

Annual Report  
Tuarascáil Bhliantúil  
2004



Fáilte Ireland



# Fáilte Ireland Report and Financial Statements

For the Year Ended 31 December 2004

## 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 2004.

[www.failteireland.ie](http://www.failteireland.ie)



# Fáilte Ireland Tuarascáil agus Ráitis Airgeadais

don bhliain dár chríoch 31 Nollaig 2004

## Chuig an Aire Ealaíon, Spóirt agus Turasóireachta

De réir an Achta um Údarás Náisiúnta Forbartha Turasóireachta 2003, cuireann Fáilte Ireland i láthair a thuarascáil don bhliain dár chríoch 31 Nollaig 2004.



Fáilte Ireland



# Annual Report Tuarascáil Bhliantúil 2004

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# Chairman's Statement

## Ráiteas An Chathaoirligh



The tourism industry experienced mixed fortunes in 2004. While, on the plus side, there was a general return to visitor number growth, the ongoing uneven distribution of the benefits of tourism across regions and sectors continues to be of concern. Strengthening tourism performance across the regions is a major priority for Fáilte Ireland and, in support of this, in 2004, we increased funding allocations to the Regional Tourism Authorities by more than 30%.

The provision of appropriate infrastructure – including both large-scale projects and access infrastructure – is central to the ongoing development of the industry. While there have been some welcome developments in air access facilities for Ireland generally, more is needed at regional level, and we are continuing to highlight and support developments in these areas. We are also putting in place programmes to address the particular needs of a number of individual sectors including, for example, the B&B sector.

From a performance point of view, the domestic market continued to grow, with home holidays now a year-round attraction, and with short breaks becoming

### GILLIAN BOWLER

Chairman  
Cathaoirleach

Thuas seal, thíos seal a bhí cúrsaí don tionscal turasóireachta i 2004. Cé gur tháinig fás arís ar an líon cuairteoirí, ar an taobh dearfach, is cúis imní fós é an scaipeadh míchothrom atá i gcónaí ar shochair na turasóireachta ar fud réigiún agus earnálacha. Is tosaíocht mhór d'Fáilte Ireland é feidhmíocht turasóireachta ar fud na réigiún a neartú agus, mar thaca air sin, mhéadaíomar leithdháiltí maoinithe chuig na hÚdaráis Turasóireachta Réigiúnacha i 2004 os cionn 30%.

Is cuid lárnach d'fhorbairt an tionscail é soláthar infrastruchtúir iomchuí – lena n-áirítear tionscadail mhóra agus infrastruchtúir rochtana araon. Cé gur tháinig roinnt forbairtí a cuireadh fáilte rompu chun cinn maidir le saoráidí aer-rochtana d'Éirinn go ginearálta, tá gá le níos mó ag leibhéal réigiúnaigh, agus leanaimid orainn ag soiléiriú agus ag tacú le forbairtí sna réimsí sin. Táimid ag socrú clár freisin chun aghaidh a thabhairt ar riachtanais shonracha roinnt earnálacha ar leithligh, mar shampla, an earnáil B&B.

Ó thaobh feidhmíochta de, lean an margadh baile ag fás, le tóir ar shaoirí sa bhaile le linn na bliana ar fad

increasingly popular. Our new-look consumer website, with a strong regional input, and on-line booking of value offers from the industry, is giving immediate access to dynamic and up-to-the-minute packages to entice the domestic traveller.

As far as international travel is concerned, a record number – 6.38 million - of overseas visitors came to Ireland, the result of:

- A strong recovery in the United States market and significant increases in other long-haul markets such as Australia and Canada.
- A high level of interest in Ireland from relatively small markets such as Italy, Spain, Norway and Denmark, which led to double-digit growth in these strengthening markets.

On the other hand, it has been hard to achieve growth in the French and German markets, and there has been a small decline in the British market, not just for Ireland but also for many of our closest competitors.

Some sectors of the industry fared better than others. Although many hotels appeared to benefit from the growing market, the traditional B&B sector suffered from

the changing patterns of booking and holiday-taking. While hotel capacity rose, room occupancy rates in hotels remained steady at 60%. Investment continued strong in the sector, with the opening of new hotels and refurbishment of older, more established properties to provide all of the sophisticated leisure and sporting attractions that the modern tourist expects.

