

Association of International Retail

- AIR brings together businesses from across the UK in a range of sectors - including retail, property, travel and destination marketing - **to promote the growth of international visitor spending** in British shops (worth £6bn in 2019).
- AIR's primary focus is on specific policy changes that will encourage greater international visitor numbers and retail spending, particularly as we recover from the impact of COVID-19. Details are on www.internationalretail.co.uk.
- AIR's two priority campaigns are:
 - Restoring **tax-free shopping**. Two key elements
 - Establishing robust systems for collecting and reporting tax-free shopping data based on ten identified data sets.
 - Maintaining political pressure – a multi-faceted campaign including a Commons Select Committee Inquiry into International Tourism, All Party Parliamentary Group inquiries, questioning to the Treasury Permanent Secretary, Parliamentary debates and questions, media and social media.
 - Lowering the barrier caused for visitors from some key markets by the need for a UK **visitor visa**.
 - AIR has arranged meetings with the Immigration, Tourism and Retail Ministers, accompanied by the UAE Ambassador to discuss enhancements to visa policy and process for visitors from GCC states and China.
 - AIR has arranged meetings with Chairs of the All-Party Parliamentary Groups for the six GCC states in order to promote our key policy asks for GCC visitors.
- AIR's secondary campaign is:
 - Supporting the campaign to exclude Britain's International Centres in London's West End and Knightsbridge from **Sunday opening restrictions**
 - AIR is working with BEIS and Tourism ministers and officials, arranging a meeting with the HMT Growth Unit and commissioning polling of backbench MPs to demonstrate the level of support for the change.
- AIR is seeking supporters to help fund these campaigns. Currently, we have three levels of annual membership:
 - **Board Level**– members set and monitor strategy, engage in meetings with Ministers and policy influencers and receive invites to AIR events. £10,000 (~£800 pcm).
 - **Advisory Council Level** – members meet to provide advice and guidance and receive invites to AIR events. £5,000 (~£400 pcm)
 - **Supporter Level** – supporters are kept informed of progress and receive invites to AIR events. £2,500 (~£200 pcm)
- Current members include:
 - New West End Company
 - Shaftesbury
 - Global Blue
 - Cadogan
 - Value Retail (Bicester Village)
 - Heathrow Airport
 - Essential Edinburgh
 - Marketing Manchester
 - Grosvenor
 - Selfridges
 - Manchester Airports Group
 - Harvey Nichols
 - Tourism Alliance

Super Membership

- AIR is also conscious that some businesses may wish their support to be **anonymous** or to take a **less involved** approach to the day-to-day management of AIR.
- AIR has approached Walpole and the French Chamber of Great Britain regarding the possibility of becoming a **'Super Member'**.
- This super membership would draw from members of Walpole and the French Chamber of Great Britain members and allow the organisation a seat on the Board as an industry body representing the interests of its members.
- As a 'Super Member', Walpole and the French Chamber of Great Britain would each have one seat on the Board, where members set and monitor strategy, engage in meetings with Ministers and policy influencers and receive invites to AIR events.
- The members contributing to the Super Membership would be welcome to join AIR's Advisory Council, where members meet to provide advice and guidance and receive invites to AIR events.

Thank you for your interest in helping AIR to help you.
For more information, please contact Paul Barnes, AIR's Chief Executive at
paul@internationalretail.co.uk