



**TOURISM
ALLIANCE**

the voice of tourism

ANNUAL REPORT 2022

**FOR THE YEAR ENDED 31 DECEMBER
2022 FOR THE TOURISM ALLIANCE LTD**

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COMPANY INFORMATION

DIRECTORS:

M B Hirst
B M Simmonds
B Donoghue
T Jenkins
D Wells
A Handyside
P Wragg
N Brook-Sykes
S Lowy
N D J Lomas
K Nicholls

SECRETARY:

B M Simmonds

REGISTERED OFFICE:

Studio 16, Cloisters House
8 Battersea Park Road
London
SW8 4BG

REGISTERED NUMBER:

05106422
(England and Wales)

ACCOUNTANTS:

Sawin & Edwards LLP
Chartered Accountants
Studio 16
Cloisters House
8 Battersea Park Road
London
SW8 4BG

REPORT OF THE EXECUTIVE DIRECTOR

The last 12 months have been eventful for the tourism industry and for the Tourism Alliance as well.

The industry continues to rebound post-Covid in the face of significant challenges. While the pandemic has largely receded as an acute concern for most travellers and travel restrictions have been removed, businesses are still reeling from the last few years. Indeed, many did not survive that trauma.

But recovery is happening apace, (although apparently not as quickly as in some other parts of the world), despite the continued cost-of-living pressures, fuelled in part by the ongoing war in Ukraine, the energy crisis and many other things. 49% of people in the UK still believe that the worst is still to come in terms of cost-of-living, although that is down from 71% in January.

International visitors are returning, but we're still quite a way behind 2019 levels and the Government recently put back its target to recover to those 2019 figures to the end of 2024 – one year later than the original target.

But things are heading broadly in the right direction. And that's partly because people continue to prioritise holidays and travel and protecting their spend in these areas because they know – like all of us – that time exploring new places, getting outdoors, spending holiday with family and friends, climbing mountains and dipping our toes into oceans, is important to our well-being and for many a vital part of our lives.

In terms of the Tourism Alliance the last 12 months have, of course, been a time of change as Kurt Janson left us after 18 years of service. I am extremely grateful to him for his kindness and support as I took over the role of Executive Director in September last year, and to the TA Board and the members for the friendly and kind welcome. Just a few months into my role I feel very at home.

Kurt left the organisation in a strong position. I want to build on his successes and take us forward.

Some changes have already happened. We have updated the Alliance branding and communications and a new website will be on its way very soon.

We have striven to make members feel – and in fact be – more involved in the Alliance's policy work with the establishment of a range of Policy Working Groups.

And we have sought to grow the Alliance to make sure we truly are an umbrella for the whole of the sector. We are pleased to have welcomed the following members in the last few months:



Richard Toomer, Executive Director

Continued...

REPORT OF THE EXECUTIVE DIRECTOR

- ▶ Institute of Event Management
- ▶ Visit Great Yarmouth
- ▶ Visit North Norfolk
- ▶ Visit Nottinghamshire
- ▶ Visit Peak District and Derbyshire
- ▶ Visit Leicester

The Alliance's primary function is to act as the conduit between the industry and policy-makers in Westminster and Whitehall, and to make sure that the industry voice is well heard. That continues to be important both in terms of immediate policy debates, and longer term issues.

At the time of going to press we pulling together our consultation response on the Government's proposed statutory registration scheme for short-term lets, which is something we have been persuing for many years and which is coming close to fruition, albeit we'd like to see some changes to the proposal.

We are also responding to a consultation on using planning system to better manage (read restrict) the number of short-term lets in some local areas – which if mis-used would have a serious knock-on effect for tourism businesses in affected areas.

This year we are expecting a consultation on the reform of the Package Travel Regulations and the UK Electronic Travel Authorisation (ETA) scheme will start to be rolled out from October. In terms of outbound, the EU will be adopting its Entry/Exit System (EES) which could be a significant problem, especially at the juxtaposed borders. And we still do not have a resolution to the youth and school group travel crisis that we have seen post-Brexit, although we're pleased to see the Government commit to working up an alternative to the passports-for-everyone policy that currently exists, at least for French group travel. We are hopeful that the Government will commit to a review of its decision to abolish tax-free shopping for international visitors – something which is placing us at a severe disadvantage to our competitor markets.

So there is plenty to keep us busy over the next year. Not least, of course, a possible general election and the associated manifesto processes and potential change of Government that might ensue.

Our big strategic ambition – one shared by everyone in the Alliance – is to get tourism higher up the political agenda. That's much easier said than done, but a general election year is a good time to try.

I am looking forward to that challenge, and to working with all our members over the next 12 months.

