



# SECTOR DEAL FOR TOURISM

**National Recognition  
for the Tourism Industry**

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## Chairman's Report

This is the beginning of a strong and collaborative partnership with Government to remove the barriers to growth.

This has been an auspicious year for our industry. Following a strong and passionate campaign, we have finally secured a Sector Deal for Tourism. This national recognition of our industry – an industry which generates over £120 billion for the UK economy – is a testament to the hard work and dedication of the 1000s of businesses which make up the UK's fastest growing service industry.

The achievement of a Sector Deal is also a testament to the ability of our diverse industry to speak with one voice, to engage constructively with Government and to deliver economic growth in all parts of our nation. There is no bigger accolade for our Tourism Alliance than our ability to seize this momentous opportunity for our industry. We recognise that this Sector Deal will not address all our concerns, or act as a panacea for the multiplicity of challenges facing our industry, but we recognise too that this is the beginning of a strong and collaborative partnership with Government to remove the barriers to growth.

Throughout this busy year for the industry, the Tourism Alliance has been at the forefront of the debate. Our membership of the Tourism Industry Council has ensured that we continue to have a place at the top table during policy discussions that affect our industry. This has been particularly important during a turbulent year politically. Ensuring that Ministers across Government are gripped of the importance of our industry and the challenges it faces has been no mean feat in a year when BREXIT has dominated the headlines. Highlighting the opportunity which tourism affords to maintain our soft power influence and demonstrate our desire to remain an open and welcoming destination has been a critical part of our BREXIT lobbying.

Ensuring that tourism is at the forefront of politicians' minds has never been more important and we were therefore delighted that this year's Parliamentary Reception saw a record attendance of MPs and Peers and the support of both the Tourism Minister and Secretary of State. This event was preceded by our second, and highly successful Tourism Conference which is rapidly gaining a reputation for being the gathering of tourism policy influencers.

In addition to growing our events programme, we remain committed to providing members with up to the minute policy briefings and statistics to help you keep your businesses informed on policy developments. We have submitted evidence to key hearings on a broad range of subjects from the Package Travel Directive; to Garden Tourism; to BREXIT. We have also not ducked the challenging issues facing our changing environment and have set up working groups on the thorny issues of Tourism Tax and Accommodation in the Sharing Economy. Our aim throughout has been to seek

the solutions to keep our industry growing and ensure a level playing field for all.

Our ability to represent all parts of the tourism sector – inbound, outbound and domestic – and to speak authoritatively on the symbiotic relationship between all three, has been particularly critical at a time when all parts of the tourism industry are concerned about the future. Our role, as the voice of tourism has been critical in supporting our members to coalesce around the big issues of the day and to provide valuable insights to support our businesses and drive policy change.

I would like to thank our Director Kurt Janson for his tremendous work throughout this exciting and challenging year. My thanks too to my Board of Directors for their tireless support for the Alliance. The new Tourism Sector Deal recognises the huge contribution of our industry and the passion and commitment of the people within it. Thanks to each and everyone of you, our industry will continue to thrive and take its rightful place at the forefront of the UK's future economy.

**Deirdre Wells OBE**  
Chairman, Tourism Alliance



## Director's Report

### Tackling the Difficult Issues

The two main issues facing the tourism industry in 2018 continued to be the same ones that have confronted the sector over the previous year – namely the impact of Brexit on the tourism sector and working with VisitBritain and DCMS on trying to get the Government to agree a deal for the tourism industry under the Industrial Strategy. It is a testament to all in the industry that this Deal – one of the first 10 to be agreed by the Government – has now been agreed.

The recognition that this gives the UK tourism industry cannot be overstated. When I joined the Tourism Alliance, one of the first things we did was to launch the “Take Tourism Seriously” campaign. This was aimed at making the Government, which had been ignoring the industry, recognise that tourism was a large and successful sector that was able to provide growth and employment for national and regional economies.

To go from this situation to the position we are in today with a sector deal, highlights the progress we have made and the importance of all components of the industry working together.

Outside these two overriding policy issues, 2018 was dominated by three significant pieces of work.

