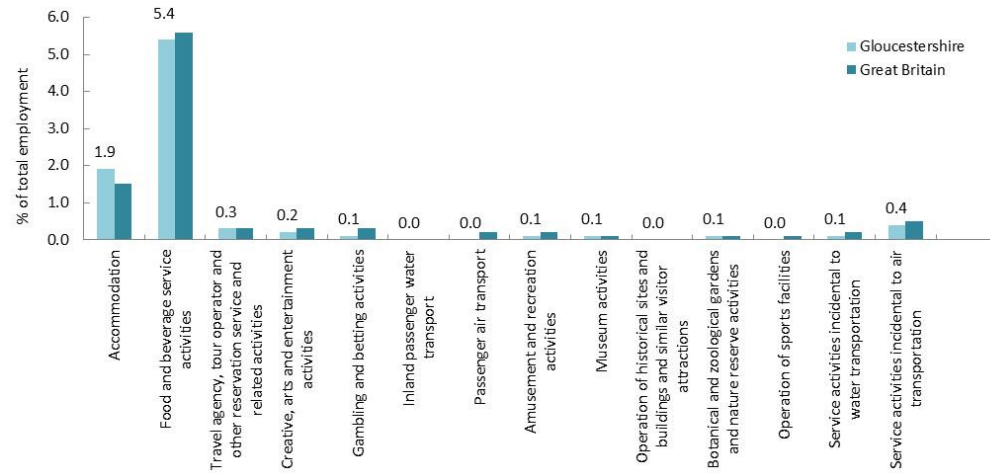
Source: BRES (2015)

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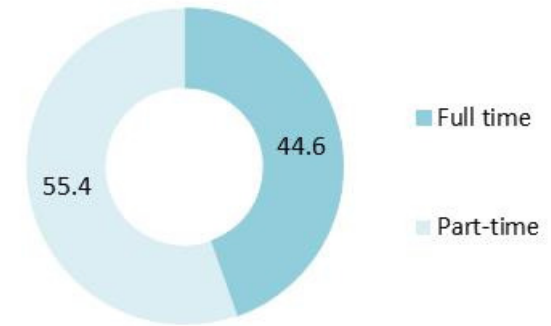


Employment (2015)

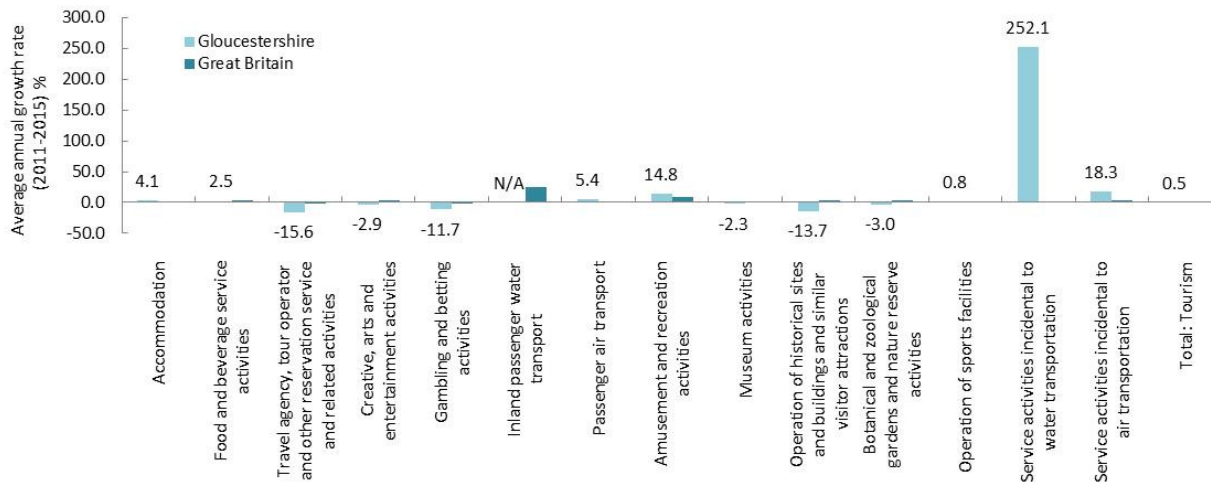
Leisure and Tourism employment by sub-sector, Gloucestershire and Great Britain



Employment status in the Leisure and Tourism sector



Average annual growth in Leisure and Tourism (2011-2015), Gloucestershire and Great Britain



Source: BRES (2015)

