

@TOURISMALLIANCE



**TOURISM  
ALLIANCE**  
the voice of tourism

# Making Our Voice Heard

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**Executive Director, The  
Tourism Alliance**

# 2025

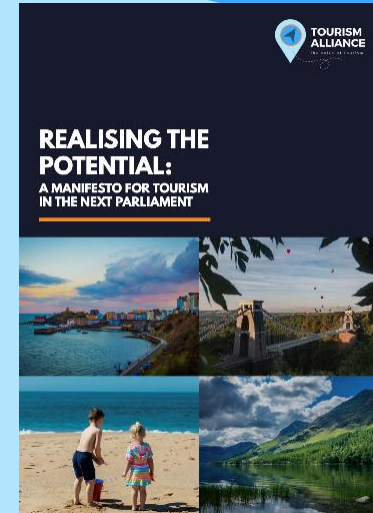


- **Founded to provide a single voice**
- **70+ members** representing **200,000+ businesses**
- Focus on **policy and public affairs**
- And provide **forum for industry collaboration**
- Full member trade and member associations
- Associate member DMOs, LVEPs, DDPs, regional bodies



## Our Mission

**To champion tourism's role in growth, jobs, and regeneration across every region.**





# Tourism Alliance at the Helm:

- 70+ organisations  
200,000+ businesses



- Strategic Policy Engagement:** Primary voice for tourism policy
- Timely & Impactful Dialogue:**  
Unifying our voice and reinforcing our message in 2026 and beyond.

# Why a Unified Voice Matters

Turning Fragmentation into Impact

- **Fragmentation Weakens Influence**
- **Unity Amplifies Our Voice**
- **Evidence Over Anecdote**



Photo by Aswin Mahesh on Unsplash



# Tourism's Economic Contribution – Key Metrics



## GDP Contribution: £147 Billion

Tourism contributed £147bn to UK GDP in 2024, underscoring its position as a top-tier economic sector.



## Tax Revenue: £52 Billion

Tourism provided £52bn in tax receipts to the UK government in 2024 through direct and indirect channels.



## Employment: 2.4 Million Jobs

Tourism supports 2.4 million jobs across the UK, with a strong footprint in rural, regional, and coastal economies.



## Growth Forecast: £161 Billion by 2030

Projected sector expansion estimates tourism will be worth £161bn annually by 2030 (in 2024 prices).

# Our Policy Priorities for Growth

Shaping a Competitive Tourism Environment

- **Tourism Tax/Visitor Levy**
- **Business Rates Reform**
- **Smarter Regulation**
- **Global Competitiveness**



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# TOURISM TAX AKA VISITOR LEVY

Risks: competitiveness, price-sensitive visitors, domestic holidaymakers and...

business travel and events

Additional admin and cost for already-stretched businesses

Our line: growth-first, not tax-first

Scotland...learn the lessons

Flat rate v %

Hypothecation?

Why tourism?

But...devolution and local powers



# BUSINESS RATES

55% of respondents expect their business rates bill to increase from April 2026 (only 2% expect a decrease).

33% say they don't yet know their expected change, suggesting a material information gap ahead of implementation.

Of those able to estimate the impact, 83% expect an increase, and 48% expect rises of 26% or more.

67% plan to cut investment in maintenance/refurbishment

65% expect to increase prices

55% anticipate staffing hour reductions or recruitment freezes

40% will cancel or delay expansion plans

31% report a risk of closure or exiting the market



# Getting Government to Listen

Evidence, Outcomes, and Clarity

- **Outcome-Led Engagement**
- **Disciplined Narrative**
- **Turn Insight into Action:**



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# Call to Action

Make Tourism's Voice Impossible to Ignore

- **Stay Engaged**
- **Speak With Purpose**
- **Shape the Future**

2026



# TOURISM INSIGHTS 2026

FOLLOWED BY...

ENGLISH TOURISM WEEK PARLIAMENTARY RECEPTION

WEDNESDAY 18 MARCH 2026



[tourismalliance.com](https://tourismalliance.com)