



**Fáilte Ireland**  
National Tourism Development Authority

Annual Report 2006

**Financial Statements**  
for the year ended 31 December 2006

www.failteireland.ie

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Fáilte Ireland  
Report and Financial Statements  
For the Year Ended 31 December 2006

To the Minister for Arts, Sport and Tourism

In accordance with the National Tourism Development Authority Act 2003,  
Fáilte Ireland presents its report for the year ended 31 December 2006.

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IRELAND WELCOMED **7.4 million overseas visitors**  
IN 2006, AN INCREASE OF ALMOST 10% ON 2005. THIS REPRESENTS A FIFTH  
CONSECUTIVE YEAR OF GROWTH AND A RECORD YEAR FOR TOURISM.

## Chairman's Statement



GILLIAN BOWLER  
CHAIRMAN

Irish tourism enjoyed a record year in 2006, with 3.8 million domestic holiday trips generating revenues of €873 million and a total domestic trip spend of some €1.4 billion. The year also saw the highest-ever number of overseas visitors, up almost 10% to 7.4 million, with significant growth from all major markets. Foreign earnings from international tourism also grew by 10% to €4.7 billion.

In recent years, I have commented on the considerable changes in the tourism environment and in the industry itself. This rapid pace of change continued in 2006. Consumers continued to have increasingly high expectations of their holiday in Ireland. They demanded high standards and value for money, but also wanted an all-round holiday experience, catering to a variety of needs and wants. Traditional destinations, and a rapidly increasing selection of new destinations, are investing heavily to meet these expectations. Ireland must remain at the cutting edge of innovation in tourism if we are to continue to compete successfully in this rapidly changing environment.

Thus, despite the successes of the past year, there remain significant challenges for the industry. While the accommodation sector has surged forward in capacity and quality over the past decade, the

challenge now is to improve occupancy rates. More generally, the industry needs to focus on providing visitors with a wide choice of "things to do" – rather than just places to stay. Indeed, that is what all of our visitors, be they families, older couples or younger singles, have told us they are seeking. This is the key challenge for Fáilte Ireland for the future.

To respond to this challenge, Fáilte Ireland developed a new Product Development Strategy, which included a full audit of tourism products throughout the country and set out a comprehensive multi-annual plan for addressing tourism product development needs right across the industry.

The Strategy fed into the new National Development Plan, 2007 – 2013, which details the largest-ever public programme for the development of tourism, with a total Exchequer investment of €800 million. This includes €317 million for product development and infrastructure, €148 million to support upgrading the capability of firms and staff training and development, and €335 million for promoting the island of Ireland in international markets. Tourism will also benefit from other elements of the €184 billion Plan, where investment in related areas, such as transport and the environment, will bring with it substantial benefits for tourism.

MINISTER JOHN O'DONOGHUE PRESENTS THE IRISH WELCOME AWARD TO NATIONAL WINNER STELLA LYNCH (MIDDLE) FROM MULLINGAR, CO WESTMEATH; WITH FÁILTE IRELAND CHAIRMAN, GILLIAN BOWLER

GALA EVENING AT MEITHEAL 2006 – IRELAND'S LARGEST TOURISM FAIR



DUBLIN HORSE SHOW – SUPPORTED BY THE INTERNATIONAL SPORTS TOURISM INITIATIVE

MARY HANAFIN, MINISTER FOR EDUCATION AND SCIENCE (SECOND FROM LEFT)  
LAUNCHES THE NEW FÁILTE IRELAND TOURISM AWARENESS PROGRAMME IN DUBLINIA

IRELAND 2006 LET'S PLAY – FÁILTE IRELAND'S MARKETING CAMPAIGN



We welcome tourism's prominence within the National Development Plan. The funding is timely, given our ambitious targets to 2012. Our aim is to ensure that the available resources are invested to the best advantage for the tourism industry and the wider economy.

Ultimately, we must ensure that we improve and enhance the experience of the 10 million visitors we are targeting by 2010.

Sustained development of tourism across all regions remains a key focus. Five Regional Tourism Authorities merged their functions and operations with Fáilte Ireland in the middle of 2006. The new structures aim to bring the tourism needs of the regions to the centre of policy development while, at the same time, enhancing the range of supports and services available to the industry right across the regions.

Five new Regional Tourism Development Boards have been established - in the North West, West, South West, East and Midlands and South East of the country - in line with the recommendations of the PricewaterhouseCoopers Review of Regional Tourism. Each Board includes in its membership representatives of the tourism and wider business communities, as well as representatives of the local authorities and Fáilte Ireland.

While it is early days yet, the initial indications are that these partnership-based Boards are establishing themselves very successfully within their regions. They are working with the regional tourism industry and the relevant local authorities to put in place interventions and supports in areas such as marketing, promotions, product development and enterprise support. The Boards have consulted extensively with the tourism industry in their regions and, on the basis of this, are developing their first three-year strategies, which they hope to launch to their regional industry partners in the Autumn.

We believe that these new partnership structures for tourism at regional level will provide a well-funded dynamic force to champion the sustained recovery of tourism across all regions.

Improving direct access to Ireland and to the regions, by air and by sea, continues to be of importance. We saw a welcome expansion in 2006 in the introduction of new air routes and frequency of services and, recently, after long debate, the EU Transport Ministers finalised the EU/US Open Skies Aviation Agreement. The level of interest among Americans in visiting Ireland has never been higher and direct access from an increasing number of US cities will be the key to unlocking a major expansion in business from North America.

Meanwhile, however, almost one-third of North-American visitors and more than two-thirds of travellers from other long-haul areas arrive in Ireland through Britain. This means that, regardless of the number of new routes developed, Heathrow will remain of key strategic importance in the medium to long term, and maintaining Aer Lingus' slots at Heathrow will be central to this.

Ireland continues to have considerable potential for rapid growth in the highly lucrative area of business tourism. Business tourists spend, on average, 50% more per day than leisure tourists, and tend to remain in the country for recreational purposes after their business has been concluded. Ireland's slice of this valuable €40 billion global business industry is currently estimated at almost €470 million.

In 2006 Fáilte Ireland introduced The Business Tourism Brand. This brand enables us to combine all of Ireland's offerings under one umbrella and allows the industry to focus on the business tourism areas which offer maximum benefit.

In this context, the Minister's recent announcement of the award of the contract for the construction of the National Convention Centre, Dublin is indeed welcome. The new Centre will provide an important boost for business tourism and will enable the industry to win more business at the premium end of the international market, in particular the incentive business and the conference segments.

The Fáilte Ireland National Tourism Conference in November had as its theme: *Thriving in Tourism: what smart businesses are doing to stay ahead*. The core theme of the Conference, which was effectively a masterclass on achieving success through innovation, productivity and customer care, was the importance of achieving and maintaining competitive advantage. Marketing and promotions, while important, are only half the story: we must ensure that the service and experience meets and exceeds customer expectation. And this in turn means paying more attention to how we organise our businesses for efficiency and value.

A high point of 2006 was the Ryder Cup. This was a fantastic event, attended by over 260,000 people, including 1,000 journalists from 24 countries, at the K Club in County Kildare in the last week of September. The event was worth €143 million to the Irish economy, according to a new independent economic evaluation. This exceeded our pre-event predictions by 10%. It does not include the additional "downstream" effects of the expenditure generated through recycling in the economy.

But the real long-term value of the Ryder Cup is the legacy it has left in the form of the development and promotion of the golf tourism product. Fáilte Ireland is determined that this be maximised. Many tourism and sports journalists and golfing tour operators have visited Ireland since the Ryder Cup and have seen Ireland's world-class golf product, ranging from trophy links to value-for-money parkland courses. The challenge now is to convert the high international awareness of Ireland and the Ryder Cup into actual golfing trips to Ireland.

Our aim, in Fáilte Ireland, is to increase the number of golfing visitors to Ireland to more than 180,000 by 2010, double the number who came in 2005. This would generate an extra €75 million a year for the tourism industry.

In concluding, I would like to emphasise, as I have done in previous years, the importance that Fáilte Ireland places on building and maintaining close relationships with our partners in the tourism industry and, in particular, with the tourism representative bodies. I thank all of these for their valued support and contributions during 2006.

I would like also to express, once again, the appreciation of the Fáilte Ireland Authority to John O'Donoghue, TD, Minister for Arts, Sport and Tourism, both for his enthusiastic support throughout 2006 and for his success in securing record levels of funding for our work in 2007 and beyond, through the National Development Plan.

I also want to thank the Members of the Fáilte Ireland Authority for giving so much of their time, energy and valuable experience to the work of Fáilte Ireland.

Finally, I would like to thank Shaun Quinn, Chief Executive, and his team for their commitment to the development of Irish tourism in these challenging times.

Gillian Bowler  
Chairman



## Highlights of 2006

- Ireland welcomed 7.4 million overseas visitors in 2006, an increase of 10% on 2005. Total foreign exchange earnings increased by 10% to €4.7 billion. This represents a fifth consecutive year of growth and a record year for Irish tourism.
- Growth in overseas holidaymakers, at 10%, kept pace with overall visitor growth. A significant portion of the growth in overseas visitors and visitor nights was due to the strength of the emerging markets in Eastern Europe.
- Expenditure from domestic trips increased by 20% to €1.4 billion. Domestic holiday trips grew by 14% while expenditure on domestic holidays increased by 23% to €873 million. A key driver in the growth of domestic holidays has been the short break market.

- The regional distribution of tourism improved, with the western seaboard regions, South West, Shannon and West, recording higher levels of visitor growth than Dublin and the eastern regions.
- Five Regional Tourism Authorities merged their operations with Fáilte Ireland and new Regional Tourism Development Boards were established in the East & Midlands, South West, South East, West and North West. The aim is to bring the tourism development needs of the regions closer to the centre of national tourism policy and to deliver enhanced tourism supports and services to the industry in the regions.
- The Ryder Cup was the focus of a considerable promotional drive and investment by Fáilte Ireland over several years. The event was worth €143 million to the Irish economy, according to a new

- independent report by Deloitte & Touche. The aim, and the challenge, now is to capitalise on the publicity generated by the event to double the number of golf tourists to Ireland by 2010, as compared to 2005.
- More than 300 funding applications were processed by Fáilte Ireland under the Festivals and Cultural Events Initiative during 2006. A total of 274 events were supported with an investment in excess of €3.2 million.
- Meitheal 2006 - the annual Travel Trade Workshop - was held in Killarney on 8 and 9 May. Twelve thousand business appointments were made over the two days of the workshop. The meeting and networking opportunities at the event offered wide scope for operators and producers to strengthen their contacts.

STUDENTS PARTICIPATE IN THE INTERNATIONAL HOSPITALITY AND TOURISM COMPETITION AT THE 19TH ANNUAL CONFERENCE AND COMPETITIONS OF AEHT IN KILLARNEY



AIDAN PENDER, FÁILTE IRELAND (LEFT) PRESENTS THE FÁILTE IRELAND OPTIMUS AWARDS AT FARMLEIGH, CO DUBLIN



MINISTER JOHN O'DONOGHUE WITH FÁILTE IRELAND CHAIRMAN, GILLIAN BOWLER (SEATED) AT THE FIRST MEETING HELD IN DUBLIN OF THE FIVE NEW REGIONAL CHAIRPERSONS

FÁILTE IRELAND LAUNCHES THE RYDER CUP PROGRAMME OF EVENTS IN DUBLIN'S CHQ WITH MINISTER JOHN O'DONOGHUE AND SHAUN QUINN, FÁILTE IRELAND





SHAUN QUINN  
CHIEF EXECUTIVE

## Chief Executive's Review

2006 was a largely positive year for the Irish tourism industry. It was a year in which the industry achieved a strong commercial performance overall and it also saw some structural changes with the introduction of five new Regional Tourism Development Boards to provide enhanced supports and services to tourism in the regions.

In terms of achievements, we enjoyed a record-breaking performance in visitor numbers and revenue from both the domestic and overseas markets. What is more, there was evidence of a more equitable distribution of the benefits of the improved performance to tourism businesses in the regions than heretofore. Another achievement of note was the successful staging of the Ryder Cup which reflected most positively on Ireland Inc's capabilities to host major international sporting spectacles and augurs well for attracting similar events in the future.

Underpinning the success of the performance of the Irish tourism industry is of course its people. The existence of a highly trained and committed group of professionals across each department in each sector of the industry is key to the ongoing development of Ireland as a world class tourism offering. Fáilte Ireland

is dedicated to providing the best possible training from entry level courses right up to being benchmarked with the best operations in the world. Ultimately, we remain committed to supporting the industry to meet and exceed standards of excellence so that Ireland can provide the outstanding holiday experience demanded by our increasingly discerning customers.

### To recap on some of the highlights of the year:

#### Tourism Performance

Ireland hosted a record number of overseas visitors – 7.4 million – in 2006, an increase of almost 10% on the previous year. Foreign earnings from international tourism also grew by 10% to €4.7 billion in the same period. In contrast to recent years, the number of bednights generated by overseas visitors also increased, with a significant part of the increase due to the emerging markets in Eastern Europe. 2006 also saw a recovery in the western seaboard regions with the South West, Shannon and West regions registering above average increases in overseas visitor arrivals.



EUROPEAN TEAM MEMBERS DARREN CLARKE, PAUL MCGINLEY, AND PÁDRAIG HARRINGTON HOLD THE RYDER CUP AFTER WINNING AT THE K CLUB, CO KILDARE



ATTENDING THE FÁILTE IRELAND NATIONAL TOURISM CONFERENCE – *THRIVING IN TOURISM: WHAT SMART BUSINESSES ARE DOING TO STAY AHEAD*, WHICH WAS HELD IN DUBLIN



FOREIGN EARNINGS FROM INTERNATIONAL TOURISM HAVE GROWN BY **10% to €4.7 billion**. THE NUMBER OF NIGHTS GENERATED BY OVERSEAS VISITORS HAS ALSO INCREASED.

MANAGERS GRADUATE FROM THE FÁILTE IRELAND/CORNELL  
MANAGEMENT DEVELOPMENT PROGRAMME AT TRINITY COLLEGE



The home market recorded a growth of 20% in overall domestic expenditure in 2006 while domestic holiday trips and expenditure grew by 14% and 23% respectively. Domestic trip spend was worth €1.4 billion with 3.8 million domestic holiday trips generating revenue of €873 million.

There was a considerable increase in the usage of hotels by Irish tourists, in particular for short breaks, and the trend of hotels and the less formal accommodations taking an increasing share of domestic holiday nights continued.

There was a growth of 18% in overseas arrivals from Mainland Europe, with double digit increases from traditional markets such as Italy, France, Spain, Belgium and Austria. There was significant growth from the emerging markets in Eastern Europe generally and Poland in particular. North America also provided good growth in 2006 (10%) with the US market back to the record level of 2000 and now primed for real growth after four years of recovery. Arrivals from Britain as well as long-haul markets also grew – up 5% and 9% respectively.

### Developing People And Business Skills

Fáilte Ireland launched 27 county-based Tourism Learning Networks with 500 participating businesses in 2006. The networks support small and medium enterprises to develop their business capability through a process of active learning, networking and business skills development.

The third Management Development Programme commenced in 2006. Twenty-five senior managers/proprietors from tourism establishments across the country participated in the Programme,

which includes modules on management needs, tuition sessions in Cornell University, tourism site visits in New York and e-learning components in association with eCornell. Sixty-five trainee managers were recruited for the industry-based Trainee Manager Development Programme which started in November at Galway/Mayo Institute of Technology (GMIT).

Over 1,000 delegates, competitors and students attended the 19th European Association of Hotel and Tourism Schools (AEHT) Conference and Competitions which were held in Killarney in November. The event showcased professional craft students in tourism and hospitality and promoted careers in tourism to second-level school students from Cork, Kerry and Limerick.

Over 2,000 trainees graduated from Fáilte Ireland training programmes and received FETAC certification of their achievements. More than 900 new students commenced Fáilte Ireland education programmes in institutes of technology, across areas such as professional cookery, bar skills and tourism hospitality (FETAC Level 6), as well as degree programmes in culinary skills and bar management (HETAC Level 7).

A range of customer care and marketing workshops was developed throughout the country to meet the needs of the equestrian sector. Similar workshops for other sectors are planned for 2007.

### Providing Practical Business Supports

New on-line management and business supports were developed covering areas such as energy management, business startups, business diagnostic checklists and financial benchmarking. In May, a new

Business Advisory Service was launched to provide advice and support on key business performance issues. The Service is designed to improve profitability and management performance, particularly in SMEs.

A new Productivity and Performance Framework for the hospitality sector was launched in September as an extension to the range of business and management supports available under the Performance Plus suite of services and products and a number of regional briefings have taken place across the country.

Training and supports in the area of ICT were provided for the B&B sector and other bodies within the remit of the Small Sector Support Scheme through a series of customised programmes in VEC education centres across 15 counties. This initiative will be expanded to 20 counties in 2007, with the aim of having up to 1,000 owner/operators participating in the programmes.

Developments in the areas of strategic planning and marketing are underway in the rural tourism and farmhouse sectors, building on the findings of the BDO Simpson Xavier report on the B&B sector. Review and planning meetings have also taken place with the other sectors, including self-catering, town and country homes, caravan and camping and holiday hostels.

### Standards And Promoting Best Practice

Final agreement was reached with the Irish Hotels Federation (IHF) on a new hotel classification scheme. The new scheme is being introduced progressively during 2007 and will feature in all publications and websites for 2008. Progress was also made with the IHF on a new classification

scheme for the guesthouse sector and preliminary discussions took place with B&B representatives regarding classification for that sector.

National Optimus Awards were presented in January, July and December and 83 enterprises are now accredited at service excellence, best practice and business excellence levels. Benchmarking study tours were organised for 20 Optimus companies to the Health and Wellness Centre in the Sheraton Grand Hotel and One Spa, in Edinburgh and for a further 20 industry representatives to the Jumeirah Hotel Group in Dubai.

Fáilte Ireland research monitored trends, benchmarked product quality, measured employment in the industry, looked at information sources and requirements and probed key development issues. Research undertaken during 2006 included the annual *Survey of Overseas Travellers*, the *Visitor Attitudes Survey* and the *Hotel Survey*. The *Tourism Barometer Survey*, the web-based survey of the industry which evaluates the state of the season, was conducted four times and occupancy in the guesthouse, B&B, hostel and self-catering sectors was monitored from April to October.

Product research for marketing and development was completed in respect of health and wellness and sailing and the *Tourism Business and Employment Survey* continued to monitor employment levels and to provide data on training in the hospitality sector. Research was also commissioned to look at current attitudes to innovation, competitiveness, productivity and learning among large and small tourism enterprises.



FÁILTE IRELAND LAUNCHES THE NEW PERFORMANCE PLUS PRODUCTIVITY AND PERFORMANCE FRAMEWORK AT THE NATIONAL CONCERT HALL



Further research included a study of preferred holiday locations, motivations for taking holidays in Ireland and sources of information used by potential holiday takers in both the Republic and Northern Ireland when planning holidays. The research also tracked the effectiveness of the Ireland market advertising campaign in both the South and the North.

### Innovation And Product Development

All funds from the Tourism Product Development Scheme (TPDS), under the National Development Plan, 2000-2006, were committed. A third call for proposals, under the Environmental Management Sub-measure, generated 28 applications for funding, of which 16 were approved. By year end, 80 projects were being supported under the TPDS, with €49 million of grant support committed.

Fáilte Ireland piloted a new approach to best positioning Ireland for growth, in light of recent trends showing declining length of stay, declining usage of some special interest products and reduced tourism traffic to the regions. The research examined international consumer lifestyle trends, tourism trends and segmentation work, before looking at how Ireland could meet the identified needs of target consumers. Four pilot projects were identified and development plans produced as a test for the new approach - family holidays in the south east, traditional culture in the west, 'soft' adventure in the south west and food in the midlands.

### Home Holidays

The domestic market continued to face increasing competition from new destinations served by low-cost carriers and was subject to ongoing changes in consumer demand in the form of shorter stays, shorter lead times for bookings, and increasing internet usage.

Advertising ran from February through December, utilising television and colour press to push a strong brand message. This was supported through radio, press and outdoor promotion of website deals and special offers. The €3 million campaign focused on individual regional attractions and events, and associated competitively-priced offers available through the ireland.ie website.

The re-developed ireland.ie website featured value-break offers from the industry and specific editorialised county information with online booking facilities as well as integrated mapping and route planning functionality. Regional website integration continued, with regional hubs highlighted on the main site.

The *Discover Ireland* brochures were redesigned to present a more contemporary image of domestic holiday propositions. Ongoing publicity initiatives in press and radio included RTE's *No Frontiers* programme, which featured a number of Irish locations. BBC Northern Ireland also covered a selection of attractive possibilities in Ireland in their *Getaways* series.

The Tourism Content System, a destination database developed by Fáilte Ireland, now provides information to 14 different distribution channels in Fáilte Ireland and Tourism Ireland and has over 25,000 all-island entries. Other eBusiness projects nearing completion include sites for islands and business tourism, walking and golf and a number of county sites.

### Attractions, Activities And Events

A new Business Tourism Brand was launched, supported by new exhibition stands and other collateral, including an incentive brochure, a corporate meetings brochure, a multi-lingual DVD and a new interactive website [www.irelandinspires.com](http://www.irelandinspires.com), which provides complete information on conferences, corporate meetings and incentive travel in Ireland.

More than 300 funding applications were reviewed during the final year of the 2002-2006 Festivals and Cultural Events Initiative and 274 events were supported through investment of more than €3.2 million for marketing and programming. A strategic, results-driven approach is being introduced for the next phase of the initiative, 2007-2011. This includes a tiered programme of investment and multi-annual funding.

### Sub-regional And Inter-regional Marketing Support

Fáilte Ireland provided matched funding for Ireland/ Northern Ireland Interreg IIIA Projects - Destination North West and Glens & Lakelands - both of which have total marketing activity in excess of €2.2 million. Grant-aid of €45 million was approved for the Ireland Wales Interreg IIIA Programme, 2000 - 2006, an

EU-funded initiative to promote and encourage cross-border cooperation. All projects will be completed by June 2008.

A new Tourism Marketing Fund was launched to redress the imbalance in tourism to and within the regions and more than 40 trade groups made successful applications to the Local Area Marketing Fund. Several initiatives were designed to generate additional bednights and encourage new consumer-focused, innovative packages, while also encouraging the industry to build sustainable cooperative networks and promotional platforms.

### Tourism And The Environment

Fáilte Ireland placed increased emphasis on the whole area of tourism and the environment during 2006. We reviewed the identification and designation of scenic landscapes and scenic routes in Ireland and of good environmental practice within the tourism industry in general. We also made inputs to 18 local authority development plans and local area plans and submissions on 43 planning applications which had been referred to us for comment. The first ECO Management Awards for golf courses in Ireland were made to Carton House and the K Club and the first EU Flower eco-labels for tourist accommodation were given to 11 accommodation providers. A good practice guide to environmental management of festivals and cultural events was published.



FÁILTE IRELAND EAST & MIDLANDS LAUNCH A NEW GOLF BROCHURE TO PROMOTE THE RYDER CUP



MINISTER JOHN O'DONOGHUE LAUNCHES THE WALKING STRATEGY IN KILLARNEY



'IRELAND'S ISLANDS' A MAJOR NEW CAMPAIGN TO PROMOTE TOURISM TO IRELAND'S MANY RUGGED AND BEAUTIFUL ISLANDS WAS LAUNCHED IN GALWAY



NEWLY APPOINTED CHAIRMAN, RAY MACSHARRY, FÁILTE IRELAND NORTH WEST, MEETS THE PRODUCT AND DEVELOPMENT MARKETING TEAM

## Regional Developments

Five of the Regional Tourism Authorities merged their functions and operations with Fáilte Ireland in July 2006, as part of a broader review of structures and supports for the tourism industry and in line with the PricewaterhouseCoopers report. New Regional Tourism Development Boards were established in the East and Midlands, South West, South East, West and North West, and regional operational plans for 2007 were prepared. The purpose of the mergers is to bring the tourism needs of the regions closer to the centre of national tourism policy and strategy and to provide enhanced supports and services for the development of tourism in the regions.

The following are some key developments in the regions.

### Fáilte Ireland East & Midlands

A major promotional campaign was created around the Ryder Cup with a DVD on golf played on all Aer Lingus transatlantic flights from July to September. Over 25,000 regional golf guides were distributed to visitors to the Ryder Cup at the Park 'n Ride facilities. An Inter-Agency Group – Fáilte Ireland, Shannon Development, Coillte, National Parks & Wildlife, Laois County Council, Offaly County Council, Laois LEADER and Offaly LEADER – was formed to develop the Slieve Blooms as a proposition for visitors. Agreement was reached with Waterways Ireland to form a partnership to

promote Lakelands using the River Shannon as the spine of the proposition. Significant capital grant aid was secured for the Irish National Stud (horse museum) and Louth County Council (walk from Drogheda to Battle of the Boyne site).

### Fáilte Ireland South West

Tradeshows, promotional events and trade and media familiarisation trips, both at home and overseas, with participation by Fáilte Ireland South West, had a particular focus on golf during the Ryder Cup period. Key events and activities were hosted, including the AIB Seniors at Sheraton Fota Island and the Ian Botham Pro-Am Golf Event at the Ring of Kerry Golf Club, Kenmare. The production of a new regional DVD was followed by a 2007 self-catering guide and new Cork and Kerry regional maps and guides.

