

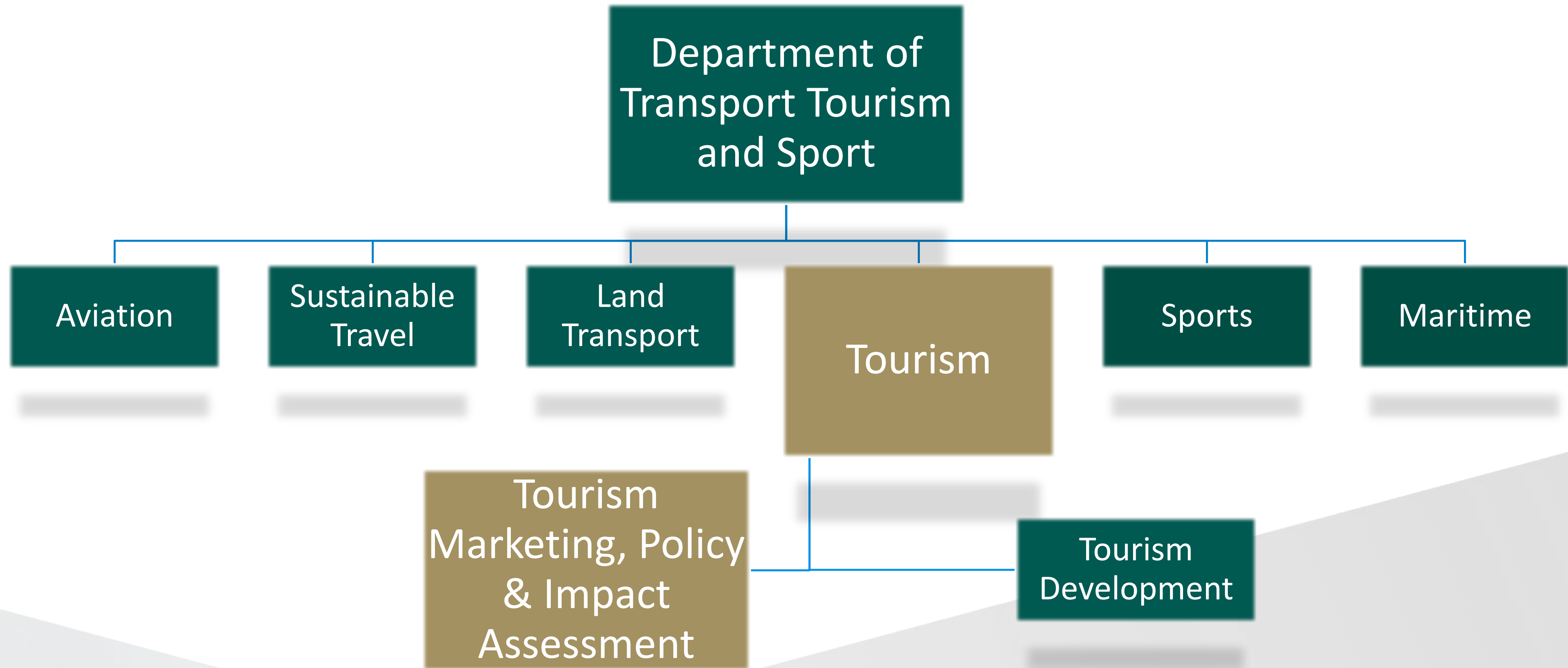


**An Roinn Iompair
Turasóireachta agus Spóirt**
Department of Transport,
Tourism and Sport

Tourism Policy – Department Perspective

