PRESS RELEASE

27th October, 2011

Government and Industry Partner to Support Britain for Events

Nick de Bois MP, Chair of the All Party Parliamentary Group for Events, and Kevin Murphy, CEO ExCeL London, outlined their collective support of the Britain for Events campaign and the opportunity the industry has to grow its impact on the UK economy. Speaking at the campaign launch last night, de Bois also underlined how industry and government could work in partnership to benefit UK events.

Murphy also outlined how more government support could contribute to greater growth in the UK events market, citing: increased ministerial support for major bid events, hosting visiting delegations and bid committees, offering welcome receptions within government and state buildings for major international events, simplification of the visa process for international delegates, and public support for the Britain as the World's event destination.

"Every organisation that chooses to bring its event to the UK delivers an average economic impact of £15 million for its local economy, meaning just 10 more events held in this country would generate £150 million," commented Murphy. "That would pay for 7,000 nurses in our hospitals, 6,000 more teachers in our schools or 5,000 more police officers on our streets."

Nick de Bois, underlined how government could work in partnership with the events industry, including fiscal measures to tackle Tour Operator Margin Schemes (TOMS) and the reintroduction of investment allowance. He also called on fellow ministers to aid organising committees of major events.

de Bois commented, "The events industry matters to government, it creates showcase opportunities for Britain and attracts visitors to these shores from around the globe. The events industry is rising up the government agenda thanks to campaigns like Britain for Events, which give a united voice from the UK events industry."

Over 100 delegates attended the much anticipated launch event at The Deck, National Theatre, including government and industry representatives. The Britain for Events campaign will run until March 2012, concluding with its focal week at International Confex 6-8th March 2012.

- ends -

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Notes to editor

About Britain for Events

Now in its 10th year, Britain for Events is an annual campaign designed to promote the value of event tourism to the British economy and celebrate the creativity of those organisations within it.

Endorsed by the Minister for Tourism, John Penrose MP, the Business Visits and Events Partnership and national tourism body VisitBritain, the campaign also has the support of the regional tourism bodies from England and Scotland, along with a number of high profile industry and corporate brands.

The campaign will run until March 2012, focusing on every aspect of the events industry from live music and sport, festivals and cultural events to meetings and conferences, exhibitions and trade shows.

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