The benefits of tourism were increasingly concentrated in the Dublin and east region, due, in part at least, to the significant number of visitors on short city breaks – although recent evidence suggests that this market is softening somewhat. Achieving a more balanced regional spread of tourism, while, at the same time, ensuring the sustained growth of Dublin, continues to be a major challenge and is being given priority in our programme for 2005.



At the official opening of the Holiday World Experience, RDS, Dublin in January were (left to right): Shaun Quinn, Fáilte Ireland; Taoiseach Bertie Ahern, TD; Amanda Boyle, North West Tourism; and Trevor Caughey, Fáilte Ireland

anóis, agus le níos mó tóir ag teacht ar shaoirí gearra. Tugann ár láithreán gréasáin nua-chóirithe, a bhfuil ionchur réigiúnach láidir agus áirithint ar-líne de shaoirí luach ar airgead ann, rochtain láithreach ar scothphacáistí agus ar na pacáistí is deireanaí don taistealaí baile.

Maidir le taisteal idirnáisiúnta, tháinig líon níos airde ná riamh – 6.38 milliún – de chuairoteoirí eachtracha go hÉirinn, mar thoradh ar:

- Téarnamh láidir i margadh na Stát Aontaithe agus méaduithe suntasacha i margaí chianaistir eile ar nós an Astráil agus Ceanada.
- Ardleibhéal spéise in Éirinn ó mhargaí sách beag, ar nós an Iodáil, an Spáinn, an Iorua agus an Danmhairg, as a lean fás digít-dhúbailte sna margaí sin atá ag neartú.

Ar an taobh eile, bhí deacrachtaí le fás a bhaint amach i margaí na Fraince agus na Gearmáine, agus bhí titim bheag i margadh na Breataine, ní d'Éirinn amháin ach dóibh siúd i ndlúthchomórtas linn freisin.

D'éirigh níos fearr le hearnálacha áirithe an tionscail thar cinn eile. Cé gur dhealraigh sé gur bhain cuid mhaith óstán leas as fás an mhargaidh, d'fhulaing an earnáil traidisiúnta B&B mar gheall ar an athrú a tháinig ar phatrúin cur in áirithint agus tógáil saoirí. Cé gur mhéadaigh acmhainn óstáin, d'fhan rátaí áiríochta seomraí socair ag 60%. Lean infheistíocht láidir san earnáil, le hóstáin nua á n-oscailt agus le hóstáin níos sine agus atá bunaithe le fada á n-athchóiriú chun na tarraingteachtaí sofaisiticiúla áineasa agus spóirt a mbíonn turasóir an lae inniu ag súil leis a sholáthar.

Bhí sochair na turasóireachta dírithe níos mó agus níos mó i mBaile Átha Cliath agus sa réigiún thoir, de thoradh, i bpáirt ar a laghad, ar an líon suntasach cuairteoirí ar shaoirí gearra cathracha – cé go léiríonn fianaise le gairid go bhfuil an margadh sin ag moilliú go pointe. Is dúshlán mór i gcónaí é scaipeadh réigiúnach turasóireachta níos cothroime a bhaint amach, agus, ag an am céanna, fás inmharthana Bhaile Átha Cliath a chinntiú agus tá an dúshlán sin mar phríomhthosaíocht ár gclár do 2005.

The lack of good quality, direct access is a major impediment to growth for some regions, particularly along the western seaboard. Ryanair's plans for new routes into Shannon Airport and American Airlines' new services from Boston and Chicago provide a welcome boost.

Growing the number of visitors to the regions will mean enhancing structures and mechanisms for promoting tourism in those regions, further improving air and sea access from the key existing and new markets, the speedy completion of major infrastructural projects, in particular the expanding primary road network, and developing established and new high-quality products and services.

Implementation of the policies and action plan outlined in *New Horizons for Irish Tourism* - the Report of the Tourism Policy Review Group - is continuing. The first progress report of the Implementation Group, in September, recorded considerable progress in a wide range of areas. The report also identified issues that are

vital to sustained development. Of these, the restoration of Ireland's competitive edge remains the most important and the most challenging. This is not just about price competitiveness, but also about building a stronger competitive position in quality, innovation and cost efficiency. I am confident that, working together with our industry partners, we can meet this challenge.

