

Fourth Annual Tourism Policy Workshop

November 2013

“The Industry Priorities for the Tourism Policy Review”

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UNIVERSITY of LIMERICK
OOLSCOIL LUIMNIGH

Dromoland 2013

itjc

Tourism Policy Review 2013/2014

ITIC's Objective:

**To influence the formulation of a national
Tourism Policy which will provide the
foundation for a new strategic plan to
underpin investment and expansion of the
tourism sector.**

Why Now?

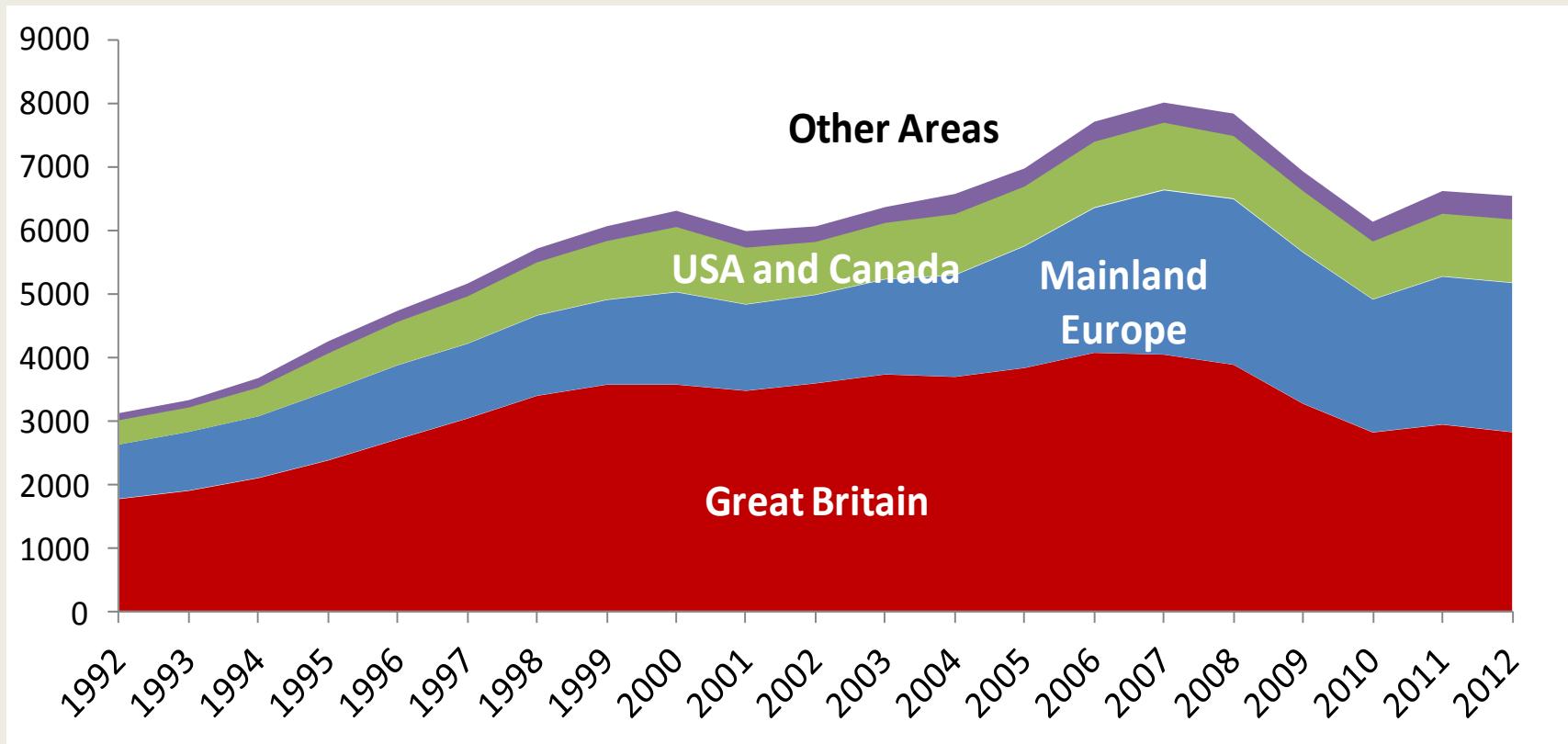
Report of the Tourism Policy Review Group to John O'Donoghue T.D. Minister for Arts, Sport & Tourism



