

# Wales welcomes UKinbound's 2018 Annual Convention

In addition to an Annual General Meeting, delegates will attend appointment led business workshops, business seminars, networking events and UKinbound's black tie dinner and Awards for Excellence ceremony, at National Museum Cardiff hosted by Welsh comedian Rod Woodward.

Visit Wales has worked closely with UKinbound to ensure that all those attending can experience Wales' diverse tourism product. On Friday 9th February delegates will embark on a familiarisation trip to noted Cardiff attractions including the Principality Stadium, Cardiff Castle and Cardiff Bay.

Tour operator delegates have also been offered a series of weekend familiarisation trips, taking place from Friday 9 to Sunday 11 February. The itineraries include a range of highlights such as Cyfarthfa Castle, Penderyn Distillery, Elan Valley, Yr Ysgwrn, The Slate Caverns in Llechwedd, Portmeirion, Conwy Castle and Pontcysyllte Aqueduct.

The convention is an excellent way of raising the profile of what Wales has to offer. Meeting with the tourism businesses from Wales and seeing the product first hand is an excellent showcase of Wales' tourism industry – and can make all the difference in whether Wales is featured in a brochure or tour.

£23.8 million of tourism business was generated to Wales in 2016 from a sample of 533 UK-incoming, international and domestic tour operators which Visit Wales has been targeting – and this area of business has seen considerable growth over the past 5 years. Visit Wales is working with UKinbound as one way to further increase Wales' share of overseas visitors coming to the UK.

Tourism Minister, Lord Elis-Thomas will attend the Convention's Gala dinner and, said ahead of the event:

"I'm delighted to extend a very warm welcome to Wales to the UKinbound Annual Convention in Cardiff and look forward to welcoming the delegates in person at the National Museum Cardiff.

This event is an excellent opportunity to elevate Wales's status within the UK tourism industry and promote the destination to the country's leading inbound tour operators. I'm confident that the delegates will find a contemporary, high quality destination which will appeal to their international clientele.

"Tourism in Wales is in a strong position and we look forward to working with UKinbound as we celebrate the Year of the Sea 2018 – a bid for Wales to make it's mark as the UK's top 21st century

coastal destination – with world class products, events and experiences. Croeso i Gymru – Welcome to Wales.”

UKinbound’s chief executive officer, Deirdre Wells OBE said,

“We are delighted to be in Wales for our 2018 convention and are excited to welcome delegates to the wonderful city of Cardiff. Inbound tourism is a crucial revenue earner for businesses across the UK and Wales and bringing over 250 of our members to Cardiff will enable them to not only discover what Wales has to offer but also provides them with the commercial opportunities and insights to help grow their business in 2018 and beyond.”