

# Sixth Annual Tourism Policy Workshop

November 2015

**“An Average or A Visionary Future  
for Irish Tourism”**

Paul Gallagher  
Chairman  
Irish Tourist Industry Confederation

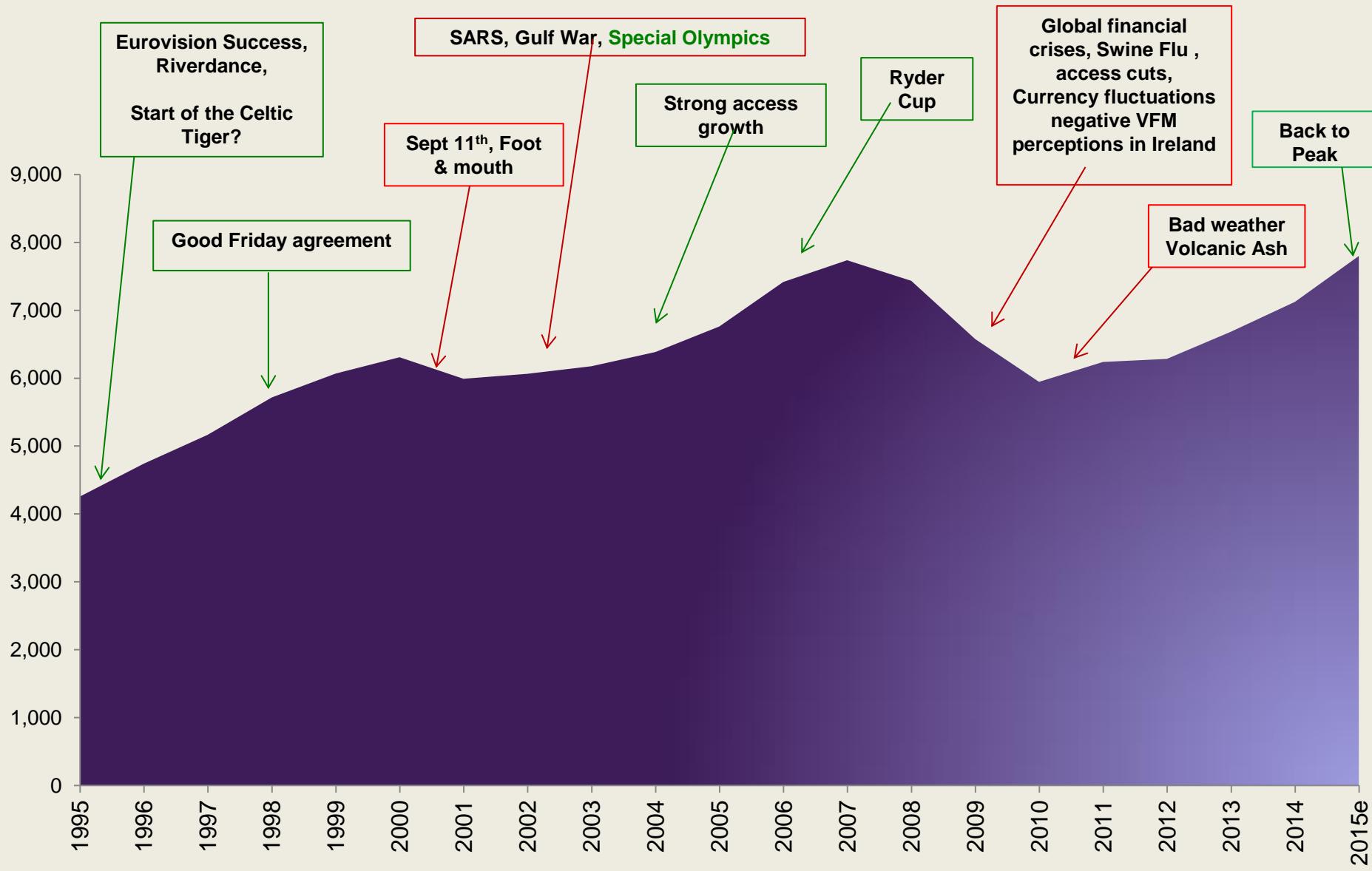


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# Irish Tourism - a historical success



