Destinations Alliance Meeting

3:30pm 12th May 2026

Minutes

Attendees:

In person: Perth, Dubai, Abu Dhabi, Flanders, Japan, Spain, Korea, San Francisco, Portugal, Oman, Vienna, Copenhagen

Secretary: Hamish Reid

Apologies: Gibraltar, France, Switzerland, Finland, Australia, Ireland, Norway

1: Quorum established

Hamish Reid (Sec) confirmed the meeting was quorum as per the constitution of the Alliance

2: Constitution Amendments

HR explained the proposed amendments to the constitution to be tabled and ratifed at the AGM.

These changes were proposed by Keith Beecham (Abu Dhabi) and seconded by Lence Corgan (Copenhagen) and all voted in favour of the amendments with no nays or abstentions.

3: Financial Report

Paul Swain (Treasurer) delivered the financial report.

I am delighted to share the financial report for the association.

Income was £52,047 for the year and expenditure was £42,314 leaving a profit of £9,733

We operate straightforward cash basis accounting rather than accrual accounting, therefore income is only recorded when cash enters the account and expenses only when cash leaves. The profit is a little higher than we would normally aim for. We did have members make payments on account which, because we operate cash basis accounting, increased our profitability for the last year but these will net down through the next financial year. As you know we don't aim to make an operating profit but in addition because the event costs were lower last year and the two events delivered were better supported by the members than the budget forecast for those events we made a surplus.

We have current assets of £19,753 which equates to shareholder funds of £15,753.

We will continue to explore ways with the membership to reduce these Shareholder Funds whilst still providing value for that expenditure to the collective membership.

The accounts don't need to be approved by the group but are presented for the minutes.

4: Membership Fees 2026

In light of our continued status it is the recommended decision of the committee that the Membership dues remain at £595 - the same level since 2016. This Membership due is to be agreed at this meeting. As Treasurer PS proposed that amount, KB as co-chair seconds.

This was agreed by a show of hands, with no abstentions or nays

5: Website Statistics

HR shared the website statistics for 2025

Total visits were 5004, (2024: 2302)

Total page views 14,048 (2024: 9860)

6: Election of Officers

The following officers were proposed for 2026-2027.

Name	Destination	Proposed by
Ruth Bennett	Perth	Keith Beecham – Abu Dhabi
Keith Beecham	Abu Dhabi	Hamish Reid – Dubai
James Ellis	Malta	Paul Swain – Flanders

The co-chairs agreed the continued appointment of Paul Swain as Treasurer.

The AGM closed at 4:05pm

7: AOB

Events

HR confirmed that EOI would be distributed for:

1. Agency Event – tbc 26th August (committee finalising budget and date)
2. B2B Commercial Organiser event – 25th November £750 + VAT
3. Association Event – 8th December - £750 + VAT

HR confirmed members and head offices contact details will be added to newsletters

HR to update newsletter format and share with Nicola Alexander (Toronto)

5: NEXT MEETING DATES

tbc by co-chairs

destinations alliance

Agenda

Annual General Meeting

11th May 2026 3:45pm

Spanish Tourist Office, Heron House, 10 Dean Farrar St, London SW1H 0DX

1.	Welcome and roll call/quorate		Keith Barron
2.	Amendments to the Constitution		Hamish Reid
3.	Financial Report		Paul Swain
4.	Membership Dues 2026		Paul Swain
5.	Website statistics 2025		Hamish Reid
6.	Election of Officers		Hamish Reid
	Co-chairs	Keith Barron	
		Ruth Bennett	
		James Ellis	
	Treasurer	Paul Swain	
7.	AOB		

Destinations Alliance Constitution

1. Name

The name of the group shall be The Oysters trading as The Destinations Alliance

2. Aims

The aims of the Destinations Alliance group will be:

- To bring together and foster understanding amongst the meetings, conference, incentive and exhibition promotional agencies of overseas (ex England, Wales and Scotland) destinations
- To promote the interests of members
- To encourage joint participation and synergy between members in their promotional activities