#### 1. Developing a new annual conference for the sector as part of the English Tourism Week Activities

One of the key aims of the Tourism Alliance is to bring the UK tourism industry together to discuss the core issues affecting the sector. To do this, and to provide another central event for English Tourism Week, the Tourism Alliance joined with the Tourism Society and British Destinations to develop and stage the first English Tourism Week Conference in 2018. The conference, held at the RAF club attracted a capacity 145 delegates and we are now building on this success by planning to move the event to a new venue in 2020 that will be able to accommodate over 200 delegates.

#### 2. Lobbying BEIS on the implementation of the New Package Travel Regulations

While the Tourism Alliance provided written and oral evidence in response to a large number of consultations and Select and Lords Committees in 2018, one of the main pieces of lobbying was on the introduction of the new Package Travel Regulations. While these regulations provide essential protections for consumers who undertake package holidays, especially to overseas destinations, they have significant unintended impacts on the UK domestic tourism industry. Work by the Tourism Alliance estimated that the impact on the domestic tourism industry is to reduce revenue by £2.2bn and employment by

40,000 FTE positions. As a result of the lobbying work, BEIS agreed to undertake a six and twelve month review of the legislation. The six month review is being completed at the moment and indications are that some of the more damaging parts of the guidance in the legislation will be changed in order to better support domestic tourism businesses.

#### 3. Undertaking an enquiry on the Sharing Economy for the Tourism APPG

The third significant piece of work undertaken by the Alliance during the year was supporting the Tourism All Party Parliamentary Group in staging an inquiry into the impact of the Sharing Economy on tourism. The final report, published in July 2018, found that although the sharing economy provided considerable benefits to consumers, local communities and the tourism industry as a whole, there were also significant issues that needed to be addressed such as ensuring regulatory compliance to maintain consumer safety and making sure that all businesses are competing on a level playing field.

The APPG recommended that the Government undertake a consultation on the best mechanism to achieving these aims and the Tourism Alliance is now working with members to take forward this recommendation with DCMS.

Looking forward, there are three main policy issues that the Tourism Alliance will be focusing on – working with Government on the implementation of the Tourism Industry Deal, mitigating the impacts of the UK leaving the EU on 31st October 2019 and addressing the issue of tourism taxation. In doing so, it is important to find creative solutions to the underlying problem – that tax revenues generated by tourism, especially at the destination level, are not being reinvested in maintaining and developing the resources on which the industry is based, thereby undermining the sustainability of the industry.

As always, I would like to thank the Chairman, Executive Board and members for their support and Amanda Fry for all her work behind the scenes in arranging events for members. I look forward to working with everyone in the forthcoming year.

**Kurt Janson**  
Director

## **Tourism Alliance Financial Report**

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**The Tourism Alliance Limited** (Company Limited by Guarantee)

**Report for the Directors** for the year ended 31 December 2018

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The directors present their report with the financial statements of the company for the year ended 31 December 2018.

### **Directors**

The directors shown below have held office during the whole of the period from 1 January 2018 to the date of this report.

P T Hampson  
M B Hirst  
R A Pritchard  
B M Simmonds  
B Donoghue  
T Jenkins  
D Wells  
A Handyside  
P Wragg  
N Brook-Sykes

Other changes in directors holding office are as follows:

G Verity - resigned 23 July 2018  
A Wardle - resigned 10 August 2018  
S Lowy - appointed 23 July 2018  
R Barker - appointed 23 July 2018

This report has been prepared in accordance with the provisions of Part 15 of the Companies Act 2006 relating to small companies.

### **ON BEHALF OF THE BOARD:**



**T Jenkins** Director

16th July 2019

## Tourism Alliance Financial Report

**The Tourism Alliance Limited** (Company Limited by Guarantee)

**Income and Expenditure Account** for the year ended 31 December 2018

		<b>2018</b>	2017
	<b>Notes</b>	<b>£</b>	<b>£</b>
<b>INCOME</b>		95,818	82,338
Administrative expenses		(94,526)	(85,805)
<b>OPERATING (DEFICIT) SURPLUS AND (DEFICIT) SURPLUS BEFORE TAXATION</b>		1,292	(3,467)
Tax on surplus	<b>3</b>	–	–
<b>(DEFICIT) SURPLUS FOR THE FINANCIAL YEAR</b>		1,292	(3,467)

