Consultation on the Statement of Strategy for the Department of Transport, Tourism and Sport 2017-2019
Submission from Tourism Ireland

Tourism Ireland welcomes the opportunity to contribute to the consultation on the Department of Transport, Tourism and Sport’s new Statement of Strategy for 2017 – 2019.

At the time of writing, Ireland is enjoying a strong period of growth in overseas visitors, with the 2015 outturn of overseas visitors exceeding the outcome indicators outlined in the last Statement of Strategy 2015 – 2017 – with growth from all of our main market areas around the world (Britain, North America and Europe).

Tourism policy statement ‘People, Place & Policy - Growing Tourism to 2025’

One of the actions arising from the Statement of Strategy 2015 – 2017 was the establishment of a Tourism Leadership Group and the publication of the tourism policy statement ‘People, Place & Policy - Growing Tourism to 2025’. Tourism Ireland contributed to the Tourism Leadership Group and the preparation of the policy document. The policy document has informed the development of Tourism Ireland’s Corporate Plan 2017-2019.

It is important that the objectives of ‘People, Place & Policy - Growing Tourism to 2025’, as they apply to overseas marketing, continue to play a central role in relation to the Department’s Statement of Strategy 2017-2019.

Tourism Marketing Fund

The Tourism Marketing Fund should be an essential pillar of the Department’s Statement of Strategy 2017-2019 so that Tourism Ireland can continue to effectively market Ireland overseas – ensuring its promotional themes overseas align with Fáilte Ireland and Tourism Northern Ireland’s development priorities – and continue to achieve growth in overseas visitor numbers and revenue.
Brexit

The outcome of the recent EU referendum in the UK has given rise to economic uncertainty and currency movements, which have the capacity to hamper growth in overseas tourism to Ireland, particularly from Britain.

Although it is still too soon to fully understand the long-term implications for tourism to the island of Ireland, Tourism Ireland believes that key priorities which should inform the Department’s Statement of Strategy 2017-2019 from an overseas tourism perspective include protection of the Common Travel Area to ensure continued ease of movement between the two jurisdictions; as well as the UK/Ireland Visa Waiver Scheme and the British Irish Visa Scheme, which have provided a significant boost to marketing efforts in developing markets like India and China.

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