

Rt. Hon. Rachel Reeves MP
Chancellor of the Exchequer
Unit 1 Horse Guards Road
London SW1A 2HQ

11th February 2026

Dear Chancellor,
Cc Dan Tomlinson MP, Miatta Fahnbullah MP, Stephanie Peacock MP

As businesses in the UK's hospitality, tourism and events sector, we urge the Government to drop plans for a Visitor Levy in England.

This 'Holiday Tax' will hit families hardest, put jobs at risk, drain money from local businesses and communities, and undermine the Government's growth agenda. Holidays are for relaxing, not taxing.

For millions of hardworking families, a UK holiday is their chance to switch off and spend quality time together. Whether the tax is charged per person per night or as a percentage of the cost, families will be looking at paying significantly more for a holiday in the UK. At £2 per person, per night, a family of four would pay £112 more for a fortnight's break. The cost of a short break would also shoot up.

For many, this tax will make their holiday unaffordable, meaning families will shorten trips, forgo a break altogether, reduce their spending with pubs, restaurants, events, leisure activities and local attractions, or travel overseas – spending their money and creating jobs elsewhere.

This tax would also be a further cost for businesses, where people who have to travel to meet customers, deliver services or attend conferences and trade shows will face higher costs which will ultimately have to be passed on to their customers and drive inflation. The wider events sector will be affected as visitors to cultural shows, festivals and sporting occasions will be deterred.

This drop in demand will also hurt jobs and local communities. Hospitality and tourism support over 3 million UK jobs, from cleaners and reception staff to chefs and entertainers. This is particularly true for coastal areas, which are at the heart of our national renewal. Fewer visitors mean fewer shifts, fewer jobs and fewer opportunities – particularly in the entry-level and return-to-work roles which the Government is rightly focused on. These are the entry level jobs which bring people into the world of work at the start of their careers.

The impact of a Holiday Tax goes well beyond the people who provide accommodation. Fewer visitors mean lower spending at local businesses like restaurants, cafes, pubs, taxi firms and shops. In many places, it is tourist spending which keeps high streets alive, supporting the small businesses that define our communities.

The UK's hospitality sector is already under pressure, with rising business rates, energy costs, tax bills and employment costs. It already contributes tens of billions of pounds in tax, through business rates, employment taxes and VAT, which at 20% is double the rate of competitors in France, Italy, Spain or Portugal. The tax burden on UK businesses is getting unbearable and makes the country uncompetitive – harming both domestic and international tourism.

You have committed to growing the economy, supporting working people, and backing British business. A Visitor Levy contradicts those aims by raising costs, reducing demand, and weakening the tourism industry – penalising anyone who wants to holiday or stay in the UK.

Do not turn the Great British break into a luxury. Scrap the holiday tax and back the families, workers and the businesses who make England worth visiting.

Industry representatives would welcome a meeting with you to discuss the impact on their businesses, the wider sector and the economy, and look forward to hearing from you.

Yours sincerely,

Business name	Signatory
91 Aparthotel Jesmond	Gary Taylor
Abbots Grange and Huffkins	Richard Taee
Achnabobane Farmhouse	Neil Ockenden
ANS Hospitality	Alistair Sandall
Arden House	Mark Holliday
Ashbourne House	Ricardo and Fiona Gabbiadini
Astwell Mill	Mark Whitney
Bailiffs court Hotel & Spa	Pontus Carminger
Balcarres Guest House	Carole Clarke
BALPPA	Paul Kelly
Bedford Lodge Hotel & Spa	Noel Byrne
Beds and Bars Group	Luke Knowles
Beechwood Cottage B&B	Jackie McDonagh
Benhall Farm Holidays	Carol Brewer
Bewdley Hill House B&B	David Haywood
Bidfood UK	Catherine Hinchcliff
Blackpool Pleasure Beach Limited	Amanda Thompson OBE
Blue Swallow Guest House	Alison Wood
Bon Ami Guest House	Dr Anil Shah
Bramlies Bed & Breakfast	Alison Demir
Brend Collection	Peter Brend
British Educational Travel Association (BETA)	Emma English
Butlin's	Jon Hendry Pickup
Butlin's (Minehead)	Craig Goodwin
Butlin's (Skegness)	Andrew Leivers
Casa Hotels Ltd	Steve Perez
Castle Glen Lodges	Ewan Maxwell
Castlewood Hotels	Daniel Sangiuseppe
Cedar Court Hotels	Wayne Topley
Centennial Hotel	Stelios Andreou
Chilgrove Farm Bed and Breakfast	Simon Renwick
Choughs Nest Hotel	John Hodges
Chyheira B&B	Roy Smith
Clarence Pier Southsea	Jill Norman
Clermont Hotel Group	Gavin Taylor
Cleveliot House B&B	Jack Applebaum
COMO Metropolitan London	Rory Slater

