

Reed
...

Hospitality

Salary guide 2024



The cost of winning in 2024

The end of 2023 saw slowing inflation, a positive sign for the year ahead. But no matter what happens with the inflation rate, people will still be feeling the pinch of the cost-of-living crisis. Many will be looking for jobs that can offer the salary and benefits they need to stay afloat.

It's the people working in organisations that make the difference, so it is important that companies do all they can to offer the best remuneration packages to attract new, good quality hires and to retain their best people.

Towards the end of last year, we conducted our annual survey of 5,000 workers to provide you with a representative picture of the wants and needs of the UK workforce. You can see an in-depth analysis of the results of the survey further on in this guide, but interestingly, 55% of people are currently looking for, or considering looking for, a new job. The top reasons for looking to leave their current role include pay being insufficient or perceived to be better elsewhere, benefits not being good enough, and a toxic workplace culture.

On top of this, just over half of workers (56%) are happy with the pay they receive, but this does mean that many are not. Of those who aren't satisfied with what they are earning, over half (57%) stated that this is because their salary hasn't risen with the cost of living. Over a third (39%) say it's not enough for them to live the lifestyle they want, and (38%) feel they are unable to save enough money to meet their financial goals.

As a business leader, I know it isn't always possible to increase salaries, especially with rising costs, the burden of overheads and higher business rates looming. However, it's important that if you can, you consider doing so, because even a small amount can make a big difference.

In my experience, the best investment you can make is in people, and in return, you will see improvements to productivity, employee retention, customer satisfaction and ultimately your bottom line. But if there really isn't anything you can do with salary, focus on the benefits you can offer – make your place of work difficult to leave and become a 'star player' when it comes to added value. Our research highlights the disparity between what is being offered and what people really want, so don't be afraid to ask your colleagues what they actually want and keep doing this on a regular basis to ensure you have your finger on the pulse.

This year, our research has also highlighted some significant gender disparities. According to our survey, women are earning on average £10,000 less than their male counterparts. 57% of men feel confident they will achieve their dream salary, as opposed to just 44% of women. Women's mental health is also more likely to be impacted negatively by their current financial situation (40% vs 29% of men). And overall, women are less likely to receive any work benefits (35% vs 25% of men), but when they do get them, they are more likely to prefer flexi time (40% vs 32% of men) and are less likely to get a salary increment (16% vs 20% of men).

These disturbing statistics highlight that there is still much work to be done to close the gender pay gap. According to the Office for National Statistics, the gap in median hourly pay between full-time male and female employees increased to 7.7% in 2023. Organisations should continue to address women's inequality in the workplace and it's certainly something we are working on here at Reed. Addressing gender pay will bring a range of benefits to your business including improved morale, higher retention, increased innovation, improved productivity and lower legal risks.

Not only must we bridge the pay gap, but business leaders also need to ensure that no matter what journey you find your organisations are on in 2024, inclusion and belonging should remain paramount in the workplace. This will ensure you widen your doors to access the best talent available. In an environment where you will need innovative, creative and productive people more than ever, this makes perfect business sense.

Remember, your people are your superpower!

Wishing you all the best for the year ahead.



James Reed CBE
Chairman and Chief Executive, Reed



Why use Reed's hospitality salary guide?

For both jobseekers and employers alike, Reed's salary guide stands as an invaluable resource, offering unparalleled insights to keep you well-informed and ahead of the curve in 2024.



Unmatched data insights

This comprehensive guide draws upon a vast dataset derived from over 17 million jobs posted on **Reed.co.uk** since 2016, solidifying its status as the most trusted salary guide in existence. The analysis of such an extensive volume of data offers an unparalleled view of the sector, ensuring accuracy and reliability.



Local and national expertise

Our specialism experts provide key insight into the sector, with Reed's regional directors discussing the local job landscape. This distinctive perspective, not available elsewhere, enhances the guide's richness and relevance.



Evolving landscapes and emerging trends

Delving into the intricacies of roles across 12 UK regions, our guide highlights noteworthy developments using graphics to depict key salary changes over the past year. With a robust dataset spanning four years, it includes salary projections for the upcoming year and average salary data dating back to 2016.

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Technology – a tool to **boost business growth**



Sam Baldwinson

Senior Regional Director, Reed

In recent years, the hospitality sector has undergone significant transformation, driven by technological advancements, changing consumer preferences, and global events.

It's been a tough period for many businesses – and those that kept going against the odds have had no respite. Supply chain disruptions and rising costs have put pressure on profit margins, leading to tough decisions for business owners. Many are still reeling from losing good staff to other industries or their EU home nations, and the gloomiest predictions suggest industry recovery will continue beyond 2024, hampered by the sluggish economy.

Recruiting and retaining skilled staff looks set to challenge many employers. Training programmes, competitive benefits and a positive work culture are vital to maintaining and attracting a motivated workforce. Some business owners are calling for more government support for training and skills, as well as flexibility in the apprenticeship levy. Finding people who are passionate about their work is also key.

One of the notable trends reshaping the sector is the widespread adoption of technology, which has many positives. From mobile check-ins to AI-powered chatbots for customer service, innovations are changing procedures in hotels, restaurants, and travel agencies to enhance guest experiences. This year, we can expect an even deeper integration of technologies such as augmented reality and virtual reality to create immersive experiences.

↓ **Revolutionary changes**

In addition to the host of operational efficiencies tech can bring in terms of recruitment and other business costs, it has boundless creative benefits too. It can help with marketing, driving custom as well as the most enticing incentives. Employers might consider joining forces with other local businesses, tourism boards, and tech startups to help improve their profile, share resources and learn from others. Collaborative initiatives, like virtual reality-based hotel tours or local experience packages, increase guest engagement and attract new customers.

In terms of understanding business performance, advanced analytics can provide insights into guest preferences, helping raise standards. It can also help with pricing strategies and streamlining operations, leading to improved profitability. However, not every leader is convinced – the 2023 European Hotel Industry Survey by Deloitte found that only one-in-four respondents (25%) see generative AI as something that can help improve operational efficiency tasks, such as detecting fraudulent activities.

While these changes sound fantastic for the sector, digital transformation will likely present challenges in implementation and time should be factored in to allow for staff training on new systems – something all employers will be facing.

Another challenge with long-term rewards is sustainability. With customers more discerning and vocal about the goods

and services they use, businesses are sprucing up their image. There's a move towards investment in eco-friendly solutions, including updating premises to become energy efficient, taking waste reduction measures, and using locally-sourced products. This year, job opportunities are likely to expand in roles related to environmental management, renewable energy, and sustainable supply chain management.

↓ Refining customer service

Good communication is one of the most important assets in hospitality, so leaders should remember to invest in teams that collaborate well, remain positive under pressure and genuinely put the customer first. This extends beyond public-facing roles. With around 60% of all hotel bookings made online, venues need to consider the action they can take to distinguish themselves from competitors. As the customer journey increasingly begins and ends online, remember the importance of first impressions and value of engagement to fuel positive reviews and repeat bookings.

As well as quality of service and value for money, customers increasingly seek authentic experiences that transport them to exciting places through food, drink and ambience.

To reflect their customer base, employers across the sector need to ensure staff are equally diverse, and actively hire professionals skilled in promoting inclusive environments, cultural competence, and multilingual communication.

The work-from-anywhere revolution has permeated the hospitality sector, enabling professionals to explore hybrid roles that combine on-site and remote working arrangements. Digital marketing specialists, venue managers, and customer experience analysts are among those who can benefit from this style of work, in particular.

Despite ongoing challenges in terms of staff shortages vs increased staff costs, workers are better placed, since the pandemic, for fair compensation and enticing benefits. Employers should take time to invest in tech, updating their knowledge and systems and focus on attracting workers who show willingness to learn relevant skills.

Entry-level positions are likely to see a boost, while experienced professionals can expect incremental raises. Continuous learning opportunities will empower employees to adapt to evolving industry trends, ensuring their expertise remains relevant and valued.



Our **survey** says...

At the end of 2023, Reed conducted its annual snap survey of 5,000 professionals. The research asked UK workers about their current and preferred salary and benefits, their organisation's performance and priorities, how they rated their job satisfaction and career prospects, as well as the key recruitment and skills trends they're witnessing. Here's what their answers revealed:



Salaries

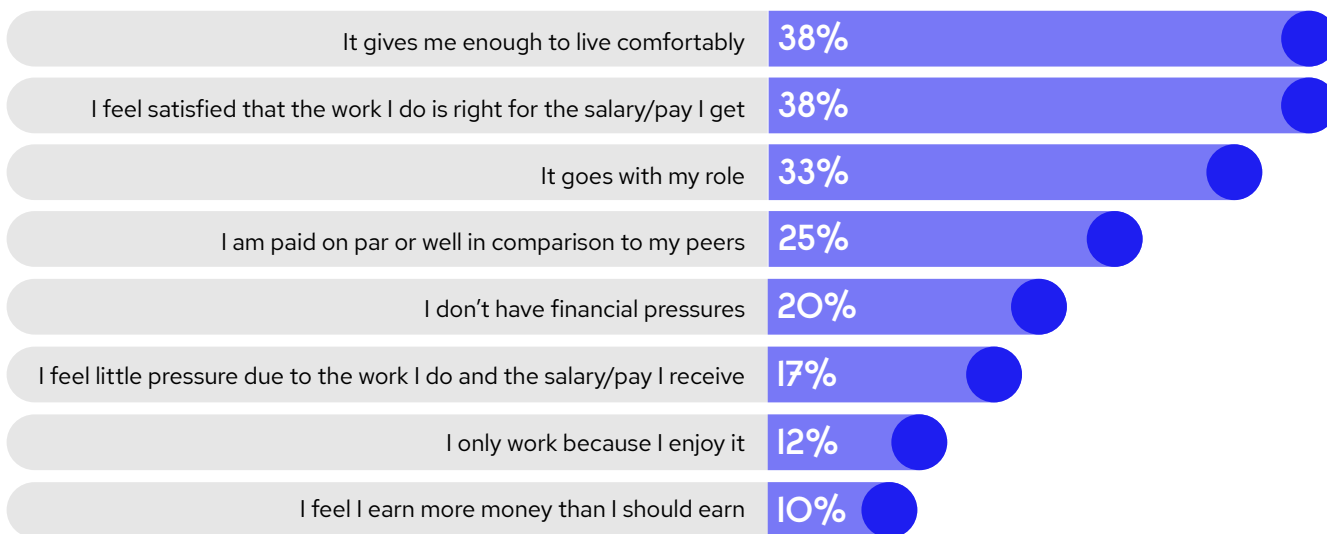
With ongoing cost-of-living challenges, salaries will continue to be a huge area of discussion in the employment market, for both professionals and businesses.

As many are feeling the pinch, we've seen more talent move around to secure higher paid roles, with businesses analysing how much they can stretch to get the people they need. Getting professionals' take on their salaries is critical for businesses looking to benchmark what they can offer. Interestingly, the data has also revealed a gulf between men and women when it comes to attitudes to salary.

Currently, over half (56%) of workers are happy with the pay they receive, a slight incline from the previous year (53%). Although, around one-in-four (24%) professionals feel unhappy with their current salary.

