

Travel industry.

R&D tax relief



R&D tax relief - travel industry.

Most R&D claims in the travel industry revolve around internal software development. Several years ago a holiday was typically booked through a travel agent or via more traditional methods such as magazines, newspapers etc.

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, and the industry began to move towards self-packaging where customers created their own bespoke holidays through selecting their own flights, hotels and excursions.

To ensure that they remain within the market place, many travel agency companies are developing sophisticated online intelligent tools.

There are strict rules covering R&D tax relief claims. Our specialist R&D team 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 travel industry claims are not even attempted, because many companies are rightly reluctant to spend significant amounts of time and money with no guarantee of success.

We can make the whole process simple by preparing a claim on the company's behalf. We provide the right information in the right format so that HMRC can quickly agree the R&D claim.

Typical qualifying claims

- Development of multi-faceted, fully integrated, consumer holiday customer management portal and CMS, (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 for white label and XML feeds.
- Development of a software platform to provide an infrastructure for tailor made and bespoke holidays. The platform is unique and cannot be bought off the shelf and includes artificial intelligence modules, therefore 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).
- Purchasing an off-the-shelf front or back end operating package with generic functionality which is then developed to produce an operating platform which is technically superior to the existing model. The platform is developed through a resolution of complex algorithms which have not previously been identified or successfully achieved.

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.

Contact us to receive a free health check and one of our experienced R&D advisers will be able to ascertain whether the development activity qualifies. If you are unsure at this stage, a telephone conversation with one of our advisers will be able to definitively establish whether or not a claim can be made.

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