

28<sup>th</sup> May, 2021

## **Tourism Ireland welcomes announcement about re-opening of travel**

~ Tourism Ireland gets ready to roll out the green carpet to international visitors ~

Tourism Ireland welcomes today's announcement by the Irish Government about the re-opening of travel to Ireland.

Ireland's adoption of the EU's new Digital Covid Certificate, which will enable more seamless travel among EU member states, is good news for everyone in the tourism and hospitality industry. Ireland will begin the scheme on 19 July, meaning that travellers from EU Member States bearing the pass – which attests that the holder has either been vaccinated, has had a negative test for COVID-19 or has had the virus– will then be able to visit Ireland without the need for a test or quarantining.

Northern Ireland has confirmed that GB visitors are now welcome and can holiday in Northern Ireland from today. We look forward to further announcements from Northern Ireland next week.

Tourism Ireland and the tourism industry in Ireland have been actively planning for the restart of international travel. We are now ready to roll out a significant promotional kick-start campaign to entice and welcome back international visitors. We look forward to sharing lots more details about those campaigns with you in the coming weeks and to working closely with you to rebuild your business to Ireland.

The tourism industry has been preparing to ensure visitors will have a great holiday on the island of Ireland in 2021. The health and safety of all our visitors will be the priority, but we will ensure they are protected alongside a very warm Irish welcome and a great holiday experience.

Niall Gibbons, Chief Executive of Tourism Ireland, said: *"Today's announcement is an extremely welcome and important step on the road to recovery for our industry in Ireland and our trade partners overseas. This will help protect thousands of jobs and livelihoods across the Irish tourism industry. For the first time in many months, we can look to the future with optimism."*

*“We know from our research that there is significant pent-up demand among travellers in our overseas markets to return to the island of Ireland as soon as possible. However, we also know that there will be significant competition in the marketplace; every destination across the globe has experienced the impact of COVID-19 and will be seeking their share of the recovery. Our kick-start campaign will punch through the noise and create an immediate desire to visit. “*

*“Tourism Ireland know and understand how difficult the last year has been for our travel trade partners overseas. We very much value the business they generate for the island of Ireland and look forward to working with them to rebuild it in the months and years ahead. We are very appreciative for their ongoing support for Tourism Ireland and the tourism industry on the island of Ireland.”*

*“Everyone at Tourism Ireland looks forward to getting back in full swing, to promote the island of Ireland as a safe, welcoming and ‘must-see’ destination across the world. Over the coming months, we will be working flat out, with all of our partners, to restore as much business as possible. Our message is that we can’t wait to roll out the green carpet and welcome back our overseas visitors.”*

~Ends~