



DESTINED FOR MORE.

Discover the future you're destined for in tourism, hospitality and the experiential industry in North East England.



Discover your next adventure in the vibrant world of tourism, hospitality and the experiential industry in North East England.

Get ready to embark on a career and gain skills that combine adventure, creativity and the chance to make life-long memories.

Throughout this guide, we'll refer to tourism, hospitality and the wider industry as the 'visitor economy' or the 'experiential economy'. These terms are used by the industry to refer to every part of the sector as there's a lot more to the industry than the traditional tourism and hospitality roles you may already know.



The tourism and hospitality industry offers a diverse, vibrant and dynamic work environment in the North East that connects people from around the globe.

Some facts about the industry.

1.

The tourism industry is one of the largest in the world, employing 1 in 10 people globally.

2.

Tourism is England's 3rd largest employer and the fourth largest sector in the North East worth £6.6 billion to the regional economy.

3.

In 2024, we welcomed almost 69 million visitors, with every part of the region seeing a significant leap in those staying overnight.

Why North East England?

From stunning, untouched countryside to dramatic coastlines, vibrant towns and cities and more history than you can shake a stick at, North East England is a truly unique destination. The home of multiple UNESCO World Heritage Sites, world-class sports, thrilling attractions and a population renowned for its friendly, welcoming nature, opportunities for adventure exist around every corner. Our venues welcome global superstars like Beyonce and Sam Fender, alongside the hottest West End spectacles direct from London. Our famous nightlife and acres and acres of breathtaking landscapes feature in many a Hollywood blockbuster. Adventure awaits around every corner in North East England, making it the perfect spot for anyone looking for their next opportunity.



Shaping the future

The North East is pioneering the future of the experiential economy, leading the way as England's first Destination Development Partnership. From groundbreaking accessibility and inclusion work to our world-first regenerative tourism framework, we're also working to integrate the growing creative industries into the experiential economy, helping to bring major film and TV projects to the region and attracting world-class music, theatre and sports. With a strong focus on sustainable, eco-friendly travel practices, the region is creating exciting career opportunities in an industry that's both forwardthinking and responsible.

Your future in the industry

Whatever your age or stage of your career or training, this is the perfect time to jump right into the exciting world of the visitor economy. Whether you're interested in event management, hotel operations, travel planning, or culinary arts, there's a place for you here. The skills you gain are transferable, the experiences are enriching, and the opportunities are endless.



Reasons to choose a career in the visitor economy.

Diverse Opportunities

From hotels and restaurants to tours, event management and head office opportunities, the industry is brimming with diverse career paths which means most people can find a career to suit what they are looking for. You can work in roles ranging from management and marketing to culinary arts and landscaping.

Making Connections

Strong relationships are at the heart of the experiential economy. If you are someone who loves to meet new people and talk, you'll have the opportunity to connect with guests, colleagues, and industry professionals, creating a network that can support you throughout your career.

Dynamic Work Environment

No two days are the same in the experiential economy. The fast-paced nature of the industry keeps work exciting, bringing new experiences and challenges each day and giving you the chance to engage with a variety of guests and colleagues.

Impact on Communities

Working in tourism and hospitality means contributing to the local economy and promoting cultural exchange. You'll play a vital role in shaping positive experiences for visitors and helping communities in the North East thrive.



Career Growth

With a wide range of entry points, the tourism and hospitality sector offers ample opportunities for advancement. With dedication and the right skills, you can often start at the bottom and progress quicker than other industries to take on leadership roles and new challenges.

Creativity and Innovation

In this industry creativity is key. Whether you're planning a unique guest experience, designing a marketing campaign, organising an event or creating a new menu, your ideas can make a real impact and bring joy to others.

Transferrable Skills

The skills you gain working with customers and your team are so diverse and transferrable that you will be able to use them no matter which career path you choose. Careers in the visitor economy are often varied and non-linear, which means you may start off making coffees as a barista but can quickly climb through the ranks to become a Senior Supply Chain Manager, utilising all the skills you've gained along the way.

Global Reach

Creating a career in this field can take you around the world, allowing you to explore new cultures and meet people from different backgrounds. Your skills can be applied locally as well as globally, opening doors to opportunities in various countries.

Pathways to a career in the visitor economy.

There's a multitude of pathways into the industry to suit your skills, interests and circumstances. Whether you prefer hands-on experience or academic learning, there's a route for you.

Here's a summary of some of the most common options available:

1. Volunteering

Volunteering is a fantastic way to gain hands-on experience, develop valuable skills, and connect with professionals in the industry.

Whether you're passionate about customer service, history or event management, volunteering offers a behind-the-scenes look at the sector and can be a stepping stone to future employment.

By getting involved, you will not only enhance your CV but also play a key role in creating memorable experiences for visitors to the region.

www.getvolunteering.co.uk

2. Straight to Work

If you are eager to start working right away, entry level positions abound in the visitor economy and are accessible to those without formal education or training.

Roles in customer relations, housekeeping, waiting staff, and tour guiding can provide valuable experience and on-the-job training. These entry-level positions often lead to promotions and further opportunities as you gain experience.

careers.destinationnortheastengland.co.uk



3. Apprenticeships

Apprenticeships are an excellent way to earn whilst you learn, giving you practical, real-world experience, hands-on learning and a wage whilst you study.

