

# Core messaging

The proposed holiday tax will:

- Increase travel costs for families
- Hurt small tourism businesses
- Damage local economies

Hashtags:

#Stoptheholidaytax



Keep **holidays** relaxing - not **taxing**

# Get involved

## **Share the campaign with your guests**

We need as many members of the public to tell the Government why this proposed tax will hurt families, jobs and communities across the UK.

Use your channels to share the campaign page - [stoptheholidaytax.uk](https://stoptheholidaytax.uk) - with your customers, guests and visitors, and urge them to write to their MP and use social media to amplify the campaign messaging.

# Social copy suggestions

## X (Twitter)

- Families are already struggling with rising costs. Adding a holiday tax will only make travel more expensive. #Stoptheholidaytax
- A holiday tax doesn't just affect tourists – it hurts local jobs and small businesses. #Stoptheholidaytax

## Instagram

- Holidays shouldn't be a luxury. The proposed holiday tax means higher prices for families and fewer visitors for local businesses. Let's keep travel accessible and support UK tourism. #Stoptheholidaytax

## LinkedIn

- The proposed holiday tax could significantly impact the UK tourism sector – from hotels and restaurants to local attractions. At a time when businesses are facing rising operational costs, additional tax risks reducing demand and investment. Learn more and join the campaign. #Stoptheholidaytax



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