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**NORTH SOUTH MINISTERIAL COUNCIL**

**TOURISM SECTORAL FORMAT**

**CLOGHER**

**16 December 2009**

**JOINT COMMUNIQUÉ**

1. The ninth North South Ministerial Council meeting in Tourism sectoral format was held in Clogher, Co Tyrone on 16 December 2009.
2. The meeting was attended by Arlene Foster MLA, Minister of Enterprise, Trade and Investment, Junior Minister Gerry Kelly MLA, and by Martin Cullen TD, Minister for Arts, Sport and Tourism. Minister Foster chaired the meeting.
3. Ministers received an update from the Chairperson, Mr Hugh Friel, on the work of the Tourism Ireland Board and the very difficult global economic conditions which had a negative impact on tourism performance in 2009.
4. The Council discussed Tourism Ireland's Business Plan for 2009 and noted that Tourism Ireland had applied efficiency savings to the 2009

Budget in accordance with guidance issued by the two Finance Departments. Ministers approved the 2009 Business Plan and recommended the 2009 budget provision of £55.652m (€71.349 m) for Tourism Ireland.

5. Ministers noted Tourism Ireland's draft Business Plan for 2010 and Tourism Ireland's key priorities including:
  - delivering growth of 3% in visitor numbers in 2010;
  - sustaining or improving the island of Ireland's competitiveness interest ranking in each top ten source markets;
  - growing total promotable visitors to Northern Ireland by +10% in 2010;
  - increasing participation by the industry in co-operative sales opportunities by +20% in our top ten markets by December 2010;
  - improving Tourism Ireland's organisational efficiency and effectiveness in 2010.
6. The Council received a presentation from the Chief Executive of Tourism Ireland Niall Gibbons on Tourism Ireland's review of the Great Britain market and welcomed a ten point marketing action plan which is designed to ensure that visitor numbers from Great Britain return to growth in the short term.
7. The Council noted Tourism Ireland's Annual Report and Accounts for 2008.
8. The Council agreed to hold its next meeting in Tourism sectoral format in Spring 2010.

**Joint Secretariat  
16 December 2009**