### Fáilte Ireland South East

Kathryn Thomas, star of the RTE Television *No Frontiers* series, presented the first ever regional DVD. Fáilte Ireland South East assisted Waterford in its successful bid to host the opening stage of the Tall Ships Races in 2011, following the city's hosting of the races in 2005. The fourth '3 Club' Golf pass – The Wexford Coastal Pass – was launched.

### Fáilte Ireland West

The award-winning Wake up to the West advertising campaign moved into its second year. In September, Fáilte Ireland West launched Ireland's first ever adventure race and festival in Westport, County Mayo and an annual race and festival are now planned. A new brand identity, website and visitor guide was developed to promote 'Ireland's Islands'. A major promotional programme was undertaken to showcase the main festivals of Galway, specifically the Galway Arts Festival, Galway Oyster Festivals and Galway Races at high-profile events in London, Paris, New York and Chicago.

### Fáilte Ireland North West

Further funding was secured from the Special EU Programmes Body (SEUPB) for two major cross border projects – Destination North West/Glens & Lakelands Project. A national television campaign highlighted the coastal imagery of Donegal and the excellent activity and family-based holidays in the county. Marketing support was provided to over 60 festivals and events, specifically to create awareness of musical events.

In concluding this Review of 2006, I wish to acknowledge the ongoing support of the many industry associations and representative bodies with whom we enjoy such fruitful working relationships. I have no doubt that, a good 2006 notwithstanding, many challenges continue to face us and I firmly believe that strong working partnerships with the industry represent the best way forward in meeting the challenges and developing an excellent Irish tourism offering. Finally, I would also like to thank my colleagues in Fáilte Ireland for all their hard work in 2006 and look forward to working with them in the year to come.

Shaun Quinn  
Chief Executive

# Corporate Statement

## Corporate Governance

Fáilte Ireland supports and subscribes to the highest standards of corporate governance and specifically abides by applicable principles and guidelines defined in the Code of Practice for the Governance of State Bodies.

## Human Resources

As at 31 December 2006, Fáilte Ireland authorised staffing was 405.19 whole-time equivalents.

## Equality

Fáilte Ireland is an equal opportunities employer. All relevant equality legislation is implemented by the organisation.

## Safety, Health and Welfare

The well-being of the organisation's employees and trainees was safeguarded through strict adherence to health and safety standards. The Authority is satisfied that the company meets the provisions of the Safety, Health and Welfare at Work Act, 1989 and its replacement - the Safety, Health and Welfare at Work Act, 2005.

## Freedom of Information

In the period under review, Fáilte Ireland received 6 requests under the Freedom of Information legislation.

# Training Activity 2006

	2006	2005
<b>UNEMPLOYED</b>		
Elementary Skills	1,299	1,180
Return to Work	831	1,021
Day Release	28	28
<b>Sub-total</b>	<b>2,158</b>	<b>2,229</b>
<b>COLLEGE-BASED</b>		
Full-time Craft	1,400	1,545
National Apprenticeship Programme	550	502
Full-time Management	0	239
Advanced/Supervisory (113)/Culinary Arts (98)	211	294
Adult Education - Tourism	34	62
Trainee Manager Development Programme	84	94
Block Release Management Programme	70	76
<b>Sub-total</b>	<b>2,349</b>	<b>2,812</b>
<b>INDUSTRY-BASED</b>		
Professional Development (2,943) and Enterprise Development (2,455)	5,398	4,808
Teachers Diploma in Tourism	9	0
Overseas Training	6	16
<b>Sub-total</b>	<b>5,413</b>	<b>4,824</b>
<b>Grand Total</b>	<b>9,920</b>	<b>9,865</b>



# Authority Members



GILLIAN BOWLER

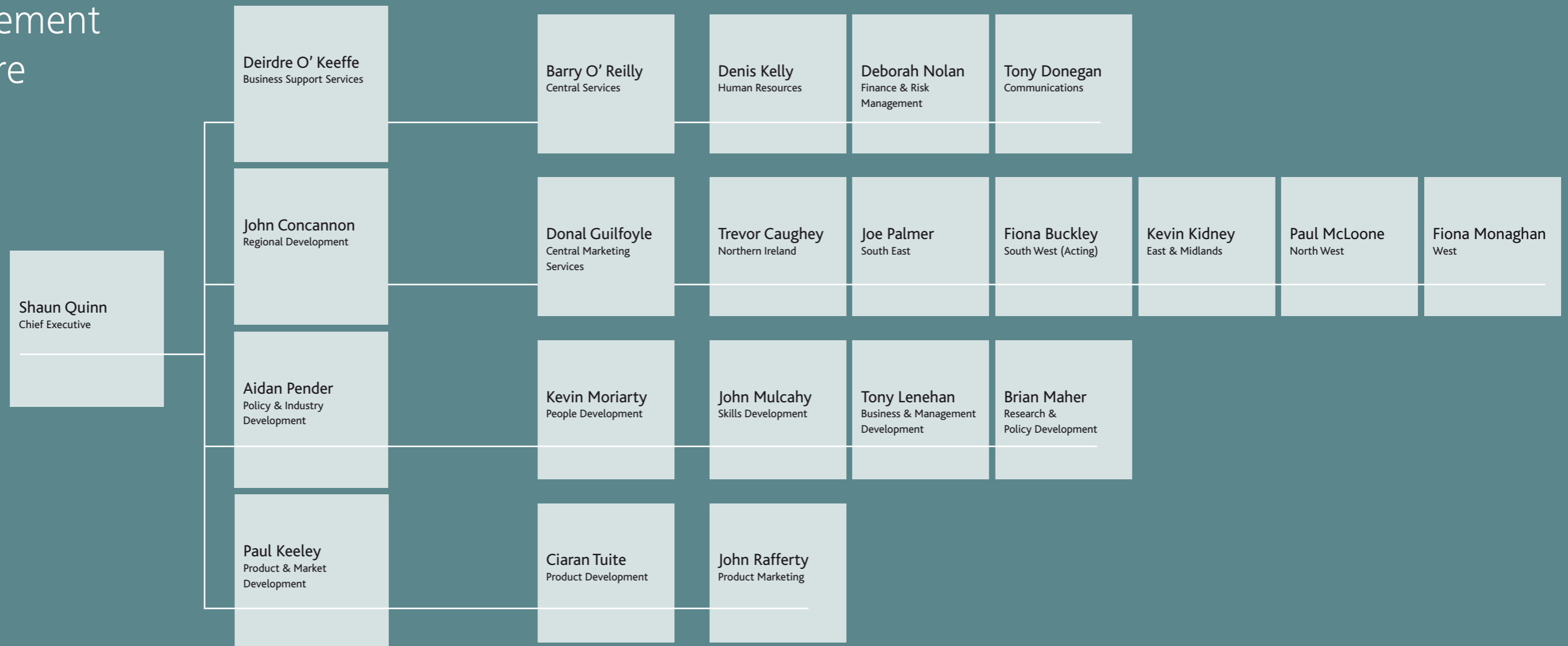
## Member Attendance at Authority Meetings 2006

MEMBER	TOTAL	MEMBER	TOTAL
Gillian Bowler	7	Noel O'Callaghan	2
Richard Bourke*	4	Pádraig O Céidigh	7
Maureen Cairnduff	8	Patrick O'Donoghue	8
Dominic Dillane	7	Páidí O Sé	5
Brian Dowling	8	Catherine Reilly	8
John McDonnell	5	Eithne Scott-Lennon	6
Noel McGinley	8		

\*Note: Richard Bourke replaced Mary McKeon on the 28th May 2006



# Management Structure



## Tourism Numbers and Revenue 2006

		2002	2003	2004	2005	2006	06/05±%
<b>Britain</b>	Nos (000s)	3,452	3,553	3,526	3,640	3,821	5
	Rev (€mn)	1,283.3	1,319.1	1,276.1	1,274.2	1,372.4	8
<b>Mainland Europe</b>	Nos (000s)	1,378	1,484	1,582	1,903	2,252	18
	Rev (€mn)	866.6	885.1	930.4	1,238.6	1,354.5	9
Germany	Nos (000s)	288	302	298	402	417	4
	Rev (€mn)	181.5	184.3	177.4	237.6	244.6	3
France	Nos (000s)	298	321	297	310	360	16
	Rev (€mn)	185.3	147.1	158.3	176.4	199.1	13
Italy	Nos (000s)	157	176	186	190	248	30
	Rev (€mn)	110.7	120.9	119.0	124.0	149.4	20
Netherlands	Nos (000s)	162	146	151	157	155	-1
	Rev (€mn)	85.4	78.1	69.4	80.1	70.8	-12
Other Europe	Nos (000s)	473	539	650	844	1,073	27
	Rev (€mn)	303.7	354.7	406.3	620.5	690.6	11
<b>North America</b>	Nos (000s)	844	892	956	937	1,034	10
	Rev (€mn)	709.0	787.2	772.1	738.2	815.1	10
<b>Other Overseas</b>	Nos (000s)	245	249	320	284	310	9
	Rev (€mn)	228.7	236.4	256.3	235.9	267.1	13
<b>TOTAL OVERSEAS</b>	Nos (000s)	5,919	6,178	6,384	6,763	7,417	10
	Rev (€mn)	3,087.5	3,227.7	3,234.9	3,486.9	3,809.0	9
Northern Ireland	Nos (000s)	557	586	569	570	585	3
	Rev (€mn)	161.2	175.5	174.1	178.8	190.8	7
<b>Total Out of State</b>	Nos (000s)	6,476	6,764	6,953	7,333	8,002	9
	Rev (€mn)	3,248.7	3,403.2	3,409.0	3,665.7	3,999.8	9
Overseas Same-day Visits	Rev (€mn)	17.3	20.8	22.0	23.3	30.3	30
Carrier Receipts	(€mn)	723.0	633.0	634.0	583.0	663.0	14
<b>TOTAL FOREIGN EARNINGS</b>	(€mn)	3,989.0	4,057.0	4,065.0	4,272.0	4,693.0	10
Domestic Trips	Nos (000s)	6,452	6,657	7,001	7,173	7,310	2
	Rev (€mn)	849.4	970.9	1,037.2	1,164.5	1,398.3	20
<b>TOTAL TOURISM REVENUE</b>	(€mn)	4,838.4	5,027.9	5,102.2	5,436.5	6,091.3	12

Source: CSO/Fáilte Ireland/NITB

## Financial Statements

For the year ended 31 December 2006



## Statement of Responsibilities of the Authority

Section 27 of the National Tourism Development Authority Act 2003 requires the Authority to prepare financial statements in such form as may be approved by the Minister with the consent of the Minister for Finance. In preparing those financial statements, the Authority is required to:

- select suitable accounting policies and then apply them consistently;
- make judgments and estimates that are reasonable and prudent;
- prepare the financial statements on the going concern basis unless it is inappropriate to presume that Fáilte Ireland will continue in operation;
- disclose and explain any material departures from applicable accounting standards.

The Authority is responsible for keeping proper books of account which disclose with reasonable accuracy at any time the financial position of the Authority and which enable it to ensure that the Financial Statements comply with Section 27 of the Act. The Authority is also responsible for safeguarding the assets of Fáilte Ireland and for taking reasonable steps for the prevention and detection of fraud and irregularities.



Gillian Bowler, Chairman



Catherine Reilly, Authority Member

## Report of the Comptroller and Auditor General for presentation to the Houses of the Oireachtas

I have audited the financial statements of the National Tourism Development Authority for the year ended 31 December 2006 under the National Tourism Development Authority Act, 2003.

The financial statements, which have been prepared under the accounting policies set out therein, comprise the Accounting Policies, the Income and Expenditure Account, the Statement of Total Recognised Gains and Losses, the Balance Sheet, the Cash Flow Statement and the related notes.

### RESPECTIVE RESPONSIBILITIES OF THE MEMBERS OF THE AUTHORITY AND THE COMPTROLLER AND AUDITOR GENERAL

The Authority is responsible for preparing the financial statements in accordance with the National Tourism Development Authority Act, 2003, and for ensuring the regularity of transactions. The Authority prepares the financial statements in accordance with Generally Accepted Accounting Practice in Ireland. The accounting responsibilities of the Members of the Authority are set out in the Statement of Responsibilities of the Authority.

My responsibility is to audit the financial statements in accordance with relevant legal and regulatory requirements and International Standards on Auditing (UK and Ireland).

I report my opinion as to whether the financial statements give a true and fair view, in accordance with Generally Accepted Accounting Practice in Ireland. I also report whether in my opinion proper books of account have been kept. In addition, I state whether the financial statements are in agreement with the books of account.

I report any material instance where moneys have not been applied for the purposes intended or where the transactions do not conform to the authorities governing them.

I also report if I have not obtained all the information and explanations necessary for the purposes of my audit.

I review whether the Statement on Internal Financial Control reflects the Authority's compliance with the Code of Practice for the Governance of State Bodies and report any material instance where it does not do so, or if the statement is misleading or inconsistent with other information of which I am aware from my audit of the financial statements. I am not required to consider whether the Statement on Internal Financial Control covers all financial risks and controls, or to form an opinion on the effectiveness of the risk and control procedures.

I read other information contained in the Annual Report, and consider whether it is consistent with the audited financial statements. I consider the implications for my report if I become aware of any apparent misstatements or material inconsistencies with the financial statements.

### BASIS OF AUDIT OPINION

In the exercise of my function as Comptroller and Auditor General, I conducted my audit of the financial statements in accordance with International Standards on Auditing (UK and Ireland) issued by the Auditing Practices Board and by reference to the special considerations which attach to State bodies in relation to their management and operation. An audit includes examination, on a test basis, of evidence relevant to the amounts and disclosures and regularity of the financial transactions included in the financial statements. It also includes an assessment of the significant estimates and judgments made in the preparation of the financial statements, and of whether the accounting policies are appropriate to the Authority's circumstances, consistently applied and adequately disclosed.

I planned and performed my audit so as to obtain all the information and explanations that I considered necessary in order to provide me with sufficient evidence to give reasonable assurance that the financial statements are free from material misstatement, whether caused by fraud or other irregularity or error. In forming my opinion I also evaluated the overall adequacy of the presentation of information in the financial statements.

### OPINION

In my opinion, the financial statements give a true and fair view, in accordance with Generally Accepted Accounting Practice in Ireland, of the state of the Authority's affairs at 31 December 2006 and of its income and expenditure for the year then ended.

In my opinion, proper books of account have been kept by the National Tourism Development Authority. The financial statements are in agreement with the books of account.



John Purcell  
Comptroller and Auditor General  
9 July 2007

# Statement on the System of Internal Financial Control

On behalf of the Authority Members I acknowledge our responsibility for ensuring an effective system of internal financial control is maintained and operated. The system can only provide reasonable, and not absolute, assurance that assets are safeguarded, transactions authorised and properly recorded, and that material errors or irregularities are either prevented or would be detected in a timely manner.

The Authority has taken steps to ensure an appropriate control environment by:

- clearly defining management responsibilities
- establishing formal procedures for reporting significant control failures and ensuring appropriate corrective action.

A formal process for the identification, evaluation, mitigation and management of business risk has been undertaken and includes:

- the identification and nature of risks
- the likelihood of occurrence
- the financial or other implications
- the mitigating factors
- plans to manage the identified risks
- monitoring and reporting on the process

The system of internal financial control is based on a framework of regular management information, administrative procedures including segregation of duties, and a system of delegation and accountability. In particular it includes:

- Strategic plans and annual budgets which are approved by the Authority.
- High level budget reports reviewing performance against budget which are reviewed at each Authority meeting.
- A Finance Policy Committee, consisting of the Chief Executive and Directors along with the Head of Finance which meets monthly to examine performance against budget and to discuss financial issues affecting the organisation.

- An Internal Audit function which monitors compliance with policies and procedures and the effectiveness of internal controls within the organisation. The Internal Auditor reports to the Chairman of the Audit and Risk Management Committee.
- An executive Risk Management function which monitors the organisation's progress on risk identified in the Risk Register and reports to the executive.
- An Audit and Risk Management Committee which is made up of three non-executive directors and which meets approximately four times a year to review the Internal Auditor's reports and review the Risk Register, and which reports to the Authority.

The Authority's monitoring and review of the effectiveness of the system of internal financial control is informed by the Internal Auditor, the Audit Committee which oversees the work of the Internal Auditor, and the executive managers within Fáilte Ireland who have responsibility for the development and maintenance of the financial control framework.

I confirm that, in respect of the year 31 December 2006, a review of the effectiveness of the system of internal financial control was conducted by the Authority.



Gillian Bowler, Chairman

# Accounting Policies

The significant accounting policies adopted in these financial statements are as follows:-

## ACCOUNTING CONVENTION

The financial statements have been prepared on an accruals basis under the historical cost convention - except for Oireachtas Grants - and in accordance with generally accepted accounting principles. Financial Reporting Standards recommended by the recognised accounting bodies are adopted as they become applicable.

## OIREACHTAS GRANTS

Grants shown in the Income and Expenditure Account reflect the amounts received in respect of the period.

## GRANTS PAYABLE

Non capital grant expenditure is recognised in the period in which the recipient carries out the grant activity that creates an entitlement to the grant support and complies with stipulated grant conditions.

Capital grants are recognised in the Income and Expenditure Account when the claims are submitted to the Authority.

## FOREIGN CURRENCIES

Transactions denominated in foreign currencies are converted into euro at an agreed standard rate for the year. Realised exchange gains and losses on transactions settled during the year are included in the Income and Expenditure Account for the year.

Monetary assets and liabilities denominated in foreign currencies are converted into euro at exchange rates ruling at the balance sheet date and resulting gains and losses are included in the Income and Expenditure Account for the year.

## TANGIBLE FIXED ASSETS AND DEPRECIATION

Tangible fixed assets are stated at cost less accumulated depreciation. Depreciation, charged to the Income and Expenditure Account, is calculated in order to write off the cost of Fixed Assets over their estimated useful lives, at the annual rates set out below:

Premises	2% - 5%	Straight line
Computer Equipment	33 1/3%	Straight line
Furniture & Fittings	10% - 20%	Straight line
Training Equipment	20%	Straight line
Motor Vehicles	20%	Straight line

## INVESTMENT ASSETS

Investment Assets comprise land and buildings with amenity value only and are stated at historic cost.

## FINANCIAL ASSETS

All financial assets are included at nominal value.

## OPERATING LEASES

Rental payments under operating leases are dealt with in the Income and Expenditure Account as incurred.

## CAPITAL ACCOUNT

The Capital Account represents the unamortized value of income used for capital purposes. Transfers between revenue reserves and capital reserves are made annually so as to equate the capital funding of the organisation, including finance leases, to the net book value of its tangible fixed assets.

## DEBTORS

Known bad debts are written off and specific provision is made for any amounts the collection of which is considered doubtful.

## STOCKS

Stocks are valued at the lower of cost and net realisable value.

# Accounting Policies

CONTINUED

## PENSION COSTS

### Defined Benefit Schemes

Fáilte Ireland operates two defined benefit pension schemes which are funded annually on a pay-as-you-go basis from monies provided by Department of Arts, Sport and Tourism and from contributions deducted from staff salaries.

Fáilte Ireland also operates two defined benefit schemes which are administered by trustees and are independent of the company's finances. Contributions to the schemes are paid in accordance with the recommendations of qualified independent actuaries to enable the trustees to meet the benefits accruing to members in respect of current and future service.

Pension costs reflect pension benefits earned by employees in the period. For the two pay-as-you-go schemes, the costs are shown net of staff pension contributions which are retained by the Authority. An amount corresponding to the pension charge is recognised as income to the extent that it is recoverable and offset by grants received in the year to discharge payments to pensioners in the unfunded schemes and contributions to the funded scheme.

Actuarial gains or losses arising on scheme liabilities and, where applicable, scheme assets, are reflected in the Statement of Total Recognised Gains and Losses and a corresponding adjustment is recognised in the amount recoverable from Department of Arts, Sport and Tourism.

Pension Liabilities represent the present value of future pension payments earned by staff to date. Deferred pension funding represents the corresponding asset to be recovered in future periods from Department of Arts, Sport and Tourism.

### Defined Contribution Schemes

Defined contribution pension schemes are available for staff who are not eligible for the unfunded superannuation scheme. Payments made under the scheme are dealt with in the Income and Expenditure Account of the year to which they relate.

# Income and Expenditure Account

FOR THE YEAR TO 31 DECEMBER 2006

	Notes	2006 €'000	2005 €'000
<b>INCOME:</b>			
Oireachtas Grants	1	154,717	123,857
Other Income	2	11,454	5,367
Net deferred funding for pensions in year		2,230	2,522
		168,401	131,746
TRANSFER (TO)/FROM CAPITAL RESERVES	19	(460)	240
		167,941	131,986
<b>EXPENDITURE:</b>			
General Operating Expenses:			
Marketing	3	41,891	27,845
Training	4	17,720	14,735
Development	5	16,140	7,561
Visitor Servicing		1,933	-
Research		1,947	1,410
Pay	6	19,110	13,997
Operating Expenses	7	11,346	8,424
Tourism Ireland Limited Grant Payovers	1	45,422	45,218
Regional Tourism Authorities Subvention	9	3,865	5,561
Pension Costs	11	7,893	7,343
		167,267	132,094
Excess of Income over Expenditure/(Expenditure over Income) in period		674	(108)

The Accounting Policies and notes 1 to 27 form an integral part of these financial statements.



Gillian Bowler, Chairman



Catherine Reilly, Authority Member



# Statement of Total Recognised Gains and Losses

FOR THE YEAR ENDED 31 DECEMBER 2006

	Notes	2006 €'000	2005 €'000
<b>ACTUARIAL LOSSES ON PENSION SCHEMES</b>			
<b>Experience (loss)/gain on pension scheme liabilities</b>			
Unfunded Scheme	11 (A)	(2,267)	(641)
Funded CERT Scheme (Closed)	11 (B)	(380)	(336)
Funded RTA Scheme (Closed)	11 (C)	(100)	-
		(2,747)	(977)
<b>Impact of change in assumptions</b>			
Unfunded Scheme	11 (A)	6,207	(8,970)
Funded CERT Scheme (Closed)	11 (B)	1,118	(2,115)
Funded RTA Scheme (Closed)	11 (C)	(411)	-
		6,914	(11,085)
<b>Actual return less expected return on assets</b>			
Funded CERT Scheme (Closed)	11 (B)	722	1,314
Funded RTA Scheme (Closed)	11 (C)	1,916	-
		2,638	1,314
		6,805	(10,748)
<b>ADJUSTMENT TO DEFERRED PENSION FUNDING</b>		(6,805)	10,748
Excess of Income over Expenditure/(Expenditure over Income) in period		674	(108)
Total Recognised Gain/(Loss) for the Year		674	(108)

The Accounting Policies and notes 1 to 27 form an integral part of these financial statements.



Gillian Bowler, Chairman



Catherine Reilly, Authority Member

# Balance Sheet

AS AT 31 DECEMBER 2006

	Notes	2006 €'000	2005 €'000
<b>FIXED ASSETS</b>			
Tangible Assets	13	20,377	5,809
Financial Assets	15	53	-
Investment Property	14	276	111
		20,706	5,920
<b>CURRENT ASSETS</b>			
Stocks		1,289	33
Debtors	16	1,621	981
Bank and Cash Balances	17	23,812	20,384
		26,722	21,398
<b>CREDITORS: Amounts falling due within one year</b>	18	21,401	16,647
<b>NET CURRENT ASSETS</b>		5,321	4,751
<b>TOTAL ASSETS LESS CURRENT LIABILITIES</b>		26,027	10,671
<b>CREDITORS: Amounts falling due after more than one year</b>	18	269	270
<b>TOTAL ASSETS LESS CURRENT LIABILITIES BEFORE PENSIONS</b>		25,758	10,401
Deferred Pension Funding	11	129,761	126,593
Pensions Liabilities	12	(129,761)	(126,593)
<b>TOTAL ASSETS LESS CURRENT LIABILITIES AFTER PENSIONS</b>		25,758	10,401
<b>CAPITAL AND RESERVES</b>			
Accumulated Surplus	20	5,052	4,481
Capital Account	19	20,706	5,920
		25,758	10,401

The Accounting Policies and notes 1 to 27 form an integral part of these financial statements.



Gillian Bowler, Chairman



Catherine Reilly, Authority Member

# Cash Flow Statement

FOR THE YEAR ENDED 31 DECEMBER 2006

Notes	2006 €'000	2005 €'000
<b>RECONCILIATION OF THE EXCESS OF INCOME OVER EXPENDITURE / (EXPENDITURE OVER INCOME) TO NET CASH INFLOW FROM OPERATING ACTIVITIES</b>		
Excess of Income over Expenditure/(Expenditure over Income) in period	674	(108)
Depreciation of Tangible Fixed Assets	933	401
Transfer to/(from) Capital Account	460	(240)
Surplus/(Deficit) on disposal of tangible fixed assets	(1)	3
(Increase)/Decrease in Debtors	2,216	(3)
(Decrease)/Increase in Creditors	2,228	(747)
(Increase)/Decrease in Stocks	570	(6)
(Increase) in Accrued Oireachtas Grants	(108)	-
(Decrease)/Increase in Deferred Oireachtas Grants	(1,500)	1,500
Interest received	(64)	(49)
Decrease in amounts due from European Union Funds	-	3,499
<b>Net Cash Inflow From Operating Activities</b>	<b>5,408</b>	<b>4,250</b>
<b>CASH FLOW STATEMENT</b>		
<b>NET CASH INFLOW FROM OPERATING ACTIVITIES</b>	<b>5,408</b>	<b>4,250</b>
<b>RETURNS ON INVESTMENT AND SERVICING OF FINANCE</b>		
Interest on liquid resources	64	49
<b>CAPITAL EXPENDITURE AND FINANCIAL INVESTMENT</b>		
Payments to acquire tangible fixed assets	(1,396)	(164)
Receipts from sales of tangible fixed assets	4	-
<b>ACQUISITIONS AND DISPOSALS</b>		
Bank balances acquired through Regional Tourism Authority integration	(652)	-
<b>MANAGEMENT OF LIQUID RESOURCES</b>		
	461	(4,461)
<b>NET CASH INFLOW/(OUTFLOW) IN THE PERIOD</b>	<b>3,889</b>	<b>(326)</b>
<b>RECONCILIATION OF NET CASH INFLOW/(OUTFLOW) TO MOVEMENT IN BANK AND CASH BALANCES</b>		
At 1 January	20,384	16,249
Net cash inflow/(outflow) in the period	3,889	(326)
Net cash (inflow)/outflow from increase in Liquid Resources in the period	(461)	4,461
At 31 December	23,812	20,384

The Accounting Policies and notes 1 to 27 form an integral part of these financial statements.