On the infrastructure front, we have continued to highlight the need for, and support the development of, a number of specific projects, including a National Conference Centre and enhanced terminal facilities, in particular at Dublin Airport. We were very happy, therefore, to welcome the Government's recent decision to enhance the facilities at Dublin Airport. Speedy implementation of this decision will be vital to the continued development of Irish tourism. We are also conscious of the importance of improved internal access if we are to spread the benefits of tourism.

Fáilte Ireland has worked closely with the tourism

Is bac ollmhór ar fhás do roinnt réigiún, go háirithe iad siúd ar chósta thiar na tíre, é an t-easpa rochtana dhíreach, d'ardchaighdeán. Tá pleananna Ryanair i leith bealaí nua isteach go hAerfort na Sionna agus tá seirbhísí nua American Airlines ó Boston agus ó Chicago mar threisiú ar an bhfás sin.

Chun cur leis an líon cuairteoirí chuig na réigiúin caithfear cur le struchtúir agus le sásraí chun turasóireacht a chur chun cinn sna réigiúin sin, caithfear cur tuilleadh le rochtain aeir agus farraige ó na príomhmhargáí atá anois ann agus ó mhargáí nua, caithfear tionscadail mhóra infrastruchtúir a thabhairt chun críche go tapa, go háirithe an líonra príomhbhóithre atá ag leathnú, agus caithfear forbairt a dhéanamh ar tháirgí agus ar sheirbhísí d'ardchaighdeán nua agus orthu sin atá bunaithe cheana.

Táthar ag leanúint leis na polasaithe agus leis an bplean gnímh atá leagtha amach in *New Horizons for Irish Tourism* – Tuarascáil an Ghrúpa Athbhreithnithe um Bheartais Turasóireachta - a fheidhmiú. Thaifead an chéad thuarascáil dhul chun cinn an Ghrúpa Feidhmithe, a foilsíodh i mí Meán Fómhair, dul chun cinn suntasach i

raon leathan réimsí. D'aithin an tuarascáil freisin saincheisteanna atá ríthábhachtach d'fhorbairt inbhuanaithe. Acu sin, is é athbhunú faobhair iomaitheigh na hÉireann an ceann is tábhachtaí agus is dúshlánaí i gcónaí. Ní faoi iomaitheacht praghais amháin é sin, ach faoi staid iomaitheachta níos láidre a chothú maidir le cáilíocht, nuálacht agus éifeachtúlacht chostais. Táim sásta gur féidir linn an dúshlán sin a bhaint amach, ag obair i gcomhar lenár gcomhpháirtithe sa tionscal.

Ó thaobh infrastruchtúir de, leanamar orainn ag tarraingt aird ar an ngá atá le roinnt tionscadal shonracha, lena n-áirítear Ionad Náisiúnta Comhdhála agus saoráidí críochfoirt feabhsaithe, go háirithe ag Aerfort Bhaile Átha Cliath, agus leanamar orainn ag tacú lena bhforbairt. Bhí an-áthas orainn, dá bhrí sin, fáiltiú roimh chinneadh an Rialtais le deireanaí chun cur leis na saoráidí ag Aerfort Bhaile Átha Cliath. Beidh feidhmiú thapa an chinnidh sin ríthábhachtach d'fhorbairt leanúnach na turasóireachta in Éirinn. Tugamid suntas freisin don tábhacht a bhaineann le rochtain inmheánach feabhsaithe má táimid chun sochair na turasóireachta a dháileadh.

industry to ensure that our activities for the 2005 season are both relevant to and practical for tourism enterprises throughout the various sectors and regions. Our action plan for 2005 offers a wide range of programmes designed to foster greater operational efficiency, marketing effectiveness, professional development and up-skilling of the tourism workforce. The strong emphasis on product innovation, whether in terms of developing new products or re-vitalising more mature ones, is of special significance.

We in Fáilte Ireland place great emphasis on building and maintaining close relationships with all sectors of the tourism industry and in particular the industry representative bodies. I would like to thank all of these for their valued contributions during 2004.

I wish to express the appreciation of the Authority to John O'Donoghue, TD, Minister for Arts, Sport and Tourism, for his support throughout 2004 and for securing increased funding as the basis for our action plans for 2005. I would also like to thank the Members

of the Authority for giving so much of their time and energy to the work of Fáilte Ireland.

