

TOURISM IRELAND CLG
MINUTES OF THE 192nd MEETING OF THE BOARD OF DIRECTORS
HELD ONLINE AND AT TOURISM OFFICES, BISHOP'S SQUARE, DUBLIN
THURSDAY 1st FEBRUARY 2024 11.00 – 12.30

PRESENT:

Christopher Brooke	(Chairman)
Ruth Andrews	Katy Best (in person)
Kathryn Thomson	Stephen McNally (in person)
Joe Dolan	Mary Mulvey
John McGrillen	Laura McCorry
Harry Connolly	

IN ATTENDANCE:

Alice Mansergh	Chief Executive (Designate)
Shane Clarke	Director of Corporate Services, Policy & NI / Company Secretary (Online – part of meeting)
Alan Myles	Head of Finance
Margaret O'Reilly	Office of the CEO

1. APOLOGIES AND OPENING REMARKS

There were no apologies for this meeting.

The Chairman thanked the Board for its flexibility in moving the meeting online.

The Board extended best wishes to the Chairman for a swift recovery.

2. CONFLICTS OF INTEREST

No conflicts of interest were declared.

**3. MINUTES OF PREVIOUS BOARD MEETING ON THURSDAY
7th December 2023**

The minutes of the previous meeting, held on Thursday 7th December 2023, were approved as a true and accurate record. They will be signed by the Chair when circumstances permit and published on Tourism Ireland's corporate website.

ACTION: Shane Clarke

4. MATTERS ARISING

It was noted that matters arising from the previous meeting on 7th December 2023 had been actioned.

Alan Myles advised the Board that a meeting with key stakeholders to discuss tourism policy will be set up in Q1 2024. **ACTION:** Shane Clarke / John McGrillen

The Board was advised that Tourism Ireland, Tourism Northern Ireland, Fáilte Ireland and ITIC continue to work with the CSO to understand better their performance data. The Board will be kept updated. **ACTION:** Shane Clarke / Neil Aulton

Alice Mansergh advised that the brand strengths of Northern Ireland attractions relative to Northern Ireland itself were being explored. Recent Cost of Living research had reaffirmed this perception. The research would be circulated to the Board for information. A further update will be provided to the Board in H2 2024. **ACTION:** Shane Clarke / Neil Aulton

A proposal to bring specialist briefings on air access, digital marketing and other topics to the Board will be circulated ahead of the March meeting. **ACTION:** Shane Clarke

The Boards of Tourism Ireland and Fáilte Ireland will meet on Wednesday 27th March 2024 and it is hoped that the Boards of Tourism Ireland and Tourism Northern Ireland can meet around the May meeting. Details will be confirmed as quickly as possible. **ACTION:** Shane Clarke

Alan Myles advised that feedback on Business Plan 2024 from both sponsor Departments sought no substantial amendments to date.

Shane Clarke advised that legal opinion had been received on the Financial Memorandum. It would be on the agenda for the March meeting, once feedback has been received from both Departments. **ACTION:** Shane Clarke

5. **CEO Designate REPORT**

The Board noted the contents of the paper circulated.

The CEO (Designate) elaborated on the following:

- The presence of Minister Martin and Interim Permanent Secretary, Ian Snowden – as well as departmental officials – at respective Marketing Plan launches in Dublin and Belfast had been very well received by the 500+ industry assembled in Dublin and almost 300 in Belfast.
- Positive feedback from industry and other stakeholders centred on our ambition, energy of our team and clear tri-agency collaboration.
- Extensive media coverage was secured around the marketing launches with more coverage than previously in Northern Ireland.
- The Plans are now being communicated more widely across the sector and to key partners including island of Ireland and market-based MPGs, Aer Lingus, DFA and others.
- In person meetings continued with Ministers and industry sector leaders, providing perspective on the increasing costs challenging tourism businesses in Ireland.
- Twenty-five years since the inception of North South bodies was marked by the attendance of government partners, CEOs of the relevant bodies and Board members at the launch of a commemorative exhibition at the Ulster Museum.
- Feargal Ó Coigligh has been appointed new Secretary General at the Department of Tourism, Culture, Arts, Gaeltacht, Sport and Media, following the retirement of Kathrine Licken.

- Outlook for the season was discussed. Airline filings show seats for June-August 2024 will be +5%% or +6% ahead of summer 2023, with welcome new routes to airports across the island and new airlines from main markets.
- Access has been secured to an invitation-only data dashboard that shows real time searches globally for flights and accommodation – a valuable additional source to help gauge island of Ireland tourism performance.
- Spring campaigns are live in markets overseas and will generate 200M opportunities to see what the island of Ireland has to offer visitors.

