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Chairman's Report

Tourism offers great potential for growth.
The industry needs supportive
Government policies to enable success.

The Tourism Alliance works on behalf of our 50 member organisations that represent some 200,000 businesses of all sizes throughout the UK, to maximise the contribution of tourism to the national economy. With Government we have two key roles: first to help the industry work within current Government Policy to optimise the benefits of tourism, and second, to advocate regulatory, organisational and fiscal changes, to achieve even better results.

As a backdrop to the year, and following the pre-election distribution of our Tourism Manifesto, we sent our **"Policies for the New Parliament"** to newly elected members. We were greatly encouraged when in August 2010, Prime Minister David Cameron gave a very strongly supportive speech, pledging his and the Coalition's commitment to boosting tourism and confirming his request to Minister John Penrose, to prepare "the strongest possible tourism strategy". Originally scheduled for the autumn of 2010, this process extended to March 2011. In the interim, we were hopeful that their acknowledgement of the importance and potential of tourism would be reflected in Government's budgetary provision, to compensate in some measure for the £60million of funding that would no longer be available through the RDAs. We were greatly disappointed when DCMS further cut VisitBritain and VisitEngland funding by 34%, the deepest across all DCMS's responsibilities, only 18 months before the Olympic Games in 2012, and to the sector most capable of producing major economic dividends for Britain.

As the year progressed, Kurt Janson led our efforts to monitor and evolve policy on tourism-related matters and we prepared a detailed submission on regulatory reform. There was however something of a strategic vacuum as we awaited the outcome of John Penrose's review. In early January the Government announced a "£100million" promotional scheme, to get the maximum tourism benefit from the Olympics, to be funded from £12.5 million of VisitBritain's reduced funding annually for four years, matched by private sector partners. In the context of increasingly competitive international tourism marketing, this is much less than many believe is required

to achieve the potential step change in Britain's tourism profile, worldwide.

The Alliance continually explains the need to improve our international competitiveness; which has declined greatly with the effects of the January 2011 VAT rise to 20% (as our main competitors have reduced theirs on tourism services to between 8% and 12%), the considerable increases in Air Passenger Duty (as the few competitors having similar charges at a much lower level, reduce or remove them) and further increases in the cost of visitors visas. Meanwhile, domestic tourism has remained fairly healthy, as the cost of overseas holidays has encouraged more British Residents to holiday at home.

The Tourism Alliance strongly supports the Government's drive to reduce the deficit and rebuild the UK economy. With latent demand among potential visitors and spare capacity to accommodate them, the tourism industry is uniquely placed to deliver growth and swiftly create new, sustainable employment. Yet at the commencement of 2011, the Government's policies were focussed on raising taxes and expenditure cuts, with the mantra that "there is no more money". Little was being done to stimulate growth. The Tourism Alliance policy is that any cuts that cause greater net losses to the public purse, are making the problem worse, not better. The Alliance will only advocate public expenditure if the immediate return to the Treasury can be proved to be positive.

In was against this background that the Government's eagerly awaited Tourism Policy was launched in March 2011, just prior to British Tourism Week. It sets bold targets for growth in inbound and domestic tourism, with reduced public investment. It specifies that private sector-led Destination Management Organisations, are to be the main players, fitting the localism agenda. The Tourism Alliance had stressed to the Minister the ongoing need for public sector involvement, especially in the period of transition without RDA funding, and it was good to see this recognised in the Tourism Policy.

Although the Policy covers several issues in detail, others of greater impact were omitted or underplayed, including the potential gains from Daylight Saving, and the impact of higher VAT

and APD. The Alliance reviewed all the detailed proposals, and published **"Tourism for Growth"**, combining an objective review of the new Tourism Policy with proposed additional opportunities for immediate potential gains. This was launched at our well attended British Tourism Week Reception, in the Houses of Parliament, once again generously sponsored by the Caravan Club.

The Alliance will monitor and evaluate progress as the new arrangements evolve.

Membership of the Tourism Alliance remains strong; we are welcoming Destination Management Organisations as members as the former regional delivery partner organisations disappear. On behalf of all members, I express thanks to our Board, especially Executive Committee colleagues Brigid Simmonds (Vice Chair), Tony Millns (Secretary), Michael Hirst OBE, (Treasurer) and Mary Rance. All of us are, as ever, especially indebted to our Policy Director, Kurt Janson. On a personal note, thank you for giving me the opportunity to represent your interests, as Chair over the last two years. I remain committed to do all I can to support the Tourism Alliance and realise the social, cultural and economic benefits of tourism, in the future.

