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NORTH SOUTH MINISTERIAL COUNCIL

TOURISM SECTORAL FORMAT

NSMC JOINT SECRETARIAT OFFICES, ARMAGH

16 JUNE 2010

JOINT COMMUNIQUÉ

1. The tenth North South Ministerial Council meeting in Tourism sectoral format was held in the NSMC Joint Secretariat Offices, Armagh on Wednesday, 16 June 2010. The meeting was attended by Mary Hanafin, TD, Minister for Tourism, Culture and Sport, Arlene Foster MLA, Minister of Enterprise, Trade and Investment and Junior Minister Gerry Kelly MLA. Minister Hanafin chaired the meeting.
2. Ministers received updates from the Chairperson Mr Hugh Friel and the Chief Executive of Tourism Ireland Niall Gibbons covering the impact on the tourism industry of the continued difficult global conditions. They also received reports on market campaigns (including the €20m/£18m Summer Marketing Campaign) and the outlook for the rest of the year.
3. The Council approved Tourism Ireland's 2010 Business Plan and noted its plans to return to growth in visitor numbers during the course of 2010 by focusing on best prospect markets and spreading the value message in tactical marketing campaigns.
4. The Council noted the progress that Tourism Ireland has made to date in drafting its Corporate Plan for the period 2011-2013 and the key marketing themes during the lifetime of the plan including the Titanic Centenary Anniversary, the Diaspora and 1911 Census Centenary and the London Olympics.