



UKINBOUND
THE VOICE OF INBOUND TOURISM

INBOUND UPDATE

SEPTEMBER 2021

WHO ARE UKINBOUND?

The Trade Association for businesses involved in inbound tourism

Over 300 members, including:

- Inbound Tour Operators
- Attractions
- Retailers
- Sightseeing Providers
- Professional Services
- Accommodation Providers
- Restaurants and Bars
- Transport Providers
- Ticket Agents
- Destination Marketing Organisations

WHAT DOES UKINBOUND DO?

Growing our members' businesses:

- Networking events
- Seminars
- Annual Convention
- B2B speed networking
- Discover workshops
- Familiarisation trips
- Social media reach
- Marketing activity
- Lobbying Government
- Exhibitions

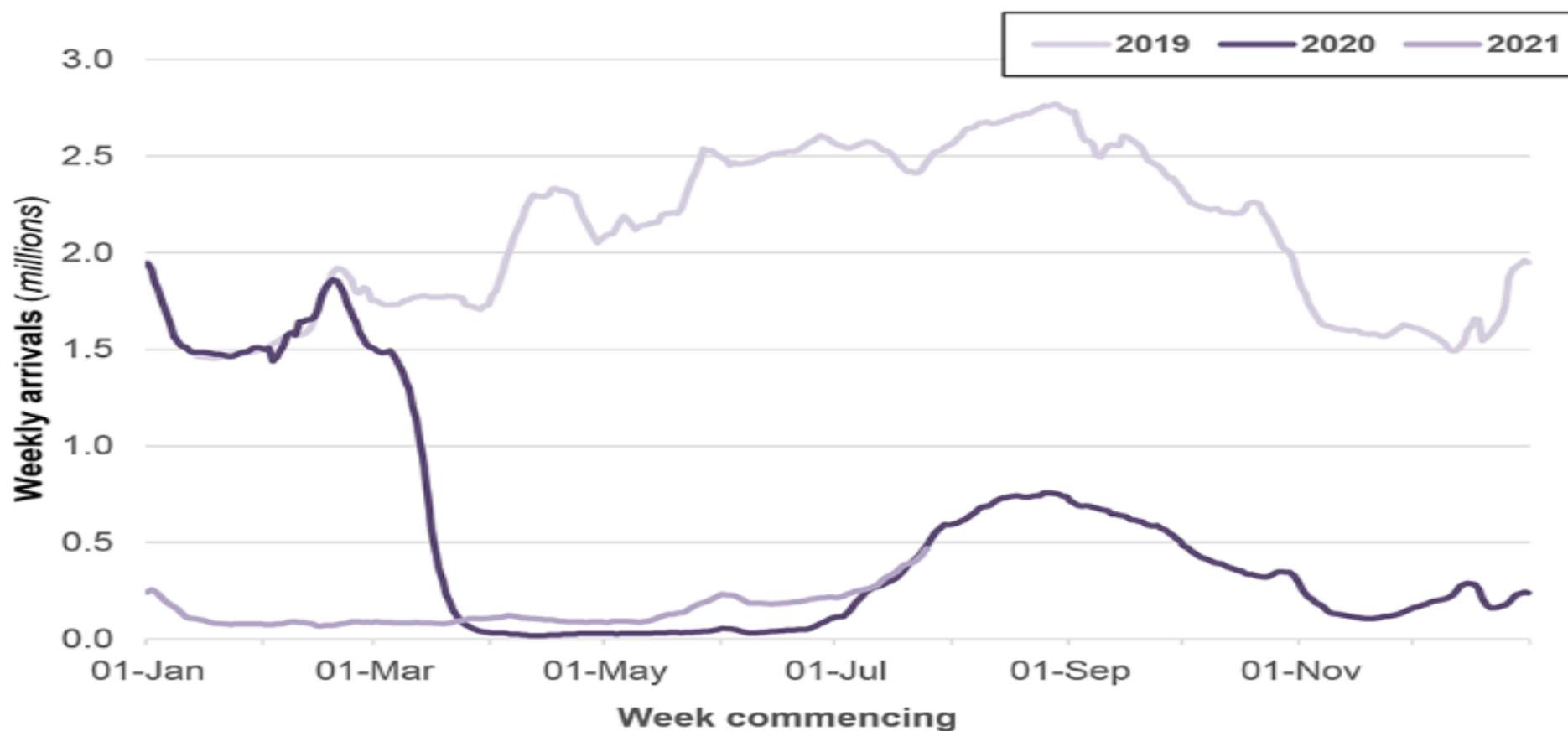


WHY IS INBOUND TOURISM IMPORTANT?

- 41 million visitors to the UK in 2019
 - Spending £28.4 billion
- 5th largest export earner - on par with the automotive and pharmaceutical industries
 - Employs 3.3 million people (manufacturing 2.9m, construction 2.4m) – 500,000 in inbound
- Soft power lever – impacting UK's image – education, trade, investment

CURRENT STATE OF INBOUND

Figure 1: Weekly air passenger arrivals to the UK, Jan 2019 - Jul 2021



PRIORITIES

- Sector specific support
 - Tourism Export Recovery Fund
 - Furlough
- Global Travel Taskforce Review
 - Testing – day 2 testing removed for fully vaxxed
- Staffing
- Group Welcome Charter
- Sustainability
- Keeping members informed on Government guidance & industry legislation



ADDITIONAL ADVOCACY ISSUES

- Visas
- APD
- VAT
- Removal of ID Cards
 - Collective passports
- Package Travel Regulations



UKinbound EVENTS



WHITE CLIFFS COUNTRY

- Great connections to Europe and UK
- World-famous, iconic coastline
- Beautiful countryside
- Warm, dry climate
- Famous history & heritage sites
- New bookable visitor experiences
- Fantastic food and drink offer

Recap: what is TOMS?



An EU scheme to reduce compliance for tour operators and other travel suppliers

It works by taxing the margin in the member state of establishment and denying a recovery of VAT incurred on services to be supplied within the scheme

Therefore, until the end of the Brexit transitional period, a qualifying UK tour operator paid UK VAT on holidays etc enjoyed anywhere in the EU

Compulsory in the UK for B2C supplies and B2B for the use of the client. Wholesale supplies normally excluded and "normal VAT" applied



QUESTIONS