TOURISM ALLIANCE POLICY UPDATE

NIGHTMARE ON LEVY STREET

What is coming for visitor attractions, and and what we are doing about it

Eddy Leviten, Executive Director, Tourism Alliance

VAC 2026 | QEII Centre, Westminster | Friday 9 October, 16:00

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25 years

WHO WE ARE

ONE VOICE TO GOVERNMENT

£147bn

visitor economy

2.4m

jobs

£52bn

in tax revenues every year

The Tourism Alliance brings together 60+ organisations across tourism, hospitality, transport, events and attractions, and takes one message to Government.

Source: VisitBritain, January 2026

THE CALENDAR

WHAT IS COMING

When	What
28 October	Autumn Budget 2026
17 November	Tourism Alliance Policy Conference, London
Forthcoming	Visitor Economy Growth Strategy
By March 2027	Pub and hotel business rates review reports, ahead of the 2029 revaluation
Spring 2027	Cross-sector Major Events strategy, including business events

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OVERNIGHT VISITOR LEVY

WHERE IT STANDS

ENGLAND

In the King's Speech on 13 May. Strategic authorities will run it, with £99.6m for admin. National exemptions cover only temporary accommodation, Traveller sites and charitable refuges.

SCOTLAND

Edinburgh went live on 24 July: 5% of the accommodation cost, for the first five nights. First returns are due this month.

WALES

Gwynedd received 6,856 consultation responses and has delayed its decision, which puts an October 2027 start in doubt.

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THE ATTRACTIONS VIEW

WHY ATTRACTIONS SHOULD CARE

01

It prices the trip before the visit

Overnight visitors spend at attractions. A levy adds cost to the whole break.

02

It will not be one policy

Beyond a few national exemptions, rules are a local choice. Expect a patchwork.

03

The money must come back to visitors

We want any levy income ring-fenced in statute and spent on the the visitor economy.

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OUR POSITION

FOUR ASKS ON THE LEVY

1. Cut accommodation VAT to 10% before any levy
2. Publish a Visitor Economy Growth Plan
3. Ensure there are robust independent economic assessments in every region
4. Ring-fence any future levy revenue revenue in statute

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PRICE COMPETITIVENESS

113TH OF 119

Where the UK ranks on price competitiveness. That is why VAT comes before any levy.

Next test: Autumn Budget, 28 October

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MARKET MOOD

DEMAND HOLDS, CONFIDENCE WOBBLES

78%

intend to take a UK overnight trip, up three points on August

49%

think the worst of the cost of living is still to come

18%

fall in coastal breaks in England on a year ago

Source: VisitEngland, September 2026

BEYOND THE LEVY

ALSO ON OUR DESK

Issue	What we are doing
DMCCA subscriptions	Coalition letter with ALVA, BALPPA and Historic Houses
Summer savings	Letter to the Chancellor, 21 signatories
Zero hours	Response to the DBT Make Work Pay inquiry
Parliament	Tailored introductions to CMS Committee members
Jobs and skills	Working with Number 10 and DWP on getting young people into work
APPG	Tourism inquiry
Regional mayors	Regional Mayoral meetings

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THE ASK

WHAT WE NEED FROM YOU

Answer your council

Respond to levy consultations. We are building a toolkit to help.

Send us evidence

Visitor numbers, jobs and local impact make the case.

Use your trade body

Make sure it feeds into the Tourism Alliance.

Join us on 17 November

Tourism Policy Conference, London.

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QUESTIONS?

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Tourism Policy Conference | 17 November 2026 | London