Ken Robinson CBE FTS
Chairman 2010/11



Policy Director's Report

We have been working to gain the maximum benefit from initiatives outlined in the Government's Tourism Policy.

David Cameron, before coming into power, once stated that one of the main failings of the Blair administration is that it did not carry through the momentum of the 1997 election victory by achieving significant policy change within the first 100 days of being in power. As it proved when he formed the coalition Government, this was not a failing that his Government was going to be accused of as a series of major policy announcements were made, many of which have tourism implications (eg abolition of the RDAs, the implementation of "Big Society", a review of the UK aviation strategy and the reduction of regulatory burden).

This made for a busy year for the Tourism Alliance in developing policy and making sure that the interests of the tourism industry were taken into account in the development of proposals for the implementation of these policies. Some of the main issues that the Tourism Alliance became involved with included:

FHL Rules

Working with the Conservatives to overturn the proposed repeal of the Furnish Holiday Letting Rules in the Finance Bill just before the election, proved to be a significant moment for the Alliance and the tourism sector in general. First it highlights the benefits of a co-ordinated approach to lobbying on tourism issues and, probably more importantly, it demonstrated to senior policy figures within the Conservative Party that the tourism industry was a significant source of revenue and employment. The benefits of establishing a relationship on this issue have fed through into the Government's recognition and approach to tourism since the election.

Fair Tax on Flying

In the lead-up to the 2011 budget the Tourism Alliance joined an ABTA-led initiative to prevent an expected increase in Air Passenger Duty. The campaign, Fair Tax on Flying, drew all sectors of the aviation, inbound and outbound tourism industry together to agree five main principles that the Government should adopt when reviewing APD. These principles include not increasing the level of taxation, ensuring that the banding regime is fair and that problems associated with premium economy seating are resolved. The campaign was successful in preventing APD from being increased but considerable work remains in preventing future increases.

Better Regulation

In November 2010, the Tourism Alliance presented the Minister with a major report on regulatory burden within the tourism industry and

a series of specific regulations that could be either repealed or amended to support the industry at no loss to the integrity of the legislation or the quality of service provided to customers. Subsequently, the Government launched Red Tape Challenge with a specific consultation for the hospitality and tourism sector and the Minister has established a Regulation Taskforce to take forward the process of deregulation. Sitting on the Regulation Taskforce, the Tourism Alliance will be taking forward the deregulation agenda outlined in the report to the Minister.

Transition Funding for DMOs

One of the first, and in tourism terms, most significant of the new Government's policies was the abolition of the RDAs and the announcement that they would be replaced by Local Enterprise Partnerships. While accepting that the RDAs were to be abolished, the Tourism Alliance sought to ensure that transition funding was in place to enable DMOs to operate in the period between the cessation of the RDAs and the establishment of new local and regional tourism structures. While, ultimately, efforts to establish a transition fund were unsuccessful, there remains the hope that a VisitEngland Regional Growth Fund bid will provide the required support.

Local Government Finance Formula Grant Distribution

The Tourism Alliance successfully convinced DCLG to shelve proposals to update the Local Government Finance Formula by replacing data in the formula taken from the Day Visitor Survey with data from the International Passenger Survey. As a result of this intervention Metropolitan and Shire Councils retained over £60m of tourism-related funding.

Daylight Saving

Gaining a trial of Daylight Saving took a further step forward with Rebecca Harris tabling a private members bill and the environmental group 10:10 lending its weight to campaigning on the issue. Lobbying work by the Alliance and all other members of the campaign group enabled the Bill to receive sufficient support in the House for it to pass its second reading and advance to committee stage – a not inconsiderable achievement for a Private Member's Bill. While there was disappointment that a Government supported proposal on Daylight Saving was removed from the Tourism Policy at the last moment, there is optimism that the coming year will see further progress on this issue.

Visas

Ongoing lobbying work on visas undertaken over the last few years is starting to gain results. In the

Tourism Policy the Government has agreed to undertake some changes that should help enable visitors to more easily gain a visa to enter the UK. While the provision of visas in the language of the applicant is still some way off, UKBA have agreed to produce guidance on completing the form in local languages and to better enable the completion of visas on-line. Potentially more significant however, is that UKBA has agreed to trial data-sharing with trusted partners in some markets. This brings closer the possibility of customers being able to apply for Schengen and UK visas at the same time in shared visa centres, which would significantly reduce the hassle of applying for two visas for a European trip.