Finally, may I thank Shaun Quinn, Chief Executive, and team for their commitment to the development of Irish tourism in what has been, for all of us, a time of considerable change.



**Gillian Bowler**  
Chairman



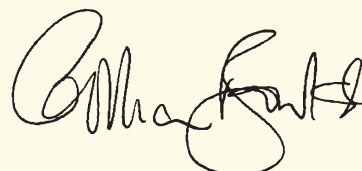
D'oibrigh Fáilte Ireland go dlúth le tionscal na turasóireachta lena chinntiú go mbeidh ár ngníomhaíochtaí don séasúr 2005 iomchuí agus praiticiúil aron maidir le fiontair thurasóireachta ar fud na hearnálacha agus na réigiún éagsúla. Tairiscíonn ár bplean gnímh do 2005 réimse leathan clár atá deartha chun éifeachtúlacht oibríochtuil, éifeachtacht margaíochta, forbairt ghairmiúil níos fearr a chothú, chomh maith le fórsa saothair na turasóireachta a uas-ciliú. Is gné an-suntasach í an bhéim láidir atá ar nuálacht táirge, cibé acu táirgí nua a fhorbairt nó athnuachan a dhéanamh ar tháirgí atá níos aibí.

Cuirimid an-bhéim anseo i Fáilte Ireland ar dhlúthchaidrimh le gach earnáil den tionscal turasóireachta a thógáil agus a chothabháil agus go háirithe leis na heagraíochtaí ionadaíochta tionscail. Is mian liom buíochas a ghabháil leo siúd ar fad as ucht an obair luachmhar a rinne siad le linn 2004.

Is mian liom buíochas a ghabháil thar ceann an Údaráis le John O'Donoghue, TD, an tAire Ealaíon, Spóirt agus Turasóireachta, dá thacaíocht le linn 2004 agus ar son tuilleadh maoinithe a chinntiú mar bhonn ár

bpleananna gnímh do 2005. Ba mhaith liom freisin mo bhuíochas a chur in iúl do Chomhaltai an Údaráis as ucht oiread a gcuid ama agus fuinnimh a thabhairt d'obair Fáilte Ireland.

Ar deireadh, is mian liom buíochas a ghabháil le Shaun Quinn, Príomhfheidhmeannach, agus an fhoireann dá gcuid tiomantais d'fhorbairt turasóireachta na hÉireann le linn tréimhse mhór athraitheigh dúinn go léir.



**Gillian Bowler**  
Cathaoirleach

# Highlights of 2004

## Buaicphointí 2004

- In 2004 there were 6.38 million overseas visitors to Ireland, an increase of 3% on 2003 and a return to overall growth when compared to the peak year, 2000. Overall domestic trips grew by 5% with expenditure up 7%. Domestic holiday trips increased by 7% with expenditure up 9%. Six in ten Irish people took a holiday at home in 2004.
- A comprehensive marketing programme was undertaken in the Ireland market, including a €2.4 million multi-media advertising campaign. Our consumer website, **www.ireland.ie**, was re-launched as a one-stop shop for information and booking home holidays.
- Fáilte Ireland hosted a major conference – *Charting Tourism Success* - in Dublin Castle as part of Ireland's Presidency of the European Union.
- The Business Tourism Forum, established by Fáilte Ireland, commenced an intensive consultation process with our partners in the business tourism sector. The first ever *Business Tourism Forum Conference* took place towards the end of the year.



Ufi Ibrahim, Vice President – Development, World Travel and Tourism Council (WTTC) speaking at the Fáilte Ireland EU Tourism Conference in Dublin Castle. Also pictured are Jean-Claude Baumgarten, President of the WTCC and John Bowman, Conference Chairman

