

Fourth Annual Tourism Policy Workshop

November 2013

“The Industry Priorities for the Tourism Policy Review”

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UNIVERSITY of LIMERICK
OILESCOIL LUIMNIGH

Dromoland 2013



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

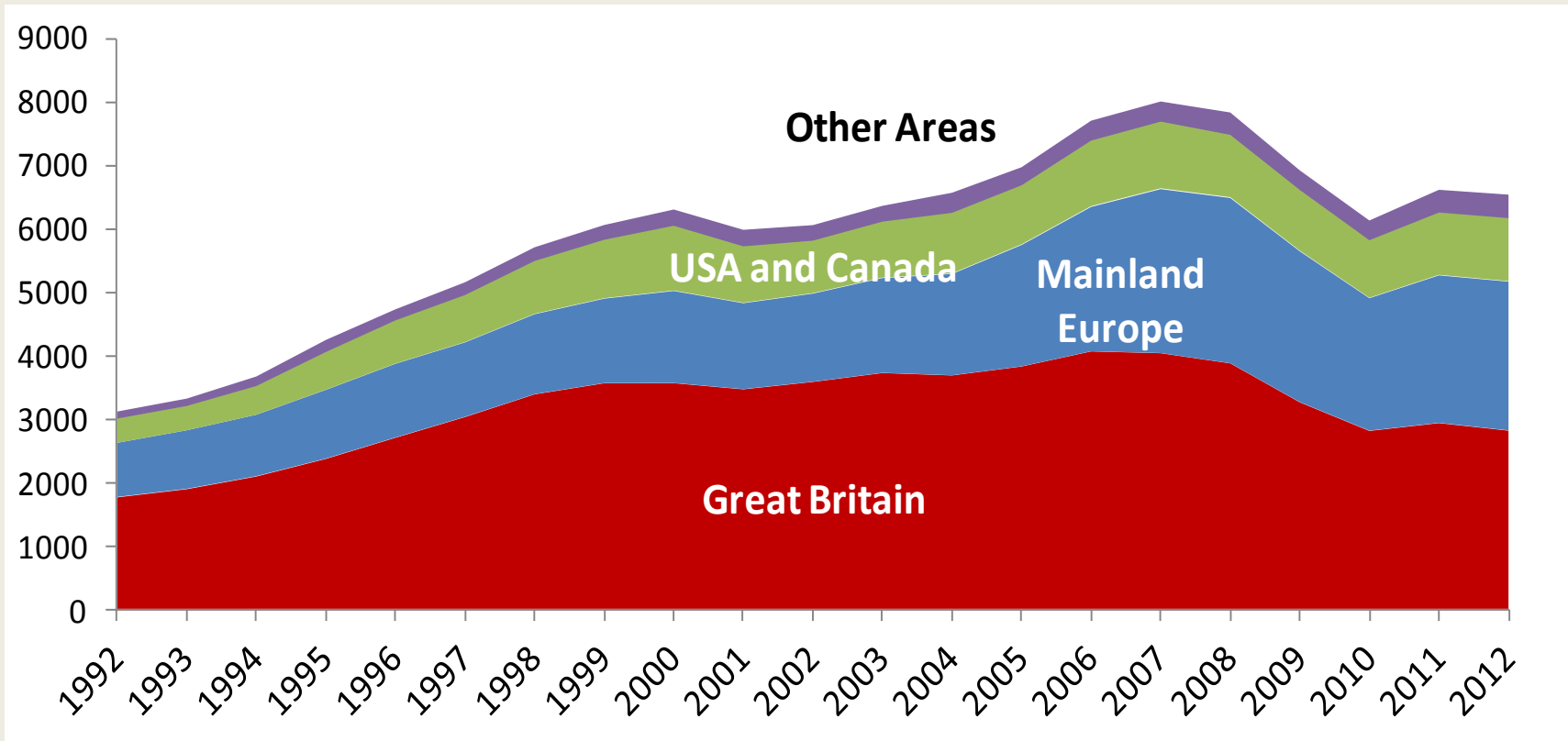


New Horizons for Irish Tourism

An Agenda for Action

September 2003

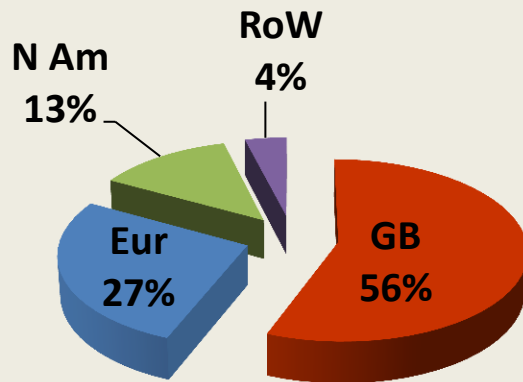
20 years of Inbound Tourism (1)



