



A MANIFESTO FOR THE UK'S INBOUND TOURISM INDUSTRY

Inbound tourism is one of the UK's success stories, bringing nearly £23 billion to the economy in 2018¹ and together with the wider UK tourism industry employing over 3 million people across the country.²

The tourism industry is already our 5th biggest export earner³ but with the right support, our industry has the capability to attract even more business from across the globe to the four corners of the United Kingdom. We need a Government which will support the industry by:

Representing our priorities during and beyond the Brexit **transition** period:

We want to see visa free access for EU visitors, continued strong promotion of the UK as a welcoming destination, ongoing protection for EU workers and continued access to the Single Market, Customs Union and Open Skies agreement. We also want to see the deadline of December 2020 for the transition period extended to ensure businesses have sufficient time to prepare for an eventual exit. With the Tourism Sector Deal now in place, we ask the Government to build on this and ensure that tourism is considered within wider policy changes; and that VisitBritain continues to receive sufficient funding in the upcoming Comprehensive Spending Review, for the GREAT campaign and wider operational funding.

Ensuring that the industry has enough **talent** and skills to be able to keep growing:

With the end of Free Movement looming, it is vital that foreign language skills for the UK's top source markets are placed on the Shortage Occupancy List and that a realistic salary threshold is set for new non-UK workers across the whole of the United Kingdom.

Enabling the industry to be able to **trade** effectively:

Our international visitors need to be able to access the UK quickly and easily. The new Government should therefore ensure that our visa systems, particularly for Chinese and Indian visitors, are cost effective and easy to understand.

¹ Source: National Audit Office (International Passenger Survey)

² Source: The Tourism Alliance (UK Tourism Statistics 2019)

³ Source: The Tourism Alliance (UK Tourism Statistics 2019)



Reducing **taxation**, as visitors to the UK are some of the most highly taxed in the world:

The UK currently ranks 140 out of 140 countries in the world for price competitiveness. We want to see Air Passenger Duty substantially reduced or cut –this will generate significant increased revenue in terms of increased visitation and more air routes into the UK, especially in the regions. We also want to see levels of VAT reduced for tourism businesses and a fair and thorough consultation process conducted for any proposed Transient Visitor Levy.

Ensuring that there is a regulatory level playing field for all **tourism** businesses including those in the sharing economy

Ensuring that the UK's **transport** infrastructure supports leisure tourism right across the UK