Gillian Bowler, Chairman



Catherine Reilly, Authority Member

# Notes to the Financial Statements

FOR THE YEAR TO 31 DECEMBER 2006

## 1 OIREACHTAS GRANTS RECEIVED FOR THE PERIOD

	2006			2005		
	Fáilte Ireland €'000	Tourism Ireland €'000	2006 Total €'000	Fáilte Ireland €'000	Tourism Ireland €'000	2005 Total €'000
General Operating Expenses	78,636	-	78,636	65,100	-	65,100
Capital Development	4,321	-	4,321	800	-	800
Tourism Marketing Fund	13,315	26,685	40,000	8,077	27,718	35,795
Tourism Ireland						
- General Operating Expenses	-	18,737	18,737	-	17,500	17,500
Tourism Product Development Scheme	13,023		13,023	4,662		4,662
	<b>109,295</b>	<b>45,422</b>	<b>154,717</b>	<b>78,639</b>	<b>45,218</b>	<b>123,857</b>

The voted Tourism Marketing Fund is allocated annually between Fáilte Ireland and Tourism Ireland Limited by the Department of Arts, Sport and Tourism.

The Tourism Product Development Scheme (TPDS) forms part of the National Development Plan and receives support funding from the European Regional Development Fund. The level of support in 2006 was €10,053,380 (2005 €1,661,667).

## 2 OTHER INCOME

	2006 €'000	2005 €'000
Marketing	4,520	3,372
Training	1,389	793
Development	1,214	1,019
Visitor Servicing	4,249	-
Operating	82	183
	<b>11,454</b>	<b>5,367</b>

## 3 MARKETING

	2006 €'000	2005 €'000
Advertising, Publicity	17,635	11,970
Fairs and Promotions	6,605	5,401
Sponsorship and Support	12,042	7,603
Regional	5,609	2,871
	<b>41,891</b>	<b>27,845</b>

## 4 TRAINING

	2006 €'000	2005 €'000
Grants	10,162	10,360
Other Training Costs	5,930	3,064
Overheads	1,628	1,311
	<b>17,720</b>	<b>14,735</b>

# Notes to the Financial Statements

FOR THE YEAR TO 31 DECEMBER 2006

5 DEVELOPMENT	2006 €'000	2005 €'000
Capital Grants	13,396	5,557
Small & Medium Enterprises	365	360
Enterprise Development	2,379	1,644
	16,140	7,561

6 PAY	2006 €'000	2005 €'000
Marketing	5,045	4,852
Training	4,336	3,935
Development	2,727	2,390
Regional	3,975	-
Operating	3,027	2,820
	19,110	13,997

Average staff numbers for the year were 279 whole-time equivalents (2005: 211 whole-time equivalents).

7 OPERATING EXPENSES	2006 €'000	2005 €'000
Audit Fee	50	40
Occupancy & Office Services	4,066	2,678
Authority Costs	216	172
Other Administration Costs	7,014	5,534
	11,346	8,424

## 8 AUTHORITY MEMBERS' FEES & EXPENSES

The fees of the Authority Members are set by the Minister of Arts, Sport and Tourism. Expenses claimed by Authority Members are in line with Civil Service rates.

	2006 €'000	2005 €'000
Authority Members' Fees	182	137
Authority Members' Expenses	34	35
Total	216	172

Fees of highest-paid Authority Member	24	15
---------------------------------------	----	----

The number of Authority Members during the year was 13 (2005: 13).

## 9 REGIONAL TOURISM AUTHORITIES SUBVENTION

The subvention represents a contribution towards the running costs of six Regional Tourism Authorities. With effect from 1 July, five of these Authorities were merged with Fáilte Ireland (see note 10 below). The relevant subvention for these five covers the first six months of the year; the comparative figure is for twelve months of 2005.

## 10 REGIONAL INTEGRATION

In 2004 PricewaterhouseCoopers were commissioned to review the existing tourism structures to assess how they can best deliver services to both tourism businesses and visitors throughout Ireland. The PwC report recommended that Fáilte Ireland should carry out more of its activities in enterprise support in the regions and have closer knowledge of industry in each area.

It also recommended that the Regional Tourism Authorities should become part of Fáilte Ireland, so that the regional perspective would be central to national policy and decision making. These recommendations were accepted by Minister for Arts, Sports and Tourism, Mr John O'Donoghue TD.

A further process of engagement with RTAs and industry was carried out by the Implementation Group under the chairmanship of Finbarr Flood, as part of their development of an Implementation Report.

On the recommendation of the review of tourism structures, the activities, assets and liabilities of five of the Regional Tourism Authorities were transferred to Fáilte Ireland with effect from 1st July 2006. The businesses were all transferred as going concerns and all assets and liabilities of each of Regional Tourism Authority Ltd were transferred to Fáilte Ireland. All staff transferred to Fáilte Ireland under the transfer of undertaking legislation, again with effect from 1st July 2006.

The five companies concerned were:

- South-East Regional Tourism Authority Ltd
- South-West Regional Tourism Authority Ltd (Cork-Kerry Tourism)
- Midlands - East Regional Tourism Authority Ltd
- Western Regional Tourism Authority Ltd (Ireland-West tourism)
- North-West Regional Tourism Authority Ltd

Dublin Tourism remained separate from Fáilte Ireland – see below.

# Notes to the Financial Statements

FOR THE YEAR TO 31 DECEMBER 2006

## NET ASSETS AT DATE OF INTEGRATION

The book value of net assets acquired through the integration process as at 1 July 2006 were as follows. The only adjustments arising from the aligning of accounting policies were that capital grants were reclassified as capital reserves and the split between capital and revenue was altered to bring capital reserves up to an amount equal to the net fixed assets. No asset or other liability amounts were changed.

	South East RTA €'000	South West RTA €'000	Western RTA €'000	North West RTA €'000	Midlands East RTA €'000	Total €'000
<b>FIXED ASSETS</b>						
Tangible Assets	1,433	4,950	3,244	3,583	898	14,108
Financial Assets	4	3	46	-	-	53
Investment Property	-	-	165	-	-	165
	1,437	4,953	3,455	3,583	898	14,326
<b>CURRENT ASSETS</b>						
Stocks	289	725	536	51	224	1,825
Debtors	735	276	752	695	299	2,757
Bank and Cash Balances	(494)	(565)	(571)	(56)	1,034	(652)
	530	436	717	690	1,557	3,930
<b>CREDITORS</b>	644	987	850	735	817	4,033
<b>TOTAL ASSETS LESS CURRENT LIABILITIES</b>	1,323	4,402	3,322	3,538	1,638	14,223
<b>CAPITAL AND RESERVES</b>						
Accumulated Surplus	(114)	(551)	(133)	(45)	740	(103)
Capital Account	1,437	4,953	3,455	3,583	898	14,326
	1,323	4,402	3,322	3,538	1,638	14,223

## DUBLIN TOURISM

At an extraordinary general meeting of the Dublin Regional Tourism Authority Limited ("Dublin Tourism") on 3rd May 2007, a resolution was passed amending its Memorandum and Articles of Association. The membership structure of the company was changed, with the effect that Fáilte Ireland now has a controlling interest in the company. As this event took place during 2007, the financial statements of Dublin Tourism have not been included in these financial statements. Fáilte Ireland will prepare consolidated financial statements for the year-ending 31 December 2007.

## 11 PENSIONS

The Authority operates a number of Pension schemes and these are described below.

### (A) UNFUNDED SUPERANNUATION SCHEME

Unfunded defined benefit superannuation schemes are operated for eligible permanent staff under The National Tourism Development Authority Act, 2003 and for eligible permanent staff of the former Bord Fáilte under Section 15 of the Tourist Traffic Act 1952 and Section 9 of the Tourist Traffic Act 1983.

The valuation of the schemes' liabilities used for the purposes of FRS17 disclosures has been based on a full actuarial valuation at 31 December 2006 carried out by a qualified independent actuary. Pension scheme liabilities have been measured using the projected unit method.

#### Principal financial assumptions used to calculate the scheme liabilities:

	31/12/2006	31/12/2005
Discount rate	4.6% - 4.75%	4.25%
Rate of increase in salaries	4.25%	4.25%
Rate of increase for pensions in payment and deferred pensions	4.25%	4.25%
Inflation Rate	2.25%	2.25%

#### Net Deferred Funding for Pensions in year

	2006 €'000	2005 €'000
Funding Recoverable in respect of current year pension costs	7,050	6,968
State Grant applied to pay pensioners	(4,863)	(4,471)
	2,187	2,497

#### Analysis of total Pension Costs charged to Expenditure

	2006 €'000	2005 €'000
Current service cost	1,837	1,791
Interest on pension scheme liabilities	5,213	5,177
Employee contributions	(375)	(384)
	6,675	6,584

#### Analysis of amount recognised in statement of total recognised gains & losses

	2006 €'000	2005 €'000
Experience gains & losses	(2,267)	(641)
Changes in Assumptions	6,207	(8,970)
	3,940	(9,611)

#### Movement in Net Pension Liability during the year

	2006 €'000	2005 €'000
Net Pension Liability at 1 January	(123,351)	(111,243)
Pensions paid	4,863	4,471
Current service cost	(1,837)	(1,791)
Interest on pension scheme liabilities	(5,213)	(5,177)
Actuarial gain/(loss)	3,940	(9,611)
Net Pension Liability at 31 December	(121,598)	(123,351)

# Notes to the Financial Statements

FOR THE YEAR TO 31 DECEMBER 2006

History of experience gains & losses	2006	2005	2004	2003	2002
Experience gain/(loss) on scheme liabilities					
• Amount (€'000)	(2,267)	(641)	(6,313)	2,532	-
• Percentage of present value scheme liabilities	-1.86%	-0.52%	-5.68%	2.67%	0.00%
Total actuarial gain/(loss) recognised in Statement of Total Recognised Gains and Losses					
• Amount (€'000)	3,940	(9,611)	(14,190)	6,081	(7,070)
• Percentage of present value scheme liabilities	3.24%	-7.79%	-12.77%	6.40%	-7.21%

## (B) FUNDED DEFINED BENEFIT PENSION SCHEME (CLOSED)

The company operates a defined benefit pension scheme for eligible staff of the former CERT Ltd, with benefits funded by contributions from the employees and the Authority. The assets of the scheme are held in a separate trustee administered fund.

The valuation of the scheme, for FRS17 disclosures, has been based on the results of the most recent actuarial valuation of the scheme, which was 1 July 2004. It has been updated by an independent actuary to take account of the requirements of FRS17 in order to assess the liabilities at the balance sheet date. Scheme assets have been measured at their market value at the balance sheet date, while pension scheme liabilities have been measured using the projected unit method.

This scheme is closed; under the projected unit method, the current service cost will increase as the members of the scheme approach retirement.

### Principal financial assumptions used to calculate the scheme liabilities:

	31/12/2006	31/12/2005
Discount rate	4.65%	4.10%
Rate of increase in pensionable salaries	3.50%	3.50%
Rate of increase in pension payments	3.00%	3.00%
Inflation assumption	2.25%	2.25%

### Expected long-term return and the market value of the scheme's assets at the year-end

	31/12/2006	31/12/2006	31/12/2005	31/12/2005
	Expected long-term rate of return	Market Values €'000	Expected long-term rate of return	Market Values €'000
Equities	7.50%	12,916	7.10%	10,975
Bonds	3.90%	1,747	3.60%	2,601
Property	6.60%	817		
Cash	2.50%	849		
Other (including Property and Cash)			6.60%	715
Total Market Value of scheme's assets		16,329		14,291
Present value of scheme liabilities		18,277		17,533
Scheme deficit and net pension liability		(1,948)		(3,242)

Net Deferred Funding for Pensions in year	2006 €'000	2005 €'000
Funding Recoverable in respect of current year pension costs	746	599
State Grant applied to pay contributions	(580)	(575)
	166	24

Analysis of total Pension Costs charged to Expenditure	2006 €'000	2005 €'000
Current service cost	1,111	889
Finance Charge	(198)	(94)
Employee contributions	(167)	(196)
Total amount charged to income and expenditure account	746	599

Analysis of Finance Charge	2006 €'000	2005 €'000
Interest on pension liabilities	734	676
Expected return on pension scheme assets	(932)	(770)
	(198)	(94)

Analysis of amount recognised in statement of total recognised gains & losses	2006 €'000	2005 €'000
Actual return less expected return	722	1,314
Experience gains & losses	(380)	(336)
Changes in Assumptions	1,118	(2,115)
	1,460	(1,137)

Movement in deficit in the Plan during the year	2006 €'000	2005 €'000
Deficit in the scheme brought forward	(3,242)	(2,081)
Current service cost	(1,111)	(889)
Employer Contributions	580	575
Employee Contributions	167	196
Finance Charge	198	94
Actuarial gain/(loss)	1,460	(1,137)
Deficit in scheme carried forward	(1,948)	(3,242)

# Notes to the Financial Statements

FOR THE YEAR TO 31 DECEMBER 2006

History of experience gains & losses	2006	2005	2004	2003	2002
Difference between actual and expected return on scheme assets					
• Amount (€'000)	722	1,314	166	582	(2,247)
• Percentage of present value scheme assets	4%	9%	1%	5%	-24%
Experience gain/(loss) on scheme liabilities					
• Amount (€'000)	(380)	(336)	(556)	(288)	(873)
• Percentage of present value scheme liabilities	-2%	-2%	-4%	-3%	-9%
Total actuarial gain/(loss) recognised in Statement of Total Recognised Gains and Losses					
• Amount (€'000)	1,460	(1,137)	(1,249)	(166)	(3,120)
• Percentage of present value scheme liabilities	8%	-6%	-9%	-1%	-33%

## (C) REGIONAL TOURISM ORGANISATIONS PENSION SCHEME

The company operates a defined benefit pension scheme for eligible staff of the former five regional Tourism Authorities (see note 10), with benefits funded by contributions from the employees and the Authority. The assets of the scheme are held in a separate trustee administered fund.

The valuation of the scheme, for FRS17 disclosures, has been based on the results of the most recent actuarial valuation of the scheme, which was 1 January 2004. It has been updated by an independent actuary to take account of the requirements of FRS17 in order to assess the liabilities at the balance sheet date. Scheme assets have been measured at their market value at the balance sheet date while pension scheme liabilities have been measured using the projected unit method.

This scheme is closed; under the projected unit method, the current service cost will increase as the members of the scheme approach retirement.

Principal financial assumptions used to calculate the scheme liabilities:	31/12/2006	30/06/2006
Discount rate	4.60%	4.70%
Rate of increase in pensionable salaries	3.25%	3.25%
Rate of increase in pension payments	3.25%	3.25%
Rate of increase in pensions in deferment	2.25%	2.25%
Inflation assumption	2.25%	2.25%

## Expected long-term return and the market value of the scheme's assets at the year-end

	31/12/2006 Expected long-term rate of return	31/12/2006 Market Values €'000	30/06/2006 Expected long-term rate of return	30/06/2006 Market Values €'000
Equities	7.50%	17,370	7.40%	15,463
Bonds	3.90%	2,350	3.80%	2,254
Property	6.50%	1,117	6.40%	1,125
Cash	3.50%	1,415	2.50%	1,033
Total Market Value of scheme's assets		22,252		19,875
Present value of scheme liabilities		28,467		27,618
Scheme deficit and net pension liability		(6,215)		(7,743)

Net Deferred Funding for Pensions in year	2006 €'000	2005 €'000
Funding Recoverable in respect of current year pension costs	235	-
State Grant applied to pay contributions	(358)	-
	(123)	-

Analysis of total Pension Costs charged to Expenditure	2006 €'000	2005 €'000
Current service cost	322	-
Finance Charge	(15)	-
Employee contributions	(72)	-
Total amount charged to income and expenditure account	235	-

Analysis of Finance Charge	2006 €'000	2005 €'000
Interest on pension liabilities	656	-
Expected return on pension scheme assets	(671)	-
	(15)	-

Analysis of amount recognised in statement of total recognised gains & losses	2006 €'000	2005 €'000
Actual return less expected return	1,916	-
Experience gains & losses	(100)	-
Changes in Assumptions	(411)	-
	1,405	-

# Notes to the Financial Statements

FOR THE YEAR TO 31 DECEMBER 2006

Movement in deficit in the Plan during the year	2006 €'000	2005 €'000
Deficit in the scheme brought forward	(7,743)	-
Current service cost	(322)	-
Employer Contributions	358	-
Employee Contributions	72	-
Finance Charge	15	-
Actuarial Gain	1,405	-
Deficit in scheme carried forward	(6,215)	-

History of experience gains & losses	2006
Difference between actual and expected return on scheme assets	
• Amount (€'000)	1,916
• Percentage of present value scheme assets	8.6%
Experience gain/(loss) on scheme liabilities	
• Amount (€'000)	(100)
• Percentage of present value scheme liabilities	-0.4%
Total actuarial gain/(loss) recognised in Statement of Total Recognised Gains and Losses	
• Amount (€'000)	1,405
• Percentage of present value scheme liabilities	4.9%

## (D) DEFERRED PENSION FUNDING

The Authority recognises these amounts as an asset corresponding to the deferred liability for pensions on the basis of the set of assumptions described above, the Statutory basis for the establishment of the superannuation schemes and the policy and practice in relation to funding public service pensions, including contributions by employees and the annual estimates process. The Authority has no evidence that this funding policy will not continue to meet such sums in accordance with current practice.

The deferred funding asset for pensions as at 31 December 2006 amounted to € 130 million (2005: € 127 million).

## (E) DEFINED CONTRIBUTION SCHEME

Defined contribution pension schemes are available for staff who are not eligible for the unfunded superannuation scheme. The assets of these schemes are held separately from those of Fáilte Ireland in independently administered funds.

The amount charged in the Income and Expenditure Account is as follows:	2006 €'000	2005 €'000
Defined contribution scheme	5	8

## (F) RECONCILIATION OF TOTAL PENSION CHARGE IN INCOME & EXPENDITURE ACCOUNT

	Notes	2006 €'000	2005 €'000
Unfunded Schemes	11 (A)	6,675	6,584
Funded CERT Scheme	11 (B)	746	599
Funded RTA Scheme	11 (C)	235	
Defined Contribution Schemes	11 (E)	5	8
		7,661	7,191
Shortfall in Regional Pension		363	99
Gratuity Accrued and other adjusting items		(131)	53
Total Pension Charge		7,893	7,343

## 12 PENSION LIABILITIES

	2006 €'000	2005 €'000
Unfunded Schemes	(121,598)	(123,351)
Funded CERT Scheme	(1,948)	(3,242)
Funded RTA Scheme	(6,215)	-
	(129,761)	(126,593)

# Notes to the Financial Statements

FOR THE YEAR TO 31 DECEMBER 2006

## 13 TANGIBLE FIXED ASSETS

	Land and Premises €'000	Furniture And Fittings €'000	Equipment €'000	Computer Equipment €'000	Vehicles €'000	Total €'000
<b>Cost</b>						
At 1 January 2006	7,221	89	1,979	1,685	50	11,024
Additions at cost	937	56	159	244	-	1,396
RTAs acquired 1 July 2006	19,864	2,827	1,132	2,105	15	25,943
Disposals at cost	-	-	(113)	(607)	-	(720)
At 31 December 2006	28,022	2,972	3,157	3,427	65	37,643
<b>Depreciation</b>						
At 1 January 2006	1,674	77	1,847	1,607	10	5,215
RTAs acquired 1 July 2006	6,987	2,077	925	1,831	15	11,835
Charged during year	488	93	131	211	10	933
Disposals	-	-	(113)	(604)	-	(717)
At 31 December 2006	9,149	2,247	2,790	3,045	35	17,266
<b>Net Book Value:</b>						
At 31 December 2006	18,873	725	367	382	30	20,377
At 31 December 2005	5,547	12	132	78	40	5,809

RTAs acquired amounts above are taken directly from closing figures of audited accounts of 5 Regional Tourism Authorities for period ended 30 June 2006.

## 14 INVESTMENT PROPERTY

		2006 €'000	2005 €'000
Investment Property comprises			
Glenan's Sailing Club	B	165	-
Killarney Golf Club	A	111	111
		276	111

### (A) Killarney Golf Club

The land at Killarney is registered and held on a long lease by Fáilte Ireland and forms part of the golf course occupied and operated by the Killarney Golf Club. The value on the Balance Sheet is stated at historic cost.

### (B) Glenan's Sailing Club

The land & buildings at Collan More Island, Clew Bay, Westport, are occupied by Glenan's Sailing Centre for the purpose of operating a sailing school. The investment was acquired as part of the regional integration (see note 10) and is shown at cost as per the audited financial statements of the Western Regional Tourism Authority Ltd as at 30th June 2006, immediately prior to integration with Fáilte Ireland.

## 15 FINANCIAL ASSETS

	2006 €'000	2005 €'000
Financial Assets comprise		
Waterford Regional Airport plc - 1,562 Ordinary €1.27 Shares	4	-
Connemara West plc - 5,500 ordinary shares @ €1.269738 each	7	-
Ballycastle (Mayo) Enterprises Limited - 5,400 ordinary shares @ €1.269738 each	7	-
Louisburgh Holidays plc - 25,000 'B' Ordinary Shares @ €1.269738 each	31	-
Connemara Golf Club - 500 ordinary shares @ €1.269738 each	1	-
Golf Corca Dhuibhne - 386 shares plus an additional shares 90 shares for the land	3	-
	53	-

Fáilte Ireland also holds 30,000 ordinary shares of €1.30 each and 5,000 preference shares of €1.30 each in Fiontar Oidhreachta Inis Mór Teoranta. These have been valued at €nil in these financial statements. Fáilte Ireland also holds €250 worth of shares in Kerry County Airport Limited. This is a nominal shareholding. Fáilte Ireland holds 100% of the shares in Teffub Limited, whose principal activity is that of a property holding company. These shares are valued at €3.

All the shares above are shown at their carrying values in the audited financial statements of the relevant Regional Tourism Authorities as at 30th June 2006, immediately prior to integration with Fáilte Ireland.

Fáilte Ireland is the ultimate beneficiary of a 75% shareholding in Killarney Golf Club Limited. The shares are held in a Trust, the trustees of which are independent of Fáilte Ireland. The object of the Trust is to facilitate the operation of a golf and fishing club at Killarney, County Kerry. These have been valued at €nil in these financial statements.

## 16 DEBTORS

	2006 €'000	2005 €'000
Trade	593	413
Prepayments	431	238
Accrued Income	489	330
Accrued Oireachtas Grants	108	-
	1,621	981



# Notes to the Financial Statements

FOR THE YEAR TO 31 DECEMBER 2006

17 BANK AND CASH BALANCES	2006 €'000	2005 €'000
Deposit Accounts	16,267	17,211
Current Accounts	7,525	3,172
Cash on hand	20	1
	<u>23,812</u>	<u>20,384</u>

18 CREDITORS	2006 €'000	2005 €'000
<b>Amounts falling due within one year</b>		
Trade	8,077	8,477
Tourism Ireland	1,169	2,306
Unserviced subscription income	608	652
EU Operational Programme for Tourism 1994-1999 (see note 24)	45	45
InterReg II	45	45
Deferred Oireachtas Grants	-	1,500
Accruals	9,892	2,989
Other Creditors	1,565	633
	<u>21,401</u>	<u>16,647</u>

<b>Amounts falling due after more than one year</b>		
Unserviced subscription income	269	270
	<u>269</u>	<u>270</u>

19 CAPITAL ACCOUNT	2006 €'000	2005 €'000
At 1 January	5,920	6,160
Regional Tourism Authorities taken on	14,326	-
<b>Income used for capital purposes</b>		
Additions to Purchased Fixed Assets in year	1,396	164
Amortisation in line with Asset Depreciation	(933)	(401)
Amount released on Disposal of Fixed Assets	(3)	(3)
Transfer from/(to) Income and Expenditure Account	460	(240)
At 31 December	<u>20,706</u>	<u>5,920</u>

The balance in the Capital Account corresponds with the following amounts:

	Notes	2006 €'000	2005 €'000
<b>FIXED ASSETS</b>			
Tangible Assets	13	20,377	5,809
Investment Property	14	276	111
Financial Assets		53	-
		<u>20,706</u>	<u>5,920</u>

20 ACCUMULATED SURPLUS	2006 €'000	2005 €'000
At 1 January	4,481	4,589
Income & Expenditure Account in the period	674	(108)
Actuarial Gains/(Losses) on Pension Schemes in the period	6,805	(10,748)
Adjustment to Deferred Pension Funding	(6,805)	10,748
Regional Tourism Authorities Accumulated Reserves taken on at 1 July	(103)	-
	<u>5,052</u>	<u>4,481</u>

## 21 OPERATING LEASE COMMITMENTS

At 31 December 2006, the company had the following future commitments under operating leases as follows:

	Land and Buildings €'000	Other Operating Leases €'000	Total €'000
Expiring			
Within one year	78	-	78
Between 2 and 5 years	102	41	143
More than 5 years	567	-	567
	<u>747</u>	<u>41</u>	<u>788</u>

The total amount charged in respect of operating leases in the Income and Expenditure Account for 2006 is €675,383 (2005: €703,471).

