

TOURISM IRELAND CLG
MINUTES OF THE 190TH MEETING OF THE BOARD OF DIRECTORS
HELD AT TOURISM NORTHERN IRELAND OFFICES, BELFAST
THURSDAY 19TH OCTOBER 2023 10.00 – 12.30

PRESENT:

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

IN ATTENDANCE:

Alice Mansergh	Chief Executive (Designate)
Shane Clarke	Director of Corporate Services, Policy & Northern Ireland/Company Secretary
Louise Finnegan	Acting Director of Central Marketing (agenda item 7)
Neil Aulton	Head of Strategy & Insights (agenda items 7)
Elmagh Killeen	Head of Brand and Marketing Communications (agenda items 7)
Margaret O'Reilly	Office of the CEO

1. APOLOGIES AND OPENING REMARKS

There were no apologies for this meeting.

The Board welcomed Alice Mansergh, CEO (Designate), to her first Board meeting and extended its congratulations to Ruth Andrews on her ITIC Lifetime Award. The Board offered its thanks to Audrey McNevin for her work and minute-taking in recent months.

2. CONFLICTS OF INTEREST

No conflicts of interest were declared.

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

The minutes of the previous meeting were approved as a true and accurate record. They were signed by the Chairman and will be 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 September 2023 had been actioned.

Shane Clarke advised the Board that quotes for the provision of a one-day training programme were being sought, with a proposed date in January 2024.

ACTION: Shane Clarke/Lynda Quinn

Shane Clarke advised that the three agencies, Tourism Ireland, Tourism Northern Ireland and Fáilte Ireland in conjunction with ITIC, will seek the CSO's assistance to triangulate their 2023 data with that of other tourism industry sources e.g. daa, STR, and to ensure consistency with NISRA. An update to be provided to the December Board meeting. **ACTION:** Shane Clarke/Neil Aulton

Shane Clarke advised the Board that due to resource constraints affecting the C&AG's office, the filing deadline for the Annual Accounts 2022 may be missed. There were no fundamental issues with the accounts. An update will be provided at the December Board meeting **ACTION:** Shane Clarke/Alan Myles

Segmentation was discussed following a further presentation and in-depth discussion with the Board. New target segment profiles should be shared with the industry and other stakeholders. The Marketing Plans 2024 launches would be an opportunity to communicate and bring to life actionable profiles.

The Board approved the segmentation approach.

5. CEO (Designate) REPORT

The Board noted the contents of the papers circulated.

The CEO (Designate) elaborated on the following:

- Introductory and ongoing engagement with the NSMC, Ministers and Departments, with sister agencies, Fáilte Ireland and Tourism Northern Ireland and with the industry across the island
- Participation at key industry sector events, meetings with the CMPG and GB MPG and attendance at overseas promotions
- Engagement with the Tourism Ireland leadership team and staff throughout the organisation, including visits to Coleraine and London offices
- Deepdives into areas of management responsibility, financial and data governance
- Update on marketing activity to year end
- Feedback from industry and outlook for 2024
- Cost of Living research
- Business Planning for 2024

Links are being developed at the highest level with globally successful marketing organisations. A digital marketing briefing will be provided for the Board at a future meeting as part of a series of deepdives on specialist topics.

ACTION: A Mansergh

The Great Places to Work survey results, including year on year comparison and action plan will be brought to the December Board. HR updates will be included on future Board agendas. **ACTION:** A Mansergh/L Quinn

There was discussion on the brand strength of attractions in Northern Ireland relative to brand strength of Northern Ireland overall. This requires further examination to develop a better understanding. **ACTION:** Neil Aulton

Air access capacity and availability of robust data was discussed. Additional sources will be investigated. In-depth briefings will be provided quarterly to the Board to supplement the information available in the SOAR report. **ACTION:** A Mansergh /N Aulton

Sustainability

Shane Clarke updated the Board on an all-island sustainability assurance scheme for the tourism industry in development by Tourism Ireland, Tourism Northern Ireland and Fáilte Ireland. It was noted that a process of communication, education and training was required. Training would be rolled out across the three agencies. Tourism Ireland will be nominating a Board member to participate in the proposed independent expert panel. **ACTION:** S Clarke

6. SECRETARIAT MATTERS

Shane Clarke provided an overview of the provisions in Budget 2024, noting that less jurisdictional funding will be available than in 2023.

Shane Clarke updated the Board on Ireland House New York, noting the request for a contribution of US\$2.3 million, approximately ten per cent of total costs. Further updates will be provided.

6.1 Draft Management Accounts August 2023

The Board noted the accounts circulated.

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.

- Initiate EU Level procurement process for the provision of 3rd generation Digital Asset Management (DAM) System services. **ACTION:** Shane Clarke/Hannah Hughes

6.3 Bank Account / Office Lease Approvals:

- The Board approved revisions to the Sydney Office AUD Account to provide a bank guarantee for AUD\$38,302 to complete the terms of the new lease on the local office premises.
- The Board noted the signing of the lease for the new Paris office by the Company Secretary.

6.4 Updated Board Governance Manual

The Board noted the updated contents of the Board Effectiveness Action Plan.

7. DRAFT BUSINESS PLAN 2024

Louise Finnegan, Elmagh Killeen and Neil Aulton joined the meeting.

Alice Mansergh, Elmagh Killeen, Louise Finnegan, Neil Aulton and Shane Clarke made a presentation on the Draft Business Plan 2024, noting the context and approach. The following points and actions arose:

- Visitor estimates to be included in the Plan
- Market budget breakdown to include 2023 spend
- Targets to be revisited in context of Budget 2024
- Targets to demonstrate ambition with attendant investment dependencies

ACTION: Shane Clarke/Neil Aulton

The Board commended the presentation and approved the continued development of Business Plan 2024.

It was noted that this presentation, incorporating comments and observations from the Board, will be shared with both sponsor departments to enable alignment on direction and to seek feedback. It is intended that the long-form Business Plan 2024 will be completed for consideration and approval at the December meeting, subject to approval by the NSMC. **ACTION:** Shane Clarke/Neil Aulton

Louise Finnegan, Elmagh Killeen and Neil Aulton left the meeting.

8. ANY OTHER BUSINESS

The Chairman confirmed that he had approved the content of the DTCAGSM Candidate Booklet to facilitate advertising two vacancies on the Board through the Public Appointments Service in line with the direction of the Minister and the Department.

Meetings between the Boards of Tourism Ireland, Tourism Northern Ireland and Fáilte Ireland to be sought in the first half of 2024. **ACTION:** Shane Clarke

Kathryn Thomson recorded her thanks to Alison Metcalfe and the US team for a comprehensive briefing on the North American market on her recent visit to New York.

9. DATE OF NEXT MEETING

The next meeting is scheduled for Thursday 7th December, to take place in the Tourism Ireland office in Dublin. An industry engagement will take place the night before.

ACTION: Shane Clarke

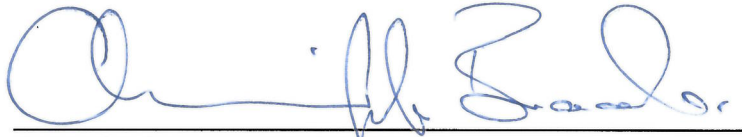
Alice Mansergh, Shane Clarke and Margaret O'Reilly left the meeting.

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