



# Institute of Hospitality

## MEMBERSHIP

- Over 500 new members in 2016
- 9 out of 10 members renew
  - 16 companies now on Company Sponsored Membership – up 400%



## 2016-2017 At A Glance

## SOCIAL MEDIA

- Increased social media presence
- Now on Facebook and Instagram
  - 16.5k Twitter followers @IoH\_Online – up 29%
  - 7k LinkedIn followers – up 20%



## EDUCATION

- 75 universities and colleges on the Education Membership Scheme
  - Over 3k student members
- Graduate Membership Scheme growing in popularity
- Launch of Online Training with Upskill
  - 7 Academic Partners



## EVENTS

- P4H attendance up 200%
- First ever careers fair – over 300 students and 60 employers
- Fellows' Dinner attendance up 50%
- Annual Dinner attendance up 79%
  - 17 webinars delivered
- Over 500 webinar registrations



## KNOWLEDGE

- New-look membership magazine HQ
  - Spotlight on Hospitality
- 4 new Management Guides
- Expanding e-Resources list
- Mentoring scheme launched



## COMMERCIAL

- 14 Business Partners - expertise, research and sponsorship
- Hospitality Assured – net contribution of £42k in 2016