# Notes to the Financial Statements

FOR THE YEAR TO 31 DECEMBER 2006

## 22 GRANT PAYMENT COMMITMENTS

Commitments for capital grant payments at 31 December 2006 were estimated at €30 million (2005: €44 million).

## 23 AUTHORITY MEMBERS – DISCLOSURE OF TRANSACTIONS

The Authority adopts procedures in accordance with the guidelines issued by the Department of Finance in relation to the disclosure of interests by Authority Members and these procedures have been adhered to by the Authority Members and the Authority during the year.

## 24 CONTINGENT LIABILITIES

The eligibility of expenditure on projects for EU aid is subject to review by institutions of the EU. Any adverse findings arising therefrom could result in requests for repayment of aid granted to projects.

## 25 RECOVERY OF GRANTS

Fáilte Ireland has carried out verification checks on expenditure claimed in a sample of projects supported under the 1994 - 1999 Tourism Operational Programme and also carries out post-monitoring on grants paid. As a result of these procedures, funds to the value of €891,229, which were recovered from grantees, were on hand and included in Creditors above at year-end. It is anticipated that further recoveries will be made, although it is not possible to estimate the amount at this stage. The total recovered will be repaid to the EU.

## 26 COMPARATIVE FIGURES

Some changes have been made to the presentation of items in the financial statements and the comparative figures have been restated where necessary on a basis consistent with the current year presentation.

## 27 APPROVAL OF FINANCIAL STATEMENTS

These financial statements were approved by the Authority on 24th May 2007.



**Fáilte Ireland**  
National Tourism Development Authority

Tuarascáil Bhliantúil 2006

Ráitis Airgeadais  
don bhliain dar chríoch 31 Nollaig 2006

www.failteireland.ie

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Corcaigh

Teil: 021 431 3006

Faics: 021 431 3007

#### Ionad Oiliúna Luimnigh

Limerick Enterprise Development Park  
Bóthar Roxboro  
Luimneach

Teil: 061 400610

Faics: 061 400615

#### Ionad Oiliúna Phort Láirge

Tycor Business Centre  
Tycor  
Port Láirge

Teil: 051 357028

Faics: 051 357021



## Tuarascáil agus Ráitis Airgeadais Don Bhliain dar Chríoch 31 Nollaig 2006

### Chuir an Aire Ealaíon, Spóirt agus Turasóireachta

De réir an Achta an Údaráis Náisiúnta Forbartha Turasóireachta 2003, cuireann Fáilte Ireland i láthair a thuarascáil don bhliain dar chríoch 31 Nollaig 2006.

#### Clár

Ráiteas an Chathaoirligh	3
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Athbhreithniú an Phríomhfheidhmeannaigh	8
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Ráitis Airgeadais	21

D'FHÁILTIGH ÉIRE ROIMH **7.4 milliún cuairteoir ó thar lear** I 2006, SIN ARDÚ DE BHEAGNACH 10% AR FHIGIÚIRÍ 2005. IS IONANN SIN AGUS AN CÚIGIÚ BLIAIN I NDAIDH A CHÉILE A RAIBH FÁS I GCEIST AGUS BA BHLIAIN DEN SCOTH A BHÍ ANN MAIDIR LE TURASÓIREACHT.

## Ráiteas an Chathaoirligh



GILLIAN BOWLER  
CATHAOIRLEACH

Bliain iontach a bhí in 2006 don turasóireacht in Éirinn, tráth ar ghin turais bhaile ioncam de €873 milliún agus caiteachas iomlán turais bhaile de €1.4 billiún. Bhí an líon is mó riamh cuairteoirí ó thar lear ann i mbliana, suas 10% go beagnach 7.4 milliún, le fás ollmhór ar na margáí móra ar fad. D'ardaigh tuillimh ioncaim coigríche freisin ón turasóireacht idirnáisiúnta 10% go €4.7 billiún.

Le blianta beaga anuas luaigh mé na mórathruithe i dtimpeallacht na turasóireachta agus sa tionscail féin. Lean an ráta athraithe tapaigh seo in 2006. Bhí tomhaltóirí ag súil le luach a gcuid airgid ón saoire a chaith siad in Éirinn. Bhí sárchaighdeán agus luach ar airgead á lorg acu ach bhí sárthaithe saoire a d'fhreastalódh ar an iliomad riachtanais agus mianta á lorg acu freisin. Tá infheistíochtaí throma á ndéanamh ag cinn scríbe traidisiúnta agus ag cinn scríbe nua atá ag dul i méid i gcónaí leis na hionchais seo a shásaimh. Ní mór d'Éirinn leanúint lena ceannródaíocht nuálaíochta sa turasóireacht má táimid le dul in iomaíocht rathúil sa timpeallacht seo atá ag síor-athrú.

Is iad seo na dúshláin ollmhóra atá ann don tionscal in ainneoin rathúlacht na bliana seo caite. Cé go bhfuil dul chun cinn ollmhór déanta ag earnáil na cóiríochta le deich mbliana anuas ó thaobh caighdeán agus acmhainneachta de is é an dúshlán anois cur le leibhéal

na háitíochta. Tríd is tríd, ní mór don tionscal díriú ar réimse leathan roghanna 'rudai le déanamh' a sholáthar don chuariteoir in ionad áiteanna le fanacht. Go deimhin is é seo a dúirt ár gcuariteoirí ar fad linn atá ag teastáil is cuma cé acu teaglaigh, cúplaí níos aosta nó daoine singil níos óige a bhí iontu. Is iad seo na príomhdhúshláin atá roimh Fáilte Ireland sa todhchaí.

D'fhorbair Fáilte Ireland Straitéis Forbartha Táirge nua le tabhairt faoin dúshlán seo ar a háiríodh iniúchadh iomlán ar tháirgí turasóireachta ar fud na tíre agus a leag amach plean ilbhliantúil chun dul i ngleic le riachtanais fhorbartha táirgí turasóireachta don tionscal ar fad.

Shnigh an Straitéis isteach sa Phlean Forbartha Náisiúnta nua, 2007 – 2013, a shonnaíonn an clár poiblí is mó riamh maidir le turasóireacht a fhorbairt le hinfeistíocht iomlán Stáitchiste de €800 milliún. Áirítear anseo €317 milliún d'fhorbairt táirge agus infrastruchtúr, €148 milliún chun tacú le huasghrádú cumas gnólaigh beaga agus ar mhaithe le hoiliúint agus forbairt foirne, agus €335 milliún chun Éire a chur chun cinn sna margáí idirnáisiúnta. Beidh buntáiste don Turasóireacht i ngnéithe eile den Phlean €184 billiún seo, tráth a mbeidh buntáistí ollmhóra á fháil ag an turasóireacht ó infheistíocht i réimsí gaolmhara ar nós an comhshaoil agus an córas iompair.

BRONNANN AN TÁIRE JOHN O'DONOGHUE AN DÁMHACHTAIN IRISH WELCOME AWARD AR AN MBUAITEOIR NÁISIÚNTA, STELLA LYNCH (SA LÁR), AS AN MUILEANN GCEARR, CO. NA HÍARMHÍ; LE CATHAOIRLEACH FÁILTE IRELAND, GILLIAN BOWLER.

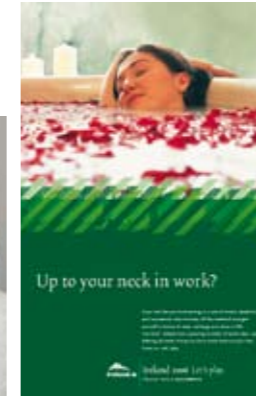
OÍCHE MHÓR AG MEITHEAL 2006 – AN T-AONACH TURASÓIREACHTA IS MÓ IN ÉIRINN



SEÓ CAPALL BHAILE ÁTHA CLIATH – LE TACAÍOCHT ÓN TIONSCNAMH TURASÓIREACHTA SPÓIRT IDIRNÁISIÚNTA

SEOLANN MARY HANAFIN, AN TÁIRE OIDEACHAIS AGUS EOLAÍOCHTA (AN DARA DUINE ÓN GCLÉ) AN CLÁR FEASACHTA TURASÓIREACHTA NUA DE CHUID FÁILTE IRELAND AG DVBLINIA

FEACHTAS MARGAÍOCHTA FÁILTE IRELAND D'ÉIRINN 2006 – LET'S PLAY



Fáiltimid roimh an mbéim atá curtha ar an turasóireacht laistigh den Phlean Forbartha Náisiúnta. Tá an maoiniú tráthúil i bhfianaise ár spriocanna uailmhianacha do 2012. Is é ár gcuspóir a chinntiú go ndéanfar na hacmhainní ar fad atá ar fáil a infheistiú chun an buntáiste is fearr a fháil do thionscal na turasóireachta agus don eacnamaíocht go hiomlán.

Dá réir sin, caithfidimid a chinntiú go bhfeabhsóimid agus go gcuirfidimid le taithí an 10 milliún cuairteoir atá mar sprioc againn faoi 2010.

Fanann forbairt inbhuanaithe na turasóireachta mar sin ina phríomhfhócas ar fud na réigiún ar fad. Chumasc na cúig Údarás Turasóireachta Réigiúnacha a gcuid oibríochtaí agus a gcuid feidhmeanna le Fáilte Ireland i lár 2006. Is é cuspóir na struchtúir nua riachtanais turasóireachta a tharraingt isteach i gcroílár fhorbairt beartas agus ag an am céanna feabhas a chur ar na réimsí tacaíochta agus na seirbhísí atá ar fáil don tionscal ar fud na réigiún.

Bunaíodh cúig Bhord Forbartha Turasóireachta Réigiúnacha nua - san iarthuaisceart, san iarthar, san iardheisceart, san oirthear agus i lár tíre ag teacht le moltaí Athbhreithniú ar Thurasóireacht Réigiúnach de chuid PricewaterhouseCoopers. Tá ionadaithe ó phobail thurasóireachta agus lucht gnó mar bhaill de na Boird seo, mar aon le hionadaithe ó údaráis áitiúla agus Fáilte Ireland.

Cé go bhfuil sé luath a rá fós, is léir go bhfuil na Boird Chomhpháirtíochta seo á mbunú féin go rathúil taobh laistigh dá réigiún. Tá siad ag oibriú leis an tionscal turasóireachta réigiúnach agus leis na húdaráis áitiúla iomchuí le tacaíochtaí agus idirghabháil a chruthú i réimsí mar mhargaíocht, cur chun cinn, forbairt táirge agus tacú le fiontair. Chuaigh na Boird i gcomhairle go forleathan leis an tionscal turasóireachta ina réigiún, agus ar an mbonn sin tá siad ag forbairt a gcéad straitéisí trí bliana agus tá siad ag súil leis sin a sheoladh chuig a gcomhpháirtithe sna tionscail réigiúnacha san Fhómhar.

Creidimid go soláthróidh na struchtúir nua comhpháirtíochta sin fórsa dinimiciúil a bheidh maoinithe go maith chun cuidiú le hathshlánú na turasóireachta feadh na réigiún ar fad.

Tá tábhacht i gcónaí le feabhas a chur ar rochtain dhíreacha aeir agus farraige ar Éirinn agus ar na réigiúin. D'fháiltíomar roimh leathnú rochtain nua aeir in 2006 agus le minicíocht seirbhísí, agus le gairid anuas, tar éis dhíospóireacht fhada, thug Airí Iompair an AE an Comhaontú Eitlíchtha Open Skies an AE/SA chun críche. Ní raibh an leibhéal spéise maidir le cuairt a thabhairt ar Éirinn chomh ard riamh i measc na Meiriceánach agus atá sé faoi láthair agus tá rochtain dhíreacha ón líon cathracha sna Stáit Aontaithe ag ardú agus cuideoidh sé sin leis an ngnó a leathnú go mór i Meiriceá Thuaidh.

Ach mar sin féin is ón mBreatain a thagann beagnach trian de chuairteoirí Mheiriceá Thuaidh agus dhá thrian de thaistealaithe ó limistéir eile atá i bhfad ó bhaile. Ciallaíonn sé sin go mbeidh tábhacht straitéiseach ar leith ag baint le Heathrow i gcónaí sa mheántearma agus san fhadtéama is cuma cé mhéid rochtain nua a ndéantar forbairt orthu, agus beidh cothabháil sliotáin Aer Lingus ag Heathrow lárnach anseo.

Tá féidearthachtaí ag Éirinn i gcónaí méadú tapaigh a chur ar bhrabús na turasóireachta gnó. Caitheann turasóirí gnó 50% ar an meán níos mó sa lá ná turasóirí fóillíochta agus is minic leo fanacht sa tír i ndiaidh a ngnó a bheith tugtha chun críche ar mhaithe lena scíth a ligean. Meastar gur fiú €470 milliún sciar na hÉireann faoi láthair den tionscal luachmhar domhanda €40 billiún seo.

Chuir Fáilte Ireland i láthair a mBranda Turasóireachta Gnó in 2006. Cuidíonn an branda seo linn an méid ar fad atá le tairiscint ag Éirinn a chur faoi aon bhranda amháin agus cuidíonn sé leis an tionscal díriú ar na réimsí turasóireachta gnó a bhfuil an sochar is mó á thairiscint acu.

Sa chomhthéacs sin, tá fáilte roimh an fhógra a rinne an tAire le gairid maidir le conradh a bhronnadh chun Ionad Náisiúnta Comhdhála, Baile Átha Cliath a thógáil. Soláthróidh an tIonad seo borradh tábhachtach don turasóireacht gnó agus cuirfidh sé ar chumas an tionscal tuilleadh gnó a mhealladh ag an leibhéal is airde den mhargadh idirnáisiúnta, go háirithe dreasachtaí gnó agus teascáin comhdhála.

Rathúlacht sa Turasóireacht: céard atá ar siúl ag gnólachtaí cliste chun a bheith i lár an mhargadh, an téama a bhí ag Comhdháil Náisiúnta Turasóireachta Fáilte Ireland i mí na Samhna. Ba é croi-théama na Comhdhála, a bhí mar rang eiseamláireach éifeachtúil ar bhaint amach rathúlacht trí nuálaíocht, táirgiúlacht agus cúram custaiméirí, an tábhacht atá i mbaint amach agus i gcothabháil buntáiste iomaíochta. Níl sa mhargaíocht agus sa chur chun cinn, cé go bhfuileadar tábhachtach ach leath den scéal: caithfidimid a chinntiú go sáraíonn an tseirbhís agus an taithí ionchais na gcustaiméirí. Ciallaíonn sé sin go gcaithfear aire níos fearr a thabhairt agus sinn ag eagrú ár ngnólachtaí ó thaobh éifeachtúlachta agus fiúntais de.

Ba é Corn Ryder ceann de bhuaicphointí 2006. D'fhreastail os cionn 260,000 duine, ar a n-áirítear 1,000 iriseoir ó 24 tír, ar an ócáid iontach seo a bhí ar siúl sa K Club i gContae Chill Dara le linn an tseachtain deireadh de Mheán Fhómhair. Ba bhfiú €143 milliún an ócáid d'eacnamaíocht na hÉireann de réir luacháil neamhspleách eacnamaíoch. Sáraíonn sé sin an tuar de 10% a bhí déanta againn roimh an ócáid. Ní áiríonn sé na tionchair bhreise a bhí ag an gcaiteachas a caitheadh níos déanaí trí athchúrsaíl san eacnamaíocht.

Ach ba é fíorluach fadtéarmach Chorn Ryder an oidhreacht a d'fhág sé ina dhiaidh ó thaobh forbairt agus cur chun cinn táirgí forbartha gailf. Tá Fáilte Ireland meáite ar chur leis an oidhreacht sin. Is iomaí iriseoir turasóireachta spóirt agus tionscnóirí turais a thug cuairt ar Éirinn ó aimsir Chorn Ryder agus chonaic siad táirge gailf den scoth na hÉireann ó chúrsaí nasc-thrófaí

go cúrsaí páirce le luach ar airgead. Is é an dúshlán anois ná an leibhéal ard aitheantais a fuair Éirinn ó Chorn Ryder a aistriú chuig turais ghaillf go hÉirinn.

Is é ár gcuspóir in Fáilte Ireland, cur le líon na gcuariteoirí gailf go hÉirinn go dtí os cionn 180,000 faoin mbliain 2010. Dúblóidh sé sin an líon a tháinig in 2005. Ghinfeadh sé sin €75 milliún breise sa bhliain don tionscal turasóireachta.

Mar thátal, ba mhaith liom béim a chur arís, mar a rinne mé sna blianta seo caite, ar an tábhacht a chuireann Fáilte Ireland ar dhlúthchaidreamh a thógáil agus a chothabháil le gach earnáil den tionscal turasóireachta agus go háirithe, le comhlachtaí ionadaíochta an tionscail. Ba mhaith liom mo bhuíochas a chur in iúl dóibh sin as a dtacaíocht agus a gcuid oibre i rith 2006.

Glacaim buíochas arís thar cheann Údarás Fáilte Ireland le John O'Donoghue, TD, An tAire Ealaíon, Spóirt agus Turasóireachta, as a thacaíocht bhríomhar i rith 2006 agus mar a d'éirigh leis leibhéal mhaoinaithe den scoth a fháil tríd an bPlean Forbartha Náisiúnta dár gcuid oibre in 2007 agus níos faide ar aghaidh. Ba mhaith liom mo bhuíochas a chur in iúl freisin do Chomhaltáí Údarais Fáilte Ireland as an méid ama, fuinnimh agus taithí luachmhar a thugadar d'obair Fáilte Ireland.

Mar fhocal scoir, glacaim buíochas le Shaun Quinn, An Príomhfheidhmeannach agus lena fhoireann as a dtiomantas Turasóireacht na hÉireann a fhorbairt sa tréimhse dhúshlánach seo.

Gillian Bowler  
Cathaoirleach



## Buaicphointí 2006

- D'fháiltigh Éirinn roimh 7.4 milliún cuairteoirí ó thar lear in 2006, ardú 10% ar 2005. Tháinig ardú 10% ar thuillimh ó mhalartú coigríche go €4.7 billiún. Is ionann sin agus an cúigiú bliain as a chéile inar tharla fás agus bliain den scoth a bhí inti maidir do thurasóireacht na hÉireann.
- Choinnigh fás an líon lucht saoire ó thar lear de 10%, leis an ráta fáis foriomlán cuairteoirí. Bhí cuid shuntasach den fhás i gcuariteoirí ó thar lear agus in oícheanta turasóirí mar thoradh ar láidreacht na margaí atá ag teacht chun cinn in Oirthear na hEorpa.
- Thainig ardú de 20% go €1.4 billiún ar an gcaiteachas o thurais bhaile. D'fhás turais bhaile 14% agus d'ardaigh an caiteachas ar shaoire baile 23% go €873 milliún. Ba é margadh na sosanna gearra príomhthiománaí an fháis sna saoirí baile.

- D'fheabhsaigh an dáileadh réigiúnach turasóireachta agus thuairisc réigiún chosta an Iarthair, an Iardheisceart, réigiún na Sionainne agus an tIarthar fás níos mó ar an líon cuairteoirí ná Baile Átha Cliath agus réigiún an oirthir.
- Chomhnasc na cúig Údarás Turasóireachta Réigiúnacha a gcuid oibríochtaí le Fáilte Ireland agus bunaíodh Boird Fhorbartha Turasóireachta Réigiúnach i Lár Tíre agus san Oirthear, san Iardheisceart, san Oirdheisceart, san Iarthar agus san Iarthuaisceart. Riachtanais fhorbartha turasóireachta na réigiúin a thabhairt níos gaire do lár an bheartais náisiúnta turasóireachta agus tacaíocht thurasóireachta níos fearr a thabhairt don tionscal sna réigiúin an chuspóir atá leis seo.
- Bhí Corn Ryder mar phointe fócais infheistíochta agus cur chun cinn ag Fáilte Ireland le roinnt mhaith blianta

- anuas. B'fhiú €143 milliún an ócáid d'eacnamaíocht na hÉireann de réir tuairisce nua neamhspleách de chuid Deloitte & Touche. Is í an aidhm agus an dúshlán anois tógáil ar an bpoiblíocht a fuair an ócáid agus dúbailt a dhéanamh ar an líon cuairteoirí gailf go hÉirinn faoi 2010 i gcomparáid le 2005.
- Phróséail Fáilte Ireland os cionn 300 iarratas ar mhaoiniú in 2006 faoin Tionscnamh Imeachtaí Cultúrtha agus Féilte. Tugadh tacaíocht do 274 imeacht agus infheistíodh os cionn €3.2 milliún.
- Bhí an Cheardlann bhliantúil Trádála Taistil - Meitheal 2006 - ar siúl i gCill Airne an 8 agus 9 Bealtaine. Rinneadh dhá mhíle dhéag coinne gnó le linn an dá lá a raibh an Cheardlann ar siúl. Thug an ócáid deiseanna maithe líonraithe agus teagmhála do thionscnóirí turais agus do tháirgeoirí lena gcuid teagmhálacha a láidriú.

GLACANN MIC LÉINN PÁIRT SA CHOMÓRTAS FÁILTEACHAIS AGUS TURASÓIREACHTA IDIRNÁISIÚNTA AG AN 19ú COMHDHÁIL AGUS COMÓRTAIS DE CHUID AEHT I GCILL AIRNE

BRONNANN AIDAN PENDER, FÁILTE IRELAND (AR CHLÉ) DÁMHACHTAINÍ OPTIMUS FÁILTE IRELAND AG FARMLEIGH, CO. BHAILE ÁTHA CLIATH.



AN TÁIRE JOHN O'DONOGHUE LE CATHAOIRLEACH FÁILTE IRELAND, GILLIAN BOWLER (INA SUÍ) AG AN GCÉAD CHRUINNÚ A TIONÓLADH I MBAILE ÁTHA CLIATH DEN CHÚIGEOR CATHAOIRLEACH RÉIGIÚNACHA NUA

SEOLANN FÁILTE IRELAND CLÁR IMEACHTAÍ CHORN RYDER I CHQ BHAILE ÁTHA CLIATH LEIS AN AIRE JOHN O'DONOGHUE AGUS SHAUN QUINN, FÁILTE IRELAND







SHAUN QUINN  
PRÍOMHFHEIDHMEANNACH

## Athbhreithniú an Phríomhfheidhmeannaigh

Bliain dhearfach den chuid is mó a bhí in 2006 do thionscal turasóireachta na hÉireann. Ba bhliain í ar bhain an tionscal amach feidhmíocht tráchtála láidir ar an iomlán, bhí roinnt athruithe struchtúrtha ann nuair a bunaíodh cúig Bhord Forbartha Turasóireachta Réigiúnacha nua le tacaíochtaí agus seirbhísí níos fearr a sholáthair don turasóireacht sna réigiúin.

Ó thaobh a bhfuil bainte amach againn tá ardú thar na bearta tagtha ar an líon cuairteoirí agus ar an teacht isteach ó na margáí baile agus ó na margáí ó thar lear araon. Chomh maith leis sin, bhí fianaise ann go raibh dáileadh níos cothroime á dhéanamh ar bhuntáistí a bhí bainte amach againn do ghnólaigh turasóireachtaí ná mar a bhí ag tarlú go dtí seo. Rud mór eile a bhaineadh amach ná Corn Ryder ar éirigh thar barr leis agus a léiríonn go dearfach cumas na hÉireann imeachtaí móra spóirt idirnáisiúnta a réachtáil agus is maith an tuar é seo dúinn chun ócáidí den sórt céanna a mhealladh amach anseo.

Is iad an pobal a chuirfidh rath ar fheidhmíocht na turasóireachta in Éirinn ar ndóigh. Cuireann grúpaí gairmiúla agus tiomanta i ngach roinn agus i ngach earnáil den tionscal le forbairt leanúnach na hÉireann ó thaobh turasóireachta den scoth a fhorbairt. Tá Fáilte

Ireland tiomanta an oiliúint is fearr a sholáthar ó chúrsaí leibheál iontrála go dtí leibheál na dtionscnóirí turais is fearr ar domhain. Agus ar deireadh, táimid tiomanta ar thacú leis an tionscal caighdeán sármhaitheasa a shroicint agus a shárú ionas go mbeidh sé ar chumas na hÉireann taithí saoire den scoth a sholáthar dár gcustaiméirí atá ag éirigh níos géarchúisí.

Seo a leanas achoimre ar bhuaicphointí na bliana:

### Feidhmíocht Na Turasóireachta

Reachtáil Éirinn an líon is mó cuairteoirí ó thar lear riamh – 7.4 milliún - in 2006, ardú beagnach 10% ar an mbliain roimhe sin. D'ardaigh tuillimh ó mhalartú coigríche turasóireachta idirnáisiúnta freisin 10% go €4.7 billiún sa tréimhse chéanna. I gcomparáid le roinnt blianta anuas, tháinig ardú ar an líon oícheanta saoire turasóirí ó thar lear, cuid shuntasach den ardú seo na margáí atá ag teacht chun cinn in Oirthear na hEorpa. Tháinig feabhas freisin in 2006 ar réigiúin chósta an iarthair, an lardheiscirt, na Sionna agus an iarthair tráth ar tuairiscíodh arduithe thar an meán cuairteoirí ó thar lear.



