

DRIVING EXPORT GROWTH: INTERNATIONAL TOURISM TO THE UK

The UK's inbound visitor economy - international visitation to the UK - is a huge success story for Britain PLC. It brings new money into the UK, creates and sustains skilled jobs, and supports regional economies, making it a significant redistributor of wealth.

However, the overseas perception of the UK as an open and welcoming destination has declined in recent years. International tourism is hugely competitive and we cannot assume that high value visitors will continue to choose or return to the UK.

To ensure the UK reaches and exceeds its export growth potential, we have set out a suite of policy measures and reforms that will stimulate international trade and investment in the UK, drive growth in towns, cities, coastal and rural communities, and aid the UK's soft power strategy.

THE VALUE OF INBOUND TOURISM TO THE UK ECONOMY*



39 MILLION
visits in 2024



Annual export value of
£34 BILLION

VAT alone worth nearly **£7 billion** to HM Treasury



UK'S 2ND LARGEST service export industry, worth more than the automotive industry and telecoms, computer and information systems in export value



Supports over **500,000 JOBS**



International tourism spend due to **GROW 20%** in the UK by 2027 compared with a **UK average economic growth of 5%**



Inbound visitor economy worth up to **£57 BILLION BY 2025**



OUR PROPOSED POLICY MEASURES AND REFORMS ARE:

- Enhance and reform the **Youth Mobility Scheme** to include major EU source markets
- Extend **passport-free travel** schemes for under 18-year-olds
- Create **home-grown talent** with foreign language skills
- Enhance the UK's competitiveness via a **reduced-price five-year visitor visa**
- Make the **Electronic Travel Authorisation** more competitive
- Boost regional economic growth by **introducing a new VAT Reclaim Scheme**
- **Reinstate our national tourist board budgets** to pre-inflationary levels to boost international marketing

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UKINBOUND MANIFESTO IN
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* Sources for all data can be found in the UKinbound Manifesto