They combine on-the-job training with classroom instruction, allowing you to learn directly from experienced professionals in the field whilst gaining a nationally recognised qualification. Whether a school/college leaver looking for your first job or you are looking for a career change, an apprenticeship can help you gain all the skills and knowledge required for a successful career. The level of apprenticeship, you start on will depend on your qualifications, the apprenticeships standard, and what the employer sets as the requirement. You will gain real workplace experience, skills required to work within this sector, with the apprenticeship often leading to a permanent job offer.

4. Further Education

Many colleges and sixth forms offer specialised vocational programs in tourism and hospitality.

These courses provide foundational knowledge and skills, covering areas like tourism and travel, customer service, event management, culinary skills needed to work within a kitchen and hospitality skills to help you forge a front of house career in an array of areas. You will leave with a certificate or diploma, as well as practical work experience and courses normally last 1-2 years.



Scan to find out more about vocational course and apprenticeship options that can help you.

5. Higher Education

For those looking to delve deeper into the industry and explore the academic side of the visitor economy, Higher Education can offer a direct path into more senior positions and leadership, giving you a more competitive edge.

Typically, 3-year degree programmes in tourism and hospitality management, events organisation and business can help you gain comprehensive

knowledge of the industry, cutting-edge theoretical know-how and leadership skills. You can even go further and complete a master's degree to be prepared for specialised positions. With many local colleges and universities offering great tourism, Hospitality and Event Management courses at various levels, you do not even need to leave the area to study.

Check out the UCAS website to search for a university near you or a course that would suit your career path.



Finding Your Path

Choosing the right route into tourism and hospitality depends on your career goals, educational background, and personal interests. Consider your options carefully, and do not hesitate to combine different pathways to create a tailored approach that works for you. No matter the path you choose remember that the most effective way of building

a CV and having a great career is through the work experience you can gain. There's plenty of places you can turn to for advice too, from careers advisers and learning mentors to attending jobs fairs and open days. Check out our website for more information on the support and advice available.

Job roles in the industry.

The visitor economy encompasses a wide range of subsectors, each playing a crucial role in delivering exceptional experiences to travellers and guests.

Here's just some of the key areas within the wide world of the visitor & experiential economy.



1. Accommodation

With thousands of establishments from the finest luxury hotels to cozy rentals and rural camp sites, the North East's accommodation sector provides a home away from home for countless visitors.



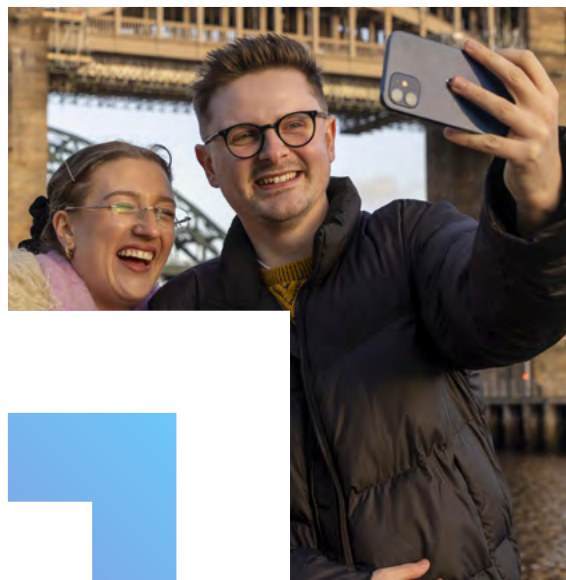
2. Visitor Attractions

Museums, theme parks, historical sites, and natural wonders all fall under the visitor attractions banner. With 6,500 across the UK, the North East is home to many of the country's most beloved attractions including including Beamish, Durham Cathedral, Alnwick Gardens, and The Auckland Project, all building reasons for guests to visit the area.



3. Festivals & Events

This sector brings people together to celebrate and enjoy shared experiences, covering everything from business meetings, networking events and weddings, to large scale concerts, festivals and nighttime spectacles.



4. Food & Drink

The North East's culinary scene is the cornerstone of our visitor economy. From cutting edge fine dining to innovative street food vendors, the North East offers diverse options featuring international cuisine and Michelin star restaurants showcasing both the best local flavours and tastes from all around the world. Don't forget the region's legendary nightlife too!



5. Travel & Transport

Ensuring visitors reach destinations safely and comfortably is the travel and transport sector's focus. The North East is home to recently awarded 'Best Airport in the World' - Newcastle International. We're also a major stop on the East Coast Mainline railway between London and Scotland and the region is connected by hundreds of direct rail, coach and bus services.



6. Arts & Creative Industries

The arts and creative industries work hand in hand with the visitor economy to bring joy, excitement and heart-pounding experiences to every visitor. From showtopping West End spectacles in the region's theatres to world-class music concerts and incredible contemporary art in our iconic galleries and museums, there's never been a more exciting time to get cultured in the region.

