

Tourism Renewal Group

Agreed Terms of Reference

Having regard to the strategy for Irish tourism in the period from 2003 to 2012 set out in *New Horizons for Irish Tourism: An Agenda for Action* (September 2003), as well as the short-term challenges from current global and domestic conditions and the longer-term trends identified in the *Report of the Tourism Strategy Implementation Group*, the Government with the support of the tourism sector has decided to set up a high-level group, the Tourism Renewal Group, to conduct a review of the policies and actions that will drive further development of Irish tourism into the future.

The Renewal Group is to report to the Minister for Arts, Sport & Tourism, Mr Martin Cullen, TD, in the first half of 2009 with its recommended Framework for Action for the period up to 2013.

In its examination and renewal of the strategic framework for Irish tourism development, the Group should base its work on the fundamental principles and strategic drivers set out in *New Horizons*. The Renewal Group is to examine policy and programme priorities, actions and targets, taking particular account of:

- changes in the international tourism and travel market, and the implications for Ireland;
- performance of Irish tourism since 2003; and
- the Irish tourism policy, operational, and business environment, taking note of recent developments, such as:
 - the exceptionally challenging global and domestic economic conditions
 - the sharp deterioration in the public finances and its implications in terms of taxation as well as affordability and value for money in public expenditure, and
 - the Government's Statement on Transforming Public Services

A key element of the work of the Group will be engaging with the tourism industry partners and wider interest groups in reviewing and, where appropriate, renewing the current strategy.

Following this examination, the Tourism Renewal Group is required to set out a Framework for Action for the remainder of the National Development Plan period, i.e. up to 2013, listing the key actions to be taken to assist in ensuring that tourism continues to be a major industry for Ireland and the strategies necessary to maintain the long-term sustainable growth of Irish tourism.

18 December 2008

Tourism Renewal Group – Membership

- **Mr Maurice Pratt**, Chair, businessman
 - **Dr Mary Coveney**, Manager, Industry Affairs, Dublin Airport Authority
 - **Mr Alain Dupeyras**, Head of the Tourism Programme, OECD
 - **Mr Matthew Ryan**, President of the Irish Hotels Federation
 - **Mr Noel Sweeney**, Managing Director, TCC - Tourism & Transport Consult International
 - **Mr Rossa White**, Chief Economist, Davy Stockbrokers
 - **Mr Paul O'Toole** (up to 5 June 2009), succeeded by **Mr. Niall Gibbons** (from 10 June 2009) Chief Executive, Tourism Ireland
 - **Mr Shaun Quinn**, Chief Executive, Fáilte Ireland
 - **Mr Paul Bates**, Assistant Secretary, Department of Arts, Sport & Tourism.
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- **Mr. Eamonn McKeon**, CEO, Irish Tourist Industry Confederation (ITIC) also participated as an observer.