



Brexit and tourism
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Why Brexit matters for tourism

- **53 million** trips to EU in 2016. **25 million** EU to UK trips
- **€37bn** was generated in Gross Value Added (**GVA**) for EU27 economies
- **860,000 jobs** are supported in EU member states by outbound tourism from the UK.
- **440,000 businesses** in the EU are supported by UK travellers.
- **€28bn** GVA in the **Sunshine Seven** economies.

Foundations of Success

- Aviation - market access
- Movement of key workers
- Free flow through borders
- Consumer confidence and consumer rights