

Q11 For VAT registered businesses only: If it were to be announced that VAT on tourism and hospitality were to remain at 5% indefinitely, how would this influence your attitude to investment in your business compared to a VAT rate of 20%? Please comment:

Answered: 822 Skipped: 322

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#	RESPONSES	DATE
1	I would be able to support building projects and update without the heavy burden of 20% going from the business	12/20/2020 11:51 AM
2	Allow me to invest, grow the business, hire more staff and pay higher wagea.	12/19/2020 10:20 PM
3	A 5% rate would give us the confidence to invest in the business and improve what we can offer to guests	12/19/2020 4:50 PM
4	It would enable more invertment	12/19/2020 2:50 PM
5	I would allow for price cuts, increase demand and and then allow the reinvestment needed to catch up with a year that has had no investment. Crucial.	12/19/2020 2:47 PM
6	We would be able to continue upgrading all facilities from the bars, restaurants, bedrooms and general upkeep of the building inside and out. To help keep a high standard required by the ever demanding customer. Crucial in a continued success of the business. This has an ongoing effect on the surrounding houses creating a better environment for all.	12/19/2020 2:17 PM
7	More funds to pay staff and increase the operation to create more jobs	12/19/2020 1:29 PM
8	This would have a positive impact on my business with higher standards and thereby creating more job opportunities for local workers seeking employment.	12/19/2020 1:14 PM
9	Very positively	12/19/2020 12:56 PM
10	Greatly inspire confidence in retaining staff and actively trying to grow and invest in our business	12/19/2020 12:35 PM
11	It would give us confidence to invest in all our properties and expand our portfolio.	12/19/2020 11:44 AM
12	Yes, I've already been able to refurbish my hotel	12/19/2020 11:35 AM
13	I would look to invest for the long term future of my business. I employ 20 staff and want to safe guard their jobs. Putting Vat back to 20% will not make it worthwhile to continue. Costs now are so high. And with food and minimum wage due to increase in 2021 the future is bleak. Putting VAT back to 20% will be the final nail in the coffin for many hospitality businesses!	12/19/2020 10:57 AM
14	Increased confidence to continue with investment business development.	12/19/2020 9:50 AM
15	Make a huge difference	12/19/2020 9:34 AM
16	I would be more likely to invest at a more significant level if vat were kept at the reduced rate	12/19/2020 2:00 AM
17	li would allocate a percentage of the savings to capital improvements	12/19/2020 12:56 AM
18	It would assist dramatically in the longevity of the business.	12/18/2020 11:47 PM
19	It would make investment in our business possible. If the VAT rate returns to 20% we will simply be unable to invest in our business, protect it's future and the futures of our staff team.	12/18/2020 11:14 PM
20	I would feel more confident to invest	12/18/2020 10:52 PM
21	We would invest in more rooms and enlarging our restaurant to meet peak demands at present we turn 1000s of covers away each summer	12/18/2020 10:51 PM
22	Significant opportunity to enable upgrading accommodation and securing jobs	12/18/2020 10:19 PM
23	It is the only way we that we will be able to invest in our business given that we have taken on a large CIBL loan in 2020. Repaying this loan will replace scheduled investment.	12/18/2020 10:08 PM
24	Enable greater investment and job creation	12/18/2020 9:44 PM
25	quite a lot	12/18/2020 9:25 PM
26	The difference in paying our vat return at 5% to 20% is considerable, and we can see the difference that this would make to our business and the investment we can inject into it.	12/18/2020 9:25 PM
27	This would have a massive impact on our ability to invest in our business	12/18/2020 9:17 PM
28	Definitely would give us much more confidence to reinvest into the business.	12/18/2020 8:55 PM

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29	5% Vat would encourage future investment and development.	12/18/2020 8:32 PM
30	We would be investing a lot more into the business and supporting the local community. This allows us to compete with the ROI market and keep our prices competitive	12/18/2020 7:28 PM
31	More investmant	12/18/2020 7:16 PM
32	We would be keen to expand and invest into the business to encourage staycation	12/18/2020 7:16 PM
33	much more likely to invest in the future of the business	12/18/2020 6:29 PM
34	I would spend more that I currently do, as I would have more cash at my disposal to do so	12/18/2020 6:23 PM
35	A very positive attitude	12/18/2020 6:21 PM
36	It will have a positive effect on future investment in our marketing and facilities.	12/18/2020 6:21 PM
37	I would look for more buildings to transform them into hotels to accommodate hotel guests and students. This would result in more employment opportunities.	12/18/2020 6:20 PM
38	It would allow us to invest	12/18/2020 6:13 PM
39	Future investment would be more likely at 5%	12/18/2020 6:04 PM
40	We'd have more money to invest in the business and would be able to hold prices at their current level	12/18/2020 5:54 PM
41	We would not only survive, we would invest and flourish	12/18/2020 5:54 PM
42	It would impact on the business massively & be an incentive to continue trading. We have to be able to do more than just meet our costs. We need to be rewarded for our hard work.	12/18/2020 5:48 PM
43	A certain percentage of our turnover is allocated each year to the maintenance & upgrading our cottages. A reduced vat rate would allow us to spend more on this.	12/18/2020 5:48 PM
44	We would push ahead with our postponed developments and expansion plans	12/18/2020 5:47 PM
45	We would be able to invest more in our business, more facilities and services.	12/18/2020 5:42 PM
46	It would make the long term business more viable	12/18/2020 5:39 PM
47	Wouldn't affect it.	12/18/2020 5:23 PM
48	Would have some funds to re-invest if it stayed at 5%... would struggle to pay the full 20%	12/18/2020 5:18 PM
49	I would be able to invest further in my business to improve the customer experience.	12/18/2020 4:51 PM
50	We have always been committed to providing new and enhanced facilities and services for our business, and recognise the benefit that this brings for our customers and turnover. However, there is little incentive to do so under the present VAT regime, when 20% of any increase in turnover, and up to 40% of any increase in net profit is payable directly to HMRC (not to mention the current IHT regime as well !!). We have many plans and ideas waiting to be actioned, and would love to expand and create more of the great ideas & facilities we see when we are abroad on holiday. However, we are dismayed that our European cousins have such a massive financial advantage over us, and we can only see this resulting in an ever widening gap between the Tourism markets of the U.K. and continental Europe, with the U.K. doomed to end up as the poorer cousin. This is especially insulting when it was actually the ECJ who imposed the VAT charge on our sector & the U.K. Treasury who then refused to apply a competitive rate, thereby imposing severe financial disadvantages to the staycation market. It sincerely questions whether we can trust those Ministers now negotiating the current BREXIT trade negotiations with the EU, given that they have been prepared to rob their own citizens for all of these years.	12/18/2020 4:43 PM
51	More monies would be available to invest in new equipment, replace infrastructure approaching life expiry and refurbish generally.	12/18/2020 4:38 PM
52	I would be more inclined to invest in my business and would have more funds to invest-it would also help pay back the debt that my business has incurred during the pandemic.	12/18/2020 4:29 PM
53	The vat reduction would create a better cash flow and therefore income to spend on the business	12/18/2020 4:23 PM

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54	It will increase our investment massively by about 15%, and make us much more likely to invest in sustainable tourism options.	12/18/2020 3:58 PM
55	It would give more confidence to invest for the long term.	12/18/2020 3:56 PM
56	I expect I would spend a greater proportion of income investing and improving my business and in turn create more jobs	12/18/2020 3:53 PM
57	The majority of savings would be invested back into the business to improve business	12/18/2020 3:38 PM
58	It would give me much more confidence to invest & expand	12/18/2020 3:35 PM
59	We would be more likely to invest in the business to improve facilities and the customer experience.	12/18/2020 3:31 PM
60	Would give me the confidence to invest in the business. Otherwise I wouldn't have the money to invest...	12/18/2020 3:27 PM
61	It would have a major effect on profitability rather than turnover. Such a long term boost would encourage further investment . This in turn will attract more people to the locality thereby increasing local spend	12/18/2020 3:21 PM
62	Quite simply it would provide us with the available capital to invest repeatedly in the business, providing more local jobs and securing its future.	12/18/2020 3:20 PM
63	It would give significant extra cash to invest into capital expenditure on the site and would reduce entry prices due to competition. A win:win because we could afford to invest in a better experience without inflating gate prices.	12/18/2020 3:19 PM
64	Make it a lot more viable and attractive to continue	12/18/2020 3:16 PM
65	We would have more profit to reinvest into the caravan park.	12/18/2020 2:58 PM
66	Confidence restored continue with recent levels of investment	12/18/2020 2:56 PM
67	More likely to invest would have increased confidence	12/18/2020 2:38 PM
68	It would make a huge difference, we would be a lot more confident in our future investment and growth	12/18/2020 2:28 PM
69	Lowering our admission fees reduces risks associated with events. Retaining a proportion of the VAT saving for own reserves would accelerate our investment plans to develop our facilities.	12/18/2020 2:26 PM
70	It would give us the confidence to invest in a business that would have a future.	12/18/2020 2:23 PM
71	We would have resources to invest in new boats more often, which would lead to investment in more employees.	12/18/2020 2:10 PM
72	Increase confidence to invest both in building and staff as would see an improved return on t/o to cover these costs	12/18/2020 2:05 PM
73	We would continue to improve facilities with confidence knowing our site will be full most of the time.	12/18/2020 2:04 PM
74	Greatly increase the confidence to invest and develop the business	12/18/2020 2:03 PM
75	Likely to be able to invest more in the business and expand our offering	12/18/2020 1:58 PM
76	I would invest any saving back into my business	12/18/2020 1:55 PM
77	would improve our profitability and allow us to employ more local staff	12/18/2020 1:49 PM
78	I would be much more confident to spend money on investing in the business	12/18/2020 1:46 PM
79	Very Positive. 1) to recover from pandemic & 2) to invest in increasing business / building works	12/18/2020 1:46 PM
80	It would be very positive ours is a young business and a boost like that would give us the ability to invest sooner in developing	12/18/2020 1:44 PM
81	This would be a massive incentive to invest because it would free up money for the investment and might even make it worthwhile to expand a business which currently trades	12/18/2020 1:25 PM

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below the VAT threshold.

82	It would help increase investment, vital as investment must continue to ensure quality. With cash reserves low just now, and spring looking uncertain, this is very important. Recovery will take a while.	12/18/2020 1:24 PM
83	Would be much more confident to invest and grow the business	12/18/2020 1:17 PM
84	I would feel more confident to invest.	12/18/2020 1:17 PM
85	Pass some to the customer Capital investment and growth Invest in our people	12/18/2020 1:10 PM
86	It would make a big difference and enable us to expand.	12/18/2020 1:06 PM
87	Make the difference to is being a sustainable and more resilient business going forwards	12/18/2020 1:00 PM
88	We would have more money to invest in better marketing, accommodation upgrades and better wages for our staff. We may even be able to get to public sector pay levels in time.	12/18/2020 12:59 PM
89	It would certainly increase activity and with that more confidence so yes indirectly it would lead to more investment.	12/18/2020 12:59 PM
90	Investment in the business would be increased slightly, but more importantly, would allow less cost cutting measures (including staff) in the future.	12/18/2020 12:58 PM
91	Simple, we would have more money in the bank so we would of course invest in the business. VAT kills us each year. We have money in the bank, have to pay the VAT and are then left with next to nothing	12/18/2020 12:58 PM
92	I would be more inclined to reinvest and improve the offering for the long term. Sadly we will close next year if VAT goes back up to 20% as we will not be viable with all the overheads and loss of income this year.	12/18/2020 12:58 PM
93	It would enable us to update some of the properties.	12/18/2020 12:57 PM
94	If our Outdoor activity provider- tourism/leisure business which is seasonal were able to hve our VAT lowered to 5% as well (which we werent able to qualify currently) it would allow us to invest in our business and create job	12/18/2020 12:57 PM
95	would lead to refurbishment	12/18/2020 12:47 PM
96	If the 5% where to remain we would hopefully see a increase in some bookings for people to stay in this country instead of heading abroad and supporting a British company and creating jobs for more people in the local community.	12/18/2020 12:40 PM
97	Having 5% VAT instead of 20% would give us the confidence for the future to continue investing in our yacht charter business.	12/18/2020 12:25 PM
98	Would give greater confidence to invest as I would have greater confidence in higher occupancy driven by lower customer prices	12/18/2020 12:22 PM
99	Clearly we would be able to expand and diversify the business	12/18/2020 12:22 PM
100	More confidence to do improvements alterations etc	12/18/2020 12:18 PM
101	I'd be able to save up for some of my larger projects like the roof	12/18/2020 12:12 PM
102	More likely to invest in the business.	12/18/2020 11:57 AM
103	Greatly help with future investment	12/18/2020 11:56 AM
104	It would give me some confidence to continue in this sector which has otherwise been decimated by the pandemic.	12/18/2020 11:42 AM
105	It would provide some confidence that the Club was able to resume some investment in its operations	12/18/2020 11:13 AM
106	Would help in changing our business to make it more effective	12/18/2020 11:01 AM
107	We would invest more as we are constantly trying to improve the business. We would also be able to retain more employees throughout the winter months	12/18/2020 10:57 AM
108	I would be able to invest some money back into the business which is not possible at the	12/18/2020 10:52 AM