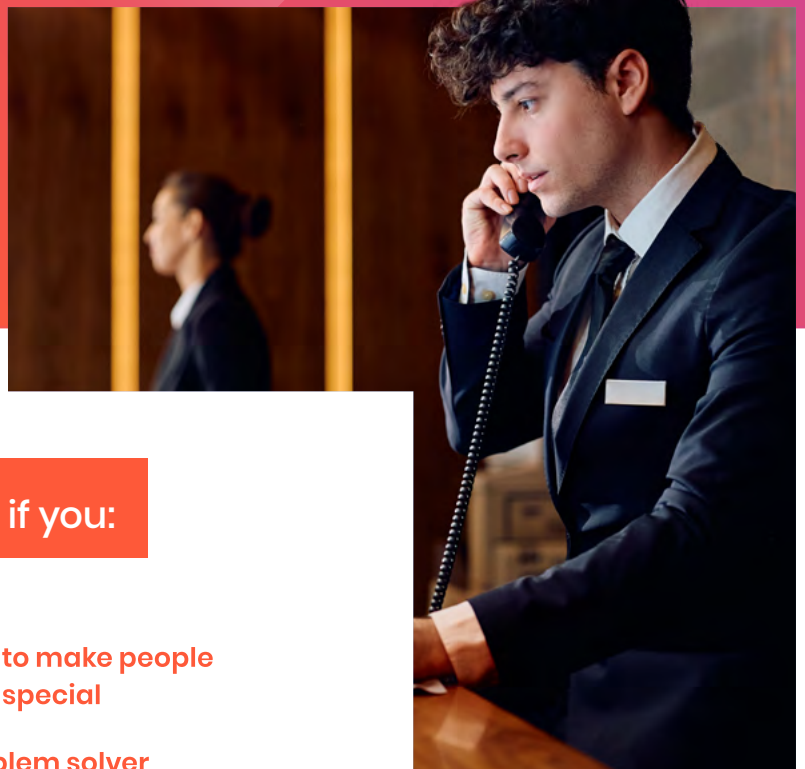


An introduction to roles in Accommodation.

The accommodation sector is a vibrant and dynamic field, offering a wide range of career opportunities for those who love working with people to craft unforgettable experiences.

Whether you're passionate about providing exceptional service, want to help guests connect with the place you love or see yourself at the helm of a luxury hotel, with over 1000 serviced accommodation establishments in the North East, there's a career path for you here.

The accommodation landscape in the region is hugely varied, with luxury 4 and 5 star accommodation sharing the space with campsites, caravan parks and holiday lets - meaning there's a whole multitude of roles available.



This might be the place for you if you:

- ▶ Like to travel and learn about new places
- ▶ Like to make people feel special
- ▶ A people person who loves to talk and build relationships with people
- ▶ Problem solver
- ▶ Love to plan a party

Your Career Path to Success

The exciting career pathways you can explore in the Accomodation sector:

Front Office and Guest Services



Housekeeping and Maintenance



Food and Beverage Services



Management and Administration



Other Specialised Roles



- Receptionist
- Concierge
- Guest Relations Manager



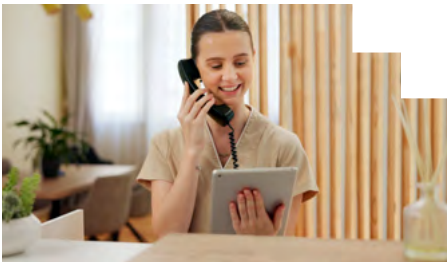
- Housekeeper
- Room Service Attendant
- Laundry Attendant
- Maintenance Technician
- Housekeeping Team Leader / Manager



- Breakfast Staff
- Bar Tender
- Room Service Attendant
- Waitress



- Hotel Manager
- Sales and Marketing Manager
- Human Resources Manager
- Event Planning & Coordination
- Chief Executive
- Chief Financial Officer
- Marketing Director



- Spa Manager
- Health & Leisure

Reception / Front of House



Accommodation | Spotlight Role 1

Average Salary: £24,500 p.a.

Becoming a hotel receptionist is your gateway to a dynamic and rewarding career, that puts you at the heart of the guest experience. You are the friendly face that welcomes guests from all over the world, ensuring they feel at home and ready to explore.

Working on reception means you get to work in a fast-paced role where no two days are the same. You'll meet new people daily, as each day brings fresh faces and stories. Starting at the front desk also allows you to climb the ladder to management while giving you opportunities to work in different locations

What you need to get started:

Education: Most businesses will have a minimum GCSE requirement including Maths & English.

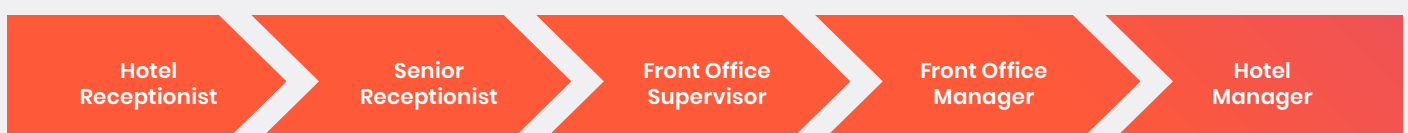
Experience: Previous customer service experience can help but don't worry if you're new to the field as many hotels offer on-the-job training to help you learn everything you need to know.

and experience new places. As the welcoming face of the business, you'll be able to immerse yourself in the day to day operation and pick up vital skills and insights that will help you progress through the organisation.

Skills you will learn:

- Tech Skills
- Customer Service
- Multitasking
- Communications Skills
- Organisational Skills
- Problem-Solving

Your Career Path to Success



Sales Manager



Accommodation | Spotlight Role 2

Average Salary: £35,000 p.a.

Imagine being the driving force behind a hotel's success, building relationships, creating strategies, and achieving revenue goals. As a Hotel Sales Manager, you get to do just that.

This role is perfect for those who are people-oriented, strategic thinkers with a passion for hospitality. A career as a Sales Manager is both challenging and rewarding.

