



West Country Tourism Conference 2025

www.pascuk.co.uk

AGENDA



- **Introduction**
- **Regulatory Landscape**
- **Statutory Registration Update**
- **Changing the Narrative**
- **The market in 2025**

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REGULATORY LANDSCAPE

- FHL Abolition
- Statutory Registration
- Renters Reform
- Employment Rights Bill
- Drip Pricing and Fake Reviews
- Fire Regulations
- Business Rates Review
- **CUMULATIVE IMPACT** 😞

STATUTORY REGISTRATION

- Progress
- Timeline
- Hurdles

HELP PROFESSIONAL SELF-CATERING THRIVE

GOOD POLICY

STATUTORY REGISTRATION SCHEME FOR A FAIRER SHORT-TERM LETS SECTOR

BENEFITS

- It's Labour Party Policy to have a national register of holiday lets
- Provides national/regional/local data for the first time
- Creates a level playing field for professional holiday lets, removing the bad actors
- Big step forward to all accommodation being safe and legal
- Businesses to provide proof of certificates for fire, gas and electrical safety
- Supported by the wider self-catering sector
- Paid for through registration fees by business owners
- Primary Legislation is on the Statute Book

RESULT = QUICK AND EFFECTIVE WIN FOR THE GOVERNMENT

GET STATUTORY REGISTRATION DONE



PASC UK is the largest self-catering sector association in the UK.
Contact support@pascuk.co.uk for more details.



PASC
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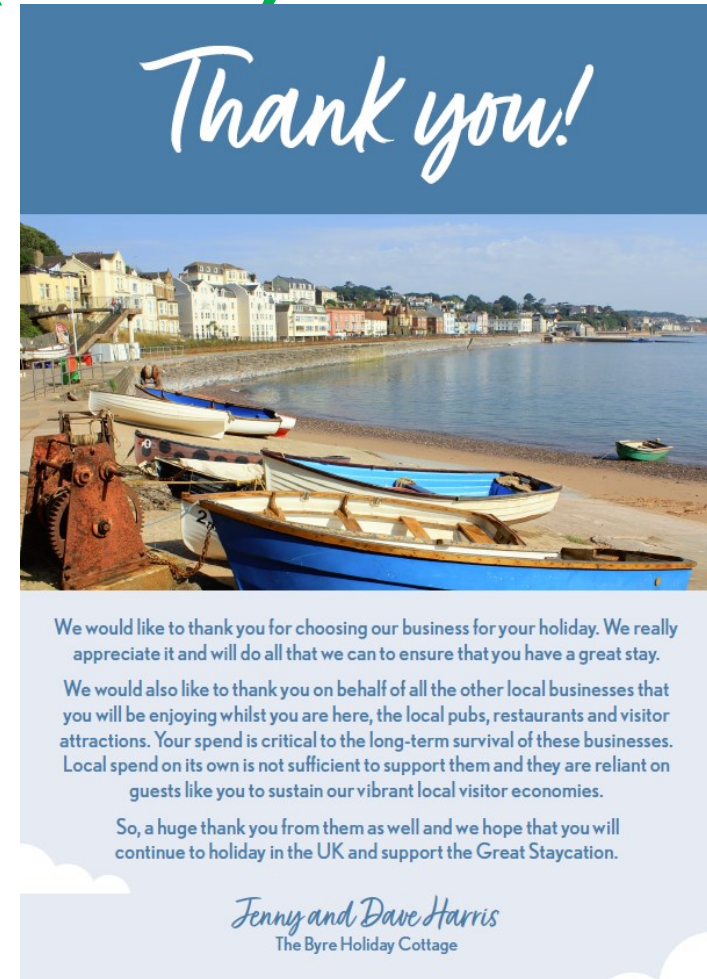
CHANGING THE NARRATIVE (SOFT)

The Text.....