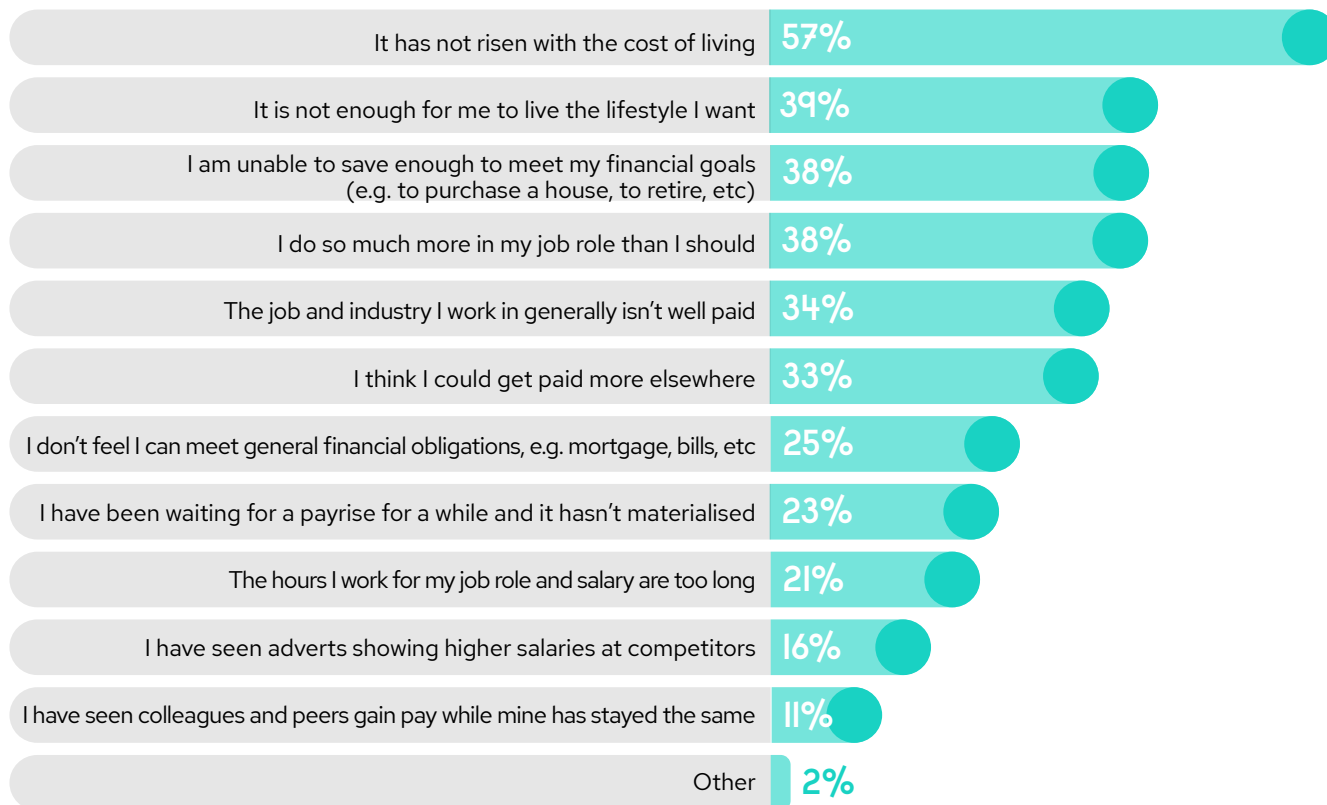
Of those who are happy with their pay, 38% say it's because it's enough for them to live comfortably on, 38% feel satisfied that the work they do is right for the salary they receive, and 33% believe it goes well with their role.

↓ Why are workers happy with their current salary/earnings?



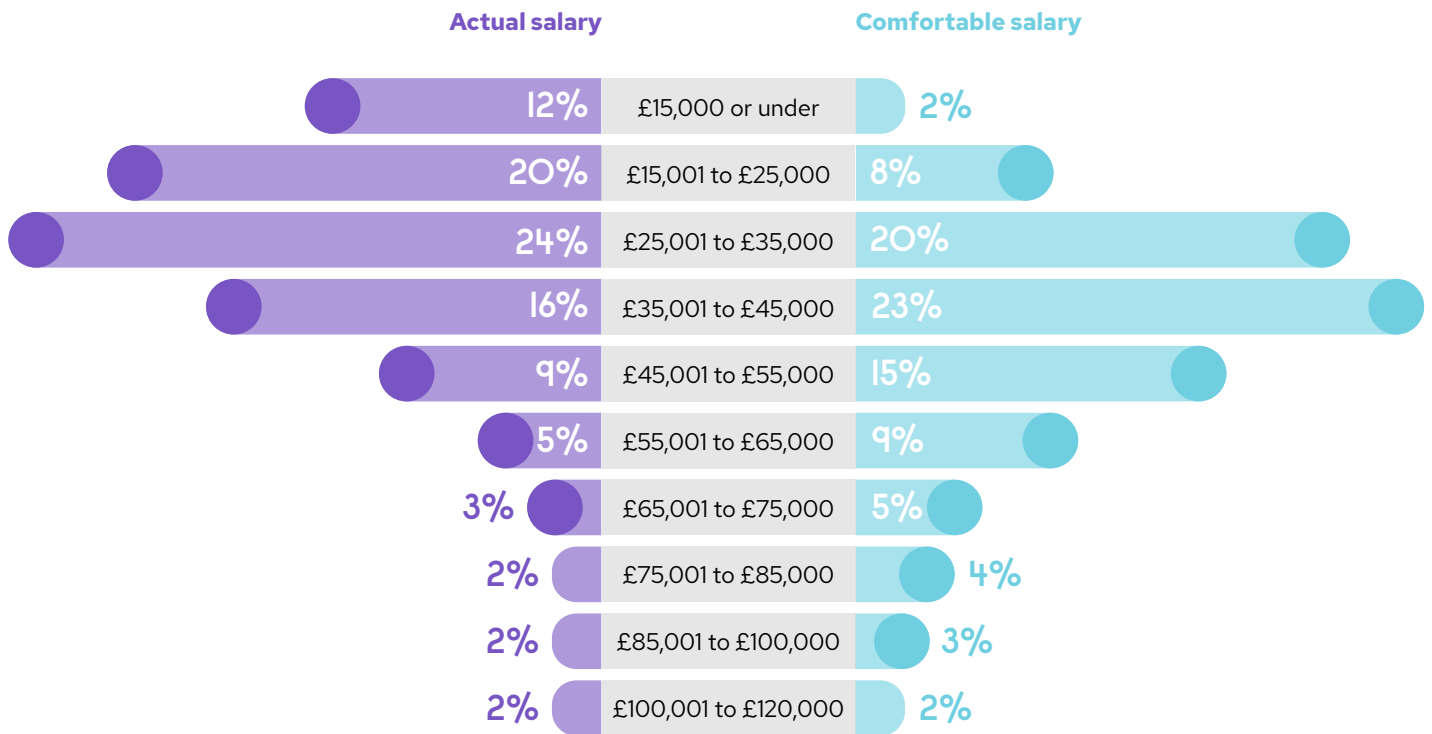
But, as expected, continued increases in inflation and bills have put many under greater financial pressure. Over half (57%) of those who aren't satisfied with their salary shared that this is because it hasn't risen with the cost of living, over a third (39%) say it's not enough for them to live the lifestyle they want, and 38% feel they are unable to save enough money to meet their financial goals.

↓ Why are workers unhappy with their current salary/earnings?



The disparity between the average wage and the salary people would be comfortable with remains quite large. This year, the average ideal salary is **£48,500**, whereas the average wage for survey respondents stands **£13,200** short at **£35,200**. Last year, this gap was **£13,800** – showing a small shift in expectations.

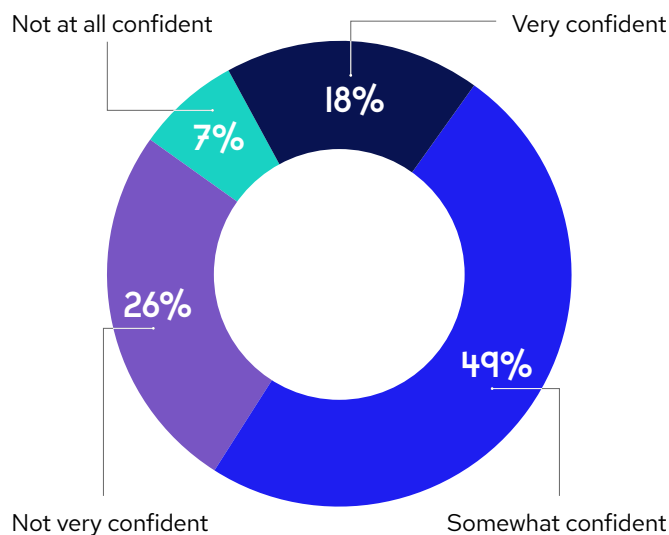
↓ Actual vs comfortable salary



Half (50%) feel confident that they will achieve their comfortable salary at some point. Depending on whether you take a glass half empty, or half full approach, this may be an indication that those who wish to earn more may consider moving companies to secure a higher wage.

It's worth noting that there's a difference between men and women. Men have a higher comfortable salary of £52,000 compared to women (£45,000). And more men (57%) feel confident they will hit that salary, compared to less than half of women (44%).

↓ Confidence in achieving financial goals in time



As the economy has continued to take its toll on professionals over the past two years, we also asked people how they have been managing their wages, and whether the current financial climate has impacted their financial goals and savings.

On average, people are spending 60% of their monthly wage on essential purchases – including bills, mortgages, food, etc – with the remainder being split evenly between luxury spending and savings. In comparison to 2021, that’s an increase of six per cent going to essential purchases and a four per cent drop in luxury items. Additionally, over one-in-five (22%) aren’t saving any of their salary because they can’t afford to do so, with a third (33%) not feeling confident they will meet their financial saving goals on time. The cost-of-living crisis seems to be taking a heavier toll on women – they are more likely to say they can’t afford to save money – 24% compared with 19% for men. They are also less confident in achieving their financial goals: 61% of women feel confident, compared with 75% of men.

Women’s mental health is also suffering due to finances. Forty per cent of women say their financial situation is impacting their mental health negatively, compared with 29% of men.

All about the **benefits**

It seems that offering a higher salary remains the most ideal way to attract and retain employees – but this isn’t viable for every business, as they are also battling rising bills and tighter overheads.