- Le linn 2004 tháinig 6.38 milliún cuairteoir eachtracha go hÉirinn, sin méadú 3% ar 2003 agus filleadh ar fhás foriomlán nuair a chuirtear sin i gcomparáid leis an mbuaicbhliain, 2000. D'fhás foriomlán na dturais bhaile 5%, le méadú 7% tagtha ar chaiteachas. Tháinig méadú 7% ar thurais saoire baile le méadú 9% tagtha ar chaiteachas. Ghlac seisiúr as deichniúr in Éirinn saoire sa bhaile le linn 2004.
- Tugadh faoi chlár cuimsitheach margaíochta i margadh na hÉireann, lena n-áirítear feachtas fógraíochta ilmheáin ar fiú €2.4 milliún é. Athsheoladh ár láithreán gréasáin do thomhaltóirí, **www.ireland.ie**, mar shiopa aon-stad d'eolas agus chun saoirí sa bhaile a chur in áirithint.
- D'óstaigh Fáilte Ireland comhdháil ollmhór – *Charting Tourism Success* – i gCaisleán Bhaile Átha Cliath mar chuid d'Uachtarántacht Éireann ar an Aontas Eorpach.
- Thosaigh Fóram Turasóireachta Gnó, bunaithe ag Fáilte Ireland, dianphróiseas comhchomhairlitheach lenár gcomhpháirtithe san earnáil turasóireachta gnó. Tionóladh an chéad Chomhdháil Fóram Turasóireachta Gnó riamh ag tarraingt ar dheireadh na bliana.

- Almost 12,000 appointments took place between buyers and product providers at the annual *Travel Trade Workshop*, which was held in Dublin in May.
- *Optimus* – a total business support framework for achieving excellence in tourism – was developed by Fáilte Ireland and launched in May.
- More than 3,000 people attended training and development programmes, aimed at updating the skills and knowledge of industry managers, supervisors and staff.
- More than 1,300 young people commenced full-time career training on Fáilte Ireland programmes delivered in partnership with the Institutes of Technology.
- Fáilte Ireland funding allocation to the Regional Tourism Authorities increased by more than 30% for 2004.
- More than 160 festivals were supported through the Festivals Fund.

- Fifteen international events were supported financially through the *International Sports Tourism Initiative*.
- Detailed proposals from more than 100 projects were evaluated under the *Tourism Product Development Scheme*.



Right: Clonmel Junction Festival - one of the many festivals to receive funding under the Festivals and Cultural Events Initiative, administered by Fáilte Ireland

Below: The UKWA Windsurfing Triple Crown, took place in Brandon Bay, Co. Kerry. This event was supported through the International Sports Tourism Initiative, administered by Fáilte Ireland

- Tharla beagnach 12,000 coinne idir ceannaitheoirí agus soláthóirí táirgí ag an gceardlann *Travel Trade Workshop*, a tionóladh i mBaile Átha Cliath i mí Bealtaine.
- Forbraíodh *Optimus* – creat oibre tacaíochta gnó iomlán chun an scoth i dturasóireacht a bhaint amach – ag Fáilte Ireland agus seoladh é i mí Bealtaine.
- D'fhreastail breis agus 3,000 duine ar chlár oiliúna agus forbartha, a bhí dírithe ar uas-dhátú scileanna agus faisnéise bainisteoirí, maoirseoirí agus foireann an tionscail.
- Thosaigh breis agus 1,300 duine óg ar oiliúnt ghairme lánaimseartha ar chlár Fáilte Ireland arna seachadadh i gcomhpháirtíocht leis na hInstitiúidí Teicneolaíochta.
- Mhéadaigh dáileadh maoinithe Fáilte Ireland do na húdaráis Turasóireachta Réigiúnacha breis agus 30% do 2004.
- Thacaigh Ciste na bhFéilte le breis agus 160 féile.



- Tugadh tacaíocht airgeadais do chúig ócáid déag idirnáisiúnta tríd an *Tionscnamh Turasóireachta Spóirt Idirnáisiúnta*.
- Rinneadh meastóireacht faoin *Scéim Forbartha Táirgí Turasóireachta* ar mholtaí sonraithe de bhreis agus 100 tionscadal.

# Chief Executive's Review

## Athbhreithniú an Phríomhfheidhmeannaigh



### TOURISM PERFORMANCE

A total of 6.38 million overseas visitors came to Ireland during 2004, an increase of 3% on 2003 and a return to overall growth when compared to the previous peak year of 2000. The number of holiday visitors from overseas increased by 2% between 2003 and 2004.

The domestic or home market, which is an increasingly important market for Irish tourism, recorded further growth during 2004 in terms of the total number of trips taken, the total number of holiday trips and total expenditure.

2004's performance was boosted by a recovery in the North American market (up 7%), continued growth in Irish people holidaying in Ireland (up 7%) and European markets like Italy and Spain (up 5% and 18%, respectively). Traditional markets such as the UK, France and Germany were less buoyant, with our largest, the UK, dropping by almost 1% to 3.5 million, with consequent impact on touring holidays and activities such as angling and golf.