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	moment due to such hard times	
109	We are already fairly proactive with furthering our business however this would help us enormously and we would be more eager to reinvest, extend and develop the business creating many more jobs in our area from tradesmen to cleaners etc. This in turn would attract far more tourists to our location which is essential for our rural community.	12/18/2020 10:43 AM
110	It makes a huge difference to profitability on tight margins. It allows us to pay higher wages and grow the business, taking on opportunities that would likely not be viable at 20% VAT. This VAT cut has allowed us to continue trading through difficult times. To maintain it would lead to many more jobs being created in this sector.	12/18/2020 10:37 AM
111	Yes	12/18/2020 10:29 AM
112	It would enable us to make improvements and develop the business. Previously we were just trying to keep afloat.	12/18/2020 10:19 AM
113	A lot. would give us the ability to invest in more staff and infrastructure	12/18/2020 10:12 AM
114	Massively we would expand quicker and creat more jobs	12/18/2020 10:00 AM
115	It's possible I would choose to close the business	12/18/2020 9:40 AM
116	I would definitely make further investment in the business	12/18/2020 9:35 AM
117	would be able to invest and refurbish	12/18/2020 9:10 AM
118	It makes the business more viable and sustainable.	12/18/2020 9:04 AM
119	we continually need to invest, this will enable investment to take place	12/18/2020 8:50 AM
120	Hugely and positively. It would make an enormous difference to our business which welcomes particularly young families. And it would be a very positive commitment to our wonderful staff.	12/18/2020 8:46 AM
121	This would make a huge difference to our confidence. We have a list of over ready projects that are only held up because cash is tight and confidence is low.	12/18/2020 8:28 AM
122	Incredibly important to allow us to invest in business and staff.	12/18/2020 8:18 AM
123	Have spent £100k of our money / the business generated income since we created the business 5 years ago. Would enable us to continue to invest in the business at similar levels	12/18/2020 8:01 AM
124	greatly	12/18/2020 1:40 AM
125	Negatively! Because as an event caterer we are now competing with every pub/restaurant doing takeout/private dining, but they get the VAT cut, we don't! It makes it an unfair playing field!	12/18/2020 12:43 AM
126	Would be more of an option to try to continue with normal service without cutting hours, service and staff	12/18/2020 12:14 AM
127	More confidence to invest	12/17/2020 11:41 PM
128	There would be more incentive to invest as the return would be greater and there would be money available from income to invest.	12/17/2020 11:35 PM
129	Allow us more profit to improve the business	12/17/2020 11:30 PM
130	Massively	12/17/2020 11:28 PM
131	Would be happier to invest	12/17/2020 11:22 PM
132	It would enable us to invest in more permanent covid solutions such as improving our outdoor seating area by the addition of heating, flooring, etc	12/17/2020 10:49 PM
133	Standard rated VAT makes the UK tourism industry less competitive than our European neighbours, with the result that we end up making short-term decisions instead of thinking longer term. A permanent reduction in VAT, placing our industry on a more level playing field with our competitors, would allow us to think more strategically about our forward investment plans.	12/17/2020 10:44 PM
134	Would give us confidence to invest in upgraded facilities to attract more bookings to offset this	12/17/2020 10:28 PM

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years' losses

135	Yes	12/17/2020 10:18 PM
136	With rising product and staffing costs the VAT reduction is absolutely crucial to the industry to allow both investment and the replenishment of cash reserves which have all but disappeared during the current pandemic.	12/17/2020 10:12 PM
137	I would invest in renewables a heat pump, more pv panels and staf wage rises.	12/17/2020 10:04 PM
138	Yes once we have paid back the buisness loans ect after being closed paying ni and tax for furlough employees	12/17/2020 10:02 PM
139	Would be much more confident in investing in uk business ventures rather than abroad	12/17/2020 9:57 PM
140	This would aid our cash flow to complete the next two holiday cottages which are part completed and put on hold at the moment. We also have to survive the restricted income due to lost bookings because of Covid, so the 5% vat has been a lifeline with what bookings we had.	12/17/2020 8:23 PM
141	As a tenant I would be more inclined to invest in the upkeep of the property.	12/17/2020 8:19 PM
142	Definitely lead to significant new investment	12/17/2020 7:59 PM
143	It would encourage and enable me to invest more in the business.	12/17/2020 7:57 PM
144	I would be able to invest more in the business.	12/17/2020 7:52 PM
145	This would be very positive news as we would need every bit of help in the new year as it's going to be a dull time	12/17/2020 7:36 PM
146	Massively, from investing in new equipment to find better local suppliers and been able to train and retain staff. With Brexit, recruiting local workforce will mean paying more competitive wages, there will be a short pool of candidates in the industry	12/17/2020 7:34 PM
147	I would not invest in my business as it is too hard surviving let alone investing with this as an added bill to pay after the financial devastation of 2020.	12/17/2020 7:04 PM
148	I'd be much more inclined to invest in a future	12/17/2020 6:48 PM
149	We would invest in our current location and then expand to other locations and regenerate older holiday Centres and offer many jobs in coastal communities	12/17/2020 6:47 PM
150	Much more likely to invest greater sums	12/17/2020 6:41 PM
151	Would help enormously	12/17/2020 6:15 PM
152	We would invest in more lfacilities to enhance the holiday experience also allowing younger members of our family to continue the existing business	12/17/2020 6:15 PM
153	It would greatly enable us to invest more in to our business and staff as profit margins would increase.	12/17/2020 6:07 PM
154	Further confidence to invest in upgrading to make the business sustainable.	12/17/2020 6:06 PM
155	we would be able to increase investment	12/17/2020 6:05 PM
156	It would completely transform our approach to reinvestment in the business, we'd be far more confident to put money back in to expand our business	12/17/2020 5:48 PM
157	Much more likely to invest in the business . This would enable the business to take on at least 2 extra full time and 1 extra part time staff.	12/17/2020 5:40 PM
158	We would be able to further fund the enhanced facilities we're introducing and then the reduced VAT would be able to retain the staff to maintain them and the extra cleaning facilities needed to maintain reputation as well as carry on following COVID guidelines	12/17/2020 5:39 PM
159	We would hope to have more customers, therefore more money to invest every year	12/17/2020 5:26 PM
160	it would greatly assist in our continuing conservation and development of animal welfare	12/17/2020 5:18 PM
161	May invest more but match funding may be more useful and also marketing for the domestic market	12/17/2020 5:17 PM

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162	Yes. we would have money to invest back into the business, be more flexible with products and rate that we offer	12/17/2020 5:11 PM
163	Business has been 80% down and the government support has been inadequate. Once turnover starts to recover then the VAT cut would 100% be reinvested into the business. Until then the vat cut on the reduced turnover we are currently experiencing is supporting the increased costs of being Covid safe and staff wages	12/17/2020 4:35 PM
164	I would have some disposable income, so would be very keen to invest it in my business.	12/17/2020 4:30 PM
165	We would look to invest in developments which have been halted for winter 2020. New lodges and re development of existing accommodation has been suspended from this winter.	12/17/2020 4:27 PM
166	Would make a significant difference as would have the confidence to invest further knowing that guest numbers would also be likely to increase with lower pricing	12/17/2020 4:18 PM
167	This would significantly help help to reduce our expected operating deficits, which longer term will provide some headroom for business investment.	12/17/2020 4:01 PM
168	It would give my business greater confidence	12/17/2020 3:57 PM
169	It would give the confidence to reinvest and not keep a reserve	12/17/2020 3:55 PM
170	Would have a hugely positive impact, as would give the confidence to invest and improve. It would give confidence that the business could survive in the longer term, rather than closing the business	12/17/2020 3:43 PM
171	It would give me significant confidence to invest in and grow the business	12/17/2020 3:27 PM
172	I'd be able to invest more in ensuring standards are met	12/17/2020 3:27 PM
173	Very simply it gives us a chance to invest as oppose to very little chance at 20%	12/17/2020 3:20 PM
174	I would invest more in to improving my business	12/17/2020 3:09 PM
175	It would give us the confidence to invest more	12/17/2020 3:03 PM
176	Reduced VAT should be on all hospitality not just food outlets	12/17/2020 3:01 PM
177	In short term until business improves it will be negligible impact on investment, however longer term will provide confidence and positivity	12/17/2020 2:57 PM
178	This would encourage me to invest in the future of my business	12/17/2020 2:44 PM
179	Significantly more confident, expand business and customer experience without having to increase prices	12/17/2020 2:39 PM
180	Far more likely - could return turnover towards £300k from this year's reduces £100k	12/17/2020 2:39 PM
181	It would give me the confidence to grow and expand offering more services and employing more staff	12/17/2020 2:34 PM
182	We could invest once we got on an even keel.	12/17/2020 2:24 PM
183	It would enable us to invest in facilities - particularly catering facilities - staffing and training to build our team for the long term.	12/17/2020 2:13 PM
184	Very hard to continue investing with the stop start nature of the business right now and limited gov support	12/17/2020 2:04 PM
185	It would merely help me to survive 2021	12/17/2020 1:56 PM
186	Have no reserves for investment for foreseeable future	12/17/2020 1:55 PM
187	Able to invest in better services for guests which in turn generates further investment in the local area	12/17/2020 1:51 PM
188	We would feel more confident to develop additional services	12/17/2020 1:50 PM
189	At 20% there would be NO Investment but with 5% there is hope	12/17/2020 1:48 PM
190	very little	12/17/2020 1:45 PM

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191	We would be able to invest in our people more - in terms of training and apprenticeship schemes	12/17/2020 1:45 PM
192	Our business is unique and is constantly needing investment to keep it fresh. It would give me the freedom to do so	12/17/2020 1:34 PM
193	It would provide or income to help recover from Covid and pay for business loans acquired as a result from the pandemic. In the long run yes it would provide income to invest in our business. Improve wages for staff.	12/17/2020 1:14 PM
194	Most definitely	12/17/2020 1:13 PM
195	I would be much happier to take on outside investment to buy more assets for the business, which in turn would increase turnover.	12/17/2020 12:49 PM
196	We would have far more to invest as we are not for profit.	12/17/2020 12:46 PM
197	No change to current attitude which is "to invest in the business whenever possible".	12/17/2020 12:40 PM
198	Business costs would likely reduce overall and so safeguard the business in uncertain times	12/17/2020 12:36 PM
199	VAT at 5% would give us more margin to invest in our business and people, rather than scrape by. We would invest in building a large covered, heated outdoor seating area that would help us grow our business and employ more people.	12/17/2020 12:22 PM
200	It would give incentive to look at continuing improvements and investment in the business.	12/17/2020 12:09 PM
201	We would be more willing to invest, the business would have more space to improve on the current experience and develop further. A VAT of 20% after the troubles of this year would definitely have a negative impact on our business and it moving forward.	12/17/2020 11:59 AM
202	Happy to invest more	12/17/2020 11:52 AM
203	Greatly influence	12/17/2020 11:45 AM
204	It would enable investment	12/17/2020 11:31 AM
205	This would influence our pricing structure and the services we could provide the industry. Overall this would allow us, as a DMO, to continue to provide a support service to all businesses ,whilst ensuring a stable income level.	12/17/2020 11:19 AM
206	We would be more confident and invest slightly more	12/17/2020 11:17 AM
207	Would be encouraged to invest.	12/17/2020 11:16 AM
208	Allow for more investment slightly into business.	12/17/2020 11:07 AM
209	It would make the business more sustainable and aid investment in the business	12/17/2020 11:00 AM
210	Our business continually invests in the business in order to maintain our elevated standards, however the availability of the additional cash from revenue would influence further spending and enable us to maintain existing investment	12/17/2020 10:58 AM
211	It would give me huge confidence to invest	12/17/2020 10:52 AM
212	We would definitely invest more.	12/17/2020 10:33 AM
213	It would give us the chance to continually improve our facilities and invest more into marketing.	12/17/2020 10:31 AM
214	All projects on hold would be completed which would result in better facilities and improve our offer	12/17/2020 10:23 AM
215	It would give me the opportunity to continue trading, take on more staff and most importantly, to be able to compete on a level playing field with the hundreds of non-vat registered Airbnb's that I am up against.	12/17/2020 10:18 AM
216	I would be much more comfortable investing in the business and doing essential work that has previously been "put off"	12/17/2020 9:52 AM
217	Make substantial investment in the business	12/17/2020 9:44 AM
218	Huge. As we may go under if we need to pay 20 percent. Out overdraft is over 100000 now as	12/17/2020 9:44 AM

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no income since march. We need to trade out of this. We cannot afford this extra debt if paying 20 percent.

