
TourismAlliance

the voice of tourism

JANUARY 2012 NEWSLETTER

Time for Tourism to Deliver

One of the main issues on which the Tourism Alliance has been campaigning for the last 6 years is for the Government to increase funding for VisitBritain and VisitEngland. Since 2006 the budget for VisitBritain and VisitEngland has been cut by over 30%, meaning that since 1997 the government funding going into the national tourist boards has decreased by over 60% in real terms.

Throughout this period the Tourism Alliance has been arguing that funding for tourism is one of the best mechanisms the Government has to provide much needed growth and employment for the UK economy, that £15 of additional expenditure will generate one additional visitor and that every 100 visitors will create an additional job for the UK economy.

Now, suddenly, there has been a significant reversal in Government funding of tourism. First, VisitEngland was allocated £3m of unspent Olympic funding in order to boost domestic tourism and maximise the domestic Olympic Legacy. Then VisitBritain was allocated £27m of the £39m that the Government is spending on its "GREAT" campaign, which is aimed at attracting investment and business to the UK. The funding allocated to VisitBritain will be used to attract 4.6m additional visitors from UK's most important existing tourism markets and exciting emerging markets such as China and India.

In addition to these direct allocations, a further £19.8m has been allocated through VisitEngland for regional tourism development as part of the Regional Growth Fund bidding process. Altogether, therefore, Government investment in tourism over the last three months is just under £50m, which is a very substantial amount in tourism funding terms.

While these allocations are extremely welcome, it must be noted that they are only one-off allocations rather than additions to the annual grants of these organisations. This means that the Government is only going to consider further grants if the campaigns that VisitBritain and VisitEngland undertake with this funding are shown to be successful.

And to be successful, the industry needs to fully engage with and support the VisitEngland's "20.12" campaign and with VisitBritain's "GREAT Britain – you're invited" campaign. Both these campaigns rely on businesses for match-funding, product offers and promotion if they are to achieve the targets that the Government has set in terms of revenue growth and employment.

So this is the challenge to the industry. If it wants the Government to allocate funding to the national tourism boards in future, it must play its part in making these campaigns a success now.

Regards



Kurt Janson
Policy Director
Tourism Alliance

AVIATION CAPACITY

After the publication of the Aviation Scoping Paper last year, it is expected that the Government will launch a consultation on proposals to establish a new hub airport in the Thames Estuary within the next month. This option is being supported by Boris Johnson as a solution to the Government's commitment not to expand Heathrow.

The Tourism Alliance has met with the Tourism Minister and outlined the need for aviation capacity to be expanded to support the goals that the Government has set for tourism growth. The Alliance's view is that there should both be capacity expansion at a UK hub airport and at regional airports and that this expansion needs to be undertaken in three phases, ie., resolving current capacity issues, providing for medium term growth while the infrastructure for delivering long-term capacity is being built and providing the long-term capacity itself.

As the debate increases, the Alliance will be helping to ensure that whatever outcome is reached, it complies with these principles.

[Click Here](#) for a copy of the Tourism Alliance briefing document on Aviation Capacity

VISITENGLAND STRATEGIC FRAMEWORK CONSULTATION

It is almost two years since VisitEngland produced The Strategic Framework for Tourism in England 2010 – 2020 which set a target for domestic tourism of challenge of generating an additional £50bn in visitor spend and over 225,000 jobs by 2020. The Strategic Framework was accompanied by 10 action plans that set out the work programmes required to ensure that the target was achieved. These action plans covered issues ranging from marketing and business tourism through to wise growth, research and accessibility.

At the time of the launch, three areas were identified where further action plans would be required;
Transport,
Skills
Quality

VisitEngland has now produced action plans for these three areas and have issued them for consultation with the industry. While there is a lot of information on the draft action plans, one point of interest in the quality action plan is that VisitEngland will continue to be responsible for the development of the accommodation standards.