You'll get to forge strong relationships with a wide range of clients and help drive the commercial success of the hotel. If you love smashing targets and finding solutions quickly, you'll thrive in this role.

What you need to get started:

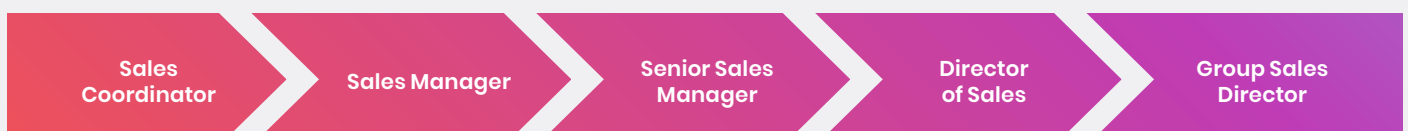
Education: Ideally a degree in Hospitality Management, Business Administration, or a related field is preferred, though relevant experience may suffice.

Experience: Proven track record in hospitality or hotel sales or a similar role, with strong knowledge of the hospitality industry, with strong communication skills. The ability to analyse data and market trends to inform sales strategies as well as strong organisational skills to manage multiple projects and priorities.

Skills you will learn:

- Problem Solving Skills
- Project Management
- Financial Management
- Leadership Skills
- Organisational Skills
- Adaptability Skills

Your Career Path to Success



General Manager



Accommodation | Spotlight Role 3

Average Salary: £50,000 p.a.

Imagine being at the helm of a bustling hotel, ensuring every guest has a memorable stay, and leading a dynamic team to success. As a Hotel General Manager, you get to do just that.

This role is perfect for those who have a passion for hospitality, thrive in leadership positions, and enjoy a fast-paced, ever-changing environment and a desire to excel. A career as a Hotel General Manager is both challenging and rewarding.

It offers the opportunity to make a significant impact on guests' experiences and positions you as a trusted industry expert, with strong business acumen and a commercial mindset - all great qualities sought after by industry leaders.

What you need to get started:

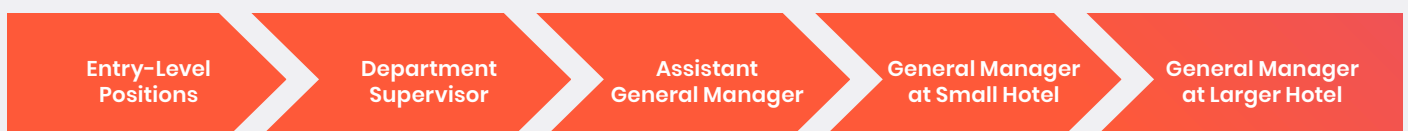
Education: A degree in hospitality management, business management, or a related field is often preferred.

Experience: Starting in entry-level positions in areas such as front desk, housekeeping, or food and beverage is common and gaining experience in various departments helps build a solid foundation. You can work your way up from these positions into management whilst studying qualifications to help you get there faster.

Skills you will learn:

- Leadership Skills
- Problem-Solving
- Adaptability
- Communications Skills
- Financial Management
- Attention to Detail

Your Career Path to Success



An introduction to roles in Visitor Attractions.

Embarking on a career in visitor attractions in North East England offers a unique opportunity to be part of a vibrant sector that celebrates the region's heritage and beauty and offers guests thrills, excitement and discovery around every corner.

The region, renowned for its history, heritage, nature and culture offers a wide range of opportunities within its attractions and visitor experiences sector. From the bustling city of Newcastle to the historic charm of Durham, the scenic beauty of Northumberland or the coastline that stretches the length of the region – there are numerous attractions

that draw visitors from all over the world. Whether you're guiding tours at a historic castle, managing events at a museum, or ensuring visitors are having a great time at an attraction, there's a role for everyone who is passionate about making a difference to the visitor's experience.

This might be the place for you if you:

- **People-Orientated**
- **Enthusiastic and Energetic**
- **Curious and Knowledgeable**
- **Adaptable and Flexible**
- **Team Player**



Your Career Path to Success

The exciting career pathways you can explore in the Visitor Attractions sector:

Entry-Level Roles



Visitor Services Assistant

Tour Guide

Retail Assistant

Café/Restaurant Staff

Maintenance Worker

Mid-Level Roles



Visitor Experience Supervisor

Event Coordinator

Marketing and PR Executive

Education Officer

Exhibit Technician

Top Management Roles



Visitor Attraction Manager

Operations Manager

Marketing Manager

Finance Manager

General Manager

Director of Visitor Experience

Chief Executive

Chief Financial Officer

Marketing Director



Gardener

Visitor Attraction | Spotlight Role 1

Average Salary: £22,000 p.a.

Imagine transforming beautiful outdoor spaces into lush, vibrant gardens that captivate visitors from around the world.

As a Gardener or Landscaper within a tourist attraction, you play a crucial role in creating and maintaining the stunning landscapes that enhance the visitor experience while working in a fulfilling and dynamic work environment.

If you have a passion for nature, preserving our beautiful natural heritage or thrive when getting hands on (and perhaps a little mucky), you'll have the opportunity to help tell the region's natural story for generations of visitors.



What you need to get started:

Education: Vocational Training in horticulture, landscaping, or a related field can be beneficial.

Apprenticeships: Gaining hands-on experience through apprenticeships or internships is highly valuable.