### SHAUN QUINN

Chief Executive  
Príomhfheidhmeannach

### FEIDHMÍOCHT THURASÓIREACHTA

Le linn 2004 tháinig 6.38 milliún cuairteoir eachtrach go hÉirinn, méadú de 3% ar 2003 agus filleadh ar fhás fhoriomlán nuair a chuirtear sin i gcomparáid leis an mbuaicbhliain, 2000. Mhéadaigh an líon cuairteoir saoire ó thíir isteach 2% idir 2003 agus 2004.

Thaifead an margadh baile, ar mhargadh atá de shíor ag fáil níos tábhachtaí do thurasóireacht na hÉireann é, fás breise le linn 2004 i dtéarmaí an líon iomlán turas a tógadh, an líon iomlán turas saoire agus caiteachais iomlán.

Fuair feidhmíocht 2004 treisiú ó athbhunú sa mhargadh Meiriceá Thuaidh (suas 7%), ón fhás leanúnach i saoirí á dtógáil in Éirinn ag muintir na hÉireann féin (suas 7%), agus ó mhargaí Eorpacha ar nós an Iodáil agus an Spáinn (suas 5% agus 18%, faoi seach). Níor éirigh chomh maithe sin le margaí thraidisiúnta ar nós an Ríocht Aontaithe, an Fhrainc agus an Ghearmáin, agus tháinig titim beagnach 1% chuig 3.5 milliún ar ár margadh is mó, an Ríocht Aontaithe, le tionchar dá bharr ar shaoirí turais agus ar ghníomhaíochtaí ar nós slatiascaireacht agus galf.

Growth in total foreign exchange earnings from out-of-State tourism was more modest. Foreign earnings for the year increased by 0.5% which, together with further evidence of increases in input costs, continues to put pressure on business margins in an increasingly competitive market environment.

Despite the overall growth, 2004 was a challenging year for Irish tourism, with some sectors and regions benefiting more than others, in terms of levels of business or operating margins. The ongoing changes in the mix of source markets and the nature of holidays taken, the continuing focus on the east coast in general and on Dublin in particular, and the shortening length of stay, coupled with the trend towards later booking, continue to impact adversely on some sectors in the industry.

Tourism businesses' experience of 2004 depended heavily on their location and industry sector. The continuing divergence in experience between the east and west of the country – for example, hotel occupancy rates in Dublin were 69% compared with a national average of 60% and 51% in the north-west – remains

a concern. Bringing about a more balanced regional spread means enhancing the promotion of tourism to the regions, and improving the quality of internal as well as air and sea access. Addressing this issue remains one of the key challenges for 2005.

There was evidence of structural as well as regional shifts in the tourism sector, with hotels benefiting most from the increase in overseas holiday nights. Investment in hotel accommodation during 2004 saw 800,000 bed nights added to Ireland's stock and this competition has impacted on guesthouses and bed and breakfasts. Added to increasing costs of insurance and labour, and the rise in property values, some operators have chosen to exit this sector. We will be putting in place an action plan to address this issue in 2005.



Bhí fás níos lú i dtuilleimh mhalartacha coigríche iomlána ó thurasóireacht as an Stát. Tháinig méadú de 0.5% ar thuilleimh choigríche don bhliain, rud a chuireann tuilleadh brú, i gcomhar le breis fianaise ar mhéaduithe ar chostais ionchuir, ar chorrailigh gnó i dtimpeallacht mhargaí a bhíonn de shíor ag fáil níos iomaithe.

D'ainneoinn an fháis fhoriomlán, ba bhliain dhúshlánach í 2004 do thurasóireacht na hÉireann, le hearnálacha agus réigiúin áirithe ag baint leasa níos mó ná a chéile aisti, i dtéarmaí leibhéil gnó nó corrlaigh oibríochta. Tá tionchar diúltach á imirt i gcónaí ar roinnt earnálacha sa tionscal ag na síorathruithe maidir le meascán na margaí bunaidh agus maidir le nádúr na saoirí a thógtar, ag an gclaoonadh atá fós leis an gcósta thoir go ginearálta agus le Baile Átha Cliath go sonrach, ag an ngiorrú atá ag teacht ar fhad saoirí, chomh maith leis an treocht i dtreo cur in áireamh níos deireanaí.

