



## PRESS RELEASE

# Published today: Tourism Alliance 10-point policy plan to grow tourism and boost UK economy

For immediate release

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The Tourism Alliance has today [published a 10-point policy agenda](#) for 2023. Each of the policies it outlines would boost tourism and help the UK economy recovery from Covid and the cost-of-living crisis.

The ten policies are:

- 1. Introduce a Youth Group Travel Scheme for EU Student Groups*
- 2. Increase Funding for International Marketing*
- 3. Introduce a Low-Cost Five Year Visitor Visa*
- 4. Reinststate the VAT Reclaim Scheme*
- 5. Revise the Package Travel Regulations*
- 6. Fully Implement the De Bois Review*
- 7. Expand and Reform the Youth Mobility Scheme*
- 8. Reduce the VAT Rate For Hospitality and Attractions*
- 9. Use ETAs to Boost Business Tourism*
- 10. Reform Business Rates*

Each of these policies is explained and costed in the policy booklet published by the Alliance titled [Tourism and the UK's Economic Recovery](#). (Also attached to this email)

Richard Toomer, Tourism Alliance Executive Director, said:

"Tourism is well-placed to help the UK economy recover and grow in 2023. It is already one of the most important parts of the British economy employing 3.4 million people in 300,000 business in every part of the country. Our inbound market is the fifth largest in the world, generating £31bn per year in export earnings.

"UK tourism is a huge success story, and we can and should build on it. Our policy suggestions published today outline ten opportunities where we can drive prosperity and revenue amounting to £11bn per year – many of these are either at no cost to the Treasury or would in fact generate more money for the public purse.

"Encouraging more tourists to come to the UK to experience our world-class destinations, our culture and heritage, and our hospitality and attractions, should be a no-brainer. It helps businesses and employees in every part of the UK.

"There are big and small things the Government can do to encourage tourism such as tackling our uncompetitive visa regime, reinstating the VAT reclaim scheme so that foreign tourists are encouraged to spend in our stores, and tackling the massive downturn in youth and student group travel by instituting a new regime for checking their identity at the border.

"Each of these policies, and more, is outlined in our policy agenda, which is our focus for 2023 and beyond as we head towards party manifestos being written for the next election.

"We are determined that tourism will play a key role in the country's economic recovery, and the Government can help make the most of the opportunities ahead by adopting these policy suggestions. We look forward to working with them and with the other parties in taking them forward."

## Notes:

1. The Tourism Alliance is the umbrella trade association representing more than 65 organisations in every part of the tourism industry, including inbound, outbound and the domestic sector. The Alliance's main roles are to provide a unified tourism industry view to government, parliament, and other stakeholders, and to provide a forum for policy debate and discussion amongst our members.

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