Certifications: While not always mandatory, certifications in horticulture or landscaping can enhance your job prospects.

Skills you will learn:

- Horticultural Knowledge
- Physical Stamina
- Creativity
- Attention to Detail
- Problem Solving Skills
- Teamwork

Your Career Path to Success

Entry-Level
Gardener

Senior
Gardener

Horticulturist

Landscape
Designer

Landscape
Manager

Experience Manager



Visitor Attraction | Spotlight Role 2

Average Salary: £37,000 p.a.

A career as a Visitor Experience Manager at an attraction in North East England offers a dynamic and rewarding work environment, that's as exciting as the attraction itself!

You'll create unforgettable experiences for visitors at some of the most iconic locations in the region, ensuring every guest has a memorable experience to cherish whilst leading hardworking teams to success.

What you need to get started:

Education: A degree in Tourism, Hospitality, Business Management, or a related field can be beneficial but not always necessary.

Experience: Several years of experience in customer service or hospitality roles, with a proven track record of managing teams.

This role is perfect for those who are passionate about customer service, love working with people, and have a knack for managing and inspiring teams. As a Visitor Experience Manager, you'll work with your team to create memorable experiences and make a difference to everyone who visits your attraction.

Skills you will learn:

- Leadership Skills
- Communication Skills
- Problem-Solving Skills
- Project Management
- Time Management
- Organisational Skills

Your Career Path to Success

Visitor Experience
Team Member

Visitor Experience
Team Supervisor

Visitor Experience
Manager

Director of Visitor
Experience

Operations
Manager

Marketing Officer



Visitor Attraction | Spotlight Role 2

Average Salary: £25,500 p.a.

As a Marketing or Communications Officer for a tourist attraction, you'll play a crucial role in promoting the business and inspiring people to visit the area.

This role is perfect for those who enjoy creativity, strategic thinking, and have a passion for storytelling and creating memorable experiences for visitors. This career offers a dynamic and fulfilling path with endless opportunities for growth and innovation. You'll create marketing materials both physical and digital with opportunities to create engaging content as well as working on social media and PR campaigns to excite and entice guests from all walks of life.

What you need to get started:

Basic Education: GCSEs or equivalent.

Higher Education: A degree or higher-level certification in Marketing, Communications, Tourism, or a related field is sometimes required but not always necessary.

Experience: Gaining experience through internships, volunteering, or starting in entry-level marketing positions or apprenticeship can often speed up your career journey.

Skills you will learn:

- Marketing Skills
- Creativity
- Communication Skills
- Analytical Skills
- Time Management
- Project Management

Your Career Path to Success



An introduction to roles in Food & Drink.

The food and drink sector in North East England is a vibrant and essential part of the visitor economy, offering a wide range of exciting career opportunities for those with a passion for great flavours and exceptional service.

From bustling city restaurants to charming countryside hideaways, from Michelin Starred restaurants to street food from across the globe, this sector is perfect for those who are passionate about food, enjoy working with people, and thrive in energising, fast-paced environments. Embarking on a career in the food and drink sector in North

East England can be incredibly rewarding, offering opportunities to develop a wide range of skills. Whether you're crafting the perfect cup of coffee, conjuring up a delicious new craft ale, or managing a popular restaurant, there's a role for everyone in this industry.



This might be the place for you if you:

- ◆ Love food
- ◆ Enjoy social interaction
- ◆ Thrive in fast-paced environments
- ◆ Detail-oriented
- ◆ Creative
- ◆ Have a team spirit

Your Career Path to Success

The exciting career pathways you can explore in the Food & Drink sector.

Entry-Level Roles



Mid-Level Roles



Top Management Roles



- Prep Cook
- Commis Chef
- Barista
- Wait Staff
- Bar Tender



- Chef
- Pastry Chef
- Event Caterer
- Assistant Manager
- Sous Chef



- Kitchen Manager
- Catering Manager
- Food & Beverage Manager
- Operation Manager
- Head / Executive Chef
- General Manager



Chef

Food & Drink | Spotlight Role 2

Average Salary: £25,000 p.a.

Getting behind the stove and becoming a Chef is an exciting and rewarding career path for those who have a passion for food and culinary creativity, enjoy working in fast-paced environments and have a flair for great flavour.

As a Chef, you will have the opportunity to work in an array of food establishments, from the hottest city restaurants to cosy countryside cafes, creating delicious dishes that delight customers and their tastebuds. If you have a passion for cooking and a desire to make people happy with your culinary creations, this career offers a dynamic and fulfilling experience with endless opportunities for growth and innovation in culinary art. If you thrive under pressure, love working as part of a team and have a desire to be at the heart of the action, this is the job for you.



What you need to get started:

Basic Education: GCSE in Maths and English or equivalent is often required.

Culinary Education: While not always mandatory, completing a catering course can provide you with essential skills and knowledge. Many chefs start with an apprenticeship or attend college to study catering to gain hands-on experience.

Experience: Entry-level positions such as Kitchen Assistants or Commis Chefs are great starting points. They will allow you to learn the basics and gain practical experience in a professional kitchen.

Skills you will learn:

- Technical Knife Skills
- Time Management
- Communication
- Food Safety & Hygiene
- Teamwork
- Attention to Detail

Your Career Path to Success

Commis
Chef

Chef de
Partie

Sous
Chef

Head /
Executive Chef

Specialised
Roles

Barista



Food & Drink | Spotlight Role 3

Average Salary: £20,000 p.a.

