

Biography

Jo Leslie - China UK Business Development Manager, VisitBritain



Jo Leslie is a professional communicator who has worked with and for some of Britain's highest profile organisations and events. Beginning her career in PR consultancy, Jo moved in-house and into the tourism and hospitality sector in the mid 1990s when she joined the Communications team at the Science Museum. From there it was an easy step into the British Tourist Authority – which subsequently became VisitBritain - where she was Head of Press & PR until leaving to start a family in 2004.

After spending six years running her own successful consultancy, during which she helped coordinate the tourism industry's preparations for the London 2012 Olympic and Paralympic Games, Jo returned to VisitBritain in early 2011 to head up International PR operations in the build up to and during the Games. This included working closely with The Royal Household and the Prime Minister's office on HM the Queen's Diamond Jubilee and the GREAT campaign respectively. She took some time off the following year to recover and write a

book, coming back to VisitBritain at the end of 2013 to create and then run the GREAT China Welcome programme, an initiative to make Britain the most welcoming destination in Europe for Chinese visitors. Two years' later, the programme has almost 450 members and is seen to be one of the most effective single market initiatives ever undertaken by Britain's national tourism agency, contributing towards a 47% increase in Chinese visitors to Britain during 2015, and a rise for Britain from 14th to 3rd place in an independent study of Chinese perceptions of welcoming destinations.

In theory Jo works just two days a week for VisitBritain, leaving plenty of time for other work and interests.