219	A permanent reduction in VAT would give us the confidence to consider investing in the business.	12/17/2020 9:42 AM
220	Covid-19 will also majority impact as our client base is groups 1-30. Will need to change focus.	12/17/2020 9:18 AM
221	This would be an additional contributor to looking at closure	12/17/2020 8:51 AM
222	It would make it much more viable, less risky and be very likely for us!	12/17/2020 8:41 AM
223	It would give me confidence to invest and employ more people	12/17/2020 8:38 AM
224	We would increase investment, and remain open 365 days a year	12/17/2020 7:30 AM
225	it would make a massive difference to our enhancemnt plans and enable us to replace our existing amenities with more Covid compliant units and maintain our Covid cleaning levels as the standard going forward.	12/17/2020 6:11 AM
226	Greatly, as I would be able to invest without having to save the vat money every week.	12/17/2020 5:52 AM
227	Greater optimism in sector and a chance for business to flourish, much more likely to consider higher level of investment in business.	12/17/2020 1:22 AM
228	We would have more available cash to invest	12/17/2020 1:19 AM
229	Less VAT means that we would be able to operate on a more level playing field in comparison to 2nd home owners who are our main competitors and who do not pay VAT on their earnings. We have to remain competitive price wise and so have to absorb the VAT cost which therefore limits our investment finances We operate in a formal business manner and a permanent cut in VAT enables more investment and therefore an increase in income due to improved service and facilities and therefore more income tax payable.	12/17/2020 12:59 AM
230	It would considerably not only impact my ability to invest in my business which means increased and additional facilities and expand the business offering more value to guests and an increase in Jon opportunities. At the preset time I work 7 days a week, 365 days a year just to pay VAT, utilities, mortgage, staff wages (with a not unhealthy turnover) It would give me the opportunity to increase at least one member if the teams additional hours and responsibilities, the latter meaning it would increase working hours for other members of the team.	12/17/2020 12:33 AM
231	It would go a small way in making up the months of lost trade for 2020 and hopefully allow some investment	12/17/2020 12:09 AM
232	I would be far more interested in growing the business and pushing revenue above the VAT threshold.	12/17/2020 12:04 AM
233	It would level the playing field with the non VAT registered business. I would be able to reduce prices if bookings were poor and reinvest if bookings were good. Aiming for excellence in my business is really hard financially when paying 20% VAT and the competition down the road isn't VAT registered.	12/16/2020 11:55 PM
234	No difference. VAT is a tax collected on behalf of gov, so it is just an admin nightmare when it chops & changes about, especially with so many refunds being given out & holidays being booked during 5% rate but deferred to after April. So a change back will cost us, as we can't charge guests more than we quoted. Nor what we need after this year!	12/16/2020 11:53 PM
235	It would enable us to carry out planned investment projects sooner	12/16/2020 11:50 PM
236	It would give more confidence to invest	12/16/2020 11:37 PM
237	It would significantly increase confidence.	12/16/2020 11:31 PM
238	Would be very happy to increase investment	12/16/2020 11:19 PM
239	We would keep paying VAT otherwise we would run down our business so that it was below the level that we would have to pay VAT	12/16/2020 11:17 PM
240	It would help us a great deal	12/16/2020 11:12 PM
241	It would be wonderful and would significantly help recoup losses from this year	12/16/2020 11:08 PM

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242	We struggle to remain open and make a reasonable income presently as most of our competitors are not VAT registered. This means that we make a 20% "loss" compared to them as we cannot charge competitive prices plus 20% as we would not get bookings. We therefore have to run at a loss compared with others. Lower VAT would therefore significantly increase our turnover and put us on a more even playing field with our competitors. We would be able to afford to invest more in the business, providing improved facilities.	12/16/2020 10:54 PM
243	It would make investing in the business easier as the long term prospects and margins are improved	12/16/2020 10:39 PM
244	Would invest growing the business	12/16/2020 10:35 PM
245	I would have far less money to invest in the business which is crucial to ensure the future of the business and my staff	12/16/2020 10:34 PM
246	It would secure the long term viability of the business so would help commit to long term investments	12/16/2020 10:32 PM
247	We would increase investment	12/16/2020 10:27 PM
248	Would feel more confident to progress with expansion and taking on new staff	12/16/2020 10:13 PM
249	We would definitely invest in the business long term. If not we would feel compelled to retain any profits 'just in case'.	12/16/2020 9:46 PM
250	There would be plans for a major multi million £ extension to the Waterpark	12/16/2020 9:39 PM
251	Clearly would be able to invest more and help pay down the massive debt that we've had to take on to survive	12/16/2020 9:21 PM
252	It would make me much more likely to invest !	12/16/2020 9:19 PM
253	More positive	12/16/2020 9:04 PM
254	Greatly influence further investment	12/16/2020 8:53 PM
255	I would invest and employ more people with the whole amount of money retained.	12/16/2020 8:48 PM
256	We would definitely be more inclined to invest and move the business forward.	12/16/2020 8:48 PM
257	I would have money available to invest in my business	12/16/2020 8:43 PM
258	In the short term (next 3 years)it would help us to recover from the huge losses we have incurred this year. Beyond that it would certainly be beneficial for future investment.	12/16/2020 8:40 PM
259	We would be able to invest more in improving the business and our offering. We always use local trades and suppliers who would therefore also benefit.	12/16/2020 8:39 PM
260	Not all self catering properties are VAT registered, a reduction in the rate to 5% would allow us to compete on a more level playing field.	12/16/2020 8:28 PM
261	More willing and able to invest in new areas of the business.	12/16/2020 8:22 PM
262	We would definitely increase investment into the business	12/16/2020 8:20 PM
263	I would have more capital to invest in refurbishments which I otherwise have not had the capital to do. New tables and chairs, decor, new floor, new roof and upgrade the toilets and put in a new extractor. It would also mean we could retain staff over the winter period.	12/16/2020 8:19 PM
264	Invest more - higher spec	12/16/2020 7:58 PM
265	It would make a huge difference to us as it would give us the confidence to keep investing and improving/expand and take on additional staff rather than cut back on our offering	12/16/2020 7:57 PM
266	It would free up significant amount to reinvest	12/16/2020 7:50 PM
267	It is reducing our costs do cannot see it will help with investment	12/16/2020 7:36 PM
268	We yearn for the opportunity to invest in and develop our business more but 20% VAT rate hinders this significantly, so a reduction to 5% would enable our business to improve and grow.	12/16/2020 7:35 PM
269	It might help offset some of the costs of STL licensing in Scotland	12/16/2020 7:31 PM

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270	It would make a huge difference. The business has not made a profit for the past few years due to conversion of a second cottage. However the original 1980s cottage needs updating and this would make it a lot more affordable	12/16/2020 7:28 PM
271	Definitely it would enable us to invest new furnitures, new beds, to bring hotel environment more up-to-date which would enable us to compete with hotels in the area. Keep the business going as it should be.	12/16/2020 7:26 PM
272	More funds available so would invest but also would be able to offer a reduction in price to encourage people to stay in smaller groups in the quieter months as the VAT saving would make this a viable proposition which it wouldn't be without the VAT saving	12/16/2020 7:24 PM
273	I would retain the savings as a cushion against another pandemic	12/16/2020 7:23 PM
274	Able to improve facilities and employ more help	12/16/2020 7:19 PM
275	We would continue investing, starting in 2021	12/16/2020 7:15 PM
276	It would make it worthwhile investing	12/16/2020 7:10 PM
277	I always look to invest each year. But 2021 and beyond will need people to return - and at the moment that is biggest concern. So I will continue to invest once I have the confidence that i know the money will be there.	12/16/2020 7:09 PM
278	It would help with confidence in investment	12/16/2020 7:06 PM
279	The increase in cash reserves make it far easier to employ more staff at a more competitive rate and also allow us to invest in business improvements.	12/16/2020 6:52 PM
280	much more able to do this	12/16/2020 6:50 PM
281	We won't be able to afford investment if we have to start paying VAT again for at least one whole good trading year	12/16/2020 6:50 PM
282	Would invest more in marketing. Also accelerate refyrbishments	12/16/2020 6:46 PM
283	it would help	12/16/2020 6:44 PM
284	I would definitely employ some extra staff with the extra money	12/16/2020 6:42 PM
285	Would be more likely to invest	12/16/2020 6:42 PM
286	It encourages investment into the business by relieving the burden of keeping such large proportions of turnover as cash reserves for paying quarterly VAT returns.	12/16/2020 6:40 PM
287	We have ceased all expansion plans during the pandemic, with hospitality being hit so hard. When in actual fact I think we could have opened safely as we deep clean between guests which are 90% a couple from the same household. Reducing the vat rate reduces our risk to invest. The U.K. needs invest in the U.K. Dont make us more expensive than countries outside the U.K. Help us be more competitive. Keep the British public spending on British products. Retain the wealth in our own country and attract visitors from outside the U.K. to give us their money. We will invest in growth if the vat rate is cut.	12/16/2020 6:34 PM
288	I would be able to invest in the business.	12/16/2020 6:33 PM
289	Without it I'll scale back and only open for high demand periods and exclusive use bookings	12/16/2020 6:32 PM
290	We will invest far more into the business to make for a better guest experience	12/16/2020 6:32 PM
291	I would use the additional money to reinvest in my business to grow. I could do this quicker, resulting in more employees and more tourism for the local area	12/16/2020 6:32 PM
292	We would be more likely to invest & upgrade.	12/16/2020 6:31 PM
293	would not be able to invest as much	12/16/2020 6:29 PM
294	Greatly increase my attitude towards long term investment in the business	12/16/2020 6:28 PM
295	Greatly we could begin to gain a cushion rather than a vat bill.	12/16/2020 6:19 PM
296	This would persuade me to continue my investment in the refurbishment of the hotel.	12/16/2020 6:14 PM
297	significant. We would be able to do things currently on hold	12/16/2020 6:09 PM