Congham Hall	Nicholas Dickinson
Corner Cottage, Wolsingham	Jean Muckle
Cornlee Bed & Breakfast	Jayson Banham
Cosy Wolf Ltd	Lena Wolf
Craggan	Martyn Barrow
Craigbuie Guesthouse	Sharron Fernie
Craigpark House B&B	Kay Main
Crealy Theme Park & Resort	Josh Haywood
Creekside Bed and Breakfast Faversham	Sharon Gepheart
Crescent Lodge Guest House	Lee Roberts
Dacre House B&B	Clare Hawkins
Dart Marina Hotel	Paul Downing
DEAN PARK GUEST HOUSE	Robbie Hamilton
Docklands Restaurants and Bars	Julie Gingell
Donnington Group	Andrew McKenzie
Doubletree By Hilton York	Sophie Dunn
Edendale House	Josie Batchelor
Edward Bence Hotels LTD	Lucinda Chamings
Ellesmere House	Melanie Cable-Alexander
Elmbank York, Tapestry Collection by Hilton	Stefan Micevski
English Lakes Hotels, Resorts and Venues	Matt Stanaway
EUROC (European Resort Owners Coalition)	Jane Gilmartin
Firs Farm B&B	Sarah Townsend
Focus Hotels	Devin Grosse
Forge Holiday Group	Graham Donoghue
Fosse Farmhouse B&B	Caron Cooper
Fuller, Smith & Turner	Simon Emeny
Gallen-Treath Guest House	Alicia Strickland
Gardenside Lodge	Gladys Bowen
Gilpin Hotel and Lake House	Helen Tappenden
Glebe Farm B&B	Timothy Hirst
Glenlee Guest House	Bob Forsberg
Graceland Farm B&B	Genette Zena Byford
Gusto Pronto	Roxane Marjoram
Gutchpool B&B	Rachel Hall
Haven	Simon Palethorpe
High Farm Holiday Park Ltd	Amy Hodgson
Higher Wiscombe	Lorna Handyside
Highlander House	Angus Campbell
Hilton	Steve Cassidy
Hilton Cambridge City Centre	Richard Finn
Hilton Garden Inn Sunderland	Gareth Freeman
Hilton London Heathrow Airport Terminal 5	Jacqui Bagnall
Hippodrome Casino	Simon Thomas
Holiday and Residential Parks Association (HARPA)	Debbie Walker
Holiday Inn Express Cambridge West - Cambourne	Stefanie Garwood
Holiday Inn Newcastle Jesmond	Gary Taylor
Horsley Hall	Liz Curry

Hospitality Association York (HAY)	Stefan Micevski
Hotel Gotham Newcastle	Chris Thompson
IHG Hotels & Resorts	Karin Sheppard
Imperial Hotel	Grant Smith
Imperial London Hotels	Neil Braude
Ingram House Bed and Breakfast	Jane Levien
Kinnaird Hotel	John Deane Berry
Lake District Hotels Association	Clive Wilson
Lammas Park House	Fiona Deacon
Langdale Leisure Limited	Michael Coletta
Latium Real Estate	Harry Chapman
Legacy Hotels & Resorts Ltd - Hospitality Ventures Ltd	Andy Townsend
Lensfield Hotel	S. Papson
Linden Lodge Guest House	P. Deverill
Liongate House	Liz and Graeme Brown
Longmead House	Nick Bailey
Lovat Parks	Raoul Fraser
Lyle & James Company Ltd t/a Townhouse Exeter	Tim Lane
Lyndale Guest House	Alison Harwood
Maple Bank Guest House	Kate O'Donovan
Meadow View B&B	Louise Marion Marshall
Mennabroom Farm Holiday Cottages and B&B	Deborah Wheatley
Merlin Entertainments	Fiona Eastwood
Middletons Hotel	Oliver Stott
Midtown Farm B & B	Janice Byers
Mitchell's & Butlers	Rob Grey
Myrtle Cottage B&B	Tyrone and Neil Mundell-Phipps
National Caravan Council (The NCC)	Alicia Dunne
Newmans Hall Bed & Breakfast	Charles Miller
Newton Haven B&B	Clare Shiel
No 45	Irene Cheape
No1 The Laurels B&B	Malcolm Harrington
Oxford and Cambridge Club	Alistair Telfer
Parkdean Resorts	Steve Richards
Paultons Park Ltd	Richard Mancey
Peak Edge Hotel	Steve Perez
Penta Hotels	Michael Stevenson
Petwood Hotel	Emma Brealey
PPHE Hotels & Resorts	Daniel Pedreschi
Professional Association of Self-Caterers UK (PASC UK)	Alistair Handyside
Pulteney House	Valentina Worledge
Raby Estates	Claire Jones
Radisson York	Amanda Knowles
Rathern Limited T/A Double Tree By Hilton London Marble Arch	Anup Sarin
Resort Development Organisation	Sue McNicol

