Dear [Insert MP name],

I am the [insert job title] of [insert company name] a [insert description] which is a vital cog servicing the **UK’s fifth largest export industry**, inbound tourism, **worth £28.4 billion annually to the economy pre-pandemic**.

As my representative in Parliament, I am writing to you today to ask you to urgently, and without delay, fight for this industry and for [insert your business type]. We face yet another bleak winter and a very challenging 2022 if valuable international visitors to the UK do not significantly increase.

Time and time again, both the opportunities and challenges the inbound tourism industry faces have been overlooked, which will have significant negative consequences on our country and the business I work for, if something doesn’t change. I would like to address these directly with you and ask that you please present them to the [Department of Transport and/or Treasury] on my behalf.

My company is a vital part of the inbound tourism supply chain and will be instrumental in delivering the Government’s Tourism Recovery Plan, however there are a number of facts that have been overlooked, which put the whole industry in jeopardy.

[Please remove and edit as you see fit/in-line with your company’s requirements]

**Summer period -** Since 12 April, most businesses across the UK were able to start trading again and are now already four months into their recovery. In stark contrast, the first meaningful reopening of international travel was 2 August, by which time all of our international customers had cancelled their summer holidays to the UK, due to a lack of clarity and ever-changing entry requirements.

[This perspective could be very different depending on your business type. Instead you could say –

In 2019 xx% of all our business came from international visitors/ international visitors were worth £XX to our [insert your business type].

Here are a few other arguments you could present -

* You were able to generate some income from the domestic market but you don’t expect this to continue into the winter/2022 as Brits travel abroad, therefore incredibly importance to entice international visitors back ASAP
* International visitors on average, spend three times as much as a domestic visitor

**Testing –** The day two test thatvaccinated EU and US arrivals are required to take is the single biggest barrier stopping the industry from beginning a meaningful recovery. International customers view the UK as an attractive holiday destination, there is pent up demand to visit, but it’s currently cheaper and easier to travel to Europe.

[Please include any examples you have of international bookings cancelling [either direct or through a tour operator] and the reason. If possible, please use data. If you have an example of when a customer has cancelled due to testing requirements and instead opted to travel to Europe instead, please do mention.]

With only 5% of all PCR tests being sequenced on arrival, and with our competitors not requiring this additional and onerous test, the UK is losing its international competitiveness and valuable export revenue, which would aid our economic recovery both in the short and long term.

**Furlough** -49% of tourism industry employees are still on furlough (ONS). [Please insert data here regarding your business/current situation]. Furlough has been a lifeline [to my business/ for me] and [one of only/the only] support measure the Government has allowed [me/my business] to claim. It’s the only reason I’ve been able to survive. [Please include details about the consequences of removing furlough on your business/the business you work for]

**Sector specific support –** Inbound tour operators and destination management companies(DMCs) are vitally important to our business and bring in over xx% of all our international visitors. Supporting these businesses and ensuring they survive through winter 2021/22, during which time they will be able to undertake extensive demand generating activity, will allow them to entice international visitors back to the UK and the [insert your business type] that I work for.

Given these points, I have three asks:

1. **Remove day 2 testing for fully vaccinated EU and US arrivals**

Consequences of not implementing – the Government will miss its Tourism Recovery Plan target, negatively impacting the UK economy and the Treasury’s bottom line. To meet Government targets for inbound tourism in the Tourism Recovery Plan, we need to generate £10.83bn revenue this year rather than the £6.84bn predicted by Oxford Economics. We need initiatives that generate £4bn.

1. **Extend furlough until end of April 2022**, specifically for the UK’s tourism industry. Rolled out through the use of SIC codes.

Consequences of not implementing – 1 in 3 inbound tourism businesses will cease by Christmas if support measures are not extended (UKinbound). If the inbound tourism industry supply chain is hugely depleted, how can the industry generate demand and help to significantly rebuild the UK economy? It leaves our Global Britain ambitions in tatters.

1. **Provide sector-specific support,** such as the Tourism Export Recovery Fund presented to the Treasury on 1 July this year. The proposal is for a £45 million fund to secure £28.4 billion of exports for the Treasury and can be viewed [here](https://www.ukinbound.org/wp-content/uploads/2021/07/2021.07.01-Tourism-Export-Recovery-Fund-Proposal.pdf).

Consequences of not implementing –Inbound intermediaries cannot survive through winter. 2022 presents a tremendous global opportunity for the UK as it hosts and celebrates the Commonwealth Games in Birmingham, Festival UK 2022 and the Queen’s Platinum Jubilee. These events will bring vast economic, cultural and societal benefits to the country which will play a vital role in the UK’s economic recovery. These will not be realised if we don’t have a functioning inbound tourism industry in place.

In the decade prior to 2019, inbound tourism was a national success story for the UK and the Treasury. It can and will be again; but only if decisive action is taken now to support [insert your business type], which are critical in fulfilling the demands of international arrivals.

I look forward to hearing from you on this very urgent and pressing matter.

Kind regards,