

North South Ministerial Council
Joint Secretariat



An Chomhairle Aireachta
Thuaidh Theas
An Chomhrúnaíocht

NORTH SOUTH MINISTERIAL COUNCIL

TOURISM MEETING

NSMC JOINT SECRETARIAT OFFICES, ARMAGH

24 JUNE 2024

JOINT COMMUNIQUÉ

1. The nineteenth North South Ministerial Council Tourism meeting was held in the NSMC Joint Secretariat Offices, Armagh, on 24 June 2024. The meeting was attended by Conor Murphy MLA, Minister for the Economy, Pam Cameron MLA, Junior Minister, The Executive Office, and Catherine Martin TD, Minister for Tourism, Culture, Arts, Gaeltacht, Sport and Media. Minister Murphy chaired the meeting.

TOURISM IRELAND PROGRESS REPORT

2. The NSMC welcomed the progress report from the Chair of Tourism Ireland on the work of the Board since the last NSMC Tourism meeting in November 2020.
3. The Council acknowledged the achievements of Tourism Ireland and the valuable contribution it has made to the sector including its role to support the recovery of the tourism industry following the Covid-19 pandemic.
4. Ministers also noted Tourism Ireland's continued focus on embedding sustainability in its marketing activities.

REVIEW OF WORK PROGRAMME

5. The NSMC noted that officials from both Administrations have conducted a review of the work programme for the NSMC Tourism sector. Ministers noted the outcome of the review and agreed the addendum to the work programme for the Tourism Sector.
6. The Council welcomed the Joint Ministerial Statement supporting Sustainable Tourism and agreed the establishment of a Joint Strategic Coordination Group to identify and examine opportunities that will support the sustainable growth of the tourism sector across the island.

CORPORATE GOVERNANCE MATTERS

7. The Council approved Tourism Ireland's Business Plans and Budgets/Grants for 2022, 2023 and 2024 and Tourism Ireland's 2023-25 Corporate Plan, which have been completed in accordance with agreed guidance issued by the Department of Finance and the Department of Public Expenditure, NDP Delivery and Reform, and have been agreed by Sponsor Departments and Finance Ministers.
8. The NSMC noted Tourism Ireland's Annual Reports and Accounts for 2019, 2020, 2021 and 2022, which have been certified by the Comptrollers and Auditors General and laid before the Northern Ireland Assembly and both Houses of the Oireachtas.
9. Ministers agreed that Terms of Reference for an organisational capacity review of Tourism Ireland will be considered.
10. The Council approved an additional eight posts to Tourism Ireland's staffing complement.

ADDRESSING CLIMATE CHANGE AND LOSS OF BIODIVERSITY WITHIN THE TOURISM SECTOR

11. The NSMC acknowledged the challenges faced within the tourism sector in addressing climate change and loss of biodiversity and noted the policy development and implementation in addressing these issues in each jurisdiction.
12. The Council welcomed collaborative actions by the tourism agencies and future ambition for the tourism sector on the island.

PRESENTATION: TOURISM AND HOSPITALITY EMPLOYER EXCELLENCE PROGRAMME

13. The NSMC received a presentation on the Employer Excellence Programme by Fáilte Ireland and Tourism Northern Ireland on how the agencies are working to help make tourism an attractive career of choice while building a future pipeline of skilled employees.

DATE OF NEXT MEETING

14. The Council agreed to hold its next NSMC Tourism meeting in late 2024.

Joint Secretariat
24 June 2024

Website www.northsouthministerialcouncil.org