Submissions are invited until 1 March 2012 and can be sent to:

FrameworkConsultation@visitengland.org

[Click Here](#) for copies of the Consultation Documents

EPCS AND WASTE

The Department for Communities and Local Government has finally published its guidance clarifying the exemption of self-catering properties from the need to gain and present customers with EPC when they undertake a booking.

However, as it seems to be with self-catering sector at the moment, just as one issue is resolved, another comes along to take its place. This time we are awaiting DEFRA's response to the consultation on revising the Controlled Waste Regulations 1992. DEFRA had been proposing that rubbish collected from self-catering properties be classified as Commercial Waste rather than Residential Waste, thereby requiring a separate collection. The Tourism Alliance has therefore been working with DCMS to get this proposal dropped.

[Click Here](#) for a copy of the Guidance on EPCs

20.12 CAMPAIGN FLEXIBILITY

As you will know, VisitEngland has received £3m of additional funding from the Government to undertake a domestic marketing campaign during 2012 in order to maximise the tourism-related benefits of the Diamond jubilee and the Olympic Games. To explain the campaign and to gain business engagement, VisitEngland and DCMS have been undertaking a roadshow around England explaining how the campaign will be organised.

One of the main concerns expressed by businesses during this roadshow was the emphasis on providing 20.12% discounted offers on products and services.

As a result the criteria for offers that will be promoted as part of the 20.12 campaign have been amended so that the emphasis is on 20.12 offers rather than discounts. This will provide businesses with a lot more room to develop products and offers that can be promoted as part of the campaign.

Under the new criteria, businesses will be able to be creative and provide a £20.12 offer for a product or service such as tickets to an attraction or a restaurant meal. There is also the option of accommodation businesses providing offers such as "book a two night stay and get a third night for £20.12" or "stay in the hotel and eat in the restaurant for £20.12".

VisitEngland's 20.12 campaign website for hosting the offers will be up and running at the start of February. In the meantime business can register their interest to take part in the campaign so they can be sent further information as the campaign develops

[Click Here](#) to register interest in the 20.12 campaign

COASTAL COMMUNITIES FUND

The Government is in the process of establishing a new Coastal Communities Fund. This fund will initially operate for a three year period and make available 50% of the revenue of the Crown Estate's Marine Revenue for projects that support the economic development of coastal communities during 2012. This money, which will amount to £23.7m in 2012 alone, will be available to public or private organisations to undertake a wide variety of projects including the restoration and enhancement of the public realm, the establishment of new businesses, services or facilities or the development of skills in local communities.

The fund will be administered by the Big Lottery, although the Government is yet to identify the best mechanism to assess bids and to distribute funding.

It is expected that there will be an prospectus produced by DCLG on the Fund by the end of January 2012 with more detail on the fund, and the process for developing and submitting bids and the criteria that bids have to comply with.

Needless to say, this new fund holds considerable potential benefits for tourism development in many coastal locations and

ENGLISH TOURISM WEEK 2012

English Tourism Week 2012 (10-18th March) is fast approaching and tourism businesses and organisations are encouraged to take part in the celebration by holding events and supporting activities.

The English Tourism Website is up and running and contains a considerable amount of supporting information, banners, imagery and a toolkit to help businesses to become involved. As usual, the Tourism Alliance will be holding its Parliamentary Reception in the Commons on 12th March with the support of the Caravan Club. This year the reception will be hosted by Paul Maynard MP with Tourism Minister John Penrose and the new Tourism Alliance President, Sir David Michels, being the speakers.

One of the main events that tourism businesses are urged to support is MP Constituency Day on 16th March 2012. John Penrose has written to all English MPs highlighting this event and the Tourism Alliance has developed a template letter that businesses can use to invite an MP to visit them on this day so that they can demonstrate the value of tourism to the local economy.

[Click Here](#) for the 2012 ETW website

THE TOURISM ALLIANCE

The Tourism Alliance is the Voice of the Tourism Industry.

Established in 2001 with the support of the Secretary of State for Culture, Media and Sport, the Tourism Alliance comprises 50 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 and its contribution to the economy.

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