

Richard Toomer

**Tourism Alliance
Executive Director**



About the Tourism Alliance

- 📍 75 members
- 📍 Trade associations
- 📍 Founded to provide a single voice
- 📍 Focus on policy and public affairs
- 📍 And provide forum for industry collaboration





Policy opportunities

- 📍 Business partnership?
- 📍 EU-UK re-set?
- 📍 Sensible approach to visas and borders?

Policy challenges

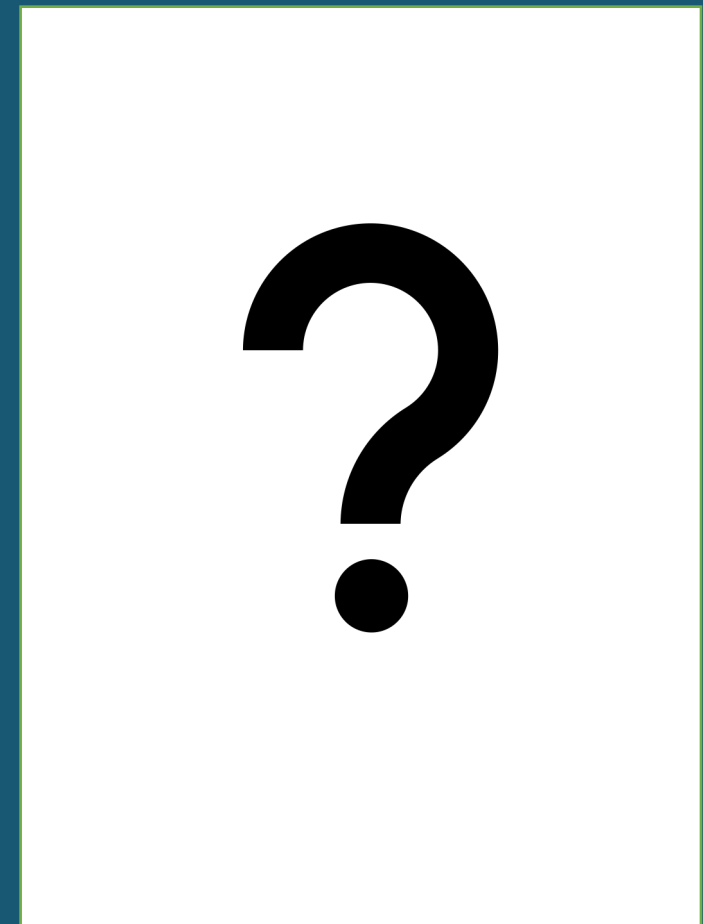
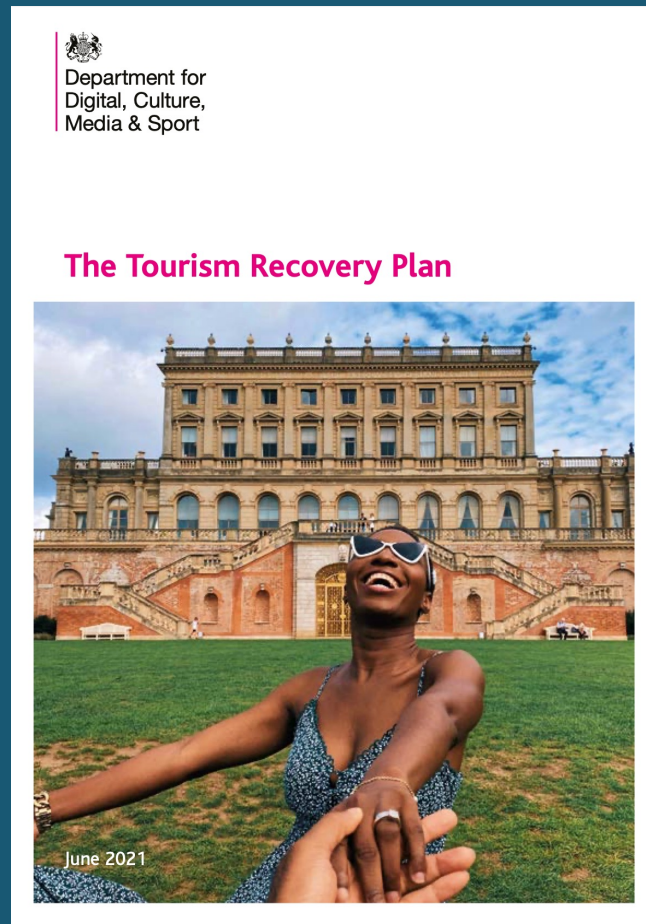
- 📍 Communities, housing, and tourism
- 📍 Lack of manifesto commitment
- 📍 Lack of funding
- 📍 Not (yet) a priority area



Things to watch

- 📍 Regional and local devolution. Tax-raising powers?
- 📍 Youth mobility
- 📍 VAT-free shopping
- 📍 Focus on sustainable growth
- 📍 Populist reaction to tourism abroad

The One Big Ask



Realising The Potential



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