If you're a coffee connoisseur with a passion for personal service, becoming a Barista in a fast-paced cafe or coffee bar might be the job for you.

As a Barista, you'll not only master the art of making delicious coffee but also have the opportunity to work in a dynamic and social environment serving a wide range of customers from office workers to retirees.

What you need to get started:

Basic Education: No requirements but often an employer will look for at least GCSE Maths and English.

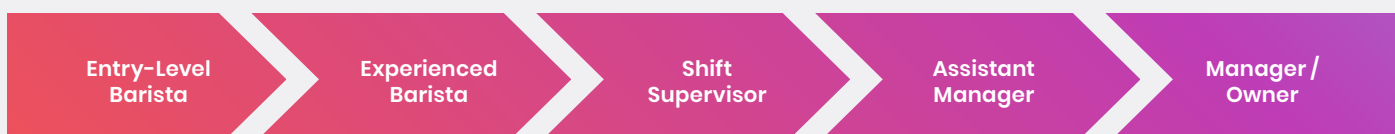
Experience: While prior experience in hospitality is beneficial, it's not always necessary. A certification in barista can be an advantage.

Working in a fast-paced environment starting as a Barista can give you the skills required to work in other areas of hospitality and the opportunity to become a manager, or even a business owner, within the sector.

Skills you will learn:

- Customer Service
- Teamwork
- Cleanliness and Hygiene
- Attention to Detail
- Coffee Knowledge
- Creativity

Your Career Path to Success



Restaurant Manager



Food & Drink | Spotlight Role 2

Average Salary: £32,500 p.a.

A career as a Restaurant Manager is perfect for those who love the hustle and bustle of the hospitality industry, thrive in fast-paced environments and have a knack for leading a team of people to success.

As a Restaurant Manager, you'll be at the heart of the action, ensuring that everything runs smoothly and that customers leave with a smile. If you have a passion for great hospitality and service, are an excellent communicator and have a desire to create memorable dining experiences, the role of a Restaurant Manager could be the right career path.

What you need to get started:

Basic Education: GCSE's including Maths and English.

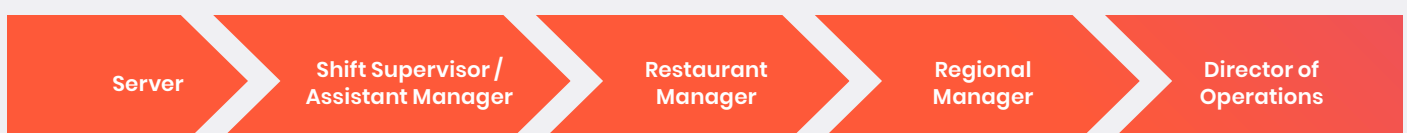
Higher Education: While not always necessary, a qualification in hospitality supervision or degree in hospitality management can help progress your career quicker.

Experience: Starting in entry-level positions such as Server, Host or Kitchen Staff provides valuable hands-on experience.

Skills you will learn:

- Leadership Skills
- Communication Skills
- Customer Service
- Financial Accumen
- Organisaitonal Skills
- Attention to Detail

Your Career Path to Success





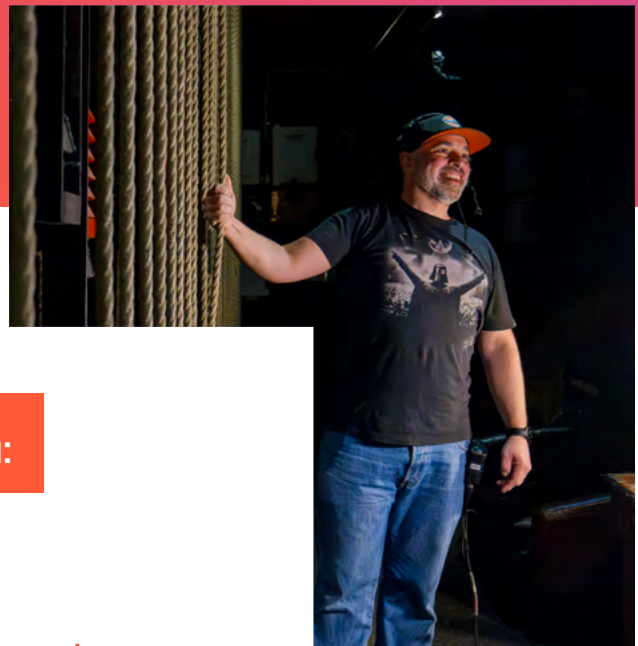
An introduction to roles in Events and the Live sector.

The Events and Live sector in North East England is a constantly evolving and exciting part of the visitor economy, offering a variety of career opportunities both in front of and behind the scenes.

From music festivals and cultural events to corporate conferences and weddings, this sector is perfect for those who enjoy planning, organising, and bringing people together for memorable experiences.

Embarking on a career in the Events or Live sector in North East England can be rewarding, offering opportunities to develop a wide range of specialist and transferrable skills and make a real impact on the guest experience.

Whether you're delivering a concert for a global superstar or coordinating a corporate conference, being able to deliver unique and memorable events is key to your success.



This might be the place for you if you:

- ▶ Enjoy planning and organising
- ▶ Love social interaction
- ▶ Thrive in fast-paced environments
- ▶ Are creative
- ▶ Are a problem-solver
- ▶ Have a team spirit
- ▶ Can project manage

Your Career Path to Success

The exciting career pathways you can explore in the Events & the Live sector.