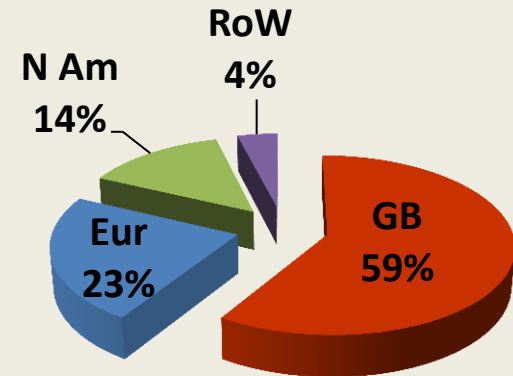
Source: CSO

20 years of Inbound Tourism (2)

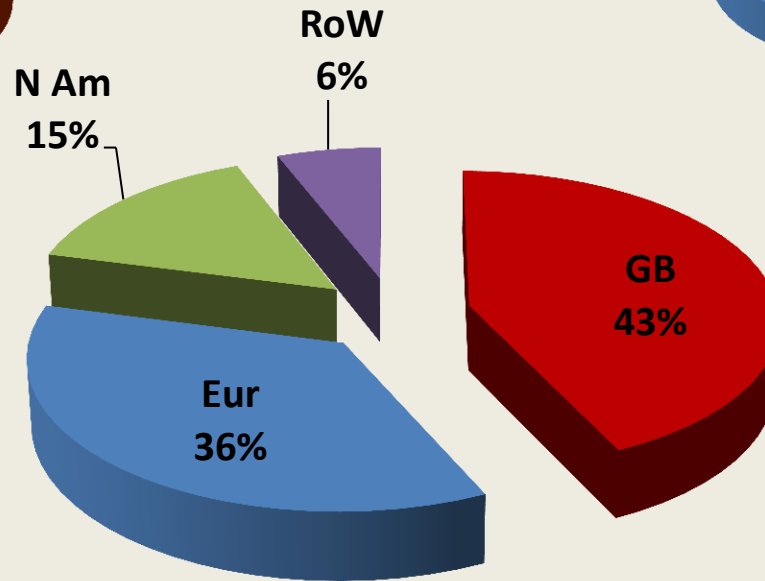
1992



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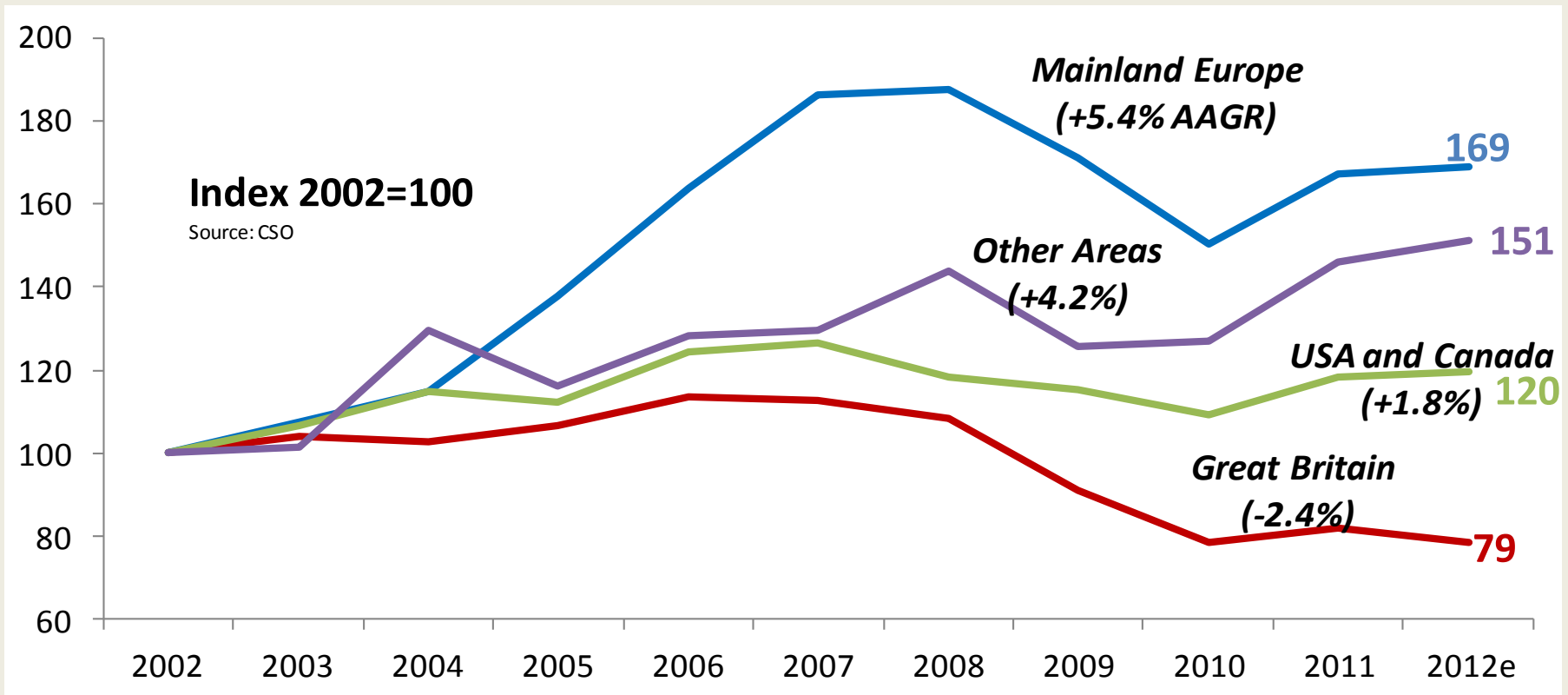


