



Coach Holiday Conference 2010

Mercure Holland House Hotel, Cardiff 17-19 February 2010



WHAT NEXT FOR UK TOURISM?

Is the staycation boom temporary or permanent?

What would a Conservative Government do for domestic tourism and coaching?

Leaders of VisitEngland, VisitWales and the Shadow Culture Minister give their views.

Plus what are the banks and hotels doing to help grow your business and what's on the political agenda in Europe?

- Choice of four guided visits to heritage and cultural attractions in South Wales
- CTC Workshop • Gala dinner with entertainment

Supported and hosted by VisitWales, Southern Wales Tourism and Accor Hospitality

PLUS MORE THAN £500 OF FREE OFFERS FOR ALL COACH AND WHOLESALER DELEGATES



Coach Holiday Conference 2010

Mercure Holland House Hotel and Spa, 24-26 Newport Road, Cardiff, CF24 0DD
Wednesday lunchtime 17 February to Friday breakfast 19 February 2010



The annual conference is now an established event in the travel calendar bringing together coach operators with supplier members of the Coach Tourism Council. It's a must attend event for anyone involved in coach tourism not just to discuss, debate and learn about current issues but to network and do business with travel industry colleagues.

This year the conference is focusing on domestic tourism and how to build on the upsurge in people taking their holidays at home. Is it just a short term gain or can those involved in 'Tourism UK' sustain this growth? Two of our speakers, Penelope, Viscountess Cobham, Chairman of VisitEngland and Jonathan Jones, Director of Tourism & Marketing for VisitWales, will reveal how they are driving through tourism initiatives to ensure the two countries continue to increase their visitor numbers.

It's generally agreed that Government has continually failed to give the tourism industry the attention it deserves. So what would a future Conservative Government do to change this? Tobias Ellwood, MP, Shadow Culture Minister, sets out his goals.

Banks and hotels probably play the most important part in how tour operators work. So as we come out of recession how easy will it be to get help from the Banks? And what are hotels doing to improve customer satisfaction? Nigel Leacock, managing director of Cardnet Merchant Services and Puneet Kanuga, managing consultant at TRI Hospitality, the international hotel consultancy group, will give their views.

Holding the Conference together will be moderator Tom Jenkins, executive director of ETOA, who will also provide delegates with a pan European perspective on tourism trends and EU directives.

Price per Delegate: From: £165 for supplier delegates, £145 for operator delegates + VAT per person

Price includes:

- Entrance to professionally moderated conference, with high profile speakers
- Two nights accommodation including breakfast, pre Conference lunch, refreshments and evening meal on 17 February
- Gala dinner with entertainment on 18 February, including pre dinner drinks and wine
- Travel by coach to one of four familiarisation trips of your choice, including lunch

Third and subsequent delegates from the same company will receive a 25% discount on the full conference rate

Pre conference rate:

Tuesday 16 February – £60 Twin/double, £50pp Single (inc vat), (bed and breakfast)

Single day conference only:

Wednesday 17 February – £55 + VAT

Booking Details:

To reserve a place at this very popular annual event, please return the enclosed booking form to: Clare Kehoe, CPT, Drury House, 34-43 Russell Street, London, WC2B 5HA. Email clarek@cpt-uk.org or telephone 0207 240 3131. Alternatively, a booking form can be downloaded from: www.cpt-uk.org or www.coachtourismcouncil.co.uk



Conference speakers...Conference speakers...Conference

Tom Jenkins – Conference Moderator

Tom Jenkins is the Executive Director of the European Tour Operators Association (ETOA), which represents tour operators and their suppliers at European level. Tom has been responsible for championing tourist access to historic cities, for initiating a Europe-wide coach safety code and for leading a campaign that successfully blocked changes to EU VAT legislation that would have jeopardised 5,000 tourism jobs in Europe. Tom is a 'Tourism Expert', often called upon by a variety of media including GMTV, BBC TV, and BBC Radio.



Jonathan Jones

Jonathan started his career in tourism as Marketing Officer at Wales Tourist Board in Cardiff. He has also worked for the British Tourist Authority (now VisitBritain), before returning to the Wales Tourist Board in 1984. In 1996 he became the Director of Communications and Corporate Affairs. He was appointed CEO in 1999. The Wales Tourist Board merged with the Welsh Assembly Government during April 2006, when Jonathan was appointed Director of Tourism and Marketing, heading up VisitWales, which is part of the Heritage Department.



Councillor Brian Griffiths

Councillor Brian Griffiths, The Rt Hon The Lord Mayor of Cardiff, was born in Tongwynlais and educated in South Wales. After National Service he spent five years in the Territorials, returning to civilian life and a career with RHM Foods and Carters/Suttons Horticultural Company. Councillor Griffiths has worked for the Conservative Party for 50 years, served on Cardiff City Council from 1983 to 1996, and re-elected in 2004 and made Chair of Licensing/Public Protection Committees, overseeing the new licensing and gambling legislation. A former rugby player and cricketer, he is a keen sports follower, gardener and motoring enthusiast.



