

**The Director**

CENTRE FOR ENTREPRENEURSHIP, SMES, REGIONS AND CITIES

H.E. Mr. Kristjan Järvan  
Minister for Entrepreneurship and Information Technology  
Ministry of Economic Affairs and Communications  
Suur-Ameerika 1,  
Tallinn 10122  
ESTONIA

02 September 2024

**OECD Tourism Committee: Call for Funding for 2025-26**

Dear Minister,

For over 70 years, OECD work on tourism policy has highlighted the importance of tourism as an engine for economic, sustainable and inclusive growth. This work remains highly relevant and in demand. As you know, the sector was hit hard by the COVID-19 pandemic but as shown in the recently released [OECD Tourism Trends and Policies 2024](#) report, it has bounced back strongly regaining the upward growth momentum it had prior to the pandemic. However, many challenges remain, not least to foster a resilient, sustainable, and inclusive tourism sector.

To support these goals, and to drive public and private actions in delivering on them, the OECD Tourism Committee's draft programme of work for 2025-26 has prioritised work on: i) monitoring and evaluating evidence-based tourism policies for stronger performance, including through the flagship publication, OECD Tourism Trends and Policies 2026; ii) supporting sustainable and inclusive tourism development; and iii) boosting tourism resilience and adapting to major transitions (Annex 1) <sup>1</sup>.

For close to two decades now, since the 77th Session of the Tourism Committee (22 June 2006), the regular Part 1 budget of the Committee has been supplemented by regular voluntary contributions that are essential to achieve a meaningful and relevant Programme of Work, from which all countries are able to benefit. Because these Annual Member and Partner countries' contributions account for around 90% of the core tourism budget, they are critical for the Committee to deliver on its goal of supporting resilient, sustainable, and inclusive growth in the sector and for host communities. To ensure the Committee maintains its momentum in delivering on this agenda, we are counting on the continued support of your country to deliver the high quality work of the Committee. Therefore, the Secretariat is seeking your financial contribution for a minimum of EUR 20 000 per year (Annex 2 - model for the offer letter attached).

I would like to thank you in advance for your support and look forward to working closely with your country in implementing the priorities of the Tourism Committee. Should you need any additional information, please do not hesitate to contact me or Ms. Jane Stacey, Head of Tourism Unit, ([jane.stacey@oecd.org](mailto:jane.stacey@oecd.org), tel: +33 (1) 45 24 94 26).

Please accept the expression of my highest consideration.

Yours sincerely,



Lamia Kamal-Chaoui

Cc: H.E. Mr. Priit Pallum, Ambassador to the OECD, Permanent Representative, Estonia

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<sup>1</sup> The Organisation-wide Programme of Work and Budget, including tourism, should be finalised and adopted by Council by the end of 2024.