

# TOURISM FACTS

**40,000 PEOPLE** WORK WITHIN TOURISM ACROSS NORTH WALES



2018 YEAR OF THE SEA

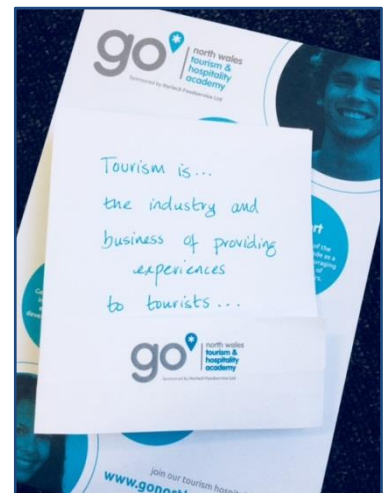
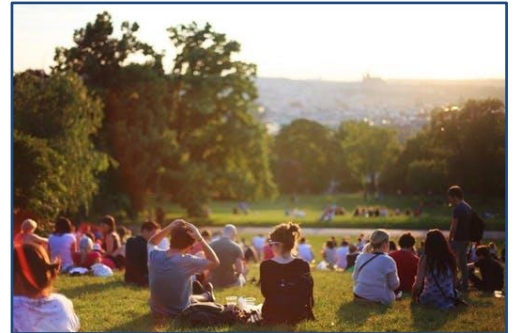
2019 YEAR OF DISCOVERY

#FINDYOUREPIC



**800 APPRENTICESHIPS** IN Leisure, Tourism & Hospitality ACROSS NORTH WALES IN 2016

THE INDUSTRY WILL REQUIRE AROUND **20,000 NEW WORKERS** BETWEEN NOW AND 2024



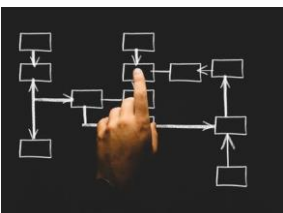
**WELSH LANGUAGE IS CRITICAL TO THE INDUSTRY AND DEMONSTRATES THE STRENGTH OF WELCOME WE OFFER TO VISITORS**

TOURISM & HOSPITALITY IS A '**DEMAND GROWTH SECTOR**' FOR THE NORTH WALES ECONOMIC AMBITION BOARD



IT'S NOT JUST ABOUT HOTELS AND FOOD. **TOURISM NEEDS ...**

PR, MARKETING, HR, ENGINEERS, ICT, LIFEGUARDS, ADVENTURE LEADERS, FINANCE MANAGERS, ADMINISTRATION AND MANY OTHERS! ...



★ CHOOSE TO BE A **TOURISM PROFESSIONAL** ★



E | [hacademy@nwt.co.uk](mailto:hacademy@nwt.co.uk)  
 P | 01492 531 731



## Connection. Support. Experiences. Skills. Knowledge. Belonging.

We're raising the profile of the tourism industry by showcasing the huge choice of employment it offers, promoting the development of a strong, skilled, professional workforce, and providing a sense of belonging for students, apprentices and tourism employees, to a professional body, which connects them to the industry and supports career progression.

### With thanks to our partners:

### Connect with us:



@gonwacademy



/GoNorthWalesAcademy/

### HOW TO GET STARTED IN A TOURISM CAREER...

- Study at a college or university;
- On the job training, or work-based learning including an apprenticeship;
- Practice being enthusiastic, motivated and engaging with people around you – this is great customer service;
- Look at job sites – research what employers want.

### WHO CAN HELP...

- Your teachers;
- CareersWales;
- Visit college and university 'open days' to find out more about what courses are on offer;
- Talk to local businesses.

### TOP TIP

Employers are looking for a **GREAT ATTITUDE**; other skills can be learned!