New Horizons for Irish Tourism An Agenda for Action

September 2003

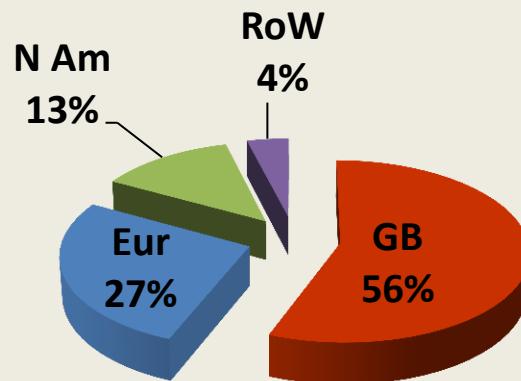
20 years of Inbound Tourism (1)



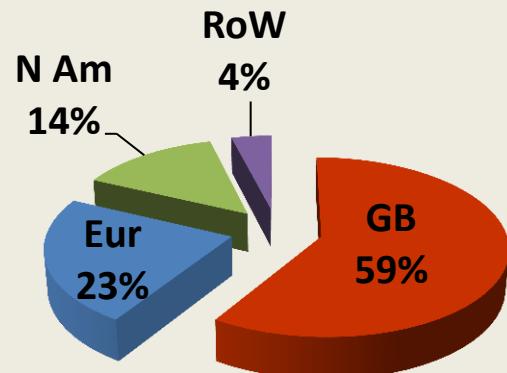
Source: CSO

20 years of Inbound Tourism (2)