**The Tourism Alliance Limited** (Company Limited by Guarantee)

**Balance Sheet** as at 31 December 2018

Company registration Number 05106422

		<b>2018</b>	2017
	<b>Notes</b>	<b>£</b>	<b>£</b>
<b>CURRENT ASSETS</b>			
Debtors	<b>4</b>	10,437	5,294
Cash at bank		36,202	31,030
		46,639	36,324
<b>CREDITORS</b>			
Amounts falling due within one year	<b>5</b>	(16,960)	(7,937)
<b>NET CURRENT ASSETS</b>		29,679	28,387
<b>TOTAL ASSETS LESS CURRENT LIABILITIES</b>		29,679	28,387
<b>RESERVES</b>			
Income and expenditure account		29,679	28,387
		29,679	28,387

The company is entitled to exemption from audit under Section 477 of the Companies Act 2006 for the year ended 31 December 2018.

The members have not required the company to obtain an audit of its financial statements for the year ended 31 December 2018 in accordance with Section 476 of the Companies Act 2006.

The directors acknowledge their responsibilities for:

- ensuring that the company keeps accounting records which comply with Sections 386 and 387 of the Companies Act 2006 and
- preparing financial statements which give a true and fair view of the state of affairs of the company as at the end of each financial year and of its surplus or deficit for each financial year in accordance with the requirements of Sections 394 and 395 and which otherwise comply with the requirements of the Companies Act 2006 relating to financial statements, so far as applicable to the company.

The financial statements have been prepared in accordance with the provisions of Part 15 of the Companies Act 2006 relating to small companies.

The financial statements were approved by the Board of Directors on 16th July 2019 and were signed on its behalf by:

**T Jenkins** Director

# Tourism Alliance Financial Report

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**The Tourism Alliance Limited** (Company Limited by Guarantee)

**Notes to the Financial Statements** for the year ended 31 December 2018

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## 1 STATUTORY INFORMATION

The Tourism Alliance Limited is a private company, limited by guarantee, registered in England and Wales. The company's registered number and registered office address can be found on the Company Information page.

The presentation currency of the financial statements is the Pound Sterling (£).

The financial statements present information about the company as a single entity.

## 2 ACCOUNTING POLICIES

### **Basis of preparing the financial statements**

These financial statements have been prepared in accordance with Financial Reporting Standard 102 "The Financial Reporting Standard applicable in the UK and Republic of Ireland" including the provisions of Section 1A "Small Entities" and the Companies Act 2006. The financial statements have been prepared under the historical cost convention.

### **Turnover**

Turnover represents the net invoiced value of goods and services supplied by the company, net of value added tax and trade discounts.

### **Financial instruments**

The company only enters into basic financial instruments transactions that result in the recognition of financial assets and liabilities like other debtors and creditors. Financial assets and liabilities are recognised when the company becomes a party to the contractual provisions of the instruments.

### **Debtors and creditors**

Basic financial assets and liabilities, including other debtors and creditors, are initially recognised at transaction price, unless the arrangement constitutes a financing transaction, where the transaction is measured at the present value of the future receipts discounted at a market rate of interest. Such assets and liabilities are subsequently carried at amortised cost using the effective interest method, less any impairment.

### **Cash and cash equivalents**

Cash and cash equivalents are represented by cash in hand and at bank.

### **Going concern**

The directors consider that there are no material uncertainties about the company's ability to continue as a going concern. In forming their opinion, the directors have considered a period of one year from the date of signing the financial statements.

## 3 TAXATION

### **Analysis of the tax charge**

No liability to UK corporation tax arose for the year ended 31 December 2018 nor for the year ended 31 December 2017.

The Tourism Alliance Limited operates as a Trade Association and only pays corporation tax on bank interest received.

## Tourism Alliance Financial Report

**The Tourism Alliance Limited** (Company Limited by Guarantee)

**Notes to the Financial Statements** for the year ended 31 December 2018

### 4 DEBTORS: AMOUNTS FALLING DUE WITHIN ONE YEAR

	2018	2017
	£	£
Other debtors	9,220	4,850
Prepayments and accrued income	1,217	444
	10,437	5,294

### 5 CREDITORS: AMOUNTS FALLING DUE WITHIN ONE YEAR

	2018	2017
	£	£
Accruals and deferred income	16,960	7,937

### 6 SHARE CAPITAL

The Association is a company limited by guarantee having no issued share capital, the liability of each member is limited to £1 each in the event of winding up.

