



Fellows Broadsheet

The Institute of Hospitality Fellows Broadsheet is a monthly thought-leadership article written by a member of our esteemed College of Fellows. Celebrating the wealth of professionalism, knowledge and expertise within our diverse, worldwide hospitality family. The Fellows Broadsheet is published on the first Sunday of every month, exclusively for members.

Her Majesty Queen Elizabeth II

Britain's Ultimate Hospitality Ambassador

Harry Murray MBE MI FIH has been a member of the Institute for over 50 years and has worked in hospitality all his life.

His reputation and experience set him apart as a leading influencer within the hospitality industry and he continues to be an inspiration to many, at all levels of their careers.

As President of HOSPA, and a formidable supporter of the IoH, Harry writes a very special Fellows Broadsheet to conclude 2022, about **Her Majesty Queen Elizabeth II - Britain's Ultimate Hospitality Ambassador.**



We remember

In September the UK Hospitality Industry joined the nation in mourning the passing of Her Majesty Queen Elizabeth II. This was a very profound and sad loss to the country, Commonwealth, and wider world.

Throughout her unprecedented 70-year reign she served the nation and Commonwealth with compassion, great distinction, honour, dignity, and resilience. Our heartfelt condolences went out to the Royal Family at such a sad time.

The historic, momentous, and beautiful state funeral for Her Majesty was a fitting tribute which united nations worldwide. Her Majesty's Armed Forces can be proud of their outstanding military performance at every stage.

The grief we all shared was a true measure of the love and affection we had for our inspirational and beloved Monarch. This was a day we did not want to happen, but hopefully we will be forever comforted by our own cherished memories and her ever radiant smile.





Legacy

The Queen was an inspirational and extraordinary leader who devoted her whole life to service and was the beating heart of the nation. The country's longest serving monarch brought stability as Britain changed from a manufacturing economy to a service economy.

Britain depends on attracting foreign investment and the Queen was a powerful global Ambassador. Her image added value to countless British products and 800 British companies derived value from supplying their products "By appointment to Her Majesty the Queen."

During the period of her reign the export of services expanded from 5% of GDP to almost 15% at the end of the last decade.

The Queen and hospitality

Businesses and the hospitality industry will be forever grateful for the important role the Queen played in promoting 'Brand Great Britain' to the world.

During her reign, she visited 120 countries, many on multiple occasions, and travelled over one million miles. Most of these visits were state occasions.

During her reign the Commonwealth grew from 7 to 56 independent states with over 2.5 billion people, more than a third of the world's population.

On all these visits the Queen promoted 'Brand Great Britain', through trade missions, alongside trade ministers and members of the CBI, promoting British goods and services to the world. During 44 of those years the Royal Yacht Britannia was the venue for many of those promotional campaigns. On one trip to India alone, £1.3 billion of trade deals were signed.

GOLD SERVICE SCHOLARSHIP | Her Majesty the Queen meeting the judges at the final in 2016





Increasing revenues

According to Visit Britain, tourism to Britain increased enormously during the period 2009 to 2019 from 31 million visits in 2009 to 41 million in 2019 with an average 7-night stay. The spend also increased substantially from £17.5 billion in 2009 to £28 billion in 2019.

The Queen and the Royal Family played a huge part in this growth, thanks to some major events in London, such as the Diamond Jubilee in 2012, Royal weddings in 2011 and 2018, and the Olympic Games in 2012.

The Queen contributed with a most memorable role with James Bond for the Olympic Games and a heart-warming role having tea with Paddington Bear during the Platinum Jubilee celebrations, all of which were beamed all over the world to millions of homes.

The 'Buy British' campaign was one of the reasons why American tourists flocked to London to stay in top hotels, visit country estates and shop at Harrods and Fortnum & Mason. The USA topped the league of visitors and represented 15% of the above spend.

The Consultancy Brandfinance
IN 2017
estimated that
The Monarchy
generated an annual amount of
£1.8 BILLION
far more than the £300 million running costs

GOLD SERVICE SCHOLARSHIP | Her Majesty presented the certificates to the Scholar and all the finalist at Claridge's in 2016 and then met Scholars, past finalist, judges and trustees.





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Passion for hospitality

The Queen was very much involved in the hospitality industry at Buckingham Palace and Windsor Castle, where she hosted 152 state banquets during her reign.

Her Majesty was meticulous about detail to ensure her guests experienced the highest possible standards of hospitality. She was personally involved with the choice of menus, wines and promoting best of British produce, including produce from the Queen's Estate. The horseshoe shaped table, for a maximum of 170 guests, takes 3 days to prepare and would be inspected by the Queen early afternoon prior to a dinner.

Her Majesty also blessed us with her Patronage of The Gold Service Scholarship, the UK's most prestigious Front of House award, which offers the opportunity for an aspiring individual to hone their craft through mentoring, travel and placement opportunities provided by the industry's most senior service professionals.

Those who attended the Gold Service Scholarship Final at Claridge's in 2016 will have happy memories of Her Majesty presenting the certificates to the Scholar and finalists and meeting scholars, past finalist, judges, and trustees at the reception.

We have lost a true hospitality icon who added a great deal of 'value' and passion to our beloved industry. The likes of which we may not see again.

Thank you, your Majesty and RIP.

GOLD SERVICE SCHOLARSHIP | Her Majesty The Queen with Alastair Storey (Chairman of GSS), Edward Griffiths (Chair of Judges), and Stephanie Beresford a finalist in 2016, and Scholar in 2017.





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About the author

Harry Murray MBE MI FIH, has been in the hospitality industry for over 50 years managing 5 Star International Hotels.

His list of roles, patronages and accomplishments include:

- President HOSPA
- Governor Royal Academy Culinary Arts
- Master Innholder & Past Chairman
- Liveryman of Worshipful Company Innholders
- Freeman of City of London
- Fellow Institute of Hospitality
- Ambassador & Patron Hospitality Action
- Patron Springboard
- Ambassador Hoteliers Guild
- Ambassador Be Inclusive Hospitality
- Hotelier of the Year 1986
- RAC Hotelier of the Year 2005
- Appointed MBE 2006
- Catey-Lifetime Achievement Award 2008
- AA Lifetime Achievement Award 2013
- Honorary MBA University of West London
- Honorary Degree of Doctor of University of Essex
- Governor Royal Academy Culinary Arts
- Patron Hospitality Action



Harry Murray MBE MI FIH

He is a much sought-after speaker and works tirelessly on behalf of his charities and associated organisations, to promote hospitality as a career and inspire those within it.

