Powering the Potential of Place through Public Private Partnerships

Ufi Ibrahim

Chief Executive
British Hospitality Association

BRITISH HOSPITALITY Association

Creating Jobs in Britain – A Hospitality Economy Proposition

A Report by the British Hospitality Association

2.4m jobs

OCTOBER 2010

BRITISH HOSPITALITY ASSOCIATION

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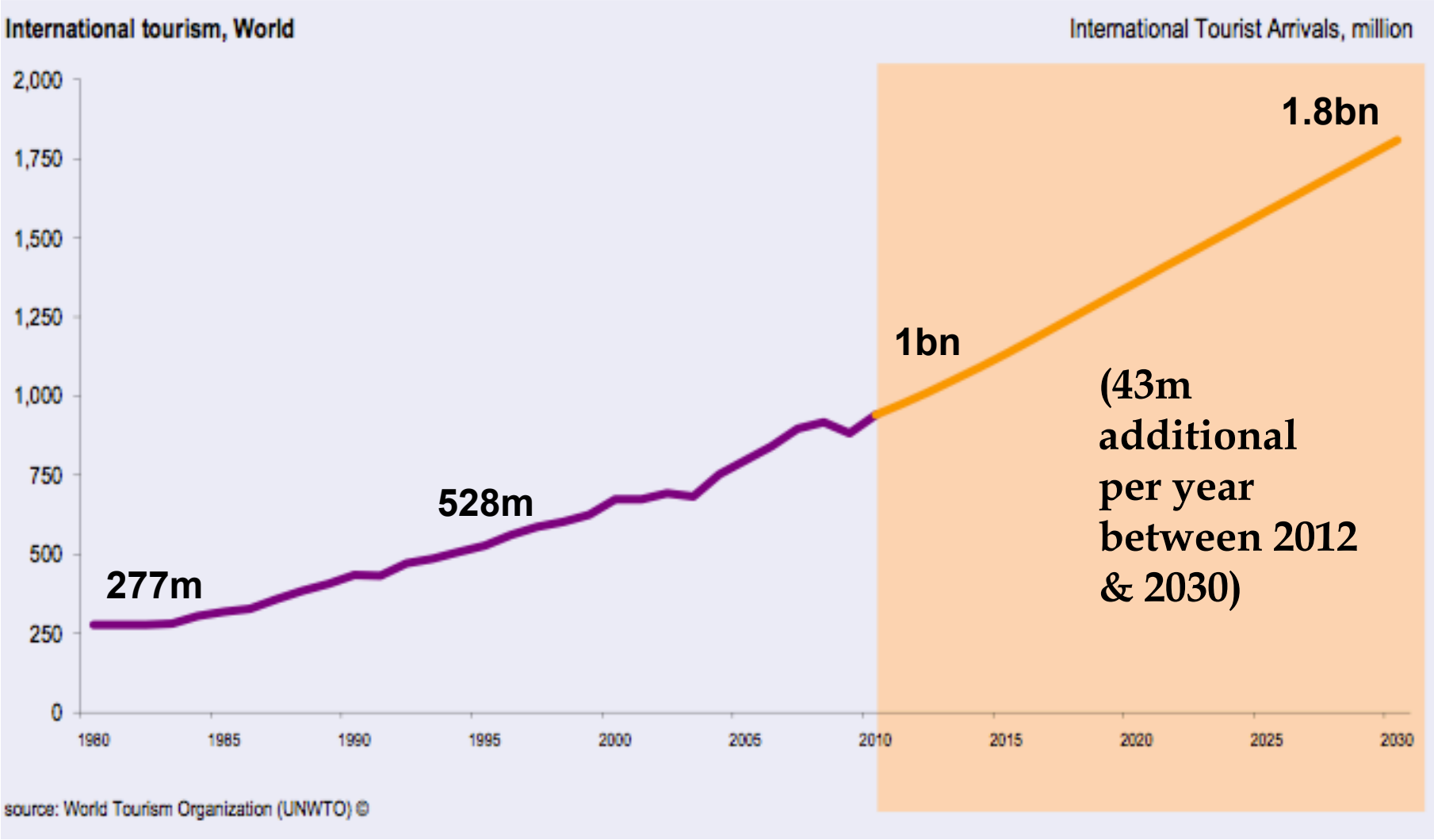
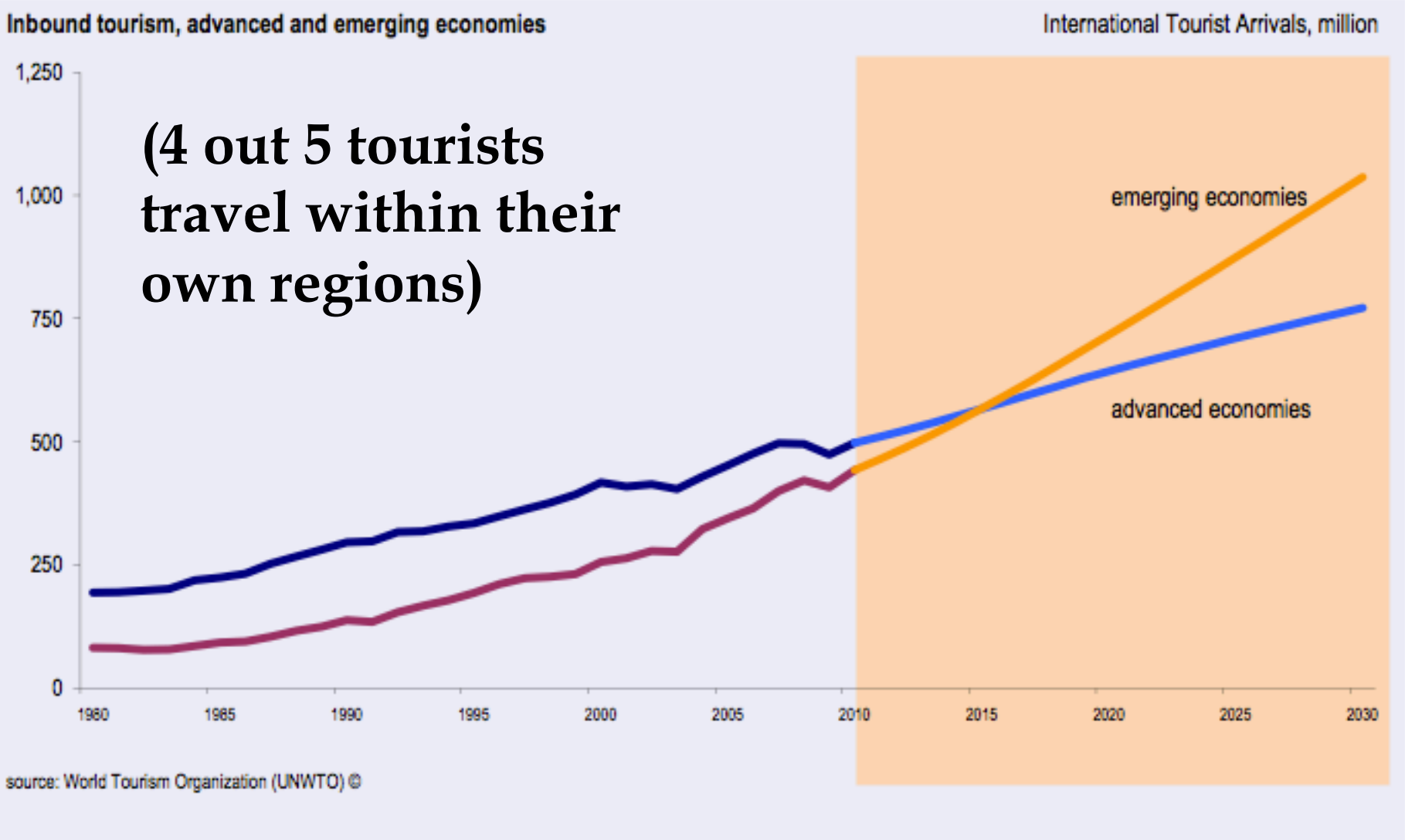
Top ten jobs (as % of total jobs)