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298	Our business would be more sustainable and give us long term security to be able to invest.	12/16/2020 6:06 PM
299	It would provide security to innovate and increase the amount of investment.	12/16/2020 6:04 PM
300	Not at all	12/16/2020 6:04 PM
301	Means I could keep my business open and have have staff. The Vat cut has made a huge difference this year. It kills us small businesses.	12/16/2020 5:58 PM
302	Would be a massive boost to invest in and grow our business.	12/16/2020 5:45 PM
303	This would allow us to invest once again in our business upgrading facilities.	12/16/2020 5:45 PM
304	I'd make a bit more profit which I would use for repairs and some furniture that needs replacing. We've not had the funds to do it this year	12/16/2020 5:43 PM
305	It would have a huge impact going forward. I would feel confident in improving my property and with that the revenue and bookings with a positive affect on our local rural area and the employment of rural staff.	12/16/2020 5:43 PM
306	We would be more inclined to invest in the business and look at larger improvement projects over the longer term.	12/16/2020 5:35 PM
307	It would increase turnover and ultimately profit which would mean we can build up reserves to use towards improving our facilities to the benefit of our visitors.	12/16/2020 5:35 PM
308	It would secure the future if my business and the jobs of my staff as we recover from the huge losses incurred through Covid.	12/16/2020 5:34 PM
309	It makes sense, both from a government and business point of view, that the majority of any savings are re-invested in the business.	12/16/2020 5:33 PM
310	We would be clearly motivated to expand and develop our further as we would be able to generate more for our investment.	12/16/2020 5:33 PM
311	Would greatly help us to upgrade our facility's and provide our guests visiting Devon a great experience	12/16/2020 5:32 PM
312	The headroom provided would permit for investment plans	12/16/2020 5:28 PM
313	Using the existing building, grounds and outbuildings that we have there is massive scope for investment in extending the facilities and developing further accommodation. This is wholly dependent on the viability of the business which is strengthened (or even determined) by the 5% VAT. SW	12/16/2020 5:22 PM
314	No difference	12/16/2020 5:20 PM
315	Increase in capital investment to secure the long term future of the business.	12/16/2020 5:12 PM
316	This would be very positive for us going forward	12/16/2020 4:56 PM
317	Our business is reliant on annual investment and the ability to reinvent ourselves. a vat reduction to 5% would make this more attainable.	12/16/2020 4:39 PM
318	It would make me invest!!	12/16/2020 4:13 PM
319	It would give us a higher margin on our sales which could be used to reduce our cost to the customer and/or extra cash in the business to reinvest.	12/16/2020 4:02 PM
320	This would mean that we could ensure the viability of the business after the horrific year we've had but also be able to invest in growing the business for the future	12/16/2020 3:42 PM
321	It would increase my confidence in the industry and therefore more investment.	12/16/2020 3:30 PM
322	There would be more funds available for investment in the business and we would be looking at more projects, potentially more jobs etc.	12/16/2020 3:29 PM
323	I would be very likely to invest in my business as the future viability would increase substantially	12/16/2020 2:52 PM
324	Stop all investment and lead to job losses	12/16/2020 2:41 PM

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325	It would help out a lot	12/16/2020 2:28 PM
326	Retaining VAT at 5% would help fund the installation of Electric Vehicle charge points on the csravan site.	12/16/2020 1:54 PM
327	This would allow the business to be viable and keep the charges down to a reasonable rate both on the campsite and the B&B. Also to maintain a good standard throughout especially as the next couple of years will probably be unpredictable.	12/16/2020 1:54 PM
328	It would aid future capital spending on the business.	12/16/2020 1:31 PM
329	I would invest a lot more	12/16/2020 1:23 PM
330	It could lead to more investment in the business if the VAT cut maintained customer levels	12/16/2020 1:14 PM
331	We would be able to particularly maintain our pride in the high standard we offer and to invest in additional maintenance where we "made do" in 2020.	12/16/2020 1:11 PM
332	Supplier costs and overheads continue to increase however customers are not willing to paying continually increasing prices, that would be required to meet increased costs, for attractions and leisure. Keeping the vat rate at 5% would enable us to continue attracting customers with competitive prices and continue to invest in equipment and the business in general to improve the customers' experience.	12/16/2020 1:07 PM
333	I would invest persona; money and would revise a return on investment	12/16/2020 12:52 PM
334	Less likely	12/16/2020 12:47 PM
335	It would make a significant difference - improvement	12/16/2020 12:44 PM
336	It would have a huge impact as it would enable us to plan some major infrastructure improvements which we can only tackle in small steps at the moment. Definitely would help us to feel confident in a long term future for our family run park	12/16/2020 12:39 PM
337	It would give a stable price base to underpin investment	12/16/2020 12:29 PM
338	See below	12/16/2020 12:21 PM
339	I would consider no further investment	12/16/2020 12:13 PM
340	We would be able to develop the business to give our guests an enhanced experience of UK holidays, It would ensure we can retain our staff and recruit more staff to cover all the additional safety measures with cutting back on customer service.	12/16/2020 12:12 PM
341	Investment is a possibility, which would also increase the likelihood of recruiting more people	12/16/2020 12:09 PM
342	Investment would be more viable and long term investment in the business would be more likely to crucial to future of the business	12/16/2020 12:03 PM
343	business stability	12/16/2020 12:00 PM
344	positively	12/16/2020 11:52 AM
345	This would allow us to have more confidence heading into 2021/2022 It would give the bank confidence; repayment of our loan of £2.5m to survive this year and next. Be able to keep our staff employed, reducing the risk of redundancies and job losses.	12/16/2020 11:45 AM
346	We would be able to invest in local employment with 3-4 times the confidence we have to do that if VAT were to remain at 20%. We would have 100% confidence in the future upgrading of our park facilities. 5% VAT on tourism would have a huge positive impact on other businesses, both directly with our increased number of guests using retail and hospitality locally, and indirectly with our park's renewed ability to invest in new holiday caravans and park infrastructure and upgrading.	12/16/2020 11:43 AM
347	A huge amount	12/16/2020 11:38 AM
348	It would mean that we would likely be able to keep an additional member of staff and if we have a good summer may even be able to invest in improving our facilities.	12/16/2020 11:20 AM
349	It would give us greater confidence to commit to some larger scale / longer term projects on Park	12/16/2020 11:15 AM

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350	Would allow significant refurbishment	12/16/2020 11:15 AM
351	.	12/16/2020 11:11 AM
352	We are in a position where we can't really put our prices up significantly so a decrease in VAT would make a huge difference to us that it would make our business have more revenue at our disposal that we could use to hire more staff and invest more in the business. It would be a lifechanging move to have the VAT permanently decreased for our visitor attractions.	12/16/2020 11:10 AM
353	We would be able to enhance our property maintenance and facilities.	12/16/2020 11:08 AM
354	We charge £15 per night. Take off VAT £2.50, take off electricity which can be £3 in cold weather. Water is 10p and then allow for electrical inspections and mowing it leaves little room for improvements. The 20% VAT seems disproportionate.	12/16/2020 10:58 AM
355	Greatly. Would make investment possible	12/16/2020 10:57 AM
356	would enable greater investment in the business over a shorter time period, currently we invest every two years in new structures or remodelling , we would be able to move to an annual budgeted spend and investment.	12/16/2020 10:57 AM
357	THis would allow the Cathedral to invest in new interpretation giving the visitor an enhanced visitor experience. Invest in staff and infrastructure to help make the Cathedral more resilient	12/16/2020 10:56 AM
358	We would have a major investment in the caravan site facility	12/16/2020 10:55 AM
359	I think its more a cut to support businesses to stay afloat, keep staff and recover from that pandemic. The investment will be keeping people in their jobs	12/16/2020 10:53 AM
360	Yes, I would be less inclined to invest for the future	12/16/2020 10:41 AM
361	NOT APPLICABLE	12/16/2020 10:41 AM
362	We would be prepared to invest more as we would hopefully encourage a higher footfall	12/16/2020 10:40 AM
363	Unlikely to make any difference as our income from our Certified Location Caravan Site is a very small percentage of our income.	12/16/2020 10:38 AM
364	Would invest	12/16/2020 10:38 AM
365	We would invest in improving our outside facilities and retaining a slightly bigger team, with better visitor experience	12/16/2020 10:38 AM
366	Would help with future expansion in the business,	12/16/2020 10:33 AM
367	xx	12/16/2020 10:33 AM
368	More money would be available for updating the premises and taking on additional staff and apprentices	12/16/2020 10:25 AM
369	Increase in confidence as more scope on pricing decisions	12/16/2020 10:23 AM
370	We would implement a short and medium term investment programme, as the business would have a greater chance of being able to remain open. With an uplift in VAT, we would not risk investment	12/16/2020 10:06 AM
371	No difference	12/16/2020 9:45 AM
372	It would be important for reinvestment and the continued running of the business	12/16/2020 9:44 AM
373	It would be vital to continue investing in the business at a meaningful rate	12/16/2020 9:12 AM
374	It would increase my confidence to invest	12/16/2020 8:58 AM
375	Higher rate of reinvestment We have lots of capital project planned so it would go towards these	12/16/2020 8:52 AM
376	It would give us confidence in the hospitality industry again and we would invest in more sites	12/16/2020 7:44 AM
377	For 2021 the reduction in VAT has been "pre-spent" as previously described and is more or less essential unless we are to cut-back on staff expenditure and business/property upkeep. In future years at least 40% would be invested back into the business for improvements.	12/16/2020 3:57 AM

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378	This would be an important step to think positive and to get again confidence in positive actions and investments	12/16/2020 12:27 AM
379	We would consider further investing in the food side of the business.	12/15/2020 11:27 PM
380	Invest more to grow the business	12/15/2020 10:33 PM
381	More likely to invest in new properties and new facilities, such as EV charging	12/15/2020 10:13 PM
382	It would encourage investment in further self catering units and touring caravan facilities as it is presently difficult to compete with the many non vat registered self catering cottages in our area	12/15/2020 10:00 PM
383	This would make an incredible difference on our investment in business allowing it to grow	12/15/2020 9:52 PM
384	May increase investment by small amount	12/15/2020 9:26 PM
385	I feel that it would begin to level the playing field between us and the supermarkets who have had the the lion's share of what should be people going out and enjoying meals in hospitality venues.	12/15/2020 9:17 PM
386	We would be able to look at future investments and on going improvements in a very different light. A VAT reduction of 10% leading to price reductions and a more competitive edge will bring in more return and greater profit which can be reinvested.	12/15/2020 9:04 PM
387	We would be able to increase our business which will enable us to take on extra staff	12/15/2020 8:12 PM
388	It will have a very big impact as we are trying to expand and investing in new buildings.	12/15/2020 8:02 PM
389	Positively	12/15/2020 8:02 PM
390	A 5% rate would take the pressure off of meeting the bills and mortgage, investment is at the heart of what we do and the ability to afford investment would be very very welcome.	12/15/2020 7:56 PM
391	We have already invested in the company because of the reduction on the VAT to a 5%	12/15/2020 7:45 PM
392	It would give me more confidence to invest	12/15/2020 7:38 PM
393	We have deferred a number of payments such as PAYE, reduced staffing numbers and stopped any capital investment, defensive and revenue generating. Assuming we can trade normally the continuation of 5% VAT would firstly help us to clear deferred payments, then hire on new people and re invest in our business.	12/15/2020 7:38 PM
394	Very strongly.	12/15/2020 7:11 PM
395	I would be able to invest more, carry out more renovations which means employing more local people and helping the economy recover	12/15/2020 7:09 PM
396	Positively	12/15/2020 7:06 PM
397	It would make the future of the business more certain, giving me the confidence to invest in improvements (and the bank more confidence to support me!)	12/15/2020 7:03 PM
398	Would be in a better financial position to make decisions on future investments.	12/15/2020 6:55 PM
399	Our investors would be keen to inject further capital funds into projects that would be easier to manage with the VAT reduction	12/15/2020 6:54 PM
400	It would encourage me to invest more and to give more value for money to our customers.	12/15/2020 6:41 PM
401	We would feel more confident about recovery post pandemic and would be able to continue with some projects that we have needed to put on hold indefinitely	12/15/2020 6:38 PM
402	Conducive to investment	12/15/2020 6:38 PM
403	Would invest in a capital project	12/15/2020 6:33 PM
404	It would make a huge difference to investment in equipment and jobs	12/15/2020 6:26 PM
405	Would free up considerable funds Which would allow for reinvestment af the end of each season	12/15/2020 6:24 PM
406	It would make a large difference	12/15/2020 6:24 PM

