

The South West Tourism Alliance

Alistair Handyside.
Chairman

How did it come about?

The South West Tourism Alliance

Closure of South West Tourism
Regional Awards
Regional Data and Research
Tourism Specific Training

SERVICES FOR TOURISM →



Who does it represent?

The South West Tourism Alliance

- All Businesses in the Visitor Economy in SW England
- 8,000 + Twitter Followers
- 8,000 + Database

To sign up for newsletter go to:

www.swtourismalliance.org.uk

How is it funded?

- Industry Dinners
- Sponsorship
- Sponsored Newsletters
- Silent Auctions

The South West
Tourism Alliance



Clockwork
Marketing
specialists in hospitality



Key Lobbying issues

The South West
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- Safe and Legal Campaign
- Root and branch review of Business Rates
- Improvements to transport links to the South West
- Improvements to Broadband
- Full consultation into holidays in term time
- Cutting Tourism VAT



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The Safe and Legal Campaign





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‘The over-riding responsibility for any hospitality owner is the guests safety, not profit’.

Legal Position

If you charge for accommodation, you are a business

There is no de-minimus approach to Health and Safety

You have a Legal Duty of Care with regard to your guests

History

- Pressure for an All Party Parliamentary Group (APPG) into the Sharing Economy 2017
- APPG findings called for action July 2018
- Industry coming together = Safe and Legal Campaign July 2018 >>>
- Delay in follow up from HMG = Brexit
- Crowd-funding to support campaign
- Constant poor headlines for OTA's on safety, legality and compliance
- Tide is changing.....

Who is the Safe and Legal team?

ASAP.... AITO.... ABTA.... Association of Scottish Self Caterers.... B&B Association.... British Destinations.... Cottages.com.... Cottageline.... Destination Plymouth.... East Devon Excellence.... English Riviera.... Go New Forest.... Holiday Home Association.... North Devon Marketing Bureau... Professional Association of Self-Caterers.... Premier Cottages.... Scottish Tourism Alliance... SW Tourism Alliance.... Tourism Alliance.... Tourism Management Institute.... UK Hospitality.... UK Inbound.... Unique Home Stays.... Visit Cornwall.... Visit Devon.... Visit South Devon.... Visit Somerset.... Visit Wiltshire.... Welsh Association of Self-Caterers.... Plus more joining weekly

What's Safe and Legal?

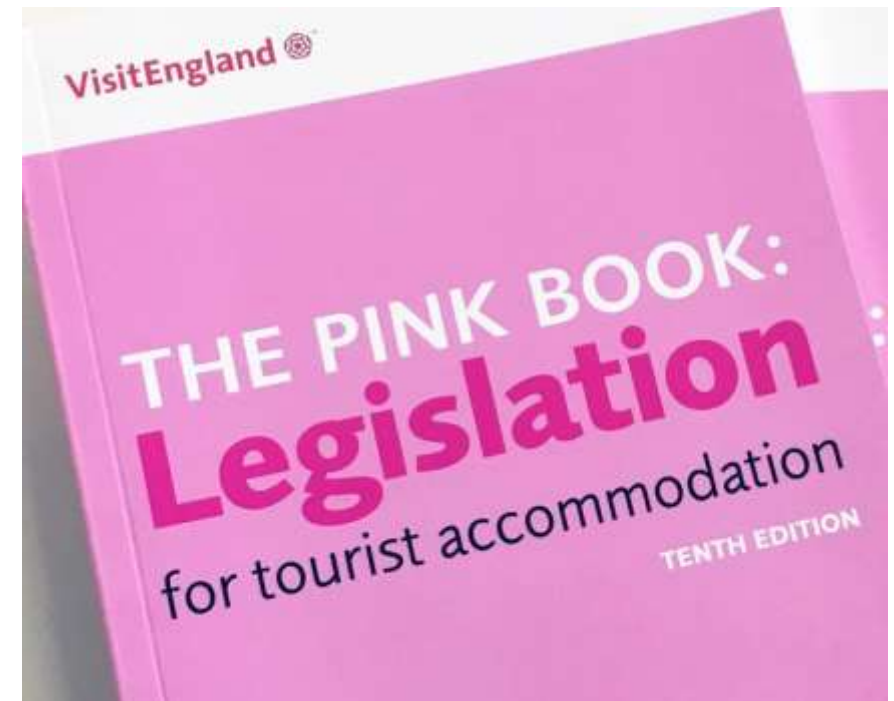
The Pink Book

Printed version or

Download from Visit Britain

Safe Clean and Legal

Quality in Tourism



What's the Problem?

- **Most property listings think Domestic Insurance Covers them**
- **Safe and Legal compliance is not clearly explained when listing**
- **Not complying with safe and legal obligations invalidate your insurance**
- **'Insurance' provided by OTA's is NOT insurance and is insufficient**

What's the Problem?

Users believe booking on major sites means they have some protection

The Reality? (An example from AirBnB's Terms and Conditions)

'Airbnb has no control over and does not guarantee (i) the existence, quality, safety, suitability, or legality of any Listings or Host Services'



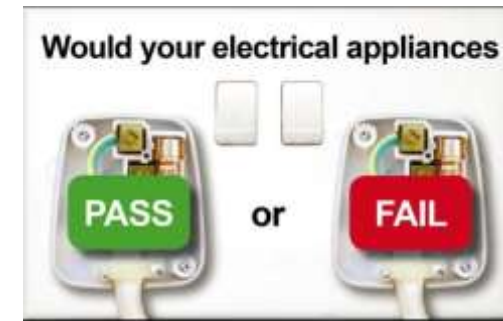
And more.....

'You should always exercise due diligence and care when deciding whether to stay'

What's the Problem?

Most commonly broken rules

1. Fire Safety Order
2. Gas Safety Regulations
3. Electrical Safety



AIRDNA Data..... Q4 2019

No of properties on AirBnB alone showing no Fire Protection or Carbon Monoxide monitors*?



42,000



What Happens next?

- Commissioning and publication of QC Report
- Roundtable with DCMS
- Which? Report into sharing economy accommodation provision
- Consumer Market Authority
- PR Campaign



Department for
Digital, Culture
Media & Sport



Which?

What do we want from YOU?

- Be seen to support the Safe and Legal Campaign
- Join your Hospitality Association
- Follow and retweet on Twitter

@SWTourAlliance

@PascUK

@UKHosp

@BandBassoc



What benefit is it to YOU?

- A level playing field will reduce unfair competition
- 350,000 properties on AirBnB alone
- Increase in Consumer Confidence
- Follow and retweet on Twitter

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@BandBassoc



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Thank you 😊

www.swtourismalliance.org.uk

www.pascuk.co.uk