1	Kensington & Chelsea	16.8	22.0
2	Isles of Scilly	15.9	25.3
3	South Lakeland	15.7	22.5
4	Eden	15.6	22.9
5	Scarborough	14.9	21.7
6	Weymouth & Portland	14.8	20.2
7	Torbay	14.2	20.8
8	Gwynedd	13.8	19.9
9	Conwy	13.7	19.2
10	Westminster	13.4	18.0

UNWTO International Tourism Arrivals Growth



By 2015 emerging economies expected to overtake advanced economies



(4 out 5 tourists travel within their own regions)

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+ 236,000 jobs

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“Tourism is another industry we should get behind. The rewards for growth here are immense. If you just consider this: for every half a percent increase in our share of the world tourism market we can add £2.7 billion to our economy and an extra 50,000 jobs”.

COUNTRYSIDE
IS
GREAT
BRITAIN
SOME OF THE WORLD'S MOST
INSPIRING LANDSCAPES
Glenfinnan Viaduct
Scotland

Is marketing enough?

Remove barriers and drive competitiveness.

USA Task Force on Tourism & Competitiveness

Co-Chairs: The Secretaries of Commerce and the Interior

Department of State
Department of Agriculture
Department of Transportation
Department of Homeland Security
Army Corps of Engineers
Office of the United States Trade Representative;
Department of the Treasury
Department of Labor
Export-Import Bank

Obama Executive Order January 2012

"The Secretaries of State and Homeland Security… shall develop an implementation plan, within 60 days …"

(i) increase nonimmigrant visa processing capacity in China and Brazil by 40 percent over the coming year;

(ii) ensure that 80 percent of nonimmigrant visa applicants are interviewed within 3 weeks of receipt of application... "

Phases 1 & 2 - targets achieved by June 2012

Partnership is key…

Sustainability & Waste

Lord Taylor of Holbeach

Engaging industry and government in an effort to reduce food and packaging waste

Responsibility Deal

Andrew Lansley, MP

'partnership between government & business that balances proportionate regulation with corporate responsibility'

Tourism Regulation Taskforce

ALAN PARKER CBE
President, BHA

Tourism & the Olympic Legacy

Hugh Robertson MP

Local partnership critical in realising the true potential of place

Thank you and questions