

The UK Visitor Economy Growth Charter

A business-led blueprint for thriving cities, vibrant high streets and a competitive UK

“The UK’s visitor economy is one of its most powerful engines driving jobs, investment and global profile for every major town and city. But we need a smarter approach to managing and nurturing it built on principles of growth, private-sector leadership, hospitality experience and local control.”

Frank McKenna, CEO DIB and Bill Addy, CEO Liverpool Business Improvement District

To find out more or to pledge support contact
events@downtowninbusiness.com

10 Principles For A Strong Visitor Economy



Scrap the government's national tourist tax



Promote business-led Accommodation BIDs



Back our high streets by modernising business rates



Cut VAT for hospitality and reintroduce tax-free shopping



Support staffing with smarter skills and clearer immigration rules



Create safer, cleaner, more vibrant town and city centres



Implement modern, flexible planning and licensing systems



Improve transport, night-time connectivity and access



Balance policies on hiring, wages and taxes to boost growth



Embed the visitor economy in the national growth strategy



Scan for more information

