
TourismAlliance

the voice of tourism

JULY 2012 NEWSLETTER

The First Olympic Legacy

We are now just a few days away for the opening ceremony of the London 2012 Olympics, with all the expectation that that entails both in national pride and performance and, from a tourism perspective, presenting the country and its assets in the best possible light to the global audience.

With the pre-Olympic domestic and overseas marketing campaigns now out of the way, the attention and hard work will turn to working with the estimated 20,000 media representatives that will be in London covering the Games. If they provide positive coverage of the UK, the expectation is that we will generate a £2bn tourism legacy.

But maybe the most important tourism legacy has already occurred.

The “Britain is Great” campaign that is being undertaken in the UK’s overseas markets is ground-breaking for a number of reasons. Remarkably, this is the first time that the UK’s overseas facing Government Agencies have worked together to promote the UK. In retrospect, it seems extraordinary that UKTI, the FCO, the British Council and VisitBritain have ever worked together to promote inward travel and investment into the UK.

The benefits of this are obvious – each component of the campaign reinforces the others in the minds of overseas visitors – the Knowledge is Great component reinforces the Heritage is Great component which reinforces Entrepreneurs are Great. Put another way, while all three of these target different market segments, the person thinking about where to go on holiday will also be the person thinking about how to improve their business and how to get the best education for their children.

Secondly, and maybe even more importantly, this first time we have had a coherent brand to promote the UK overseas. The “Britain is Great” branding is powerful, is flexible enough to be adapted for use across a wide range of the UK’s overseas activities, and has legs – ie., it’s not time limited and can easily be refreshed.

For years we have looked enviously at countries such as New Zealand with its “100% pure” branding (which is now 15 years old) and wished that we could have a strong national brand that was adopted across all Government agencies. Well, here it is.

If we want to maximise the Olympic legacy, we must make sure that this way of working across Government agencies to promote the UK continues.

Regards



Kurt Janson
Policy Director
Tourism Alliance

Brown and White goes Coloured

As the first result of the Government's review of tourism signs as part of the Tourism Policy, the Secretary of State has announced that the Brown and White county boundary signs will be replaced with more inspiring coloured signage in order to provide a boost for regional tourism areas.

Cornwall, Cumbria, Derbyshire, Devon, Norfolk and North Yorkshire are to be part of a £2m pilot scheme to develop and install the new coloured signs which will be located on main roads into these regions.

In the meantime the review of the guidance on the allocation and placement of the Brown and White tourist signs from specific attractions continues and a consultation on proposed changes due out at the end of summer or early Autumn.

[Click Here](#) for further details

BIS Consumer Rights Consultation

The Department for Innovation and Skills has launched a consultation on consumer rights in order to simplify current legislation and to implement the Consumer Rights Directive which is due to come into force in December 2013.

The new legislation will potentially impact upon all tourism businesses and includes proposals to:

1. Replace 'implied terms' with a statutory guarantee which can be easily understood so that business cannot avoid basic responsibilities to the consumer;
2. Set out basic statutory remedies which apply when services go wrong, and make clear what a service provider would always have to offer when the statutory guarantee had not been met.

Submission on the consultation will close on 5th October 2012

[Click Here](#) for a copy of the consultation document

Fire Safety Enforcement Consultation

It has long been recognised that one of the main regulatory burden issues associated with regulations is often not the regulation per se, but how administrative and enforcement agencies interpret the regulation and enforce it.

As there can be quite considerable regional variations in how various regulations are applied and enforced, BIS is holding a rolling series of consultations on the enforcement of various regulations.

Over the next 6 weeks – until 31 August 2012 – they are seeking views and experiences of businesses that work with fire safety officers and local fire and rescue authorities who visit premises to ensure compliance with the Fire Safety Order. They are also interested to find out where companies get advice on fire safety compliance and would particularly like to hear about issues faced by small and medium-sized businesses such as accommodation providers, owners of historic buildings and attraction operators.

[Click Here](#) for a more information and to provide your comments.

Watch the Games Here

With the Olympics within touching distance, LOGOC has come to the party in recognising that there needs to be a degree of flexibility in some of the rules regarding advertising the Olympics. They have therefore decided that it will be permissible for establishments such as pubs, bars, the public areas of hotel and club rooms to display signage that tell customer that they can watch the Olympics inside. Unfortunately, however, the ability to display the poster does not extend to restaurants or premises that are part of a chain that uses the same name and brand on every outlet.

Also, there is the ability for premises that comply with the terms of use to advertise on a blackboard outside that customers can watch the Games inside provided that there is no linkage on the blackboard between the Olympics and a brand. So, for example “watch the Games here with a cold beer” would be fine but “watch the Games here with a Carling” wouldn’t.

[Click Here](#) for further details on the terms and conditions for using the “Watch the Games Here” poster and to download the poster itself.

Lobby Your MP on APD

Work on the fair Tax on Flying campaign has picked up dramatically with the launch of the new website and associated Facebook page. The level of APD has increased by up to 460% in the space of just five years to the stage where it costs a family of four from Australia £368 to come to the UK (or £736 if they fly in premium economy). Of even greater concern, at the last Budget the Government confirmed that APD will increase with inflation each year and that APD charges will be additional to charges under the EU Emissions Trading Scheme which were introduced at the beginning of the year.

Because of this huge increase and concerns over the competitiveness of the UK in the global tourism market, the campaign is calling for the Government to undertake a full independent economic analysis of the impact of APD on the UK economy.

The Fair Tax on Flying website enables people to send an email letter to their MP expressing their concern regarding the impact that this tax is having. The effect that this is having is very impressive – so far 75 MPs are supporting the call for APD to be reviewed and over 11,000 people like the Facebook page (including Cheryl Baker and Chesney Hawkes!)

To help with the campaign we would ask you to please forward the Home page and Facebook links to your members and ask them to sign-up

[Click Here](#) for the Fair Tax on Flying Website to contact your MP

[Click Here](#) for the Fair tax on Flying Facebook page

The Pink Book Rises

The Pink Book is the bible on legislation that affects small accommodation providers. Its 200+ pages cover everything from copyright law on the playing of music to food hygiene regulations and from change of use permissions through to parental leave and fire safety.

Among a wide range of subjects it tells business owners their rights when guests damage property or cancel bookings and what responsibilities owners have towards their guests – who can you

legally turn away, what special provisions do you need to make for disabled guests or who is responsible if there is an injury or the theft of property.

The Pink Book has been providing operators with answers to these, and many other issues, since 1997. However, the last printed version of the book was in 2007 and there have been considerable changes to accommodation-related legislation in the intervening five years. Because of this, VisitEngland has just produced a new updated edition of the Pink Book which will be distributed to all members of the quality grading scheme.

If you would like further information or a copy of the Pink Book (£9.99+p&p), contact VisitEngland at feedback@visitengland.org

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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