



HISTORIC ROYAL PALACES



UKINBOUND
THE VOICE OF INBOUND TOURISM

ANNUAL GENERAL MEETING

19 February 2024



HISTORIC ROYAL PALACES



UKINBOUND
THE VOICE OF INBOUND TOURISM

WELCOME

James Aitken
Chair

AGENDA

1. Welcome from our hosts – Marie-Charles Houston, Historic Royal Palaces
2. Review of minutes from the previous AGM – Chris Ball, General Secretary
3. Membership Update – Chris Ball, General Secretary
4. Events Update – Andrew Guthrie, Events Committee Chair
5. Public Affairs & Communications Update – Lana Bennett, Communications Committee
6. Treasurer's Report – Lana Bennett, Treasurer
7. CEO Update – Joss Croft
8. UKiCon24 Destination Announcement
9. Board Handover
10. Welcome from the new Chair – Rebecca Brooks

HISTORIC ROYAL PALACES



The Tower of London



**Hampton Court Palace
and Gardens**



**Banqueting House
- Whitehall Palace**



Kensington Palace

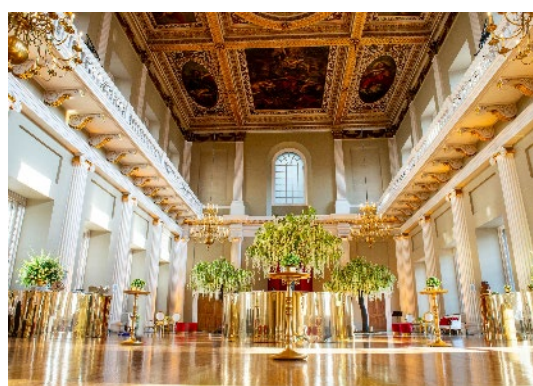


**Kew Palace the Royal Kitchens
and Great Pagoda**



**Hillsborough Castle and
Gardens**

1000 YEARS OF HISTORY





HISTORIC ROYAL PALACES

THANK YOU!

Contact us at

groupsandtraveltrade@hrp.org.uk

events@hrp.org.uk

www.hrp.org.uk/travel-trade

www.hrp.org.uk/hire-a-venue

SPACE TO STIR AND BE STIRRED

TOWER OF LONDON • HAMPTON COURT PALACE • BANQUETING HOUSE
KENSINGTON PALACE • KEW PALACE • HILLSBOROUGH CASTLE AND GARDENS



