



# Our CEO Patricia Yates highlights our work to support industry and to rebuild visitor value during UKinbound conference in Belfast

July 2024

October 2023

**Our CEO Patricia Yates was very pleased to speak to delegates during UKinbound’s annual conference, held this year in Belfast.**

As well as highlighting our latest research and insights, Patricia also outlined our campaigns to rebuild inbound visitor value in markets seeing strong recovery and growth and our work to support industry.

**VisitBritain CEO Patricia Yates:**

*“At last year’s UKinbound conference, I spoke about how I wanted to transform the British Tourist Authority as CEO to spend more time listening and learning from industry and responding to your concerns, improving how we work with and for you all.”*

Download Patricia’s speaking notes and accompanying presentation below.

***Captions:***

*Top left: Snapshot of VisitBritain's international campaigns.*

*Top right: VisitBritain CEO Patricia Yates updating delegates at UKinbound's annual conference on our priorities and work to support industry.*

*Bottom left: VisitBritain CEO Patricia Yates speaking at UKinbound's annual conference, held in Belfast.*

*Bottom right: VisitBritain CEO Patricia Yates with, from left, UKinbound CEO Joss Croft, Chair of Tourism Northern Ireland Ellvena Graham, CEO of Tourism Northern Ireland John McGrillen and UKinbound Chairman James Aitken.*