

Margaret Falsey  
Committee Secretariat  
Committee of Public Accounts  
Leinster House  
Dublin 2

01 December 2017

Dear Ms Falsey,

I refer to your letter of 21<sup>st</sup> November 2017 in relation to the 2016 Financial Statements of Tourism Ireland.

As you will be aware, Tourism Ireland was established as one of six areas of co-operation under the framework of the Belfast Agreement of Good Friday 1998. The company was incorporated in December 2000 and commenced overseas marketing operations in January 2002. The principal objectives of the company are to increase tourism to the island of Ireland and to support Northern Ireland in achieving its tourism potential.

Tourism Ireland is governed by its memorandum and articles of association and by the financial memorandum which is agreed with sponsor Departments and approved by the North South Ministerial Council. It prepares detailed three-year corporate and one-year operating plans to guide its activities. The company receives funds from both jurisdictions and is supplemented by additional contributions from Fáilte Ireland and Tourism NI (formerly the Northern Ireland Tourist Board) from time to time.

Tourism is one of the island's largest indigenous industries and supports more than 280,000 jobs in communities across Ireland and Northern Ireland. The island of Ireland has experienced seven consecutive years of growth in overseas tourism and it is anticipated that 2017 will be another record year, with an estimated 10.6 million visitors delivering €5.8 billion in revenue.

Tables 1 and 2 below contain the information the Committee has sought in relation to the proportion of funding versus the proportion of outputs and a comparison with Northern Ireland on funding versus outputs.

**Table 1 – Investment/Funding**

2016	Ireland	Northern Ireland	Northern* Ireland	Ireland	Northern Ireland
	€m	€m	£m	%	%
Core Investment/Funding	€39.536	€16.700	£11.690	70%	30%
Jurisdictional Specific Funding	€4.363	€0.611	£0.428	n/a	n/a
Total Funding	€43.899	€17.311	£12.118	n/a	n/a

**Table 2 – Revenue Generated 2016 v 2006**

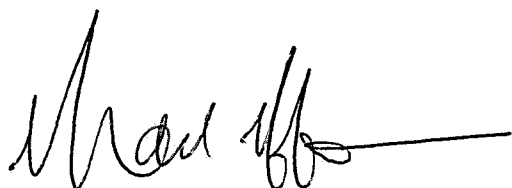
	Ireland	Northern Ireland
	€m	€m
<b>2016 Visitor Revenue</b>	<b>€4,638.0</b>	<b>€775.7</b>
<b>2006 Visitor Revenue</b>	<b>€2,682.0</b>	<b>€344.3</b>
<b>Visitor Revenue Growth</b>	<b>73%</b>	<b>125%</b>

Note: All Sterling translated at 2016 official rate of €1.00 = £0.70 as per the North South Ministerial Council.  
The Sterling amounts are the actual funding received from the NI Executive.

In delivering value for money, the principles of economy, effectiveness and efficiency are critical. The team at Tourism Ireland devises and delivers world-class marketing programmes in 23 markets across the world. Performance is measured through a series of key performance indicator metrics corresponding to the strategic priorities of the organisation. Additionally, we conduct, on a 2 yearly basis, a return on marketing investment exercise which benchmarks our marketing effectiveness against competitors. At an individual level, all staff are subject to an interim and year-end evaluation based on their personal performances against agreed objectives

I hope this letter has addressed the questions raised by the Committee. I would be happy to meet with the Committee to update them further on the work of Tourism Ireland should it be required.

Yours sincerely,



**Niall Gibbons FCA**  
**Chief Executive Officer**