



# WINTER GENERAL MEETING

4 DECEMBER 2023





**WELCOME**

**James Aitken**

**Chairman**

**THE CUMBERLAND**

**THE CUMBERLAND**

# AGENDA

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1. Review of minutes – Chris Ball, General Secretary
2. CEO Update – Joss Croft, CEO
3. UKinbound Board of Directors 2024 – 2027 announcement – Chris Ball, General Secretary
4. Panel debate: sustainability in inbound tourism – moderated by Joss Croft, CEO
  - Vera Lett, Tour Partner Group
  - Chris Thornhill, Growth Animals Marketing
  - David Browne, Game of Thrones Studio Tour
5. Q&A



# REVIEW OF MINUTES

**Chris Ball**

THE CUMBERLAND

**General Secretary**

A glass window at night reflecting the interior of a building. The window features a large white 'C' logo and the text 'THE CUMBERLAND' in white capital letters below it. The background shows a blurred interior with lights and furniture.



# CEO UPDATE

Joss Croft

CEO

THE CUMBERLAND

THE CUMBERLAND

# WHAT HAVE WE BEEN UP TO? MEMBERSHIP



TAITH PYLLAU  
GLO CYMRU  
PARC TREFTADAETH CWM RHONDDA  
A WELSH COAL  
MINING EXPERIENCE  
RHONDDA HERITAGE PARK



# WHAT HAVE WE BEEN UP TO? MEMBERSHIP



## OUR CORPORATE PARTNERS

GLOBAL PARTNER



PLATINUM PARTNERS

CLERMONT HOTEL GROUP



GOLD PARTNERS



SILVER PARTNERS



# WHAT HAVE WE BEEN UP TO? **EVENTS**



**CHANGING  
THE MENU.  
FOR GOOD.**

£1,125 raised for The People's Kitchen, Belfast

Feeding 25 families of 4 for 3 days

Equivalent of 900 meals

#UKICon23



# WHAT HAVE WE BEEN UP TO? EVENTS



# WHAT HAVE WE BEEN UP TO? **EVENTS**



# WHAT HAVE WE BEEN UP TO? **ADVOCACY**

## PARLIAMENTARY ENGAGEMENT

- Issued budget submission to Treasury
- Wrote to Home Secretary on roll out of ETAs
- Wrote to Financial Secretary on tax-free shopping
- Met Welsh Assembly Minister for Tourism
- Engagement with Dept for Business & Trade on FTAs and Youth Mobility Schemes
- Met with Caroline Dinenage MP, new Chair of DCMS Select Committee
- Participated in Scotland Cross Party Group on Tourism on route development & competitiveness

## SUCCESSSES

- Parliamentary drop-in session on youth mobility and ID cards garnered support from 27 MPs
- Secured commitment from Government that UK will now accept ID cards for school groups travelling from France

## INDUSTRY COLLABORATION

- Chaired Tourism Industry Council's International Demand & Competitiveness Working Group
- Presented to Board of Airline Representative Members
- Participated in London Tourism Action Group
- Participated in Scottish Government Tourism & Hospitality Leadership Group
- Ongoing development of Global Tourism Alliance



# WHAT HAVE WE BEEN UP TO? MEDIA

## The Telegraph

Why the Government is making it harder and more expensive to visit the UK

## INDEPENDENT

Rolling back Brexit: Government eases ID card ban for EU school groups



UKinbound submits key policy requests for Autumn Statement



Inbound Tourism Industry Recognised at UKinbound's Awards for Excellence

## CITYA.M.

I'd never normally protest, but Sunak is bleeding the tourist economy dry



71 pieces of coverage



126 million total reach

## MailOnline

The 'tourist tax' is blamed for fuelling a huge reduction in foreign holidaymakers' spending in the UK compared to before the pandemic

## TRAVELWEEKLY

Abta and UKinbound run parliamentary lobby to expand youth mobility



Tourism Industry Professionals To Attend Major Conference in Belfast

## ConferenceNews

Belfast's sustainable growth unveiled in whitepaper

## NATION • CYMRU

Major tourism event aims to sell Wales to the world

# WHAT HAVE WE BEEN UP TO? MARCOMMS



November 2023

**MEMBERS NEWSLETTER**

**Glasgow Declaration**  
Climate Action in Tourism

UKinbound signs up to Glasgow Declaration on climate change. [Read more >>](#)

Culture Secretary opens Chatham Dockyard project

[Read more >>](#)

Experience Oxfordshire launches welcome campaign

[Read more >>](#)

Big Bus Tours to expand sustainable fleet in Europe

[Read more >>](#)

Raileasy announces partnership with Pledgeball

[Read more >>](#)

Hebridean Island Cruises launches 2024 itineraries

[Read more >>](#)

Golden Tours launches singalong Christmas tour

[Read more >>](#)

Up at The O2 to host outdoor carol concert

Castle of lights returns to Edinburgh

Hidden Tours tickets released for 2024

**Vox GROUP**

**UKinbound news**

**Get a Digital Boost**

Navigate the future of group travel with Vox Group's ground-breaking solutions...

**WERE IN AN** age where technology is revolutionising the way we live, and the tourism sector is no exception. According to recent statistics, more than five billion people use the internet, and smartphones are in the hands of nearly 6.6 billion individuals. This digital omnipresence is re-shaping the way travellers explore, engage and remember their journeys.