Tobias Ellwood, MP, Shadow Minister for Culture, Media and Sport

Tobias was elected as MP for Bournemouth East in May 2005. In January 2006 he was appointed Opposition Whip and in July 2007 was promoted to the post of Shadow Minister for Culture, Media and Sport where he is responsible for a portfolio including tourism, gambling and licensing. Outside of politics, Tobias is a keen sportsman and is training with the UK shooting squad for the 2012 London Olympics. He also enjoys the theatre, plays the saxophone and is an Eagle Scout.



Programme details

Day 1 – Wednesday 17 February 2010

10.00-12.00 Registration

12.00-13.00 Buffet Lunch

13.15-15.00 SESSION ONE

Introduction by Conference Moderator **Tom Jenkins**, Chief Executive of ETOA (European Tour Operators Association)

Conference opened by Councillor **Brian Griffiths**, The Rt Hon The Lord Mayor of Cardiff

Welcome and introductions by **Simon Posner**, Chief Executive Confederation of Passenger Transport and **Chris Wales**, Chief Executive Coach Tourism Council

Jonathan Jones, Director of Tourism and Marketing VisitWales

Penelope, Viscountess Cobham, Chairman of VisitEngland

15.00-15.20 Tea break sponsored by **Tourism Ireland** Bookings for Thursday's **CTC Workshop**

15.20-17.15 SESSION TWO

Tobias Ellwood, MP, Shadow Minister for Culture, Media and Sport

Nigel Leacock, Lloyds TSB Cardnet

Puneet Kanuga, TRI Hospitality Consulting

17.15 Conference closes

19.30 Following an informal dinner enjoy a networking evening with a pub quiz, kindly supported by **Towergate Chapman Stevens**



Day 2 – Thursday 18 February

09.15-11.45 Coach Tourism Council Workshop. This popular Workshop is an opportunity for suppliers to have a **10 minute face to face** meeting with coach operators

12.15-17.00 Choice of four fam trips, all including lunch

19.30-20.00 Pre-Gala Dinner drinks reception kindly hosted by **Southern Wales Tourism**

20.00 Gala Dinner with entertainment and disco
Dress: **Lounge suits**

Friday 19 February

Breakfast and departures

speakers...Conference speakers...Conference speakers...

Nigel Leacock

In his current role as Managing Director of Cardnet Merchant Services Ltd – a joint venture with First Data, majority owned by Lloyds Banking Group - Nigel has led a business providing retail payments to a full range of companies, to outperform its market and double in value over the last four years. Over the next five years Nigel will be looking to build on his business management skills exploring opportunities in other whole business roles.



Puneet Kanuga

Puneet has previously held operational and management positions with Marriott (Whitbread), Walt Disney World in Florida and Taj Group of Hotels in India. He is currently Managing Consultant at TRI Hospitality Consulting international group, where he has been involved with numerous projects including market and financial feasibility studies for numerous budget hotel developments. He has a masters degree in hospitality management from the University of Birmingham and a diploma from Les Roches Hotel Management School, Switzerland.



Penelope, Viscountess Cobham



Lady Cobham became Chairman of VisitEngland in April 2009. For 20 years she was responsible for restoring and opening to the public Georgian Hagley Hall in the West Midlands, the last great Palladian house to be built in England. She served on the boards of the English Tourist Board, English Heritage, the Countryside Commission and Historic Royal Palaces and was Special Adviser on tourism and heritage in the Department of National Heritage. Subsequently, she was appointed to the boards of the V&A, British Waterways and the London Docklands Development Corporation. She was Deputy Chairman of VisitBritain from 2005 to 2009. In the private sector Lady Cobham chaired the British Casino Association through the period of the 2005 Gambling Act.

Familiarisation Trips

Heritage, Welsh Cheese and Spirits

Travel to Blaenavon World Heritage site, a unique landscape of the industrial revolution. Learn all about this at the World Heritage Centre, sample the Welsh Pwll Mawr cheese, local spirits and chocolates-delicious! Then Colonel Pritchard invites you to visit his 17th Century Llancaiach Fawr Manor and sample the hospitality of his servants.

History, Opera and Indulgence

Discover 2,000 years of history at Cardiff Castle. Explore lavish apartments, the Norman keep, beautiful grounds and the new interpretation centre with film show. From the first millennium with the Romans, travel to the third and a visit to the Wales Millennium Centre. Tour behind the scenes of this world class venue for musicals, opera and ballet.

