

TOURISM IRELAND CLG
MINUTES OF THE 195th MEETING OF THE BOARD OF DIRECTORS
HELD AT FARNHAM ESTATE, CAVAN,
WEDNESDAY 31 JULY 2024, 09.00–10.15

PRESENT:

Christopher Brooke (Chairman)
Karen Sugrue Hennessy (vice-Chair)
Ruth Andrews Paul Gallagher
John McGrillen Katy Best
Kathryn Thomson Joe Dolan
Stephen McNally Mary Mulvey
Harry Connolly Laura McCorry (virtual)

IN ATTENDANCE:

Alice Mansergh Chief Executive
Shane Clarke Director of Corporate Services, Policy & NI / Company Secretary
Róisín McTague Corporate Communications Senior Executive
Margaret O'Reilly Office of the CEO

1. APOLOGIES AND OPENING REMARKS

There were no apologies received.

The Chairman thanked Margaret O'Reilly for her service and welcomed Róisín McTague to her new role.

2. CONFLICTS OF INTEREST

No conflicts of interest were declared.

**3. MINUTES OF PREVIOUS BOARD MEETING ON THURSDAY
2nd May 2024**

The minutes of the previous meeting, held on Thursday 2nd May 2024, were approved. They will be published on Tourism Ireland's corporate website.

ACTION: Shane Clarke

4. MATTERS ARISING

It was noted that matters arising from the previous meeting on 2nd May 2024 had been actioned.

Ruth Andrews confirmed that Stephen McNally was stepping back from the ROMI committee; membership now comprises of Paul Gallagher, Kathryn Thomson, Katie Best and herself as Chair.

Shane Clarke advised that a schedule of deepdive speakers and topics will be brought to the September Board meeting. **ACTION:** Shane Clarke

5. **CEO REPORT**

The Board noted the contents of the paper circulated, the Plan on a Page update and the presentation on macro trends and plan performance.

The CEO elaborated on the following:

- The North South Ministerial Council Tourism sectoral on 24th June, chaired by Minister Conor Murphy and attended by Minister Catherine Martin, Junior Minister at the Executive Office, Pam Cameron, the NSMC Joint Secretaries and departmental officials, welcomed the work of the Tourism Ireland Board, acknowledged Tourism Ireland's achievements and contribution to the sector, including its role in the recovery and noted the continued focus on embedding sustainability.
- The Council approved Tourism Ireland Business Plans 2022, 2023, 2024 and Corporate Plan 2023-2025 and noted Annual Reports and Accounts for 2019-2022.
- The Council approved (retrospectively) an additional eight posts to Tourism Ireland's complement and Ministers agreed that the terms of reference for an organisational capacity review will be considered.
- The Council welcomed the Joint Ministerial Statement on Sustainable Tourism issued by Minister Martin and Minister Murphy and agreed the establishment of a Joint Strategic Coordination Group involving the two tourism Departments, Tourism Ireland, Fáilte Ireland and Tourism Northern Ireland, to examine opportunities to support the sustainable growth of the tourism sector across the island.
- Tourism Ireland is cautiously optimistic that, together with industry partners, it can achieve +5.6% revenue growth target for 2024. Other activity on track includes: 1BN opportunities to see inspiring island of Ireland content, 1.5BN opportunities to see positive publicity messaging, +5% increase in brand uplift from campaigns, delivery of 25,000 commercial meetings to 750 distinct local tourism businesses (250 focused on NI) with overseas trade partners, 6,000 business opportunities through sales platforms for business tourism, 10:1 return on investment on* cooperative access marketing.
- Optimising for success: re-allocation of resource in the areas of partnerships and marketing into the Markets and Partnership division has brought together teams working on high-touch trade and industry partnerships with market teams working on high-touch consumer marketing and publicity. The Marketing division which includes Strategy & Insights, Brand and Marketing Communications and Global Media and Digital departments, specialises in consistent, scalable, multi-market insights, creative and media, as well as web content.
- Day-to-day liaison with sponsor Departments intensified around funding and planning for 2025.
- Liaison continued with Fáilte Ireland and Tourism Northern Ireland, with tourism representative bodies, sector leaders, local authority CEOs and tourism officials and air and sea carriers, as well as quarterly meetings with key digital marketing agencies and partners.