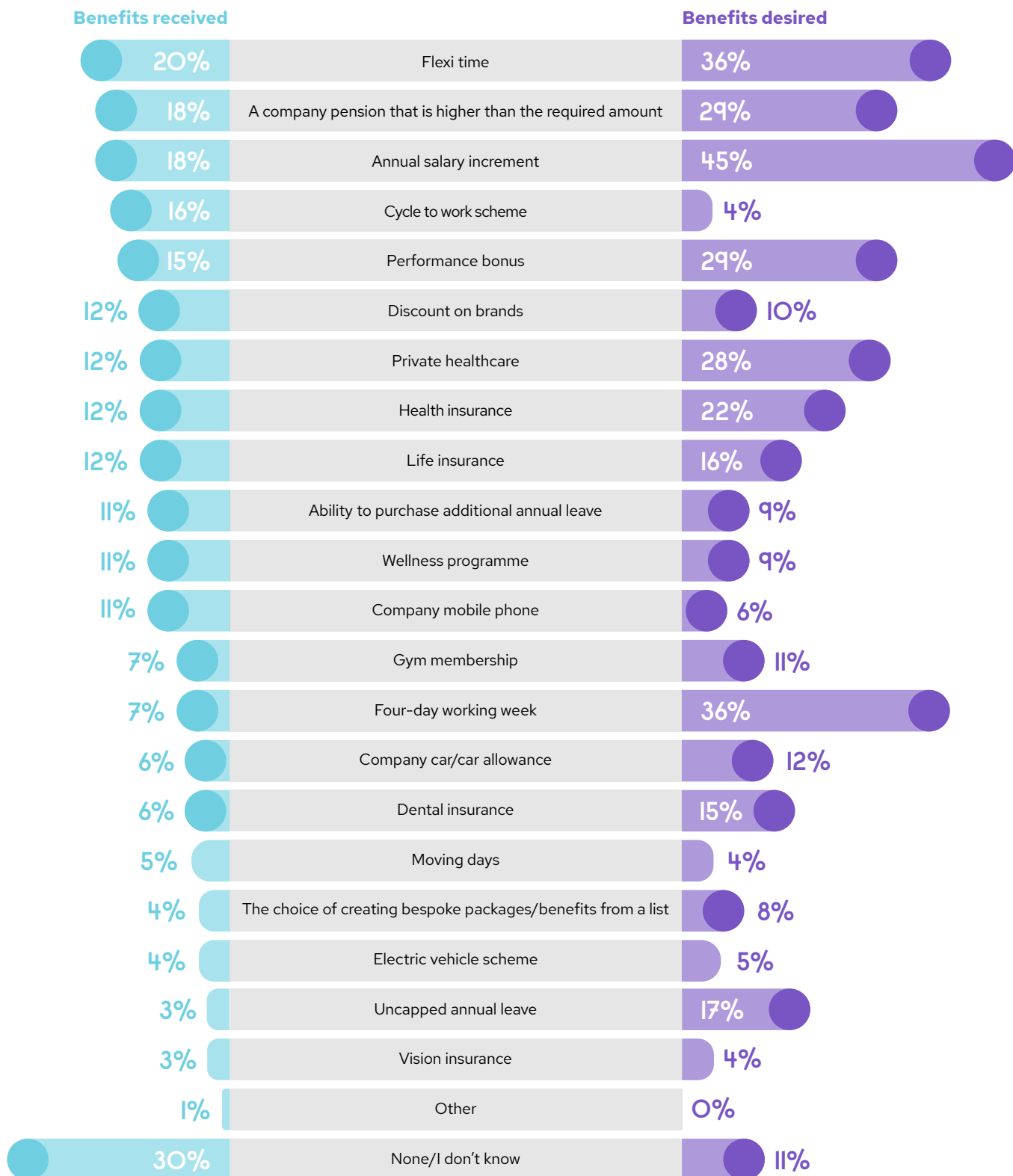
Where raising salaries isn’t an option, the benefits businesses offer can potentially tip the balance when people are considering changing jobs. Surprisingly, however, three-in-10 (30%) say they don’t receive any workplace benefits at all.

There seems to be a more even playing field when it comes to the benefits in demand this year versus the last few years. In 2021, we saw higher demand for health-related benefits, which reflected the stress the pandemic had on workers. Last year, workers were feeling the initial impact of rising energy bills and inflation, which was reflected in their desire for more financial-led benefits, such as salary increments and pensions. This year, however, there’s a greater balance between money and flexibility.

There also seems to be some disconnect when it comes to offering workplace benefits. For those that do get workplace benefits, the three most common are: flexi time (20%), a company pension higher than the required amount (18%), and an annual salary increment (18%).

In comparison, the top-three desired benefits are: an annual salary increment (45%), a four-day working week (36%), and flexi time (36%). There’s a disparity between what is being offered and what is desired, especially as only seven per cent of workers currently receive the second most demanded benefit – a four-day working week. Women are less likely to receive any work benefits. But the benefits they want vary – and they are most interested in flexi time.

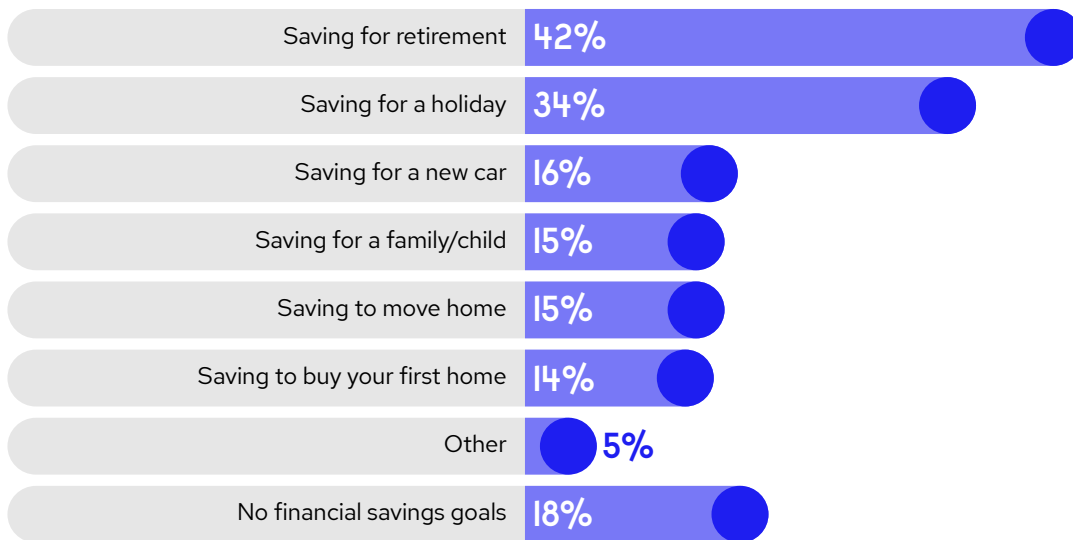
↓ Company benefits - received vs desired



Looking into people's savings priorities, we can also pinpoint where businesses may be able to help. The top thing people are saving for is retirement (42%), meaning businesses that offer better pension support can be more attractive – a benefit that only 18% of workers are currently receiving but 29% would prefer.

Another top item people are saving for is a holiday (34%). In such cases, offering a performance bonus may help; a benefit that only 15% receive but, again, 29% would like.

↓ What are your financial savings goals?



In summary

Over half of professionals (55%) are currently looking, or considering looking, for a new job – highlighting a need for businesses to audit what they are offering their current and future talent. Two of the top-five reasons for people looking elsewhere pertain to the salary not being enough or being better elsewhere, with another top reason being that the benefits package isn't sufficient.

There are some areas where businesses could better align their benefits packages to the wishes of candidates. Aside from the four-day working week, the most popular benefits do fall into the top benefits employers offer but aren't as high up in terms of importance when compared with employee preferences.

There are also some areas where companies could save money by removing less popular benefits from their offering. Cycle to work schemes are the fourth most popular benefit supplied by workplaces (16%) but fall into one of the least desired benefits for employees, with only four per cent finding it an attractive add-on. Only 12% receive private healthcare, whereas 28% find it an attractive benefit; the same trend is found in health insurance, with only 12% of businesses offering it, but 22% of employees wanting it.

Businesses should consider evaluating the benefits they offer and whether they appeal to their workers today, as the money they save on removing undesirable benefits could be better spent on more costly rewards that attract and retain top talent.

The gender differences also can't be ignored. Women are less likely to reach their financial goals and be more negatively affected by the cost-of-living crisis.





Why **Reed?**

We've pioneered specialist recruitment since 1960 and each year we help tens of thousands of businesses find the talent they need to flourish.



Recruitment experts
covering 20 sectors



Longest guarantees on the market - up to **18 months**



Candidate database of over **22 million CVs**



Local market knowledge, with recruiters in 100 locations across the UK



Access to over **390,000** temporary workers across the UK



24/7, UK-based, fast, efficient **pre-employment screening**

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East Anglia

Role	2024			2023	2022	2025
	Min	Average	Max	Average	Average	Projection
Assistant Manager	£25,200	£26,700 ↗	£28,300	£25,300	£25,800	£28,000
Bar Manager	£27,900	£29,100 ↗	£30,500	£27,700	£29,400	£30,500
Bar Staff	£21,000	£21,400 ↘	£22,400	£22,700	£20,600	£22,500
Barista	£21,000	£21,600 ↘	£22,000	£23,600	£23,100	£22,100
Breakfast Chef	£21,000	£28,200 ↗	£39,100	£24,700	£23,900	£29,600
Catering Assistant	£21,000	£21,100 ↗	£21,300	£20,300	£20,600	£22,100
Catering Manager	£29,700	£30,200 ↗	£30,900	£27,800	£29,900	£31,700
Catering Supervisor	£23,200	£27,300 ↗	£31,400	£24,900	£25,000	£28,700
Chef de Partie	£25,000	£26,400 ↗	£27,900	£25,000	£22,500	£27,700
Commis Chef	£21,300	£22,800 ↘	£24,400	£23,400	£28,400	£23,900
Executive Chef	£53,000	£55,700 ↗	£58,500	£42,800	£60,300	£58,500
Food Beverage Manager	£22,600	£24,700 ↗	£26,800	£23,800	£28,400	£25,900
Front House Manager	£26,300	£28,500 ↗	£30,800	£21,900	£26,700	£30,000
Head Chef	£31,800	£34,600 ↗	£37,400	£31,500	£30,700	£36,300

↗ **14.2%** increase in Breakfast Chef average salaries this year.

↗ **9.6%** increase in Catering Supervisor average salaries this year.

Role	2024			2023	2022	2025
	Min	Average	Max	Average	Average	Projection
Hotel Manager	£29,200	£34,700 ↗	£40,100	£32,800	£31,400	£36,400
Housekeeper	£21,000	£26,800 ↗	£38,600	£26,100	£29,800	£28,100
Housekeeping Supervisor	£21,300	£21,700 ↘	£22,200	£22,500	£21,400	£23,300
Kitchen Porter	£21,000	£21,200 ↗	£21,300	£20,900	£22,000	£21,800
Operations Director	£73,100	£78,200 ↗	£83,400	£76,600	£76,800	£82,000
Operations Manager	£45,700	£49,400 ↗	£53,200	£47,500	£45,900	£51,900
Pastry Chef	£28,800	£29,200 ↗	£29,700	£27,900	£25,500	£30,700
Reception Manager	£27,600	£28,600 ↗	£29,800	£27,200	£27,800	£30,000
Restaurant Manager	£28,600	£31,900 ↗	£35,200	£29,400	£29,600	£33,500
Sommelier	£29,600	£29,900 ↗	£30,300	£29,800	£26,800	£31,400
Sous Chef	£28,800	£29,800 ↗	£30,900	£28,000	£28,200	£31,300
Waiter Manager	£26,600	£27,500 ↗	£28,400	£26,400	£23,400	£28,900
Waiting Staff	£22,700	£23,800 ↗	£25,000	£21,500	£26,500	£25,000

↗ **5.1%** increase in Reception Manager average salaries this year.

↗ **10.7%** increase in Waiting Staff average salaries this year.

Roles on the rise

Breakfast Chef



Head Chef



Pastry Chef



Average salary in region vs UK inflation rate



Regional insight

Melanie Marjoram
Regional Director, Reed



"The sector is seeing rapid change in terms of customer expectations and technological progress, which is very exciting, following the challenges faced in recent years. As a key visitor destination, blessed with beautiful countryside and historic cities, the region also benefits from its close proximity to London, and therefore cannot afford to lag behind the times. Customers want efficiency, quality and Instagrammable experiences.

The industry's focus this year is on revolutionising guest experiences and operational efficiency. Hotels, restaurants,

and resorts are investing in cutting-edge technologies such as AI-driven chatbots for customer service, contactless check-ins, and personalised mobile apps. These advancements streamline internal processes, freeing up employees from onerous tasks.

Local businesses – as well as customers and jobseekers – are prioritising sustainability, too. From implementing energy-efficient systems to sourcing local, organic produce, the sector is aligning itself with environmentally-responsible practices.