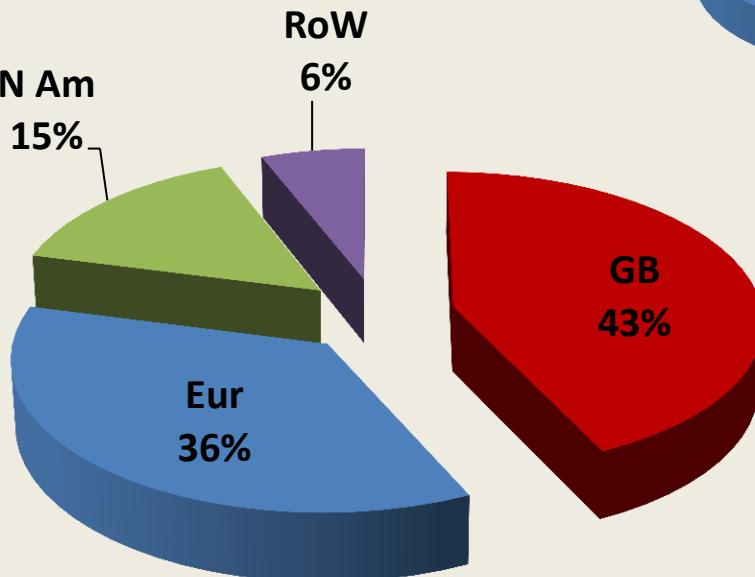
1992



2002

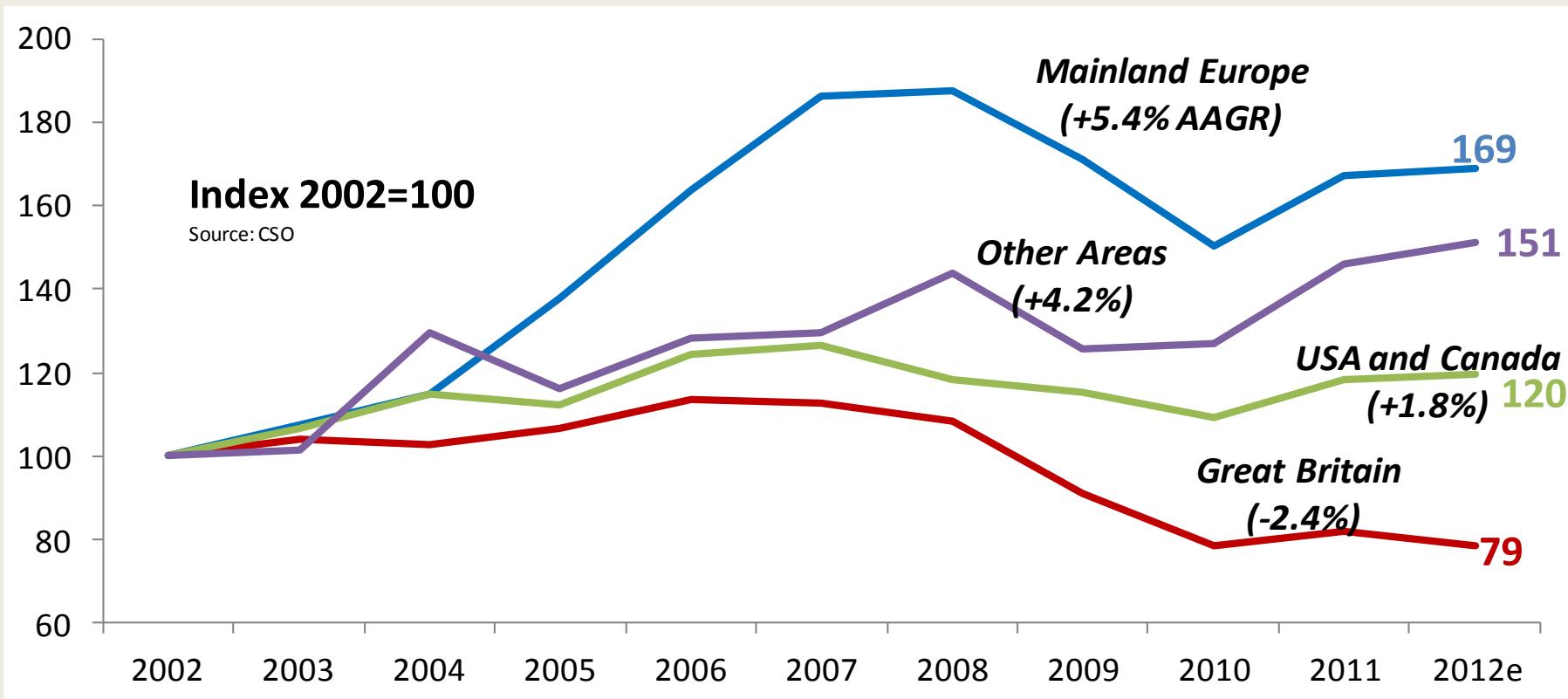


2012



Source: CSO

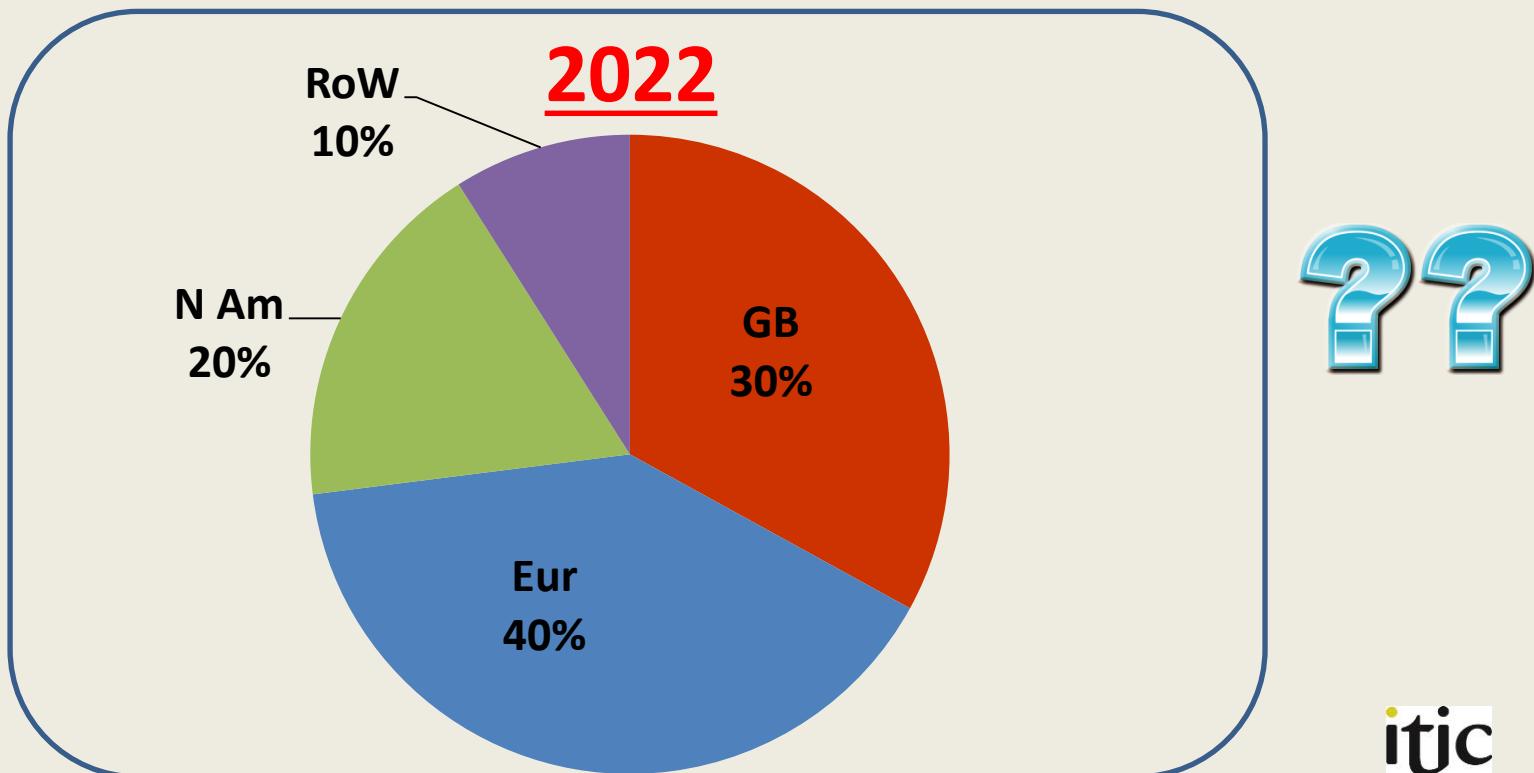
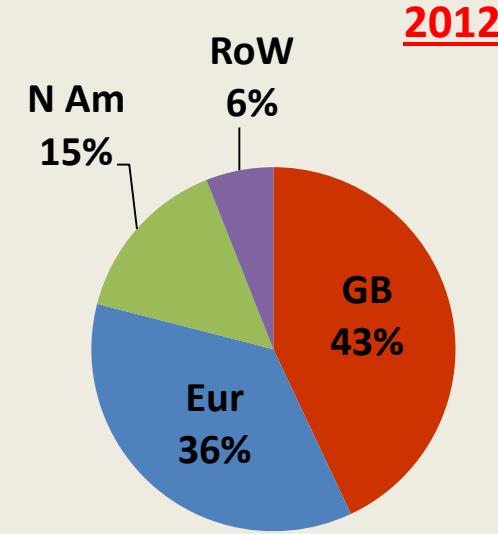
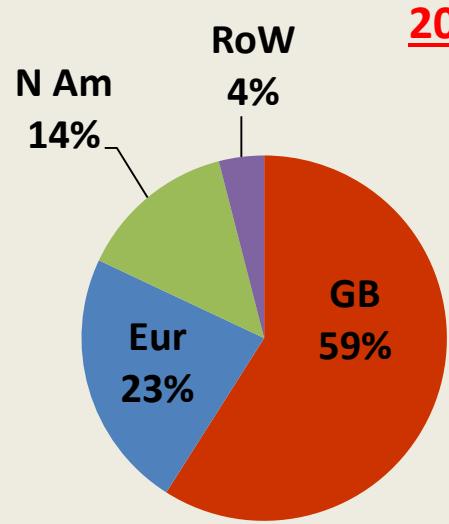
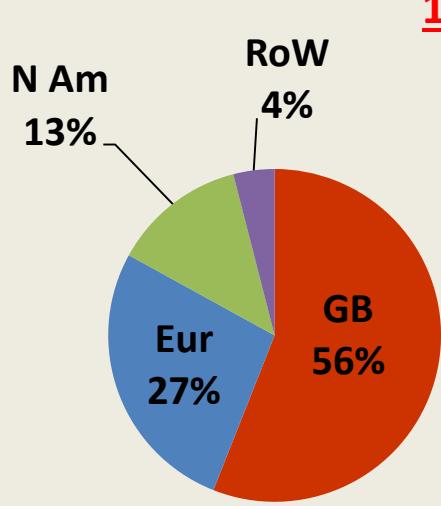
The Past 10 years



- Ireland became uncompetitive in mid 2000s
- Demand trend from GB flat for best part of decade + fundamental change in demand profile during years of growth in outbound travel
- Fastest growth rate ex Europe, helped by access and migration
- Steady performance from N America, market share gain in mid 2000s

Some Policy Issues

- The Horizon Point
- International Competitiveness
- Whole of Government approach
- Improving efficiency and effectiveness of State supports
- People in Tourism
- Effective Partnership
- Environmental Sustainability
- A Changed World
- Delivering satisfying visitor experiences
- Seasonality
- Destination Marketing
- Tourism Metrics



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Thank You

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