

## Tourism Society Elects New Chairman

Tuesday 15 December, 2015

Hayley Beer-Gamage FTS, Chief Executive of Experience Oxfordshire, was elected as the new Chairman of the Tourism Society during the Society's board meeting held in London on December 9th. Beer-Gamage takes over the role from Sandra Matthews-Marsh FTS, who held the position from December 2013.

On accepting the role, Beer-Gamage FTS thanked Immediate Past Chairman Matthews-Marsh FTS for her tireless commitment, energy and enthusiasm for the Society both over the past two years and since she joined the board of the Society in 2011. She said: *"It is an absolute honour and privilege to be elected as Chairman of the Tourism Society and I look forward to working with the board and the members of the Tourism Society to lead this organisation into a new phase of ambitious growth. The Society supports its members through an ambitious programme of events and by bringing together a vibrant network of tourism professionals. I am passionate about continuous improvement in tourism and the visitor economy and as Chairman I aspire to engage the organisation across the whole of the industry and aim to develop and secure the Society's position as a leading organisation in this sector."*

Beer-Gamage has over 16 years' experience in the industry, predominantly in Destination Management and is currently the Chief Executive of Experience Oxfordshire, the Destination Management Organisation for the County. She was previously Director of Tourism Services for the Oxfordshire Cotswolds and has represented Local Authorities and destination management in various capacities over the years including being a Director on the board of Tourism South East and Chair of the South East Destination Managers Forum. This new appointment is further recognition of her long-standing commitment to the industry.

Two existing board members were elected to become the new Vice-Chairmen: Michael Jones FTS and Kevin Kaley FTS. Jones is Managing Director of consulting group Delta Squared and has a rich background in sales and marketing within the hospitality industry and was re-elected for a second term as Vice Chairman and Hon Treasurer. Kaley is Director of Tourism UK Ltd, a consultancy practice he created in 1999 and which provides services including policy review and development, strategy development, feasibility studies, financial appraisals, business planning, etc.

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