The Board was appreciative of update on reallocation of divisional resource and changes in reporting lines which followed on from a previous discussion. As a follow on, in the September meeting, the Board suggested a deep dive on budgetary oversight, responsibility and decision-making.

ACTION: Alice Mansergh / Shane Clarke

A wide-ranging discussion took place on inbound tourism performance including data for Ireland released by the CSO. Tourism Ireland, ITIC and Fáilte Ireland continue to work with the CSO to better understand the published data while also sharing additional sources of robust performance indicators with them. It was agreed that Tourism Ireland will defer detailed comment until NISRA figures become available and there is a more complete picture of island of Ireland performance.

ACTION: Alice Mansergh / Neil Aulton

The Board was updated on, and discussed, the Irish Aviation Authority cap on passenger traffic at Dublin Airport, the implications for inbound tourism and possible partial mitigation strategies. The Board will be kept updated.

ACTION: Alice Mansergh

Work is proceeding on Return on Marketing Investment with active evaluation of survey-based and econometric techniques in field currently. A report will be presented to the ROMI committee in August. **ACTION:** Neil Aulton

The Board welcomed further plans to promote slow tourism on the island of Ireland – featuring public transport, more sustainable holiday experiences, cycling, walking and other activities, taking advantage of great green- and blueways – while further options for certification to comply with upcoming policy and legislation are explored.

ACTION: Alice Mansergh

6. SECRETARIAT MATTERS

6.1 Procurement Approvals:

The Board considered and approved revisions to bank accounts requested:

- Dublin Office – Changes to IBB
The Board approved the signing of a new mandate detailing:
 - The addition of Ms Jozi Loro Casali as an administrator on IBB, together with the addition of Mr Alan Myles, Mr Shane Clarke and Ms Alice Mansergh to the IBB Administrators' Approval mandate, replacing Mr John O'Halloran, Mr Niall Gibbons and Mr Paul O'Toole.

Appropriate mandates and bank documentation in respect of the above have been prepared for signature and sealing, as necessary.

6.2 Management Accounts June 2024

The Board noted the accounts circulated. Shane Clarke noted return of funding to DTCAGSM. He will advise when equivalent funding has been re-instated, which he

anticipates will be before December 2024.

ACTION: Shane Clarke

The Board were advised of the appointment of new Internal Auditors from September 2024 following a tender process.

6.3 Draft Statutory Accounts 2023

The Board approved the Draft Statutory Accounts for 2023 for signing, subject to any final comments from the Comptroller & Auditor General.

6.4 Updates to Board Governance Manual

The Board approved the updates to the Board Governance Manual.

Shane Clarke advised that the Manual was being restructured and that the updated version will be advised to Board in due course.

7. DATE OF NEXT MEETING

The next meeting is scheduled for Thursday 19th September 2024 in Killarney.

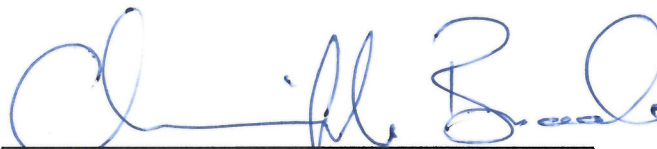
ACTION: Shane Clarke

8. MEETING WITHOUT THE EXECUTIVE

There was no meeting without the Executive.

The Board meeting concluded at 10.15 hrs and was followed by a Board and Executive Strategy Workshop from 10.30-16.00 hrs.

Signed:



CHRISTOPHER BROOKE – CHAIRMAN