COMHALTAÍ D'FHOIREANN NA HÉORPA DARREN CLARKE, PAUL MCGINLEY AGUS PÁDRAIG HARRINGTON, AGUS CORN RYDER ACU TAR ÉIS É A BHUACHAN AG AN K CLUB, CO. CHILL DARA.

AG FREASTAL AR CHOMHDHÁIL TURASÓIREACHTA NÁISIÚNTA FÁILTE IRELAND – *THRIVING IN TOURISM: WHAT SMART BUSINESSES ARE DOING TO STAY AHEAD, A TIONÓLADH I MBAILE ÁTHA CLIATH.*



THÁINIG ARDÚ **10% go dtí €4.7 billiún** AR THUILLIMH COIGRÍCHE Ó THURASÓIREACHT IDIRNÁISIÚNTA I GCOMPARÁID LE BLIANTA ROIMHE SIN. THÁINIG ARDÚ AR AN LÍON OÍCHEANTA A CHRUTHAIGH CUAIRTEOIRÍ Ó THAR LEAR FREISIN.

BAINÉANN BAINISTEORÍ CÁILÍOCHT AMACH Ó CHLÁR FORBARTHA BAINISTÍOCHTA DE CHUID FÁILTE IRELAND/CORNELL, AG COLÁISTE NA TRÍONÓIDE



Thuairsc an margadh baile ardú 20% ar chaiteachas baile foriomlán in 2006 agus tháinig ardú 14% agus 23% faoi seach ar thurais saoirí baile agus ar chaiteachas. B'fhiú €1.4 billiún turais bhaile agus chruthaigh 3.8 milliún turais shaoire baile ioncam de €873 milliún.

Tháinig ardú maith ar an úsáid a bhain turasóirí as Éirín as óstáin, go háirithe sosanna gearra agus lean an claonadh i dtreo óstáin agus cóiríochtaí nach raibh chomh foirmiúil a bheith ag tógáil sciar níos mó d'óicheanta saoire turasóirí.

Tháinig ardú 18% ar thurasóirí ó thar lear ó mhórthír na hEorpa le hardú dúbailte ar mhargáí traidisiúnta mar an Iodáil, an Fhrainc, an Spáinn, an Bheilg agus an Ostair. Bhí ardú ollmhór freisin ar na margáí atá ag teacht chun cinn in Oirthear na hEorpa tríd is tríd, go háirithe an Pholainn. Tháinig ardú maith ar thurasóirí ó Mheiriceá Thuaidh freisin (10%) in 2006 agus shroich margáí na Stáit Aontaithe na buaicphointe a shroicheadar in 2000 agus tá siad réidh anois d'fhás ceart tar éis ceithre bliana a chaitheadh ag teacht chucu féin. Tháinig ardú ar líon na gcuairteoirí ón mBreatain chomh maith leis na margáí i bhfad ó bhaile 5% agus 9% faoi seach.

### Scileanna Daoine Agus Gnó A Fhorbairt

Sheol Fáilte Ireland Líonraí Foghlama Turasóireachta in 2006 ar bhonn 27 contae agus bhí 500 gnólacht rannpháirteach iontu. Tacaíonn na Líonraí le fiontair bheaga agus fiontair meánmhéide lena gcumas gnó a fhorbairt trí phróisis fhoghlama gníomhach, líonrú agus scileanna gnó a fhorbairt.

Cuireadh tús leis an tríú Clár Forbartha Bainistíochta in 2006. Ghlac fiche cúig bainisteoir sinsearach/úinéirí tithe lóistín ar fud na tíre páirt sa Chlár lena n-áirítear modúil ar riachtanais bhainistíochta, seisiúin theagaisc in Ollscoil Cornell, cuairteanna ar shuímh thurasóireachta i Nua-Eabhrac, agus comhpháirteanna ríomhfhoghlama i gcomhar le eCornell.

Earcaíodh seasca cúig bainisteoir faoi oiliúint faoin gClár Forbartha tionscal-bhunaithe do Bhainisteoirí faoi Oiliúint a thosaigh i mí na Samhna in Institiúid Teicneolaíochta na Gaillimhe-Mhaigh Eo (GMIT).

D'fhreastail os cionn 1,000 toscaire, iomaitheoir agus mac léinn ar an 19ú Comhdháil Eorpach d'Óstáin agus Scoileanna Turasóireachta agus Comórtais (AEHT) ar bhí ar siúl i gCill Airne i mí na Samhna. Thaispeáin an ócáid mic léinn ceirde gairmiúla sna ranna turasóireachta agus fáilteachais agus rinneadh cur i láthair ar ghairm bheatha sa turasóireacht do mhic léinn dara leibhéal as Corcaigh, Ciarraí agus Luimneach.

Cháiligh os cionn 2,000 oiliúnaí as cláir oiliúna Fáilte Ireland agus bronnadh teastais FETAC orthu. Chuir os cionn 900 mac léinn nua tús le cláir oideachais Fáilte Ireland in institiúidí teicneolaíochta, mar cócaireacht ghairmiúil, scileanna beair agus fáilteachas turasóireachta (FETAC leibhéal 6), chomh maith le cláir céime i scileanna cócaireachta agus i mbainistiú beair (HETAC Leibhéal 7).

Rinneadh forbairt ar réimse ceardlanna maidir le cúram do chustaiméirí agus margáiocht ar fud na tíre chun cuidiú le riachtanais earnáil na heachaíochta. Tá a leithéid seo de cheardlanna beartaithe d'earnálacha eile in 2007.

### Tacaíochtaí Gnó Praicticiúla A Sholáthair

Forbraíodh tacaíochtaí nua gnó agus bainistiú ar-líne a chlúdaíonn réimsí mar bainistiú fuinnimh, tosú gnó, seicliosta gnó eadargnaíoch agus binsemharcáil airgeadais. Seoladh Seirbhís Chomhairleach Gnó nua i mí na Bealtaine le comhairle agus tacaíocht a thabhairt maidir le saincheisteanna feidhmíochta gnó. Tá an tSeirbhís seo ceaptha le feidhmíocht bhrabúsachta agus bhainistíochta a fheabhsú go háirithe sna SMEanna.

Seoladh Creat nua Táirgiúlachta agus Feidhmíochta don earnáil fháilteachais i Meán Fómhair sa bhreis ar an réimse tacaíochta gnó agus bhainistíochta atá ar fáil faoin sraith seirbhísí agus táirgí d'Fheidhmíochtaí Breise agus rinneadh roinnt faisnéisiú réigiúnach ar fud na tíre.

Soláthraíodh oiliúint agus tacaíochtaí don earnáil B&B agus do chomhlachtaí eile i réimse an ICT laistigh de théarmaí tagartha na Scéime Tacaíochta d'Earnálacha Beaga trí shraith clár sainoiriúnacha a reáchtáil in ionaid oideachais an Choiste Ghairmoideachais i 14 contae. Beidh an tionscnamh seo ar siúl i 20 contae in 2007 agus táthar ag súil go nglacfaidh suas le 1,000 úinéir/oibreoir páirt sna cláir.

Chun cur le torthaí thuarascáil BDO Simpson Xavier ar earnáil na B&Bna tá forbairt ar siúl i réimsí na pleanála straitéise agus margáiochta na n-earnálacha turasóireachta tuaithe agus i gcóiríochtaí tithe feirme. Bíonn cruinnithe athbhreithnithe agus pleanála ar siúl le hearnálacha eile freisin lena n-áirítear féinchóiríocht, tithe lóistín tuaithe agus bailte, carbháin agus campáil agus brúnna saoire.

### Caighdeán Agus Sárchleachtas A Chur Chun Cinn

Thángthas ar chomhaontú le Cónaidhm Óstáin na hÉireann (IHF) maidir le scéim nua rangaithe d'óstáin nua. Cuirfear an scéim nua i láthair de réir a chéile in 2007 agus beidh fáil uirthi i ngach foilseachán agus ar an láithreán gréasáin i 2008. Rinneadh dul chun cinn freisin leis an IHF maidir le scéim rangaithe nua d'earnáil na dtithe aíochta agus bhí réamhchainteanna ar siúl le hionadaithe B&Bna maidir le rangú don earnáil sin.

Bronnadh na Gradaim Optimus náisiúnta i mí Eanáir, i mí Iúil agus i mí na Nollag agus tá creidiúnú tugtha do 83 fiontar ag leibhéal sármhaitheasa, sárchleachtas agus ag leibhéal sármhaitheasa gnó. Eagraíodh turais staidéir binsemharcála do 20 cuideachta de chuid Optimus chuig an Health and Wellness Centre sa Sheraton Grand Hotel agus sa One Spa, i nDún Éideann agus do 20 ionadaithe eile tionscal chuig an Jumeirah Hotel Group i Dubai.

Rinne taighde Fáilte Ireland monatóireacht ar threochtaí, rinneadh caighdeán táirge a bhinsemharcáil, tomhasadh fostaíocht san earnáil, d'fhéach ar fhoinsí faisnéise agus riachtanais agus scrúdaigh príomhshaincheisteanna forbartha. Áirítear leis an gclár taighde a rinneadh in 2006, *Suirbhé ar Thaistealaithe ó Thar Lear bliantúil*, an *Suirbhé ar Dhearcaí na gCuariteoirí* agus an *Suirbhé Óstán*. Rinne an *Suirbhé Baraiméadar Turasóireachta*, suirbhé gréasánbhunaithe an tionscail a bhreithníonn staid an tséasúir, ceithre huairé, agus rinneadh monatóireacht ar áitíocht sna hearnálacha tithe aíochta, B&B, brúnna agus féinchóiríocht idir Aibreán agus Deireadh Fómhair.

SEOLANN FÁILTE IRELAND AN CREAT TÁIRGIÚLACHTA AGUS FEIDHMÍOCHTA NUA PERFORMANCE PLUS AG AN GCEOLÁRAS NÁISIÚNTA



Tugadh chun críche an taighde ar tháirge do mhargaíocht agus d'fhorbairt ó thaobh sláinte agus folláine agus seoltóireachta de agus lean an *Suirbhé Fostaíochta agus Gnó Turasóireachta* le monatóireacht a dhéanamh ar leibhéal fostaíochta agus soláthraíodh sonraí ar oiliúint inn earnáil an fháilteachais. Coimisiúnaíodh taighde freisin le breathnú ar an meoin reatha i leith nuálaíocht, iomaíochas, táirgiúlacht agus foghlaim i measc fiontair bheaga agus fiontair mhóra turasóireachta.

Áiríonn tuilleadh taighde staidéar ar na suímh is coitianta saoire, an chúis a dteitear ar saoire in Éirinn agus na foinsí eolais a d'úsáid cuairteoirí a d'fhéadfadh a bheith ann sa Phoblacht agus i dTuaisceart Éireann agus iad ag pleanáil a gcuid saoire. Rianaigh an taighde freisin éifeachtacht fheachtas fógraíochta na hÉireann ó thuaidh agus ó dheas araon.

### Nuálaíocht Agus Forbairt Táirge

Bhí maoiniú ar fad na Scéime Forbartha Turasóireachta Táirgí (TPDS), ón nPlean Forbartha Náisiúnta, 2000-2006, tiomanta. Chruthaigh an tríú glaoh ar mholtaí faoin fho-bheart Bhainistíú Chomhshaoil 28 iarratas ar mhaoiniú agus ceadaíodh 16. Bhí tacaíocht á thabhairt faoi dheireadh na bliana do 80 tionscadal faoin TPDS, le cabhair deontais de suas le €49 milliún.

Thionscain Fáilte Ireland an treo nua fáis is fearr d'Éirinn i bhfianaise treochtaí reatha a thaispeáineann laghdú ar an tréimhse fanachta, laghdú ar úsáid roinnt táirgí sainspéise agus ar thrácht turasóireachta chuig na réigiúin. Scrúdaigh an taighde treochtaí stíl mhaireachtála tomhaltóirí, treochtaí turasóireachta agus an deighilt ó thaobh oibre sula breathnaíodh ar an tslí a bhféadfadh Éire riachtanais aitheanta na spriocmháltóirí a chomhlíonadh. Aithníodh ceithre

thionscadal píolótach agus aithníodh pleananna forbartha chun tástáil a dhéanamh ar an treocht nua - saoire teaghlaigh san oirdheisceart, cultúr traidisiúnta san iarthar, eachtra 'bog' san iardheisceart agus bia i lár tír.

### Saoirí Baile

Bhí iomaíochas leanúnach i ndán don mhargadh saoire baile ó chinn scríbe nua ar a bhfreastalaíonn iompróirí ísealchostais agus bhí sé faoi réir éilimh ó thomhaltóirí, éilimh a bhí ag síorathrú ó thaobh saoirí níos giorra, tréimhsí níos giorra d'áirithintí agus níos mó úsáide á bhaint as an idirlín.

Leanadh leis an bhfógraíocht ó Feabhra go Nollaig ag baint úsáide as an teilifís agus as an bpreas daite chun teachtaireacht láidir branda a bhrú. Tugadh tacaíocht dó trí chur chun cinn tairiscintí ó láithreáin gréasáin agus tairiscintí speisialta ar an raidió, sa phreas agus i bhfógraíocht lasmuigh. Dhírigh an feachtas €3 milliún seo ar thaitneamhachtaí agus ar ócáidí réigiúnacha ar leithligh agus ar thairiscintí gaolmhara ar phraghas iomaíoch trí láithreáin ghréasáin ireland.ie

Bhí tairiscintí a bhí réasúnach ó thaobh praghas de le fáil ón tionscal léirithe ar láithreán gréasáin athfhorbartha ireland.ie agus eolas sonrath eagraithe de réir contae, le deiseanna áirithint a dhéanamh ar líne chomh maith le léarscáilíu lánpháirtíochta agus bealaí pleanáilte a bheadh úsáideach. Leanadh le lánpháirtíocht an láithreáin gréasáin réigiúnach agus tá na moil réigiúnacha léirithe ar an bpríomhláithreán.

Athdhearadh bróisiúir *Discover Ireland* le híomhá níos comhaimseartha a thabhairt do thairiscintí saoire baile. I measc na dtionscnamh poiblíochta leanúnacha sa phreas agus ar raidió bhí clár RTÉ *No Frontiers*, a thaispeáin roinnt áiteanna in Éirinn. Chlúdaigh an BBC i dTuaisceart Éireann roghanna taitneamhachtaí in Éirinn freisin ina sraith cláir *Getaways*.

Soláthraíonn an Córas Ábhar Turasóireachta Tourism Content System, bunachar sonraí ceann scríbe a d'fhorbair Fáilte Ireland, eolas anois chuig 14 cainéil éagsúla dáileacháin in Fáilte Ireland agus Tourism Ireland agus tá os cionn 25,000 iontrálacha uile-oileáin aige. Áirítear i measc tionscadail eGhnó eile atá beagnach críochnaithe suímh d'oileáin agus turasóireacht gnó, siúlóidí agus galf agus roinnt suíomhanna contae.

### Taitneamhachtaí, Gníomhaíochtaí Agus Imeachtaí

Seoladh Branda nua Turasóireachta Gnó ar a n-áirítear seastáin nua do thaispeántais agus fearais eile, ina measc bróisiúir dreasachtaí, bróisiúir cruinnithe corparáideacha, DVD ilteangach agus láithreán gréasáin nua idirghníomhach [www.irelandinspires.com](http://www.irelandinspires.com), a sholáthraíonn eolas iomlán ar chomhdhála, cruinnithe corparáideacha agus an dreasacht le taisteal in Éirinn.

Athbhreithníodh os cionn 300 iarratas ar mhaoiniú i rith na bliana seo caite de Thionscnamh Imeachtaí Cultúrtha agus Féilte 2002-2006 agus tugadh tacaíocht do os cionn 274 imeacht trí infheistíocht de os cionn €3.2 milliún a sholáthair do mhargaíocht agus do chlár. Tá cur chuige straitéiseach atá bunaithe ar thorthaí á thabhairt isteach don chéad chéim eile den tionscadal, 2007-2011. Áirítear anseo clár srathaithe infheistíochta agus maoiniú ilbhliantúil.

### Tacaíocht Margaíochta Fo-réigiúnach Agus Idir-réigiúnach

Sholáthraigh Fáilte Ireland maoiniú meaitseáilte i dtreo Tionscadail Interreg IIIA Éireann/Thuaisceart Éireann - Ceann Scríbe an Iarthuaiscirt agus Glens & Lakelands - a bhfuil gníomhaíochtaí margaíochta

iomlán de níos mó ná €2.2 milliún acu araon. Ceadaíodh deontas i gcabhair de €45 milliún do Chlár Interreg IIIA Éireann/An Bhreatain Bheag 2000 - 2006, tionscadail atá maoinithe ag an AE chun comhoibriú trasteorann a chur chun cinn agus a spreagadh. Beidh na tionscadail ar fad críochnaithe faoi 2008.

Seoladh Ciste Margaíochta Turasóireachta nua chun an míchothromaíocht sa turasóireacht chuig agus laistigh de na réigiúin a chur ina cheart agus rinne os cionn 40 grúpaí trádála iarratais ar éirigh leo chuig an gCiste Margaíochta do Cheantair Áitiúla. Bhí tionscadail ar leithligh deartha le breis oícheanta turasóirí a ghiniúint agus pacáistí nua agus nuálacha dírithe ar an tomhaltóir a spreagadh, agus ag an am céanna ag spreagadh an tionscal le gréasáin comhoibríthe inbhuanaithe agus cláir cur chun cinn a chur le chéile.

### Turasóireacht Agus An Comhshaoil

Chuir Fáilte Ireland béim bhreise ar an réimse iomlán turasóireachta le linn 2006. Rinneamar athbhreithniú ar aitheantas agus ar ainmniú tírdhreacha álainne agus bealaí álainne in Éirinn agus ar chleachtas comhshaoil laistigh den tionscal turasóireachta tríd is tríd. Bhí ionchur againn i bpleananna forbartha 18 údarásí áitiúil agus i bpleananna ceantair áitiúla agus cuireadh aighneachtaí ar 43 iarratas pleanála os ár gcomhair lenár mbarúil a thabhairt ina leith. Bronnadh na chéad Ghradaim Éicea-Bhainistíú do ghalfchúrsaí in Éirinn ar Carton House agus ar an K Club agus bronnadh an chéad éicilipéid EU Flower do chóiríochtaí turasóireachta ar 11 soláthróir cóiríochta. Foilsíodh treoir deachleachtas maidir le bainistíú comhshaoil d'fhéilte agus d'imeachtaí cultúrtha.



SEOLANN RÉIGIÚN AN OIRTHIR & LÁR TÍRE BRÓISIÚR GAILF NUA CHUN BOLSCAIREACHT A THABHAIRT DO CHORN RYDER



SEOLANN AN TÁIRE JOHN O'DONOGHUE AN STRAITÉIS SIÚIL I gCILL AIRNE



'OILEÁIN NA HÉIREANN', FEACHTAS OLLMHÓR NUA CHUN TURASÓIREACHT A CHUR CHUN CINN CHUIG AN ILIOMAD OILEÁN CREAGACH AGUS ÁLAINN DE CHUID NA HÉIREANN



AN CATHAIREACH NUA-CHEAPHA, RAY MACSHARRY, RÉIGIÚN IARTHUAISCIRT FÁILTE IRELAND, AG BUALADH LEIS AN BHFOIREANN MARGAÍOCHTA TÁIRGÍ AGUS FORBARTHA

## Forbairtí Réigiúnacha

Nasc chúig cinn de na húdaráis Turasóireachta Réigiúnacha a gcuid oibríochtaí feidhme le Fáilte Ireland i mí Iúil 2006, mar chuid d'athbhreithniú leathan ar struchtúir agus ar thacaíochtaí don tionscal turasóireachta agus ag teacht le tuarascáil PricewaterhouseCooper. Bunaíodh Boird Forbartha Turasóireachta Réigiúnacha nua san Oirthear agus i Lár Tíre, san Iardheisceart, san Oirdheisceart, san Iarthar agus san Iarthuaisceart agus ullmhaíodh pleananna oibríochtaí réigiúnacha do 2007. Riachtanais thurasóireachta a thabhairt níos gaire do chroílár an bheartais agus an straitéis náisiúnta turasóireachta an chuspóir a bhí leis an nascadh agus le tacaíochtaí agus seirbhísí níos fearr a sholáthair d'fhorbairt na turasóireachta sna réigiúin.

Is iad seo a leanas roinnt de na príomhforbairtí sna réigiúin idir mí Iúil agus mí na Nollag 2006.

### Fáilte Ireland an Oirthear agus Lár Tíre

Cruthaíodh feachtas mór fógraíochta timpeall ar Chorn Ryder agus taispeáineadh DVD ar ghalf ar eitiltí ar fad trasatlantacha Aer Lingus ó Iúil go Meán Fómhair. Dáileadh os cionn 25,000 treoirleabhair réigiúnacha gailf ag na saoráidí park-and-ride ar na cuairteoirí ar fad a tháinig ag Corn Ryder. Bunaíodh Grúpa Idirghníomhaireachtaí – Fáilte Ireland, Forbairt na Sionainne, Coillte, An tSeirbhís Náisiúnta Páirceanna agus Fiadhúlra, Comhairle Chontae Laoise, Comhairle Chontae Uíbh Fhailí, LEADER Laoise agus LEADER Uíbh Fhailí – chun Sliabh Bladhma a fhorbairt mar thairiscint do chuairoteoirí. Thángthas ar chomhaontú comhpháirtíochta le

hUiscebhealaí Éireann chun Lakelands a chur chun cinn agus Abhann na Sionainne a úsáid mar cnámh droma don tairiscint. Fuarthas deontas ollmhór caipitil i gcabhair do Chuideachta Náisiúnta Graí na hÉireann (iarsmalann capall) agus do Chomhairle Chontae Lú (siúlóid ó Dhroichead Átha go láthair Chath na Bóinne).

### Fáilte Ireland an Iardheiscirt

Bhí béim ar leith ar ghalf i rith thréimhse Chorn Ryder ag ceardlanna trádála, imeachtaí cur chun cinn, turais thrádála agus turais eolais do na meáin, sa bhaile agus thar lear araon, le rannpháirtíocht Fáilte Ireland an Iardheiscirt. Reáchtáladh imeachtaí agus gníomhaíochtaí tábhachtacha lena n-áirítear na AIB Seniors i Sheraton ar Oileán Fota agus Imeacht Ian Botham Pro-Am Golf ag Club Gailf Mórchuid Chiorraí, an Neidín. Foilsíodh treoirleabhar féinchóiríochta 2007 i ndiaidh an DVD nua réigiúnach a tugadh amach, chomh maith le mapaí agus le treoirleabhair réigiúnacha de Chorcaigh agus Ciarraí.

### Fáilte Ireland an Oirdheiscirt

Is í Kathryn Thomas, pearsa de chuid sraith *No Frontiers* RTE, a sheol an chéad DVD réigiúnach riamh. Thacaigh Fáilte Ireland an Oirdheiscirt le Port Láirge ina n-iarracht ar éirigh leo an chéad chéim de Rásaí na Long Ard a reáchtáil in 2011, reáchtáil an chathair na rásaí céanna in 2005. Seoladh an ceathrú Galf phas '3 Club' – The Wexford Coastal Pass.

## Fáilte Ireland an Iarthair

Tá an dara bliain sroichte ag an bhfeachtas fógraíochta Wake up to the West, ar éirigh leis gradaim a bhfuil. Sheol Fáilte Ireland an Iarthair an chéad fhéile agus rása eachtraíochta riamh i gCathair na Mart i gContae Mhaigh Eo i Meán Fómhair agus táthar ag pleanáil imeacht bhliantúil a dhéanamh de as seo amach. Rinneadh forbairt ar bhranda aitheantais nua, láithreán gréasáin agus treoirleabhar do chuairoteoirí le 'Oileáin na hÉireann' a chur chun cinn. Tugadh faoi chlár ollmhór cur chun cinn le hardán a thabhairt do phríomhfhéilte na Gaillimhe, go háirithe Féile Ealaíon na Gaillimhe, Féile Oisrí na Gaillimhe agus Rásaí na Gaillimhe, ag imeachtaí ardíomhá i Londain, i bPáras, i Nua-Eabhrac agus i Chicago.

### Fáilte Ireland a n Iarthuaiscirt

Fuarthas tuilleadh maoinithe ó Chomhlacht na gClár Speisialta AE (SEUPB) do dhá thionscadal ollmhóra trasteorann – Tionscadal Ceann Scríbe an Iarthuaiscirt/Glens & Lakelands. Léirigh feachtas náisiúnta teilifíse iomhánna de chósta Dhún na nGall agus na gníomhaíochtaí iontacha agus saoirí teaghlaigh atá ar fáil sa chontae. Tugadh tacaíocht margaíochta do os cionn 60 imeachtaí agus féilte, go speisialta le heolas a thabhairt ar imeachtaí ceoil.

Mar tháta ar an Athbhreithniú seo ar 2006, ba mhaith liom aitheantas a thabhairt do thacaíocht leanúnach chumainn agus chomhlachtaí ionadaíoch an tionscail a bhfuil dlúthchaidreamh againn leo. Gan dabht, is iomaí dúshlán atá i ndán dúinn d'ainneoin bliain mhaith in 2006, agus creidim go láidir gur chomhpháirtíocht maith oibre leis an tionscal an bealach is fearr le tabhairt faoi na dúshláin a bhaineann le forbairt den scoth a dhéanamh ar thurasóireacht na hÉireann. Mar fhocal scoir, glacaim buíochas le mo chomhghleacaithe in Fáilte Ireland as an obair mhór a rinne siad in 2006 agus tá mé ag tnúth go mór oibriú leo sa bhliain atá amach romhainn.

