

**Tourism Alliance Tourism Tax Seminar
ABTA Temporary Offices
Citybridge House, 57 Southwark St
London SE1 1RU**

**Thursday 24th October 2019
13.30 – 17:00**

13.30 Arrival – Drinks and Sandwiches

13.55 Welcome

14.00 Introduction

Kurt Janson, Director, Tourism Alliance

14:10 Funding Marketing in Manchester

Nick Brooks-Sykes, Director of Tourism, Marketing Manchester

14.40 Liverpool Proposals

Peter Sandman, Head of Visitor Economy, Liverpool City Region LEP

15:10 Hospitality APPG Report on Tourism Taxes

Richard Clifford, Public Affairs and Policy, UK Hospitality

15:40 LGA Research

Ian Leete, Senior Adviser – Culture, Tourism and Sport, LGA

16:10 Tourism Taxes in Europe

Tom Jenkins, CEO, ETOA

16.40 Panel Discussion

Open Session for Q&A from the floor.