Entry-Level Roles



Mid-Level Roles



Top Management Roles



- Security Personnel
- Ticketing & Registration Staff
- Technical Crew
- Volunteer Coordinator



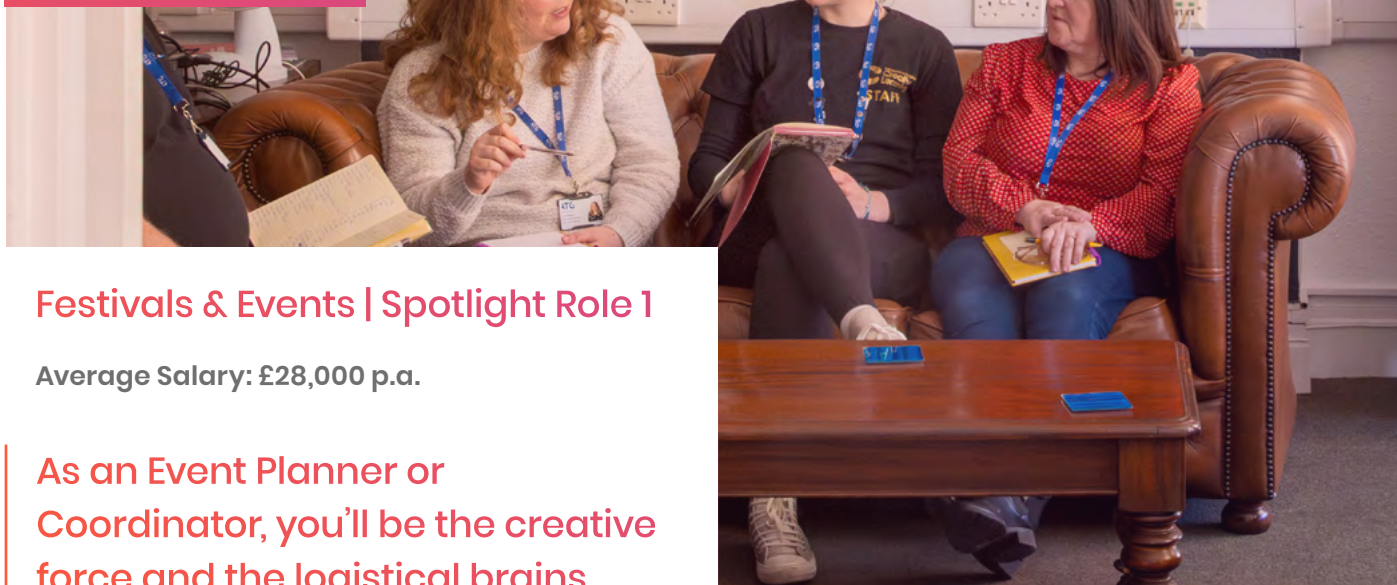
- Event Marketing Specialist
- Entertainment Coordinator
- Event Planner
- Catering Manager



- Logistics Manager
- Venue Manager



Event Planner



Festivals & Events | Spotlight Role 1

Average Salary: £28,000 p.a.

As an Event Planner or Coordinator, you'll be the creative force and the logistical brains behind unforgettable events, from music festivals, and major sporting fixtures to corporate conferences and parties.

You'll be at the heart of the event, ensuring every single guest has a fantastic experience and every piece of the puzzle neatly slots into place. From managing complex supplier relationships to dealing with challenges on the night, you'll be a dependable, organised and driven person who makes things happen.

What you need to get started:

Basic Education: GCSEs or equivalent.

Higher Education: A degree in Event Management, Hospitality, or a related field can be beneficial but is not always required.

Experience: Gaining experience through internships, volunteering at events, or starting in entry-level positions such as Event Assistant.

Skills you will learn:

- Organisational Skills
- Problem-Solving Skills
- Contingency Planning
- Communications Skills
- Time Management
- Project Management

Your Career Path to Success

Event Assistant

Event Planner

Event Manager

Event Director

Technical Crew



Festivals & Events | Spotlight Role 2

Average Salary: £27,500 p.a.

Working as part of the Technical Crew puts you at the heart of the action, as you work to create the on and off stage magic that wows audiences and earns the applause.

Supporting the technical aspects of productions and events, depending on what you choose to specialise in, you could be responsible for setting up and managing audio-visual equipment, rigging lighting, or handling the scenery.

From Stage Managers running the show, to specialised roles that require precision and technical know-how, you'll be the beating heart of events and experiences, making sure the show must always go on.

What you need to get started:

Basic Education: GCSEs or equivalent.

Technical Training: Courses or certifications in Audio-Visual Technology, Lighting, or Stage Management can be beneficial.

Experience: Gaining experience through apprenticeships, volunteering at events, or starting in entry-level technical positions.

Skills you will learn:

- Technical Skills
- Problem-Solving
- Attention to Detail
- Teamwork
- Time Management
- Contingency Planning

Your Career Path to Success

Technical
Assistant

Technician

Senior
Technician

Technical
Director

A full list of roles across tourism, hospitality and the experiential industry in North East England.

