

An update from the island of Ireland

October 2020

Dear Industry colleague,

As this prolonged period of uncertainty continues for the tourism and travel industry across the world, I wanted to update you on some recent positive developments for tourism on the island of Ireland. As an industry, we are looking to the future and looking forward to a time when we can welcome back visitors from overseas.

Recognising the importance of tourism to the Irish economy the Irish Government announced a number of tourism specific initiatives in Budget 2021 yesterday.

- The VAT rate for tourism services has been reduced from 13.5% to 9% from 1 November 2020 until the end of 2021. When international travellers are on the move again, this reduced VAT rate will ensure that Ireland is more competitive and that tourism businesses can continue to offer good value to you and your clients. The VAT rate in Northern Ireland has already been reduced to 5% until the end of March, 2021.
- A fund of €55m to support tourism businesses in response to COVID-19 has been made available which will help our industry partners through the winter and ensure that all health and safety measures are in place when we can hopefully welcome your clients next year.
- The Tourism Marketing Fund has been maintained for 2021 enabling Tourism Ireland to drive demand, with your help, from all our key markets when travel starts again.

Tourism Ireland has also welcomed the approval of a new 'traffic-light' system for travel by the EU, which is an important step on the road to re-starting overseas travel. The Irish Government has indicated our intention to align with this system and are working on plans to implement its provisions.

Unfortunately, the rising number of cases of COVID-19 at the moment mean it will be a while longer before we can welcome overseas holidaymakers. We are doing everything possible to ensure that the island of Ireland will be ready when the time is right to offer a great holiday experience to your clients once again

Many thanks for your ongoing support for Tourism Ireland and the tourism industry on the island of Ireland. We very much value your business and look forward to working with you to rebuild it in the months and years ahead. We look forward to meeting with many of you at virtual platforms in the coming weeks and wish you, your families and colleagues all the very best in these uncertain times.

Best wishes



Niall Gibbons
Chief Executive
Tourism Ireland