Maria Melia - Tourism Marketing, Policy & Impact Assessment Division

Department Overview



Department's Role



DTTAS Tourism Goal – *To support sustainable tourism growth*



Tourism Challenges



Brexit

Economic and
geo-political
uncertainty

Visitor demands

Visitor experience

Capacity
constraints

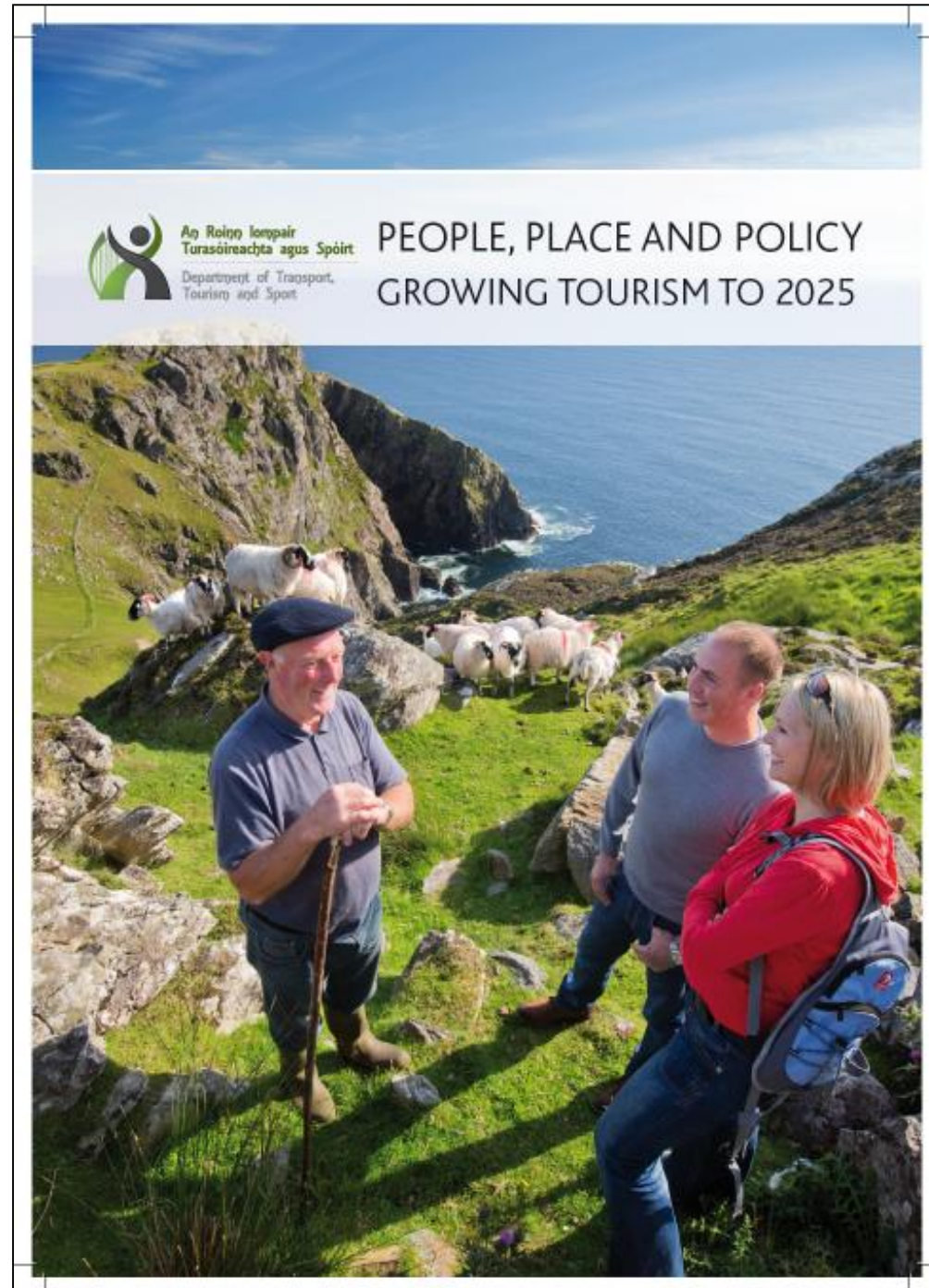
Competitiveness

Tourism Policy Statement

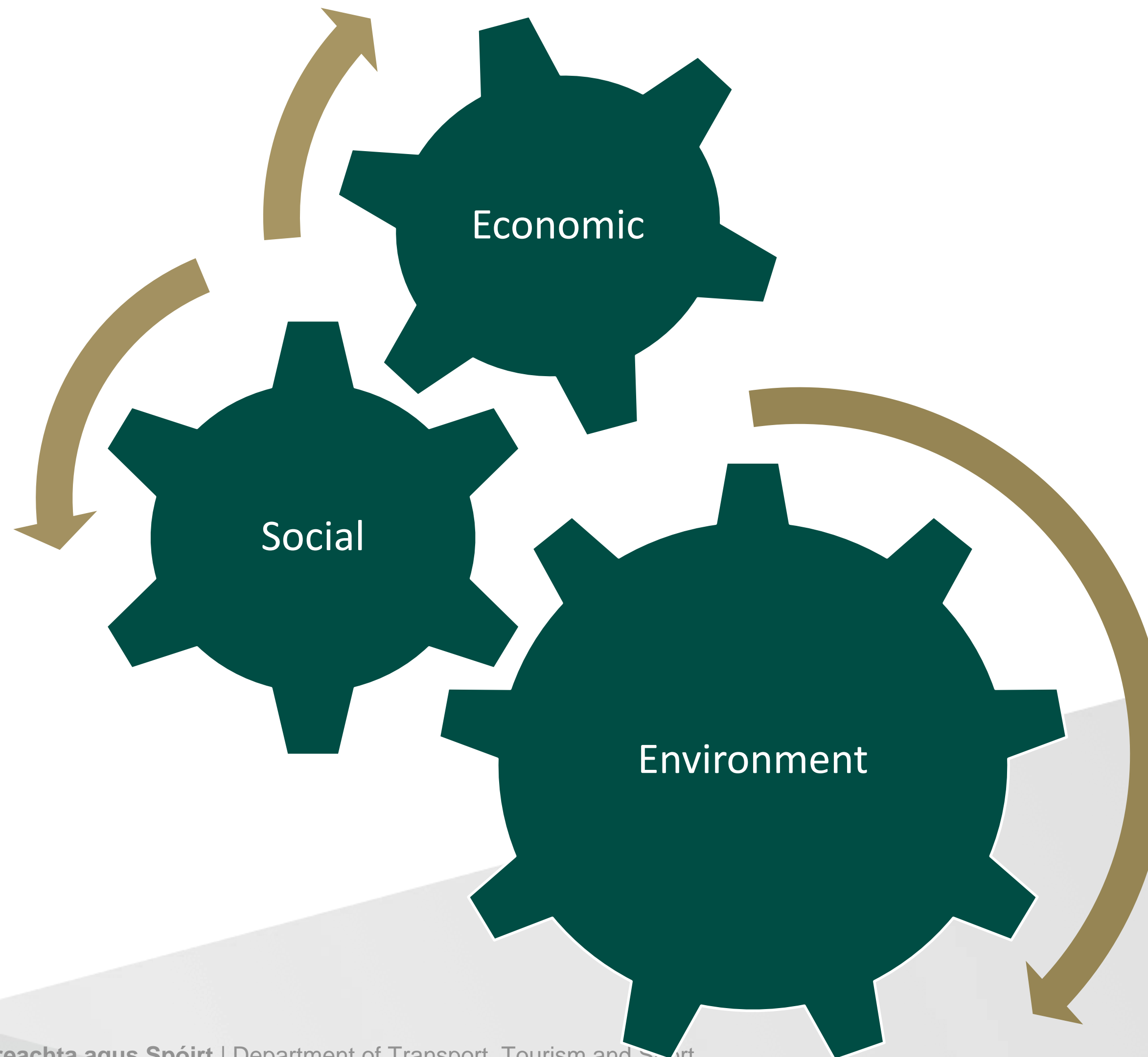
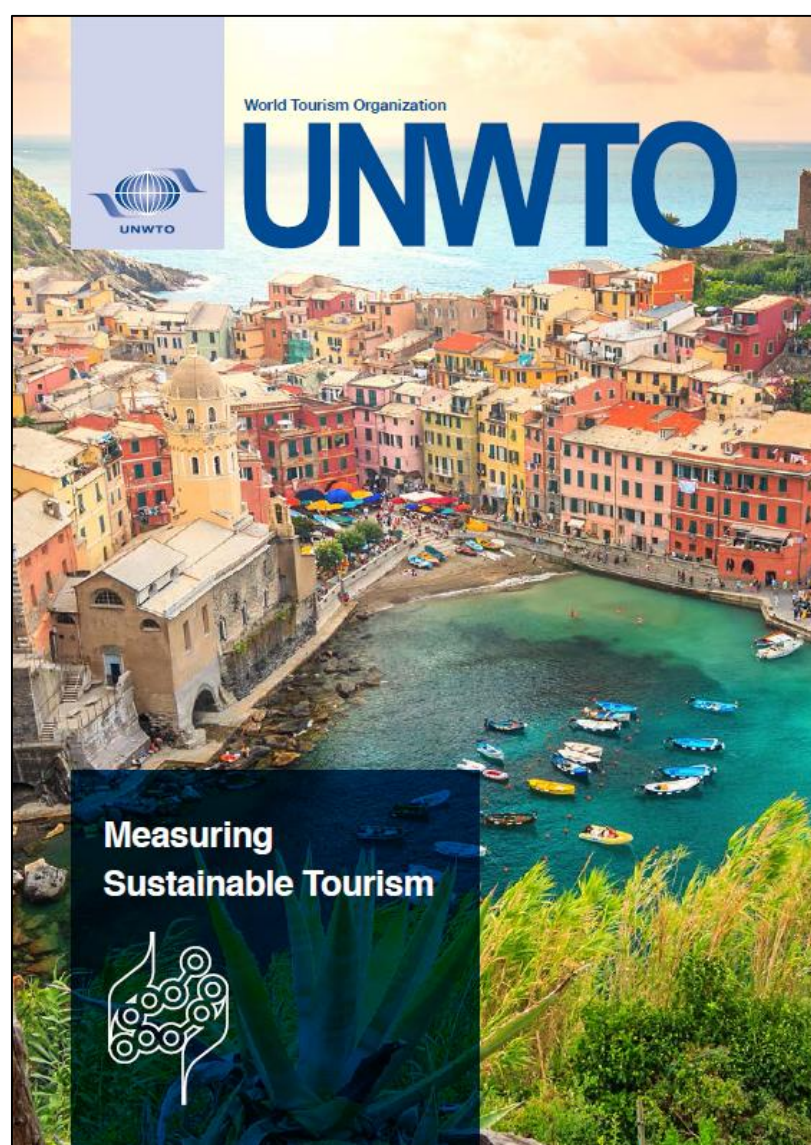