Richard Toomer
Executive Director
Tourism Alliance

REPORT OF THE CHAIRMAN

Since the last Tourism Alliance Annual Report, we have had three Prime Ministers, five tourism ministers, a new Executive Director and a new Chairman. More importantly for the industry we have seen a continuation of the recovery in tourism demand, with volumes of foreign visitors arriving in the country for the first time since 2019.

What are they coming to visit? It is only after the floods recede that you can survey the mess. Throughout the world service industries have struggled to recover: when workers are laid off from one sector, it is natural for them to find employment in another. They are not apt to readily return. What has hurt the UK disproportionately has been the shrinking of the talent pool as a result of the new immigration protocols. Prior to 1st January 2021, we had been able to draw on a talent pool of over 510 million people. This has now shrunk to 67 million. Capacity has struggled to meet demand, the pressure being increased by the binding obligation to house refugees.

The hospitality sector is not the only area affected; attractions, intermediaries, transport companies are all struggling to meet demand. Inbound wholesalers cannot source the polylingual staff to process booking requests. Exhibition organisers and tour operators cannot use workers where they are needed in Europe. Bizarrely, foreign tour guides can only be deployed if they are working for non-British companies. For the first time, business is being turned down or redirected because we cannot process or meet demand.

To address this urgent problem the Alliance is working to promote the extension of the Youth Mobility Scheme. This allows people aged up to 35 to access a two-year work visa. Currently the UK has bi-lateral arrangements with ten countries, three of which are in Europe: Monaco, San Marino and Iceland. There is plenty of scope for improvement.

To coordinate this activity and a number of other areas such as Visas and Borders, Youth and Student Travel, and the promised upcoming reform of the Package Travel Regulations, the Alliance has established Policy Working Groups. These focus on areas of specific interest to discrete groups of members, help the Alliance to generate consensus on policy documents with the right experts engaged. These, supported by webinars, enable the Alliance to reach a much wider audience. One such was the group led by Alistair Handyside to look at the statutory regulation of short term holiday lets: this has resulted in a broad industry consensus on a highly controversial and important area.

One important forum for the progression of these policy priorities with Government is through the Tourism Industry Council, on which I am pleased to say that the Alliance will continue to be represented by our new Executive Director, Richard Toomer.



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REPORT OF THE CHAIRMAN

Another development was the initiation of the Tourism Insights Conference in March. We covered both what had happened, where we are and where we might be going, with a wide range of speakers delivering a wealth of data. It was Richard's first event as Executive Director and it proved to be an organisational triumph.

None of this could take place without the support of the Executive Committee, the wider Alliance Board and the membership as a whole. I am very grateful for all the help that has been given.

Finally, I must pay tribute to Kate Nicholls our outgoing Chair. Kate chaired the Alliance through the toughest period for tourism in literally eighty years, and did so with an enhanced profile. Likewise, our erstwhile Director, Kurt Janson built up a robust and vibrant organisation, and one hugely valued by its members, especially during Covid. They have both set a formidably high bar, but it is also a great legacy and one in which it is a privilege to serve.

Tom Jenkins
Chairman
Tourism Alliance

REPORT OF THE DIRECTORS

The directors present their report with the financial statements of the company for the year ended 31 December 2022.

DIRECTORS

The directors shown below have held office during the whole of the period from 1 January 2022 to the date of this report.

M B Hirst
B M Simmonds
B Donoghue
T Jenkins
D Wells
A Handyside
P Wragg
N Brooks-Sykes
S Lowy
N D J Lomas
K Nicholls

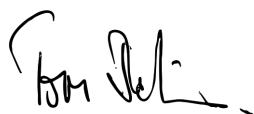
Other changes in directors holding office are as follows:

R A Pritchard - resigned 15 September 2022

H Van Klaveren - resigned 15 September 2022

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

ON BEHALF OF THE BOARD:



T Jenkins - Director

7 June 2023

STATEMENT OF DIRECTORS' RESPONSABILITIES

The directors are responsible for preparing the Report of the Directors and the financial statements in accordance with applicable law and regulations.

Company law requires the directors to prepare financial statements for each financial year. Under that law the directors have elected to prepare the financial statements in accordance with United Kingdom Generally Accepted Accounting Practice (United Kingdom Accounting Standards and applicable law). Under company law the directors must not approve the financial statements unless they are satisfied that they give a true and fair view of the state of affairs of the company and of the surplus or deficit of the company for that period. In preparing these financial statements, the directors are required to:

- ▶ select suitable accounting policies and then apply them consistently;
- ▶ make judgements and accounting estimates that are reasonable and prudent;
- ▶ prepare the financial statements on the going concern basis unless it is inappropriate to presume that the company will continue in business.