HISTORIC ROYAL PALACES



UKINBOUND
THE VOICE OF INBOUND TOURISM

REVIEW OF MINUTES

Chris Ball
General Secretary



HISTORIC ROYAL PALACES



UKINBOUND
THE VOICE OF INBOUND TOURISM

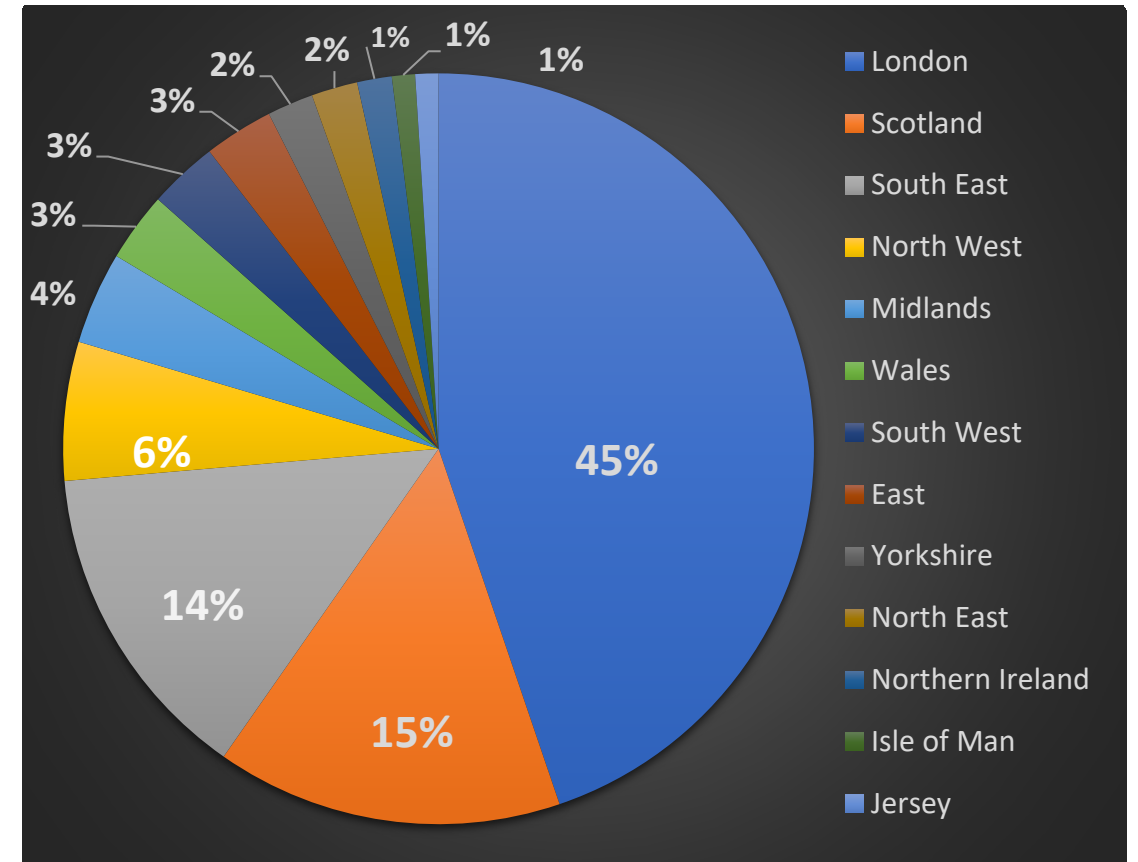
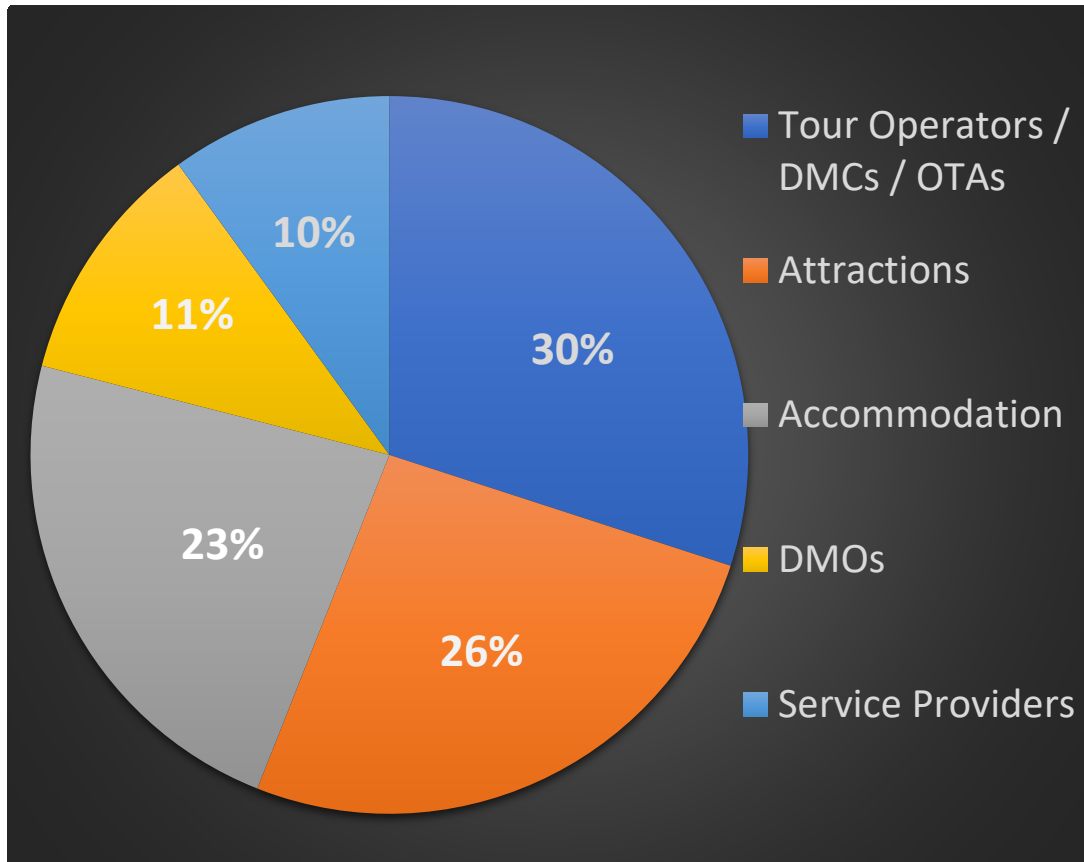
MEMBERSHIP UPDATE

