

Midlands Accommodation & Food Services Sector



SECTORAL OVERVIEW

SKILLS & TALENT

Midlands Accommodation & Food Services

The Midlands accommodation and food services sector in Ireland is experiencing a mixed outlook for 2025. While there's a focus on sustainable tourism development and some businesses are optimistic about visitor levels, cost pressures, particularly energy and payroll, remain a concern. Inbound tourism numbers saw a decrease in March 2025 compared to the previous year, but an increase compared to March 2023. The sector is also navigating evolving consumer preferences and adapting to new technologies. The Accommodation and Food Services sector in Ireland can be broadly divided into two main sub-sectors: Accommodation and Food and Beverage Service Activities. These divisions encompass a wide range of businesses providing lodging and dining experiences.

Hospitality & Accommodation Sub-Sectors

- Lodging Provision
- Food Tourism
- Restaurants
- Beverage Service
- Catering
- Camping & Recreation

Employment Overview

The sector remains a significant employer, providing around 9,200 jobs representing nearly 6.0% of the region's total employment (CSO – 2025Q1). The sector is known for a high proportion of young workers (aged 15-24), who make up over 30% of the workforce. In 2023, seasonal work was most prevalent in the sector, accounting for 22.3% of employments, according to the CSO.

Course Finders



Employment roles in demand

Front-of-House

- Waiting (Food and Beverage) Staff
- Bar Staff/Bartenders
- Restaurant (Food and Beverage) Managers

Food Preparation and Culinary

- Chefs - entry-level Commis Chefs to experienced Head and Executive Chefs.
- Kitchen Porters (Kitchen Assistants)

Accommodation and Support

- Hotel Receptionists
- Accommodation Assistants
- Reservations Staff
- Managers – Front Office & Duty

Specialized Roles

- Sommelier
- Catering Managers
- Leisure Centre Assistants and Managers
- Sales and Marketing Managers

Key upskilling areas in demand

- **Customer Service**
- **Digital Marketing**
- **Food and Beverage Service** - Mixology, wine knowledge, dietary requirements (vegetarian, vegan, etc.).
- **Culinary Skills** - New cooking techniques, dietary requirements, menu planning.
- **Revenue Management** - Pricing strategies and inventory management.
- **Financial Management** - SMEs need staff with strong financial literacy to manage budgets, control costs, and ensure profitability.
- **Cybersecurity**
- **Sales and Business Development** - Sales techniques, negotiation skills, and business development strategies.
- **Spa and Leisure Management** - Spa treatments, fitness instruction, and leisure facility management.
- **Event and Conference Management** - From planning to execution.

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SUPPORTS

- **Midlands Food & Drink Network** – MidlandsIreland.ie – Promotes and supports the region's food and drink industry & local producers. Focuses on enhancing the visibility of Midlands-based food businesses, encouraging collaboration, and positioning the region as a destination for quality food and drink.
- **Fáilte Ireland** - Offers a wide array of supports to the Irish tourism industry, encompassing financial aid, business development resources, and marketing initiatives. These supports are structured around strategic pillars like Climate Action, Commercial Resilience, People and Performance, and Digitisation. .
- **BIA Innovator Campus** - Ireland's leading food incubation and innovation campus supporting ambitious food businesses through state-of-the-art food production facilities coupled with the technological and business supports needed to promote innovation and scaling.
- **Apprenticeship.ie** - Promotes and facilitates apprenticeships. Apprenticeship opportunities coordinated by LOETB and LWETB. Apprenticeship programs funded by SOLAS..
- **LEO** – Local Enterprise Offices - First-stop shops for businesses, providing a range of support services to help entrepreneurs start, grow, and develop their businesses. They offer advice, information, financial assistance, and training to both new and existing businesses.
- **Enterprise Ireland** - Irish state agency that supports the development and growth of Irish enterprises in international markets. They provide funding, advisory, and development support to help Irish businesses start, grow, innovate, and win export sales.
- **Skillnet Ireland** - Skillnet Ireland is the national agency dedicated to the promotion and facilitation of workforce learning in Ireland. Their mission is to facilitate increased participation in enterprise training and workforce learning within Ireland's small and medium enterprises (SME).

AVAILABILITY OF REGIONAL GRADUATES

The Careers & Employability service at TUS provides a link with companies and organisations that wish to recruit graduates and students at all levels. We welcome enquiries from employers and are pleased to discuss the specific requirements of any potential employer for our graduates and students.



In 2024 TUS: MMW awarded 84 advanced degrees in Hospitality, Tourism, and Leisure disciplines.

Visit the TUS
Athlone Campus
Careers Connect
Portal

[Click Here](#)

MIDLANDS REGIONAL SKILLS FORUM

SERVICES AVAILABLE

- Skills & Talent Assessments
- Signposting to Education & Training
- Regional Event Planning and Participation
- Facilitation to Cluster Membership
- Guidance to Funding Opportunities



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