

2012 Report



It has been almost a year since I started at Tourism Concern and, although the charity still faces many challenges, I am more convinced than ever on the need for our work.

Whether talking to people at Destinations holiday show, the Green Fair in Regents Park, or the Tanzania Society in Redditch, people genuinely care about our issues. This is also reflected in the incredible increase in the number of people who receive our monthly e-newsletter and visit our website (see over).

This year we have completed our Empowering Coastal Communities work in India, organised an industry round table on human rights, business and tourism and launched our water report. We have had good coverage in the *Guardian*, *Observer*

and on BBC Breakfast television and held constructive meetings with the tourism industry. Our Ethical Tour Operators Group has also expanded and now meets regularly to discuss how we can work together to improve ethical practices in tourism.

As a small independent charity, we rely on individual donors for our funding and I firmly believe that this is the right model for Tourism Concern. In March we launched our *Friends of Tourism Concern* initiative which provide a stable and reliable source of income.

Over the coming months we will publish a report on all-inclusive holidays, provide a briefing on volunteering best practice (including a leaflet aimed at people considering volunteering overseas), undertake research on poverty tourism, and finalise our Indigenous People's Code of Conduct for Tour Operators.

Most importantly, I want to reach out to the thousands of people who want to ensure that their holidays bring real benefits to local people. We will launch our Better Tourism campaign in the New Year and are in the process of producing a new interactive map (based in part on our Ethical Travel Guide), which will help tourists make informed decisions about their holidays.

In May 2013, a number of staff and supporters will be climbing North Africa's highest peak to raise funds for the map project so if you haven't done so already please consider sponsoring those taking part.

Finally I would like to thank our supporters and everyone who has helped make my first year a success, in particular the Council Members, volunteers and staff.

2012 Highlights

- ⇒ **January** - launched a petition attracting 1000 signatories demanding protection for the Jarawa people.
- ⇒ **February** - coverage in the *Observer* newspaper highlighting 'human safaris' in Peru.
- ⇒ **March** - redesigned and re-launched the website and monthly e-newsletter.
- ⇒ **April** - meeting at the House of Commons on travelling ethically to Burma, which was attended by 100 people.
- ⇒ **May** - *Tourism and Human Rights Roundtable* which was attended by industry and civil society organisations. Assisted in the review of the *Travelife* criteria
- ⇒ **June** - undertook consumer research into all-inclusive holidays and highlighted their negative impacts on destination communities, which was featured on BBC Breakfast TV.
- ⇒ **July** - launched our Water Equity in Tourism report at Portcullis House, which was endorsed by the members of the APPG on water and sanitation and the International Development Select Committee.
- ⇒ **August** - distributed 50,000 petition postcards in the *New Internationalist* and *Geographical* magazines on our water justice campaigns in Goa and Alleppey: over 1500 people signed our petitions.
- ⇒ **August** - Participated in the first ever tourism and human rights impact assessment in Kenya.
- ⇒ **September** - Empowering Coastal Communities work in India completed. Better Tourism Photography Awards launched.
- ⇒ **October** - workshop organised in Zanzibar with community groups, hotels and government to begin addressing water inequities.
- ⇒ **November** - Launch of our Better Tourism Campaign. Work started on the Poverty Tourism research.
- ⇒ **December** - Annual Meeting. Work started on our interactive map for tourists.



Water Equity In Tourism - Report launch

We launched our new report, Water Equity in Tourism – A Human Right, A Global Responsibility at Portcullis House on 9th July 2012 with the support of Hugh Bayley, MP, of the International Development Select Committee, and John Robertson MP, Secretary of APPG on Water and Sanitation, who endorsed its recommendations.

Featuring new research from five popular UK tourist destinations - Bali, The Gambia, Zanzibar, and Goa and Kerala, south India - the report shows that the depletion and pollution of water by poorly regulated tourism are threatening the environment and undermining health, livelihoods and development opportunities of marginalised local communities.

We have now embarked on follow up initiatives in Goa and Zanzibar





Better tourism makes for better local economies

Tourists and Travellers »

What can concerned tourists and travellers do to help tourism become a force for good?



Educational Resources »

We have a range of educational resources and materials for teachers, lecturers and students.



Free Ethical Travel Guide »

Become a friend of Tourism Concern and get your FREE copy of the Ethical Travel Guide.