Chris Ball
General Secretary

2017

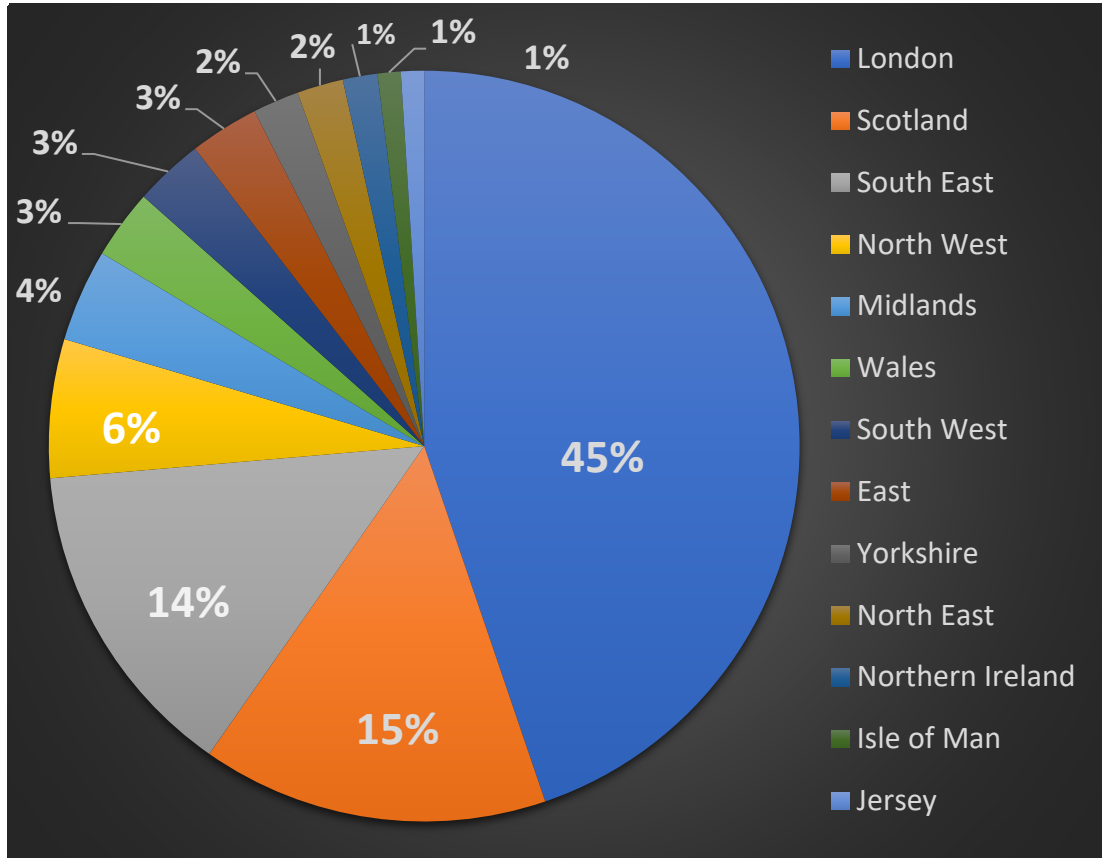
MEMBERSHIP OVERVIEW

407 members

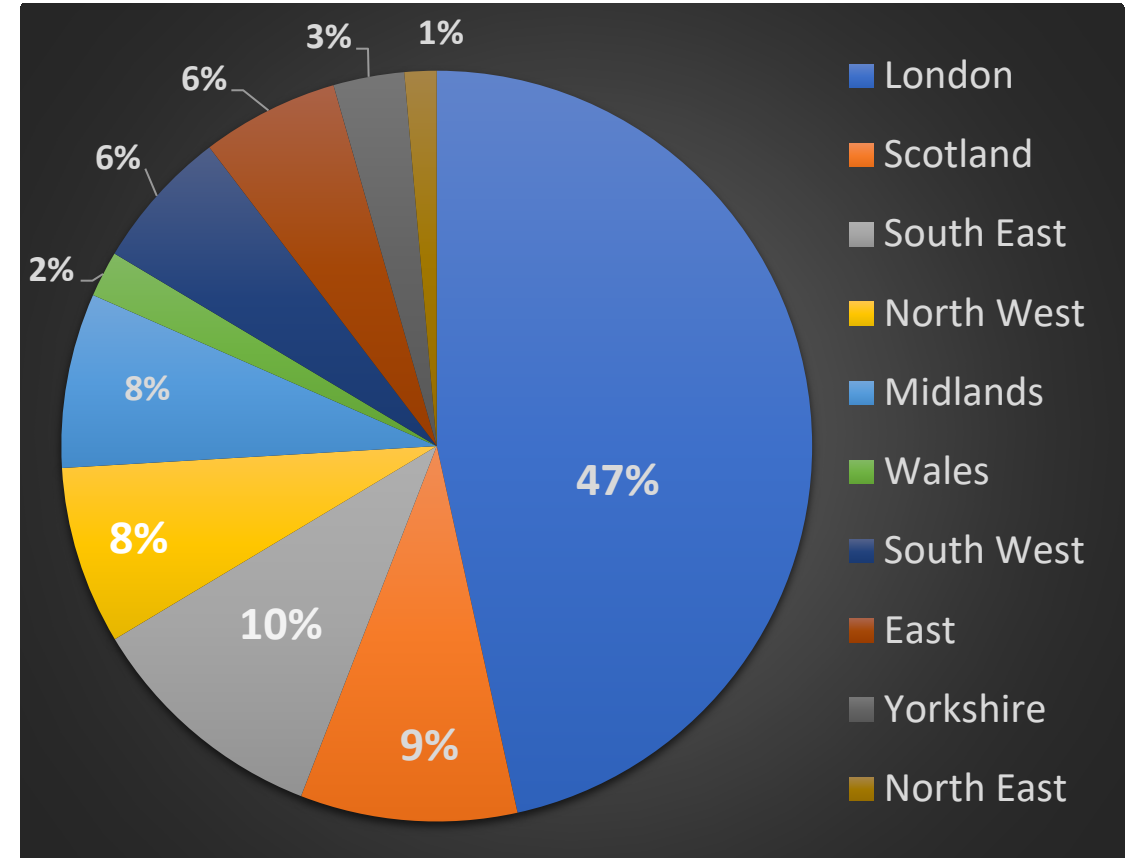


MEMBERSHIP OVERVIEW

UKinbound regional spread



IPS 2022





KEY MEMBER BENEFITS

- ✓ Networking & making new connections
- ✓ Keep up to date with the latest insights, developments & product knowledge
- ✓ Raise your profile
- ✓ Access to key contacts
- ✓ Showcase your products & services
- ✓ Engage, engage, engage!



