

Tourism Alliance Membership 2008

Tourism is the six largest industry in the UK. However, because tourism covers a diverse and often disparate group of industries it often fails to get its views across to Government in a consistent and co-ordinated manner, thus reducing its ability to affect change.

Generating the full economic and social benefits afforded by tourism can, therefore, only be achieved if all sectors of the tourism industry work in partnership to develop policies and initiatives that improve the UK's competitive position and advocate these policies and initiatives to Government in a coherent manner.

It is for this reason that the Tourism Alliance was created – as a forum for debate and action on tourism issues, to speak with one unified voice on behalf of the tourism industry and to help ensure that the UK tourism industry continues to be a world leader.

The Tourism Alliance

The Tourism Alliance is the Voice of the Tourism Industry. It was established in 2001 by the CBI with the support of the Secretary of State for Culture, Media and Sport and is now an independent company comprising 50 Tourism Industry Organisations that together represent some 200,000 businesses of all sizes throughout the UK.

Purpose

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. Specifically, it aims to:

- a) Identify and develop policies and strategies to raise standards and promote quality within the industry.
- b) Create a united voice for tourism at the national level.
- c) Work towards industry-wide cohesion on issues facing the tourism industry.
- d) Work with and lobby government at all levels both in Britain and in Brussels on key issues relevant to the growth and development of tourism and its contribution to the economy.
- e) Liaise with the media on issues of common concern facing the tourism industry.

Structure

The Tourism Alliance is registered as a company limited by guarantee. It has a Board of 12 members who are elected every three years by the member organisations.

Chairman	Ros Pritchard Chief Executive British Holiday & Home Parks Association
Secretary	Tony Millns Chief Executive English UK
Treasurer	Stephen Dowd Chief Executive UKinbound

Membership Benefits

The main benefit of membership is that the Tourism Alliance is uniquely positioned as a conduit between the industry and government officials – especially within DCMS. It therefore provides a cost-effective means of providing your members with input into policy issues that affect their businesses. Specific benefits include:

Information

- The Tourism Alliance monitors Government initiatives that impact on tourism and keeps you up-to-date on what is happening in other areas of the industry.

Contacts

- The Tourism Alliance provides additional contacts within Government and the industry that allow you to seek support for your organisations' objectives.

Briefings

- The Tourism Alliance can provide you with briefings on issues that are outside your organisation's core area of expertise but, nevertheless, have an impact on your members.

Support

- The Tourism Alliance develops industry-wide submissions to support your organisation's position and co-ordinates other tourism organisations to provide support on issues that affect your members.

Representation

- The Tourism Alliance can represent your interests at meetings that your organisation is unable to attend.

Who Can Join

Membership of the Tourism Alliance is open to any tourism-related trade association, membership organisation or publicly funded tourism-related organisation. It is open to organisations of all sizes and sectors of the tourism industry - inbound, outbound and domestic tourism.

How To Join

To join the Tourism Alliance, please contact Kurt Janson, Tourism Alliance Policy Director at:

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Web: www.tourismalliance.com

Membership Subscription Fees 2008

Turnover	Subscription
Less than £50,000	£420
£50,000 - £75,000	£515
£75,001 - £100,00	£1,135
£100,001 - £150,000	£1,650
£150,001 - £200,000	£2,165
£200,001 - £250,000	£2,630
Over £250,000	£5,200

All subscriptions are subject to VAT

Tourism Alliance Members

Full Members

Association for Tourism in Higher Education
Association of British Travel Agents
Association of Leading Visitor Attractions
Association of Licensed Multiple Retailers
British Amusement Catering Trade Association
British Association of Leisure Parks, Piers & Attractions
British Beer & Pub Association
British Education Travel Association
British Hospitality Association
British Holiday & Home Parks Association
British Institute of Innkeeping
British Marine Federation
British Resorts and Destinations Association
Business in Sport and Leisure
Business Tourism Partnership
Camping and Caravanning Club
Confederation of British Industry
Confederation of Passenger Transport UK
Country Land and Business Association
Cumbria Tourism
Destination Performance UK
East of England Tourist Board
English Association of Self Catering Operators
English UK
European Tour Operators Association
Events Industry Alliance
Guild of Registered Tourist Guides
Heart of England Tourist Board
Heritage Railway Association
Historic Houses Association
Historic Royal Palace
Holiday Centres Association
National Caravan Council
National Trust
South West Tourism
The Bed and Breakfast Association
The Caravan Club
The Tourism Society
Tourism for All
Tourism Management Institute
Tourism Network North East
Tourism South East
UKinbound
Visit London
Visitor Attractions Forum
Yorkshire Tourist Board

Associate Members

Local Government Association
South West RDA
VisitBritain