The Government's Tourism Policy Statement **People, Place and Policy – Growing Tourism to 2025** was published in March 2015

The policy statement confirmed that the Government's aim was that by 2025, Ireland would have a vibrant, attractive tourism sector that makes a significant contribution to employment across the country, is economically, socially and environmentally sustainable, helps promote a positive image of Ireland overseas, and is a sector that people wish to work in.



Sustainable Tourism Development



"Tourism that takes full account of its current and future economic, social and environmental impacts, addressing the needs of visitors, the industry, the environment and host communities"

Tourism Performance



Total expenditure by overseas visitors in Ireland (excluding fares) was €4,874 million in 2017, an increase of over 37% on 2014. There were 9,932,100 overseas visits to Ireland during 2017, representing an increase of over 30% on 2014.

For the first half of 2018, total expenditure by overseas visitors in Ireland (excluding fares) was €2.27 billion, an increase of **+8.5%** on the same period in 2017.

Central Statistics Office

Fáilte Ireland estimates that the tourism is now supporting the employment of **260,000**, an increase of almost **27%** on **2014**.

Fáilte Ireland Tourism Facts 2014



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Tourism Action Plan 2019-2021

Tourism Action Plan 2019-2021



Marketing Ireland as a Visitor Destination



- Regional growth
- Season extension
- GB market
- Global Ireland 2025



Enhancing the Visitor Experience



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Tourism Action Plan
2019-2021

- Tourism experiences
- Quality assurance
- Sustainable employment
- Accessible tourism



Research in the Irish Tourism Sector



Fáilte Ireland



Supporting Local Communities in Tourism



- Local Authorities
- Community activation





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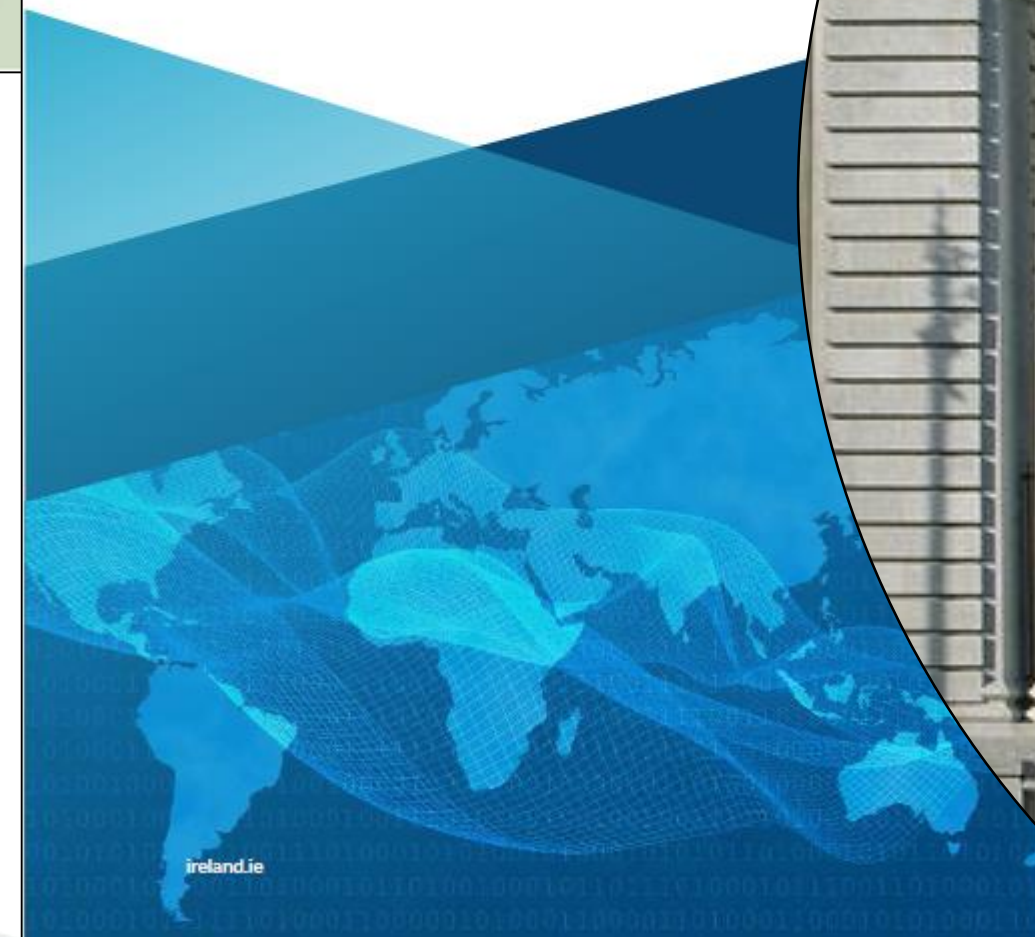
Tourism Action Plan 2019-2021