Bhraith an taithí a bhí ag gnóthaí turasóireachta le linn 2004 go mór ar an limistéar agus an earnáil tionscail ina raibh siad. Is cúis imní fós é an eisiréimniú leanúnach i dtaithe idir an taobh thoir agus an taobh thiar den tír –

mar shampla, bhí rátaí áitíochta óstán i mBaile Átha Cliath 69% i gcomparáid le meánráta náisiúnta de 60% agus 51% san Iar-Thuaisceart. Beidh gá le tuilleadh chur chun cinn i dturasóireacht chuig na réigiúin a dhéanamh chun scaipeadh níos cothroime ar fud na réigiúin a bhaint amach, chomh maith le cáilíocht na rochtana inmheánaigh, aeir agus farraige a fheabhsú. Is ceann de na príomhdhúshláin do 2005 é aghaidh a thabhairt ar an tsaincheist sin.

Bhí fianaise ar athruithe struchtúir chomh maith le hathruithe réigiúnacha san earnáil thurasóireachta, le hóstáin ag baint an leasa is mó ón ardú in oícheanta saoire eachtrach. De bharr infheistíochta i gcóiríocht óstáin le linn 2004, cuireadh 800,000 oíche leaba le stór na hÉireann agus d'imir an comórtas sin tionchar ar thithe aíochta agus tithe leaba agus bricfeasta. Chomh maith leis an ardú atá ag teacht ar chostais árachais agus saothair, agus an t-ardú i luachanna maoiné, roghnaigh roinnt oibritheoirí an earnáil seo a fhágáil. Beimid ag bunú plean gnímh chun aghaidh a thabhairt ar an tsaincheist sin le linn 2005.

**Some of the key activities and initiatives of Fáilte Ireland in 2004 were:**

## **RESEARCH AND DEVELOPMENT**

Fáilte Ireland undertook a comprehensive programme of research, covering a wide range of areas, including benchmarking product quality, monitoring trends, tracking employment in the industry, assessing competitiveness issues and probing key development matters.

During 2004, a number of major surveys were undertaken, including the annual *Survey of Overseas Travellers*, *Visitor Attitudes Survey* and *Hotel Survey*. The *Tourism Barometer*, the web-based survey of the industry which determines the state of the season, was conducted three times during 2004, and occupancy in the guesthouse, bed and breakfast, hostel and self-catering sectors was monitored from May to October.

Product research for marketing and development was conducted in respect of angling, golf, walking, inland cruising, equestrian pursuits and EFL. *The Tourism Business and Employment Survey* continued to monitor

employment levels in the hospitality sector and to provide data on training in the sector.

Our latest research shows that 97% of visitors say they would recommend a holiday in Ireland. Almost two-thirds of visitors now rate Ireland well in terms of competitive access and as 'easy to get to', compared to just under half in 2001 – a significant achievement for an island destination.

Fáilte Ireland's *Visitor Attitudes Survey* showed that Ireland's core attributes of friendliness, beautiful landscape and relaxed pace of life are still regarded as important and are rated highly. Ireland is increasingly perceived as a 'safe and secure' destination with 82% of visitors giving a high rating. However, macro consumer trends indicate an increasing appetite for 'things to do', as well as 'places to see'. Fáilte Ireland's product development programmes are targeted at ensuring the availability of a mix of high-quality and enticing activities throughout the country.

Visitors report Ireland's high cost of living, poor roads and uncertain weather as the main disincentives to a holiday here and, while the number of visitors whose

**Is iad seo a leanas cuid de na príomhghníomhaíochtaí agus na príomhthionscnaimh a bhí ar bun ag Fáilte Ireland le linn 2004:**

## **TAIGHDE AGUS FORBAIRT**

Thug Fáilte Ireland faoi chlár cuimsitheach taighde, ag clúdú raon leathan réimsí, lena n-áirítear binsemharcáil ar cháilíocht táirgí, monatóireacht ar threochtaí, fostaíocht sa tionscal a leanúint, meastóireacht ar shaincheisteanna iomaitheachta agus príomhchúrsaí forbartha a fhiosrú.