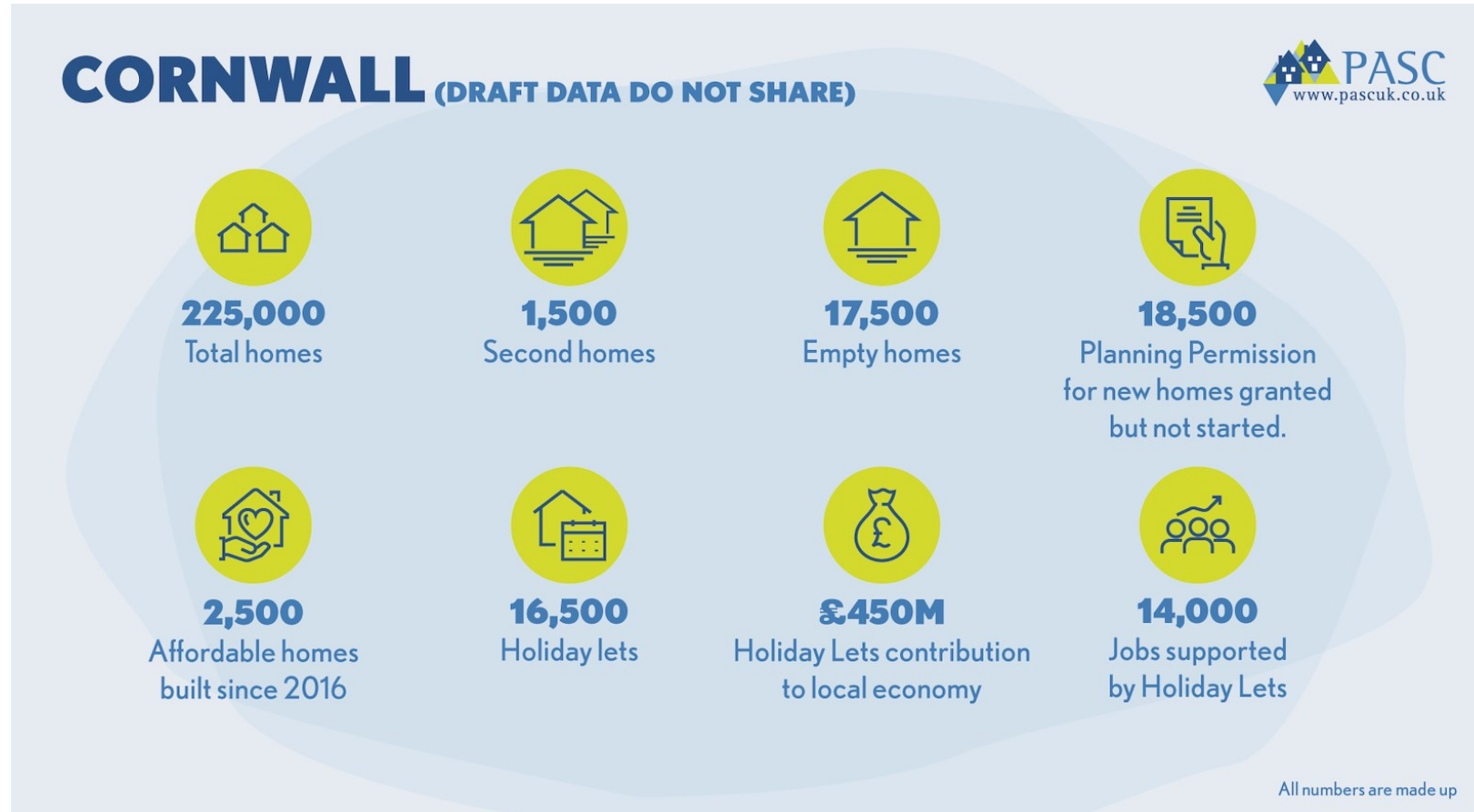
We would like to thank you for choosing our business for your holiday. We really appreciate it and will do all that we can to ensure that you have a great stay.

We would also like to thank you on behalf of all the other local businesses that you will be enjoying whilst you are here, the local pubs, restaurants and visitor attractions. Your spend is critical to the long-term survival of these businesses. Local spend on its own is not sufficient to support them and they are reliant on guests like you to sustain our vibrant local visitor economies.

So, a huge thank you from them as well and we hope that you will continue to holiday in the UK and support the Great Staycation.



CHANGING THE NARRATIVE (HARD)



NUMBERS ARE TO NOT ACCURATE ONLY AND THIS MUST NOT BE QUOTED

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THE MARKET IN 2025

- **Significantly shorter lead times...**
- **Many trying to leave... but cant...**
- **Weather remain significant impact...**
- **Rates are soft, for some same as 2019...**
- **Got to get pricing right...**
- **Lots of tools to help you with that...**



THANK YOU & QUESTIONS