Wider Government Policy



Rialtas na hÉireann
Government of Ireland

Global Ireland Ireland's Global Footprint to 2025



Rialtas na hÉireann
Government of Ireland

Project Ireland 2040

National Development Plan 2018-2027



Brexit – Tourism Challenges



- Common Travel Area
- No Hard Border
- Aviation Rights
- Visa Arrangements

Brexit – Government Response



**GETTING
IRELAND
BREXIT
READY**



Rialtas na hÉireann
Government of Ireland

Brexit – Tourism Response



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Fáilte Ireland

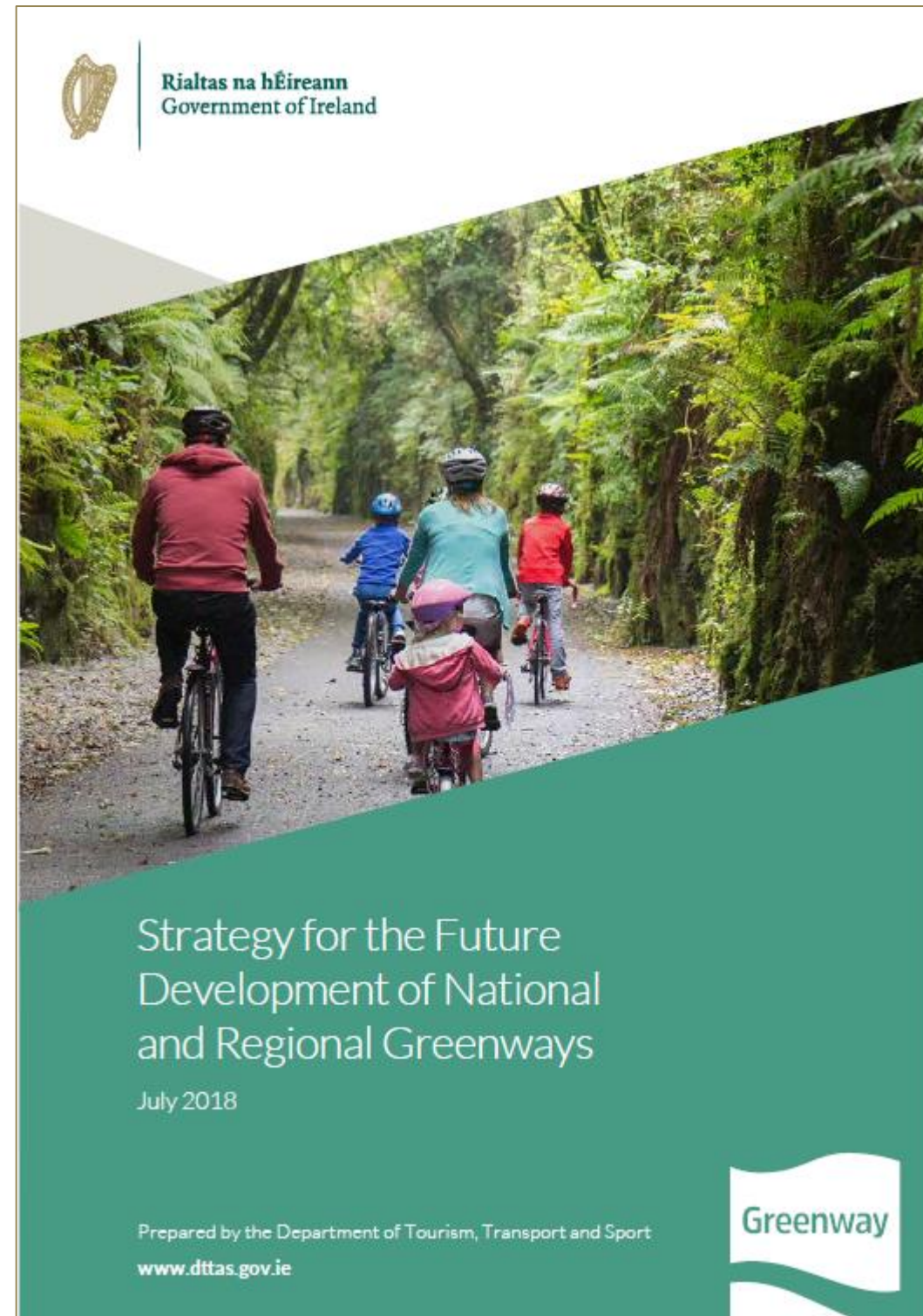


- Largest increase in 15 years
- +50% increase in capital investment
- “Get Brexit Ready”
- Retaining business from NI and GB
- Industry supports
- GB Review
- ‘Culturally Curious’
- Expanded partnerships
- On-going research

Budget 2019

+26%

Other Developments





Thank You

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