In addition, the Tourism Alliance has continued to work on a range of other issues such as the improvement of tourism statistics through ETIP, developing the case for the UK to reduce VAT for tourism products and services through two working groups, enabling businesses to undertake age-related market segmentation and is currently attempting to overturn DCLG proposals to require self-catering premises to gain Energy Performance Certificates.

Looking Forward

In policy terms, the main issue for the forthcoming year will be gaining the maximum benefit possible from the implementation of initiatives outlined in the Tourism Policy. Central to this is the establishment of the Regulation Taskforce which will be undertaking a review of tourism-related regulations and presenting the Minister with a series of recommendations for the repeal or amendment of regulations that will free businesses from unnecessary costs and restrictions

Considerable work will also need to be undertaken to ensure that the proposed changes to the visa processing system are implemented as soon as possible so that the UK can better compete in emerging markets such as China, India and Russia.

On the inbound side, while the Fair Tax on Flying campaign was successful in preventing an increase in APD in the 2011, the Government has stated that there will be an increase of double the rate of inflation next year and that the EU Emissions Trading Scheme tax on aviation will be in addition to the new APD charges.

Kurt Janson
Policy Director

The Tourism Alliance Key Policy Objectives

The following are five key policy areas where action is essential to unlock the full potential of the UK's tourism industry, and a summary of the Tourism Alliance's current policies:

1 Improve International Competitiveness

Regrettably, in 2010-11 the competitiveness of the UK's inbound tourism product has declined, as the Government has again raised Air Passenger Duty, VAT and visa charges. During this time, several major competitors reduced their equivalent charges. It is recognised that HM Treasury needs to cut costs and maintain tax revenues. In the short term this requires greater investment in marketing to counteract these cost disincentives.

The Tourism Alliance recognises and supports both the need for tax revenues to be optimised, for effective border controls, and for aviation to limit and pay for its environmental cost. However, the latest increases to visa charges and Air Passenger Duty mean that a family of four from growth markets such as India and China have to pay a minimum of £604 to come to the UK compared to just over £200 to visit all 25 Schengen countries. The situation is made worse by the increase in the UK's VAT rates for accommodation and restaurants, which are now more than twice the average of our main competitors in Europe. For each Chinese or Indian family that is deterred from visiting as a result of these charges, the UK economy forgoes £4,000 in revenue. Yet imposing APD does not stop these potential visitors from flying, it just makes them choose to travel to a competitor destination. It has been announced that APD will not be reduced or removed when aviation enters the European Emissions Trading Scheme next January; effectively making airfares subject to double taxation. This will impede UK airlines from competing effectively internationally. It is therefore crucial to exploiting the potential of tourism that, while maintaining the proper entry and environmental controls, charging is determined by the need to encourage visitors to choose Britain and the net benefit that they provide to the UK economy. For the UK tourism industry to flourish, changes need to be made as soon as possible to ensure we can succeed against our main competitor European destinations.

Key policies

- Government must keep under review VAT on tourism services, monitoring the net effects of the French and Irish reductions, and lower the rate to the European average (8.5%) if and when it is shown to be economically beneficial.
- Require UKBA to actively encourage legitimate visitors, including bona fide English language students, as well as prevent illegal entrants.
- Monitor the constraints and conditions on visa availability and rules, to ensure that the requirement for specialist immigrant staff is met, and restrictions do not have unconsidered impacts on inbound business.
- Monitor Government pledges to improve the visa process, and the introduction of multilingual Guidance Notes to assist the completion of English language application forms.
- Co-locate visa application centres with other European countries. Providing a "one stop shop" for UK and Schengen visas would cut costs for both the UK Border Agency and visitors and when possible, implement a simple Schengen "add-on" visa for the UK.
- Increase the UK's aviation capacity, subject to appropriate environmental controls, to maintain our status as one of the top global tourism destinations.



2 Reduce the Regulatory Burden

Tourism businesses are under greater pressure from regulations than most other sectors. Considerable progress has been made on this issue, following a commitment from Government to do so. Soon after the election, the Tourism Alliance submitted a detailed analysis of priority legislative changes to DCMS, which was considered and actions were proposed for most items. Subsequently, Government has undertaken a public online consultation on tourism-related regulations, inviting further opinions and proposals for change. As set out in the Tourism Policy, a Tourism Regulation Task Force has been established and has just commenced its review. Reducing the level of poor and excessive regulation will enable tourism businesses, most of which are SMEs, to concentrate their resources on creating jobs and generating growth.