Shaun Quinn  
Príomhfheidhmeannach

# Ráiteas Corparáideach

## Rialú Corparáideach

Tacaíonn Fáilte Ireland leis na caighdeáin is airde de rialú corparáideach agus cleachtaíonn iad agus cloítear go sonrach le prionsabail agus treoirlínte infheidhmíthe atá sainmhínte sa Chód Cleachtais do Rialú Comhlachtaí Stáit.

## Acmhainní Daonna

Amhail an 31 Nollaig 2006, bhí foireann údaraithe Fáilte Ireland comhdhéanta de 405.19 duine lánaimseartha.

## Comhionannas

Is fostóir comhionannas deiseanna é Fáilte Ireland. Feidhmítear gach reachtaíocht chomhionannais chuí san eagraíocht.

## Sábháilteacht, Sláinte agus Leas

Cosnaíodh folláine fostaithe agus oiliúnaithe na heagraíochta trí chloí go daingean le caighdeáin sláinte agus sábháilteachta. Tá an tÚdarás sásta go mbaineann an chuideachta amach forálacha an Ahta um Shábháilteacht, Sláinte agus Leas ag an Obair, 1989 agus a athsholáthar an tAcht um Shábháilteacht, Sláinte agus Leas ag an Obair, 2005.

## Saoráil Faisnéise

Sa tréimhse atá faoi athbhreithniú, fuair Fáilte Ireland 6 iarratas faoin reachtaíocht um Saoráil Faisnéise.

# Gníomhaíocht Oiliúna 2006

	2006	2005
<b>DÍFHOSTAITHE</b>		
Bunscileanna	1,299	1,180
Filleadh ar an Obair	831	1,021
Scaoileadh Lae	28	28
<b>Fo-iomlán</b>	<b>2,158</b>	<b>2,229</b>
<b>COLÁISTE-BHUNAIDH</b>		
Ceird Lánaimseartha	1,400	1,545
An Clár Náisiúnta Printíseachta	550	502
Bainistíocht Lánaimseartha	0	239
Ard/Mhaoirseacht (113)/Ealaíona Cistineacha (98)	211	294
Oideachas do Dhaoine Fásta - Turasóireacht	34	62
Clár Forbartha do Bhainisteoir Faoi Oiliúint	84	94
Clár Bainistíochta Blocscaoileadh	70	76
<b>Fo-iomlán</b>	<b>2,349</b>	<b>2,812</b>
<b>TIONSCAIL-BHUNAIDH</b>		
Forbairt Ghairmiúil (2,943) agus Forbairt Fhiontraíochta (2,455)	5,398	4,808
Dioplóma Turasóireachta Múinteora	9	0
Oiliúint Thar Lear	6	16
<b>Fo-iomlán</b>	<b>5,413</b>	<b>4,824</b>
<b>Mór Iomlán</b>	<b>9,920</b>	<b>9,865</b>



# Comhaltaí an Údaráis



GILLIAN BOWLER

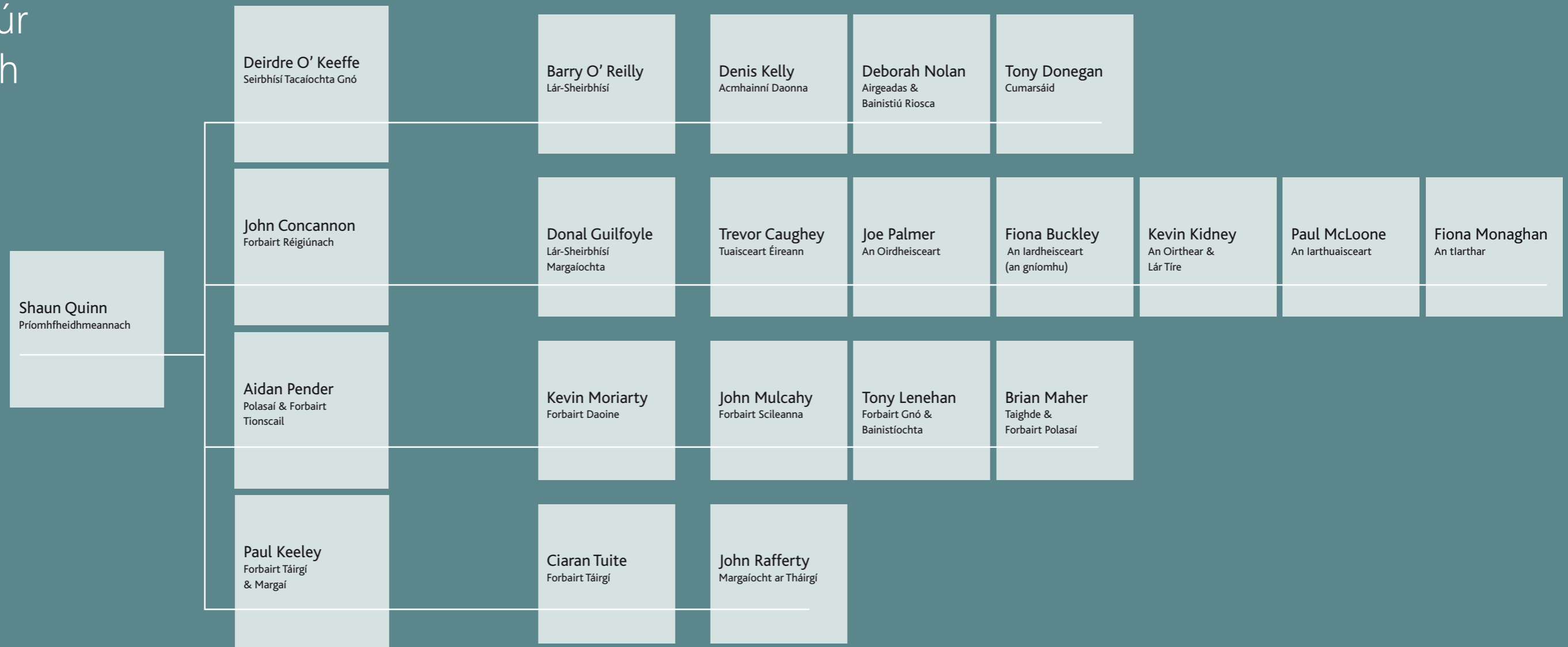
## Thionóil an tÚdarás ocht gcruinniú i rith 2006.

COMHALTA	IOMLÁN	COMHALTA	IOMLÁN
Gillian Bowler	7	Pádraig O Ceidigh	7
Maureen Cairnduff	8	Patrick O'Donoghue	8
Dominic Dillane	7	Páidí O Sé	5
Brian Dowling	8	Catherine Reilly	8
John McDonnell	5	Eithne Scott-Lennon	6
Noel McGinley	8	Richard Bourke	4
Noel O'Callaghan	2		

Nóta:Tháinig Richard Bourke in ionad Mary McKeon an 28 Bealtaine 2006



## Struchtúr Rannach



## Líon Turasóirí agus Ioncam 2006

		2002	2003	2004	2005	2006	06/05±%
<b>An Bhreatain</b>	Líon (000s)	3,452	3,553	3,526	3,640	3,821	5
	Ioncam (€mn)	1,283.3	1,319.1	1,276.1	1,274.2	1,372.4	8
<b>Mórhíir na hEorpa</b>	Líon (000s)	1,378	1,484	1,582	1,903	2,252	18
	Ioncam (€mn)	866.6	885.1	930.4	1,238.6	1,354.5	9
<b>An Ghearmáin</b>	Líon (000s)	288	302	298	402	417	4
	Ioncam (€mn)	181.5	184.3	177.4	237.6	244.6	3
<b>An Fhrainc</b>	Líon (000s)	298	321	297	310	360	16
	Ioncam (€mn)	185.3	147.1	158.3	176.4	199.1	13
<b>An Iodáil</b>	Líon (000s)	157	176	186	190	248	30
	Ioncam (€mn)	110.7	120.9	119.0	124.0	149.4	20
<b>An Ísiltír</b>	Líon (000s)	162	146	151	157	155	-1
	Ioncam (€mn)	85.4	78.1	69.4	80.1	70.8	-12
<b>Tíortha Eile san Eoraip</b>	Líon (000s)	473	539	650	844	1,073	27
	Ioncam (€mn)	303.7	354.7	406.3	620.5	690.6	11
<b>Meiriceá Thuaidh</b>	Líon (000s)	844	892	956	937	1,034	10
	Ioncam (€mn)	709.0	787.2	772.1	738.2	815.1	10
<b>Tíortha Eile Thar Lear</b>	Líon (000s)	245	249	320	284	310	9
	Ioncam (€mn)	228.7	236.4	256.3	235.9	267.1	13
<b>IOMLÁN THAR LEAR</b>	Líon (000s)	5,919	6,178	6,384	6,763	7,417	10
	Ioncam (€mn)	3,087.5	3,227.7	3,234.9	3,486.9	3,809.0	9
<b>Tuaisceart Éireann</b>	Líon (000s)	557	586	569	570	585	3
	Ioncam (€mn)	161.2	175.5	174.1	178.8	190.8	7
<b>Ionlán Lasmuigh den Stát</b>	Líon (000s)	6,476	6,764	6,953	7,333	8,002	9
	Ioncam (€mn)	3,248.7	3,403.2	3,409.0	3,665.7	3,999.8	9
<b>Cuairteanna Aon Lae Thar Lear</b>	Ioncam (€mn)	17.3	20.8	22.0	23.3	30.3	30
<b>Fáltais Iompróirí</b>	(€mn)	723.0	633.0	634.0	583.0	663.0	14
<b>MALARTÚ COIGRÍCHE IOMLÁN</b>	(€mn)	3,989.0	4,057.0	4,065.0	4,272.0	4,693.0	10
<b>Turais Bhaile</b>	Líon (000s)	6,452	6,657	7,001	7,173	7,310	2
	Ioncam (€mn)	849.4	970.9	1,037.2	1,164.5	1,398.3	20
<b>IONCAM TURASÓIREACHTA IOMLÁN</b>	(€mn)	4,838.4	5,027.9	5,102.2	5,436.5	6,091.3	12

Foinse: CSO/Failte Ireland/NITB

## Ráitis Airgeadais

don bhliain dar chríoch 31 Nollaig 2006



# Ráiteas ar Fhreagrachtaí an Bhoird

Éilíonn Alt 27 den Acht um Údarás Náisiúnta Forbartha Turasoireachta 2003 ar an Údarás ráitis airgeadais a ullmhú ar bhealach a cheadóidh an tAire le toiliú an Aire Airgeadais. Agus an tÚdarás ag ullmhú na ráitis airgeadais sin éilítear air:

- beartais chuntasaíochta oiriúnacha a roghnú agus iad a fheidhmiú ar bhonn seasmhach;
- breithiúnais agus meastacháin a dhéanamh a bhíonn réasúnach agus stuama;
- ráitis airgeadais a ullmhú ar bhonn an ghnóthais leantaigh mura mbíonn sé mí-oiriúnach glacadh leis go leanfaidh Fáilte Ireland ag feidhmiú;
- aon imeachtaí ábhartha ó chaighdeáin chuntasaíochta infheidhmithe a nochtadh nó a mhíniú.

Tá an tÚdarás freagrach as leabhair chuntais chuí a choinneáil a léiríonn le cruinneas réasúnach ag aon tráth staid airgeadais an Údarás agus a chuireann ar a chumas a chinntiú go gcomhlíonann na Ráitis Airgeadais Alt 27 den Acht. Tá an tÚdarás freagrach as sócmhainní Fáilte Ireland a chosaint agus as céimeanna réasúnacha a ghlacadh le cosc a chur ar chalaos agus ar neamhrialtachtaí eile agus iad a aimsiú.



Gillian Bowler, Cathaoirleach



Catherine Reilly, Comhalta an Údarás

# Tuarascáil an Ard-Reachtair Cuntas agus Ciste le cur i láthair Thithe an Oireachtais

Tá ráitis airgeadais an Údarás Náisiúnta Forbartha Turasoireachta don bhliain dar críoch 31 Nollaig 2006 iniúchta agam faoin Acht um Údarás Náisiúnta Forbartha Turasoireachta, 2003.

Tá na ráitis airgeadais, a ullmhaíodh faoi na beartais chuntasaíochta arna leagan amach sna ráitis, comhdhéanta de na Beartais Chuntasaíochta, an Cuntas Ioncaim agus Caiteachais, an Ráiteas Gnóthachan agus Cailteanas Aitheanta Iomlán, an Clár Comhardaithe, an Ráiteas ar Shreabhadh Airgid agus na nótaí gaolmhara.

## FREAGRACHTAÍ CHOMHALTAÍ AN ÚDARÁS AGUS AN ARD-REACHTAIRE CUNTAS AGUS CISTE FAOI SEACH

Tá an tÚdarás freagrach as na ráitis airgeadais a ullmhú de réir an Acht um Údarás Náisiúnta Forbartha Turasoireachta, 2003, agus as rialtacht na n-idirbheart a chinntiú. Ullmhaíonn an tÚdarás na ráitis airgeadais de réir Cleachtais Chuntasaíochta a nGlactar Leis go Coitianta in Éirinn. Tá freagrachtaí cuntasaíochta Chomhaltaí an Údarás leagtha amach sa Ráiteas um Fhreagrachtaí an Údarás.

Is é m'fhreagrachta ná na ráitis airgeadais a iniúchadh de réir cheanglas ábhartha dlí agus rialúcháin agus Caighdeán Idirnáisiúnta maidir le hIniúchóireacht (Ríocht Aontaithe agus Éire).

Tuairiscím mo thuairim maidir le cibé an dtugann na ráitis airgeadais léargas fíorcheart, de réir Cleachtais Chuntasaíochta a nGlactar Leis go Coitianta in Éirinn. Tuairiscím freisin cibé, dar liom, an raibh leabhair chuntais chuí coinnithe. Lena chois sin, deirim cibé an dtagann na ráitis airgeadais leis na leabhair chuntais.

Tuairiscím ar aon chás ábhartha nár feidhmíodh suimeanna airgid chun na gcríoch a bhí beartaithe nó sa chás nach leanann na hidirbhearta do na húdaráis a rialaíonn iad.

Tuairiscím freisin mura bhfuil an fhaisnéis agus na mínithe ar fad faighte agam agus atá riachtanach chun críocha m'iniúchta.

Scrúdaím an Ráiteas maidir le Rialú Inmheánach Airgeadais le féachaint an léirítear ann gur chomhlíon an tÚdarás an Cód Cleachtais maidir le Rialachas Comhlachtaí Stáit agus tuairiscím ar aon chás ábhartha nach ndéanann sé amhlaidh, nó más rud é go bhfuil an ráiteas míthreorach nó nach dtagann sé le faisnéis eile atá ar eolas agam de bharr na ráitis airgeadais a bheith iniúchta agam. Ní cheanglaítear orm a bhreithniú cibé an gclúdaíonn an Ráiteas maidir le Rialú Inmheánach Airgeadais gach príacal agus rialú airgeadais, ná teacht ar thuairim maidir le héifeachtacht na nósanna imeachta maidir le príacail agus rialú.

Léim faisnéis eile atá sa Tuarascáil Bhliantúil, agus breithním cibé an dtagann sé leis na ráitis airgeadais iniúchta. Breithním na himpleachtaí do mo thuarascáil má thagaim ar an eolas faoi aon rud atá, de réir cosúlachta, ina mhíríteas nó ina neamhréireacht ábhartha leis na ráitis airgeadais.

## AN BUNÚS ATÁ LE MO THUAIRIM AR NA RÁITIS

I mbun m'fheidhme mar Ard-Reachtair Cuntas agus Ciste, rinne mé m'iniúchadh ar na ráitis airgeadais de réir Caighdeán Idirnáisiúnta maidir le hIniúchóireacht (Ríocht Aontaithe agus Éire) arna n-eisiúint ag an mBord um Chleachtais Iniúchóireachta agus trí thagairt a dhéanamh do na nithe ar leith is gá a chur san áireamh i ndáil le cúrsaí bainisteoireachta agus oibriúcháin a ghabhann le comhlachtaí Stáit. Déantar scrúdú mar chuid den iniúchadh, ar bhonn tástála, ar fhianaise a bhaineann le suimeanna agus rialtacht na n-idirbheart airgeadais a chuirtear san áireamh sna ráitis airgeadais, agus leis na hidirbhearta a fhoilsítear iontu. Chomh maith leis sin, cuimsíonn an t-iniúchadh measúnacht ar na meastacháin agus ar na breitheanna suntasacha a rinneadh agus na ráitis airgeadais á n-ullmhú, agus measúnacht le féachaint an n-oireann na beartais chuntasaíochta don bhail atá ar chúrsaí an Údarás, ar feidhmíodh na beartais sin ar bhealach leanúnach agus ar foilsíodh iad ar bhealach sásúil.

Phleanáil mé agus rinne mé m'iniúchadh sa chaoi is go bhfaighinn an fhaisnéis agus na mínithe ar fad a mheas mé a bheith riachtanach ionas go mbeadh leordhóthain fianaise agam a d'fhágfadh cinnteacht réasúnach ann go bhfuil na ráitis airgeadais saor ó mhíríteas ábhartha, cibé acu calaois nó neamhrialtacht eile nó earráid is cúis leis sin. I dteacht ar mo thuairim, rinne mé meastóireacht ar a shásúla is a cuireadh faisnéis i láthair sna ráitis airgeadais san iomlán freisin.

## TUAIRIM

Is é mo thuairim go dtugann na ráitis airgeadais léargas fíorcheart, de réir Cleachtais Chuntasaíochta a nGlactar Leis go Coitianta in Éirinn, ar ríocht ghnóthaí an Údarás ag 31 Nollaig 2006 agus ar a ioncam agus ar a chaiteachas don bhliain dar críoch sin.

Is é mo thuairim go raibh leabhair chuntais chuí coinnithe ag an Údarás Náisiúnta Forbartha Turasoireachta. Tá na ráitis airgeadais ag teacht leis na leabhair chuntais.

John Purcell  
Ard-Reachtair Cuntas agus Ciste  
9 July 2007



## Ráiteas Faoin gCóras Rialaithe Airgeadais Inmheánaigh

Thar ceann Chomhaltaí an Údarás aithním ár bhfreagracht i leith a chinntiú go ndéanfaí cothabháil agus go n-oibreofaí córas rialaithe airgeadais inmheánaigh éifeachtach. Ní féidir leis an gcóras ach dearbhú réasúnach agus ní dearbhú críochnaitheach a chur ar fáil go ndéanfaí cosaint ar shócmhainní, go bhfuil idirbheartaíochtaí údaráithe agus taifeadta i gceart, agus go gcuirtear cosc ar earráidí ábhartha nó ar neamhrialtachtaí nó go n-aimseofaí iad i dtreimhse chaoithiúil.

Tá céimeanna glactha ag an Údarás lena chinntiú go mbeidh timpeallacht rialaithe chúil i bhfeidhm trí:

- freagrachtaí bainistíochta a shainmhíniú go soiléir
- nósanna imeachta foirmiúla a bhunú chun teipeanna rialaithe suntasacha a thuairisciú agus lena chinntiú go dtógtar gníomh cuí chun an cheist a cheartú.

Tugadh faoi phróiseas foirmiúil an riosca gnó a aithint, a mheas, a mhaolú agus a bhainistiú agus áirítear ann:

- na cineálacha rioscaí a aithint
- an dóigh go dtarlódh siad
- na himpleachtaí airgid nó eile
- na fachtóirí maolaithe
- pleananna chun na rioscaí aitheanta a bhainistiú
- ag monatóireacht agus ag tuairisciú ar an bpróiseas

Tá an córas rialaithe airgeadais inmheánaigh bunaithe ar chreat oibre eolais bainistíochta rialta, nósanna imeachta riaracháin lena n-áirítear dualgais a roinnt, agus córas toscaireachta agus cuntasaoíochta. Áiríodh leis go háirithe:

- Pleananna straitéiseacha agus buiséid bhliantúla a cheadaíonn an tÚdarás.
- Tuarscálacha buiséid ardleibhéil a dhéanann athbhreithniú ar fheidhmíocht in aghaidh buiséid a ndéanann an tÚdarás monatóireacht orthu go míosúil.
- Coiste Beartais Airgeadais ar a bhfuil Príomhfheidhmeannach agus Stiúrthóirí chomh maith leis an gCeann Airgeadais, a thagann le chéile go

míosúil le hiniúchadh a dhéanamh ar fheidhmíocht in aghaidh buiséid agus plé a dhéanamh ar shaincheisteanna airgeadais a mbíonn tionchar acu ar an eagraíocht.

- Feidhm Iniúchta Inmheánaigh a dhéanann monatóireacht ar chomhlíonadh pholasaithe agus nósanna imeachta agus éifeachtacht rialaithe inmheánacha laistigh den eagraíocht. Tuairiscíonn an t-Iniúcháir Inmheánach chuig Cathaoirleach an Choiste Iniúchta.
- Feidhm fheidhmiúcháin Bhainistiú Riosca a dhéanann monatóireacht ar dhul chun cinn na heagraíochta maidir le riosca aitheanta sa Chlár Riosca agus tuairisciú chuig an bhfeidhmeannas.
- Coiste Iniúchta agus Bainistiú Riosca ar a bhfuil triúr stiúrthóirí neamh-fheidhmeannacha agus a chasann le chéile thart ar ceithre uaire sa bhliain chun athbhreithniú a dhéanamh ar thuairiscí an Iniúcháir agus an Clár Riosca a athbhreithniú agus a thuairiscíonn chuig an Údarás.

Chuidigh obair an Iniúcháir Inmheánaigh leis an monatóireacht agus leis an athbhreithniú a rinne an tÚdarás ar éifeachtacht an chórais rialaithe airgeadais inmheánaigh chomh maith le hobair an Choiste Iniúchta a bhreathnaigh i ndiaidh obair an Iniúcháir Inmheánaigh, agus na bainisteoirí feidhmeannacha laistigh de Fáilte Ireland atá freagrach as an gcreat oibre rialaithe airgeadais a fhorbairt agus a chothabháil.

Dearbhaim, maidir leis an mbliain 31 Nollaig 2006, go ndearnadh an tÚdarás éifeachtúlacht an chórais inmheánaigh airgeadais a athbhreithniú.



Gillian Bowler, Cathaoirleach

## Beartais Chuntasaíochta

Is iad seo a leanas na beartais chuntasaíochta suntasaíochta a glacadh leo sna ráitis airgeadais seo:-

### GNÁS CUNTASAÍOCHTA

Tá na ráitis airgeadais ullmhaithe ar bhonn fabhráithe faoi chomhghnás an chostais stairiúil, seachas Deontais Oireachtais - mar atá tugtha le fios thíos agus de réir phrionsabail chuntasaíochta a nglactar go ginearálta leo. Glactar le Caighdeán Tuairiscithe Airgeadais atá molta ag na comhlachtaí cuntasaoíochta aitheanta de réir mar is infheidhme dóibh.

### DEONTAIS OIREACHTAIS

Is léiriú iad na deontais sa Chuntas Ioncaim agus Caiteachais ar na suimeanna a fuarthas sa tréimhse sin.

### DEONTAIS INÍOCHTA

Aithnítear caiteachas neamh-chaipitil sa tréimhse ina ndearna an faighteoir an ghníomhaíocht dheontais a cháilíonn do thacaíocht deontais agus nuair a cloítear leis na coinníollacha deontais atá leagtha síos.

Aithnítear deontais chaipitil sa Chuntas Ioncaim agus Caiteachais nuair a chuirtear éilimh faoi bhráid an Údarás.

### AIRGEADRA COIGRÍCHE

Déantar idirbheartaíochtaí a bhíonn ainmnithe in airgeadra coigríche a aistriú go euro ag ráta caighdeánach le linn na bliana. Déantar gnóthachain malartaithe réadaithe agus cailleanais ar idirbheartaíochtaí a réitíodh le linn na bliana a chur san áireamh sa Chuntas Ioncaim agus Caiteachais don bhliain.

Áirítear sócmhainní agus dliteanais airgid a bhíonn ainmnithe in airgeadra coigríche ag an ráta malartaithe a bhíonn i bhfeidhm ag dáta an chláir chomhardaithe agus cuirtear gnóthachain agus cailleanais mar thoradh air san áireamh sa Chuntas Ioncaim agus Caiteachais don bhliain.

### SÓCMHAINNÍ SEASTA INLÁIMHSITHE AGUS DÍMHEAS

Luaitear sócmhainní seasta inlámhsithe ag costas lúide dímhéas carntha. Ríomhtar dímhéas a chuirtear chun dochair don Chuntas Ioncaim agus Caiteachais le costas sócmhainní seasta thar a shaol úsáideach a dhíscríobh ag na rátaí bliantúla atá leagtha amach thíos:

Áitrimh	2% - 5%	Líne Dhíreach
Trealamh Ríomhaireachta	33½%	Líne Dhíreach
Troscán agus Fearais	10% - 20%	Líne Dhíreach
Trealamh Oiliúna	20%	Líne Dhíreach
Mótarfeithiclí	20%	Líne Dhíreach

### SÓCMHAINNÍ INFHEISTÍOCHTA

Cuimsíonn sócmhainní infheistíochta talamh agus foirgnimh nach bhfuil orthu ach luach taitneamhachta amháin agus a luaitear ag luach stairiúil

### SÓCMHAINNÍ AIRGEADAIS

Áirítear gach sócmhainn airgeadais ag luach ainmniúil.

