

## **Biography:**

**Chris Morton, Director, Chris Morton Associates Ltd**



Chris Morton spent 17 years running hotels, restaurant and other leisure businesses before joining international leisure consultants Pannell Kerr Forster (PKF). Following three years working on international leisure assignments Chris formed his own consulting firm in 1991. He first worked on the tourism impact of oil spills during the Sea Empress incident in S Wales and since then has worked with the IOPC Fund on Nakhodka, Japan, Erika, France, Prestige, Spain/France, Solar One Philippines and Hebei Spirit S Korea.

