



R&D Tax Relief - Travel Industry

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Most R&D claims in the travel industry revolve around internal software development. In the past, a holiday would traditionally be booked through a travel agent or in response to advertisements in the press.

Some 5-6 years ago a combination of cheap booking sites low cost airlines and increased internet access brought about a general opening up of the market so the industry started moving towards self-package holidays, where people were doing their own thing such as selecting their own flights, hotels, excursions etc. Many travel agency companies are developing sophisticated online intelligent tools.

There are strict rules covering R&D tax relief claims. Nunn Hayward will ensure that the claim is accurate and will stand up to any HMRC scrutiny.

If the right boxes are NOT being ticked in terms of what qualifies under the R&D legislation, any claims against this scheme will come to nothing.

For this reason many potential travel agents and operator claims are not even attempted, because many companies are rightly reluctant about spending significant amounts of time and money with no guarantee of success.

Nunn Hayward LLP make the whole process simple by preparing claims on the companies' behalf. We provide the right information in the right format so that HMRC can quickly agree the R&D claim.

Examples

Let us help you decide whether you may qualify by giving you some examples of typical Travel Industry R&D claims undertaken by Nunn Hayward.

Typical Qualifying Claims

- Development of multi-faceted, fully integrated, consumer holiday customer management portal and CMS – using science or technology of an existing process in a new or appreciably improved way (e.g. a product that has exactly the same performance characteristics as existing models, but is built in a fundamentally different manner).
- Development of intelligent enquiry system with automatic refinement of choices and intelligent alternative suggestion system.
- Creation of user-friendly interactive cruise booking channel – a brand new development requiring a significant amount of time on developing the various extensive and complex algorithms. This qualifies as R&D as they are aiming to advance overall knowledge or capability in a field of science or technology – not just the company's own state of knowledge – and includes the adaptation of knowledge or capability from another field of science or technology in order to make such an advance where this adaptation was not readily deducible – overcoming a way of building an interactive platform with the travel industry for white labels and XML feeds.
- Development of a software platform to provide an infrastructure for tailor made bespoke holidays. The platform is unique and cannot be bought off the shelf and includes artificial intelligence modules - using a science or technology of an existing process in a new or appreciably improved way (e.g. a product that has exactly the same performance characteristics as existing models, but is built in a fundamentally different manner).

These are examples of what you may be doing, but if you can do them by following routine or conventional methodology then the claim will not be qualifying. The legislation essentially dictates that you have to be doing something that others in your industry are not doing.

The Next Step

If you feel that you may be eligible to make an R&D claim, please fill out your details on our feedback form or alternatively fill out our on-line form, to receive your **FREE HEALTH CHECK** and one of our experienced R&D advisers will be in contact to ensure that the development qualifies. If you are unsure at this stage, a telephone conversation will be able to help you establish definitively whether you can make a claim.