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407	We'd expand the business by developing more accommodation.	12/15/2020 6:21 PM
408	would be invested as this is one area that has suffered since covid 19	12/15/2020 6:12 PM
409	It would give us more confidence to borrow and invest.	12/15/2020 6:03 PM
410	100% Positive Yes. I would have the confidence to grow and market ourselves in Europe again. My business could not sustain any increase to cover increased VAT. We are going to be vulnerable for a long time to come.	12/15/2020 5:53 PM
411	The knowledge that there would be more cash would give me peace of mind to put money back into the business	12/15/2020 5:39 PM
412	It would enable property improvements which we would certainly carry out. Ours is an old building and it is in constant need of gradual improvements.	12/15/2020 5:36 PM
413	Improve my approach to investment for the future	12/15/2020 5:35 PM
414	A 5% VAT rate would be the difference between profit and loss, moving forward. In the short term, this would enable loans to be repaid and savings to be rebuilt following their decimation in 2020 as a result of not being able to trade, at all, for 50% of the year.	12/15/2020 5:32 PM
415	It would allow investment into the business	12/15/2020 5:29 PM
416	As a heritage site we have large fixed overheads. If the VAT rate were to remain at 5% we would be more confident in investing in the business and the reduced impact on cashflow would enable us to retain staff.	12/15/2020 5:26 PM
417	At the moment we are fire-fighting and every penny retained is going towards keeping us afloat. However, in the long-term we would use this boon to invest in staff development, growth, marketing and generally remaining relevant.	12/15/2020 5:13 PM
418	Substantially as it will create a level playing field.	12/15/2020 5:07 PM
419	The available capital would allow for a far more extensive refurbishment and investment programme	12/15/2020 4:55 PM
420	Would give confidence to start investing again - all investment currently on hold.	12/15/2020 4:49 PM
421	Increase confidence in reinvestment and keeping the workforce intact if not increasing.	12/15/2020 4:48 PM
422	It would encourage us to expand our business as we would be more competitive compared to our European competitors	12/15/2020 4:42 PM
423	We would be far more willing and able to invest in growing the business.	12/15/2020 4:37 PM
424	I would still be very cautious as this has to come from somewhere - so I and employees might get personally taxed more so it would probably go more on wages!	12/15/2020 4:29 PM
425	There is a lot of pressure on next year for tourism and hospitality businesses to build business again and 'have a good year' after this terrible one so in 2021 this difference would be about survival as a business. After this it could potentially be used as a means of creating more jobs, investing in improvements to the business etc.	12/15/2020 4:26 PM
426	A vat rate at 5% would enable my business to retain staff, invest in the business and alternately ensure survival in these difficult times.	12/15/2020 4:17 PM
427	Obviously, after the year we have just had it would mean one could afford to expand and invest sooner by has this saving. It would also help the customer too as there holidays would be 15% cheaper, which means a win win all round as it would increase our turnover too.	12/15/2020 4:10 PM
428	Providing additional confidence in ability to drive profitability and to provide support to investment / growth programmes to deliver more jobs and higher profits	12/15/2020 4:09 PM
429	It would make investment plans more possible. - At 20% the burden of finding the money to pay VAT each quarter is a major headache in such a seasonal business and causes many plans to be stillborn!	12/15/2020 4:05 PM
430	It would depend upon the investment. Decisions as to whether or not to invest are made based on future-proofing the business as well as Member preferences	12/15/2020 4:03 PM
431	Significant impact, as it would provide confidence that the business can trade profitably,	12/15/2020 3:53 PM

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allowing us to reinvest profits in the business rather than sit on reserves

432	It would enable us to invest in protecting the property from the effects of climate change as we are a pier, and do not get rate relief , unlike other businesses that are on terra ferma. We cannot pass the 15% onto our customers when our admission prices are low anyway, this is what attracts visitors to staycate and visit our UK seaside heritage, most resorts are charging visitors to park their cars more than the resorts attractions are charging in admission.	12/15/2020 3:53 PM
433	I would love to have the opportunity to continually invest in my business. Aside from equipment upgrades and replacements, we are also keen to replace our heating with a more sustainable system and even add an air colling system so we can operate within the summer months to create longevity for the business. Until now indoor play has been a low margin business, the opportunity this could offer our the sector to invest and improve would be very welcome.	12/15/2020 3:48 PM
434	It would make the long term goals of the business achievable	12/15/2020 3:47 PM
435	It would make continued investment viable - whereas, particularly with the continuing uncertainty of Covid restrictions, the capacity of the business to invest would be uncertain.	12/15/2020 3:44 PM
436	At 20% we will find it continually difficult to make any investment due to the rising costs in minimum wages, pensions, and suppliers costs. At 5% Vat any surplus will all be invested back into the business.	12/15/2020 3:41 PM
437	That the service we provide is a valued contributor to the Regional & National economy	12/15/2020 3:40 PM
438	I would have so much more confidence to invest the extra money from the added business in expanding my business.	12/15/2020 3:32 PM
439	It would provide greater confidence to invest in staff and the business	12/15/2020 3:26 PM
440	it would give us confidence to extend and improve our caravan park,make investment extend the park, which wouldmean more employees and more money spent in the local economy	12/15/2020 3:17 PM
441	Would invest more	12/15/2020 3:04 PM
442	We would have more cash in the business and as all our profit goes into improvements of this historic building it would allow us to do more,	12/15/2020 3:00 PM
443	Increase in investment	12/15/2020 2:59 PM
444	We would definitely get back on track with our upgrading programme	12/15/2020 2:59 PM
445	A very positive attitude that would secure future capital development	12/15/2020 2:56 PM
446	give far more confidence	12/15/2020 2:52 PM
447	It would give us the confidence to keep going & to find ways of improving our business. At the moment we are frightened to invest any money as it is all needed for overheads	12/15/2020 2:51 PM
448	Positive attitude to make business decisions to invest in the property & staff through the next generation	12/15/2020 2:48 PM
449	It would mean I am able to invest in the future and long term viability of my business. Without the cut we will not be able to invest at all.	12/15/2020 2:46 PM
450	It would vastly increase our confidence in trading for 2021 and solidify our long term investment plans	12/15/2020 2:44 PM
451	It would bring forward our investment in upgrading our facilities.	12/15/2020 2:42 PM
452	Would invest more on the business - projects currently on hold	12/15/2020 2:40 PM
453	We have major plans for expansion and re-invest all our profits and more annually, and until Covid were growing by 10%+ annually, a cut in Vat would accelerate our plans	12/15/2020 2:40 PM
454	We would be positive towards investing in the business with this in place.	12/15/2020 2:31 PM
455	increased investment	12/15/2020 2:29 PM
456	It would increase confidence to proceed with expansion plans	12/15/2020 2:24 PM

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457	It would make such a small difference, will help slightly with TOMS calculation possibly depending on Brexit.	12/15/2020 2:21 PM
458	Much more inclined to invest once the pandemic was over	12/15/2020 2:16 PM
459	Much more confident	12/15/2020 2:02 PM
460	We always try to spend money on upgrading the site and with an extra 15% in our income would this would help if it reverts to the 20% then i think we will not upgrade for a few years	12/15/2020 2:02 PM
461	Be more confident in investing	12/15/2020 1:55 PM
462	This would allow us to further invest in our business, which would allow us to employ additional staff.	12/15/2020 1:54 PM
463	Greatly we would feel more secure to invest in our business	12/15/2020 1:53 PM
464	Would give us more confidence to invest	12/15/2020 1:51 PM
465	Much happier to invest	12/15/2020 1:50 PM
466	it would make it worthwhile to invest hevily	12/15/2020 1:48 PM
467	Would be able to grow the business ,and invest in the infrastructure .thus providing more jobs	12/15/2020 1:48 PM
468	It would give us much more flexibility rather than worrying each quarter where we were going to find the money to pay the VAT bill - and enable us to invest any spare cash in the business.	12/15/2020 1:44 PM
469	Would encourage investment to secure the survival of the business. Could even expand our faciliteis	12/15/2020 1:39 PM
470	I would be much more confident to continue trading. Allowing new to employ extra staff and expand the business	12/15/2020 1:39 PM
471	It would give us the ability to invest more in the business in the long term, but in the short term we could invest more to make it more covid safe in the immediate future	12/15/2020 1:39 PM
472	It would have a positive affect and allow us to make more investment in our business and help it to continue growing	12/15/2020 1:37 PM
473	Investment capital is already down due to covid closure so this would help to keep the business moving forward !	12/15/2020 1:36 PM
474	It would give me the confidence to invest in a business that would have long term viability and crucially my bank the confidence to support me and my business.	12/15/2020 1:36 PM
475	It would make investing in the business far more viable as there would be more money available.	12/15/2020 1:35 PM
476	Would certainly help project that work that has been on hold. In turn improving our product and therefore improving revenues and profitability.	12/15/2020 1:33 PM
477	Positively look at investing in new features	12/15/2020 1:32 PM
478	confidence to invest	12/15/2020 1:23 PM
479	It would make a massive difference to the viability of the business and hence investment we'd consider	12/15/2020 1:22 PM
480	It would positively encourage investment .	12/15/2020 1:18 PM
481	Would invest further	12/15/2020 1:09 PM
482	If the VAT was said to remain at 5% for I would invest heavily in new Staffords and facilities.	12/15/2020 1:07 PM
483	It would give me the security to invest in improvements and employ more people.	12/15/2020 1:06 PM
484	Greater ability to invest	12/15/2020 1:06 PM
485	We would invest more heavily in our growth to achieve a faster growth plan. We have wanted to innovate in certain aspects of our business for a while but have never had the cash to do so - 5% VAT would help this innovation massively. We have also wanted to pay our staff more,	12/15/2020 1:04 PM

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not only to reward but also to attract the best talent. A large portion of the VAT savings would go towards this.

486	YEs - only if it applied to Tourism businesses, at present only ticketed attractions	12/15/2020 1:00 PM
487	it would simply enable us to make a profit instead of breaking even	12/15/2020 12:55 PM
488	It would enormously help cash flow and therefore our ability to invest I. Our business, facilities and our teams	12/15/2020 12:54 PM
489	If in the long term passenger numbers were to increase we would feel more confident about capital investment, i.e. new vehicles.	12/15/2020 12:53 PM
490	We would definitely use the opportunity to invest further into the business	12/15/2020 12:49 PM
491	Highly, it would give me much more confidence that the investment is worth making.	12/15/2020 12:47 PM
492	We would look to total renovation of the hotel next door which has been closed for 7 years	12/15/2020 12:41 PM
493	It would allow us to increase investment	12/15/2020 12:38 PM
494	Would be more willing to invest in the business Would mean more stability, and a future fir the business The effect of closure , refunds and forwarding bookings will have a negative impact on my business fir years to cone	12/15/2020 12:38 PM
495	VAT AT 5% WOULD MAKE A HUGE DIFFERENCE TO OUR ABILITY TO DRIVE THE BUSINESS FORWARD AND ENCOURAGE FURTHER INVESTMENT	12/15/2020 12:36 PM
496	Would be able to invest more. By the time vat and corporation tax were paid, that's pretty much 40 percent gone, before wages bills, look at electricity and the climate change levy rubbish, 50 percent of our electric bill is tax. So few international visitors come to the countryside here but we all go to small towns and villages abroad, why else could this be?	12/15/2020 12:35 PM
497	Investment would be prioritised.	12/15/2020 12:34 PM
498	This would be very helpful and support plans to invest in the future	12/15/2020 12:30 PM
499	Any 'saving' on VAT payments would be utilised in planning future investment into the business and would be considered very positively	12/15/2020 12:30 PM
500	It would allow us to adapt an innovate to move with the new regulations, measures and allow us to add in more staff training.	12/15/2020 12:29 PM
501	We would be able to plan for significant investment in our facilities with a view to increasing turnover and employing more staff.	12/15/2020 12:29 PM
502	Strongly proactive investment - we would see long term viability and business security (therefore positive impact on safeguarding and creating new employment)	12/15/2020 12:24 PM
503	It would make us much more competitive with EU neighbours and leave significant capital to invest in the business to make us more resilient.	12/15/2020 12:23 PM
504	Customers expect a higher standard now. We would use the whole amount for reinvestment which has been needed for a long time.	12/15/2020 12:23 PM
505	Massively	12/15/2020 12:18 PM
506	Upgrade equipment and facilities to increase Capacity if Covid-19 restrictions ended or to maintain capacity if Covid-19 restrictions continued	12/15/2020 12:13 PM
507	Once we have recovered from the 2020 damage it would certainly help us with investment decisions	12/15/2020 12:10 PM
508	IT WILL GIVE MORE CONFIDENCE FOR THE FUTURE	12/15/2020 12:08 PM
509	i would invest more into my business	12/15/2020 12:08 PM
510	More sustainable investment on services provided	12/15/2020 12:07 PM
511	We would continue to invest in the business as usual.	12/15/2020 12:05 PM
512	It would make a huge difference enabling us to invest in innovative ways to drive our business forward.	12/15/2020 12:02 PM

