

11th July 2013

Press Release

Mary Rance Becomes New Tourism Alliance Chairman

Mary Rance has today been elected as the new Chairman of the Tourism Alliance, the tourism industry's umbrella body, representing over fifty organisations. She succeeds Michael Hirst OBE, Chairman of the Business Visits and Events Partnership.

Mary is the CEO of UKinbound. She trained as a lawyer and has a background in working for many trade associations including a period as Director of the CBI, London Region until 2005. Immediately before joining UKinbound, she worked as Chief Executive of Toc H, a charity founded by Royal Charter, to develop a new strategy and to wind down its commissioned work.

In taking on the position she said, "This is a very important period for the UK tourism industry. The Olympics showcased the best that Britain has to offer and considerably raised our profile as both a domestic and international destination of choice. However, to maximise tourism-related growth and employment for the UK economy the Industry and Government have to work together to reduce regulatory burden, facilitate visa applications, reduce VAT and reform Air Passenger Duty."

Resolving these key issues will put the tourism industry in its rightful place as a main-stream growth sector of the UK economy, generating jobs, skills, exports and investment, as well as being a leading contributor to the fortunes of local businesses, the Nation's image and community well-being.

The other Members elected to the Alliance's Executive Committee were:

Vice Chair: Ufi Ibrahim, Chief Executive, BHA

Secretary: Tony Millns, Chief Executive, English UK

Treasurer: Bernard Donaghue, Director, Association of Leading Visitor Attractions.

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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.
- 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 £134bn p.a. for the UK economy (8.9% of GDP) and directly supports 2.7m jobs (9% 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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