### LÉASANNA OIBRÍOCHTA

Déileáiltear le hiocaíochtaí faoi léasanna oibríochta sa Chuntas Ioncaim agus Caiteachais mar a thabhaítear iad.

### CUNTAS CAIPITIL

Seasann an Cuntas Caipitil do luach neamhamúchta ioncam a úsáidtear do chríocha caipitil. Déantar na haistríthe idir na cúlchistí ioncaim agus na cúlchistí caipitil go bliantúil chun cothromú a dhéanamh ar mhaoiniú caipitil na heagraíochta, ar a n-áirítear léasanna airgeadais, do ghlanluach leabhar dá sócmhainní seasta inlámhsithe.

### FÉICHIÚNAITHE

Díscríobhtar drochfhiacha agus déantar soláthar speisialta d'aon mhéideanna a bhreithnítear a bheith amhrasach.

### STOIC

Luacháiltear stoic ag an gcostas is ísle agus an glanluach réadaithe.

## Costais Phinsin

AR LEAN

### COSTAIS PHINSIN

#### Scéimeanna Pinsin Shochair Shainithe

Feidhmíonn Fáilte Ireland dhá scéim shochair shainithe pinsin a dhéantar a mhaoiniú go bliantúil ar bhonn íoc-mar-a-thuillir ó airgead a sholáthraíonn an Roinn Ealaíon, Spóirt agus Turasóireachta agus ó ranníoca a asbhaintear as tuarastal foirne.

Feidhmíonn Fáilte Ireland dhá scéim shochair shainithe freisin atá á riaradh ag iontaobhaithe agus atá neamhpleách d'airgeadas na cuideachta. Íoctar ranníoca leis na scéimeanna de réir mholtaí achtúirí neamhspleácha cáilithe le cur ar chumas na n-iontaobhaithe na sochair a bheidh fabhráithe do chomhaltaí i leith seirbhíse reatha agus sa todhchaí a íoc.

Léiríonn costais pinsin sochair pinsin a thuilleann fostaithe sa tréimhse. Don dá scéim íoc-mar-a-thuillir tá na costais léirithe glan ó ranníoca pinsin na foirne atá coimeádta ag an Údarás. Aithnítear méid a chomhfreagraíonn don mhúirear pinsin mar ioncam sa mhéid is gur féidir é a aisghabháil agus déantar é a fhritháireamh le deontais a fhaightear sa bhliain le híocaíochtaí a dhéanamh le pinsinéirí sna scéimeanna nach bhfuil maoinithe agus ranníoca leis an scéim mhaoinithe.

Léirítear gnóthachain nó cailteanais achtúireacha ar dhliteanais scéime, agus nuair is infheidhme, ar shócmhainní scéime, sa Ráiteas ar Ghnóthachain agus ar Chaillteanas Iomlána Aitheanta agus aithnítear coigeartú comhfhreagrach sa méid in-aisghabhála ón Roinn Ealaíon, Spóirt agus Turasóireachta.

Léiríonn dliteanais pinsin luach reatha íocaíochtaí pinsin amach anseo atá tuillte ag an bhfoireann go dtí seo. Léiríonn maoiniú pinsin iarchurtha an tsócmhainn chomhfhreagrach atá le haisghabháil i dtréimhsí amach anseo ón Roinn Ealaíon, Spóirt agus Turasóireachta.

#### Scéim Ranníoca Sainithe

Tá scéimeanna pinsin ranníoca sainithe ar fáil don fhoireann nach bhfuil incháilithe don scéim aoisliúntais neamh-mhaoinithe. Déileáiltear le híocaíochtaí a dhéantar faoi na scéimeanna seo sa Chuntas Ioncaim agus Caiteachais don bhliain lena mbaineann.

## Cuntas Ioncaim Agus Caiteachais

DON BHLIAIN DAR CHRÍOCH 31 NOLLAIG 2006

	Nótaí	2006 €'000	2005 €'000
<b>IONCAM:</b>			
Deontais Oireachtais	1	154,717	123,857
Ioncam Eile	2	11,454	5,367
Glan-mhaoiniú iarchurtha do phinsin sa bhliain		2,230	2,522
		168,401	131,746
<b>AISTRIÚ (CHUIG)/Ó CHÚLCHISTÍ CAIPITIL</b>	19	(460)	240
		167,941	131,986
<b>CAITEACHAS:</b>			
Costais Oibríochta Ginearálta:			
Margaíocht	3	41,891	27,845
Oiliúint	4	17,720	14,735
Forbairt	5	16,140	7,561
Seirbhísiú Cuairteoirí		1,933	-
Taighde		1,947	1,410
Pá	6	19,110	13,997
Speansais Oibríochta	7	11,346	8,424
Íocaíocht Deontas Tourism Ireland Teo	1	45,422	45,218
Fordheontas Údarás Turasóireachta Réigiúnach	9	3,865	5,561
Costais Pinsin	11	7,893	7,343
		167,267	132,094
<b>Farasbarr Ioncaim ar Chaiteachas/(Caiteachas thar Ioncam) sa tréimhse</b>		674	(108)

Is cuid thábhachtach de na ráitis airgeadais seo iad na Beartais Chuntasaíochta agus na nótaí 1 go 27.



Gillian Bowler, Cathaoirleach



Catherine Reilly, Comhalta an Údaráis

# Ráiteas ar Ghnóthachain agus Cailteanais Aitheanta Iomlána

DON BHLIAIN DAR CHRÍOCH 31 NOLLAIG 2006

	Nótaí	2006 €'000	2005 €'000
<b>CAILLTEANAS ACHTÚIREACHA AR SCÉIMEANNA PINSIN</b>			
<b>Taithí (cailteanas)/gnóthachan ar dhliteanais na scéime pinsin</b>			
Scéim Neamh-Mhaoinithe	11 (A)	(2,267)	(641)
Scéim Mhaoinithe CERT (Dúnta)	11 (B)	(380)	(336)
Scéimh Mhaoinithe RTA (Dúnta)	11 (C)	(100)	-
		(2,747)	(977)
<b>Tionchar athraithe ar bhonn tuisceana</b>			
Scéim Neamh-Mhaoinithe	11 (A)	6,207	(8,970)
Scéim Mhaoinithe CERT (Dúnta)	11 (B)	1,118	(2,115)
Scéimh Mhaoinithe RTA (Dúnta)	11 (C)	(411)	-
		6,914	(11,085)
<b>Aischiúir achtúireach lúide aischiúir ionchais ar shócmhainní</b>			
Scéim Mhaoinithe CERT (Dúnta)	11 (B)	722	1,314
Scéimh Mhaoinithe RTA (Dúnta)	11 (C)	1,916	-
		2,638	1,314
		6,805	(10,748)
<b>COIGEARTÚ AR MHAOINIÚ PINSIN IARCHURTHA</b>			
Farasbarr Ioncaim ar Chaiteachas/(Caiteachas thar Ioncam) sa tréimhse		674	(108)
Iomlán na Ghnóthachain/(Cailteanais) don Bhliain		674	(108)

Is cuid thábhachtach de na ráitis airgeadais seo iad na Beartais Chuntasaíochta agus na nótaí 1 go 27.



Gillian Bowler, Cathaoirleach



Catherine Reilly, Comhalta an Údaráis

# Clár Comhardaithe

AMHAIL AN 31 NOLLAIG 2006

	Nótaí	2006 €'000	2005 €'000
<b>SÓCMHAINNÍ SEASTA</b>			
Sócmhainní Inláimhsithe	13	20,377	5,809
Sócmhainní Airgeadais	15	53	-
Maoin Infheistíochta	14	276	111
		20,706	5,920
<b>SÓCMHAINNÍ REATHA</b>			
Stoic		1,289	33
Féichiúnaithe	16	1,621	981
Iarmhéideanna Bainc agus Airgid Tirim	17	23,812	20,384
		26,722	21,398
<b>CREIDIÚNAITHE: Méideanna a bheidh dlite laistigh de bhliain amháin</b>	18	21,401	16,647
<b>GLAN-SÓCMHAINNÍ REATHA</b>		5,321	4,751
		26,027	10,671
<b>SÓCMHAINNÍ IOMLÁNA LÚIDE DLITEANAS REATHA</b>			
<b>CREIDIÚNAITHE: Méideanna a bheidh dlite tar éis níos mó ná bliain amháine</b>	18	269	270
<b>SÓCMHAINNÍ IOMLÁNA LÚIDE DLITEANAS REATHA ROIMH PHINSIN</b>		25,758	10,401
<b>Maoiniú Pinsin Iarchurtha</b>	11	129,761	126,593
<b>Dlíteanais Pinsin</b>	12	(129,761)	(126,593)
<b>SÓCMHAINNÍ IOMLÁNA LÚIDE DLITEANAS REATHA TAR ÉIS PINSIN</b>		25,758	10,401
<b>CAIPITEAL AGUS CÚLCHISTÍ</b>			
Barrachas Carntha	20	5,052	4,481
Cuntas Caipitil	19	20,706	5,920
		25,758	10,401

Is cuid thábhachtach de na ráitis airgeadais seo iad na Beartais Chuntasaíochta agus na nótaí 1 go 27.



Gillian Bowler, Cathaoirleach



Catherine Reilly, Comhalta an Údaráis

# Ráiteas Sreabhadh Airgid

DON BHLIAIN DAR CHRÍOCH 31 NOLLAIG 2006

# Notaí do na Ráitis Airgeadais

DON BHLIAIN DAR CHRÍOCH 31 NOLLAIG 2006

Nótaí	2006 €'000	2005 €'000
<b>RÉITEACH AR FHARASBARR IONCAIM AR CHAITEACHAS/ (CAITEACHAS AR IONCAM) CHUIG GLAN-INSREABHADH AIRGID Ó GHNÍOMHAÍOCHTAÍ OIBRÍOCHTA</b>		
Farasbarr Ioncaim ar Chaiteachas/(Caiteachas thar Ioncam) sa tréimhse	674	(108)
Dímheas Sócmhainní Seasta Inláimhsithe	933	401
Aistriú chuig/(ó) Chuntas Caipitil	460	(240)
Barrachas/(Easnamh) ar dhiúscairt sócmhainní seasta inláimhsithe (Méadú)/Laghdú i bhFeichiúnaithe	(1)	3
(Laghdú)/Méadú i gCreidiúnaithe	2,216	(3)
(Méadú)/Laghdú i Stoic	2,228	(747)
(Méadú)ar Dheontais Oireachtais Fabhráithe	570	(6)
(Laghdú)/Méadú ar Dheontais Oireachtais Iarchurtha	(108)	-
Ús Faighte	(1,500)	1,500
Laghdú ar Mhéideanna Dlite do Chistí an Aontais Eorpaigh	(64)	(49)
	-	3,499
<b>Glan-insreabhadh airgid ó ghníomhaíochtaí oibríochta</b>	<b>5,408</b>	<b>4,250</b>
<b>RÁITEAS SREABHADH AIRGID</b>		
<b>GLAN-INSREABHADH AIRGID Ó GHNÍOMHAÍOCHTAÍ OIBRÍOCHTA</b>	<b>5,408</b>	<b>4,250</b>
<b>AISCHUIR AR INFHEISTÍOCHT AGUS SEIRBHÍSIÚ AIRGEADAIS</b>		
Ús ar acmhainní leachtachta	64	49
<b>CAITEACHAS CAIPITIL AGUS INFHEISTÍOCHT AIRGEADAIS</b>		
Íocaíochtaí chun sócmhainní seasta inláimhsithe a cheannach Admhálacha ó dhíolacháin sócmhainní seasta inláimhsithe	(1,396)	(164)
	4	-
<b>ÉADÁLACHA AGUS DIÚSCAIRT</b>		
Iarmhéideanna Bainc a fhaightear trí lánpháirtíú an Údaráis Thurasóireachta Réigiúnach	(652)	-
<b>BAINISTIÚ ACMHAINNÍ LEACHTACHTA</b>	<b>461</b>	<b>(4,461)</b>
<b>GLAN-INSREABHADH/(EIS-SREABHADH) AIRGID SA TRÉIMHSE</b>	<b>3,889</b>	<b>(326)</b>
<b>RÉITEACH AR GHLAN-INSREABHADH/(EIS-SREABHADH) AIRGID CHUIG GLUAISEACHT IN IARMHÉID BAINC AGUS AIRGID</b>	<b>2006 €'000</b>	<b>2005 €'000</b>
Amhail an 1 Eanáir	20,384	16,249
Glan insreabhadh(eis-sreabhadh) airgid sa tréimhse	3,889	(326)
Glan (insreabhadh)/eis-sreabhadh airgid ó mhéadú in Acmhainní Leachtachta sa tréimhse	(461)	4,461
Amhail an 31 Nollaig	23,812	20,384

Is cuid thábhachtach de na ráitis airgeadais seo iad na Beartais Chuntasáochta agus na nótaí 1 go 27.



Gillian Bowler, Cathaoirleach



Catherine Reilly, Comhalta an Údaráis

## 1 DEONTAIS OIREACHTAIS A FUARTHAS SA TRÉIMHSE

	2006			2005		
	Fáilte Ireland €'000	Tourism Ireland €'000	2006 Iomlán €'000	Fáilte Ireland €'000	Tourism Ireland €'000	2005 Iomlán €'000
Costais Oibríochta Ghinearálta	78,636	-	78,636	65,100	-	65,100
Forbairt Chaipitil	4,321	-	4,321	800	-	800
Ciste Margaíochta Turasóireachta Tourism Ireland	13,315	26,685	40,000	8,077	27,718	35,795
- Costais Oibríochta Ghinearálta	-	18,737	18,737	-	17,500	17,500
Scéim Forbartha na dTáirgí Turasóireachta	13,023		13,023	4,662		4,662
	109,295	45,422	154,717	78,639	45,218	123,857

Leithroinneann an Roinn Ealaíon, Spóirt agus Turasóireachta an Ciste Vótáilte Margaíochta Turasóireachta go bliantúil idir Fáilte Ireland agus Tourism Ireland Limited. Is cuid í an Scéim Forbartha Táirge Turasóireachta (TPDS) den Phlean Fhorbartha Náisiúnta agus faigheann sí maoiniú thacaíochta ó Chiste Forbraíochta Réigiúnaí na hEorpa. Ba é leibhéal na tacaíochta in 2006 ná €10,053,380 (2005 €1,661,667).

## 2 IONCAM EILE

	2006 €'000	2005 €'000
Margaíocht	4,520	3,372
Oiliúint	1,389	793
Forbairt	1,214	1,019
Seirbhísiú do Chuariteoirí Oibríocht	4,249	-
	82	183
	11,454	5,367

## 3 MARGAÍOCHT

	2006 €'000	2005 €'000
Fógraíocht, Poiblíocht	17,635	11,970
Aontaí agus Cur Chun Cinn	6,605	5,401
Urraíocht agus Tacaíocht Réigiúnach	12,042	7,603
	5,609	2,871
	41,891	27,845

## 4 TRAINING

	2006 €'000	2005 €'000
Deontais	10,162	10,360
Costais Oiliúna Eile	5,930	3,064
Forchostais	1,628	1,311
	17,720	14,735

# Nótaí leis na Ráitis Airgeadais

DON BHLIAIN DAR CHRÍOCH 31 NOLLAIG 2006

5 FORBAIRT	2006 €'000	2005 €'000
Deontais Chaipitil	13,396	5,557
Fiontair Bheaga agus Fiontair ar Mheánmhéid	365	360
Forbairt Fiontraíochta	2,379	1,644
	16,140	7,561

6 PÁ	2006 €'000	2005 €'000
Margaíocht	5,045	4,852
Oiliúint	4,336	3,935
Forbairt	2,727	2,390
Réigiúnach	3,975	-
Oibríocht	3,027	2,820
	19,110	13,997

Bhí meánlín na bhfostaithe don bhliain cothrom le 279 fostaí lánaimseartha (2005: 211 lánaimseartha).

7 COSTAIS OIBRÍOCHTA	2006 €'000	2005 €'000
Táille Iniúcháireachta	50	40
Seirbhísí Oifige agus Seilbhe	4,066	2,678
Costais Údaráis	216	172
Costais Riaracháin Eile	7,014	5,534
	11,346	8,424

## 8 COSTAIS AGUS TÁILLÍ CHOMHALTAÍ AN ÚDARÁIS

Tá táillí Chomhaltaí an Údaráis leagtha síos ag an Aire Ealaíon, Spóirt agus Turasaíochta. Tá na costais a éilíonn Comhaltaí an Bhoird ag teacht le rátaí na Stáitseirbhíse.

	2006 €'000	2005 €'000
Táillí Chomhaltaí an Údaráis	182	137
Costais Chomhaltaí an Údaráis	34	35
lomlán	216	172
Táillí an Chomhalta Údaráis is mó a fhaigheann íocaíocht	24	15

Bhí líon Chomhaltaí an Údaráis le linn na bliana cothrom le 13 (2005: 13).

## 9 FÓIRDHEONTAS D'ÚDARÁIS TURASÓIREACHTA RÉIGIÚNACHA

Seasann an fóirdheontas do ranníocaíocht i leith costais reachtála na sé Údarás Turasóireachta Réigiúnacha. Le héifeacht ón 1 Iúil, nascfar cúig cinn de na hÚdaráis seo le Fáilte Ireland (féach nóta 10 thíos). Clúdaíonn na fóirdheontais iomchuí an chéad sé mhí den bhliain; is don dá mhí dhéag na bliana 2005 an figiúr comparáideach.

## 10 COMHTHÁTHÚ RÉIGIÚNACH

Déanadh comisiúnú ar PriceWaterhouseCooper i 2004 le hathbheithniú a dhéanamh ar na struchtúir turasóireachta atá ann cheana agus le measúnú a dhéanamh ar an mbealach is fearr a mbeadh ar a gcumas seirbhísí a sholáthar do ghnó na turasóireachta agus do chuariteoirí araon ar fud na hÉireann. Mhol tuairisc PWC gur cheart go mbeadh i bhfad níos mó gníomhaíochtaí ar siúl ag Fáilte Ireland i bhfoirm thacaíocht fiontraíochta sna réigiúin agus go mbeadh níos mó eolais aige ar an tionscal i ngach limistéar. Mhol siad freisin go nascfadh na hÚdaráis Turasóireachta Réigiúnacha le Fáilte Ireland, ionas go mbeidh an dearcadh réigiúnach lárnach sa pholasáí náisiúnta agus i ndéanamh cinntí. Ghlac an tAire Ealaíon, Spóirt agus Turasóireachta, John O'Donoghue, TD, leis na moltaí seo.

Rinne an Grúpa Feidhme tuilleadh plé idir na hÚdaráis Turasóireachta Réigiúnacha agus an tionscal féin faoi chathaoirleacht Finbarr Flood, mar chuid d'fhorbairt a dTuirisc Feidhme.

Ar mholtaí an athbheithnithe ar struchtúir turasóireachta, aistríodh sócmhainní agus dliteanais na gcúig Údarás Turasóireachta Réigiúnach chuig Fáilte Ireland le héifeacht ón 1 Iúil 2006. Aistríodh na gnólachtaí ar fad ar bhonn gnóthais leantaigh agus aistríodh sócmhainní agus dliteanais gach aon Údarás Turasóireachta Réigiúnacha. Aistríodh na foirne ar fad chuig Fáilte Ireland faoin aistriú a thugann faoi reachtaíocht, arís le héifeacht ón 1 Iúil 2006.

Is iad na comlachtaí lena mbaineann ná:

- South-East Regional Tourism Authority Ltd
- South-West Regional Tourism Authority Ltd (Cork-Kerry Tourism)
- Midlands - East Regional Tourism Authority Ltd
- Western Regional Tourism Authority Ltd (Ireland West Tourism)
- North-West Regional Tourism Authority Ltd

D'fhan Dublin Tourism scartha ó Fáilte Ireland – féach thíos.

# Nótaí leis na Ráitis Airgeadais

DON BHLIAIN DAR CHRÍOCH 31 NOLLAIG 2006

## GLAN-SÓCMHAINNÍ AR DHÁTA AN CHOMHTHÁTHAITHE

Seo a leanas luach de réir na leabhar de ghan-sócmhainní a fuarthas tríd an bpróiseas comhtháthaithe an 1 Iúil 2006. Ba iad na haon athruithe a d'eascair as ailíniú na mbearta cuntasaióchta ná go ndearnadh athrangú ar na deontais chaipitil mar chúlchistí capítail agus athraíodh an deighilt idir capiteal agus ioncam chun na cúlchistí capítail a thabhairt cothrom leis na glansócmhainní seasta.

	An Oirdheiscirt UTR €'000	Thiar Theas UTR €'000	An Iarthair UTR €'000	An Iarthuaiscirt UTR €'000	Láirtíre -Thoir UTR €'000	Iomlán €'000
<b>SÓCMHAINNÍ SEASTA</b>						
Sócmhainní Inláimhsithe	1,433	4,950	3,244	3,583	898	14,108
Sócmhainní Airgeadais	4	3	46	-	-	53
Maoin Infheistíochta	-	-	165	-	-	165
	1,437	4,953	3,455	3,583	898	14,326
<b>SÓCMHAINNÍ REATHA</b>						
Stoic	289	725	536	51	224	1,825
Féichiúnaithe	735	276	752	695	299	2,757
Iarmhéid sa Bhanc agus Airgid	(494)	(565)	(571)	(56)	1,034	(652)
	530	436	717	690	1,557	3,930
<b>CREIDIÚNAITHE</b>	644	987	850	735	817	4,033
<b>IOMLÁN NA SÓCMHAINNÍ LÚIDE DLITEANAIS REATHA</b>	1,323	4,402	3,322	3,538	1,638	14,223
<b>CAIPITEAL AGUS CÚLCHISTÍ</b>						
Farasbarr Carntha	(114)	(551)	(133)	(45)	740	(103)
Cuntas Caipitil	1,437	4,953	3,455	3,583	898	14,326
	1,323	4,402	3,322	3,538	1,638	14,223

## DUBLIN TOURISM

Ag cruinniú ginearálta neamhghnách den Dublin Regional Tourism Authority Limited ("Dublin Tourism") an 3ú Bealtaine 2007, ritheadh rún ag leasú a chuid Meabhrán agus Airteagal Comhlachais. Athraíodh struchtúr ballraíochta na cuideachta, leis an éifeacht go bhfuil leas urlámhais ag Fáilte Ireland sa chuideachta anois. Mar gur tharlaigh seo i rith 2007, ní áirítear ráitis airgeadais Dublin Tourism sna ráitis airgeadais seo. Ullmhóidh Fáilte Ireland ráitis airgeadais chomhdhlúite don bhliain dar chríoch 31 Nollaig 2007.

## 11 PINSIN

Feidhmíonn an tÚdarás roinnt scéimeanna pinsin a bhfuil cur síos déanta orthu thíos.

### (A) SCÉIM AOISLIÚNTAIS NEAMHMHAOINITHÉ

Feidhmítear scéimeanna aoisliúntais shochair shainithe neamhmhaoinithe don fhoireann buan incháilithe faoin Acht um Údarás Náisiúnta Forbartha Turasóireachta 2003, agus d'fhoireann buan incháilithe iar-Bhord Fáilte faoi Alt 15 den Acht um Thráchtá Cuartaíochta 1952 agus Alt 9 den Acht um Thráchtá Cuartaíochta 1983.

Tá luacháil dhliteanais na scéime a úsáidtear d'fhonn nochtuithe FRS17 bunaithe ar luacháil achtúire iomlán ag 31 Nollaig 2006 arna dhéanamh ag achtúire neamhspleách cáilithe. Tomhasadh dliteanais scéime pinsin ag úsáid an mhodh aonaid fhortheilgthe.

Príomh-bhoinn tuisceana airgeadais a úsáideadh chun dliteanais na scéime a ríomh:

	31/12/2006	31/12/2005
Ráta lascaine	4.6% - 4.75%	4.25%
Ráta ardaithe i gcás tuarastail	4.25%	4.25%
Ráta ardaithe i gcás pinsin in íocaíocht agus pinsin iarchurtha	4.25%	4.25%
Ráta Boilscithe	2.25%	2.25%
<b>Glan-Mhaoiniú iarchurtha do Phinsin sa bhliain</b>	<b>2006</b>	<b>2005</b>
	<b>€'000</b>	<b>€'000</b>
Maoiniú in-aisghabhála i ndáil le costais phinsin na bliana reatha	7,050	6,968
Deontas Stáit curtha i bhfeidhm ar phinsinéirí pá	(4,863)	(4,471)
	2,187	2,497
<b>Anailís ar Chostais Pinsin iomlána gearrtha ar Chaiteachas</b>	<b>2006</b>	<b>2005</b>
	<b>€'000</b>	<b>€'000</b>
Costas seirbhíse reatha	1,837	1,791
Ús ar dhliteanais scéime pinsin	5,213	5,177
Ranníoca fostaithe	(375)	(384)
	6,675	6,584
<b>Anailís ar an méid aitheanta sa ráiteas de na gnóthachain agus cailteanais iomlána aitheanta</b>	<b>2006</b>	<b>2005</b>
	<b>€'000</b>	<b>€'000</b>
Taithí gnóthachain/cailteanas	(2,267)	(641)
Athruithe i mboinn tuisceana	6,207	(8,970)
	3,940	(9,611)
<b>Gluaiseacht i nGlan-Dlíteanas Pinsin i rith na bliana</b>	<b>2006</b>	<b>2005</b>
	<b>€'000</b>	<b>€'000</b>
Glan-Dlíteanas Pinsin amhail 1 Eanáir	(123,351)	(111,243)
Pinsin íochta	4,863	4,471
Costas na seirbhíse reatha	(1,837)	(1,791)
Ús ar dhlíteanas na scéime pinsin	(5,213)	(5,177)
Gnóthachain/cailteanas achtúireach	3,940	(9,611)
Glan-Dlíteanas Pinsin amhail 31 Nollaig	(121,598)	(123,351)

# Nótaí leis na Ráitis Airgeadais

DON BHLIAIN DAR CHRÍOCH 31 NOLLAIG 2006

Stair Taithí Gnóthachain agus Cailteanais	2006	2005	2004	2003	2002
Taithí gnóthachain/cailteanas ar dhliteanais scéime					
• Méid (€'000)	(2,267)	(641)	(6,313)	2,532	-
• Céatadán luach dliteanais na scéime reatha	-1.86%	-0.52%	-5.68%	2.67%	0.00%

Gnóthachain/(cailteanas) iomlán achtúireach aitheanta sa Ráiteas Gnóthachain agus Cailteanais Aitheanta Iomlána

• Méid (€'000)	3,940	(9,611)	(14,190)	6,081	(7,070)
• Céatadán luach dliteanais na scéime reatha	3.24%	-7.79%	-12.77%	6.40%	-7.21%

## (B) SCÉIM AOISLIÚNTAIS BHORD FÁILTE (DÚNTA)

Feidhmíonn scéim aoisliúntais sochair sainithe d'fhoireann bhuan incháilithe de iar-CERT Teo, le sochair mhaoinithe ó ranníoca fostaithe agus an Údarás. Coinnítear sócmhainní na scéime i gcistí faoi riarachán iontaobhaithe.

