

VAT in the Tourism Industry

This comprehensive seminar will explore the complexities of VAT in the tourism industry. Whether you are managing a hotel, travel agency, or are in the business of any tourism-related service, this session will equip you with the latest developments, practical insights, and strategies to navigate VAT efficiently.

Main topics to be covered

- Pre-booking fees and advances, early booking discounts, cancellations, no shows and refunds
- Hotel accommodation
- Restaurant and Catering
- Vouchers and loyalty reward programs
- Marketing and promotional costs
- Incentives paid to overseas tour operators
- Construction services received in relation to renovations/additions
- Bad Debt Relief
- Agency services and commissions (principal vs agent)
- Tour Operators Margin Scheme (TOMS)
- Compliance Obligations, VAT invoices and credit notes
- Upcoming changes in VAT legislation and their potential impact.

Who should attend the seminar?

The programme is addressed to Members of accounts departments, Chief accountants and Chief Financial Officers of Hotels. Tour Operator agencies, Tax and VAT accountants.



PwC's Academy Cyprus

Dates and time

16 May 2025 (9:00 - 14:30)

(5 CPD units)

Location

PwC's Office, Limassol

Facilitator

Maria Ioannou

Senior Manager, PwC Indirect Tax Services

Fee

€200 (+VAT)

10% early booking discount for bookings made by 6 May 2025

Registration

Follow [this link](#) to register

Maria Ioannou

Senior Manager, PwC Indirect Tax Services



Maria is a Senior Manager in the Tax Advisory Department of PwC Cyprus, specialised in the Indirect Taxes. Maria graduated from the University of Southampton obtaining a First Class BSc Degree in Accounting and Finance and an MSc in Corporate Risk and Security Management with Distinction. She has been a member of the Institute of Chartered Accountants in England and Wales since 2016 and a member of the Institute of Certified Public Accountants of Cyprus (ICPAC). She is also a member of the ICAEW Cyprus Younger Members Committee (CYMC).

Maria is a technical expert, specialising in VAT and she is involved in various indirect tax structuring and advisory projects. Her areas of expertise include the provision of VAT consulting/advisory services, audit of taxes of several clients, VAT rulings, various due diligence assignments, as well as VAT compliance responsibilities across various industry sectors.

She is an experienced trainer, approved by the Cyprus Human Resource Development Authority (Cy-HRDA), involved in the preparation and delivery of both internal and external Indirect Tax related seminars.