### 7 RELATED PARTY DISCLOSURES

There were no related party transactions during the year, which are required to be reported under FRS102.



## **Tourism Alliance Financial Report**

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**The Tourism Alliance Limited** (Company Limited by Guarantee)  
**Chartered Accountants' Report to the Board of Directors**  
**on the Unaudited Financial Statements of The Tourism Alliance Limited**

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In order to assist you to fulfil your duties under the Companies Act 2006, we have prepared for your approval the financial statements of The Tourism Alliance Limited for the year ended 31 December 2018 which comprise the Income and expenditure account, Other Comprehensive Income, Balance Sheet, Statement of Changes in Equity and the related notes from the company's accounting records and from information and explanations you have given us.

As a practising member firm of the Institute of Chartered Accountants in England and Wales (ICAEW), we are subject to its ethical and other professional requirements which are detailed within the ICAEW's regulations and guidance at <http://www.icaew.com/en/membership/regulations-standards-and-guidance>.

This report is made solely to the Board of Directors of The Tourism Alliance Limited, as a body, in accordance with our terms of engagement. Our work has been undertaken solely to prepare for your approval the financial statements of The Tourism Alliance Limited and state those matters that we have agreed to state to the Board of Directors of The Tourism Alliance Limited, as a body, in this report in accordance with ICAEW Technical Release 07/16AAF. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than The Tourism Alliance Limited and its Board of Directors, as a body, for our work or for this report.

It is your duty to ensure that The Tourism Alliance Limited has kept adequate accounting records and to prepare statutory financial statements that give a true and fair view of the assets, liabilities, financial position and profit of The Tourism Alliance Limited. You consider that The Tourism Alliance Limited is exempt from the statutory audit requirement for the year.

We have not been instructed to carry out an audit or a review of the financial statements of The Tourism Alliance Limited. For this reason, we have not verified the accuracy or completeness of the accounting records or information and explanations you have given to us and we do not, therefore, express any opinion on the statutory financial statements.

**Sawin & Edwards**

Chartered Accountants

52 Kingsway Place  
Sans Walk  
London  
EC1R 0LU

16th July 2019

## ***The Tourism Alliance***

The Tourism Alliance is the Voice of the Tourism Industry, comprising 52 Tourism Industry Organisations that together represent some 200,000 businesses of all sizes throughout the UK.

The purpose of the Tourism Alliance is to identify and develop policies and strategies to raise standards and promote quality within the industry and work with and lobby government on all key issues relevant to the growth and development of tourism, to maximise its contribution to the economy.

The Tourism Alliance was established in 2001 with the support of the Secretary of State for Culture, Media and Sport.

### **Contact information**

#### **Director: Kurt Janson**

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W: [www.tourismalliance.com](http://www.tourismalliance.com)

### **Members**

ABTA - The Travel Association  
Airport Operators Association  
AIPO  
ALVA  
ANTOR  
Association of Group Travel Organisers  
ASAP  
ATHE  
BACTA  
Bed & Breakfast Association  
British Beer & Pub Association  
British Destinations  
British Educational Travel Association  
British Holiday & Home Parks Association  
British Marine Federation  
Business Visits & Events Partnership  
Camping & Caravanning Club  
Caravan and Motorhome Club  
Churches Visitor and Tourism Association  
Coach Tourism Association  
Confederation of Passenger Transport  
Country Land and Business Association  
Cumbria Tourism  
English UK  
European Holiday Home Association  
European Tour Operators Association  
Family Holiday Association  
Go New Forest  
Group Travel Business Forum  
Heritage Railway Association  
Heritage Alliance  
Historic Houses  
Holiday Home Association  
Institute of Tourist Guiding  
Liverpool City Region LEP  
Marketing Manchester  
National Caravan Council  
National Coastal Tourism Academy  
National Trust  
Outdoor Industries Association  
PASC  
Premier Cottages  
Resort Development Organisation  
South West Tourism Alliance  
The Tourism Society  
Tourism For All  
Tourism Management Institute  
Tourism South East  
UKHospitality  
UKinbound  
Visit Brighton  
Visit Cornwall  
Visit Greenwich  
Visit Kent  
Visit Wiltshire  
Welcome to Yorkshire

### **Observers**

Local Government Association  
VisitBritain  
VisitEngland