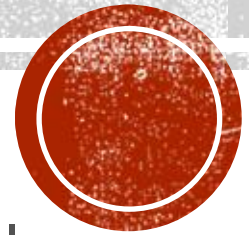
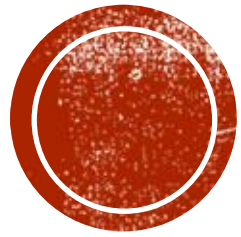


# WHY TOURISM LEVY IS NOT THE RIGHT CHOICE FOR WALES

From a political standpoint.

‘The Welsh Visitor Levy is one of the most significant pieces of legislation ever to be passed for tourism and hospitality in Wales. It will impact on the whole industry and will be paid by almost everyone staying in visitor accommodation in Wales’ (welsh tourism alliance)

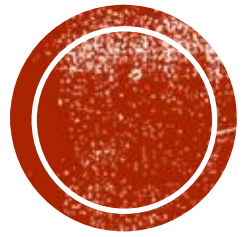




# **TOURISM IS VITAL TO THE WELSH ECONOMY.**

From a political point of view, introducing a tourism levy risks discouraging visitors, particularly domestic tourists, who make up a large proportion of visitors to Wales.

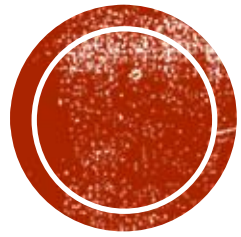
If even a small number of visitors choose England or Scotland instead, Welsh businesses lose far more than the levy would raise. Politically, this is a risky decision during a cost-of-living crisis.



# **TOURISM LEVY INCREASES REGIONAL INEQUALITY.**

From a political equality perspective, this contradicts the Welsh Government's commitment to reducing regional disparities and supporting local economies.

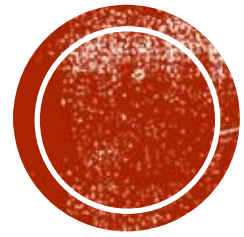
Urban areas with diverse economies can absorb tourism losses, rural Wales cannot.



# **SOCIALLY UNFAIR AND REGRESSIVE POLICY.**

Tourism levies are often flat-rate charges per night. This makes them regressive

Politically, this raises questions about fairness. Wales has traditionally promoted itself as an inclusive and affordable destination. A tourism levy risks turning travel into a privilege rather than a shared cultural experience.



# **WEAK ACCOUNTABILITY AND PUBLIC TRUST**

Another political concern is how the revenue would be used.

If local residents and businesses do not see clear benefits, this undermines trust in government decision making particularly in communities that already feel politically overlooked.