

# Digital Tourism Project

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# Digital Tourism Project

Developed to assist the tourism industry to meet the challenges & benefit from digital technology

# ICT Diagnostics

- **ICT diagnostic:** help to make better use of computer technology in your business
  - Review of current use of digital technology
  - Advice on how you can make better use of technology
- **Site visit & Report**

# ICT Diagnostics

- **Criteria:**

- Is an existing tourism business
- Small Medium Enterprise (SME)
- Within convergence area
- Is graded or listed with Visit Wales or other body
- Has not received similar support within the last two years

- **Application:**

- Free to first 750 businesses (worth over £700)
- Can apply online or by completing printed application form

**<http://wales.gov.uk/topics/tourism/digital/>**

# Innovative Pilots

## Development of new digital technologies

- **Grants up to £79,500 (max 53% funded)**
- **£15,000 fully funded for feasibility study**

# Digital Communities

Groups of businesses collaborating digitally for shared business interest

- £15,000 fully funded for feasibility study
- Up to £106,000 (max 53% funded) to develop digital community

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