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513	Massively, we are a small family business with big ideas and plans. Having the extra capital to invest in the park would allow us to expand and improve our offering as well as create more jobs on the park. We have tight margins this would give us confidence to invest knowing we can pay off capital expenditure more quickly and with a lower risk.	12/15/2020 12:01 PM
514	We would heavily invest in our business to offer more services/activities for customers. At 20% its very hard to do so.	12/15/2020 12:01 PM
515	We would be much more confident investing and would seek to expand our holiday park	12/15/2020 11:58 AM
516	Would allow for more investment in infrastructure and staffing	12/15/2020 11:57 AM
517	If kept at a rate of 5 per cent, we would invest half of the savings in the business, and half in reserve to see us through the difficult year ahead.	12/15/2020 11:57 AM
518	Would strongly increase likelihood of further investment	12/15/2020 11:56 AM
519	IT WOULD MOST CERTAINLY ALLOW ME TO INVEST FURTHER IN MY BUSINESS AS TRADE WOULD HAVE DEFINITELY INCREASED.	12/15/2020 11:55 AM
520	With reduced vat levels we could generate new business and develop more for the future.	12/15/2020 11:55 AM
521	It would give us the confidence to continually invest in our business, we would be able to keep at a steady growth and take on new members of staff in the local area.	12/15/2020 11:54 AM
522	Beneficially	12/15/2020 11:52 AM
523	Increase confidence to invest and it would help to retain existing customers and promote new buyers.	12/15/2020 11:52 AM
524	We would look to expand with immediate effect.	12/15/2020 11:48 AM
525	It would provide us with confidence to continue investing in our park and team. The VAT cut is needed to help repair the damage from this winter and help us prepare for next winter.	12/15/2020 11:48 AM
526	It would give us the confidence to invest and look forward to the future and to keep staff in work.	12/15/2020 11:48 AM
527	Much more likely to invest in the business.	12/15/2020 11:45 AM
528	We would be able to invest in the infrastructure and keep this important Grade I listed building in one piece.	12/15/2020 11:38 AM
529	limited investments	12/15/2020 11:37 AM
530	It would give me more confidence to invest.	12/15/2020 11:33 AM
531	It would enable us to re-establish a 23 year old business so far ravaged by the on-going restrictions	12/15/2020 11:29 AM
532	I would invest more in accommodation and associated facilities.	12/15/2020 11:28 AM
533	This would enable us to continue with developing the food delivery service which we started in March this year.	12/15/2020 11:20 AM
534	More investment	12/15/2020 11:17 AM
535	Greater certainty of cashflow during an extended period of recovery	12/15/2020 11:15 AM
536	We have committed to continuous investment within our business regardless of VAT rate to ensure customer loyalty and satisfaction and effective market competition. Our attitude to investment would therefore remain the same, positive growth and maintenance.	12/15/2020 11:14 AM
537	It allows us to spend more on our accommodation year on year	12/15/2020 11:09 AM
538	It would allow us to invest in improving the visitors experience more and more environmentally conscious measures	12/15/2020 10:56 AM
539	Much more in a position to invest if we had this additional 15% income to retain.	12/15/2020 10:55 AM
540	Positive impact. Lower prices stimulates demand which gives business confidence to invest.	12/15/2020 10:54 AM
541	It would enable us to invest in the business which would not be possible if the VAT rate	12/15/2020 10:50 AM

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reverted to 20%

542	I would feel that it is a positive way forward, and would certainly make the business more viable.	12/15/2020 10:46 AM
543	Increase my willingness to invest for the future	12/15/2020 10:45 AM
544	No difference - coach hire zero rated	12/15/2020 10:43 AM
545	No difference	12/15/2020 10:37 AM
546	It would clearly help drive investment.	12/15/2020 10:32 AM
547	It would make it far more viable to invest in capital projects and also in staff recruitment and training.	12/15/2020 10:24 AM
548	A greater incentive to invest in the business	12/15/2020 10:21 AM
549	very much, we are already using the money that we have saved to improve the caravan park facilities	12/15/2020 10:20 AM
550	It would, all other things being equal, enable us to invest in the business/facilities with greater confidence.	12/15/2020 10:04 AM
551	The increased revenue from this reduction would enable us to consider more ambitious investment projects and make plans to move the business forward into the challenging post COVID business environment.	12/15/2020 10:02 AM
552	This would provide the cash flow to enable greater investment in the business, and retain head count.	12/15/2020 9:50 AM
553	It would transform the re-investment potential for our hotel. As a stand-alone privately run hotel we don't benefit from economies of scale so this is critical	12/15/2020 9:46 AM
554	We will remain wet-led but it may move some focus to supplementary food offers that would have more more meaningful margin impact but it is not a life-changing issue.	12/15/2020 9:40 AM
555	I would hope invest in more part time staff	12/15/2020 9:36 AM
556	I think to put down vat on more things, we did not notice any difference. Also when restaurants close is nowhere to use it	12/15/2020 9:31 AM
557	Don't know	12/15/2020 9:23 AM
558	It would possibly help in the every day running.	12/15/2020 9:22 AM
559	Significantly, we would like at more on line and experince investment, as well as further developing our training and apprenticeship programmes.	12/15/2020 9:20 AM
560	it would show that the Government is showing support for a key industry that has been the hardest hit by COVID 19.	12/15/2020 9:11 AM
561	INVESTMENT WOULD BE POSITIVE	12/15/2020 8:57 AM
562	It would positively influence our attitude to investment in our business, especially as we have not been able to spend any money on capital expenditure this year.	12/15/2020 8:54 AM
563	I would be much more inclined to do it	12/15/2020 8:40 AM
564	It would ease pressure on jobs / costs and allow for further investment in business	12/15/2020 8:23 AM
565	The cut to 5% is the only govt support the leisure industry has received. The CJRS helps employees, but doesn't help businesses. The grants have been too small to make any impact. This 5% cut was the only support, and allows businesses to trade themselves out of the crisis.	12/15/2020 8:21 AM
566	We would invest heavily in staff training and software to improve the business overheads.	12/15/2020 8:08 AM
567	it would improve business confidence	12/15/2020 8:07 AM
568	No change	12/15/2020 7:53 AM
569	would feel more confident for future investments	12/15/2020 7:40 AM

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570	After a period of rebuilding it would positively impact decisions to invest, however we would need to know how long it would be for	12/15/2020 7:04 AM
571	potential to grow	12/15/2020 1:09 AM
572	The 5% VAT rate is absolutely crucial for the US to be able to renegotiate with lenders and allow freedom to invest in the business. Without it the next two years will be dominated by liquidity constraints and the need to reduce leverage. This will only be achieved by reductions in labour costs and investment.	12/15/2020 12:20 AM
573	It would make it significantly more likely	12/15/2020 12:13 AM
574	Positivity	12/15/2020 12:04 AM
575	This would incentivise investment.	12/15/2020 12:03 AM
576	We would invest everything we make .	12/14/2020 11:47 PM
577	It would allow us to make investments in our business	12/14/2020 11:43 PM
578	I would feel much more positive.	12/14/2020 11:25 PM
579	Yes, it would give us scope to more rapidly grow our business and improve our facilities and services.	12/14/2020 11:18 PM
580	It's the difference between a viable business and a constant battle	12/14/2020 11:17 PM
581	It would encourage us to invest more in the business and increase part time staff hours	12/14/2020 11:13 PM
582	It would certainly encourage investment in our business	12/14/2020 10:45 PM
583	Increase investment	12/14/2020 10:39 PM
584	I would be minded to invest in both replacement of and increase the number of boats that we hire. This would lead to an increase in the number of staff employed	12/14/2020 10:38 PM
585	It would lead to investment where as if the rate goes back to 20% there wont be any short/medium term investment	12/14/2020 10:34 PM
586	We operate coach tours using our own vehicles which is subject to TOMS. Our vat rate under TOMS is still 20%. None of our suppliers that now pay 5% vat have passed on any of the reductions to us - all of the savings have remained in those businesses alone. No benefit to coach tourism at all.	12/14/2020 10:29 PM
587	It would unlock projects we are dying to start that would directly lead to us employing more staff and investing in our business	12/14/2020 10:23 PM
588	I would invest more in the business and hire more workers	12/14/2020 10:12 PM
589	Much more likely to be in a position to invest in capex projects and move the business forward	12/14/2020 10:10 PM
590	With the lower rates and occupancy that we are selling at with the majority coming through OTA's , the VAT decrease is more important now than ever so ensure the profitability of the business and therefore with this would lead to any required investment	12/14/2020 10:10 PM
591	More likely to complete additional maintenance and refurbishment projects as will have funds to be able to re-invest.	12/14/2020 9:39 PM
592	Would have reserves to enhance our existing business and would give us the means and confidence to expand significantly.	12/14/2020 9:32 PM
593	Significant as higher gross & nett sales	12/14/2020 9:22 PM
594	I would have an enormous positive effect on my confidence to invest	12/14/2020 9:21 PM
595	Anything to improve the customer perception and experience, its so important for customers to visit the area as the significant majority of the local and regional economy relies solely on this	12/14/2020 9:13 PM
596	Not much difference. We mostly sell alcohol so are not helped by the change.	12/14/2020 9:08 PM
597	We would immediately accelerate & increase our capital development & acquisition plans	12/14/2020 9:02 PM
598	It would help	12/14/2020 9:00 PM

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599	Would help secure long term future so willing to continue to invest	12/14/2020 8:39 PM
600	Positive impact to support stimulating a return of business	12/14/2020 8:34 PM
601	I would be more confident with investing in my business	12/14/2020 8:33 PM
602	This would give us much more capital and confidence to invest	12/14/2020 8:29 PM
603	It would make us more confident about our future as a business and rather than just surviving and trying to scrape by with the minimum we would consider more investment to grow our business.	12/14/2020 8:23 PM
604	Would result in increased investment and additional employment	12/14/2020 8:20 PM
605	I would be prepared to invest more heavily	12/14/2020 8:12 PM
606	Positive with Confidence	12/14/2020 8:09 PM
607	I would feel much more willing to invest in this industry if the support is there. Currently it feels like the hospitality industry has been unfairly punished by the government. The VAT of 20% is too high anyway - without and Covid issues.	12/14/2020 8:03 PM
608	more inclined to invest as would have the margin in the business at a lower percentage. Current rate is very marginal and net profits are so low that investing in the business is virtually impossible.	12/14/2020 7:59 PM
609	Higher turnover would support higher investment	12/14/2020 7:57 PM
610	The scheme is a long overdue strategy that would make a simple and significant difference to all tourist based business (assuming you've eligible!)	12/14/2020 7:54 PM
611	Without it obtaining further investment would prove unlikely	12/14/2020 7:53 PM
612	The business becomes more profitable with higher net return; investment decisions become easier with better cashflow and we can reinvest the funds into better facilities ensuring long-term viability	12/14/2020 7:44 PM
613	It would give us the Confidence to invest as currently there is no confidence of the future with direct and indirect taxations combined with the increased costs we will face post brexit reducing the margin	12/14/2020 7:40 PM
614	Knowing the reduction was indefinite, or substantially more than a year, would increase my appetite to invest in my businesses and my workforce.	12/14/2020 7:39 PM
615	very strongly, we could confidently invest in the product, staff development, enhancing our overall business and ensuring long term success	12/14/2020 7:37 PM
616	Increase investment as available cash would increase	12/14/2020 7:35 PM
617	It would encourage greater investment as it would improve future cashflow forecasts	12/14/2020 7:33 PM
618	Continuation of the 5% VAT rate would enable us to invest in greener energy supplies/equipment/use.	12/14/2020 7:31 PM
619	Hugely.	12/14/2020 7:29 PM
620	The business model would be more viable so I would be more likely to feel confident in expending & investing further	12/14/2020 7:22 PM
621	Having had to bear the 20% VAT element historically a reduction would give us the confidence to continue to operate our business and retain the quality assurances we want to maintain. It would be more of a level playing field with other self catering operators who are not VAT registered but pay business rates like ourselves. There are lots of smaller operators who advertise on online platforms such as AirBnB who do not have the overheads we have and it is difficult to remain competitive with these. We would be able to continue our business and not close it if the reduction in the VAT rate was reduced from 20% to 5%.	12/14/2020 7:18 PM
622	My business would be more viable and I would be more likely to invest in it	12/14/2020 7:12 PM
623	It would really help , a lot. Investment is the key for us going forward with the new markets we need to focus on! We are committed to increasing our cap ex.	12/14/2020 7:12 PM