The directors are responsible for keeping adequate accounting records that are sufficient to show and explain the company's transactions and disclose with reasonable accuracy at any time the financial position of the company and enable them to ensure that the financial statements comply with the Companies Act 2006. They are also responsible for safeguarding the assets of the company and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

INCOME AND EXPENDITURE ACCOUNT

The Tourism Alliance Limited (Company Limited by Guarantee)
Income and Expenditure Account for the year ended 31 December 2022

	Notes	2022 £	2021 £
INCOME		109,704	112,996
Administrative expenses		(105,587)	(103,226)
OPERATING SURPLUS and SURPLUS BEFORE TAXATION		4,117	9,770
Tax on surplus	4	-	-
SURPLUS FOR THE FINANCIAL YEAR		4,117	9,770

The notes form part of these financial statements

BALANCE SHEET

The Tourism Alliance Limited (Company Limited by Guarantee)
Balance Sheet for the year ended 31 December 2022

	Notes	2022	2021
		£	£
CURRENT ASSETS			
Debtors	5	2,609	263
Cash at bank		58,211	112,753
		60,820	113,016
CREDITORS			
Amounts falling due within one year	6	(12,086)	(68,399)
		48,734	44,617
NET CURRENT ASSETS			
		48,734	44,617
TOTAL ASSETS LESS CURRENT LIABILITIES			
		48,734	44,617
RESERVES			
Income and expenditure account		48,734	44,617
		48,734	44,617

The company is entitled to exemption from audit under Section 477 of the Companies Act 2006 for the year ended 31 December 2022.

The members have not required the company to obtain an audit of its financial statements for the year ended 31 December 2022 in accordance with Section 476 of the Companies Act 2006.

The directors acknowledge their responsibilities for:

- A.** ensuring that the company keeps accounting records which comply with Sections 386 and 387 of the Companies Act 2006 and
- B.** preparing financial statements which give a true and fair view of the state of affairs of the company as at the end of each financial year and of its surplus or deficit for each financial year in accordance with the requirements of Sections 394 and 395 and which otherwise comply with the requirements of the Companies Act 2006 relating to financial statements, so far as applicable to the company.

The financial statements have been prepared in accordance with the provisions applicable to companies subject to the small companies regime.

The financial statements were approved by the Board of Directors and authorised for issue on 7 June 2023 and were signed on its behalf by:

T Jenkins - Director

The notes form part of these financial statements

TOURISMALLIANCE.COM

NOTES TO THE FINANCIAL STATEMENTS

1. STATUTORY INFORMATION

The Tourism Alliance Limited is a private company, limited by guarantee, registered in England and Wales. The company's registered number and registered office address can be found on the CompanyInformation page.

The presentation currency of the financial statements is the Pound Sterling (£).

The financial statements present information about the company as a single entity.

2. ACCOUNTING POLICIES

Basis of preparing the financial statements

These financial statements have been prepared in accordance with Financial Reporting Standard 102 "The Financial Reporting Standard applicable in the UK and Republic of Ireland" including the provisions of Section 1A "Small Entities" and the Companies Act 2006. The financial statements have been prepared under the historical cost convention.

Turnover

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

Financial instruments

The company only enters into basic financial instruments transactions that result in the recognition of financial assets and liabilities like other debtors and creditors. Financial assets and liabilities are recognised when the company becomes a party to the contractual provisions of the instruments.

Debtors and creditors

Basic financial assets and liabilities, including other debtors and creditors, are initially recognised at transaction price, unless the arrangement constitutes a financing transaction, where the transaction is measured at the present value of the future receipts discounted at a market rate of interest. Such assets and liabilities are subsequently carried at amortised cost using the effective interest method, less any impairment.

Cash and cash equivalents

Cash and cash equivalents are represented by cash in hand and at bank.

Going concern

The directors consider that there are no material uncertainties about the company's ability to continue as a going concern. In forming their opinion, the directors have considered a period of one year from the date of signing the financial statements.

3. EMPLOYEES AND DIRECTORS

The average number of employees during the year was 1 (2021 - NIL).

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NOTES TO THE FINANCIAL STATEMENTS

4. TAXATION

Analysis of the tax charge

No liability to UK corporation tax arose for the year ended 31 December 2022 nor for the year ended 31 December 2021.

The Tourism Alliance Limited operates as a Trade Association and only pays corporation tax on bank interest received.

5. DEBTORS: AMOUNTS FALLING DUE WITHIN ONE YEAR

	2022	2021
	£	£
Other debtors	2,609	263

6. CREDITORS: AMOUNTS FALLING DUE WITHIN ONE YEAR

	2022	2021
	£	£
Other debtors	5,708	8,939
Accruals and deferred income	2,497	59,460
Taxation and social security	3,881	-
	12,086	68,399

7. 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.