While the sector is still challenged by labour shortages and price hikes, businesses are having to rethink their approach to recruitment. For one thing, employers struggling to fill vacancies are investing more time in upskilling their staff. Training initiatives covering digital literacy, customer service excellence, and sustainability practices are helping employees adapt to new systems, which leads to better quality of customer service as well as helping career development. More focus on staff work-life balance and inclusive work environments should make the industry increasingly attractive to a diverse workforce. "



East Midlands

Role	2024			2023	2022	2025
	Min	Average	Max	Average	Average	Projection
Assistant Manager	£23,000	£27,400 ↗	£31,800	£26,300	£24,800	£28,800
Bar Manager	£29,900	£32,900 ↗	£35,800	£29,800	£30,000	£34,600
Bar Staff	£21,000	£21,500 ↗	£22,100	£20,500	£19,500	£22,100
Barista	£21,000	£21,600 ↘	£21,900	£23,600	£23,200	£22,000
Breakfast Chef	£21,000	£27,900 ↗	£43,500	£26,800	£32,400	£29,300
Catering Assistant	£21,000	£21,900 ↗	£23,100	£21,000	£20,000	£23,000
Catering Manager	£31,800	£34,100 ↗	£36,300	£29,900	£30,500	£35,900
Catering Supervisor	£24,700	£26,400 ↗	£27,900	£23,500	£21,400	£27,700
Chef de Partie	£26,700	£29,800 ↗	£32,800	£26,900	£22,900	£31,400
Commis Chef	£22,800	£25,700 ↗	£28,700	£25,100	£28,900	£27,000
Executive Chef	£56,700	£62,800 ↗	£68,900	£46,000	£61,400	£66,100
Food Beverage Manager	£24,200	£27,900 ↗	£31,600	£25,600	£28,900	£29,300
Front House Manager	£28,100	£32,200 ↗	£36,200	£23,600	£27,200	£33,900
Head Chef	£28,900	£33,200 ↗	£37,500	£30,400	£30,500	£34,800

↗ **10.4%** increase in Bar Manager average salaries this year.

↗ **14%** increase in Catering Manager average salaries this year.

Role	2024			2023	2022	2025
	Min	Average	Max	Average	Average	Projection
Hotel Manager	£31,300	£39,200 ↗	£47,200	£35,300	£32,000	£41,300
Housekeeper	£21,000	£26,100 ↘	£37,400	£26,700	£29,900	£27,400
Housekeeping Supervisor	£23,800	£25,000 ↗	£26,100	£24,200	£21,800	£26,300
Kitchen Porter	£21,800	£23,500 ↗	£25,000	£22,500	£21,200	£24,700
Operations Director	£78,000	£85,600 ↗	£93,200	£85,500	£76,500	£89,900
Operations Manager	£43,100	£47,000 ↘	£50,800	£47,400	£45,000	£49,300
Pastry Chef	£30,800	£33,000 ↗	£35,000	£30,100	£26,000	£34,700
Reception Manager	£29,500	£32,300 ↗	£35,000	£29,300	£28,300	£34,000
Restaurant Manager	£31,300	£32,200 ↗	£33,200	£28,700	£29,500	£33,800
Sommelier	£31,600	£33,700 ↗	£35,700	£32,100	£27,300	£35,500
Sous Chef	£25,400	£29,800 ↗	£34,200	£29,500	£27,500	£31,300
Waiter Manager	£28,500	£31,000 ↗	£33,500	£28,400	£23,900	£32,600
Waiting Staff	£21,000	£25,000 ↗	£30,000	£22,300	£19,500	£26,300

↗ **11%** increase in Hotel Manager average salaries this year.

↗ **12.2%** increase in Restaurant Manager average salaries this year.

Roles on the rise

Assistant Manager

2022	£24,800
2023	£26,300
2024	£27,400

Catering Assistant

2022	£20,000
2023	£21,000
2024	£21,900

Catering Supervisor

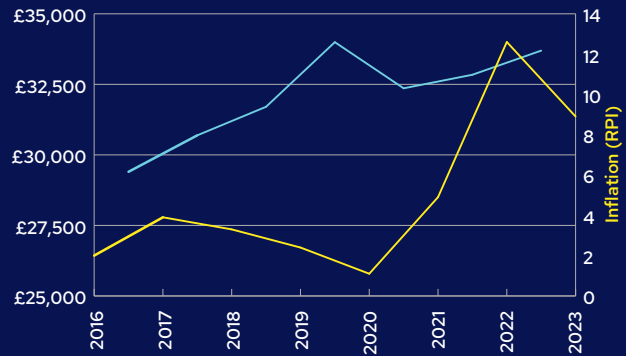
2022	£21,400
2023	£23,500
2024	£26,400



8.2%

salary growth
versus 7.3% UK
average growth

Average salary in region vs UK inflation rate



Regional insight

Chris Willsher
Senior Regional Director, Reed



" The industry is steadily transforming via technology, with businesses keen to stay ahead of the competition and enhance customer experiences. Digital concierge services and personalised guest preferences have become the norm, emphasising the sector's commitment to adaptability and convenience.

Sustainability standards are increasingly part of business owners' strategies – in line with customer and stakeholder expectations. Many hotels and restaurants have adopted green practices, such as reducing single-use plastics, implementing energy-efficient

systems, and sourcing locally-produced ingredients. These eco-friendly efforts contribute to the region's reputation as a responsible tourist destination.

For employers, the focus remains on investing in employee wellbeing and professional development. Training programmes should be aimed at attracting new talent to the industry while investment should cover ongoing entry-level training and development. Delivering apprenticeship schemes can increase the chances of creating and retaining the right talent. These schemes, which inevitably

improve customer service skills, culinary expertise, and management capabilities, showcase the opportunities in hospitality careers. Joining forces with local schools and colleges is another great way to access future talent, with hospitality, catering and tourism courses tailored to meet the sector's evolving demands.

There are plenty of roles available for local jobseekers and with the recent news that an increasing number of new businesses are establishing themselves in the region, it's a great place to think about a long-term career in a sector poised for further expansion. "



London

Role	2024			2023	2022	2025
	Min	Average	Max	Average	Average	Projection
Assistant Manager	£28,000	£31,400 ↗	£34,800	£30,900	£29,400	£33,000
Bar Manager	£36,100	£37,900 ↗	£39,700	£34,000	£33,900	£39,800
Bar Staff	£21,000	£26,800 ↗	£32,900	£22,500	£21,900	£28,100
Barista	£23,500	£24,500 ↗	£25,400	£22,700	£24,100	£25,700
Breakfast Chef	£24,000	£28,000 ↗	£31,900	£27,100	£30,700	£29,400
Catering Assistant	£21,000	£21,600 ↘	£22,300	£22,000	£20,500	£22,700
Catering Manager	£38,100	£39,600 ↗	£41,200	£33,200	£32,400	£41,600
Catering Supervisor	£24,500	£25,600 ↗	£26,700	£24,900	£23,300	£26,900
Chef de Partie	£27,600	£29,300 ↗	£30,900	£27,800	£24,700	£30,800
Commis Chef	£25,700	£28,600 ↘	£31,400	£28,700	£37,000	£30,000
Executive Chef	£64,000	£69,700 ↗	£75,400	£52,600	£78,700	£73,300
Food Beverage Manager	£27,300	£30,900 ↗	£34,600	£29,300	£37,000	£32,400
Front House Manager	£30,100	£39,700 ↗	£49,300	£23,100	£30,200	£41,700
Head Chef	£36,900	£40,600 ↗	£44,200	£38,100	£34,600	£42,600

↗ **19.1%** increase in Bar Staff average salaries this year.

↗ **5.4%** increase in Chef de Partie average salaries this year.

Role	2024			2023	2022	2025
	Min	Average	Max	Average	Average	Projection
Hotel Manager	£27,600	£42,300 ↗	£57,000	£34,600	£34,300	£44,500
Housekeeper	£21,000	£30,100 ↗	£43,700	£29,100	£29,800	£31,600
Housekeeping Supervisor	£26,900	£27,700 ↔	£28,600	£27,700	£27,900	£29,100
Kitchen Porter	£21,700	£22,600 ↗	£23,500	£22,100	£21,400	£23,700
Operations Director	£81,400	£89,600 ↗	£97,900	£84,200	£88,000	£94,100
Operations Manager	£55,400	£62,400 ↗	£69,400	£60,400	£60,100	£65,500
Pastry Chef	£30,800	£32,500 ↗	£34,300	£29,800	£27,600	£34,200
Reception Manager	£33,300	£35,800 ↗	£38,300	£33,500	£36,200	£37,600
Restaurant Manager	£34,900	£40,300 ↗	£45,600	£34,300	£34,800	£42,300
Sommelier	£35,700	£37,400 ↗	£39,100	£36,700	£34,900	£39,300
Sous Chef	£34,900	£37,000 ↗	£39,000	£32,000	£31,100	£38,900
Waiter Manager	£32,200	£34,400 ↗	£36,600	£32,500	£30,500	£36,100
Waiting Staff	£24,200	£25,800 ↗	£27,500	£23,700	£21,900	£27,100

↗ **9.1%** increase in Pastry Chef average salaries this year.

↗ **5.8%** increase in Waiter Manager average salaries this year.

Roles on the rise

Catering Manager



Head Chef



Sommelier



salary growth

10.5% versus 7.3% UK average growth

Average salary in region vs UK inflation rate



Regional insight

Alexandra Martin

Senior Regional Director, Reed



“ One of the notable trends the sector has witnessed in recent months is the rise of sustainable and experiential tourism, leading hotels and restaurants to prioritise eco-friendly practices and unique guest experiences.

The pandemic accelerated the adoption of contactless services, mobile check-ins, and enhanced cleaning protocols, and has become the norm for businesses striving to meet the evolving needs of modern travellers.

This year, the outlook for employers and jobseekers in the capital is promising yet competitive. In Deloitte’s 2023 European Hotel Industry Survey, hospitality leaders and investors named London as the most attractive European city for hotel investment in 2024 – beating stalwart champion, Amsterdam. Yet, pressures around accommodation pricing structures are set to challenge as inflation remains high.

Businesses are expected to continue investing in employee training programmes to enhance service quality

and guest satisfaction. Furthermore, there will be a growing demand for professionals skilled in data analysis and technology implementation to optimise operations and customer experiences.

Candidates with a strong interest and skills in customer service, adaptability, and problem-solving abilities will stand out in the competitive job market. Networking at careers fairs and gaining practical experience through internships or part-time positions can also significantly enhance job prospects. ”



North East

Role	2024			2023	2022	2025
	Min	Average	Max	Average	Average	Projection
Assistant Manager	£21,000	£27,100 ↗	£35,200	£24,500	£22,400	£28,500
Bar Manager	£25,500	£28,400 ↗	£31,200	£27,800	£28,900	£29,800
Bar Staff	£21,000	£21,100 ↗	£21,500	£19,900	£20,300	£22,200
Barista	£21,000	£21,600 ↗	£22,200	£19,900	£23,500	£22,200
Breakfast Chef	£21,000	£25,000 ↘	£31,800	£25,900	£28,000	£26,200
Catering Assistant	£21,000	£21,500 ↗	£23,000	£19,800	£19,200	£22,600
Catering Manager	£27,100	£29,400 ↗	£31,600	£27,800	£29,400	£30,800
Catering Supervisor	£21,300	£25,500 ↗	£29,800	£20,300	£19,700	£26,800
Chef de Partie	£22,800	£25,700 ↗	£28,500	£25,000	£22,100	£27,000
Commis Chef	£21,000	£26,000 ↘	£33,200	£28,800	£40,700	£27,300
Executive Chef	£48,400	£54,200 ↗	£59,900	£42,800	£59,300	£56,900
Food Beverage Manager	£21,000	£24,000 ↗	£27,500	£23,900	£27,900	£25,100
Front House Manager	£24,000	£27,800 ↗	£31,500	£22,000	£26,300	£29,200
Head Chef	£22,600	£26,500 ↘	£30,400	£26,800	£26,500	£27,800

↘ **3.5%** decrease in Breakfast Chef average salaries this year.

