

ALMR Press Release

Friday 3rd April **Release: Immediate**

ALMR welcomes Tory Tourism Support

The Association of Licensed Multiple Retailers (*ALMR*) today welcomed Tory calls for a “Tourism Revolution” to support a vital industry as a key plank in the strategy for economic recovery.

Speaking at the Conservative Party’s bracing first tourism conference in Brighton held on Thursday 2nd April, Shadow Culture Secretary, Jeremy Hunt said that the tourism industry could generate an additional 50,000 jobs if it was properly supported – and he resolutely included pubs within that.

Having attended the Conference, *ALMR* Chief Executive, Nick Bish, welcomed the focused attention that the Opposition was giving to the industry. He said:

“It is so encouraging to see the Conservatives focus on the value of tourism to the economy – and more particularly recognizing the vital role pubs play in providing tourist facilities and in promoting a positive image when Britain is marketed to in-bound visitors.”

Jeremy Hunt called on the Government to consider a series of measures to simplify the structures that promote UK tourism and incentivise local authorities to take tourism seriously. They include allowing local authorities to form enterprise partnerships to promote economic development; allowing local authorities to keep any increase in business rates receipts from business growth; and, giving local authorities a new power to give rate discounts.

Responding to the proposals, Nick Bish said;

“The headline measures to stimulate tourism are very welcome, but it is the prospect of practical support to ease cashflow, improve liquidity and cut taxes which will prove a lifeline to struggling businesses. It is an investment that will be paid back tenfold or more to the public purse.

“The average pub generates £80,000 per annum for the Exchequer, but closed pubs can’t do that. What we really need is joined up government to ensure that the commitments of support by the Shadow Culture Secretary are matched by commitments to resist the urge to regulate pubs out of existence.

“Britain’s pubs are definitely part of the solution to the challenges of these difficult times and we are very glad to play our part in the development of Conservative policy in this crucial area.”

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Notes to Editors

- *ALMR* is the only national trade body solely dedicated to representing the interests of pub and bar operators, and to providing them with business support and advice. It has almost 100 member companies, operating over 15,000 outlets.
- A copy of Jeremy Hunt’s Speech is available at www.conservatives.com/News/News_stories.aspx
- For more information, please contact: Kate Nicholls: 07938 796 238 or Nick Bish 07831 778993