

North South Ministerial Council  
Joint Secretariat



An Chomhairle Aireachta  
Thuaidh Theas  
An Chomhrúnaíocht

## **PAPER NSMC TOU 1 (13) JC**

### **NORTH SOUTH MINISTERIAL COUNCIL**

#### **TOURISM MEETING**

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

**26 JUNE 2013**

#### **JOINT COMMUNIQUÉ**

1. The fourteenth North South Ministerial Council Tourism meeting was held in the NSMC Joint Secretariat offices, Armagh on Wednesday, 26 June 2013. The meeting was attended by Leo Varadkar TD, Minister for Transport, Tourism and Sport, Arlene Foster MLA, Minister of Enterprise, Trade and Investment, and John O'Dowd MLA, Minister for Education. Minister Varadkar chaired the meeting.
2. The Chairperson, Mr. Brian Ambrose, and the CEO, Mr. Niall Gibbons, updated Ministers on the work of the Tourism Ireland Board including implementation of the 2013 Business Plan and the development of the Corporate Plan 2014-2016. Ministers noted the on-going challenges and competitive environment for international tourism arising from global economic conditions.
3. The CEO made a presentation to Ministers on market performance to date in 2013. The Council noted the marketing campaign highlights for 2013 in particular the worldwide campaigns for The Gathering Ireland 2013 and the UK City of Culture 2013, the Jump into Northern Ireland showcase at the European Parliament, and the Global Greening initiative around St Patrick's Day.

4. Tourism Ireland is developing its corporate plan for the period 2014-2016. Themes identified to date include:
  - Enhancing brand knowledge and relevance;
  - Driving consumer engagement;
  - Capitalising and building on Northern Ireland's strengths;
  - Building successful partnerships and alliances;
  - Focusing resources to compete and win;
  - Harnessing the power of digital marketing; and
  - Developing meaningful metrics to provide direction for investment.
5. The Council noted Tourism Ireland's Annual Report and Accounts for 2012, and approved the Body's Business Plan and Budget for 2013.
6. Ministers approved the Special European Programmes Body Business Plan for 2013.
7. The Council agreed to meet again in Tourism format in Winter 2013.

**Joint Secretariat**

**26 June 2013**

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