3. Membership

- Membership is open to any formalized organisation whose activity is to promote a city, region, country or other form of destination and engage the services of a named representative, whether directly employed or via a third-party representative.
- Membership applications are to be sent to the Secretary and communicated to the membership at the next meeting. Any objections to the membership are to be tabled as an agenda item at the next General Meeting.
- Cities within a Country that is an existing members may apply for membership – no member has a veto however the Country member may be informed of the application as a matter of courtesy.
- The membership year is annual. Membership will begin as soon membership is confirmed and first payment has been received.
- There will be an annual membership fee which will be agreed at the Annual General Meeting (AGM) and will be payable by all members.
- A list of all members will be kept by the membership secretary. Ceasing to be a member:
- Members may resign at any time in writing to the Secretary. They forfeit all funds for the current year in doing so.
- Any member who has not paid their membership fee and is three months overdue will be contacted by the committee, who will then decide whether that member is deemed to have resigned.
- Non-payment of Membership dues can result in temporary exclusion in future years from membership and the Committee reserve the right to exclude a member who has not paid their membership for a period of up to three (3) years.
- Any offensive behaviour, including racist, sexist or inflammatory remarks, will not be permitted. Anyone behaving in an offensive way or breaking the equal opportunities policy in clause 4 may be asked not to attend further meetings or to resign from the group if an apology is not given or the behaviour is repeated. The individual concerned shall have the right to be heard by the management committee before a final decision is made.

4. Equal Opportunities

The Destinations Alliance group is an inclusive organisation that will not discriminate against any destination member on the grounds of gender, race, colour, ethnic or national origin, sexuality, disability, religious or political beliefs. Any decision to omit any member or application must be agreed at a General Meeting.

5. Officers and committee

The business of the group will be carried out by a Committee elected at the Annual General Meeting. The Committee will meet as necessary.

6. Election of Executive Committee Officers

6.1 The Officers of the Organisation shall include:

- Three (3) Co – Chairs
- Treasurer
- Honorary Secretary

- The Committee appoints the Treasurer from within the Membership. The Treasurer is a voting position.
- The Honorary Secretary is appointed from the Secretariat and acts as Secretary to the Committee - this is a non-voting position.
- The Committee may create additional non-voting Officer roles as required.

Officers must be Members in good standing, membership and any fees for the year they are seeking election for, and the preceding year are paid, at the time of their nomination and throughout their term.

6.2 Eligibility

Any Member or their nominated individual that has been an active part of the Organisation for at least six (6) months may stand for election as a Co-Chair. Nominees must confirm they are willing to serve and able to fulfil the responsibilities of the role.

6.3 Nominations

Notice of elections should be circulated to Members at least three (3) weeks before the Annual General Meeting (AGM).Nominees must:

- Be proposed by one Member in good standing;
- That Proposer must not have a financial link/work on behalf of/be from the same company as Nominee.
- Be submitted to the Secretary by e-mail at least one (1) week before the AGM.

6.4 Voting

In the event that there are more nominees than vacant post Elections will take place.

- These Elections will take place online in the week preceeding the AGM.
- Each Member is entitled to one vote and will rank their preferences accordingly.

- The candidates receiving the most preference votes will be elected.
- One member who is not standing will assist the Secretary as Count Assistant to verify votes

6.5 Term of Office

- Officers shall serve for a term of one (1) year and may stand for re-election.
- Officer roles are encouraged to rotate periodically to promote wider Member participation. Members serving as Co-Chairs may therefore hold office for a maximum of three (3) consecutive terms. After completing the maximum number of consecutive terms, a Member must step down for one full term before being eligible for re-election to the same office, unless an insufficient number of other Members seek election.

6.7 Vacancies

- If an Officer resigns, becomes ineligible, or is unable to serve, the Board may appoint an interim Officer to serve until the next AGM.
- If appropriate, a Special General Meeting may be called to fill the vacancy.

6.8 Removal

- An Officer may be removed by a majority vote of Members at a General Meeting.
- The Officer concerned will be given the opportunity to address Members before any vote takes place.

7. Meetings

7.1. Annual General Meetings

- An Annual General Meeting (AGM) will be held within fifteen months of the previous AGM.
- All members will be notified in writing at least 3 weeks before the date of the meeting, giving the venue, date and time.
- Nominations for the committee may be made to the Secretary before the meeting, or at the meeting.
- The quorum for the AGM will be 30% of the membership or 8 members, whichever is the greater number.

