

North South Ministerial Council  
Joint Secretariat



An Chomhairle Aireachta  
Thuaidh Theas  
An Chomhrúnaíocht

## **PAPER NSMC TOU 1 (12) JC**

### **NORTH SOUTH MINISTERIAL COUNCIL**

#### **TOURISM MEETING**

#### **NSMC JOINT SECRETARIAT OFFICES, ARMAGH**

**25 JANUARY 2012**

#### **JOINT COMMUNIQUÉ**

1. The twelfth North South Ministerial Council Tourism meeting was held in the NSMC Joint Secretariat offices, Armagh on Wednesday, 25 January 2012. The meeting was attended by Leo Varadkar TD, Minister for Transport, Tourism and Sport, Arlene Foster MLA, Minister of Enterprise, Trade and Investment, and Carál Ní Chuilín MLA, Minister of Culture Arts and Leisure. Minister Varadkar chaired the meeting.
2. Ministers welcomed the recently appointed Chairperson Mr. Brian Ambrose to his first NSMC meeting. The Chairperson and the CEO, Mr. Niall Gibbons, updated Ministers on the work of the Tourism Ireland Board including implementation of the 2011 Business Plan and development of the 2012 Business Plan.
3. The CEO made a presentation to Ministers on market performance in 2011. The Council noted the success of the 2011 marketing campaign. This included the historic state visits which provided a major tourism boost and €300m/£250m of positive publicity, the 'greening' of a number of iconic landmarks worldwide on St. Patrick's day reaching 250m potential visitors and Belfast being 'centre stage' with the MTV Europe Music Awards. The performance overview for 2011 showed a growth in overseas visitors for the first time since 2007.

4. The Council discussed Tourism Ireland's key marketing campaigns planned for 2012 including the roll out of a new global destination advertising campaign "Jump into Ireland."
5. Ministers received an update on the planned events and targets for the ni 2012 "Your Time, Our Place" tourism initiative including the Titanic Belfast Festival 2012, the opening of the new visitor centre at the Giant's Causeway, the Irish Open Golf Championship at Royal Portrush Golf Club and the 50th Belfast Festival at Queens University and the events organised in Northern Ireland in 2013 (including the Derry~Londonderry UK City of Culture and the World Police and Fire Games). "The Gathering 2013", a year long programme of events and gatherings in Ireland driven by arts, sports, business and community groups was also discussed. The role of Tourism Ireland in the overseas marketing of these two initiatives was outlined to the Council.
6. The Council discussed the main priorities for Tourism Ireland in 2012 and reviewed progress in finalising the Business Plan and Budget 2012.
7. The Council agreed to meet again in Tourism format in Autumn 2012.

**Joint Secretariat**  
**25 January 2012**