

MR P ROGERSON
14 JUN 2007
CHIEF EXECUTIVE



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A. MACGILL

Mr Paul Rogerson
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From the Chief Executive
Yorkshire Forward
Yorkshire and Humber Regional
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12 June 2007

Dear Paul

TEAM YORKSHIRE AND HUMBER

On behalf of the Yorkshire Forward Board, I would like to thank you for your support of the International Indian Film Academy (IIFA) awards weekend.

From any objective analysis, the weekend has been a huge success. We estimate that the economic benefits for Yorkshire Forward's £2.5m investment will be:

- a £10m boost for the tourism economy, with likely repeat visits adding up to £5m a year. Indian tourists have just overtaken their Japanese counterparts to be second only to US tourists in their UK spending;
- the entirely positive national and international coverage of the region would have cost £30m to buy;
- a long term trade agreement with India's main business organisation, leading to trade missions and university links with the second fastest growing economy in the World and the second largest investor in the UK. Yorkshire Forward will lead the first trade mission later this year; and
- 39 cultural events in 9 towns and cities involving tens of thousands of people and passing with maximum enjoyment and minimal arrests or trouble.

The whole weekend was only made possible by the team effort. IIFA bought into the region's bid only because of that: Yorkshire Forward's resources, Yorkshire Tourist Board's enthusiasm, the support of the venues and particularly the cities of Leeds, Sheffield, Bradford, Hull and York, the patience of the police, the flair of Yorkshire Culture, the industry involvement of Screen Yorkshire, blanket positive coverage by the media, and the priceless efforts of many individuals.

No national agency would have brought IIFA to Yorkshire and Humber and no local agency could have delivered it. It is now an emblem of what is possible for us if we focus on those things that can transform our economy and galvanise our collective efforts to achieve it.

Thank you once again for your vital support.

Yours sincerely

Tom Riordan
Chief Executive

→ Paul Stephens -

DEVELOPMENT DEPARTMENT			
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