# WRITTEN STATEMENT

# BY

# THE WELSH GOVERNMENT

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| **TITLE**  | **Wales International Inbound Tourism Fund**  |
| **DATE**  | **14 December 2021** |
| **BY** | **Vaughan Gething, Minister for Economy** |

**The Wales International Inbound Tourism Fund** has been launched to support the international visitor sector recover and remain resilient in challenging times. The fund is aimed to ensure maximum wider visitor economy impact by enabling recipients to build on their existing itineraries to develop and promote updated programmes and packages for next year and beyond.

This fund is designed to ensure that Wales retains and builds on the vital supply chain link with valuable international markets provided by our Destination Management Companies, incoming operators, professional tourist guides and accredited English language schools located and operating in Wales. These Wales-based suppliers provide a culturally sensitive business-to-business service for internationally based operators and agents who look to a local provider on the ground with the knowledge and contacts to deliver business across the whole of Wales’ visitor economy, including all accommodation types, attractions and experiences, hospitality, retail and transport.

This is a competitive fund with an overall budget of £400,000. Awards will be to a maximum of £50,000 and will be allocated to eligible companies according to an agreed programme of activity against set criteria, considered most likely to promote resilience and economic recovery for tourism in a sustainable and responsible way.