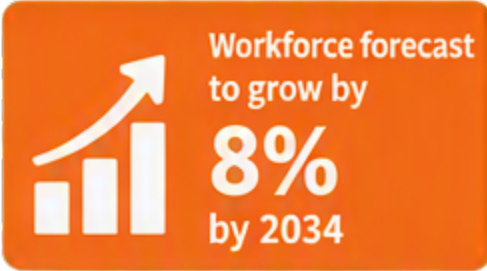


GREATER LINCOLNSHIRE'S *Visitor Economy*

Tourism. Hospitality. Culture. Attractions.
Food & Drink. Leisure. Heritage. Entertainment.
Creating unforgettable experiences. Driving local jobs.



Where it happens



Seasonal and year-round



Coastal tourism is seasonal, with pronounced peaks in demand.



Hospitality, arts, sport and visitor attractions generate more continuous demand in urban and rural centres.



Top 5 skills shortages

-  Chefs and catering staff.
-  Hospitality and venue management.
-  Hospitality supervisors.
-  Technical arts and theatre roles.
-  Digital marketing and destination promotion roles.

Most significant skills gaps

-  AI and digital capability.
-  Digital marketing and analytics.
-  Customer service and people skills.
-  Compliance and safeguarding knowledge.
-  Technical theatre and creative technology skills.
-  Multitasking, confidence and workplace behaviours.