Board members commended the Marketing Plans launches, performance and energy of the team, visible collaboration across agencies and the high level of attendance and engagement by the industry.

The Board will be updated on progress against targets, with a new dashboard being available in the coming months. **ACTION:** Alice Mansergh

Details of new consumer segments would feature in an upcoming SOAR, on our corporate website with ezine alerts to industry partners who wish to know more, and could be reflected in the CEO(D) segment of the Fáilte Ireland industry launch. Tourism Northern Ireland would offer some additional platforms for communication to industry. **ACTION:** Alice Mansergh / John McGrillen

Quarterly review meetings would also be scheduled with major partners in the industry. **ACTION:** Alice Mansergh

‘Unleashing our Potential’, a new forum for all the people managers in Tourism Ireland, had been well received and the group will continue to meet monthly. A new performance management system has been rolled out, with staff signing up to business and behavioural objectives, with regular progress reviews. Deepdives on progress on our People Plan will be brought to the Board twice a year, with monthly updates in the CEO(D) Board report. **ACTION:** Alice Mansergh / Shane Clarke

Second interviews were taking place for the Director of Central Marketing post and an appointment would be made in the coming weeks. The Board would be advised. **ACTION:** Alice Mansergh

Extensive overseas St Patrick’s promotional programme was discussed. 2024 results will be reviewed and discussed to inform future activity, inclusive of any future role in Greenings. **ACTION:** Alice Mansergh / Shane Clarke

6. SECRETARIAT MATTERS

Alan Myles updated the Board on the recently published revised estimates for budgetary allocation 2024.

6.1 Draft Management Accounts November 2023

The Board noted the accounts circulated.

Shane Clarke joined the meeting (online).

Laura McCorry left the meeting (online).

6.2 Procurement Approvals:

The Board noted the process currently in place to ensure compliance on the granting of the necessary approvals for the awarding and initiation of procurement processes. They confirmed that the approvals sought and awarded were in order.

- The Board approved the awarding of EU Level Contract for the Provision of Destination Marketing Services in New Zealand.
- The Board approved the initiation of EU Level Procurement Process for the Provision of Creative Advertising Services.

6.3 Risk Management Summary

The Board considered and approved the Risk Management Summary noting that additional comment on Sustainability was being added.

6.4 GDPR Compliance Framework

The Board noted the GDPR Compliance Framework.

6.5 Board Terms of Reference and Risk Appetite Statement

The Board noted the Board Terms of Reference and Risk Appetite Statement. The TORs will be updated to reflect the requirement to convene sub-Committees as requested.

6.6 Financial Memorandum (2024)

The Board noted the update on the Financial Memorandum.

6.7 Update Board Governance Manual:

There was no update to the Board Governance Manual.

7. ROMI Committee Update

The Board was advised that ROMI had been discussed at the O&L meeting. It was acknowledged that Business Plan 2024 featured robust, smart targets and clear lines of accountability that Tourism Ireland will continue to measure, monitor and report progress against.

Given a continuing need to demonstrate the value returned to the economy from investment in Tourism Ireland, Tourism Ireland has undertaken this year to benchmark methodologies to determine an appropriate economic metric for ROMI.

The ROMI Committee offered every assistance to the executive in delivering this measure. In due course, results can be shared with Tourism Northern Ireland and Fáilte Ireland. The Board will be kept updated. **ACTION:** Alice Mansergh / Neil Aulton

8. AOB

There were no items under AOB.

9. DATE OF NEXT MEETING

The next meeting is scheduled for Thursday 28th March 2024, to take place in the Tourism Ireland office in Dublin. A meeting with the Failte Ireland Board will take place the evening before. **ACTION:** Shane Clarke / Fáilte Ireland

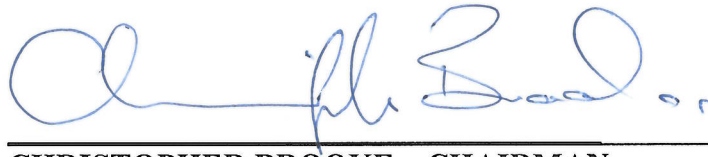
Alice Mansergh, Shane Clarke, Alan Myles and Margaret O'Reilly left the meeting.

13. MEETING WITHOUT THE EXECUTIVE

Several matters were discussed by the Board. No actions arose.

The meeting concluded at 12.30pm.

Signed:

A handwritten signature in blue ink, appearing to read 'Christopher Brooke', written over a horizontal line.

CHRISTOPHER BROOKE – CHAIRMAN