

HIGH TOURISM VAT IS DAMAGING THE UK

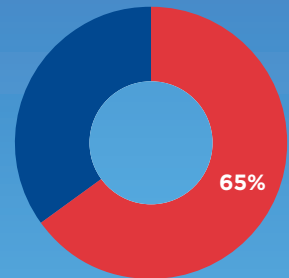
Tourism is the sixth largest export earner for the UK – yet the only one subject to VAT. The UK is one of only four EU countries with no reduced VAT rate for tourism. This makes the Great British holiday uncompetitive compared to rival European destinations.

Cutting tourism VAT would:

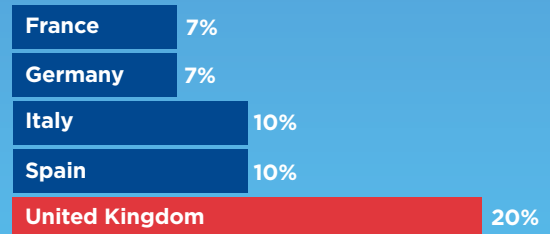
- Let British business compete on a level playing field in Europe
- Support jobs and investment in communities across the UK
- Help hard-working families afford a British holiday
- Boost Treasury income by £2.6 billion over 10 years

Public Opinion:

According to a public survey 65% thought it unfair that UK families pay more than twice as much VAT as those in Germany and France for a domestic holiday.



EU Tourism VAT Rates:



A report by Professor Adam Blake (a Treasury adviser), using the government's economic Computable General Equilibrium (CGE) model, concludes that cutting tourism VAT to 5% is "one of the most efficient, if not the most efficient, means of generating GDP gains at low cost to the Exchequer that we have seen with the [Treasury's economic] model".

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