



News Release

Business Visits and Events included on the Tourism Industry Council

London, 1st November 2017: The Tourism Industry Council has added representation from the business visits and events sector as it steps up its collaboration between Government and the tourism industry to further focus on improving the tourism sector including jobs, transport and deregulation.

Michael Hirst OBE, Chairman of the Business Visits and Events Partnership and Deputy Chairman of the Events Industry Board, has been invited by John Glen MP, Minister for the Arts, Heritage and Tourism to become a permanent member of the Council.

The Council will also oversee the proposed tourism sector deal, which will offer strong opportunities for the events industry. Business visits and events are set to play a crucial role in boosting productivity by filling unsold capacity and extending the tourism season year-round. Proposals include a national programme of events to showcase Britain's business and cultural excellence and expertise.

Nick De Bois, Chair of the Events Industry Board welcomed the move and said "I am very pleased that the Events Industry Board will be represented on the Tourism Industry Council and know that the events sector will see this as significant recognition of the government's continuing interest and support for their work within the wider UK economy as we prepare for the opportunities and challenges ahead."

Michael Hirst said "It's clear that business events and events more generally should be a big part of the government's programme to push forward the economy. The industry now has in place strong representation through its umbrella body, the Business Visits and Events Partnership, a joined up approach with government on the Events Industry Board, a voice in parliament through the All Party

Parliamentary Group and now the opportunity to make a contribution to the wider visitor economy on the Tourism Industry Council”.

Many of the current initiatives being developed between industry and government, will be debated and discussed at the first Business of Events : Senior Leadership Forum. The forum, which is being supported by both the Business Visits & Events Partnership and VisitBritain, will see over 150 senior leaders from across the UK events industry meet at the QEII Centre in London on Friday November 3rd. On the eve of the forum, a reception and private dinner will take place at One Great George Street, Westminster, attended by John Glen MP and Members of both Parliament and the Lords as well as officials from across government and representatives of leading event industry organisations.

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For further information, comment or interviews, please contact Hollie Luxford or Ken Kelling at Davies Tanner Communications on 01892 619100.

hollie.luxford@daviestanner.com / ken.kelling@daviestanner.com