

Press Release

Ken Robinson CBE Appointed as new Tourism Alliance Chairman

At the Tourism Alliance AGM attended by the Tourism Minister, Barbara Follett at the Park Lane Hilton, outgoing Tourism Alliance Chairman, Bob Cotton OBE announced that Ken Robinson CBE will succeed him for the forthcoming year, supported by Mary Rance (CEO of UKinbound) as Vice Chairman, Tony Millns (CEO of English UK) as Secretary and Michael Hirst OBE (Business Visits and Events partnership) as Treasurer.

Ken Robinson, who is also the Chair of the Tourism Society Think Tank and the Visitor Attractions Forum has held a number of senior positions in tourism throughout the world since entering the industry in 1969 including CEO of Leisure, Recreation and Tourism, and its subsidiary company Ventures Consultancy Ltd for over 20 years culminating in being appointed CBE for services to Tourism in 1997.

Bob Cotton stated "I am delighted that Ken has agreed to take over this very important role – his very extensive knowledge of the tourism sector will be extremely valuable in working with Government to ensure that the industry plays a full part in providing the employment and growth opportunities that the UK needs to work its way out of the current recession."

He continued, "The Tourism Alliance has grown significantly over the last year and has effectively lobbied on behalf of the industry on issues ranging from the reestablishment of a Cross Whitehall Ministers Group on Tourism to working with the Home Office on a new range of visas for visitors to the UK. Under Ken's leadership, I'm sure that the Alliance will continue to strengthen its position as the voice of the tourism industry."

The Tourism Alliance's objective is to promote the interests of its members to Government, thereby ensuring that the tourism industry continues to provide significant economic and social benefits to Britain. Tourism is the UK's sixth largest industry and one of the country's major earners of foreign exchange.

Ken Robinson stated, "I am very pleased to have been appointed to this position and look forward to representing the interests of the tourism industry. All Alliance members would like to expressing their congratulations to Bob Cotton for his exceptional leadership and support for the Tourism Alliance over the last year"

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For further information, please contact:

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Notes to Editors

- The Tourism Alliance is the Voice of the UK Tourism Industry. It was established in 2001 with the support of the Secretary of State for Culture, Media and Sport and comprises almost 50 Tourism Industry Associations that together represent 200,000 businesses of all sizes throughout the UK.
- A copy of the Tourism Alliance Annual Report is available at www.tourismalliance.com
- The purpose of the Tourism Alliance is to identify and develop policies and strategies to raise standards and promote quality within the industry and work with and lobby government on key issues relevant to the growth and development of tourism.
- Tourism is the sixth largest industry in Britain. It generates £86bn p.a. for the UK economy (6.4% of GDP) and directly supports over 2million jobs (7.5% of the total workforce) and is the UK's third largest export earner.
- For further details on the Tourism Alliance and its policy objectives, visit the website, www.tourismalliance.com

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