



Our Ref: PQ 31069/25

25th June 2025

Mr. Conor Sheehan T.D.

Dáil Éireann

Leinster House

Kildare Street

Dublin 2

Dear Conor,

I refer to Parliamentary Question 31069/25 for answer on 11 June 2025 where I indicated that additional time would be needed to obtain the requested information, which is set out below.

“To ask the Minister for Enterprise, Tourism and Employment his views on whether tourism funding should be ringfenced by region; and if he will make a statement on the matter.”

My role and that of the Department in relation to tourism lies primarily in the area of national tourism policy development and in securing resources to assist the tourism agencies, Fáilte Ireland and Tourism Ireland, in implementing that policy.

Fáilte Ireland is committed to ensuring that all regions of Ireland benefit from sustainable tourism growth. Investment decisions are guided by the principle of balanced regional development, with a particular emphasis on accelerating growth in underdeveloped areas.

Developing Regions—such as Ireland’s Ancient East, Ireland’s Hidden Heartlands, and the northern stretch of the Wild Atlantic Way—comprise a substantial portion of Ireland’s landmass and population. To support sustainable growth in these areas, Fáilte Ireland has allocated a greater proportion of its current and capital investment to these areas.

This approach is underpinned by Fáilte Ireland's use of the VICE model—which places equal emphasis on Visitors, Industry, Community, and Environment—as the framework for sustainable tourism development. This model ensures that tourism growth is not only economically beneficial but also socially inclusive and environmentally responsible. Investment decisions are made with a view to enhancing visitor experiences, supporting local businesses, engaging communities, and protecting natural and cultural assets.

While current funding supports existing tourism businesses across all regions, capital investment is focused on developing new tourism products—experiences and attractions—that will enable emerging destinations to grow and attract new businesses over time. These investments are designed to align with the VICE principles, ensuring that tourism development contributes positively to local communities and preserves the integrity of Ireland's landscapes and heritage.

Early indicators show that this strategy is delivering results. In 2024, less developed regions experienced tourism revenue growth that significantly exceeded both the national average and growth in mature destinations. This outcome supports not only regional equity but also the sustainability of tourism in more established areas, helping to maintain community support in high-traffic destinations.

On the other hand, Tourism Ireland focuses on growing the value of overseas tourism to the island of Ireland, sustainably supporting economies and communities. Tourism Ireland ensure all regions are featured in their overseas marketing – whether in advertising, publicity programming or social and digital outreach. Businesses from all regions are invited to join Tourism Ireland overseas e.g., on sales missions and at B2B travel fairs, to connect with overseas travel trade partners who can bring visitors at scale. While featuring all regions in their work, there is power in having one primary, unified, recognisable 'brand Ireland' overseas as they seek first and foremost to win visitors to the island, competing against other destinations such as Iceland, Scotland, Norway and further afield. Bringing together what Tourism Ireland offer across the island, as opposed to being overly siloed, ensures they are best set up to compete on the global stage, win visitors and spread the benefits by encouraging travel across regions.

I trust this is of assistance to you.

Yours sincerely,

A handwritten signature in blue ink, appearing to read "Peter Burke". The signature is fluid and cursive, with the first name "Peter" and the last name "Burke" clearly distinguishable.

Peter Burke T.D.

Minister for Enterprise, Tourism and Employment