HISTORIC ROYAL PALACES



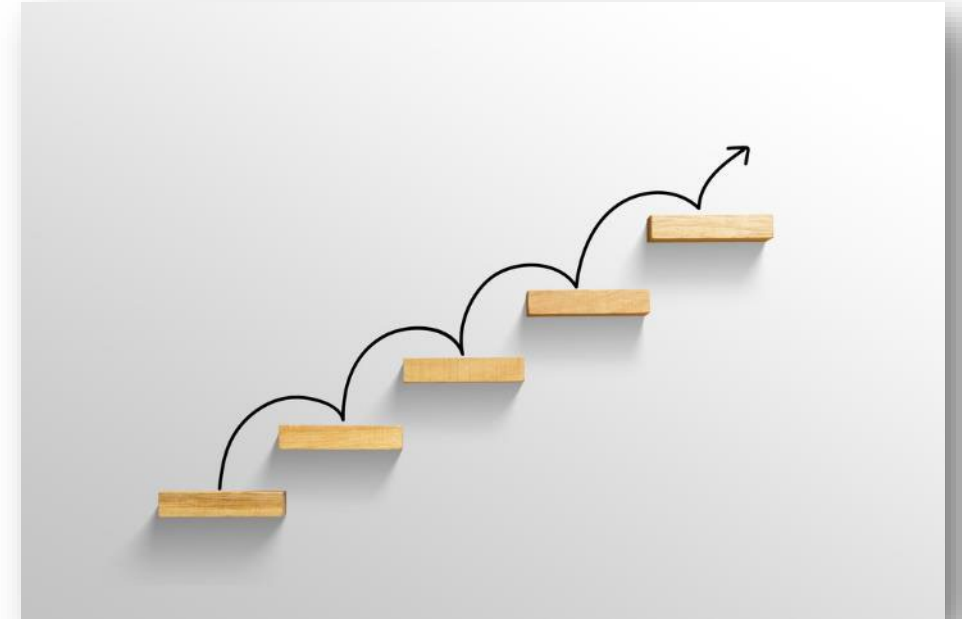
UKINBOUND
THE VOICE OF INBOUND TOURISM

EVENTS UPDATE

Andrew Guthrie
Events Committee Chair

LOOKING BACK AT 2022/23

- ✓ Offered many ways to engage and connect
- ✓ Return of the Discover Programme
- ✓ Biggest Annual Convention to date in Belfast
- ✓ Busy stand with 59 partners at WTM 2023
- ✓ Launch of a new event series: Welcome China Workshops
- ✓ Continued to build on our diverse virtual event programme
- ✓ Grew our Events Team



OUR ACHIEVEMENTS

50 events in 2023!

Webinars x 5

Destination Updates & Fam Trips x 3

CEO Roundtables x 2

General Meetings x 4

Members' Networking Evenings x 11

Fam Trips x 10

Discover Workshops x 3

Annual Convention & Awards for Excellence Gala Dinner in Belfast

Arabian Travel Market

World Travel Market

Britain & Ireland Marketplace (BIM) in partnership with ETOA

China Welcome Workshops x 4 in partnership with Guanxi

Membership Masterclasses x 3



OUR PRIORITIES - 2024

- Ensure relevancy of events
- Annual Convention
- Maximising EventsAir
- Continue to increase sponsorship, and maintain important revenue streams for the Association
- Continuing to build a longer forward look
- Increase regional events
- New international trade show offering

THANK
YOU

A vibrant blue sky filled with soft, white, fluffy clouds. The words "THANK YOU" are written across the center in large, white, cloud-like letters. The letters are composed of many small, interconnected cloud droplets, giving them a textured, three-dimensional appearance. The word "THANK" is on the top line, and "YOU" is on the bottom line. The overall scene is bright and cheerful, with the blue of the sky and the white of the clouds and text.



HISTORIC ROYAL PALACES



UKINBOUND
THE VOICE OF INBOUND TOURISM

PUBLIC AFFAIRS & COMMUNICATIONS UPDATE

Lana Bennett

Communications Committee

ADVOCACY



Dear Chancellor,

We are writing as a group of cross-party parliamentarians urging you to introduce a new internationally competitive tax-free shopping scheme for international visitors to boost the retail, hospitality and manufacturing sectors and economies across the UK.

Shopping is one of the most popular activities undertaken by international visitors and the Government's decision to end tax-free shopping in 2021 has had significant repercussions for the tourism, manufacturing, leisure, retail, and hospitality sectors – not just in London but right across the country.

Research by the Association for International Retail shows that British shops are losing £1.5 billion per year as non-EU international visitors choose instead to spend in France, Italy, and Spain where tax-free shopping schemes are in place.

Introducing a new, internationally competitive tax-free shopping scheme would help UK businesses rebuild the economy and for every £1 rebated in tax-free, the Treasury would gain £1.90 in return through the direct and indirect effects of increased visitor spending.¹

By positioning the UK as a world-renowned shopping destination, the scheme can foster inward investment and growth across the visitor economy – strengthening our supply chains and driving economic activity in all regions and businesses throughout the UK.

