

# Sixth Annual Tourism Policy Workshop

November 2015

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

Paul Gallagher

Chairman

Irish Tourist Industry Confederation

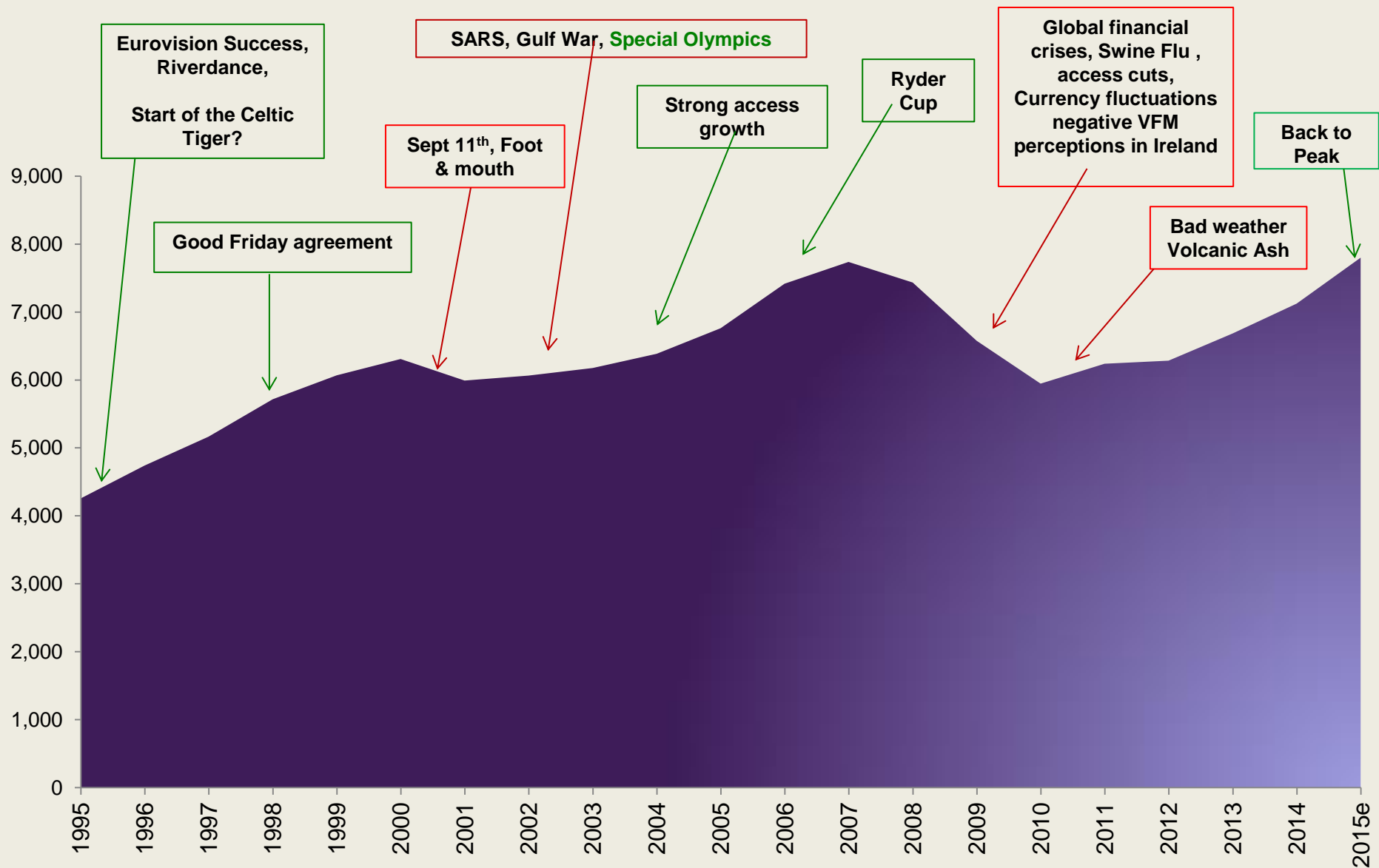


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itjc

# Irish Tourism - a historical success



# Holiday Visitors 2008 v 2014

**Britain -38%**

**Continental Europe +9%**

**North America +31%**

**Rest of World +22%**





An Roinn Iompair  
Turasóireachta agus Spóirt

Department of Transport,  
Tourism and Sport

## PEOPLE, PLACE AND POLICY GROWING TOURISM TO 2025



An Roinn Iompair  