Whilst DCMS is responsible for tourism, the majority of legislation that impacts on businesses is managed by other government departments. As such, regulation promulgated outside DCMS tends not to adequately take into account its impact on the tourism industry. Therefore, particular care needs to be taken to ensure that any potentially adverse impacts of regulation generated outside DCMS are adequately assessed and mitigated.

There has been concern that the requirement for proper Impact Assessment has not been undertaken in relation to the likely Tourism-related aspects of proposed new legislation.

Key policies

- The Tourism Alliance commends DCMS on the creation of the Tourism Regulation Task Force: it will be important that its review covers the key issues for all sectors of Tourism and that its findings are implemented where practical, cost effective and beneficial.
- Tourism must be fully taken into account in Impact Assessments for new and amended legislation, regardless of the originating Government Department.

3 Improve Quality and Skills

While the vast majority of the tourism products and services provided to visitors are of a high standard, there are exceptions, and customer expectations are always rising. The industry acknowledges that further improvements in staff skills and product quality are required if the UK is to successfully compete in the global market. While this is primarily the responsibility of businesses in the tourism sector, there are specific initiatives that require government intervention. The requirement that no public funding is used to support the accommodation and Grading Schemes now managed by VisitEngland must not lead to a decline in the drive for greater quality of products or management.

There is a growing disparity between the larger, more structured tourism businesses which are committed to a culture of formal training, and many smaller businesses whose owners may not themselves have undertaken structured training and in which there is much less opportunity for career progression. It is important to ensure that training provision can effectively reach and involve smaller businesses.

Key policies

- Encourage the widest possible take-up of Olympics-inspired training initiatives.
- Ensure that industry-led and self-funding quality schemes meet the needs of visitors and identify businesses that comply with statutory minimum standards.
- Provide tax incentives for businesses to invest in the development and improvement of high quality tourism products, such as re-introducing the hotel building allowance and removing VAT on the maintenance of historic houses.

4 Improve Sustainability

Tourism is already a highly sustainable industry. It supports and encourages the upkeep and maintenance of National Parks, historic buildings, beaches and modern urban landscapes as well as stimulating the growth in arts and cultural activities. Tourism encourages people to try local foods and produce, undertake outdoor activity and understand the culture of others. Visitors choose pleasant, safe destinations, so any reduction of standards lowers demand.

Because people have to travel to undertake tourism, its environmental footprint is sometimes singled-out for disproportionate criticism above other areas of economic activity. This overlooks the many beneficial consequences of tourism and the steps being taken to reduce its overall environmental impact.

4 Improve Sustainability

Key policies

- Support programmes that assist tourism businesses to operate more sustainably.
- Introduce Daylight Saving to achieve the estimated annual tourism benefits of £2.5 - £3.5bn, and 70,000 new jobs (Policy Studies Institute, Oct 2008).
- Support tourism businesses to develop strategies that incentivise visitors to recognise sustainability and use public rather than private transport when appropriate.
- Ensure that the timetabling of public transport works takes into account of peak periods of tourist travel.

5 Invest Public Funds When Essential and Profitable, to optimise the Public Benefit

The Tourism Alliance believes that much can be achieved through the more effective utilisation of existing Government support for tourism. While supporting the general need to minimise public expenditure, we believe that the 34% cuts to VisitBritain's and VisitEngland's public funds will lead to a much greater loss of revenue, and that the cuts are therefore part of the problem, not part of the solution. Public funds should not be sought unless there is no alternative, and only on the basis that it can be proved that the public revenues will as a result receive greater, certain and timely returns. The 2010-11 year has seen the implementation of the Government's structural changes to sub-national tourism development, with the abolition of the Regional Development Agencies and the cessation of the £60m per annum they were channelling into tourism, the creation of the Local Enterprise Partnerships and the identification of Destination Management Organisations as the primary tourism delivery bodies. These will be under private sector control, but with ongoing local authority support.