↗ **8.6%** increase in Catering Assistant average salaries this year.

Role	2024			2023	2022	2025
	Min	Average	Max	Average	Average	Projection
Hotel Manager	£26,700	£33,800 ↗	£41,000	£32,800	£30,900	£35,500
Housekeeper	£21,000	£23,500 ↘	£30,200	£24,100	£30,000	£24,700
Housekeeping Supervisor	£21,000	£21,600 ↘	£22,700	£22,500	£21,000	£22,700
Kitchen Porter	£21,000	£21,300 ↗	£21,800	£21,000	£21,300	£22,000
Operations Director	£66,600	£76,100 ↘	£85,400	£76,800	£75,500	£79,700
Operations Manager	£43,800	£48,400 ↗	£53,000	£46,400	£47,200	£50,700
Pastry Chef	£26,300	£28,400 ↗	£30,400	£28,000	£25,100	£29,800
Reception Manager	£25,200	£27,900 ↗	£30,500	£27,300	£27,300	£29,300
Restaurant Manager	£23,000	£29,800 ↘	£36,600	£31,400	£29,300	£31,300
Sommelier	£27,000	£29,100 ↘	£31,000	£29,900	£26,300	£30,500
Sous Chef	£26,700	£29,400 ↗	£31,900	£28,000	£26,600	£30,800
Waiter Manager	£24,300	£26,800 ↗	£29,100	£26,500	£23,000	£28,100
Waiting Staff	£22,200	£22,200 ↗	£22,200	£21,200	£20,600	£23,300

↗ **4.3%** increase in Operations Manager average salaries this year.

↗ **5%** increase in Sous Chef average salaries this year.

Roles on the rise

Assistant Manager

2022	£22,400
2023	£24,500
2024	£27,100

Waiter Manager

2022	£23,000
2023	£26,500
2024	£26,800

Waiting Staff

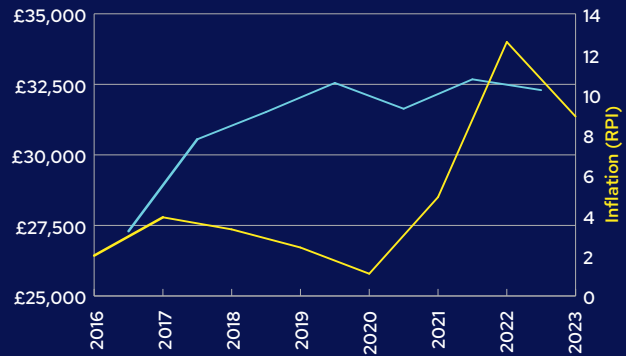
2022	£20,600
2023	£21,200
2024	£22,200



3.8%

salary growth
versus 7.3% UK
average growth

Average salary in region vs UK inflation rate



Regional insight

Charlotte Willey
Senior Regional Manager, Reed



“ The sector is on the up in the North East, with the promise of new venues and hospitality jobs fairs rekindling excitement in the local industry. On top of this, technology is embedding into the industry’s culture, with younger workers often first in line to adapt to innovations such as digital menus and AI-powered customer service bots. These skills should eventually be reflected in better pay and conditions, but many businesses are still struggling to recover from the stagnation of the pandemic, and finding suitable staff.

Across the region, hospitality has witnessed a notable shift towards

sustainable practices, with many hotels and restaurants adopting eco-friendly initiatives to attract environmentally-aware customers. These advancements are creating both challenges and opportunities, as reliable supply chains are sought, and price points shifted. As a result, many business owners are enjoying the positive response from customers who are benefitting from an overall better experience and returning for more.

This year, employers will need to continue investing in staff training to ensure their teams are motivated and well-equipped to handle evolving business needs.

Customer service skills, digital literacy and adaptability will be highly valued attributes in potential employees. We can also expect a focus on diversifying offerings to cater to a broader range of clientele, including personalised experiences for different demographic segments.

The hospitality sector will remain a significant contributor to the region’s economy, offering a wide array of roles from traditional positions like chefs and hotel managers to newer roles in data analysis, digital marketing, and sustainability management. ”



North West

Role	2024			2023	2022	2025
	Min	Average	Max	Average	Average	Projection
Assistant Manager	£21,900	£25,700 ↗	£29,400	£24,600	£24,900	£27,000
Bar Manager	£28,500	£31,000 ↗	£33,500	£28,600	£29,000	£32,500
Bar Staff	£21,000	£23,800 ↗	£27,900	£23,400	£19,900	£25,000
Barista	£21,000	£21,600 ↗	£22,000	£19,700	£21,700	£22,000
Breakfast Chef	£21,000	£24,300 ↘	£29,700	£25,900	£29,300	£25,500
Catering Assistant	£21,000	£21,200 ↗	£21,800	£20,700	£21,400	£22,300
Catering Manager	£30,300	£32,200 ↗	£33,900	£28,600	£29,500	£33,800
Catering Supervisor	£22,600	£22,800 ↗	£23,000	£21,300	£22,000	£23,900
Chef de Partie	£21,000	£28,300 ↗	£36,300	£24,400	£21,900	£29,800
Commis Chef	£21,700	£24,300 ↗	£26,800	£24,100	£28,000	£25,500
Executive Chef	£54,100	£59,300 ↗	£64,300	£44,100	£59,500	£62,300
Food Beverage Manager	£23,100	£26,300 ↗	£29,500	£24,600	£28,000	£27,600
Front House Manager	£24,800	£25,800 ↗	£26,800	£23,700	£25,000	£27,100
Head Chef	£27,700	£31,100 ↘	£34,500	£31,500	£30,700	£32,600

↗ **8.4%** increase in Bar Manager average salaries this year.

↗ **12.6%** increase in Catering Manager average salaries this year.

Role	2024			2023	2022	2025
	Min	Average	Max	Average	Average	Projection
Hotel Manager	£29,900	£37,000 ↗	£44,100	£33,800	£31,000	£38,900
Housekeeper	£21,000	£26,200 ↘	£37,700	£28,000	£29,800	£27,500
Housekeeping Supervisor	£22,700	£23,600 ↗	£24,400	£23,200	£21,100	£24,800
Kitchen Porter	£21,000	£22,100 ↗	£23,400	£21,600	£21,600	£23,200
Operations Director	£72,800	£80,200 ↗	£87,600	£76,700	£77,000	£84,200
Operations Manager	£46,800	£51,200 ↗	£55,700	£46,100	£46,100	£53,800
Pastry Chef	£29,400	£31,100 ↗	£32,700	£28,800	£25,200	£32,700
Reception Manager	£28,200	£30,500 ↗	£32,700	£28,100	£27,400	£32,000
Restaurant Manager	£26,300	£30,600 ↗	£34,900	£29,400	£29,000	£32,100
Sommelier	£30,200	£31,800 ↗	£33,300	£30,800	£26,400	£33,400
Sous Chef	£27,300	£28,800 ↗	£30,400	£28,100	£27,200	£30,200
Waiter Manager	£27,200	£29,300 ↗	£31,300	£27,200	£23,100	£30,800
Waiting Staff	£22,400	£24,700 ↗	£27,000	£21,500	£21,300	£25,900

↗ **8.5%** increase in Reception Manager average salaries this year.

↗ **7.7%** increase in Waiter Manager average salaries this year.

Roles on the rise

Bar Staff



Chef de Partie



Hotel Manager



Average salary in region vs UK inflation rate



Regional insight

Douglas Turkington
Regional Director, Reed



“ Last year, the region’s hospitality sector experienced significant transformation, driven by various factors including technological advancements, changing consumer preferences, and the aftermath of the pandemic. One of the notable trends was the rapid adoption of digital solutions for guest experiences, reservations, and online reviews. Additionally, establishments in the region have introduced eco-friendly practices and are boasting about it – in doing so, appealing to discerning customers.

As a visitor destination, the North West is still highly desirable, even though international travel is back to normal. Last autumn, The Good Hotel Guide ranked two local hotels (in Lancashire and the Lake District) in its list of César Award winners, putting the region firmly on the map for its hotel excellence.

The region also witnessed a surge in culinary tourism, with a growing number of food festivals, pop-up restaurants, and gourmet tours attracting visitors from across the country. This trend not only boosted the local economy but also created new opportunities for chefs, artisans, and event organisers. In more rural and coastal areas, we’re also seeing employers more open to offering seasonal and long-term staff financially-supported, live-in arrangements.

The market is still feeling the effects from Brexit with skills gaps evident across the industry. To make up for temporary gaps in their workforce, employers should focus on upskilling their employees to meet the evolving demands of tech-savvy customers. Training programmes related to digital tools, customer service, and sustainable practices

are anticipated to be in high demand.

For jobseekers, flexibility and adaptability will be key. Positions in data analysis, digital marketing, and customer experience management are expected to rise, reflecting the industry’s shift towards technology-driven solutions. Candidates with a strong emphasis on interpersonal skills, cultural awareness, and creativity will remain highly sought after, as the region continues to attract a diverse range of visitors.

The UK hospitality market next year will also benefit from a surge of foreign visitors and income due to the Paris Olympics in July 2024. This will increase the number of summer placement opportunities both before and after the games, and will be a much welcome boost for businesses. ”



Northern Ireland

Role	2024			2023	2022	2025
	Min	Average	Max	Average	Average	Projection
Assistant Manager	£22,400	£24,100 ↗	£26,200	£23,000	£22,200	£25,300
Bar Manager	£22,800	£26,400 ↗	£28,500	£24,800	£26,500	£27,700
Bar Staff	£21,000	£21,100 ↗	£22,100	£17,400	£20,500	£22,100
Barista	£21,000	£21,300 ↗	£21,900	£16,700	£21,600	£21,900
Breakfast Chef	£21,000	£22,000 ↗	£26,400	£21,700	£25,800	£23,100
Catering Assistant	£21,000	£21,300 ↗	£21,900	£16,600	£18,200	£22,300
Catering Manager	£24,300	£27,400 ↗	£29,800	£24,900	£27,000	£28,700
Catering Supervisor	£21,200	£21,900 ↗	£22,300	£18,400	£19,000	£23,000
Chef de Partie	£21,000	£24,300 ↗	£26,500	£22,400	£20,300	£25,500
Commis Chef	£21,000	£21,100 ↗	£21,300	£20,900	£25,600	£22,100
Executive Chef	£43,300	£47,200 ↗	£63,300	£38,300	£54,400	£49,600
Food Beverage Manager	£21,000	£22,300 ↗	£24,600	£21,300	£25,600	£23,400
Front House Manager	£21,500	£24,900 ↗	£34,300	£19,600	£24,100	£26,200
Head Chef	£24,200	£29,200 ↗	£31,300	£28,100	£27,500	£30,600

↗ **10%** increase in Catering Manager average salaries this year.

↗ **8.5%** increase in Chef de Partie average salaries this year.