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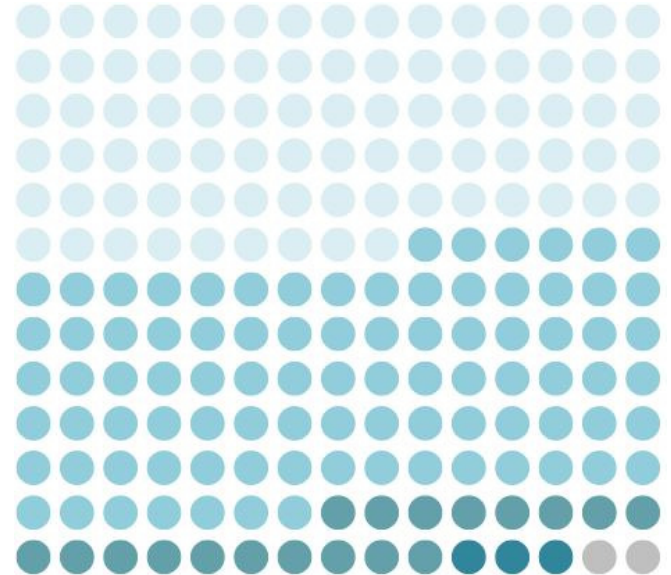
Job Vacancies (2016/17)

Top Occupations in demand



- Chefs (2,578)
- Kitchen and catering assistants (627)
- Waiters and waitresses (426)
- Restaurant and catering establishment managers and proprietors (407)
- Catering and bar managers (330)
- Fitness instructors (291)
- Cooks (265)
- Bar staff (253)
- Authors, writers and translators (169)
- Other leisure and tourism occupations (783)

Distribution of Advertised Salary*



- Less than £20,000
- £20,000 - £29,000
- £30,000 - £39,000
- £40,000 to £49,999
- £50,000 to £59,999
- £60,000 or more

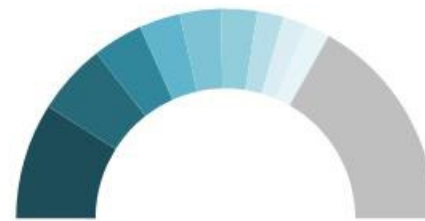
Mean salary £22,378

Specialised skills in greatest demand*



- Cooking (790)
- Customer Service (285)
- Cleaning (184)
- Food Safety (170)
- Restaurant Management (117)
- Product Sales (298)
- Stock Control (187)
- Product Sale and Deliver (134)
- Budgeting (134)
- Other specialised skills (3)

Generic skills in greatest demand*



- Communication Skills (711)
- Team Work/ Collaboration (308)
- English (251)
- Planning (162)
- Mathematics (147)
- Organisational Skills (436)
- Creativity (251)
- Detail-Orientated (222)
- Writing (149)
- All other generic skills (1,333)

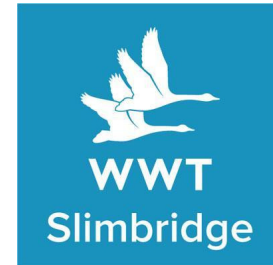
Source: Labour Insight, 2017 please note number of vacancies are indicated in brackets

*Some vacancies do not specify salary or skills

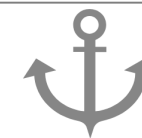
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Example of employers in the sector



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Appendix

SIC codes used to classify the Leisure and Tourism sector (used for enterprises and employment)

2007 SIC Code	Occupation
55	Accommodation
56*	Food and beverage service activities
79	Travel agency, tour operator and other reservation service and related activities
90	Creative, arts and entertainment activities
91.02	Museum activities
91.03	Operation of historical sites and buildings and similar visitor attractions
91.04	Botanical and zoological gardens and nature reserve activities
92	Gambling and betting activities
93.11	Operation of sports facilities
93.2	Amusement and recreation activities
50.3	Inland passenger water transport
51.1	Passenger air transport
52.22	Service activities incidental to water transportation
52.23	Service activities incidental to air transportation
77.34/1	Renting and leasing of passenger water transport equipment

*these SIC codes also feature in the food and drink sector

SOC codes used to classify vacancies in the Leisure and Tourism sector

2010 SOC Code	Occupation
1221	Hotel and accommodation managers and proprietors
1223*	Restaurant and catering establishment managers and proprietors
1224*	Publicans and managers of licensed premises
1225	Leisure and sports managers
1226	Travel agency managers and proprietors
3411	Artists
3412	Authors, writers and translators
3413	Actors, entertainers and presenters
3414	Dancers and choreographers
3415	Musicians
3416	Arts officers, producers and directors
3417	Photographers, audio-visual and broadcasting equipment operators
3441	Sports players
3442	Sports coaches, instructors and officials
3443	Fitness instructors
3511	Air traffic controllers
3512	Aircraft pilots and flight engineers
6211	Sports and leisure assistants
6212	Travel agents
6214	Air travel assistants
6215	Rail travel assistants
6219	Leisure and travel service occupations n.e.c.
8232	Marine and waterways transport operatives
8233	Air transport operatives
9272*	Kitchen and catering assistants
9273*	Waiters and waitresses
9274*	Bar staff
9275	Leisure and theme park attendants

*these SOC codes also feature in the food and drink sector