

Campaign to Cut Tourism VAT General Election Manifesto Scorecard



Party	Commitment to reduction in tourism VAT	Other tourism commitments	Rating for tourism	Reason
Conservative	N	The Conservative party would continue after Brexit to encourage the world to visit, study and do business in the UK through the GREAT Britain campaign and Visit Britain. The party also want to extend coastal communities fund to 2022 to support and protect the UK's coastal areas. The manifesto reconfirmed commitments to spend on infrastructure projects, including the target of every home and business having access to high-speed broadband by 2020.	4/10	Disappointingly, tourism was not mentioned explicitly in the manifesto. The industry will benefit from the party's commitment to a low tax business environment. Obligations on infrastructure projects also helps tourism.
Labour	N	The Labour Party want to support tourism "at the heart of Government". They acknowledge that 9.6% of UK employment, 4.9% of exports, and 9% of GDP comes from tourism. The party pledge to reinstate the cross-Whitehall ministerial group on tourism, and ensure that all government ministers understand how their roles fit into the national tourism agenda. Labour want to invest in broadband and 4G in rural and coastal areas.	6/10	In its manifesto, the Labour Party understands the full importance of tourism, and is committed to improving its place in politics. There is also an understanding of the needs of coastal and rural areas which are more dependent on tourism. There is, however, no commitment to reduce Tourism VAT and the party is committed to increasing the tax burden on business.
Liberal Democrats	N	The Liberal Democrats have an explicit pledge to "protect support for key domestic British industries like tourism". The party also want to protect rural tourism with a commitment to preserve the UK's natural environment. Other tourism friendly policies include making the processing of tourist and family visas more efficient, increasing the provision of protected green space and a commitment to spend more on infrastructure.	6/10	The Liberal Democrats recognise the UK is an open, outward looking country and that the tourism industry is key to rural areas. It is disappointing they left a reduction in tourism VAT out of the manifesto, although this remains a party policy.
Plaid Cymru	Y	Plaid Cymru have pledged to double the funding for Visit Wales to help promote Wales as a global tourist destination. They also committed to making ultra-fast broadband and 5G mobile signal available to all of Wales. Plaid Cymru also stated that they would reform business rates to a turnover-based system and introduce measures to help SMEs.	10/10	Plaid Cymru are campaigning to implement a cut in tourism VAT that will allow Welsh tourism to flourish. The party shows concern for the effect of Brexit on the Welsh tourism industry and eagerness to implement policies that will expand the industry.

UKIP	N	UKIP pledge to create Coastal Enterprise Zones, to make coastal areas vibrant, viable communities attractive to businesses, to British families, and tourists from overseas. They commit to use an £11bn windfall from import tariffs to reduce VAT across the board. UKIP pledged to introduce zero net immigration for five years, and have a total halt on unskilled and low skilled migrants for five years.	2/10	No commitment to reduce Tourism VAT, only one mention of tourism, and plans to reduce migration to zero are bad for tourism. There is, however, an understanding that more needs to be done to benefit coastal areas.
Green	N	The Green Party want Britain to be an outward facing and welcoming country, but they fail to mention tourism in their manifesto. Pledged to better protect the UKs protected areas and to help and support small businesses.	3/10	The manifesto is light on detailed policies relating to tourism and there is no mention of the tourism VAT in the manifesto. This is disappointing as Caroline Lucas supports the campaign.
SNP	Y	The SNP pledged to work with the Scottish Government, Visit Scotland, Scottish Development International and UK departments to secure an expansion of international flights to and from Scotland, opening up new markets for tourism. The SNP also committed to ensuring that increased border issues do not make the UK a less attractive destination.	8/10	Committed to ask the UK government to <i>examine</i> reducing VAT but did not make a reduction policy. The manifesto signals an understanding of the importance of Tourism to Scotland.
SDLP	Y	The SDLP have a good understanding of the importance of tourism in Northern Ireland, and Margaret Ritchie co-chairs the APPG for the visitor economy. The SDLP also advocate for the devolving of APD to help Northern Irish airports compete with the Republic of Ireland. The SDLP also state that they would retain the free movement of people for EU citizens not just those from the Republic.	10/10	The party is campaigning to reduce VAT on tourism and reduce Air Passenger Duty. The SDLP show a good understanding of the issues facing the tourism industry.
UUP	N	UUP wants Tourism Ireland to attract a fair share of the overseas market to Northern Ireland and targets growing the NI tourism industry to £1 billion by 2020 and wants to re-establish long-haul air links to Dublin Airport. The party also want to remove arcane licensing laws and reduce air passenger duty, as well as making a positive and welcoming image of Northern Ireland	6/10	The UUP understand how tourists to Northern Ireland face barriers, such as a 20% rate of tourism VAT compared to a 9% rate in the Republic of Ireland. There is no explicit commitment to reduce tourism VAT.