

Delivered in partnership by:



Tourism Alliance
The Voice of Tourism



Tourism UK

productivity in partnership

05

Wednesday 16th March 2005
QEII Conference Centre, London SW1



This major business and policy conference will focus on the measures needed to help release the economic potential in the sector, as well as ways to support customer choice and to meet the demands of the discerning UK and international consumers.

Delivered in partnership by VisitBritain, the Department for Culture Media and Sport (DCMS) and the Tourism Alliance

A must attend conference for the tourism, travel and hospitality industry and their public sector partners.



KEYNOTE SPEAKERS

Rt Hon Tessa Jowell MP

Secretary of State for Culture, Media and Sport

Tim Smit

Co-founder & Chief Executive, Eden Project

Sir Digby Jones

Director-General, CBI and President,
Tourism Alliance

Sir Thomas Harris

Vice Chairman, Standard Chartered Bank

MODERATED BY

Zeinab Badawi

Broadcaster, BBC and Board Member, British Council

SPEAKERS INCLUDE:

Mike Phillips, BBC; Rolf Jensen, Dream Company; Lord Marshall of Knightsbridge, VisitBritain; Rt Hon Richard Caborn MP, Minister for Sport and Tourism; Alan Britten CBE, Britain-Wide Quality Review Group; John Kelly, Gala Leisure; Andrew Stokes, Marketing Manchester; Michael Hirst, Business Tourism Partnerships; Gerry Acher, London ICC Commission; Brian Wisdom, People 1st; Dick Porter, STA Travel & British Educational Travel Association (BETA); Jack Coronna, Federation of International Youth Travel Organisations (FIYTO); Hugh Taylor, Hilton & England Marketing Advisory Board; Bob Cotton, BHA; Juliet Williams, SWRDA

Agenda

subject to change



09:00 Registration and Refreshments

Session One

09:30 Conference Commences

Introduction and Welcome by Moderator

Zeinab Badawi, Broadcaster, BBC and Board Member, British Council

Setting the Scene

Sir Digby Jones, Director-General, CBI and President, Tourism Alliance

International Markets

Details to be released

The Future of British Tourism

Lord Marshall of Knightsbridge, Chairman, VisitBritain

Keynote Address

Rt Hon Tessa Jowell MP, Secretary of State for Culture, Media and Sport

11:05 Refreshments and Exhibition

Session Two

Building Relationships in a Competitive World

Sir Thomas Harris, Vice Chairman, Standard Chartered Bank

Discussion:

Selling the British Cultural Offer Overseas

Mike Phillips, Deputy Chief Executive, BBC Worldwide

Making the Most of Our Assets

Tim Smit, Co-founder & Chief Executive, Eden Project

The Future of the Way We Travel

Rolf Jenson, Chief Imagination Officer, Dream Company

Ministerial Address

Rt Hon Richard Caborn MP, Minister for Sport and Tourism

13:15 Buffet Lunch and Exhibition



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Conference Streams I

14:15 – 15:15

1. Product Quality

Led by: **Alan Britten CBE**, Britain-Wide Quality Review Group

2. Gambling

Led by: **Brigid Simmonds**, Chief Executive, Business in Sport and Leisure (BISL) and Chair, Tourism Alliance

Panel:

John Kelly, Chairman, Gala Leisure

Richard Boardley, Regulatory Affairs,
Littlewoods Gaming Ltd.

Glynn Mellor, Chief Executive, Gamestec Leisure Ltd.

3. Reaching New Markets

Details to be announced

4. Regional Gateways

Led by: **Andrew Stokes**, Chief Executive,
Marketing Manchester

Speakers Include:

James Berresford, Head of Tourism,

Northwest Regional Development Agency (NWDA)

5. Business Tourism

Led by: **Michael Hirst**, Chairman,
Business Tourism Partnership

Panel:

Gerry Acher, Chair, London ICC Commission

Andrew B Morris, Chief Executive,
The National Exhibition Centre Ltd. and Member,
Association of Exhibition Organisers

15:15 Refreshments

Conference Streams II

15:40 – 16:40

6. Workforce Skills

Led by: **Bob Cotton**, Chief Executive, British Hospitality Association (BHA)

Speakers Include:

Brian Wisdom, Chief Executive, People 1st

7. Youth Tourism

Led by: **Alison Rice**, Broadcaster and Journalist

Panel:

Dick Porter, Chief Executive, STA Travel & Chairman,
British Educational Travel Association (BETA)

Jack Corona, President, Federation of International Youth
Travel Organisations (FIYTO)

David Jones, Director General, International Student Travel
Confederation (ISTC)

8. Marketing: The Big Picture

Led by: **Tom Wright**, Chief Executive, VisitBritain

Speakers Include:

Hugh Taylor, Hilton & England Marketing Advisory Board

9. London 2012 Olympics

Details to be announced

10. Sustainable Tourism - Its In Your Nature

Led by: **Juliet Williams**, Chairman,

South West of England Regional Development Agency

17:00 Drinks Reception

Purpose of the Conference

- Hearing from the most senior figures in the field of tourism, the conference will explore how government and industry leaders see the trends in tourism and travel developing over the next five years
- To provide tourism industry leaders with business intelligence about the plans of the UK government, VisitBritain and the Tourism Alliance to support productivity and to help realise the full potential of the UK market
- To enable travel and hospitality businesses to explore the partnerships that are being forged to build both inbound and outbound tourism
- To hear about legislative changes and initiatives, including the gambling bill, and their impact on the industry

The conference will also provide an excellent platform for sharing ideas and practice, including the opportunity:

- To share how quality and standards raising measures will impact on the tourism business
- To look at how Britain is perceived in the world and examine the role of UK government agencies and media in selling a culture overseas
- To set out how the skills base will be built upon in the tourism industry and how shortages will be tackled by government agencies working with the industry
- To explore best practice marketing and innovation in e-marketing, CRM and web based promotion

Conference Streams will cover current issues in more detail. Subjects covered to include: Product Quality; Gambling; Reaching New Markets; Regional Gateways; Business Tourism.