Annual Meeting and dinner »

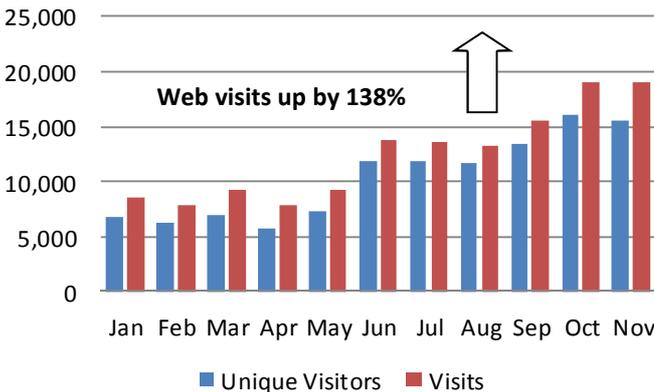
Our Annual Meeting takes place on Dec 10th - Human Rights Day. After the Annual Meeting there will be a three course dinner (with wine) including guest speakers, an auction and raffle. Book your place today.

Tourism photo competition »

Submit your entry for the Better Tourism Photography Awards today.

Website

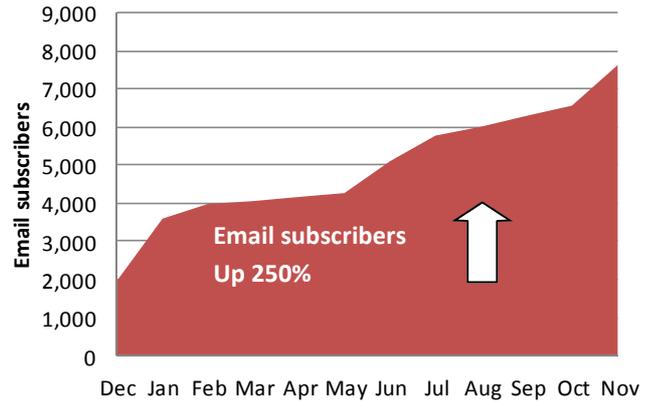
The website was re-designed and re-launched in March 2012. Since then the number of visitors to the site has steadily increased from 5,000 visits a month in January, to almost 20,000 in November (see below). The new design, improved content and better promotion (plus a dedicated digital communications manager) have helped. We are now developing a new interactive map for tourists which should increase traffic further. We have also seen a steady increase in followers on social media.



E Newsletter

To replace the printed In Focus newsletter we launched a new e-newsletter at the beginning of the year. This is sent out every month with news, campaign updates and event information.

Subscribers to the e-news have increased from around 2000 in December 2011 to almost 8000 by November 2012. As we move forward we hope to improve the design of the newsletter and aim to have 10,000 subscribers by March 2013.



Members / Friends

Income from membership and donations, increased by 43% between January and June 2012 compared to the previous six months. However this started from a low base so more work is needed if the charity is to continue to be effective.

In March we launched a new *Friends of Tourism Concern* supporter model and direct debit payment options; this is increasing income from membership by 5% a month. Encouraging people to pay a regular amount saves the charity money and will provide the long term financial stability that Tourism Concern needs.

Statement of financial activities for the year ended 31 March 2012

	2011/12	2010/11
Donations	£10,462	£11,551
Donated services	£24,000	£24,000
Sale of resources	£5,923	£5,398
Investment income	£122	£210
Grants	£176,945	£181,912
Membership	£23,809	£27,223
Research	£22,040	£12,956
ETOG	£5,975	£5,475
Total Incoming	£269,276	£268,725
Fundraising	£14,094	£4,129
Charitable Activities	£291,863	£225,273
Governance costs	£2,063	£3,028
Total Expenses	£308,020	£232,430
Surplus / Deficit	£-38,744	£35,295

Balance Sheet as at 31st March 2011

	2011/12	2010/11
Fixed assets	£2,224	£4,449
Current Assets	£83,928	£147,709
Current Liabilities	£36,085	£63,347
Net Current assets	£50,067	£88,811
Restricted Funds	£0	£21,353
Unrestricted Funds	£50,067	£88,811

We are very grateful to all our funders and supporters and in particular to CAFOD, Joffe Foundation, Margaret Hayman Charitable Trust, the Travel Foundation, Eva Reckitt Trust, the Morel Trust, Educational and General Charitable Trust, London Metropolitan University and the Waterloo Foundation, and of course to DfID, who funded our work in India.

How we spend the money

Our office running costs account for 18% of our total campaign expenditure. 77p in every pound is spent directly on our project work and campaigning activities.

