

TOURISM SECTOR

RECORD OF DECISION – IP/TOU 5

Pursuant to the Agreement between the Government of Ireland and the Government of the United Kingdom of Great Britain and Northern Ireland establishing a North/South Ministerial Council done at Dublin on 8 March 1999, the Agreement between the Government of Ireland and the Government of the United Kingdom of Great Britain and Northern Ireland establishing Implementation Bodies done at Dublin on 8 March 1999 and to the supplementary Agreement between the Government of Ireland and the Government of the United Kingdom of Great Britain and Northern Ireland constituted by the exchange of letters dated 18 June 1999, as amended by the supplementary Agreement between the Government of Ireland and the Government of the United Kingdom of Great Britain and Northern Ireland constituted by the exchange of notes dated 19 November 2002, Mr. Ian Pearson, M.P., Parliamentary Under-Secretary of State and Mr. John O'Donoghue, T.D., Minister for Arts, Sport and Tourism have given consent to the decision sought in **Paper IP/TOU 5**. The effective date of this decision is 13 May 2003.

Decision Sought in Paper IP/TOU 5

Ministers are invited to:

- approve the proposals for additional marketing activities with their associated budget of €4.142m/£2.609m, to be met by the Irish Government; and
- agree that Tourism Ireland Limited be asked to bring forward further marketing proposals for consideration by Ministers, within the context of the Northern Ireland budgetary cycle having regard to the agreed 2:1 split in the overall South:North contributions to the company's marketing programme.