We are encouraged by your recent comments on the matter at the Autumn Statement and urge you to introduce tax-free shopping for international visitors at the next fiscal event.

Yours sincerely,

B. C. Meyer
Monty Vickers MP
Steve Double MP.
Gavin Newlands MP.
Virendra Sharma M.P.
Andrew Jennings MP.
B. C. Meyer House of Lords

Adam Smith MP
Cherie Atkinson MP
Nickie Aiken MP.
Paul Braddock MP
Paul Scully MP.
Serious Foster & Oxtow DSE House of Lords

¹ Source: Association for International Retail

MEDIA



231 pieces of press coverage



18 national newspapers hits



3 television and radio interviews



MARKETING

- ✓ Grown our digital audience by 10%
- ✓ Increased newsletter engagement by >50%
- ✓ Helped 190 businesses market to the travel trade & beyond
- ✓ Published the Members Directory, Year in Review, UKinbound Map & WTM Magazine
- ✓ Members Directory 2024 coming soon



OUR PRIORITIES FOR 2024

- ✓ Maintaining a seat at the table
- ✓ Tourism manifesto
- ✓ Industry collaboration
- ✓ Creating more opportunities for members





HISTORIC ROYAL PALACES



UKINBOUND
THE VOICE OF INBOUND TOURISM

TREASURER'S REPORT

Lana Bennett

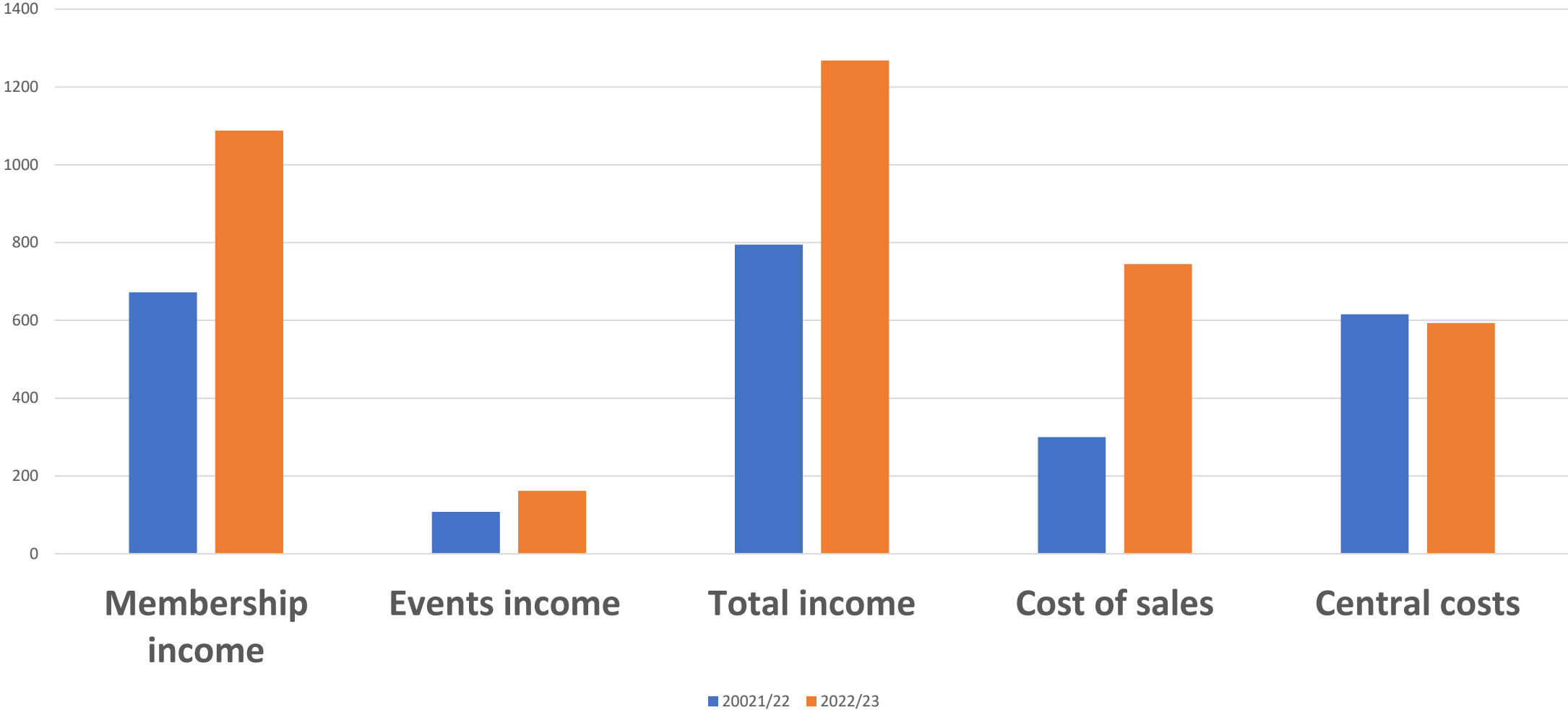
Communications Committee

AUDIT

- ✓ No qualifications
- ✓ Audit prepared in accordance with applicable legal requirements
- ✓ Overdelivered on net profit against budget
- ✓ UKinbound is a going concern

