

Book marketing campaigns to coincide with the VAT rate cut. Do you have post Coronavirus campaigns in the pipeline? If so, bear this VAT rate change in mind.

If you have already taken deposits – you can choose to use the lower rate if the sale takes place after the change. The option to use the 'basic tax point' is going to be valuable for some attractions who have made advanced ticket
Failure to do so may create bad publicity, but cash strapped businesses may need to

For prices in menus or on displays – stickers are can be offered at the point of sale at the till.

pubs and tourist attractions in the UK, encouraging travellers to holiday at home. Tour operators offering holidays in the UK, will want to see

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