Role	2024			2023	2022	2025
	Min	Average	Max	Average	Average	Projection
Hotel Manager	£23,900	£31,700 ↗	£38,100	£29,300	£28,300	£33,300
Housekeeper	£21,000	£29,000 ↘	£34,200	£30,000	£30,000	£30,400
Housekeeping Supervisor	£21,000	£21,900 ↗	£22,700	£20,100	£19,300	£23,000
Kitchen Porter	£21,000	£21,300 ↗	£21,900	£18,700	£19,800	£22,300
Operations Director	£59,700	£71,100 ↗	£75,800	£68,600	£69,300	£74,600
Operations Manager	£37,700	£45,300 ↗	£49,000	£43,300	£42,900	£47,600
Pastry Chef	£23,500	£26,700 ↗	£27,900	£25,000	£23,000	£28,000
Reception Manager	£22,500	£26,100 ↗	£27,900	£24,400	£25,100	£27,400
Restaurant Manager	£23,400	£29,000 ↗	£34,000	£26,300	£26,700	£30,400
Sommelier	£24,100	£26,100 ↘	£27,100	£26,700	£24,200	£27,400
Sous Chef	£23,900	£27,500 ↗	£30,000	£25,000	£24,400	£28,900
Waiter Manager	£21,800	£25,300 ↗	£26,600	£23,600	£21,100	£26,600
Waiting Staff	£21,000	£21,900 ↗	£23,200	£17,600	£19,600	£23,000

↗ **10.3%** increase in Restaurant Manager average salaries this year.

↗ **10%** increase in Sous Chef average salaries this year.

Roles on the rise

Hotel Manager



Operations Manager



Sommelier



Average salary in region vs UK inflation rate



Regional insight

Paula Gallagher
Executive Regional Manager, Reed



“ Tourism Northern Ireland is making concerted efforts to attract people to the industry this year, and you can see why they’d want to. According to a recent report by Belfast Live, tourism generates an estimated £1bn in visitor spend for Northern Ireland’s economy each year and accounts for one in every 12 jobs, with 65,000 employed locally in the industry. But with many employers struggling to recruit in the sector, campaigns to change perceptions are greatly needed to attract a more diverse demographic.

Recruitment is just one part of the puzzle for employers. The sector is also facing digital transformation, with leaders rushing to learn new tools and techniques to enhance their operations, and factor in

tech training needs for their staff. Digital reservation systems, contactless payments, and online guest feedback platforms have become commonplace, streamlining operations and increasing customer satisfaction.

Sustainability initiatives have also gained prominence, with many hotels and restaurants implementing eco-friendly practices. This shift not only aligns businesses with global sustainability goals but also appeals to the eco-conscious preferences of modern customers.

The general outlook is that there are plenty of opportunities for motivated, enthusiastic professionals. Those lacking the necessary experience should not let details in job

descriptions put them off – if they can show a genuine interest in a role, have great people skills and an eagerness to learn, venturing into the industry may be the best career decision they make. It’s a great time to start out too. Employers are investing in training programmes and employee benefits to create a positive work environment, essential for staff retention and guest satisfaction.

There are diverse job opportunities, ranging from culinary arts and hotel management to event planning and digital marketing. Emphasising skills such as adaptability, customer service, and digital literacy will be valuable for individuals seeking employment. //

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Q4 How do you prioritise which projects to pursue based on their potential impact on the company's bottom line?

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Scotland

Role	2024			2023	2022	2025
	Min	Average	Max	Average	Average	Projection
Assistant Manager	£24,100	£28,000 ↗	£31,900	£24,800	£24,700	£29,400
Bar Manager	£26,700	£28,100 ↗	£29,600	£25,400	£25,500	£29,500
Bar Staff	£21,000	£21,000 ↗	£21,200	£20,100	£26,300	£22,100
Barista	£21,000	£21,100 ↗	£21,600	£19,300	£23,500	£21,600
Breakfast Chef	£22,600	£25,200 ↘	£27,900	£28,300	£27,500	£26,500
Catering Assistant	£21,000	£21,300 ↗	£22,000	£19,900	£20,100	£21,800
Catering Manager	£28,400	£29,200 ↗	£30,000	£25,400	£25,900	£30,700
Catering Supervisor	£22,100	£22,500 ↗	£23,000	£20,000	£18,200	£23,600
Chef de Partie	£22,600	£28,600 ↗	£34,500	£26,900	£23,900	£30,000
Commis Chef	£21,000	£22,000 ↗	£23,700	£21,400	£24,600	£23,100
Executive Chef	£50,700	£53,800 ↗	£56,900	£39,200	£52,300	£56,500
Food Beverage Manager	£21,600	£23,800 ↗	£26,100	£21,800	£24,600	£24,900
Front House Manager	£25,200	£27,500 ↗	£29,900	£20,100	£23,200	£28,900
Head Chef	£29,600	£32,100 ↗	£34,700	£31,000	£29,100	£33,700

↗ **12.9%** increase in Assistant Manager average salaries this year.

↗ **9.2%** increase in Food Beverage Manager average salaries this year.

Role	2024			2023	2022	2025
	Min	Average	Max	Average	Average	Projection
Hotel Manager	£28,000	£33,500 ↗	£39,000	£30,000	£27,200	£35,200
Housekeeper	£21,000	£24,000 ↘	£30,500	£25,800	£29,700	£25,200
Housekeeping Supervisor	£21,300	£21,400 ↗	£21,600	£20,600	£18,600	£22,500
Kitchen Porter	£21,000	£21,100 ↗	£21,500	£19,200	£24,800	£21,600
Operations Director	£69,900	£75,400 ↗	£81,100	£70,200	£66,600	£79,100
Operations Manager	£45,400	£51,100 ↗	£56,900	£45,200	£46,500	£53,700
Pastry Chef	£27,600	£28,200 ↗	£28,900	£25,600	£22,100	£29,600
Reception Manager	£26,400	£27,600 ↗	£28,900	£24,900	£24,100	£29,000
Restaurant Manager	£34,500	£35,900 ↗	£37,300	£31,100	£28,600	£37,700
Sommelier	£28,300	£28,800 ↗	£29,500	£27,300	£23,200	£30,200
Sous Chef	£31,400	£33,100 ↗	£34,900	£30,100	£27,200	£34,800
Waiter Manager	£25,500	£26,500 ↗	£27,600	£24,200	£20,300	£27,800
Waiting Staff	£21,000	£22,400 ↗	£23,900	£19,100	£18,700	£23,500

↘ **7%** decrease in Housekeeper average salaries this year.

↗ **17.3%** increase in Waiting Staff average salaries this year.

Roles on the rise

Catering Supervisor



Head Chef



Hotel Manager



salary growth

10.3% versus 7.3% UK average growth

Average salary in region vs UK inflation rate



Regional insight

Gillian Dolan
Regional Director, Reed



As with other parts of the UK, the sector in Scotland has been hit by recruitment challenges, setbacks from the pandemic and rising costs.

At the end of last year, The Scottish Hospitality Group launched a campaign calling on the government to use its budget to provide emergency support for the industry, as well as a long-term deal that will see the sector thrive.

The sector has been hit arguably worse than others in Scotland, but with government support, it is hoped 2024 will be a year to regain ground. Times are moving on and to avoid being left behind,

the sector needs to embrace sustainable practices and cater to the evolving tastes of customers.

In terms of technology, updated systems have become standard across the sector, streamlining operations and enhancing guest experiences. Moreover, the sector has adapted to the growing demand for remote work by providing co-working spaces within hotels, appealing to digital nomads and business travellers.

Employers will prioritise hiring staff with diverse skill sets, including digital proficiency, customer service excellence, and adaptability to changing

circumstances. Last autumn, the charity Hospitality Industry Trust Scotland welcomed applications from hospitality workers and students for its 2024 scholarship programme. The annual scheme is designed to provide new skills and stimulate best practice and fresh ways of thinking. It's just one of the ways people can begin their careers.

I expect Scottish hospitality and leisure firms to see a continued increase in demand this year. The Paris Olympics will bring increased traffic through the UK, with many hopefully heading to Scotland en route for the scenery, food and fantastic calendar of events. //



South East

Role	2024			2023	2022	2025
	Min	Average	Max	Average	Average	Projection
Assistant Manager	£26,500	£28,800 ↗	£31,100	£28,000	£25,900	£30,200
Bar Manager	£27,200	£29,100 ↗	£30,900	£27,700	£29,000	£30,500
Bar Staff	£21,000	£22,200 ↗	£23,400	£21,900	£24,900	£23,300
Barista	£21,000	£21,100 ↗	£21,400	£20,800	£21,800	£21,600
Breakfast Chef	£23,400	£28,700 ↗	£33,900	£27,100	£30,500	£30,100
Catering Assistant	£21,000	£21,500 ↗	£22,200	£20,600	£20,500	£22,500
Catering Manager	£31,900	£33,200 ↗	£34,500	£30,200	£32,400	£34,900
Catering Supervisor	£24,400	£24,800 ↗	£25,300	£22,500	£22,200	£26,000
Chef de Partie	£26,000	£28,100 ↗	£30,200	£26,000	£23,300	£29,500
Commis Chef	£22,600	£24,900 ↗	£27,100	£24,100	£22,800	£26,100
Executive Chef	£51,700	£55,500 ↗	£59,400	£42,800	£59,500	£58,300
Food Beverage Manager	£23,500	£26,500 ↘	£29,500	£26,800	£31,700	£27,700
Front House Manager	£27,000	£30,200 ↗	£33,500	£22,400	£25,800	£31,700
Head Chef	£32,200	£35,600 ↗	£39,100	£33,800	£32,700	£37,400

↗ **5.9%** increase in Breakfast Chef average salaries this year.

↗ **10.2%** increase in Catering Supervisor average salaries this year.

Role	2024			2023	2022	2025
	Min	Average	Max	Average	Average	Projection
Hotel Manager	£30,400	£36,800 ↗	£43,300	£32,800	£33,000	£38,700
Housekeeper	£21,000	£27,000 ↘	£36,600	£27,800	£29,700	£28,300
Housekeeping Supervisor	£21,700	£22,100 ↘	£22,500	£22,500	£21,100	£23,200
Kitchen Porter	£21,100	£22,300 ↗	£23,400	£21,500	£20,900	£23,400
Operations Director	£76,500	£85,600 ↗	£94,600	£77,700	£78,300	£89,800
Operations Manager	£45,400	£50,400 ↗	£55,500	£49,900	£48,300	£52,900
Pastry Chef	£28,100	£29,100 ↗	£30,200	£27,900	£25,200	£30,600
Reception Manager	£26,900	£28,500 ↗	£30,200	£27,300	£27,400	£29,900
Restaurant Manager	£29,200	£34,000 ↗	£38,900	£30,900	£31,100	£35,700
Sommelier	£28,900	£29,800 ↘	£30,800	£29,900	£26,400	£31,300
Sous Chef	£30,700	£32,200 ↗	£33,700	£29,000	£28,800	£33,800
Waiter Manager	£26,000	£27,400 ↗	£28,900	£26,400	£23,100	£28,800
Waiting Staff	£21,600	£23,900 ↗	£26,200	£21,400	£21,900	£25,100

↗ **12.2%** increase in Hotel Manager average salaries this year.

↗ **11%** increase in Sous Chef average salaries this year.

Roles on the rise

Catering Supervisor



Chef de Partie



Waiter Manager



Average salary in region vs UK inflation rate



Regional insight

Grant Rigler
Executive Regional Director, Reed



“ In 2023, the hospitality sector in the South East experienced significant transformations, shaped by the ongoing recovery from the pandemic and emerging trends in travel and consumer behaviour. A resurgence in tourism led to a boost in hotel occupancy rates and restaurant bookings, enhanced by sweeping technological enhancements.