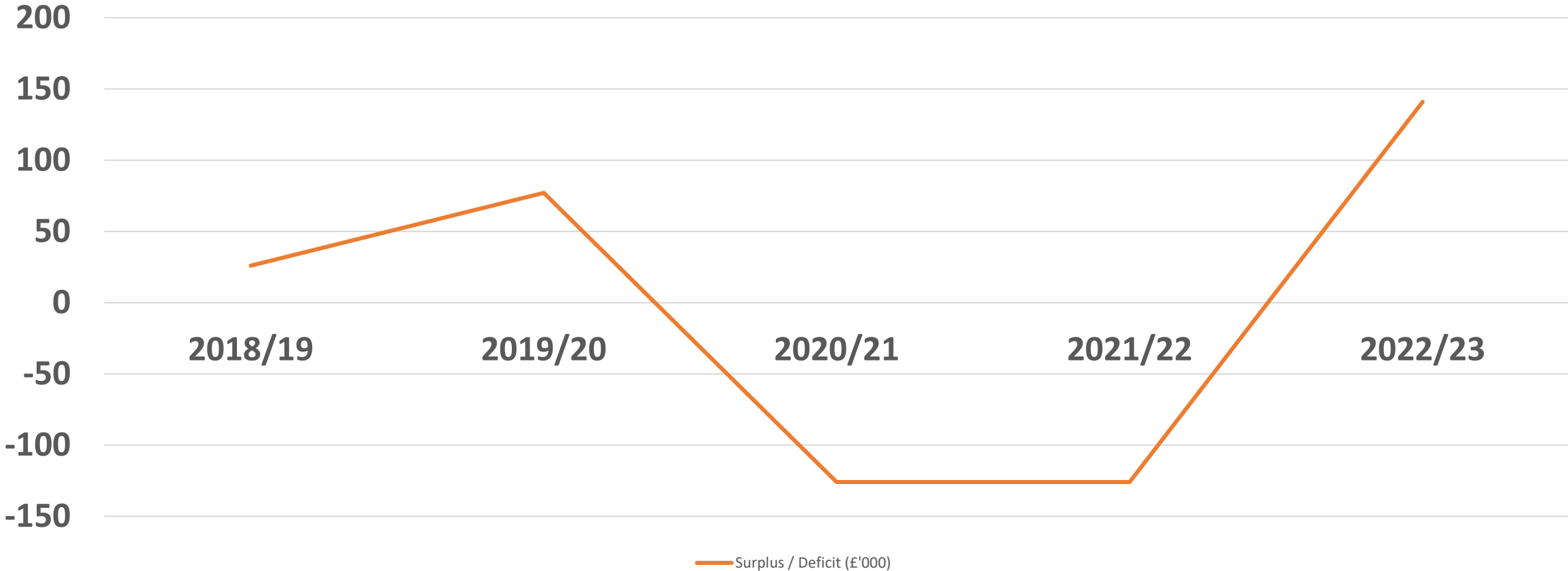
FINANCE UPDATE FY 2022/2023 (end September 2023)

Income & expenditure



FINANCE UPDATE FY 2022/2023 (end September 2023)

Turnover and Surplus/Deficit
£'000



TOP FINANCIAL RISKS

- Source market challenges
- Supply side challenges affecting margins
- Weak cash flows of members
- UK and overseas economic weaknesses



MITIGATIONS

- Solid cashflow - monthly cashflow forecasting
- Monthly reforecasting after Q1
- Management accounts within a week of month end
- Overheads fixed
- Income in advance – membership & events

Resumé

- Audit went well
- Full clarity on the finances
- Overachieved on net profit budget
- Surplus generated
- Building back reserves