At the AGM:-

- The Committee may present a report of the work of The Destinations Alliance over the year.
- The Secretary will present the accounts of The Destinations Alliance group for the previous year.
- The officers and Committee for the next year will be elected.
- Any proposals given to the Secretary at least 7 days in advance of the meeting will be discussed.

7.2. Special General Meetings

- The Secretary will call a Special General Meeting at the request of the majority of the committee or at least eight other members giving a written request to the Chair or Secretary stating the reason for their request.
- The meeting will take place within twenty-one days of the request.
- All members will be given two weeks' notice of such a meeting, giving the venue, date, time and agenda, and notice may be by telephone, email or post.

- The quorum for the Special General Meeting will be 30% of the membership or 8 members, whichever is the greater number.

7.3. General Meetings

- General Meetings are open to all members and will be held at least once every 4 months or more often if necessary.
- All members will be given two weeks' notice of such a meeting, giving the venue, date, time and agenda, and notice may be by telephone, email or post.
- The quorum for a General Meeting shall be 10% of the membership or 5 members, whichever is the greater number.

8. Finances

- The financial year shall run from 1st April to 31st March.
- An account will be maintained on behalf of the Association at a bank agreed by the committee. Three cheque signatories will be nominated by the Committee (one to be the Treasurer). Requests for payment will be sent by the Secretary and any one of the co-chairs and Treasurer must authorize payment. The signatories must not be related, linked through business operations nor members of the same household.
- Records of income and expenditure will be maintained by the Treasurer and a financial statement given to each meeting.
- All money raised by or on behalf of The Destinations Alliance is only to be used to further the aims of the group, as specified in item 2 of this constitution.
- Only members of the group can be invoiced unless specifically agreed by the Committee.
- All members will be invoiced equally for all events.

9. Amendments to the Constitution

- Amendments to the constitution may only be confirmed at the Annual General Meeting or a Special General Meeting. Notwithstanding in the event that there needs to be an unforeseen amendment the Committee may make the amendment, inform the members at that time, and full agreement will be sought at the next AGM. The members may object to the amendment change by seeking a Special General Meeting.
- Any proposal to amend the constitution must be given to the Secretary in writing. The proposal must then be circulated with the notice of meeting.
- Any proposal to amend the constitution will require a two thirds majority of those present and entitled to vote.

10. Dissolution

- If a meeting, by simple majority, decides that it is necessary to close down the group it may call a Special General Meeting to do so. The sole business of this meeting will be to dissolve the group.
- If it is agreed to dissolve the group all remaining money and other assets, once outstanding debts have been paid, will be donated to a local charitable organisation. The organisation to be agreed at the meeting which agrees the dissolution.

The amends to this Constitution were agreed at the Annual General Meeting of The Destinations

Alliance on:- Date: 12th May 2026

We certify that this is a current copy of the constitution of The Destinations Alliance, which was adopted at an AGM held on above date: 12th May 2026

Name and position in group ……… Keith Barron - CO-CHAIR …………………..

Signed ……12.05.26…………………………………..

Name and position in group ………Ruth Bennett - CO-CHAIR……………………………….

Signed ……12.05.26…………………………………..

Name and position in group ……James Ellis – CO-CHAIR…………………………………..

Signed ………12.05.26……………………………….

Name and position in group ……Paul Swain – TREASURER………………………………

WITNESSED BY

Signed ………12.05.26……………………………….

Name and position in group ……Hamish Reid – SECRETARY…………………………

Signed ……………………………………….. Date…12.05.26…………………………..

DESTINATIONS ALLIANCE
DIRECTORS' REPORT AND FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 MARCH 2026

Directors' Report and Financial Statements For The Year Ended 31 March 2026

Contents

Honorary Directors	Mr KEITH BARRON, Miss MARGARET MANN (resg 31 March 2026) Treasurer - Mr PAUL SWAIN
Secretary	Mr HAMISH REID
Company Number	Not applicable
Registered Office	64 Collingwood Way Petersfield Hampshire GU31 4QJ

DESTINATIONS ALLIANCE
Directors' Report For The Year Ended 31 March 2026

The directors present their report and the financial statements for the year ended 31 March 2026.