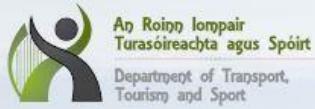
# Holiday Visitors 2008 v 2014

**Britain -38%**

**Continental Europe +9%**

**North America +31%**

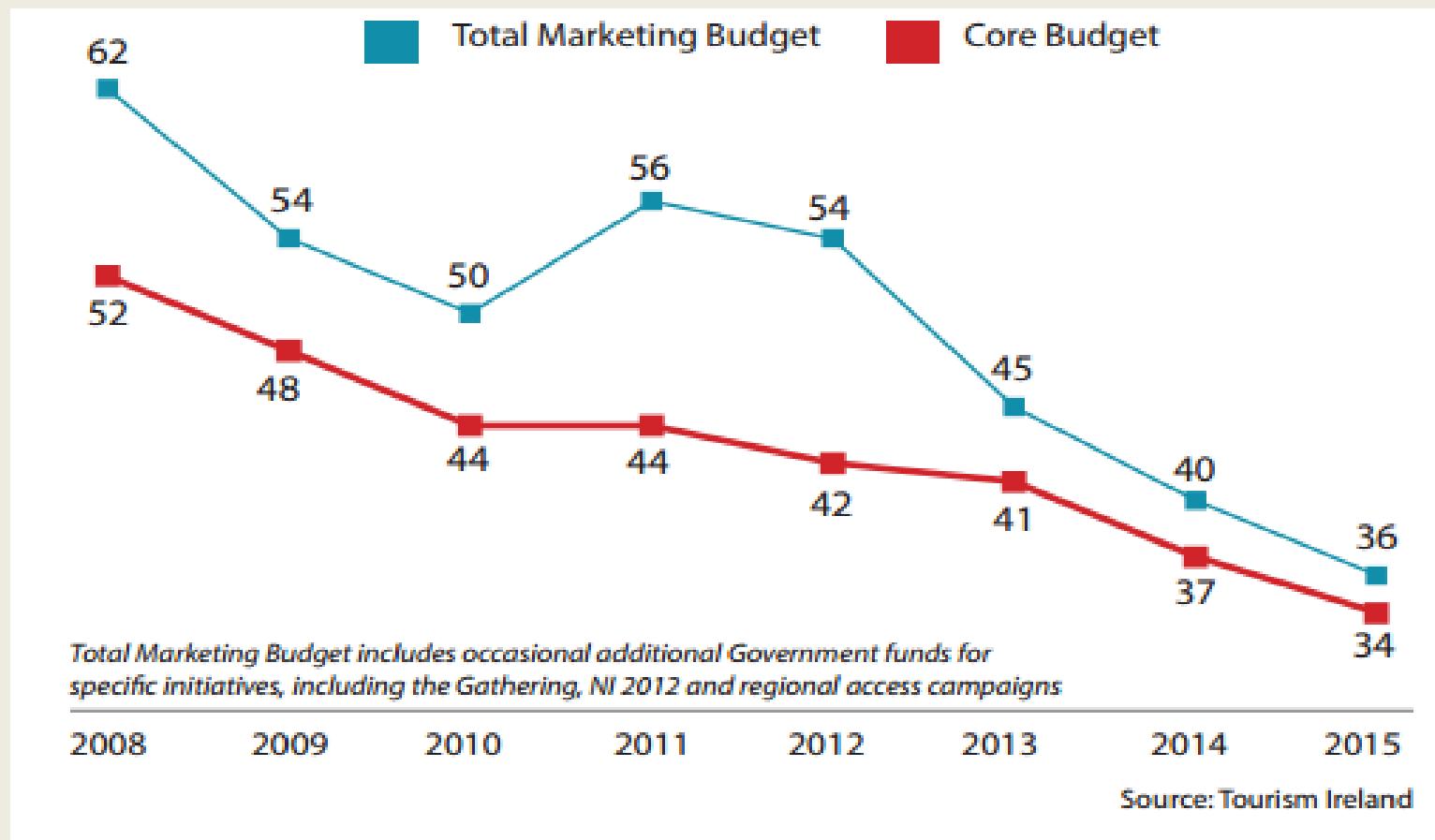
**Rest of World +22%**



## PEOPLE, PLACE AND POLICY GROWING TOURISM TO 2025



# Tourism Ireland Marketing Budget (€m current terms)



- Maintaining our national competitiveness
- Correct taxation levels delivers confidence – confidence delivers investment – investment delivers capacity growth
- Reverse the cuts to destination marketing budgets
- Double the €131 million 7-year tourism capex plan
- Review the organisational arrangements to achieve maximum efficiencies
- Introduce Tourism Satellite Accounts
- Facilitate the retention of the current excellent access capacity



# Realistic Ambition

- 11.2 million visitors
- 3.5% AACG\*
- €5.6 billion overseas earnings
- 270,000 jobs

*\*Average Annual Compound Growth*

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## Thank You

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Chairman  
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