

Rt Hon Shabana Mahmood MP
Secretary of State for the Home Department
Home Office
2 Marsham Street
London
SW1P 4DF

Tuesday 24th February 2026

Dear Home Secretary,

We are writing to you as representative bodies and leading tourism, travel, aviation, leisure, events and hospitality businesses to urge you to reverse the planned increases to visas and electronic travel authorisation (ETA) that were recently announced.

These planned increases would leave a two-year visitor visa up 40% in four years and the ETA by 100% since its roll out at the end of 2023. Put simply, this is unsustainable, runs counter to the Government's welcome ambitions to boost international visitor numbers, risks stifling economic growth and placing our embattled hospitality, travel and tourism sector under further strain.

International visitors have a choice, and the UK already has some of the highest entry costs in the world. These price increases further erode our competitive divide, putting at risk our export growth and spend by international visitors in our pubs, accommodation, attractions and high streets across the UK.

As an industry, we are committed to working with the Government to accelerate economic growth, but these measures tie the hands of businesses working to support the Government's aims and place the growth of the sector, worth £147 billion, at serious risk.

We urge you to reconsider these planned increases and work with the sector to create a competitive welcome for international visitors, who can and will be key drivers of economic growth throughout the UK.

Yours sincerely,



Joss Croft OBE
Chief Executive

Co-signatures:

Alex Lacey
Director and Blue Badge Tourist Guide
A La Carte Tours and Events Ltd

Rebecca Brooks
Managing Director
Abbey UK

Mark Tanzer
Chief Executive
ABTA

Rob Russell
CEO
AC Group

Per Jansson
Managing Director
AC Travel Group

Darryl Walters
Managing Director
adeo Travel Ltd

Tim Alderslade
Chief Executive
Airlines UK

Karen Dee
CEO
Airports UK

Hervé Rouxel
General Manager
Alainn Tours

Dirk Peltzer
Director
All in One Tours

Adonis Farantouris
CEO
Angela Shanley Associates Ltd

Alison Cryer MBE
Executive Secretary
ANTOR

Bernard Donoghue OBE
Director; Mayor of London's Culture
Ambassador; Co-Chair, London Tourism
Recovery Board
**Association of Leading Visitor Attractions
(ALVA)**

Michael Golding
CEO
ASVA

Andrew Bruce Wootton
CEO
Atholl Estates

Brian Wishart
Cluster General Manager
**Atholl Palace Hotel, Fishers Hotel and
Scotland's Hotel**

Rupert Bean
UK Managing Director
Audience2Media Ltd

David Weston
Chair
Bed & Breakfast Association

Kirsten Laing
Sales & Marketing Director
Best of Scotland

Gaëlle Dulac
Director
Best of Tours

Emma McClarkin OBE
Chief Executive
British Beer and Pub Association



UKINBOUND
THE VOICE OF INBOUND TOURISM

Emma English OBE
Executive Director
**British Educational Travel Association
(BETA)**

Jean-David Guyard
CEO
Bustronome London

Maria Manion
Chief Executive
Cambridge BID

Maya Swan
Leisure Travel Manager
Cashel Travel Ltd

Victoria McDermott ACIM
Head of Marketing
Cavern City Tours

Councillor Izaac Tailford
Cabinet Member for Economic
Development, Culture, Wellbeing & Public
Realm
Cheltenham Borough Council

Stuart Yeates
Chief Commercial Officer
Clermont Hotel Group

Kay Greenway
Director
Cruise Britain

Andy Harmer OBE
Managing Director
**Cruise Lines International Association UK
& Ireland**

Parveen Sanghera
Operational Manager
Dauids of London Ltd

Emma Morena
Director
EMS Destination Management Ltd

James Grieve
Managing Director
Europe Incoming Scotland

Jasmeet Kaur
Executive Director
Europeous DMC LTD

Roberto Pardal
Managing Director
Eurowelcome

Rachel Parker
Director
Events Industry Alliance

David Ashfield
Director
G2 Travel Group

Sophia Liu
Director
Global Travel and Education Ltd

Phil Caldwell
CEO
Go West

David Andrews
CEO
Great West Way & VisitWiltshire LVEP

Jimmy Greene
Director
GTi Travel Group

Helena Beard
Managing Director
Guanxi

Sašo Krumpak
CEO and Founder
Happy Tours

Oksana Krumina
Business Development Director
Helentours Concierge Management

Lara Maughan
Area Manager UK and Ireland
IATA

UKinbound, 47 Brunswick Ct, Tanner St, London SE1 3LH

Tel: +44(0)207 395 7500

Email: info@ukinbound.org

www.ukinbound.org

Company registration no.: 06460272



UKINBOUND
THE VOICE OF INBOUND TOURISM

Meg Ten Eyck
Chair, Board of Directors
**International LGBTQ+ Travel Association
(IGLTA)**

Luigi Cuttica
Founder & CEO
Interopa

Andrew Globe
Director
INTX

Jason Edwards
Owner / Managing Director
Jason Edwards Travel Ltd

Jon Collins
CEO
LIVE

Derek Mallon
Managing Director
Lomond Leisure Group

Rob Hattersley
Managing Director
Longbow Venues

Cristian Marcucci
Managing Director
Marketing Cheshire

Victoria Braddock
Managing Director
Marketing Manchester

Judy Hutton
Group Sales Manager
McKeeever Hotels

Robin Tyson
Managing Director
Mountain Goat Tours

Susan Tanner
CEO
National Outdoor Events Association

Alistair Handyside MBE
Executive Chair and Co-Chair
PASC UK and SW Tourism Alliance

Richard Smith
Managing Director
RHA

Riikka Currie-Smith
Director
Scancoming

Alan Glen
President
**Scottish Passenger Agents' Association
(SPAA)**

Marc Crothall MBE
CEO
Scottish Tourism Alliance

John Martin
Managing Director
Select Travel Service

Jacob Wedderburn Day
CEO & Co-Founder
Stasher

Kelly Strong
Managing Director
Strong Recruitment

Jacqué Gabellone
Director of Product & Operations
Tenon Tours

Fiona Campbell MBE
Chief Executive
ASSC

Mary Chadwick
General Manager
The Beatles Story

Wendy Carter
Founder & Director
The Carter Company



UKINBOUND
THE VOICE OF INBOUND TOURISM

Judith Owens MBE
CEO
Titanic Belfast

Karen Robertson
Managing Director
Tour Partner Group UK Ltd

Eddy Leviten
Executive Director
Tourism Alliance

Lana Bennett
President / CEO
Tours International

Tristram Yarde Leavett
Managing Director
Tourwise of London

Johan Oosterveld
CEO
Trafalgar Tickets

Helen Li
Operations Manager
Transparente Management Ltd

Maria Jose Alvaro
Director, MICE Department
Travel Connection Events

Caroline Fox and Joanne Sayer
Founders
Twin Group

Glenn Bowdin
Chair
UKEVENTS

Chris Ball
Commercial Director
Verdi Hotels

Barrie Kelly
CEO
Visit Greenwich

Ellen Fogel Walker
Destination Director
Visit Inverness Loch Ness

Deborah Heather
CEO
Visit Isle of Man

Chris Foy
Chief Executive
VisitAberdeenshire

Kathryn Davis
CEO
VisitWest

John Boulding
Senior Industry Advisor
Vox Group

Matt Jones
Co-Founder & CEO
WonderDays Ltd

James Blake
CEO
YHA (England & Wales)

UKinbound, 47 Brunswick Ct, Tanner St, London SE1 3LH

Tel: +44(0)207 395 7500

Email: info@ukinbound.org

www.ukinbound.org

Company registration no.: 06460272