

# UKHospitality Skills Challenges

# What is it?





# Why do it? (Part 1)



# Why (part 2)

## Some context...

- ▶ Reputation
- ▶ Recognition
- ▶ Representation
- ▶ Careers perceptions
- ▶ Geographical weakness
- ▶ Underestimated sectoral value

# Hospitality in figures

**£130<sub>bn</sub>**  
p.a. in turnover

**5%**  
OF GDP

**BUT AN INDUSTRY OF  
ENTREPRENEURS:**

**90% OF HOSPITALITY  
BUSINESSES ARE  
LOCAL SMES**

**TOURISM  
VISITOR SPEND**

**£24.3<sub>bn</sub>**  
per year



**3<sup>rd</sup>**  
largest  
employer

**2X GREATER  
THAN FINANCIAL  
SERVICES**



**1 IN 6 NET NEW JOBS**

**HALF A MILLION CREATED  
IN HOSPITALITY SINCE 2009**  
**EMPLOYMENT IS UP 24%  
IN A DECADE**

**2.5%**  
PRODUCTIVITY  
GROWTH

**HAS OUTSTRIPPED  
THE ECONOMY AND  
WE INVEST**

**£10<sub>bn</sub>**  
per year

**TAX RECEIPTS**

**c. £40<sub>bn</sub>**  
in direct gross  
tax receipts



# Who?

- ▶ MPs
- ▶ Lords
- ▶ Election Candidates
- ▶ Mayors
- ▶ Metropolitan politicians
- ▶ Councillors

# Where?

## Our members' venues:

- ▶ Hotels
- ▶ Sports stadia
- ▶ Restaurants
- ▶ Pubs
- ▶ Anywhere that hospitality is!

# How?

## Targeting

- ▶ Areas
- ▶ Individuals
- ▶ Dates
- ▶ Issues



# Benefits: politicians

## ► Profile

- local businesses
- electorate
- local media
- hospitality audiences

## ► Context

## ► Learning

## ► Fun!

# Benefits: UKHospitality

## ► Brand

- Politicians
- Members
- Media

## ► Political engagement

## ► Political support

## ► Knowing the enemy

## ► Horizon scanning

## ► Creating ambassadors

# Benefits: members

- ▶ Empowering members
- ▶ Establishing relationships
- ▶ Reassurance
- ▶ Direct UKH engagement