Tourism

Entry Level

Tourist Information Centre Assistant
Travel Agent Assistant
Destination Ambassador (e.g., City Greeter)
Walking Tour Guide
Cruise Excursion Assistant
Airport Meet & Greet Assistant
Junior Itinerary Coordinator
Tourism Events Volunteer
Luggage Porter (Escorted Tours)

Mid-Level

Travel Consultant (Leisure / Business)
Tourism Marketing Officer
Destination Development Executive
Tour Operations Coordinator
Cruise Shore Excursion Manager
Cultural Heritage Tourism Officer
Eco-Tourism Specialist
Sustainable Travel Officer
Group Travel Executive
Visitor Experience Planner

Senior-Level

Head of Destination Management
Director of a Destination Marketing Organisation (DMO)
Regional Tourism Strategy Lead
Chief of International Tourism Development
Senior Policy Advisor (DCMS, VisitBritain, Devolved Bodies)
Tourism Innovation & Research Director
Director of Tourism Partnerships

Visitor Attractions

Entry Level

Visitor Services Assistant
Front of House Assistant
Admissions & Ticketing Clerk
Cloakroom Attendant
Ride Operator (Theme Park)
Gift Shop Assistant
Volunteer Coordinator Assistant
Park Ranger Trainee
Experience Host (Interactive Exhibits)

Mid-Level

Operations Supervisor
Learning & Engagement Officer
Public Programmes Manager
Heritage Conservation Assistant
Events & Venue Hire Coordinator
Health & Safety Officer
Retail & Commercial Manager
Maintenance Manager (Site / Facilities)
Interpretation & Exhibitions Manager
Accessibility & Inclusion Coordinator

Senior-Level

Head of Visitor Operations
Director of Learning & Interpretation
Collections or Curatorial Director
Estates Director (Heritage Trusts)
Director of Business Development
Managing Director (Theme Park, Museum, Zoo, etc.)
CEO, Trust or Foundation
Strategic Planning Director (Major Cultural Institutions)

Accommodation

Entry Level

Housekeeping Assistant
Night Porter
Receptionist
Valet Parking Attendant
Spa or Leisure Club Assistant
Laundry Operative
Mini-bar Attendant
Reservations Agent
Room Service Assistant

Mid-Level

Duty Manager
Assistant Front Office Manager
Guest Services Manager
Rooms Division Manager
Revenue / Yield Manager
Spa Manager
Facilities & Maintenance Supervisor
Corporate Sales Executive (Hospitality)
Training & Development Coordinator (Hotel Staff)
Concierge Supervisor

Senior-Level

General Manager (Hotel/Resort)
Cluster / Area Manager
Director of Sales & Marketing
Director of Guest Experience
Director of Rooms or Operations
VP / Regional Director (Hotel Group)
Chief Operating Officer (Hospitality Chain)
Hotel Asset Manager (Real Estate Focus)
Managing Director (Hospitality Portfolio)

Food & Beverage (F&B)

Entry Level

Waiter / Waitress
Barista
Bartender
Kitchen Porter
Commis Chef
Fast Food Crew Member
Drive-Thru Attendant
Buffet Assistant
Catering Assistant (Schools / Events)

Mid-Level

Chef de Partie
Sous Chef
Bar Supervisor
Restaurant Shift Leader
Catering Operations Manager
Food Safety Officer
Procurement & Supply Coordinator (Food Services)
F&B Supervisor (Hotel/Venue)
Menu Developer / Concept Chef
Hospitality Trainer / Assessor

Senior-Level

Executive Chef
Head of Food Operations
Restaurant General Manager
Director of Culinary Services (Resorts/Hotels)
Group Executive Chef
Head of F&B (Multi-site Group)
Commercial Director (Hospitality Chain)
Hospitality Brand Director (Pub or Restaurant Group)

Live Entertainment

Entry Level

Usher / Front of House Attendant
Box Office Clerk
Bar Staff (theatre/concert venues)
Stage Hand / Runner
Junior Lighting Technician
Sound Assistant
Merchandise Seller
Rehearsal Assistant
Production Intern
Audience Services Assistant

Mid-Level

Stage Manager
Technical Manager (sound/lighting)
Venue Duty Manager
Theatre Marketing Executive
Live Events Producer
Touring Manager
Audience Development Officer
Community Engagement Manager (Arts)
Backstage/Production Coordinator
Talent Booker

Senior-Level

Artistic Director
Festival Director
General Manager (Venue)
Head of Programming
Director of Production (Touring or Resident Company)
Commercial Director (Live Events Group)
CEO (Arts Organisation or Live Venue)
Executive Producer (Theatre/Events)
Strategic Partnerships Director (Festivals & Events)

Cross-Sector & Support Roles

Entry Level

Customer Service Agent (Call Centre/Online Booking)
HR / Admin Assistant
Marketing Assistant
Content Writer (Blogs, Social Media)
Finance Assistant
Digital Engagement Intern
Research Assistant
Cleaner (Facilities Team)

Mid-Level

Digital Marketing Executive
HR Business Partner
Business Development Manager
Data Analyst (Visitor Trends)
Sustainability Coordinator
PR & Media Officer
CRM & Loyalty Executive
Accessibility Advisor
Health & Safety Manager

Senior-Level

Director of Marketing & Communications
Director of Human Resources
Chief Financial Officer (CFO)
Chief Technology Officer (CTO – Visitor Tech)
Chief Sustainability Officer
Director of Strategy & Planning
Chief Executive (Group, Destination, Chain, Trust)
Investor Relations Director
Board Member (Non-Executive Roles in Culture/Tourism)

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