



Sir,

The success of my business and my livelihood rises and falls with the strength of Britain's visitor economy. But taxes on Tourism make Britain one of the most expensive countries in the world to visit and this limits our ability to compete with other destinations. That's why at this election I am calling on the Parliamentary candidates for [insert constituency name] to pledge their support for the Campaign to Cut Tourism VAT and provide a boost to our local economy.

Hospitality alone contributes [use figures from BHA Local Economic Contribution Map] to our area and along with tourism employs 14% of the UK's working population.

The UK's 20% rate of VAT levied on visitor accommodation and attractions is almost double the European average tax rate and 31 different European countries have already cut Tourism VAT.

Reducing Tourism VAT to 5% would encourage visitors to come to see our beautiful country and make it cheaper for Brits to holiday at home, creating 121,000 jobs.

In the last Parliament, 173 MPs supported the campaign including [name of MP]/ but [name of MP] did not. At this election I, and my fellow hospitality and tourism business owners, will be deciding who to vote for based on their support for our industry, and for Cut Tourism VAT.

[Name, Town, County]