Grottoes, Gardens and Romans

Explore Dewstow Gardens, a lost garden restored to its former glory. The gardens contain many ponds, rills, underground grottoes, tunnels and sunken feneries. Then travel on to Caerleon, once one of the Romans' key towns in Britain. Outstanding Roman remains include barrack block, huge bath-house complex, Roman Legionary Museum and amphitheatre, reputedly on the site of King Arthur's fabled Round Table.

Shops, Dunes and Orchids

Find out about the unique fen orchid, unusual birds and a lost town at Kenfig National Nature Reserve, a small part of a huge sand dune feature. If shopping is for you then try a little retail therapy at the Bridgend Designer Outlet with more than 90 shops selling major brand labels.

Note £50 gift card available to operators.

Coach transport for the four fam trips is kindly being provided by South Wales operators **Diamond Holidays** and **Edwards Coaches**. All familiarisation visits guided by a Wales Official Tourist Guide.



More than £500 worth of free offers for ALL coach and wholesaler delegates ...

- A free weekend break with **Mercurie Hotels** based on B&B accommodation for one or two nights at selected hotels (excluding London).
- **Stena Line** is offering a free ferry crossing to Ireland for a car and up to five passengers for use on their Fishguard-Rosslare and Holyhead-Dun Laoghaire services.
- The **Bridgend Designer Outlet**, part of McArthurGlen and boasting more than 90 shops and famous designer brands, is providing a £50 gift card to spend at any of the Bridgend shops, to the first fifty operators to apply at the Conference.
- Pairs of tickets to the hit West End musical, **Priscilla Queen of the Desert** at the Palace Theatre, courtesy of **DeWynters**.
- Free **National Trust** annual travel trade passes for entry to more than 300 historic houses and gardens across England, Wales and Northern Ireland.



The organisers of the 2010 Coach Holiday Conference would like to thank the following organisations for their generosity in sponsoring this event and helping us to put on this conference.



Coach Holiday Conference Organisers Office, c/o Bonded Coach Holidays, Drury House, 34-43 Russell Street, London WC2B 5HA Telephone: +44 (0) 20 7240 3131 Fax: +44 (0) 20 7240 6565 e-mail: clarek@cpt-uk.org

Booking Form



Coach Holiday Conference 2010
Mercure Holland House Hotel and Spa, Cardiff 17 – 19 February 2010

Name:

Company:

Address:

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Postcode: Telephone:

Fax: Email:

All prices (except Conference only) include two nights' accommodation, B & B, Conference, Gala Dinner and reception, lunches on Wednesday and Thursday, Workshop, Fam trips and Wednesday night activity (including evening meal).

*Third and subsequent delegates from the same company will receive a 25% discount on the full conference rate.

Operator delegates:

Please reserve [] twin room(s) (per person in twin: £145.00 + VAT) Total £.....

Please reserve [] single room(s) (per person in single: £165.00 + VAT) Total £.....

Supplier delegates:

Please reserve [] twin room(s) (per person in twin: £165.00 + VAT) Total £.....

Please reserve [] single room(s) (per person in single: £185.00 + VAT) Total £.....

Parking: Holland House has spaces for 80 cars – special rate for delegates £8 for 24 hours.

There is also an NCP car park a short walk from Holland House – £12 for 24 hours.

Pre Conference rate for Tuesday night, 16 February (Bed and Breakfast)

Please reserve [] twin/double room(s) (at £60 for twin/double inclusive of VAT) Total £.....

Please reserve [] single room(s) (at £50pp for single inclusive of VAT) Total £.....

Names of Delegates attending:

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Please list your order of preference (1st, 2nd, 3rd, 4th) for the familiarisation trips on Thursday 18th February.

Heritage, Welsh Cheese and Spirits History, Opera and Indulgence Grottoes, Gardens and Romans Shops, Dunes and Orchids

Total payment enclosed £..... (cheques to be made payable to CPT UK)

To pay by credit/debit card: Amount due £..... Card Number:

Expires: / Security Number (last 3 digits on back of card)

Name: Card Type (Mastercard/Visa/Delta/Switch)

Signed: Date:

If you have any queries or require further information, please contact Clare Kehoe on 020 7240 3131 or email: clarek@cpt-uk.org

Please post or fax your completed form to: Clare Kehoe, Confederation of Passenger Transport UK, Drury House, 34-43 Russell Street, London WC2B 5HA. Fax number 020 7240 6565.

Please note that the conference package is for accommodation and meals only. It will be your responsibility to make your own travel arrangements. Cancellations up to Friday 29 January 2010 will incur an administration fee of £15. We regret that after that date no refunds can be given. In general we recommend that you do not make a firm travel reservation until you have received your confirmation from us. We will endeavour to confirm your booking within 48 hours of receipt. We regret that we cannot be held responsible for travel costs incurred prior to receipt of booking confirmation. The confirmation will also provide you with detailed information on how to reach the Conference venue.