



People in all the right places

TOURISM SOCIETY FIRST CHAIRMAN'S LUNCH

NOTES FROM THE LUNCH
OFF THE RECORD DISCUSSIONS
29th February 2008

- The UK tourism industry needs a minister with the sole responsibility of tourism.
- Alternatively we need someone in the House of Lords to fight our corner.
- More importantly we need a 'champion' who can cross all government departments so that any new legislation that could impact on the industry is highlighted and responded to accordingly
- The possibility of having a 'clearing house' for tourism was mentioned
- An economic impact assessment of tourism needs to be conducted to include outbound tourism so that we can convince government of the economic importance of the industry
- The tourism industry needs to be less fragmented in terms of including inbound, outbound and domestic in all circumstances as well as all associations involved when it comes to dealing with government
- All those in attendance were encouraged to respond to VisitBritain's review www.tourismreview.co.uk
- It was suggested that if tourism is seen as a success story the government will be less likely to offer funds so the industry needs to specify precisely where the money is needed and how much is necessary, i.e. not just for promotional purposes
- A consensus was reached that the industry needs the government to stop putting barriers in the way of tourism development such as APD and VISA charges
- It was suggested that tourism is in the wrong government department at DCMS but it was also suggested that the alternative of the Department for Business Enterprise and Regulatory Reform (BERR) was no better and in fact could be a worse situation.
- It was suggested that getting more money out of the current government is already a lost cause and thus tourism needs to consider how to be more successful without government support

- A consensus was reached that tourism as an industry needs better influence at government level to stop the negative barriers before they are implemented to avoid the costly situation of APD happening again which was not picked up by the industry before it was put in place
- The question of who the potential 'champion' could be was discussed with the suggestion of Digby Jones, former Tourism Alliance President.
- A number of attendees expressed an interest in joining the Tourism Alliance, who had not heard of it before.
- It was agreed that for tourism to get more influence at government level the industry needs to demonstrate the positive influences it has on issues such as crime, education and health and above all to provide research that quantifies the real impact tourism has on the economy from all three sectors: inbound, domestic and outbound.

There was agreement that a quarterly meeting would be beneficial and we propose the next meeting is held on June 6, 2008 at Mosiman's. All those present who are not members of the Tourism Society were invited to become fellows of the Tourism Society.

For those of you that don't have them already, the Tourism Alliance details are:

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Please see the attached document with RSVP information to attend the 2nd chairman's lunch.