The London Olympics are a once-in-a-lifetime opportunity to showcase Britain abroad. The 2006 PriceWaterhouseCoopers report for DCMS stated that, if adequate resourcing was provided, the Olympics could provide an additional £2bn in tourism revenue for the UK economy. The immediate payback from public investment in tourism marketing was proved by the public/private marketing partnership formed after the Foot and Mouth outbreak and 9/11 attacks when £20m in Treasury funding was matched by the industry to create a global marketing campaign. Within a year, that campaign generated £500m in additional overseas visitor expenditure, protected 10,000 jobs and produced around £80m in VAT payments. The new £100m joint VisitBritain and Industry promotional campaign is commendable but represents a comparatively minimal investment (£12.5m per annum of public funds) compared to the amounts spent in our source markets by major international competitors; greater public investment is essential if the potential benefits of the Olympics to our future tourism popularity is to be realised.

While there is much the industry can do without public funding, the National Tourist Boards are essential to leverage the promotion of the UK in overseas markets. The National Boards also provide invaluable market information and insight, and internet platforms that benefit the whole industry. In the changed circumstances, the leadership and encouragement that VisitBritain and VisitEngland provide will be critical to achieve the objectives set out in the Government's Tourism Policy.

Key policies

- Government must increase funding to VisitBritain for market intelligence and overseas marketing, and to ensure that the potential tourism legacy of the Olympics is achieved.
- Ensure that VisitEngland is adequately funded to enable them to lead the industry to achieve the targets in the Government Tourism Policy in respect of Domestic Tourism.
- Seek greater synergy between VisitBritain, the National Boards and London, to optimise overseas marketing.
- Support the creation of a functioning tourism network in England, with full engagement between VisitEngland, Destination Management Organisations and tourism businesses, to ensure implementation of the Government Tourism Policy, including encouragement and support to Destination Management Organisations to prepare and implement a Tourism Strategy.
- Monitor the post-RDA-supported continuity of the English Tourism Research and Intelligence Partnership (ETRIIP) and ensure adequate funding to maintain essential data.
- Government must fully appreciate the need for the Regional Growth Fund awards and other investment sources to support tourism initiatives.
- Guidance should be given to Local Enterprise Partnerships in England on the needs and opportunities of tourism businesses, to ensure their engagement and support.
- Reinstate the "Gateway" grant to facilitate promotions that encourage overseas visitors to London to explore the rest of Britain, in order to stimulate the dispersal and growth envisaged in the Tourism Policy.

Tourism Alliance Financial Report

The Tourism Alliance Limited (Company Limited by Guarantee)

Director's Report

The directors present their report and accounts for the year ended 31 December 2010.

Principal activities

The company's principal activity during the year under review was to operate a trade association to represent, promote and further the interests of member organisations involved in the United Kingdom tourism industry, and generally to advance the interests, standing and quality of the United Kingdom tourism industry.

Directors

M Bedingfield (Resigned 6 May 2011)

G R S Broke LVO

R G Cotton OBE (Resigned 21 July 2010)

C E Dawson (Resigned 8 July 2010)

P T Hampson

M B Hirst OBE

A C Millns

R A Pritchard OBE

D Phillips (Resigned 6 May 2011)

M Rance

K G Robinson CBE

B M Simmonds OBE (Appointed 8 July 2010)

G Verity

Small company special provisions

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

Registered office

6 Pullman Court
Great Western Road
Gloucester
Gloucestershire
GL1 3ND

This report was approved by the Board on 13 July 2011.

M B Hirst OBE, Director

Tourism Alliance Financial Report

The Tourism Alliance Limited (Company Limited by Guarantee)

Income and Expenditure Account for the year ended 31 December 2010

	Notes	Year ended 31 December 2010 £	Year ended 31 December 2009 £
Income		76,249	65,782
Administrative expenses		(71,968)	(63,619)
Surplus on ordinary activities before taxation		4,281	2,163
Tax on surplus on ordinary activities	2	–	–
Retained surplus for the financial year	6	4,281	2,163

The Tourism Alliance Limited (Company Limited by Guarantee)

Balance Sheet as at 31 December 2010

Company registration Number 05106422

	Notes	31 December 2010 £	31 December 2009 £
Current assets			
Debtors	3	9,374	3,795
Cash at bank and in hand		27,601	61,186
		36,975	64,981
Creditors: amounts falling due within one year	4	(12,235)	(44,522)
Net current assets		24,740	20,459
Net assets		24,740	20,459
Capital and reserves	5		
Income and expenditure account	6	24,740	20,459
		24,740	20,459

These financial statements have been prepared in accordance with the special provisions relating to small companies within Part 15 of the Companies Act 2006 and with the Financial Reporting Standard for Smaller Entities (effective April 2008).

