

North South Ministerial Council
Joint Secretariat



An Chomhairle Aireachta
Thuaidh Theas
An Chomhrúnaíocht

NORTH SOUTH MINISTERIAL COUNCIL

TOURISM MEETING

NSMC JOINT SECRETARIAT OFFICES, ARMAGH

16 APRIL 2025

JOINT COMMUNIQUÉ

1. The twentieth North South Ministerial Council Tourism meeting was held in the NSMC Joint Secretariat Offices, Armagh, on 16 April 2025. The meeting was attended by Peter Burke TD, Minister for Enterprise, Tourism and Employment, Caoimhe Archibald MLA, Minister for the Economy, and Gordon Lyons MLA, Minister for Communities. Minister Burke chaired the meeting.
2. The NSMC congratulated Rory McIlroy on his recent success at the Masters in Augusta. Ministers recognised the importance of golf tourism to both jurisdictions and looked forward to The Open Championship being held in Portrush later this year.

TOURISM IRELAND PROGRESS REPORT

3. The Council welcomed the report of the Chair of Tourism Ireland on the work of the Board since the last NSMC Tourism meeting in June 2024;
4. Ministers noted Tourism Ireland's activity during this period, including the large number of marketing campaigns and events undertaken, ensuring seasonal spread of visits through the marketing of the island as the Home of Halloween, and the promotion of screen and sports tourism; and

5. The NSMC welcomed Tourism Ireland's continued focus on embedding sustainability in its marketing activities.

PRESENTATION: TOURISM IRELAND'S MARKETING PLANS 2025

6. Ministers welcomed the presentation by Alice Mansergh, CEO, Tourism Ireland, on their Marketing Plans for 2025, highlighting the extensive marketing activity for the year, and noted that sustainable development is at the core of Tourism Ireland's plans for 2025.

STRATEGIC TOURISM COOPERATION

7. The Council noted developments on areas of tourism cooperation in relation to Sustainable Tourism and the newly established Joint Strategic Co-ordination Group.
8. The NSMC noted the ongoing work to address Climate Change and Loss of Biodiversity within the Tourism Sector.
9. Ministers noted the ongoing collaboration between the relevant tourism agencies on the Shared Island-funded Wild Atlantic Way and Causeway Coastal route tourism brand collaboration project and the future Shared Island projects under the Shared Destinations Programme 2025-2030 for three projects across the border region – Carlingford Lough, Cuilcagh Lakelands UNESCO Geopark and Sliabh Beagh – and a Tourism Ireland International Marketing and Development Programme to maximise the economic impact for each area.

CORPORATE GOVERNANCE

10. The NSMC approved Tourism Ireland's Revised Business Plan 2024, and its Business Plan 2025, and recommended the Budget/Grant provisions which have been agreed by both Sponsor Departments and Finance Ministers.
11. The Council noted Tourism Ireland's Annual Report and Accounts for 2023, which have been approved by the Comptrollers and Auditors General and laid before the Northern Ireland Assembly and both Houses of the Oireachtas.

12. Ministers granted consent to Tourism Ireland to pass a resolution to amend the Memorandum and Articles of Association, following a review to update these documents.

TOURISM IRELAND ORGANISATIONAL CAPACITY REVIEW

13. The NSMC noted that Terms of Reference for an organisational capacity review of Tourism Ireland have been approved, with the review to commence in quarter 2 2025.
14. Ministers agreed that the implementation of any recommendation from the review will be submitted to NSMC for approval.

DATE OF NEXT MEETING

15. The Council agreed to hold its next NSMC Tourism meeting in November 2025.

Joint Secretariat
16 April 2025

Website www.northsouthministerialcouncil.org