Statement of Directors' Responsibilities

The directors are responsible for preparing the Directors' Report and the financial statements in accordance with applicable law and regulations.
Company law requires the directors to prepare financial statements for each financial year. Under that law the directors have elected to prepare the financial statements in accordance with United Kingdom Generally Accepted Accounting Practice (United Kingdom Accounting Standards and applicable law). Under company law the directors must not approve the financial statements unless they are satisfied that they give a true and fair view of the state of affairs of the company and of the profit or loss of the company for that period. In preparing the financial statements the directors are required to:

- select suitable accounting policies and then apply them consistently;
- make judgments and accounting estimates that are reasonable and prudent;
- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the company will continue in business.

The directors are responsible for keeping adequate accounting records that are sufficient to show and explain the company's transactions and disclose with reasonable accuracy at any time the financial position of the company and enable them to ensure that the financial statements comply. They are also responsible for safeguarding the assets of the company and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

Directors

The responsible directors who held office during the year were as follows:

Mr Hamish Reid

Small Company Rules

This report has been prepared in accordance with the special provisions relating to companies subject to the small companies regime within Part 15 of the Companies Act 2006. However the DESTINATIONS ALLIANCE is not a company/ltd but these accounts have been produced on the basis that they are.

On behalf of the board

Mr Hamish Reid

Secretary

12/05/2026

DESTINATIONS ALLIANCE
Accountants' Report
For The Year Ended 31 March 2026

In order to assist you to fulfil your duties as if under the Companies Act 2006, we have compiled the financial statements of the company from the accounting records and information and explanations you have given to us.

This report is made to the directors in accordance with the terms of our engagement. Our work has been undertaken to prepare for approval by the directors the financial statements that we have been engaged to compile, to report to the directors that we have done so, and to state those matters that we have agreed to state to them in this report and for no other purpose. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than the Company and the Company's directors for our work or for this report.

You have acknowledged on the balance sheet as at year ended 31 March 2026 your duty to ensure that the company has kept proper accounting records and to prepare financial statements that give a true and fair view as if under the Companies Act 2006. You consider that the company is exempt from the statutory requirement for an audit for the year.

We have not been instructed to carry out an audit of the financial statements. For this reason, we have not verified the accuracy or completeness of the accounting records or information and explanations you have given to us and we do not, therefore, express any opinion on the financial statements.

13/05/2026

DESTINATIONS ALLIANCE
Statement of Income and Retained Earnings For The Year Ended 31 Mar 2026

	Notes	2026 £
TURNOVER		52,047
Cost of sales		42,314
GROSS PROFIT		9,733
Distribution costs		30,990
Administrative expenses		11,324
OPERATING PROFIT AND PROFIT BEFORE TAXATION		9,733
Tax on Profit		0
PROFIT AFTER TAXATION BEING PROFIT FOR THE FINANCIAL YEAR		9,733
RETAINED EARNINGS		
As at 1 Apr 2026		19,753
Dividends paid		0
As at 31 March 2026		0

DESTINATIONS ALLIANCE
Balance Sheet
As at 31 Mar 2026

	Notes	2026		2025	
		£	£	£	£
FIXED ASSETS					
Tangible Assets			0 -		0
			-		
CURRENT ASSETS					
Cash at bank and in hand		19,753			10,020
Creditors: Amounts Falling Due Within One Year		0		0	
TOTAL ASSETS LESS CURRENT LIABILITIES			19,753		10,020
Creditors: Amounts Falling Due After More Than One Year			0		0
WINDING UP LIABILITIES			4,000		4,000
SHAREHOLDERS' FUNDS			15,753		6,020

For the year ending 30 April 2026 the company was entitled to exemption from audit

Directors' responsibilities:

- The members have not required the company to obtain an audit as if in accordance with section 476 of the Companies Act 2006.
- The directors acknowledge their responsibilities as if complying with the requirements of the Act with respect to accounting records and the preparation of accounts.
- These accounts have been prepared in accordance as if the provisions for companies subject to the small companies' regime apply.

On behalf of the board

Mr Hamish Reid

Secretary

11/05/2026