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624	I would look at buying additional properties.	12/14/2020 7:12 PM
625	Will invest in outside area of our managed house circa £15,000	12/14/2020 7:10 PM
626	As a small business you work hard to make a profit to live on. We are not greedy and, due to growth of "airbnb" phenomenon, have not put our prices up since 2012 to stay competitive. If we go back to 20% then the projections we have made shows make the business unviable to employ staff and , as a couple one of us will have to find another job - which at the age of 58 is difficult.	12/14/2020 7:10 PM
627	Certainly more opportunity to develop more quickly and improve our offering	12/14/2020 7:09 PM
628	We hope to invest in our ground floor offering. A lower VAT level would give us some head room for further borrowing to do this.	12/14/2020 7:01 PM
629	I would finally have some positivity and be able to reinvest	12/14/2020 6:58 PM
630	Absolutely we would be able to invest in the business	12/14/2020 6:58 PM
631	25%	12/14/2020 6:53 PM
632	More positive	12/14/2020 6:52 PM
633	It would greatly increase the investment. To-date all of our profits are re-invested and we have a lot of scope for further investment and expansion. A 20% reduction in costs goes straight to the bottom line, likely at least doubling profits and therefore the funds available for reinvestment	12/14/2020 6:51 PM
634	We would use the difference to invest in improving and expand our business.	12/14/2020 6:49 PM
635	Definitely have more funds to reinvest in the business, Improvements (if any) will be minimal if the vat returns to 20%;	12/14/2020 6:49 PM
636	It will give the business the opportunity to recover from the devastating losses of 2020, allowing us to plan and invest for the future instead of budgeting week by week like we are currently	12/14/2020 6:48 PM
637	Increase investment	12/14/2020 6:47 PM
638	During the Covid 19 pandemic a major source of profit came from increased covers with relaxed pricing. Then we have also seen savings to our bottom line profit which increased the viability of the Business	12/14/2020 6:47 PM
639	Definitely would influence as we would get more out allowing us to expand the business.	12/14/2020 6:46 PM
640	Very positively	12/14/2020 6:45 PM
641	This would allow us to grow the business as per our original business plan. Without a 5% VAT rate, our business plan will be put back bay a minimum of 3 years	12/14/2020 6:45 PM
642	It would be seen as a very positive sign of Government support for the hospitality sector and encourage us to invest in longer term projects.	12/14/2020 6:44 PM
643	We would be able to invest in new infrastructure to enhance the visitor experience, pay a living wage to my team and guarantee jobs if the economy doesn't bounce back quickly .	12/14/2020 6:40 PM
644	Would encourage investment due to increase in money available.	12/14/2020 6:39 PM
645	Significantly - it provides a more level playing with non-vatable businesses where the "15%" extra can be put back into the business creating a better/ differentiated offer rather than having to compete on price with non-VAT businesses	12/14/2020 6:38 PM
646	Much happier to invest, particularly as we believe more people will holiday at home over next few years	12/14/2020 6:37 PM
647	primarily it is about survival and protecting jobs	12/14/2020 6:36 PM
648	It would give us confidence to invest and more importantly to rehire staff that unfortunately we made redundant.	12/14/2020 6:33 PM
649	This would go a long way in securing staff jobs and would encourage future investment	12/14/2020 6:33 PM

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650	I would be highly likely to reinvest in the business and our staff	12/14/2020 6:31 PM
651	I would be confident enough to invest significantly	12/14/2020 6:27 PM
652	Not make much difference to our investment plans	12/14/2020 6:27 PM
653	I would invest to create a bigger business.	12/14/2020 6:24 PM
654	Much more likely to invest	12/14/2020 6:11 PM
655	It would be a great confidence boost and would encourage new investment in accommodation	12/14/2020 6:09 PM
656	It would influence it greatly. It's vital that we continue to invest in the business to respond to changing customer demands	12/14/2020 6:09 PM
657	Along with CBIL, CJRS and business rates holiday, the VAT reduction has saved the business. Investment would be significantly higher if the VAT rate stayed at 5%.	12/14/2020 6:08 PM
658	It would give me confidence to reinvest in the business, help the business grow and increase the level of our workforce.	12/14/2020 6:06 PM
659	It will enable us to build reserves, protecting the long term viability of our business. This in turn then gives us confidence to invest in infrastructure, staffing and developing.	12/14/2020 5:51 PM
660	Long term investment in the business becomes significantly more attractive	12/14/2020 5:45 PM
661	I would be able to invest more	12/14/2020 5:45 PM
662	It would allow for future proofing and greater educational facilities to support future generations	12/14/2020 5:44 PM
663	It would make a massive impact as I would drive customers through reduced rates and a chance to invest	12/14/2020 5:42 PM
664	It would greatly help our ability to invest and give confidence to the decision makers	12/14/2020 5:42 PM
665	We need to invest in new furniture and this would make it much more feasible	12/14/2020 5:41 PM
666	yes	12/14/2020 5:35 PM
667	If the Vat were not reduced beyond April 2021. I do not see myself remaining in hospitality in the future. I would feel let down by the government to the point that I would no longer have the motivation or appetite to restore the business.	12/14/2020 5:33 PM
668	I would use these funds to invest further in our businesss	12/14/2020 5:31 PM
669	A strong long term outlook, will certainly look to invest more into the business and build for a more positive future around the current uncertainty at the moment	12/14/2020 5:30 PM
670	Increased likelihood to invest	12/14/2020 5:28 PM
671	yes - definitely	12/14/2020 5:20 PM
672	It would greatly influence our ability to invest in the business	12/14/2020 5:20 PM
673	Would enable investment that would otherwise be put off for foreseeable future	12/14/2020 5:20 PM
674	provide a very Positive outlook for investment	12/14/2020 5:20 PM
675	This would significantly boost our ability to invest in our attraction	12/14/2020 5:17 PM
676	Every little bit helps to keep us solvent	12/14/2020 5:17 PM
677	WE would be more confident in investing in expanding our fleet	12/14/2020 5:16 PM
678	There maybe a future ??	12/14/2020 5:14 PM
679	we could invest heavily in the business and look to expand the group offering more jobs and ultimate turnover to grow the economy	12/14/2020 5:12 PM
680	It would be much easier to justify investment in our business and seeing as nearly 100% of our income is reinvested on the farm it would allow us to actually cease to be on the breadline. We would be able to employ a full time Tourism Manager. If we weren't doing this for love as opposed to income, the business wouldn't exist, the habitat would suffer, the national park would have less education and accommodation to offer and all our workers would be out of a	12/14/2020 5:11 PM

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job. We make huge sacrifices for our community. We seriously need a bit of appreciation from the government. If our business goes under there's nothing to replace it because there's no new dwelling allowed in a national park. We're the dwellers here. There won't be any more in this natural area. So if we don't provide this service in the national park no one else will either. That would be a shame as we provide a lot of employment, our visitors bring income to the area and we are carbon neutral the way we run our eco-business. It's ten years old and a great success but zero profit. A reduction in VAT would make a world of difference and allow us to continue to operate. Before we hit the vat threshold we were much better off and we might simply shrink the business and reduce staff to avoid going back to 20%. Basically it feels like small businesses are punished for doing well. Key word is SMALL. We're SMALL and pay the same vat as huge businesses.

681	Would allow us to plan with an element of optimism.	12/14/2020 5:10 PM
682	This would allow us to make a huge investment in improvements and staff wages	12/14/2020 5:08 PM
683	We would increase investment - and look to open more sites more quickly	12/14/2020 5:04 PM
684	massive impact	12/14/2020 5:02 PM
685	It would allow us to invest further in the business	12/14/2020 5:01 PM
686	More likely to invest more in business	12/14/2020 4:57 PM
687	Hugely. I offer a VAT inclusive rate, and therefore I could invest the extra 15% revenue in facilities and standards.	12/14/2020 4:50 PM
688	Positively	12/14/2020 4:48 PM
689	A 5% VAT rate would mean that we would be better able to invest in our business for the future.	12/14/2020 4:48 PM
690	Once we had got past the initial cash flow crisis from Covid, it would certainly encourage investment	12/14/2020 4:40 PM
691	with enthusiasm	12/14/2020 4:38 PM
692	It would allow us to grow the business and employ more staff	12/14/2020 4:38 PM
693	Confidence in investing to further and expand the business	12/14/2020 4:35 PM
694	I would continue to heavily invest in my staff and property. Without it i cannot.	12/14/2020 4:32 PM
695	It would instantly change the picture of investment and free up funds to expedite recovery, not only in cash flow but also of the physical standards of the property, bringing them up to and beyond the pre covid levels	12/14/2020 4:31 PM
696	Yes very significantly. Our bricks and mortar business are very expensive to run, require large buildings, with the associated property taxes, utilities and maintenance we pay an extremely proportion of our turnover in tax and then if we also need to earn from our business we pay tax again bringing the tax on profits to a maximum of 64% having already paid vat, business rates, employers national insurance, licences on our trading activity. The reward therefore is currently far lower for the risk taking hospitality entrepreneur then the reward for the state. Something must change! Additionaly we compete against Airbnb hosts who are not vat registered and do not have our cost base or compliance base and with the disruption of the market consumers book the vast majority of accommodation through 3rd party's like booking.com so with the 20% VAT and 20% commission we now have just 60% of the pie before we start!	12/14/2020 4:28 PM
697	The reduction in VAT would firstly contribute to the costs of the business initially but if the business were to manage then it would be fair to say that additional investment within the business would be considered.	12/14/2020 4:24 PM
698	Hugely as it would enable us to hold prices and be more competitive	12/14/2020 4:19 PM
699	Would definitely be more confident financially and look at growing the business rather than just surviving in the short term.	12/14/2020 4:18 PM
700	We would have money to reinvest	12/14/2020 4:16 PM
701	Greatly	12/14/2020 4:14 PM

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702	Strongly	12/14/2020 4:12 PM
703	I am much more likely as business will be more viable.	12/14/2020 4:10 PM
704	It would massively encourage investment	12/14/2020 4:08 PM
705	Initially it would not affect investment, just give a greater likelihood of our continued existence. Beyond the next 6-12 months it would definitely enable us to invest our business.	12/14/2020 4:07 PM
706	It would make a massive difference. It would show use that the government is committed to help and grow our domestic tourism sector. I would be looking to scale up, develop more properties and employ more people.	12/14/2020 4:03 PM
707	The business Atitude remains the same, hoever it would help to retain existing employees and pay suppliers proptly	12/14/2020 4:02 PM
708	Invest more to ensure customers have a renewed fresh offering	12/14/2020 4:01 PM
709	I think we would definitely increase our confidence in our ability to invest more in our business.	12/14/2020 4:01 PM
710	it gives more optimism that we can get to a point of reinvestment again in a quicker timescale	12/14/2020 4:00 PM
711	This would be a huge incentive going forward	12/14/2020 3:58 PM
712	It would be a massive incentive to invest	12/14/2020 3:57 PM
713	The reduction would help us fund further investment in developing the range of attractions	12/14/2020 3:57 PM
714	In the long term this will be beneficial to international tourism and provide strong demand into london which will increase investment in London and UK.	12/14/2020 3:54 PM
715	It would be far more viable to invest in the business	12/14/2020 3:53 PM
716	Much more likely to invest in our business for the future	12/14/2020 3:52 PM
717	It is simple, either help us, or kill us off and pay us through unemployment benefits.	12/14/2020 3:52 PM
718	Yes - it would enable greater investment in the future of the business and the teams that work in it	12/14/2020 3:51 PM
719	It would encourage further investment.	12/14/2020 3:51 PM
720	When recovered from current crisis, investment would be more likely to happen.,	12/14/2020 3:51 PM
721	Much more likely/able to invest	12/14/2020 3:50 PM
722	We would invest more.	12/14/2020 3:50 PM
723	KEEPING MORE FROM REVENUE WOULD ALLOW US TO PROPERLY INVEST IN OUR STAFF (TRAINING, HOURLY WAGE ETC) AND COPE WITH THE ADDITIONAL DEBT WE FACE	12/14/2020 3:46 PM
724	n/a	12/14/2020 3:45 PM
725	Investment to our bedrooms is vital and the additional revenue generated by an ongoing VAT reduction would be of substantial benefit.	12/14/2020 3:44 PM
726	This would make a big difference as with increased profitability we could consider careful expansion	12/14/2020 3:44 PM
727	Increase	12/14/2020 3:42 PM
728	I think that we would struggle to pay 20% vat for the foreseeable future, and there would be no investment. A continuation of the 5% is our only hope for future investment.	12/14/2020 3:40 PM
729	Retention of VAT at 5% would increase my confidence in investing in the development of our business, post pandemic. It would undoubtedly help with the recovery of the business.	12/14/2020 3:36 PM
730	Our business will be vulnerable to closure until spring/summer 20/22 claiming over 290 job losses we have been trading for fifty years! Keeping VAT at 5% would be a massive valuable tool to help us get through the next two years	12/14/2020 3:36 PM
731	Pass savings on to customers and so reduce prices	12/14/2020 3:35 PM

