

North South Ministerial Council  
Joint Secretariat



An Chomhairle Aireachta  
Thuaidh Theas  
An Chomhrúnaíocht

**PAPER NSMC TOU 2 (12) JC**

**NORTH SOUTH MINISTERIAL COUNCIL**

**TOURISM MEETING**

**NSMC JOINT SECRETARIAT OFFICES,  
ARMAGH**

**28 NOVEMBER 2012**

**JOINT COMMUNIQUÉ**

1. The thirteenth North South Ministerial Council Tourism meeting was held in the NSMC Joint Secretariat offices, Armagh on Wednesday, 28 November 2012. The meeting was attended by Arlene Foster MLA, Minister of Enterprise, Trade and Investment, Michael Ring TD, Minister of State at the Department of Transport, Tourism and Sport, and Carál Ní Chuilín MLA, Minister of Culture Arts and Leisure. Minister Foster chaired the meeting.
2. The Chairperson, Brian Ambrose, and the CEO, Mr. Niall Gibbons, updated Ministers on the work of the Tourism Ireland Board including implementation of the 2012 Business Plan and development of the 2013 Business Plan.
3. The CEO made a presentation to Ministers on market performance in 2012. The Council noted that the 2012 marketing campaign included the roll out of a new global advertising campaign; the extensive ni2012 promotional campaign which has been underway across the world reaching 100 million people and the “greening” of major landmarks and iconic sites around the globe on St Patrick’s Day including the Leaning Tower of Pisa, Niagara Falls, the London Eye, Table Mountain in South Africa and the Prince’s Palace of Monaco.

4. Ministers noted the roll-out of a new suite of websites designed to capitalise on the growing importance of the internet in travel and holiday planning and to harness the phenomenal growth in social media.
5. The Council discussed major tourism events and initiatives planned for 2013 including The Gathering Ireland 2013 Ireland's biggest ever tourism initiative which will focus on a series of flagship festivals throughout the year, along with special interest spin-off events, and a community led programme; the inaugural UK City of Culture in 2013 which provides the perfect follow up to the ni2012 programme and the World Police and Fire Games 2013 which will be the biggest single sporting event ever hosted in Belfast. The Council noted Tourism Ireland's role in the overseas marketing and promotion of these initiatives
6. Minister Ring invited Ministers Foster and Ní Chuilín and relevant officials to attend EU Presidency events relating to Tourism and Sport.
7. The Council noted progress on preparation of Tourism Ireland's Draft Business Plan for 2013.
8. While noting the decline in visitors to the island of Ireland from Great Britain in recent years, Ministers welcomed the work of the Tourism Recovery Taskforce, comprising of Tourism Ireland, the Northern Ireland Tourist Board, Fáilte Ireland and industry representatives, on the development of the GB Path to Growth Strategy to address this issue. Ministers noted the recommendations of this strategy which will be implemented by Tourism Ireland in 2013 and beyond.
9. The Council agreed to meet again in Tourism format in Spring 2013.

**Joint Secretariat**  
**28 November 2012**