Employers in the hospitality sector have focused on upskilling their staff to meet the evolving demands of the industry and its discerning clientele. Training programmes have been introduced to

educate employees about sustainable practices, diverse cuisines, and cultural sensitivity, catering to the diverse needs of the growing international tourist base.

It’s an exciting year for the region, with many thousands of visitors expected on their way to and from the Paris Olympics this summer – the influx is likely to see a boom in bookings for some of the most famous visitor attractions and surrounding hospitality venues.

The demand for skilled professionals in hospitality management, culinary arts, and

customer service is soaring. As businesses expand their operations, there has been a surge in job opportunities, not only in metropolitan areas but also in rural and coastal regions where eco-friendly resorts and boutique hotels gain popularity.

Jobseekers are encouraged to showcase their adaptability, creativity, and willingness to learn, as employers want individuals who can contribute innovative ideas to enhance guest satisfaction. As well as excellent interpersonal skills, there’s a preference for skills and knowledge in sustainability and digital literacy. ”



South West

Role	2024			2023	2022	2025
	Min	Average	Max	Average	Average	Projection
Assistant Manager	£24,600	£27,200 ↗	£29,900	£26,300	£24,200	£28,500
Bar Manager	£26,400	£28,200 ↗	£30,100	£26,200	£27,100	£29,600
Bar Staff	£21,000	£22,000 ↔	£24,600	£22,000	£26,900	£23,100
Barista	£21,000	£21,200 ↗	£21,400	£18,700	£22,000	£21,500
Breakfast Chef	£21,000	£27,100 ↘	£34,300	£28,000	£27,200	£28,500
Catering Assistant	£21,000	£21,400 ↗	£21,700	£21,100	£22,000	£21,900
Catering Manager	£28,700	£31,300 ↗	£33,900	£28,200	£37,300	£32,900
Catering Supervisor	£24,500	£24,600 ↘	£24,700	£24,700	£20,500	£25,800
Chef de Partie	£23,600	£25,600 ↗	£27,600	£23,600	£20,700	£26,900
Commis Chef	£21,600	£23,700 ↘	£25,800	£24,200	£37,900	£24,900
Executive Chef	£50,100	£54,000 ↗	£57,900	£40,400	£55,600	£56,700
Food Beverage Manager	£25,900	£26,300 ↗	£26,800	£22,800	£30,000	£27,600
Front House Manager	£24,900	£27,600 ↗	£30,400	£20,700	£24,700	£29,000
Head Chef	£27,800	£31,800 ↘	£35,800	£32,500	£30,800	£33,400

↗ **7.6%** increase in Bar Manager average salaries this year.

↘ **2.2%** decrease in Breakfast Chef average salaries this year.

Role	2024			2023	2022	2025
	Min	Average	Max	Average	Average	Projection
Hotel Manager	£27,600	£33,700 ↗	£39,700	£30,900	£29,000	£35,400
Housekeeper	£21,000	£25,600 ↘	£34,900	£27,900	£29,700	£26,900
Housekeeping Supervisor	£21,000	£21,500 ↗	£21,900	£21,200	£19,700	£22,600
Kitchen Porter	£21,000	£22,200 ↘	£23,600	£23,900	£23,000	£23,300
Operations Director	£73,100	£78,300 ↗	£83,400	£76,900	£70,500	£82,300
Operations Manager	£45,300	£49,200 ↗	£53,100	£47,000	£45,200	£51,600
Pastry Chef	£27,200	£28,300 ↗	£29,400	£26,400	£23,600	£29,700
Reception Manager	£26,100	£27,700 ↗	£29,400	£25,700	£25,600	£29,100
Restaurant Manager	£27,200	£32,200 ↗	£37,300	£29,900	£30,400	£33,800
Sommelier	£27,900	£29,000 ↗	£30,000	£28,200	£24,700	£30,500
Sous Chef	£27,500	£30,200 ↗	£32,900	£28,400	£27,700	£31,700
Waiter Manager	£25,200	£26,700 ↗	£28,100	£24,900	£21,600	£28,000
Waiting Staff	£22,900	£25,200 ↗	£27,500	£21,600	£24,300	£26,500

↗ **7.7%** increase in Restaurant Manager average salaries this year.

↗ **7.2%** increase in Waiter Manager average salaries this year.

Roles on the rise

Hotel Manager



Operations Manager



Sommelier



Average salary in region vs UK inflation rate



Regional insight

George Sofokleous
Senior Regional Director, Reed



“The hospitality sector in the South West continues to play a pivotal role in the region’s economy, offering a diverse range of opportunities for both employers and jobseekers.

The region has long won popularity awards from returning visitors, some of whom moved to the region during the pandemic. Difficulties faced by many Britons holidaying overseas last year – flight delays and unprecedented heat being just two – mean the appeal of staycations is likely to continue.

According to VisitBritain CEO Patricia Yates: “The forecast is very positive, with visitor numbers expected to have fully

recovered to their pre-Covid level by the end of 2024.”

Despite the positive outlook, challenges persist, including labour shortages and the need for ongoing adaptation to industry trends. Technological advancements, sustainability trends, and changing consumer preferences are reshaping the industry nationwide, and the South West cannot afford to lag behind. Businesses are investing in digital platforms for reservations and customer engagement, enhancing efficiency and guest experiences.

Employers are adopting competitive packages, flexible work arrangements, and employee wellbeing initiatives to

attract and retain talent. Jobseekers can expect a dynamic environment with a variety of roles.

Traditional positions, such as hotel management and front-of-house services, remain crucial. However, new opportunities emerge as businesses adapt to the digital age, including positions in eMarketing, data analysis for personalised guest experiences, and sustainability co-ordinators.

There’s much to look forward to this year, and with continued support for those looking to enter the sector, whatever their background or age, the industry will surely thrive. //



Wales

Role	2024			2023	2022	2025
	Min	Average	Max	Average	Average	Projection
Assistant Manager	£25,100	£26,200 ↘	£27,300	£26,900	£25,300	£27,500
Bar Manager	£26,800	£29,400 ↗	£31,900	£26,600	£27,300	£30,900
Bar Staff	£21,000	£21,500 ↗	£24,000	£19,900	£21,000	£22,600
Barista	£21,000	£21,000 ↗	£21,200	£19,100	£22,200	£21,300
Breakfast Chef	£22,500	£23,800 ↗	£25,000	£21,500	£30,000	£25,000
Catering Assistant	£21,000	£23,500 ↗	£26,800	£21,700	£22,100	£24,700
Catering Manager	£28,600	£30,500 ↗	£32,300	£26,700	£27,800	£32,100
Catering Supervisor	£22,200	£23,600 ↗	£24,800	£21,000	£19,500	£24,800
Chef de Partie	£24,000	£26,600 ↗	£29,200	£24,000	£20,900	£28,000
Commis Chef	£21,000	£23,000 ↗	£25,500	£22,500	£26,400	£24,100
Executive Chef	£51,000	£56,200 ↗	£61,300	£41,100	£56,000	£59,100
Food Beverage Manager	£21,700	£24,900 ↗	£28,100	£22,900	£26,400	£26,100
Front House Manager	£25,300	£28,800 ↗	£32,200	£21,100	£24,800	£30,300
Head Chef	£28,400	£32,300 ↗	£36,100	£30,200	£28,300	£34,000

↗ **10.7%** increase in Breakfast Chef average salaries this year.

↗ **8.7%** increase in Food Beverage Manager average salaries this year.

Role	2024			2023	2022	2025
	Min	Average	Max	Average	Average	Projection
Hotel Manager	£28,100	£35,000 ↗	£42,000	£31,500	£29,200	£36,900
Housekeeper	£21,000	£26,400 ↘	£38,900	£28,300	£29,800	£27,700
Housekeeping Supervisor	£21,400	£22,400 ↗	£23,200	£21,600	£19,900	£23,500
Kitchen Porter	£21,000	£21,000 ↗	£22,300	£20,100	£20,400	£22,100
Operations Director	£70,200	£78,900 ↗	£87,400	£73,700	£71,400	£82,900
Operations Manager	£44,600	£48,700 ↗	£52,800	£47,300	£43,200	£51,200
Pastry Chef	£27,700	£29,500 ↗	£31,200	£26,900	£23,700	£31,000
Reception Manager	£26,500	£28,900 ↗	£31,200	£26,200	£25,800	£30,400
Restaurant Manager	£27,500	£32,200 ↗	£36,900	£28,300	£27,500	£33,900
Sommelier	£28,400	£30,100 ↗	£31,800	£28,700	£24,900	£31,700
Sous Chef	£28,000	£29,200 ↗	£30,300	£27,900	£25,900	£30,700
Waiter Manager	£25,600	£27,700 ↗	£29,800	£25,400	£21,700	£29,100
Waiting Staff	£21,100	£23,400 ↗	£25,700	£20,100	£20,100	£24,600

↗ **10.3%** increase in Reception Manager average salaries this year.

↗ **13.8%** increase in Restaurant Manager average salaries this year.

Roles on the rise

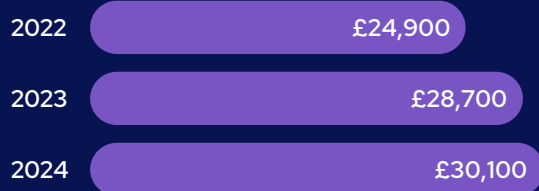
Catering Supervisor



Head Chef



Sommelier



Average salary in region vs UK inflation rate



Regional insight

Becky Hole

Senior Regional Director, Reed



"The sector in Wales has been challenged by the same issues as other parts of the UK. Last summer, the government published the fourth report of a series, 'Wales as a global tourist destination', which highlighted the work needed to be done by both Visit Wales and Visit Britain in promoting the destination, as well as renewing calls to improve transport infrastructure.

While strategies are in the making to develop a brand that raises awareness of Wales as a premier visitor destination, business owners are working to

transform their own operations. With a focus on sustainability and immersive guest experiences, hotels, restaurants, and attractions are embracing eco-friendly practices and forming new local partnerships with producers and suppliers, building strong support networks in the process.

Many establishments have also adapted to the growing demand for digital services, implementing contactless check-ins and mobile payment systems to ensure a seamless customer experience.

The sector requires workplace cultures that provide supportive leadership, where employees can feel encouraged to develop their careers. With that in mind, employers are expected to continue investing in staff training with an emphasis on customer service excellence and specialised skills such as culinary arts, hospitality management, and digital marketing.

Jobseekers are encouraged to acquire relevant qualifications and certifications to stand out in the competitive job market. "



West Midlands

Role	2024			2023	2022	2025
	Min	Average	Max	Average	Average	Projection
Assistant Manager	£24,600	£28,200 ↗	£31,800	£26,900	£24,400	£29,600
Bar Manager	£31,100	£33,600 ↗	£36,100	£28,900	£30,300	£35,300
Bar Staff	£21,000	£24,100 ↗	£28,600	£21,100	£20,900	£25,300
Barista	£21,000	£21,200 ↗	£21,400	£19,800	£19,100	£21,700
Breakfast Chef	£21,000	£27,300 ↔	£34,100	£27,300	£27,300	£28,700
Catering Assistant	£21,000	£21,200 ↗	£21,700	£20,700	£19,000	£21,500
Catering Manager	£33,100	£34,900 ↗	£36,600	£29,000	£30,900	£36,600
Catering Supervisor	£24,000	£25,300 ↗	£26,600	£23,100	£20,900	£26,600
Chef de Partie	£27,300	£28,400 ↗	£29,600	£25,100	£24,400	£29,800
Commis Chef	£23,700	£26,300 ↗	£28,900	£24,400	£29,300	£27,600
Executive Chef	£59,000	£64,200 ↗	£69,400	£44,600	£62,200	£67,500
Food Beverage Manager	£25,200	£28,500 ↗	£31,800	£24,800	£29,300	£29,900
Front House Manager	£29,300	£32,900 ↗	£36,500	£22,900	£27,600	£34,600
Head Chef	£30,700	£33,600 ↗	£36,500	£32,100	£30,400	£35,300

↗ **14.2%** increase in Bar Staff average salaries this year.