Group travel is no exception to change. Legacy analogue tools used by tour guides are no longer legal in the UK and Europe, yet digital alternatives can be hit or miss.

At Vox Group we're at the forefront of this transformation. As a global leader in guiding solutions, we've made 4 our mission to leverage the power of advanced technology to enhance and elevate the travel experience.

Every year, we facilitate 30 million group-guided and four million self-guided tours across 150 countries. With over 5500 partners worldwide, our reach is truly global.

**UNBEATABLE PRODUCTS FOR GROUP TRAVEL**

**Vox VDR:** our Vox VDR device is a game-changer, deploying patented digital technology for reliable, crystal-clear, interference-free sound. Its intelligent pairing technology, ultra-long battery life and 99 channels take the hassle out of connecting guides with guests.

**Find out more**

Ready to transform your group travel experiences with cutting-edge technology? Visit [voxgroupglobal.com](http://voxgroupglobal.com) or get in touch with Lee Stupples, [lee.stupples@voxtours.co.uk](mailto:lee.stupples@voxtours.co.uk)

**Microguide:** our Microguide system is the epitome of light quality, design and superior audio quality, making it the go-to choice for tour operators aiming to offer an exceptional experience for guests on cruises.

**Vox Connect:** eliminate the need for bulky gadgets with Vox Connect. Our revolutionary technology connects guests' smartphones with their tour guide via Wi-Fi or cellular data, no app/download required. It's instant, it's seamless, and it's the future.

**POP Guide:** for those who prefer to wander at their own pace, POP Guide provides self-guided tours that can be white-labelled for your business. With offline navigation, trend data, and customer engagement insights, this tool is an invaluable asset for modern tour operators.

**UKINBOUND**

UKinbound is the only trade association to represent inbound tourism - the UK's second largest service export sector and third largest employer. We help our 300+ plus members manage successful, profitable businesses that are part of a vibrant and sustainable inbound tourism industry, and lobby Government to remove barriers to growth.

[www.ukinbound.org](http://www.ukinbound.org)  
[Twitter @UKinbound](https://twitter.com/UKinbound)  
[LinkedIn UKinbound](https://www.linkedin.com/company/ukinbound)

**EXPLORE THE ROAD AHEAD**

Looking forward, the integration of AI and real-time data into our products promises more personalised and immersive experiences. From tailoring recommendations to connecting tourists with local culture, we're not just keeping up with the digital transformers we're setting the pace.

It's not just about getting from point A to point B anymore; it's about enriching the journey in between. At Vox Group, we're committed to driving this evolution, and we'll help you navigate this exciting road ahead together. [E20](#)

76 WWW.GROUPTRAVELWORLD.COM

WWW.GROUPTRAVELWORLD.COM 77

# WHAT'S NEXT?



UKINBOUND  
THE VOICE OF INBOUND TOURISM

**Fam Trip  
Tootbus Christmas Lights Tour**

6 December 2023

18:30 - 20:00



TOOTBUS

*(Background image: A building facade decorated with strings of white Christmas lights and a large white wireframe angel sculpture.)*




UKINBOUND  
THE VOICE OF INBOUND TOURISM

MEMBERS DIRECTORY 2023  
[www.ukinbound.org](http://www.ukinbound.org)



VisitWest  
GUANXI

*(Background image: A scenic view of a rocky coastline with turquoise water and a waterfall cascading over dark rocks.)*




UKINBOUND  
THE VOICE OF INBOUND TOURISM

**China Welcome Workshop  
Visit West**

Friday 8 December

10:00 - 13:00

Bath Guildhall



VisitWest  
GUANXI

*(Background image: The exterior of the Bath Guildhall, a large stone building with a bridge over a river in the foreground.)*



# WHAT'S NEXT?

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## DATES FOR YOUR DIARY

- 11 January – Members Networking Evening: Layered Reality – The Gunpowder Plot
- 16 January – Webinar: Arival – The US Consumer (member discount for Arival Berlin)
- 18 January – Members Networking Evening: Virgin Hotels Glasgow
- 26 January – Britain & Ireland Marketplace (supplier member discount available)
- 31 January – Fam Trip: Wicked The Musical
- 19 February – Annual General Meeting: The Tower of London
- 12 March – Members Networking Evening: Lord's Cricket Ground
- 6 – 9 May – Arabian Travel Market (expressions of interest)
- 25 – 26 September – Annual Convention 2024
- 5 – 7 November – World Travel Market London



# BOARD OF DIRECTORS 2024 - 2027

**Chris Ball**

**General Secretary**

THE CUMBERLAND





# 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



# **Glasgow Declaration**

## Climate Action in Tourism

# SUSTAINABILITY

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- UKinbound Green Tourism Silver Accreditation
- Signatory of the Glasgow Declaration on Climate Action
- Produced our first action plan
- Will report on progress in December 2024
- Looking at process to become a certified B Corporation

The background of the slide is a photograph of a modern city street. In the foreground, there's a blue tram or light rail vehicle. The street is lined with green trees and a row of parked motorcycles. In the background, several tall, modern skyscrapers are visible under a clear blue sky. The overall scene is bright and sunny.

# PANEL DISCUSSION:

## Our Sustainable Travel Journey

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- David Browne, Game of Thrones Studio Tour
- Vera Lett, Tour Partner Group
- Chris Thornhill, Growth Animals Marketing



**QUESTIONS**



**ANY OTHER BUSINESS**