2012



Source: CSO

The Past 10 years

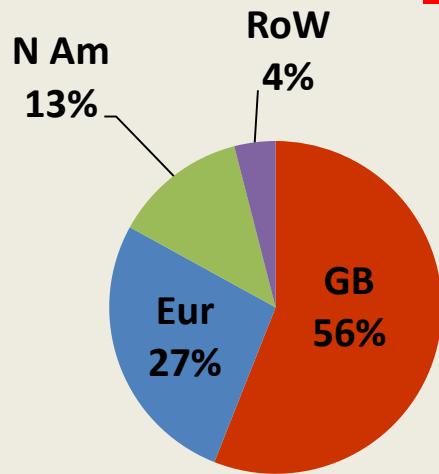


- Ireland became uncompetitive in mid 2000s
- Demand trend from GB flat for best part of decade + fundamental change in demand profile during years of growth in outbound travel
- Fastest growth rate ex Europe, helped by access and migration
- Steady performance from N America, market share gain in mid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

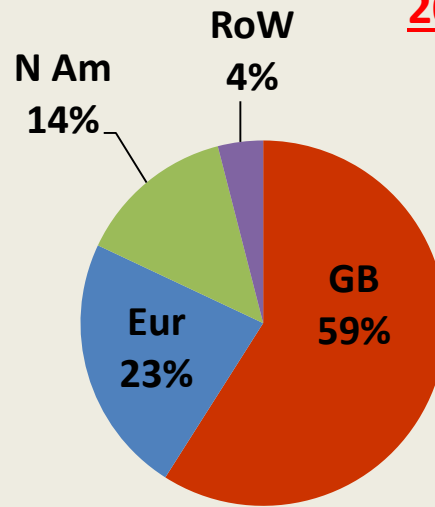
Some Policy Issues

- 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

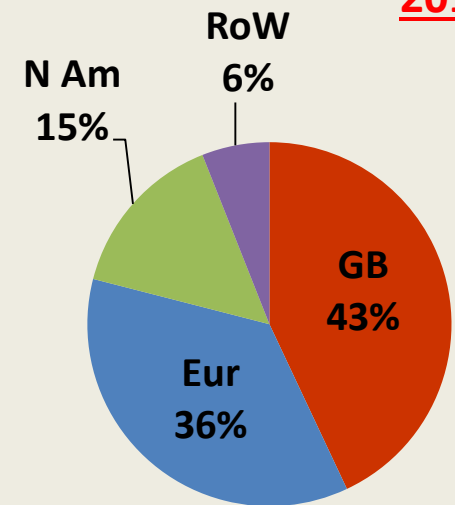
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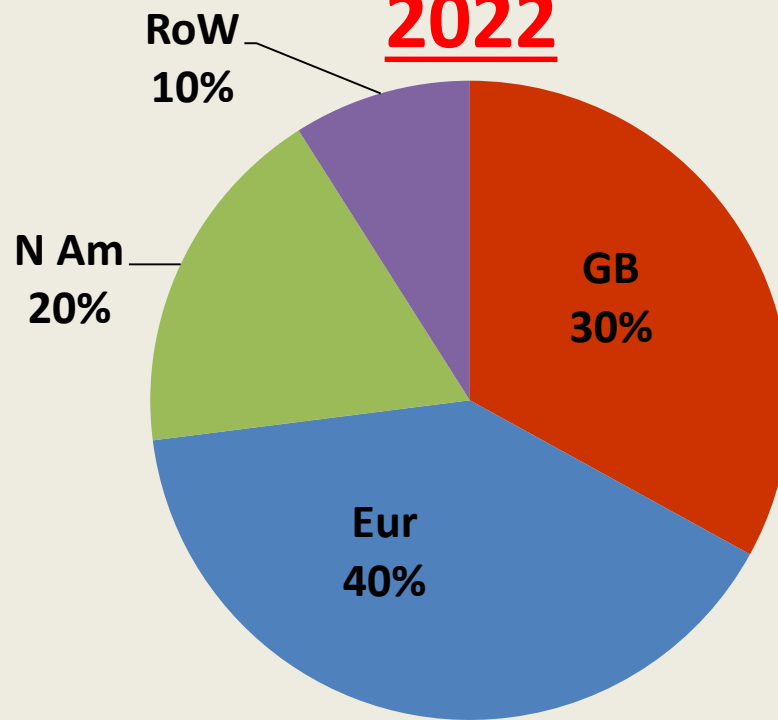
2002



2012



2022



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Thank You

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