8. RELATED PARTY DISCLOSURES

There were no related party transactions during the year, which are required to be reported under FRS102.

CHARTERED ACCOUNTANTS' REPORT

In order to assist you to fulfil your duties under the Companies Act 2006, we have prepared for your approval the financial statements of The Tourism Alliance Limited for the year ended 31 December 2022 which comprise the Income and Expenditure account, Balance Sheet and the related notes from the company's accounting records and from information and explanations you have given us.

As a practising 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 within the ICAEW's regulations and guidance at <http://www.icaew.com/en/membership/regulations-standards-and-guidance>.

This report is made solely to the Board of Directors of The Tourism Alliance Limited, as a body, in accordance with our terms of engagement. Our work has been undertaken solely to prepare for your approval the financial statements 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 ICAEW Technical Release 07/16AAF. 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 financial statements that give a true and fair view of the assets, liabilities, financial position and profit of The Tourism Alliance Limited. You consider that The Tourism Alliance Limited is exempt from the statutory audit requirement for the year.

We have not been instructed to carry out an audit or a review of the financial statements 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 financial statements.
Sawin & Edwards LLP Chartered Accountants.

Studio 16
Cloisters House
8 Battersea Park Road
London
SW8 4BG

7 June 2023

DETAILED INCOME AND EXPENDITURE ACCOUNT

	2022	2021
	£	£
CURRENT ASSETS		
Subscriptions	101,112	105,356
Events income	8,592	7,640
	109,704	112,996
EXPENDITURE		
Salaries	14,067	-
Event cost	14,375	7,103
Travel and subsistence	1,261	873
Website and computer expenses	753	814
Telephone	214	228
Bank charges	48	92
Sundry expenses	775	163
Consultancy fees	67,066	81,783
Postage and stationery	353	230
Professional fees	4,000	4,000
Accountancy	2,000	1,940
BEIS study expenses	-	6,000
Research costs	675	-
	105,587	103,226
NET SURPLUS	4,117	9,770

This page does not form part of the statutory financial statements

THE TOURISM ALLIANCE

The Tourism Alliance is the Voice of the Tourism Industry, comprising of more than 70 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 in order to maximise its contribution to the economy.

The policies and positions outlined in this document are those of The Tourism Alliance. They do not necessarily reflect the views and positions of any individual member association of the Alliance.

Contact information

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E: Richard.Toomer@tourismalliance.com

W: www.tourismalliance.com

Full Members

ABTA The Travel Association
AGTO Association of Group Travel Organisers
ALVA Association of Leading Visitor Attractions
ANTOR Association of National Tourist Offices and Representatives
AOA Airport Operators Association
ASAP Association of Serviced Apartment Providers
ATHE Association for Tourism in Higher Education
BACTA
Bed & Breakfast Association
BBPA British Beer & Pub Association
British Destinations
BETA British Educational Travel Association
BGC Betting and Gaming Council
BHHPA British Holiday & Home Parks Association
BIAZA British and Irish Association of Zoos and Aquariums
British Marine
CAMC Caravan and Motorhome Club
Camping and Caravanning Club
CLA Country Land and Business Association
CPT Confederation of Passenger Transport
CTA Coach Tourism Association
ETOA European Tour Operators Association
English UK
Family Holiday Charity
Heritage Alliance
Historic Houses
HHA Holiday Home Association
HRA Heritage Railway Association
IEM Institute of Event Managers
ITG Institute of Tourist Guiding
NCC National Caravan Council
NCTA National Coastal Tourism Academy
National Trust
OIA Outdoor Industries Association
PASC Professional Association of Self Caterers UK
Premier Cottages
RDO Resort Development Organisation

RHA Road Haulage Association
TCN Tourism Consultants Network
Tourism For All
TMI Tourism Management Institute
The Tourism Society
UKEVENTS
UKHospitality
UKinbound
YHA

Associate Members

Cumbria Tourism
Experience Oxfordshire
Experience West Sussex
Go New Forest
Liverpool City Region LEP
Marketing Cheshire
Marketing Manchester
South West Tourism Alliance
Tourism South East
Visit Brighton
Visit Cornwall
Visit Gloucestershire
Visit Greenwich
Visit Great Yarmouth
Visit Kent
Visit Leicester
Visit North Norfolk
Visit Northumberland
Visit Nottinghamshire
Visit Peak District and Derbyshire
Visit West
Visit Wiltshire
Visit Windsor

Observers

Local Government Association
VisitBritain
VisitEngland