HISTORIC ROYAL PALACES

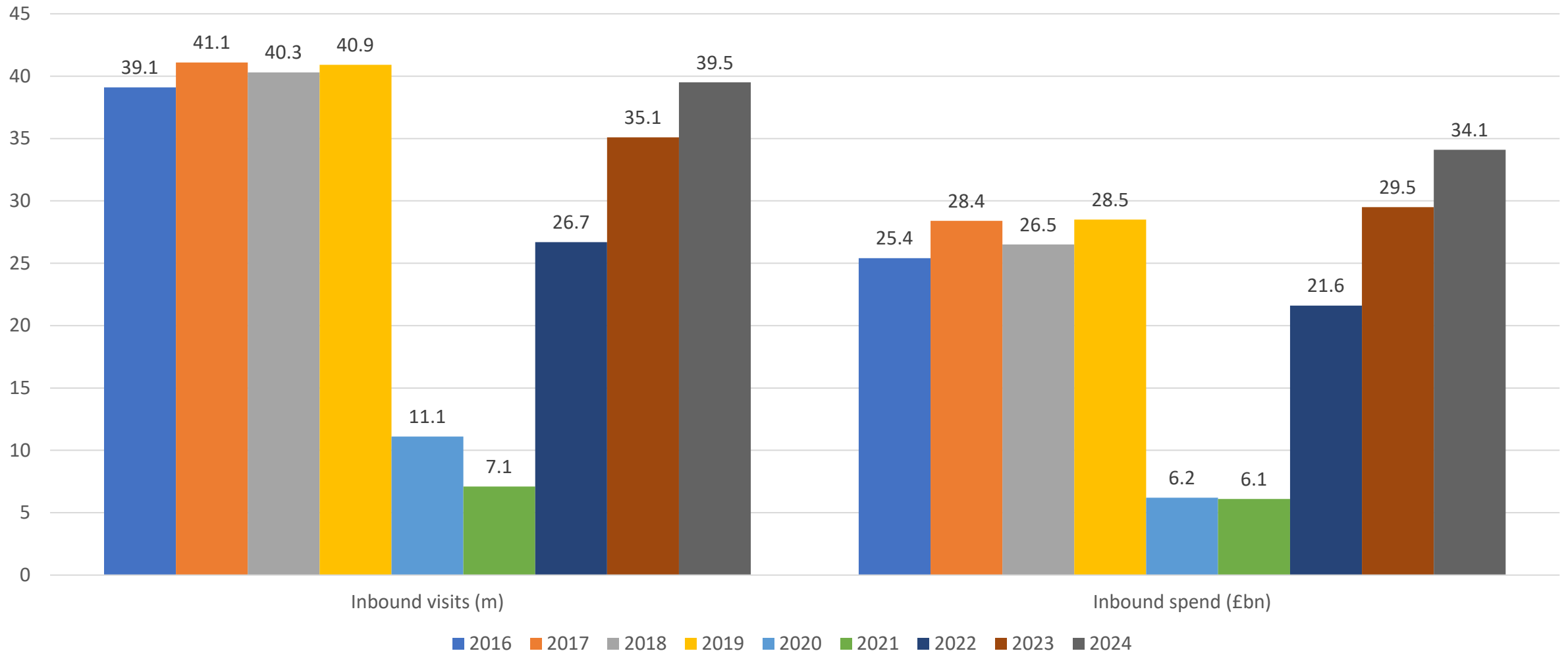


UKINBOUND
THE VOICE OF INBOUND TOURISM

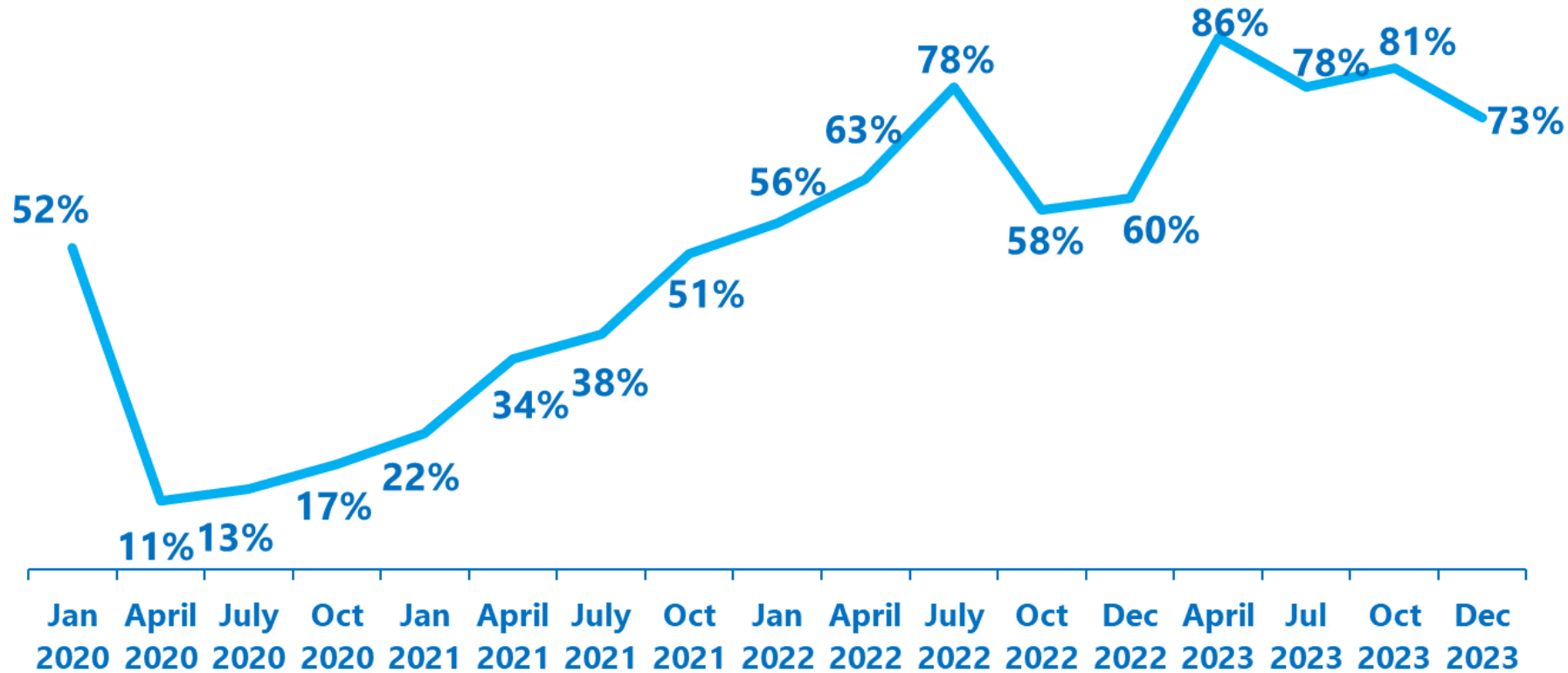
CEO UPDATE

Joss Croft OBE
CEO

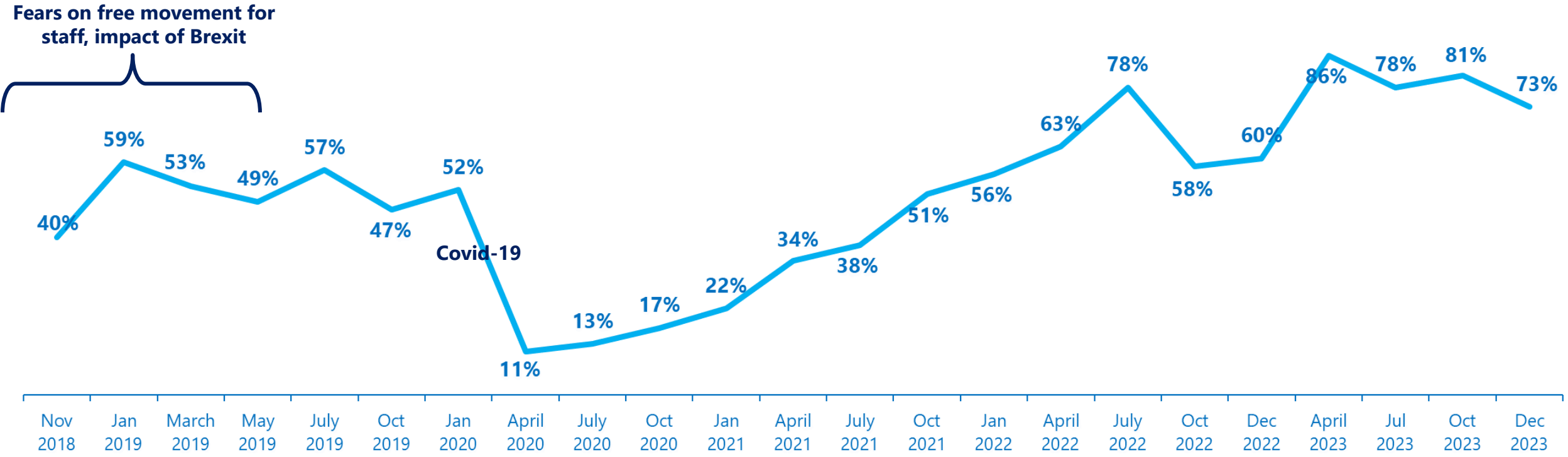
VISITBRITAIN INBOUND FORECAST 2024



Confidence dips but remains well above the same period last year



Appendix: Confidence levels over 5 years (Nov 2018-Dec 2023)



Q5. Looking ahead to the next 12 months, how confident are you feeling about bookings / visitor revenues / customer orders?

TOURISM MANIFESTO

- Launch a new tax-free shopping scheme
- Introduce a globally competitive five-year visitor visa
- Create a new Youth Group Mobility Scheme
- Expand and reform the Youth Mobility Scheme
- Increase VisitBritain, VisitScotland and Visit Wales marketing budgets

WE WILL CONTINUE TO...

- Focus on retaining our valuable members and growing our numbers
- Provide more commercial opportunities
- Provide advice and guidance on all relevant issues
- Keep our events programme fresh and relevant
- Continue to work with you to understand your needs
- Continue to leverage skills and networks of the board and team