Rosedale Bed & Breakfast	Jenny Angel
Rye Windmill B&B	Toby Darkins
SAFESTAY PLC	Larry Lipman
Seabreeze	Cheryl Dickson
Selden B&B	Val Capon
Short Term Accommodation Association (STAA)	Andy Fenner
Sleep Squires	Jane Squire
Smoo Lodge B&B	Merlin Hendy
South Beach B&B	Andrew and Caroline King
South West Tourism Alliance	Joy Raymond
Springburn Farmhouse B&B	Morris Payton
Starboard Hotels	Paul Callingham
Station House B&B	Steve Woodall
Storrs Hall Hotel	Andrew Nicholson
Sundown Adventureland	Shaun Malvern
Sunflower B&B	Maria Ancochea
Sycamore Shepherd's Hut	Janine Edmonds
T5 Operating Company Limited	Jacqui Bagnall
Taigh Duitseach	Jim Tweedie
Tewkesbury Park	Patrick Jones
Thatched Cottage Bed and Breakfast	Wendy Macklin
The Aldwick B&B	Veronica Smith
The Bed & Breakfast Association	David Weston
The Carlton Hotel	Eliot Seabourn-Wren
The Clifton at Paignton	Steven and Claire Brunn
The Falcon House	Barbara Cole
The Hive at 52	Harro Dorsch
The Horseshoe	Bozena Mierzwa
The Inn At Whitewell	Charles Bowman
The Old Bakehouse	Steven Warren
The Old Mill B&B	David Ventham
The Old Post Office Guest House	James McCarthy
The Old Rectory B&B, Chicklade	Tim Pollard
The Old Rectory Kettlebaston	Maggie Lawrence
The Old Stables B&B	Jeff Crisp
The Old Town Hall B&B	Louise Clarke
The Osborne Hotel Torquay	Ivan Curtis
The Owls Bed and Breakfast	Jo and Ian Jones
The Parks Guest House, Minehead	Christopher Nurden
The Queensberry Hotel and Olive Tree Restaurant	Laurence Beere
The Sea Croft Bed Breakfast and Bar	Georgina Bearman
The Spread Eagle Hotel & Spa	Pontus Carminger
The Victoria Inn B&B	Carolynne Hall
The Wadham	Tracie Jane Hession
The White House Guest House	Prue Harrison
Thorley Taverns	Philip Thorley
Thurlestone Hotel	Tim Hassell
Thursford Collection	George Cushing

Townhouse Exeter	Ken Skinner
Towy Community Church T/A Xcel Bowl	Nicky Harding
Travel Chapter Limited	Jayne McClure
Travelodge	Jo Boydell
Treweens	Nichola Burgess
UKHospitality	Allen Simpson
Uplands House B&B	Lady Poppy Cooksey
Varley House	Rod Chatfield
Victorian House Hotel	Serena von der Heyde
Wallsend Guest House & Glamping Pods	Barry Maxey
Warner Hotels	Paul Pomroy
Wartling Place	Rowena Gittoes
Weavers of Haworth	Josie Price
Weston Park Enterprises Ltd	Colin Sweeney
Whitbread	Dominic Paul
White Heather Guest House	Helene England
Willow Bridge Guest House	Karen Tanner
Winterton B&B & Crinan House Holiday Cottage	Stephanie Scwhind-Parsons
Wivenhoe House Hotel	Stevie Robson
YHA (England & Wales)	James Blake
YOTEL	Guillermo Gomez
Your Place Hotels Ltd	Andy Miles