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732	This would provide a significant boost to investment	12/14/2020 3:35 PM
733	Cash generation is key to capital expenditure so investment would be increased	12/14/2020 3:35 PM
734	We would definitely put any extra money into improving the business, we desperately need to do repairs to the property and this would help us find the money.	12/14/2020 3:34 PM
735	additional investment in the local economy and new jobs created if VAT left at 5%	12/14/2020 3:33 PM
736	NA	12/14/2020 3:30 PM
737	It would speed up our investment back into the property - maintaining the quality.	12/14/2020 3:29 PM
738	Would be prepared to invest more and employ more people	12/14/2020 3:28 PM
739	Strong influence	12/14/2020 3:28 PM
740	We are a growing company with opening 3 new properties in the last 18 months. A permanent VAT rate change to 5% would help us grow our business therefore creating more jobs in East Anglia	12/14/2020 3:27 PM
741	Would be able to plan to invest in COVID delayed refurbishment and growth projects.	12/14/2020 3:27 PM
742	More spare cash would mean we could hugely improve the infrastructure of the building, we need new windows and need to upgrade the electricity supply	12/14/2020 3:26 PM
743	More positively as able to guarantee paying the bills and driving recovery of topline revenue which in turn means we could recruit and retrain more employees	12/14/2020 3:24 PM
744	It would mean I could continue to invest in and grow my business	12/14/2020 3:24 PM
745	Would be a massive positive.	12/14/2020 3:24 PM
746	We would immediatly look at a CAPEX plan to refurbish and develop parts of the business we have put on hold for 2020.	12/14/2020 3:24 PM
747	Initially this would help us through the aftermath of the impact of Covid, beyond this it would assist us to reinvest into our business.	12/14/2020 3:24 PM
748	We would be incentivise to increase our ongoing investment.	12/14/2020 3:23 PM
749	We have big plans to invest in our facilities, these plans have been pushed back indefinitely due to additional debt placed on the business due to COVID. A further period of reduced VAT should enable us to initially pay off overdue creditors (also due to COVID) and then move on to the investment in facilities.	12/14/2020 3:23 PM
750	Would have more confidence that it was worth investing	12/14/2020 3:19 PM
751	this would help to acquire and implement systems to future proof the Business.	12/14/2020 3:19 PM
752	It would mean new investments and new jobs immediately	12/14/2020 3:18 PM
753	Increase in use will allow increase in investment	12/14/2020 3:17 PM
754	Greatly influence as it would create profit. Depends what happens to business rates. But overall yes.	12/14/2020 3:14 PM
755	it would help to make important investment decisions as the cash available would be more substantial	12/14/2020 3:12 PM
756	The extra income would 100% allow us to reinvest quicker in the business	12/14/2020 3:12 PM
757	It would be a hugely positive step. There has been no spare cash for a number of years. Firstly the reduction would provide the money to be reinvested into the business. Secondly, it would provide a change in the bottom line which would give us the (much needed) confidence to reinvest and reinvest happily in the future of the business.	12/14/2020 3:12 PM
758	It would make a significant difference and enable us to invest in growing the business with further site openings	12/14/2020 3:11 PM
759	It would make a massive difference and allow us to trade with sensible profits rather than wafer thin margins we currently have. I see having the the funds to be able to reinvest into the business and build for the future being the main benefit.	12/14/2020 3:11 PM

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760	We already invest so much of our profit back into the business but this would ease the pressure and continue our ambition to be a long-term business providing unique experiences for our customers.	12/14/2020 3:10 PM
761	Once the market is stable and we managed to get back on our feet and repaid some of the astronomical debt we had to incur, with a 5% VAT we would be in a position to continue our expansion opening new restaurants by spring 2022. If VAT is back to 20% we would not be in a position to expand our business until spring 2023 or later.	12/14/2020 3:10 PM
762	It would allow much greater investment and development	12/14/2020 3:09 PM
763	Would continue to invest at between 6 - 8 % of annual turnover to improve facilities in the business as well as improve working conditions for staff.	12/14/2020 3:09 PM
764	It would be lovely to re invest!	12/14/2020 3:09 PM
765	It would definitely reduce the unfairly weighty tax burden on hospitality and make it more competitive with supermarket luxury food ranges. This would help survival of a varied high street landscape.	12/14/2020 3:09 PM
766	Investment would increase.	12/14/2020 3:09 PM
767	It would provide more funds to continue to invest in our team and property	12/14/2020 3:08 PM
768	Increase in confidence	12/14/2020 3:08 PM
769	We would be far more willing to plan and invest for the longer term	12/14/2020 3:08 PM
770	It would give me the confidence to invest in the business, open new sites and help rebuild the nuthatch used to employ 120 people But now only has 8 employees	12/14/2020 3:08 PM
771	It would go towards investment, increased headcount and staff training	12/14/2020 3:08 PM
772	I would be more likely to invest	12/14/2020 3:06 PM
773	It would be a game changer	12/14/2020 3:06 PM
774	No difference but the investments to be made could be made faster	12/14/2020 3:06 PM
775	Much more investment and security	12/14/2020 3:06 PM
776	Once we are through 2021 we would feel more comfortable spending to invest in the business with funds following the decrease in VAT paid	12/14/2020 3:06 PM
777	It would make it much more likely that I would invest	12/14/2020 3:05 PM
778	It would make it easier as there would be more cash. Plus motivationally it would be good to beleive that we were being supported rather than being penalised against other sectors, which is what is happening at present.	12/14/2020 3:05 PM
779	We would certainly be able to invest more in our business and also being able to meet rises in national living wage.	12/14/2020 3:05 PM
780	We would be able to reinstate our capital investment plan which has been cut back.	12/14/2020 3:04 PM
781	hugely improve	12/14/2020 3:04 PM
782	Would defiantly be will to invest more as the return on investment would be greater	12/14/2020 3:04 PM
783	It would give us more confidence to make investments in the short and medium term	12/14/2020 3:03 PM
784	We have been primarily in survival mode during 2020. A 5% VAT will give us a much higher possibility of having sufficient funds to invest in improving our business beyond survival, investing in our staff, in training and general improvements.	12/14/2020 3:03 PM
785	it would significantly increase confidence. It would help to drive the business, which in turn would generate cash to pay down CBILS loans which in turn would increase the free cash to invest in new opportunities. CBILS has replaced our cash earmarked for investment pre Covid	12/14/2020 3:03 PM
786	would increase, would use for more investment	12/14/2020 3:02 PM
787	It would significantly increase the viability of development projects that would boost the local	12/14/2020 3:01 PM

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	economy and create jobs	
788	Would invest more	12/14/2020 3:00 PM
789	Definite incentive to invest once recovery is complete	12/14/2020 3:00 PM
790	Hugely - we could invest with confidence and continue to create jobs in the local area, especially for the younger population. This would only be a positive thing for the country.	12/14/2020 2:59 PM
791	This is the biggest issue facing our industry which has suffered rising costs and labour costs for a number of years. The market place had become more competitive due to the growth of the OTA's and Airbnb and profitability becoming increasingly subdued. This reduction in VAT will help us thrive and not just survive as well as allowing us to continue to support our local rural community on numerous levels. Without the continuation of the VAT reduction we will have to give serious consideration to our future in this industry.	12/14/2020 2:58 PM
792	Significant investment	12/14/2020 2:52 PM
793	We would see it as a massive green light to material (millions of pounds) future investment, currently at grave risk of being shelved.	12/14/2020 2:39 PM
794	We wish to continue to invest in our business but to do so requires additional funds. We take next to nothing from the business and need additional funds to continue to keep the business at the standard it needs to be. The VAT cut would help the long term sustainability of the business probably more than any other single measure that could be announced. We are competing against other businesses that don't charge VAT which makes it almost impossible for us.	12/14/2020 2:27 PM
795	If VAT was to remain at 20%, it would give me confidence to invest and grow the business.	12/14/2020 2:20 PM
796	reduced rate would allow heavier investment resulting in higher turnover	12/14/2020 2:20 PM
797	An indefinite period at 5% would make our business more competitive because there are very many small cottage owners in the UK who are not VAT registered and are able to charge lower prices. Given the nature of self catering businesses only a relatively small amount of costs are eligible to be offset and reclaimed each VAT quarter - i.e. staff costs, owners time and effort etc.	12/14/2020 2:16 PM
798	Would enable tenant to pay overdue rents to our charity	12/14/2020 2:12 PM
799	We currently plan to increase capacity by about 15% which will require investment both in the accommodation and in new staff. The cut in VAT will make this possible and make us more competitive with non-VAT registered cottage providers.	12/14/2020 1:53 PM
800	More likely to expand, and bring forward plans for new boats- which are built in the UK	12/14/2020 1:49 PM
801	Will not change my view on investment	12/14/2020 1:45 PM
802	I would have more funds available to remain competitive in the market.	12/14/2020 1:37 PM
803	More confident to invest and expand...and more able to	12/14/2020 1:36 PM
804	Basically we would have more money available to invest and of course attract more business with more competitive pricing	12/14/2020 1:35 PM
805	It would be a huge relief after a very torrid year and an encouragement to stay in the business.	12/14/2020 1:22 PM
806	The bulk of holiday cottage owners that form our competition are not VAT rated and so we have been severely disadvantaged for years. Keeping the 5% rate levels the playing field and will encourage investment for years to come.	12/14/2020 1:21 PM
807	It would give me more confidence to invest. Currently, the vast majority of accommodation providers pay no VAT or Business Rates/ Council Tax. The amount of VAT and business rates we pay makes our business model unsustainable, we simply can not compete. We can not invest in our businesses to any where near the same extent as those who pay neither so we become uncompetitive and can not get an adequate return for the work we need to put into the business. In addition, there can be no succession planning while VAT remains at 20%, there is no incentive for the next generation to continue the business as they can see how hard we have to work, if VAT were reduced we could increase investment and use more external labour.	12/14/2020 1:18 PM
808	It would make an immense positive difference, probably help us decide whether to stay in	12/14/2020 1:08 PM

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	business or not.	
809	Massively, we could realistically look at expanding accommodation and facilities	12/14/2020 1:07 PM
810	this would have a huge impact. This would end the sector's competitive disadvantage compared to other European countries, all of which (excluding Denmark) apply reduced rates to visitor accommodation, and most apply a reduced rate to attractions and meals as well. With a continued reduction we could cover our increased costs as a result of COVID, invest in our staff, our services and our business as a whole thereby attracting more visitors to the UK and to the region.	12/14/2020 12:51 PM
811	We would have far more confidence to invest in improving facilities, including taking on new staff to improve our quality of service and offer new children's clubs etc	12/14/2020 12:48 PM
812	Will allow us to initiate some development projects that we have on the back burner	12/14/2020 12:44 PM
813	Would invest and grow business, leading to more jobs and money in the local area	12/14/2020 12:43 PM
814	Much more willing to invest as it would make the current business model more likely to be profitable	12/14/2020 12:43 PM
815	Would allow us to consider investment	12/14/2020 12:40 PM
816	We would have cash reserves to invest more in facilities, providing a better experience for guests and secure jobs.	12/14/2020 12:40 PM
817	We would definitely invest more in the business	12/14/2020 12:38 PM
818	Happy for further investment	12/14/2020 12:36 PM
819	Vastly, 20% vat is a huge hit on the net income. Retaining 5% rate means we can invest to create the best high quality offering in the region	12/14/2020 12:36 PM
820	Definitely expand the business	12/14/2020 12:31 PM
821	Reduced funding available for investment	12/14/2020 12:31 PM
822	It would give us significantly more flexibility for investment. We are investing heavily in sustainability measures currently such as solar PV with battery storage, and also want to improve accessibility. A permanent 5% VAT reduction would enable us to bring these plans forward.	12/14/2020 12:16 PM