Partners of the conference



VisitBritain, the tourism authority for Britain, markets Britain to the rest of the world and England to the British - building the value of tourism by creating world-class destination brands and marketing campaigns. Working in partnership with DCMS and the Tourism Alliance, Tourism UK 05 will prove invaluable to gain insight into the needs of Britain's tourism trade at this first ever national tourism conference.

Tourism Alliance

The Voice of Tourism

The Tourism Alliance is the Voice of the Tourism Industry. It was established in 2001 with the support of the Secretary of State for Culture, Media and Sport, and comprises over 40 Tourism Industry Associations that together represent some 200,000 business of all sizes throughout the UK. 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 and its contribution to the economy. This conference is important in bringing the Government and the industry together to take forward a shared understanding of what needs to be done to ensure that the UK remains one of the world's premier tourism destinations.



DCMS is responsible for supporting and promoting the UK tourism sector. This conference, organised in full partnership with VisitBritain and the Tourism Alliance, forms part of the ambitious tourism reform programme. As well as highlighting the achievements of our domestic and inbound industries, Tourism UK 05 is a forum for discussion of the tourism support policies we set out last year in Tomorrow's Tourism Today, covering the key areas of marketing, product quality, workforce skills, and research.



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DELEGATE BOOKING FORM

tourism_uk05

Name Title (Mr/Ms/D/Prof/Other)
 Position
 Organisation
 Email
 Address
 Postcode
 Tel No. Direct Line? (Yes/No) Fax No. Mobile No.

I have read and agree to the terms and conditions below:

Signature

HOW TO REGISTER:

Complete all relevant sections of this form and either:

1. **Fax** a copy of this form to: **020 7490 8830**
2. **Post** the completed form to: Customer Services, Neil Stewart Associates Ltd, PO Box 39976, 2nd Floor, 1 Benjamin St, London EC1M 5YT
3. Book **online** at www.neilstewartassociates.com/tourism_uk05

Please photocopy this booking form for additional delegates

DELEGATE FEES*: Please tick the relevant box below

- Early Booking Discount** £280.00 + VAT (£329.00)
Valid until Monday 7th February 2005
- Normal Rate** £349.00 + VAT (£410.08)
For all bookings from the 8th February onwards

* Fees include all day access to the event, available conference papers, buffet lunch and refreshments, for registered delegates only. Fees do not include travel costs or accommodation. Shared places are not permitted.

CONFERENCE STREAMS: Circle the stream you would like to attend. Please see the Agenda for details

14:15 - 15:15	1	2	3	4	5
15:40 - 16:40	6	7	8	9	10

ADDITIONAL REQUIREMENTS: If you have any additional requirements, please describe them here:

CONFERENCE PAPERS:

- As I shall be unable to attend, please send the available conference papers to me at £99.
The conference papers will be posted after the conference, once payment has been received. Please indicate your method of payment.

SPONSORSHIP AND EXHIBITION:

If you are interested in sponsorship and exhibition opportunities at this conference, please tick the box below, contact Joanne Burke on 020 7324 4366 or email joanne.burke@neilstewartassociates.co.uk

- I am interested in sponsorship and exhibition opportunities, please contact me.

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Terms and Conditions

This booking form constitutes a legally binding agreement. Payment must be received in full prior to the event. Conference details will be issued subject to receipt of payment. We cannot be held responsible for the non-arrival of registration information. If you have not heard from us within 7 days prior to the conference, please contact the conference office. Cancellations must be confirmed in writing before **Friday 4th March 2005** and will be refunded minus an administration charge of £50. We regret that no refund can be made after that date, for whatever reason, although substitutions will be accepted if notified in writing prior to the event. Bookings made after **Friday 4th March 2005** are non-refundable.

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Who Should Attend?

From the private sector

Chief Executives, Strategy, Marketing and Commercial Directors and Senior Managers from the tourism, travel and hospitality industry:

- Suppliers to the Tourism, Travel and Hospitality Industry
- In-bound Tour Operators
- Accommodation and Hospitality Businesses
- Airlines
- Transport Providers
- Travel Agencies
- Leading Visitor Attractions
- Chambers of Commerce
- Major Conference and Events Organisers
- Conference and Exhibition Venues

From the public sector

Chief Executives, Strategy Directors and Senior Managers from public sector tourism support:

- Regional Development Agencies
- National and Regional Tourist Boards
- Tourism-focused Local Authorities
- Leading Museums and Galleries
- National Park Authorities
- Major Skills Organisations



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www.neilstewartassociates.com/tourism_uk05

Conference Producers

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