



Inbound tourism industry responds to an impending BREXIT

Following the decision by the UK electorate to leave the European Union, [UKinbound](#) – the leading trade association which represents 370 of the country's tourism businesses – says the Government must now focus on securing the best possible trade deal for the inbound sector, an industry which contributes over £22 billion per annum to the UK economy.

UKinbound's Chief Executive Officer, Deirdre Wells OBE comments: "UKinbound feels the decision to leave the EU is disappointing and inevitably will have far-reaching consequences for our members. However, we have proved time and again that we are a resilient industry and the Government must now work hard to secure a deal which supports our vibrant industry, which relies on the European Union for two-thirds of its business. The priority must now be to ensure that our members have the best possible environment in which to grow their business and to support them in welcoming visitors from all corners of the globe."

-ENDS-

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About UKinbound

UKinbound is one of the leading trade associations and the only which focuses solely on the interests of the UK's inbound tourism sector. UKinbound addresses and engages with Government, the media, travel trade and the general public to raise awareness of the importance of inbound tourism to the UK economy.