For the year ending 31 December 2010, the company was entitled to exemption from audit under Section 477 of the Companies Act 2006 relating to small companies.

Directors' responsibilities:

- The members have not required the company to obtain an audit of its financial statements for the year in question in accordance with Section 476,
- The directors acknowledge their responsibilities for complying with the requirements of the Act with respect to accounting records and the preparation of financial statements.

Tourism Alliance Financial Report

The Tourism Alliance Limited (Company Limited by Guarantee)

Notes to the Accounts for the year ended 31 December 2010

1 Accounting policies

The accounts have been prepared under the historical cost convention and in accordance with the Financial Reporting Standard for Smaller Entities (effective April 2008).

Turnover

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

2 Taxation

UK corporation tax

Year ended 31 December 2010 £	Year ended 31 December 2009 £
–	–

3 Debtors

Trade debtors

Other debtors

Prepayments and accrued income

31 December 2010 £	31 December 2009 £
–	1,012
8,974	1,658
400	1,125
9,374	3,795

4 Creditors: amounts due within one year

Trade creditors

Accruals and deferred income

31 December 2010 £	31 December 2009 £
5,878	28,894
6,357	15,628
12,235	44,522

5 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.

6 Income and expenditure account

At 1 January

Surplus for the year

At 31 December

31 December 2010 £	31 December 2009 £
20,459	18,296
4,281	2,163
24,740	20,459

7 Related party transactions

There were no related party transactions during the year, which are required to be reported under FRS8.

8 Controlling party

The company was wholly controlled by the directors during the year.

Tourism Alliance Financial Report

The Tourism Alliance Limited (Company Limited by Guarantee)

Accountants' report to the Board of Directors on the preparation of the

Unaudited financial statements of The Tourism Alliance Limited for the year ended 31 December 2010

In order to assist you to fulfil your duties under the Companies Act 2006, we have prepared for your approval the accounts of The Tourism Alliance Limited for the year ended 31 December 2010 as set out on pages 2 to 5 from the company's accounting records and from information and explanations you have given us.

As a 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 at www.icaew.com/membershandbook.

This report is made solely to the Board of Directors of The Tourism Alliance Limited, as a body, in accordance with the terms of our engagement letter dated 25 March 2010. Our work has been undertaken solely to prepare for your approval the accounts 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 AAF 02/10 as detailed at www.icaew.com/compilation. 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 accounts that give a true and fair view of the assets, liabilities, financial position and surplus of The Tourism Alliance Limited. You consider that The Tourism Alliance Limited is exempt from the statutory audit requirement for the year ended 31 December 2010.

We have not been instructed to carry out an audit or a review of the accounts 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 accounts.

Sawin & Edwards

Chartered Accountants

15 Southampton Place
London WC1A 2AJ

13 July 2011

The Tourism Alliance

The Tourism Alliance is the Voice of the Tourism Industry, comprising 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, 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.

Chairman:

Ken Robinson CBE FTS

Policy Director:

Kurt Janson

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Members

ABTA – The Travel Association
Association for Tourism in Higher Education
Association of Leading Visitor Attractions
Bed and Breakfast Association
British Association of Leisure Parks, Piers & Attractions
British Beer & Pub Association
British Destinations
British Educational Travel Association
British Holiday & Home Parks Association
British Hospitality Association
British Marine Federation
Business In Sport and Leisure
Business Visits and Events Partnership
Camping and Caravanning Club
Confederation of British Industry
Confederation of Passenger Transport UK
Country Land and Business Association
Cumbria Tourism
English Association of Self Catering Operators
English UK
European Tour Operators Association
Farm Stay UK
Heritage Railway Association
Historic Houses Association
Historic Royal Palaces
Holiday Centres Association
Hoseasons
Merseyside Partnership
National Caravan Council
National Trust
New Forest Tourism
Outdoor Industries Association
Resort Development Organisation
South West Tourism Alliance
The Caravan Club
Tourism for All
Tourism Network North East
Tourism Society
Tourism South East
UKinbound
Visit Cornwall
Visit Kent
Visit London
Visitor Attractions Forum
Welcome to Yorkshire

Associate Members

Local Government Association
VisitBritain
VisitEngland

