

Michael Hirst OBE

Michael Hirst provides strategic business advice to a range of Companies in the meetings, events, hospitality, tourism and leisure industries. Often described as a "rainmaker" he facilitates business development opportunities

He is Chairman of the Business Tourism Partnership, a cross-industry and government group which represents the conference, meetings, exhibition, outdoor events, incentive travel and corporate hospitality sectors.

He is a director of The Tourism Alliance, a body comprising all the main tourism and hospitality trade associations that seeks to be the united voice of tourism and a member of VisitBritain's British Tourism Development Committee. He has served on the Secretary of State for Culture, Media and Sport's tourism advisory group and continues to represent business tourism's interests at Government consultation meetings. He was voted "Personality of the Year 2003" by the readers of Meetings & Incentive Travel for his work for Britain's business tourism

Michael Hirst is also a consultant to CB Richard Ellis Hotels, the world's leading hotel real estate advisory firm, where he assists on asset management, financing, mergers and acquisitions, single property and portfolio transactions. He is a Director of Northern European Properties PLC, which invests in real estate opportunities in Scandinavia, the Baltic Regions and Baltic Russia and Chairman of the Investment Advisory Committee of the UK Regional Hotel Property Fund of Arbuthnot Securities.

As a former board member of the Ladbroke Group Plc, he became Executive Chairman of its hotel division and Chairman and Chief Executive Officer of Hilton International. He was voted "Corporate Hotelier of the World" by the readers of HOTELS Magazine,

Michael Hirst is a Fellow of the Institute of Hospitality and Tourism Society and was appointed an OBE in the 2004 New Year Honours for his services to the tourist industry.