



Department
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Dame Caroline Dinenage MP
Chair of the Culture, Media and Sport Select
Committee
House of Commons
London SW1A 0AA

20 May 2024

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Dear Dame Caroline,

RE: Follow Up Response to CMS Committee Appearance

Thank you for your correspondence of 24 April, which responded to a letter sent jointly with the Minister for Legal Migration and the Border.

I am writing to you to address the points raised with regards to the publication of VisitBritain's attitudinal research on tax-free shopping.

DCMS understands the need for stakeholders to be aware of the full range of data that the government uses to inform its policy making and that this is paramount for fostering transparency and accountability. As such, VisitBritain will publish this research once the quality assurance process is complete, to guarantee a more robust and impactful outcome for both government and industry.

The Office for Budget Responsibility (OBR) recently published its review of the fiscal and economic impact of the removal of tax-free shopping alongside Spring Budget 2024. As part of this work, the OBR considered wider trends in visitor numbers and the impact on visitor spending. Research has not been conducted into specific regional impacts. Nonetheless, HMT continues to consider a wide range of evidence from stakeholders, including some submissions relevant to the question of regional impact and broader data, as part of its consideration of tax-free shopping.

Many thanks for your interest in this area of work. The government remains committed to maximising the potential of the visitor economy through its research and engagement.

With best wishes,

Julia Lopez MP
Minister for Media, Tourism and Creative Industries

