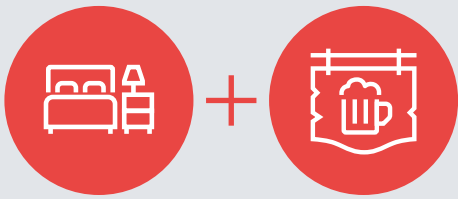


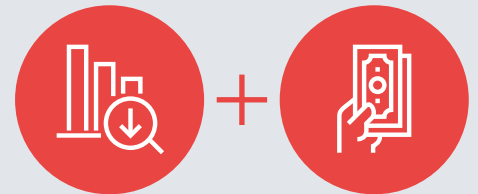
# The £2.2bn Opportunity to Cut EU Red Tape

## The Problem

The Package Travel Regulations (PTRs) are designed to protect people travelling overseas on Package Holidays. However, through poor EU drafting, the PTRs restrict UK accommodation owners from working with other local businesses to provide customers with Special Deals (eg a stay in a B&B with a meal at a local pub at a discounted price).



## The Impact



Local tourism businesses lose sales

Customers pay higher prices

## Research Findings

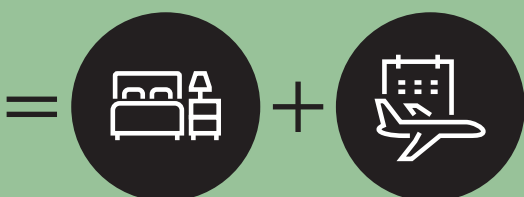


61% of accommodation businesses say the PTRs prevent them from selling Special Deals



74% of accommodation businesses say they would sell Special Deals if the PTRs were amended

## The Solution



Leaving the EU means that we can easily solve this problem by simply amending the definition of Package Travel in the PTRs so that it must include Travel

## The Benefits

Amending the definition of Package Travel in this way would increase domestic tourism sales by 9%. This is an extra:



£2.2bn pa

40,000 jobs

## And Most Importantly

People buying Package Holidays are still protected

People buying Special Deals are still protected

**TourismAlliance**  
the voice of tourism

# The Tourism Alliance

is the Voice of the Tourism Industry, comprising 65 Tourism Industry Organisations that together represent some 200,000 businesses of all sizes throughout the UK.

The purpose of the Tourism Alliance is to identify and develop policies and strategies to raise standards and promote quality within the industry and work with and lobby government on all key issues relevant to the growth and development of tourism in order to maximise its contribution to the economy.

## The UK Tourism Industry

Tourism is one of the UK's largest and best performing industries. It is made up of over 300,000 businesses which provide jobs for 3.4m people (around 10% of the UK workforce) and contribute £150bn to the UK economy.

The overriding characteristic of the domestic tourism industry is that it is largely composed of very small businesses. Of the 240,000, domestic tourism businesses in the UK, over 70% are micro-businesses and a further 25% are SMEs.

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