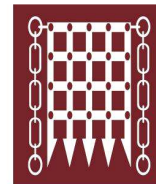


Westminster Media Forum Keynote Seminar
Priorities for driving growth in the UK inbound tourism industry: skills, productivity and delivering a sector deal

Timing: Morning, Tuesday, 18th June 2019

Venue: Central London



**WESTMINSTER
MEDIA FORUM**

Draft agenda subject to change

- 8.30 - 9.00 Registration and coffee
- 9.00 - 9.05 **Chair's opening remarks**
Baroness Doocey, Liberal Democrats Spokesperson for Tourism and Officer,
All-Party Parliamentary Group for Tourism, Leisure and the Hospitality Industry
- 9.05 - 9.30 **Priorities for achieving a sustainable future for the UK's tourism sector**
Joss Croft, Chief Executive Officer, UKInbound
Questions and comments from the floor
- 9.30 - 9.40 **What more needs to be done to drive growth in inbound tourism to the UK?**
Kurt Janson, Director, Tourism Alliance
- 9.40 - 10.40 **Addressing the key barriers to long-term sector growth - skills, connectivity and productivity**
Jean-Philippe Monod de Froideville, Vice President, Government & Corporate Affairs, Expedia
Senior representative, accommodation
Senior representative, connectivity
Senior representative, skills
Senior representative, culture
Questions and comments from the floor with **Kurt Janson**, Director, Tourism Alliance
- 10.40 - 10.45 **Chair's closing remarks**
Baroness Doocey, Liberal Democrats Spokesperson for Tourism and Officer,
All-Party Parliamentary Group for Tourism, Leisure and the Hospitality Industry
- 10.45 - 11.10 Coffee
- 11.10 - 11.15 **Chair's opening remarks**
Senior Parliamentarian
- 11.15 - 11.25 **Tackling challenges for developing tourism zones - transport bottlenecks, seasonality and attracting investment**
John McGrillen, Chief Executive Officer, Tourism Northern Ireland
- 11.25 - 12.20 **The way forward for developing tourist offerings across the UK's nations and regions**
Justin Reid, Director of Destination Marketing, Europe, Middle East and Africa, TripAdvisor
Mike Saul, Managing Director, Hospitality and Leisure, Barclays
Senior representative, local authority
Senior representative, tourist attraction
Questions and comments from the floor with **John McGrillen**, Chief Executive Officer, Tourism Northern Ireland
- 12.20 - 12.55 **Next steps for developing and delivering the sector deal**
David Martin, Head of Tourism Strategy and Sponsorship, DCMS

Senior representative, industry

Questions and comments from the floor
- 12.55 - 13.00 **Chair's and Westminster Media Forum closing remarks**
Senior Parliamentarian
Peter van Gelder, Director, Westminster Media Forum