



Price List for Wholesale Customers 2011/12

Due to a change in VAT legislation a distinction is now made between retail and wholesale sales. The tours in our annual Great Days Out brochure are therefore, from the beginning of 2011, only supplied at the brochure prices as retail sales to the individual travellers in groups such as Women's Institutes and Probus Clubs and are supplied under the Tour Operator Margin Scheme for VAT and are therefore not for resale by businesses.

To businesses who intend to resell our tours to their customers we are now obliged to sell under standard VAT rules and therefore we must now provide wholesale trade rates.

This situation has come about due to a challenge by other European nations as to how the UK has been operating the Tour Operator Margin Scheme. A facility to opt in business customers who resell our tours (i.e. in our case coach operators and other tour operators) to the TOMS VAT scheme in which VAT is paid on the profit margin only has now been removed and we are obliged to operate standard VAT rules on these as wholesale.

This means that the entire supply, including elements that wouldn't normally have VAT added if we were using the Tour Operator Margin Scheme, for example, the Blue Badge Guide fee or a ticket to Buckingham Palace, is now subject to VAT. We have done what we can to keep wholesale prices as low as possible but we cannot simply swallow all of this additional VAT and remain in profit. This means that in some cases wholesale prices will be higher than retail brochure prices.

We will quote wholesale prices per person plus standard VAT for all tours. Please note that some tours, notably cruises, include a VAT exempt element. Wholesale prices for all trips in our current brochure are listed overleaf. Our Wholesale prices are based on a minimum of 30 people.

While we know it is irritating to be asked to pay more we trust that you will understand this is entirely due to the change in the VAT rules and is not of our making. We believe that the proven quality of our tours and the healthy profit margins that are available on resale will mean that most coach operators and tour operators will continue to book with us in 2011.

We would particularly draw your attention to our Together Tours which include morning coffee and a main course lunch as being ideal for public excursions. All of our Together Tours which include The Olympic London Explorer are wholesale price £15.75 plus VAT and are commonly priced by coach operators to the public in the region of £40pp.

For further information on the changes to the Tour Operator Margin Scheme and Wholesale Supplies we refer you to HMRC Reference Notice 709/5 (November 2009) Thank you and we look forward to another successful year working together!

Gyll King
Managing Director

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Remember the prices in the brochure enclosed are retail only.
Coach Operators must use the Standard VAT wholesale prices overleaf.

Wholesale Prices (Tours for Resale) 1st January 2011 to 31 March 2012

Tours in the Current Brochure	Price (excluding VAT)	VAT	Your Price (including VAT)
Together Tours			
All Together Tours include morning coffee with biscuits and a main course set lunch. Look for the logo below.			
 <div style="border: 1px solid black; padding: 5px; display: inline-block; margin-left: 20px;"> <p>Including: The Olympic Lunch Special</p> </div>	£15.75	£3.15	£18.90
London Supper Club			
This includes all the half day or evening itineraries, which include a guided tour and pub supper.	£14.17	£2.83	£17.00
Cruises			
Chilterns Cruise	£16.82	£1.13	£17.95
Other Royal River Explorer	£16.69	£1.26	£17.95
Three Rivers Tour	£18.95	£1.00	£19.95
Hidden Essex & the Secret Canal	£18.00	£0.95	£18.95
Beechwood Beauty Boat Trip	£17.73	£1.22	£18.95
Hidden London and the Regents Canal	£15.94/£14.85	£1.56/£1.65	£17.50/£16.50
Lee Valley Olympic Tour	£18.67	£1.28	£19.95
Christmas Tours			
London Christmas Lights Supper Club	£14.17	£2.83	£17.00
Cruising into Christmas	£15.79	£1.16	£16.95
The Olympics, the Lights & Ten Miles	£15.79	£1.16	£16.95
The Mighty Wurlitzer Christmas Concert	£19.13	£3.82	£22.95
Christmas in the Royal Landscape	£13.00	£2.60	£15.60
The Olympics and the Lights	£7.00	£1.40	£8.40
Others			
Land of Hope and Glory	£17.75	£3.55	£21.30
London Docklands including Museum in Docklands	£9.00	£1.80	£10.80
Royal London including Buckingham Palace	£23.00	£4.60	£27.60
Beth Chatto & the Ha'penny Pier	£14.41	£2.88	£17.29
Old Kent Coast	£12.95	£2.59	£15.54
Essex Smuggling Haunts & Colchester	£12.84	£2.57	£15.41
Rye or Hythe & the Romney Marsh	£16.58	£3.32	£19.90
Silk & Spies	£17.50/£17.00	3.40/ 3.50	£21.00/£20.40
A Taste of Suffolk	£17.08	£3.42	£20.50
London Eye (no senior rate July/Aug or any weekends)			
Eye Spy & Christmas Eye Spy Adult, Senior, Child (Half Day or Evening Tour with Eye)	A £21.00, S £18.75, C £15.50	£4.20/£3.75 £3.10	A £25.20, S £22.50, C £18.60
C&V Christmas Cruise & London Eye Adult/Senior/Child	A £22.00, S £19.75, C £16.50	£4.40/£3.95 £3.30	A £26.40, S £23.70, C £19.80
London Eye Cruise, London Eye & Tour Available All Year (Eye Spy Cruise)	A£31.00, S 27.25 C £20.50	£6.20/£5.45 £4.10	A £37.20, S £32.70, C £24.60

VAT No: 799 1638 64

Non-brochure tour prices are available on request