↗ **14.9%** increase in Food and Beverage Manager average salaries this year.

Role	2024			2023	2022	2025
	Min	Average	Max	Average	Average	Projection
Hotel Manager	£32,600	£40,000 ↗	£47,600	£34,200	£32,400	£42,000
Housekeeper	£21,000	£26,900 ↔	£40,100	£27,800	£29,700	£28,200
Housekeeping Supervisor	£24,800	£25,600 ↗	£26,300	£23,500	£22,100	£26,900
Kitchen Porter	£21,000	£21,200 ↗	£22,100	£21,000	£19,500	£22,300
Operations Director	£81,300	£90,100 ↗	£98,900	£80,000	£79,200	£94,500
Operations Manager	£48,800	£53,600 ↗	£58,400	£48,500	£46,900	£56,300
Pastry Chef	£32,100	£33,700 ↗	£35,300	£29,200	£26,300	£35,400
Reception Manager	£30,700	£33,000 ↗	£35,300	£28,400	£28,600	£34,600
Restaurant Manager	£26,300	£33,000 ↗	£39,600	£30,700	£29,400	£34,700
Sommelier	£32,900	£34,500 ↗	£36,000	£31,200	£27,600	£36,200
Sous Chef	£31,200	£32,700 ↗	£34,100	£29,800	£26,700	£34,300
Waiter Manager	£29,700	£31,700 ↗	£33,700	£27,600	£24,100	£33,300
Waiting Staff	£21,000	£23,000 ↗	£26,300	£20,300	£19,000	£24,200

↗ **12.6%** increase in Operations Director average salaries this year.

↗ **10.5%** increase in Operations Manager average salaries this year.

Roles on the rise

Bar Staff

2022	£20,900
2023	£21,100
2024	£24,100

Housekeeping Supervisor

2022	£22,100
2023	£23,500
2024	£25,600

Pastry Chef

2022	£26,300
2023	£29,200
2024	£33,700



13.5%

salary growth
versus 7.3% UK
average growth

Average salary in region vs UK inflation rate



Regional insight

Chris Willsher
Senior Regional Director, Reed



While often overlooked as a visitor destination, the continued growth of the West Midlands, in terms of infrastructure and industry, places the region as one to watch over the next few years. In fact, it's already high on the popularity list as a business destination, with Birmingham ranked the most popular destination outside London for meetings, conferences, and events by the British Meetings & Events Industry Survey in 2020. The region is set to be one of the UK's fastest growing, and the ripple effect will likely see more opportunities for the sector.

While the region gears up to reap the benefits of economic growth, the industry is working hard to meet standards expected by discerning customers and

stakeholders. Digital transformation is seeing vast improvements and efficiencies for venues, from streamlined bookings to personalised guest experiences. Establishments are also implementing green initiatives, such as reducing single-use plastics, sourcing local produce, and adopting energy-efficient practices. These efforts not only contribute to environmental preservation but also attract a growing segment of socially-responsible consumers.

The sector's growth is anticipated to create diverse employment opportunities, ranging from entry-level positions to managerial roles, but the ongoing skills shortage brought about by many leaving the industry in the pandemic era, means

employers need to focus on upskilling, training and development to attract and retain staff. Hospitality employers are increasingly valuing candidates with a strong work ethic and a customer-centric approach. Jobseekers can also expect to see more avenues in roles related to eco-friendly practices, energy management, and sustainable sourcing.

Employers that continue to innovate and prioritise guest satisfaction, sustainability, and technological integration will be leaders in the field – while professionals who keep their skills up to date and demonstrate passion for the industry, will be among those to secure exciting roles at these thriving businesses. "



Yorkshire & Humberside

Role	2024			2023	2022	2025
	Min	Average	Max	Average	Average	Projection
Assistant Manager	£23,500	£25,300 ↗	£27,100	£24,700	£24,100	£26,500
Bar Manager	£28,600	£31,000 ↗	£33,400	£30,600	£31,200	£32,500
Bar Staff	£21,000	£21,300 ↗	£21,900	£20,300	£19,700	£22,400
Barista	£21,000	£21,100 ↘	£21,300	£21,900	£25,300	£21,800
Breakfast Chef	£21,000	£30,000 ↗	£50,000	£28,400	£31,300	£31,500
Catering Assistant	£21,000	£21,700 ↗	£22,900	£20,300	£21,100	£22,800
Catering Manager	£30,500	£32,200 ↗	£33,900	£30,700	£31,700	£33,800
Catering Supervisor	£23,700	£24,900 ↗	£26,000	£24,100	£22,300	£26,100
Chef de Partie	£25,600	£28,100 ↗	£30,600	£27,600	£23,800	£29,500
Commis Chef	£21,800	£24,300 ↘	£26,700	£25,900	£30,100	£25,500
Executive Chef	£54,400	£59,300 ↗	£64,200	£47,300	£63,900	£62,300
Food Beverage Manager	£23,200	£26,300 —	£29,400	£26,300	£30,100	£27,600
Front House Manager	£27,000	£30,400 ↗	£33,700	£24,200	£28,300	£32,000
Head Chef	£25,800	£29,800 ↗	£33,900	£29,100	£28,600	£31,300

↗ **5.6%** increase in Breakfast Chef average salaries this year.

↗ **6.9%** increase in Catering Assistant average salaries this year.

Role	2024			2023	2022	2025
	Min	Average	Max	Average	Average	Projection
Hotel Manager	£30,000	£37,000 ↗	£44,000	£36,200	£33,300	£38,900
Housekeeper	£21,000	£26,100 ↘	£37,000	£27,200	£29,800	£27,400
Housekeeping Supervisor	£22,900	£23,600 ↘	£24,300	£24,900	£22,700	£24,800
Kitchen Porter	£21,000	£22,100 ↘	£23,300	£23,200	£19,700	£23,200
Operations Director	£74,600	£81,600 ↘	£88,700	£82,400	£83,200	£85,700
Operations Manager	£45,400	£50,300 ↗	£55,300	£47,300	£45,400	£52,800
Pastry Chef	£29,500	£31,100 ↗	£32,600	£30,900	£27,100	£32,600
Reception Manager	£28,300	£30,500 ↗	£32,600	£30,100	£29,400	£32,000
Restaurant Manager	£28,300	£32,000 ↗	£35,600	£29,700	£28,100	£33,600
Sommelier	£30,300	£31,800 ↘	£33,300	£33,000	£28,400	£33,400
Sous Chef	£28,100	£29,000 ↗	£29,800	£27,900	£25,600	£30,400
Waiter Manager	£27,300	£29,300 ↗	£31,200	£29,200	£24,800	£30,800
Waiting Staff	£24,600	£25,800 ↗	£27,000	£19,000	£19,900	£27,100

↘ **4.7%** decrease in Kitchen Porter average salaries this year.

↗ **7.7%** increase in Restaurant Manager average salaries this year.

Roles on the rise

Hotel Manager



Operations Manager



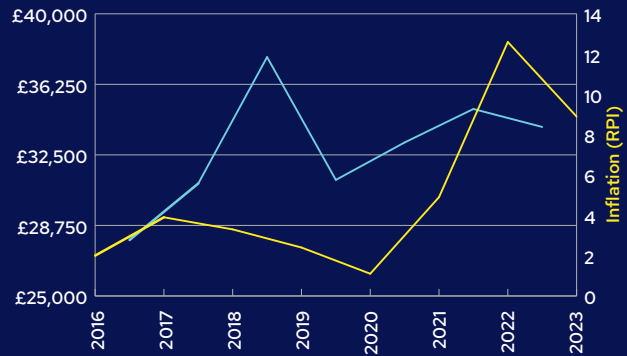
Most growth this year:



Front House Manager **£30,400**



Average salary in region vs UK inflation rate



Regional insight

Helen Barber
Executive Regional Manager, Reed



North Yorkshire was named as one of the most exciting places to visit in 2024 by National Geographic Traveller (UK) – and it’s an accolade that hospitality leaders in the region are equally excited about this year, as the sector strives to recover from setbacks since the pandemic. The Humber’s hospitality industry is facing challenges amid reduced consumer spending though there’s optimism for a change in consumer confidence this year.

The rise of eco-friendly accommodation is seeing many hotels and restaurants investing in sustainable practices to cater

to the growing demand for responsible tourism. A significant project which is bringing jobs and growth to the region is the £62.7m Hyatt hotel development in Leeds, set to open this year. With tourism chiefs’ plans in the making to grow the local visitor economy to ensure it thrives for years to come, this will be yet another feather in the cap.

The local tourism industry is expected to continue its upward trajectory, driven by Yorkshire and Humberside’s picturesque landscapes, historic sites, and vibrant cultural scene. Employers are likely to

invest in staff training programmes, focusing on customer service excellence, digital skills, and sustainability practices.

Beyond traditional roles available, there is a growing demand for tech-savvy professionals who can navigate digital reservation systems, social media marketing, and online customer engagement platforms. Those with expertise in sustainable practices and eco-friendly initiatives will find themselves in high demand as businesses prioritise environmental responsibility. //

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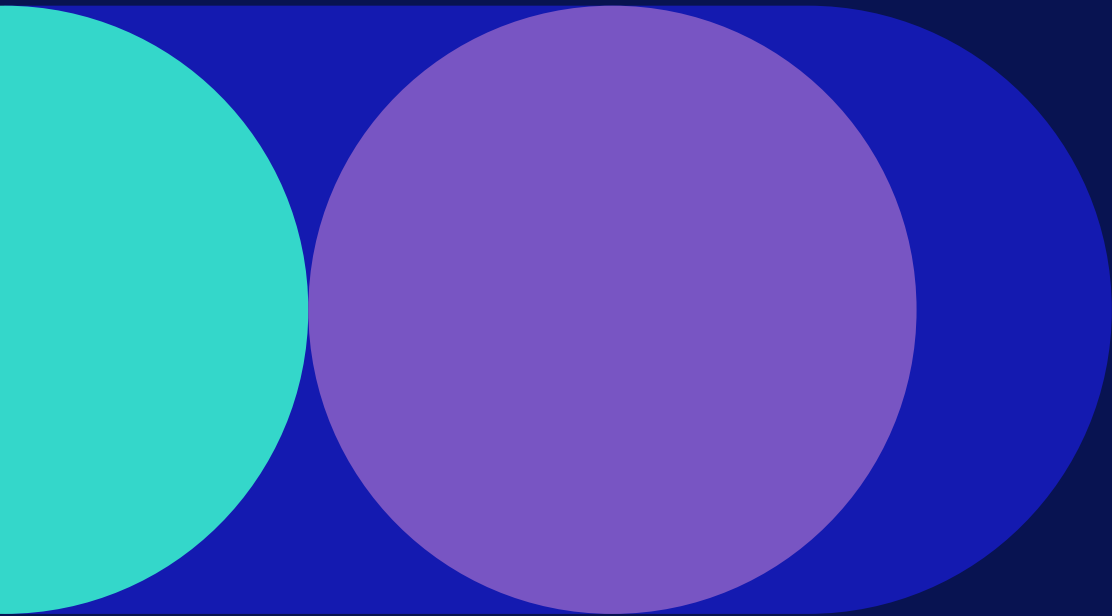
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