Tá luacháil na scéime, do nochtuithe FRS17, bunaithe ar na torthaí ar an luacháil achtúireach is déanaí den scéim, 1 Iúil, 2004. Tá sé tugtha cothrom le dáta ag achtúire neamhspleách chun cuntas a thógáil do riachtanais FRS17 ionas gur féidir measúnú a dhéanamh ar na dliteanais ag dáta an chláir chomhardaithe. Tomhastar sócmhainní na scéime ag luach an mhargaidh ag dáta an chláir chomhardaithe, tomhasadh dliteanais na scéime pinsin ag úsáid an mhodh aonad fortheilgthe.

Tá an scéim seo dúnta; faoin modh aonad fortheilgthe, ardóidh costas na seirbhíse reatha de réir mar a bheidh comhaltaí na scéime ag druidim i dtreo scoir.

Príomh-bhonn tuisceana a úsáideadh chun dliteanais na scéime a ríomh:

	31/12/2006	31/12/2005
Ráta Lascaine	4.65%	4.10%
Ráta ardaithe i dtuarastail inphinsin	3.50%	3.50%
Ráta ardaithe i n-focáíochtaí pinsean	3.00%	3.00%
Ráta boilsicthe	2.25%	2.25%

Aischor fadtéarmach ionchais agus luach an mhargaidh maidir le sócmhainní na scéime ag deireadh na bliana

	31/12/2006 Ráta aischor fadtéarmach a bhfuiltear ag súil leo	31/12/2006 Luach an Mhargaidh €'000	31/12/2005 Ráta aischor fadtéarmach a bhfuiltear ag súil leo	31/12/2005 Luach an Mhargaidh €'000
Gnáthscair	7.50%	12,916	7.10%	10,975
Bannaí	3.90%	1,747	3.60%	2,601
Maoin	6.60%	817		
Airgead Tirim	2.50%	849		
Eile (ar a n-áirítear Maoin agus Airgead Tirim)			6.60%	715
Luach Iomlán Margaidh Shócmhainní na scéime		16,329		14,291
Luach reatha na ndliteanas scéime		18,277		17,533
Easnamh scéime agus glan-shócmhainn pinsin		(1,948)		(3,242)

Glan-Mhaoiniú larchurtha do Phinsin sa Bhliain	2006 €'000	2005 €'000
Maoiniú in-aisghabhála i ndáil le costais phinsin na bliana reatha	746	599
Deontas Stáit curtha i bhfeidhm chun ranníoca a dhéanamh	(580)	(575)
	166	24

Anailís ar Chostais Pinsin iomlán gearrtha ar Chaiteachas	2006 €'000	2005 €'000
Costas seirbhíse reatha	1,111	889
Costais Mhuirear	(198)	(94)
Ranníocaíochtaí Fostaithe	(167)	(196)
Méid iomlán gearrtha ar an gcuntas ioncaim agus caiteachais	746	599

Anailís ar Mhuirear	2006 €'000	2005 €'000
Ús ar dhliteanais phinsin	734	676
Ráta aischor ionchais ar shócmhainní na scéime pinsin	(932)	(770)
	(198)	(94)

Anailís ar an méid aitheanta sa ráiteas de na gnóthachain agus cailteanais iomlána aitheanta

	2006 €'000	2005 €'000
Aischor iarbhair lúide aischor ionchais	722	1,314
Taithí gnóthachain agus cailteanais	(380)	(336)
Athruithe ar bhonn tuisceana	1,118	(2,115)
	1,460	(1,137)

Gluaiseacht in easnamh sa Phlean i rith na bliana	2006 €'000	2005 €'000
Easnamh sa scéim tugtha chun cinn	(3,242)	(2,081)
Costas seirbhíse reatha	(1,111)	(889)
Ranníocaíochtaí Fostóra	580	575
Ranníocaíochtaí Fostaithe	167	196
Muirear Airgeadais	198	94
Gnóthachan/(cailteanas) achtúireacha	1,460	(1,137)
Easnamh sa scéim tugtha chun cinn	(1,948)	(3,242)

# Nótaí leis na Ráitis Airgeadais

DON BHLIAIN DAR CHRÍOCH 31 NOLLAIG 2006

## Stair taithí gnóthachan & cailteanas

Difríocht idir aiscur iarbhír agus aiscur ionchais ar shócmhainní scéime

	2006	2005	2004	2003	2002
• Méid (€'000)	722	1,314	166	582	(2,247)
• Céatadán de luach reatha shócmhainní na scéime	4%	9%	1%	5%	-24%

Taithí gnóthachan/(cailteanas) ar dhliteanas scéime

• Méid (€'000)	(380)	(336)	(556)	(288)	(873)
• Céatadán de luach reatha dhliteanas na scéime	-2%	-2%	-4%	-3%	-9%

Gnóthachan/(cailteanas) iomlán achtúireach aitheanta sa Ráiteas ar Ghnóthachain agus Cailteanas Aitheanta Iomlána

• Méid (€'000)	1,460	(1,137)	(1,249)	(166)	(3,120)
• Céatadán de luach reatha dhliteanas na scéime	8%	-6%	-9%	-1%	-33%

## (C) SCÉIM PHINSIN D'EAGRAÍOCHTAÍ TURASÓIREACHTA RÉIGIÚNACHA

Oibríonn an chuideachta scéim phinsin shochair shainithe d'fhoireann incháilithe de na cúig iar Údarás Turasóireachta réigiúnacha (féach nóta 10), agus tá sochair á maoiniú le ranníocaíochtaí na bhfostaithe agus an Údarás. Tá sócmhainní na scéime á gcoinneáil i gciste ar leith atá á riaradh ag iontaobhaithe.

Tá luach na scéime, maidir le nochtuithe FRS17, bunaithe ar thorthaí luach achtúire is déanaí na scéime, amhail an 1 Eanáir 2004. Tá sé tugtha cothrom le dáta ag achtúire neamhspleách chun cuntas a ghlacadh de na riachtanais FRS17 chun measúnú a dhéanamh ar dhliteanas ag dáta an chlár chomhardaithe. Tomhasadh sócmhainní na scéime ag a luach cothrom ag dáta an chlár chomhardaithe, agus tomhasadh dliteanas na scéime pinsin ag úsáid modh an aonaid fhortheilgthe.

Tá an scéim seo dúnta; faoi mhodh an aonaid fhortheilgthe, ardóidh costas na seirbhíse reatha de réir mar a bheidh comhaltaí na scéime ag druidim i dtreo scoir.

## Na Príomh-Bhoinn Tuisceana a úsáideadh chun dliteanas na scéime a ríomh:

	31/12/2006	30/06/2006
Ráta Lascaine	4.60%	4.70%
An ráta ardaithe i dtuarastail inphinsin	3.25%	3.25%
An ráta ardaithe in íocaíochtaí pinsin	3.25%	3.25%
An ráta ardaithe i bpinsin atá iarchurtha	2.25%	2.25%
Boinn tuisceana boilscithe	2.25%	2.25%

## Aiscur fadtéarmach ionchais agus luach an mhargaidh maidir le sócmhainní na scéime ag deireadh na bliana

	31/12/2006 Ráta Aiscur Ionchais Fadtéarmach	31/12/2006 Luachanna Margaidh €'000	30/06/2006 Ráta Aiscur Ionchais Fadtéarmach	30/06/2006 Luachanna Margaidh €'000
Gnáthscaireanna	7.50%	17,370	7.40%	15,463
Bannaí	3.90%	2,350	3.80%	2,254
Maoin	6.50%	1,117	6.40%	1,125
Airgead Tirim	3.50%	1,415	2.50%	1,033
Luach Iomlán Margaidh shócmhainní na scéime		22,252		19,875
Luach reatha na ndlíteanas scéime		28,467		27,618
Easnamh scéime agus glan-dlíteanas pinsin		(6,215)		(7,743)

## Glanmhaoiniú larchurtha do Phinsin sa bhliain

	2006 €'000	2005 €'000
Maoiniú Inaisghabhála maidir le costais phinsin na bliana reatha	235	-
Deontas Stáit a úsáideadh chun ranníocaíochtaí	(358)	-
	(123)	-

## Anailís ar Chostais Phinsin iomlána gearrtha ar Chaiteachas

	2006 €'000	2005 €'000
Costas seirbhíse reatha	322	-
Muirear Airgeadais	(15)	-
Ranníocaíochtaí Fostaithe	(72)	-
An méid iomlán a gearradh ar an gcuntas ioncaim agus caiteachais	235	-

## Anailís ar an Muirear Airgeadais

	2006 €'000	2005 €'000
Ús ar dhliteanas phinsin	656	-
Aiscur ionchais ar shócmhainní na scéime pinsin	(671)	-
	(15)	-

## Anailís ar an méid atá aitheanta sa ráiteas de ghnóthachain agus de chailteanas aitheanta iomlána

	2006 €'000	2005 €'000
Aiscur iarbhír lúide aiscur ionchais	1,916	-
Taithí gnóthachan agus cailteanas	(100)	-
Athruithe i mBoinn Tuisceana	(411)	-
	1,405	-



# Nótaí leis na Ráitis Airgeadais

DON BHLIAIN DAR CHRÍOCH 31 NOLLAIG 2006

Gluaiseacht in easnamh sa Phlean i rith na bliana	2006 €'000	2005 €'000
Easnamh sa scéim tugtha chun cinn	(7,743)	-
Costas seirbhíse reatha	(322)	-
Ranníocaíochtaí Fostóra	358	-
Ranníocaíochtaí Fostaithe	72	-
Muirear Airgeadais	15	-
Gnóthachan achtúireach	1,405	-
Easnamh sa scéim tugtha chun cinn	(6,215)	-

Stair taithe gnóthachan & cailteanas	2006
Difríocht idir aiscur iarbhir agus aiscur ionchais ar shócmhainní scéime	
• Méid (€'000)	1,916
• Céatadán de luach reatha shócmhainní na scéime	8.6%
Taithe cailteanais (gnóthachain) ar dhliteanais scéime	
• Méid (€'000)	(100)
• Céatadán de luach reatha dhliteanais na scéime	-0.4%
Gnóthachan/(cailteanas) iomlán achtúireach aitheanta sa Ráiteas ar Ghnóthachain agus Cailteanais Aitheanta Iomlána	
• Méid (€'000)	1,405
• Céatadán de luach reatha dhliteanais na scéime	4.9%

## (D) MAONIÚ PINSIN IARCHURTHA

Aithníonn an tÚdarás na méideanna sin mar shócmhainní a chomhfhreagraíonn don dliteanas iarchurtha do phinsin ar bhonn na mbonn tuisceana a ndéantar cur síos orthu thuas, ar an mbonn Reachtúil do bhunú scéim aoisliúntais agus ar bhonn an bheartais agus an chleachtais i ndáil le pinsin seirbhíse poiblí a mhaoiniú, lena n-áirítear ranníocaíocht fostaithe agus an próiseas meastacháin bliantúil. Níl aon fhianaise ag an Údarás nach leanfaidh an beartas maoinithe sin ar aghaidh ag íoc méideanna mar sin de réir chleachtas reatha.

B'ionann an tsócmhainn mhaoinithe iarchurtha do phinsin amhail an 31 Nollaig 2006 agus €130 milliún (2005: € 127 milliún).

## (E) SCÉIM RANNÍOCA SAINITHE

Tá scéimeanna pinsin ranníoca sainithe ar fáil d'fhoireann nach bhfuil incháilithe don scéim aoisliúntais neamh-mhaoinithe. Sealbhaítear sócmhainní na scéimeanna sin astu féin ó shócmhainní Fáilte Ireland i gcistí a riartar go neamhspleách.

Is é seo a leanas an méid a ghearrtar ar an gCuntas Ioncaim agus Caiteachais:	2006 €'000	2005 €'000
Scéim ranníoca sainithe	5	8

## (F) RÉITEACH AN MHIRIR PHINSIN IOMLÁN SA CHUNTAS IONCAIM AGUS CAITEACHAIS

	Nótaí	2006 €'000	2005 €'000
Scéimeanna Neamh-mhaoinithe	11 (A)	6,675	6,584
Scéim Mhaoinithe CERT	11 (B)	746	599
Scéim Mhaoinithe RTA	11 (C)	235	-
Scéimeanna Ranníoca Sainithe	11 (E)	5	8
		7,661	7,191
Easnamh i bPinsean Réigiúnach		363	99
Aisce Fabhrúithe agus míreanna coigeartaithe eile		(131)	53
An Muirear Pinsin Iomlán		7,893	7,343

## 12 DLITEANAS PHINSIN

	2006 €'000	2005 €'000
Scéimeanna Neamh-mhaoinithe	(121,598)	(123,351)
Scéim Mhaoinithe CERT	(1,948)	(3,242)
Scéim Mhaoinithe RTA	(6,215)	-
	(129,761)	(126,593)

# Nótaí leis na Ráitis Airgeadais

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## 13 SÓCMHAINNÍ SEASTA INLÁIMHSITHE

	Trosacán		Trealamh			Iomlán €'000
	Talamh agus Áitribh €'000	agus Fearais €'000	Trealamh €'000	Ríomhaireachta €'000	Feithiclí €'000	
<b>Costas</b>						
Amhail an 1 Eanáir 2006	7,221	89	1,979	1,685	50	11,024
Breiseanna ar chostas	937	56	159	244	-	1,396
RTAnna a fuarthas 1 Iúil 2006	19,864	2,827	1,132	2,105	15	25,943
Diúscairtí ar chostas	-	-	(113)	(607)	-	(720)
Amhail an 31 Nollaig 2006	28,022	2,972	3,157	3,427	65	37,643
<b>Dímheas</b>						
Amhail an 1 Eanáir 2006	1,674	77	1,847	1,607	10	5,215
RTAnna a fuarthas 1 Iúil 2006	6,987	2,077	925	1,831	15	11,835
A gearradh i rith na bliana	488	93	131	211	10	933
Diúscairtí	-	-	(113)	(604)	-	(717)
Amhail an 31 Nollaig 2006	9,149	2,247	2,790	3,045	35	17,266
<b>Glan-Luach Leabhar</b>						
Amhail an 31 Nollaig 2006	18,873	725	367	382	30	20,377
Amhail an 31 Nollaig 2005	5,547	12	132	78	40	5,809

Tógtar méideanna na RTAnna a fuarthas go díreach ó fhigiúirí deiridh na gcuntas iniúchta de chuid na 5 Údarás Turasóireachta Réigiúnach don tréimhse dar chríoch an 30 Meitheamh 2006.

## 14 MAOIN INFHEISTÍOCHTA

		2006 €'000	2005 €'000
Tá Maoin Infheistíochta comhdhéanta de			
Glenan's Sailing Club	B	165	-
Killarney Golf Club	A	111	111
		276	111

### (A) Killarney Golf Club

Tá an talamh i gCill Airne cláraithe agus i seilbh Fáilte Ireland ar léas fada agus tá sé mar chuid den ghalgfchúrsa a bhfuil Killarney Golf Club ann agus atá á fheidhmiú aige. Luaitear an luach sa Chlár Comhardaithe ag an gcostas stairiúil.

### (B) Glenan's Sailing Club

Tá Ionad Seoltóireachta Glenan lonnaithe ar an talamh agus sna foirgnimh ar Oileán Collan More, Cuan Mó, Cathair na Mart chun na críche scoil seoltóireachta a oibriú. Fuarthas an infheistíocht mar chuid den chomhtháthú réigiúnach (féach nóta 10) agus léirítear é ar chostas mar atá i ráitis airgeadais iniúchta Údarás Turasóireachta Réigiúnach an Iarthair Teo amhail an 30 Meitheamh 2006, díreach roimh an gcomhtháthú le Fáilte Ireland.

## 15 SÓCMHAINNÍ AIRGEADAIS

	2006 €'000	2005 €'000
Sócmhainní Airgeadais comhdhéanta de		
Waterford Regional Airport plc - 1,562 Gnáthscair @ €1.27 an ceann	4	-
Connemara West plc - 5,500 gnáthscair @ €1.269738 an ceann	7	-
Ballycastle (Mayo) Enterprises Limited - 5,400 gnáthscair @ €1.269738 an ceann	7	-
Louisburgh Holidays plc - 25,000 Gnáthscair 'B' @ €1.269738 an ceann	31	-
Galfclub Chonamara - 500 gnáthscair @ €1.269738 an ceann	1	-
Galf Chorca Dhuibhne - 386 scair agus 90 scair bhreise don talamh	3	-
	53	-

Tá 30,000 gnáthscair ar €1.30 an ceann agus 5,000 scair thosaíochta ar €1.30 an ceann i bhFiontar Oidhreachta Inis Mór Teoranta i seilbh Fáilte Ireland freisin. Tá luach €250 de scaireanna i Kerry Airport Limited i seilbh Fáilte Ireland chomh maith. Is scairsheilbh ainmniúil í sin. Tá 100% de na scaireanna i Teffub Limited ag Fáilte Ireland, arb é a príomhghníomhaíocht a bheith ina cuideachta shealbháíochta maoin. Luaitear luach na scaireanna sin ag €3. Taispeántear na scaireanna go léir thuas ag a gcostas carraeireachta sna ráitis airgeadais iniúchta de chuid na nÚdarás Turasóireachta Réigiúnacha amhail an 30 Meitheamh 2006, díreach roimh an gcomhtháthú le Fáilte Ireland.

Ba é Fáilte Ireland is mó a bhain tairbhe as scarshealbhóireacht 75% i Killarney GOLF Club Limited. Tá na scaireanna sealbaithe in Iontaobhas agus tá na hiontaobhaithe neamhspleách ar Fáilte Ireland. Is é cuspóir an Iontaobhais oibríocht club gailf agus iascaireacht a éascú i gCill Airne, Co. Chiarraí. Tá luach €nialas tugtha dóibh sin sna ráitis airgeadais seo.

## 16 FÉICHIÚNAITHE

	2006 €'000	2005 €'000
Trádáil	593	413
Réamhíocaíochtaí	431	238
Ioncam Fabhráithe	489	330
Deontais Oireachtais Fabhráithe	108	-
	1,621	981

# Nótaí leis na Ráitis Airgeadais

DON BHLIAIN DAR CHRÍOCH 31 NOLLAIG 2006

## 17 IARMHÉIDEANNA BAINC AGUS AIRGID TIRIM

	2006 €'000	2005 €'000
Cuntais Taisce	16,267	17,211
Cuntais Reatha	7,525	3,172
Airgead ar lámh	20	1
	23,812	20,384

## 18 CREIDIÚNAITHE

	2006 €'000	2005 €'000
Méideanna dlite laistigh de bhliain amháin		
Trádáil	8,077	8,477
Tourism Ireland	1,169	2,306
Ioncam Suibhscribhinn gan Seirbhís	608	652
Clár Oibríochta AE do Thurasóireacht 1994-1999 (féach nóta 24)	45	45
InterReg II	45	45
Deontas Oireachtais iarchurtha	-	1,500
Fabhruithe	9,892	2,989
Creidiúnaithe eile	1,565	633
	21,401	16,647

Méideanna dlite tar éis níos mó ná aon bhliain amháin

Ioncam Suibhscribhinn gan Seirbhís	269	270
	269	270

## 19 CUNTAS CAIPITIL

	2006 €'000	2005 €'000
Amhail an 1 Eanáir	5,920	6,160
Údarás Turasóireachta Réigiúnacha tógtha	14,326	-
<b>Ioncam úsáidte do chríocha caipitil</b>		
Breiseanna chuig Sócmhainní Seasta Ceannaithe sa bhliain	1,396	164
Amúchadh de réir Dímhéas Sócmhainní	(933)	(401)
Méid scaoilte ar Dhiúscairt Sócmhainní Seasta	(3)	(3)
Aistriú ó/(chuig) Cuntas Ioncaim agus Caiteachais	460	(240)
Amhail an 31 Nollaig	20,706	5,920

Comhfhreagraíonn an t-iarmhéid sa Chuntas Caipitil do na suimeanna seo a leanas:

	Nótaí	2006 €'000	2005 €'000
<b>SÓCMHAINNÍ SEASTA</b>			
Sócmhainní Inláimhsithe	13	20,377	5,809
Maoin Infheistíochta	14	276	111
Sócmhainní Airgeadais		53	-
		20,706	5,920

## 20 BARRACHAS CARNTHA

	2006 €'000	2005 €'000
Amhail an 1 Eanáir	4,481	4,589
An Cuntas Ioncaim & Caiteachais sa tréimhse	674	(108)
Gnóthachain /(Cailleanais) Achtúireacha ar Scéimeanna Pinsin sa tréimhse	6,805	(10,748)
Coigeartú ar Mhaoiniú Pinsin Iarchurtha	(6,805)	10,748
Cúlchistí Carntha na hÚdarás Turasóireachta Réigiúnacha a tógadh an 1 Iúil	(103)	-
	5,052	4,481

## 21 TIOMANTAIS LÉASANNA OIBRÍOCHTA

Amhail an 31 Nollaig 2006, bhí na tiomantais seo a leanas ag an gcuideachta faoi léasanna oibríochta mar seo a leanas:

	Talamh agus Foirgnimh €'000	Léasanna Oibríochta Eile €'000	Iomlán €'000
In éag			
Laistigh de bhliain amháin	78	-	78
Idir 2 agus 5 bliain	102	41	143
Níos mó ná 5 bliana	567	-	567
	747	41	788

Is é an méid iomlán a cuireadh chun dochair léasanna oibríochta sa Chuntas Ioncaim agus Caiteachais do 2006 ná €675,383 (2005: €703,471).

# Nótaí leis na Ráitis Airgeadais

DON BHLIAIN DAR CHRÍOCH 31 NOLLAIG 2006

## 22 TIOMANTAIS ÍOCAÍOCHTA DEONTAIS

Measadh gurb ionann na tiomantais d'íocaíochtaí deontais chaipitil amhail an 31 Nollaig 2006 agus €30 milliún (2005: €44 milliún).

## 23 COMHALTAÍ ÚDARÁIS – NOCHTADH IDIRBHEARTAÍOCHTAÍ

Glacann an tÚdarás le nósanna imeachta de réir na dtreoirlínte a eisíonn an Roinn Airgeadais maidir le nochtadh leasanna Chomhaltaí an Údaráis agus chloígh Comhaltaí an Údaráis leis na nósanna imeachta sin le linn na bliana.

## 24 DLITEANAIS THEAGMHASACHA

Tá incháilitheacht caiteachais ar thionscadail cúnamh an AE faoi réir athbhreithnithe ag institiúidí an AE. D'fhéadfaí iarratais a fháil ar aisíoc cúnamh a deonadh ar thionscadail mar thoradh ar mhaoinithe dochracha.

## 25 AISGHABHÁIL DEONTAS

Chomhlíon Fáilte Ireland seiceálacha deimhnithe ar chaitechas a éilíodh i sampla tionscadail a fuair tacaíocht faoin gClár Oibríochta Turasóireachta 1994-1999 agus déantar iar-mhonatóireacht ar dheontais a íoctar. Mar thoradh ar na nósanna imeachta sin, aisghabháladh cistí ar luach €891,229, ó dheontaithe, bhíodar ar lámh agus áiríodh orthu Creidiúnaithe thuas ag deireadh na bliana. Meastar go ndéanfar tuilleadh aisghabhálacha, cé nach féidir a mheas ca mhéad ag an bpointe seo. Aisíocfar an t-iomlán a aisghabhálfar chuig an AE.

## 26 FIGIÚIRÍ INCHOMPARÁIDE

Tá roinnt athruithe déanta ar chur i láthair na míreanna sna ráitis airgeadais agus athluadh na figiúirí inchomparáide nuair ba ghá ar bhonn atá ag teacht le cur i láthair na bliana reatha.

## 27 CEADÚ NA RÁITEAS AIRGEADAIS

Cheadaigh an tÚdarás na ráitis airgeadais seo ar an 24ú Bealtaine 2007.