- Grow our reach and influence



UKINBOUND
THE VOICE OF INBOUND TOURISM



HISTORIC ROYAL PALACES

ANNUAL CONVENTION 2024

25 – 26 September



UKINBOUND

THE VOICE OF INBOUND TOURISM

UKiCon24 Destination Reveal

James Wood

Marketing Liverpool



HISTORIC ROYAL PALACES



UKINBOUND
THE VOICE OF INBOUND TOURISM

BOARD HANDOVER

Joss Croft OBE
CEO

BOARD OF DIRECTORS 2024 - 2027



Rebecca Brooks
Chair



Chris Ball
Accommodation



Louisa Fortune-Terrell
Accommodation



Diane Glover
Attractions



Marie-Charles Houston
Attractions



Katie Weller
Attractions



Kathryn Davis
Destinations



Emma Gordon
Destinations



Daryl Bennett
Service Providers



John Boulding
Service Providers



Kelly Strong
Service Providers



Umesh Majithia
Tour Operator / DMC /
OTA



Alexis Peppis
Tour Operator / DMC /
OTA



Chris Pourgourides
Tour Operator / DMC /
OTA



Tristram Yarde-Leavett
Tour Operator / DMC /
OTA



HISTORIC ROYAL PALACES



UKINBOUND
THE VOICE OF INBOUND TOURISM

WELCOME FROM THE CHAIR

Rebecca Brooks



HISTORIC ROYAL PALACES



UKINBOUND
THE VOICE OF INBOUND TOURISM

THANK YOU