Turasóireachta agus Spóirt

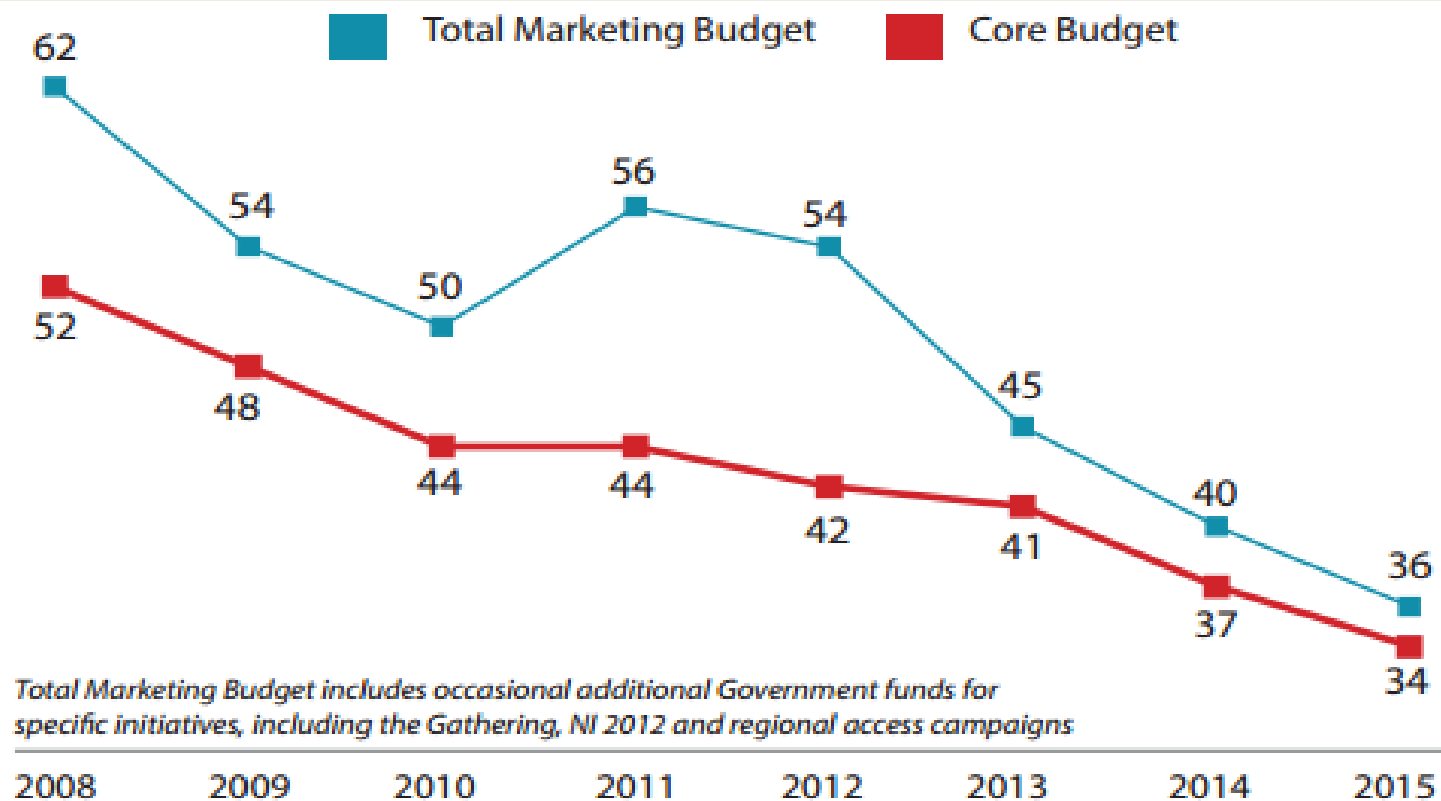
Department of Transport,  
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## A National Aviation Policy For Ireland

August 2015



# Tourism Ireland Marketing Budget (€m current terms)



*Total Marketing Budget includes occasional additional Government funds for specific initiatives, including the Gathering, NI 2012 and regional access campaigns*

Source: Tourism Ireland



- **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

Paul Gallagher  
Chairman

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