

The Benefits of Retaining Hospitality and Tourism VAT at 12.5%

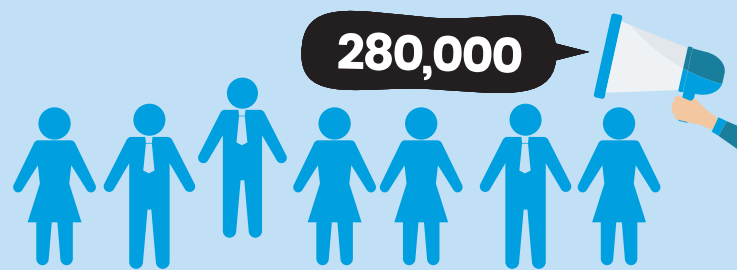
Tourism and Hospitality is one of the UK's largest industries, employing 3.4m people and generating over £150bn pa for the economy. However, it is the sector that has been the most severely impacted by Covid and will be the last to recover.

New econometric modelling undertaken for the hospitality and tourism industry shows that keeping VAT at 12.5% will –

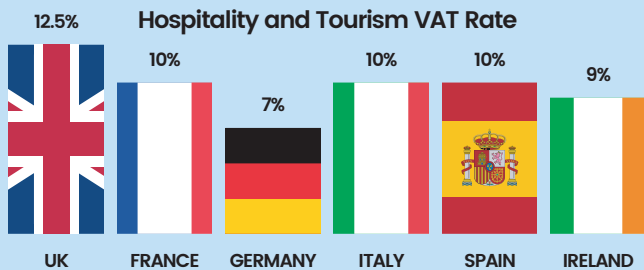
1 Help to Keep Prices Down and Ease the Cost of Living Squeeze



4 Create Over 280,000 New Jobs*



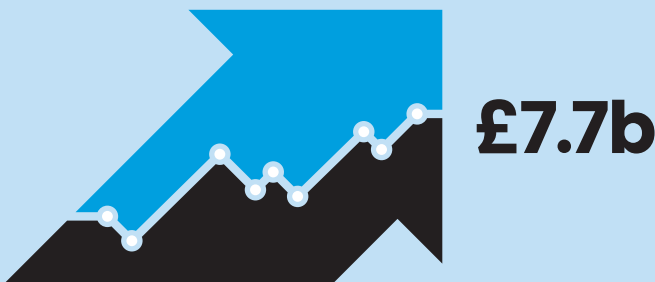
2 Maintain the UK's International Competitiveness



5 Support Levelling-up*



3 Generate £7.7bn in Additional Revenue*



6 Provide £4.6 billion for HM Treasury*



A copy of the full Econometric Research is available on the Cut Hospitality & Tourism VAT website <https://www.cuttourismvat.co.uk/reports-documents/>

*All results are for a 10 year period.

The British Beer & Pub Association

The British Beer & Pub Association is the leading trade body representing companies across the UK, which between them own around 20,000 pubs and brew roughly 90 percent of beer sold in the UK. Member companies have many different ownership structures, including UK PLCs, privately-owned companies, independent family-owned brewers, and UK divisions of international brewers.

For further information please contact:
fmorriss@beerandpub.com

UKHospitality

UKHospitality is the trade body representing the UK's hospitality sector, representing over 750 companies, operating around 85,000 venues in a sector that, prior to Covid, employed 3.2 million people. It speaks on behalf of a wide range of leisure and 'out-of-home' businesses, from FTSE 100 enterprises to niche groups and independent single-site operators – covering pubs, restaurants, hotels, nightclubs, contract catering, leisure parks, visitor attractions and coffee shops.

For further information, please contact:
tsoph@ukhospitality.org.uk

ALVA

The Association of Leading Visitor Attractions represents UK's most popular, iconic and important museums, galleries, palaces, castles, cathedrals, zoos, historic houses, heritage sites, gardens and leisure attractions. They comprise over 2200 tourist sites, hosting over 119 million domestic and overseas visitors each year – around 28% of the visits made annually in the UK.

For further information please contact:
bernarddonoghue@alva.org.uk

The Tourism Alliance

The Tourism Alliance is the Voice of the Tourism Industry, comprising 65 Tourism Industry Organisations that together represent some 200,000 businesses of all sizes throughout the UK. The purpose of the Tourism Alliance is to identify and develop policies and strategies to raise standards and promote quality within the industry and work with and lobby government on all key issues relevant to the growth and development of tourism in order to maximise its contribution to the economy.

For further information please contact:
kurt.janson@tourismalliance.com

Cut Hospitality & Tourism VAT

For nearly 30 years the Cut Hospitality & Tourism VAT Campaign has united industry and consumers in demonstrating to UK Government the damaging effect of the second highest rate of VAT in Europe. Permanently reducing VAT on hospitality and tourism in line with all other competitor countries would increase jobs and investment, improve the UK's balance of payments and provide a £4 billion boost to Treasury taxes.

For further information please contact:
rgwason@cuttourismvat.co.uk