



New 'Get Brexit Ready' Programme to Enable Tourism Sector to Sustain Growth



We have today unveiled '*Get Brexit Ready*', a suite of industry supports designed to help businesses at risk or already struggling with the loss of trade created by Brexit. The programme allows individual businesses to self-assess their exposures and risks and provides a range of interventions to match their needs.

Underlining the necessity for the programme our estimates show that, by the end of the year, Brexit will mean **300,000** less British trips here which, taken in isolation, would represent **€88m** in revenue and an estimated **1,900** tourism jobs lost had the fall in British numbers not been compensated by a strong performance in other markets.

Speaking at the launch today Fáilte Ireland CEO, Paul Kelly pointed to the volatility generated by Brexit during the last year stressing that it would have led to significant revenue and job losses had our other traditional markets, particularly the US, not performed so well. He also emphasised that we, as a tourism industry, cannot always assume that other markets will continue to compensate in this fashion – particularly as we now face a challenge in those markets from a British tourism product made much more competitive by the lower Sterling value.

So, while the ongoing Brexit volatility underlines the extent to which tourism can be at the mercy of external factors beyond our control, we can meet our current challenges by working on those things which remain within our control - our visitor experiences, competitiveness, capacity and skills and this essential Brexit Recovery Programme is designed to support tourism businesses to achieve this in an innovative and accessible manner.



About the Get Brexit Ready Programme

The 'Get Brexit Ready' is based on four key pillars, positioning tourism businesses to be:

- **Brexit ready** – working with businesses to assess their exposure to market uncertainty and their current competitiveness (including the Brexit Readiness Check as well as revenue and sales channel management);
- **Battling for Britain** – assisting businesses to target best prospects in the UK and identify new opportunities there (including tactical pricing initiatives and bundled offerings, the identification of best prospects and aligning with Tourism Ireland's marketing and promotions in the British market);
- **Spreading the risk** – working with businesses which are over-exposed to the British market to diversify their trade and win business in Europe, North America and new and growing markets like China;
- **Fighting fit** – providing the training and skills supports for tourism professionals to succeed in a Brexit environment (including a dedicated international sales development programme, a series of Brexit focussed executive management programmes, training for service excellence and the ongoing sharing of the necessary research, trends and insights to inform business plans).

[Get further details of the 'Get Brexit Ready' Programme here](#)

[See some examples of how Fáilte Ireland's programme can help here](#)

We will be rolling out the initial phase of the programme in an initial €1m package of interventions for up to 1,000 businesses in Q4 this year - with further supports and budget to be earmarked for 2018.



Other supporting Programmes

Beyond business supports we are working on a number of additional operational programmes with businesses and travel trade to maintain a growth-friendly environment to allow the tourism industry weather an uncertain Brexit environment.

In particular:

- **Cross Border Itinerary Competition** - We have launched a competition, in partnership with Tourism Northern Ireland, enticing domestic tour operators to develop new itineraries along the border counties in both the Rep. of Ireland and in Northern Ireland which led to seven new itineraries across the Northern stretch of the island being developed;
- **Wild Atlantic Way Golf Campaign in Britain** - We are working with 22 industry partners in the Northern counties of the Wild Atlantic Way in an effort to target growth in GB golf visitors via the air services into Ireland West Airport Knock;
- **Luxury Markets** - We are currently conducting research to develop a 'luxury strategy' to target growth in numbers from this lucrative sector composed of high net worth visitors who are looking for a personalised top level trip (valued at €172bn globally);
- **Adventure/Activities** - We are also conducting global research to identify the opportunities for Ireland in the outdoor activities and adventure space (a market valued at €260bn worldwide);
- **'China Welcome' readiness Programme** – as China is the world's largest outbound travel market and one of the fastest growing (over 100 million Chinese travelled overseas in 2014 with 200m expected to do so by 2020), We have launched this programme, in partnership with Tourism Ireland and Tourism Northern Ireland, to position tourism businesses to be attractive to the Chinese traveller, learning to successfully adapt their products and services to them and communicating their ability to do so to selected

Chinese tour operators and self-organized travellers;

- **Golf Retention and Growth** – in order to retain our golf tourism market share (worth approximately €100m annually to our economy) from the Britain and North American markets, We will deliver a number of marketing platforms - in partnership with key golf tour operators and Tourism Ireland - as well as deliver new vehicles for promoting greater awareness of the Irish golf product in Asia.

Marketing Activity

Furthermore, Failte Ireland's marketing activity will now be specifically targeted to maintain Northern Irish visitor numbers. Northern Irish visitors have already been exposed to both our spring and autumn domestic marketing campaigns for the Wild Atlantic Way and Ireland's Ancient East and a further significant increase in spend in the Northern Ireland marketplace is planned for early 2018. Through national media buys across TV and Radio, Northern Irish visitors will be targeted to travel to the republic, particularly key border counties, in the off-season.

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