Le linn 2004, rinneadh roinnt mórshuirbhéanna, lena n-áirítear na suirbhéanna bliantúla *Suirbhé ar Thaistealaithe Eachtracha*, *Suirbhé ar Dhearcadh na gCúairteoirí* agus *Suirbhé Óstán*. Rinneadh Baraiméadar Turasóireachta, an suirbhé gréasán-bhunaithe a chineann staid an tséasúir, faoi thrí le 2004, agus rinneadh monatóireacht ar na hearnálacha tithe aíochta, leaba agus bricfeasta agus féinfhrestail, ó mhí Bealtaine go mí Dheireadh Fómhair.

Rinneadh taighde táirge do mhargaíocht agus d'fhorbairt i leith slatiascaireachta, gailf, siúil, cursála

intíre, imeachtaí eachaíochta agus EFL. Lean *An Suirbhé ar Fhostaíocht* agus *Gnó Turasóireachta* leis ag déanamh monatóireachta ar leibhéal fostaíochta san earnáil fáilteachais agus ag soláthar sonraí ar oiliúint san earnáil.

Léiríonn ár dtaighde is deireanaí go ndeir 97% de chuairoteoirí go molfadh siad saoire in Éirinn. Measann beagnach dhá-thrian de chuairoteoirí go bhfuil rochtain iomaitheach ag Éirinn agus go bhfuil sé éasca teacht chuici, i gcomparáid le díreach faoi bhun leath na gcúairteoirí i 2001 – éacht suntasach do cheann scríbe ar oileán.

Léirigh *Suirbhé ar Dhearcadh na gCúairteoirí* de chuid Fáilte Ireland go meastar na tréithe uathúla a bhaineann le saoire in Éirinn - cairdeas, áilleacht na tírdhreacha agus an saol a bheith á thógáil go réidh a bheith tábhachtach i gcónaí agus go bhfuil an-tóir orthu. Tá an tuiscint ar Éirinn mar cheann scríbe 'slán agus sábháilte' ag méadú de shíor le 82% de chuairoteoirí ag tabhairt ardráta di. Léiríonn maicrethreochtaí tomhaltóirí, áfach, go bhfuiltear ag lorg 'rudáí le déanamh' chomh maith le 'háiteanna le feiceáil' níos mó agus níos mó. Díreann cláir fhorbartha táirge Fáilte Ireland ar a chinntiú go mbeidh teacht ar mheascán gníomhaíochtaí mealltacha d'ardchaighdeán ar fud na tíre.

expectations were not met is small at 5%, this is attributed to the country being relatively expensive. While the costs of access, accommodation and tourism-specific services such as car hire are not considered excessive by tourists, the general cost of living in Ireland remains one of the highest in Europe and French, German and for the first time, US visitors, are commenting on it. With the weakening dollar and sterling, this poses an additional challenge for 2005.

Employment in the hospitality sector in 2004 remained steady with two-thirds of enterprises reporting similar levels to 2003. Dublin has a high concentration of tourism employment, with one quarter of the total, while the BMW region accounts for 28% with the remaining 46% in the South and East. In 2004, Fáilte Ireland trained just under 10,000 people for careers in hospitality and tourism.

According to Fáilte Ireland's *Tourism Barometer*, the main concerns of business people in tourism are:

- Cost of overheads
- Insurance costs
- Availability and retention of staff.

At Dublin Castle for the Fáilte Ireland EU Tourism Conference were (left to right): Shaun Quinn, Chief Executive, Fáilte Ireland; Willie Walsh, Chief Executive, Aer Lingus; Tim Smit, Chief Executive of the Eden Project; Cillian Bowler, Chairman, Fáilte Ireland; and Sir Rocco Forte, Chairman and Chief Executive, Rocco Forte Hotels

A notable feature here is the reduction in concerns over insurance costs compared to 2003.

Competitiveness and sustainability in the face of changing market and consumer trends was the central focus of the *Charting Tourism Success Conference*, which took place in Dublin Castle in April. Hosted by Fáilte Ireland to mark Ireland's Presidency of the European Union, the Conference attracted more than 200 delegates from across the European Union, including representatives of the European Commission, State agencies and tourism enterprises.

## PRODUCT DEVELOPMENT

Detailed proposals for more than 100 product development projects were evaluated under the *Tourism Product Development Scheme*. The Scheme forms part of the National Development Plan and receives support funding from the European Regional Development Fund.



Tuairiscíonn cuairteoirí gurb iad ardchostas maireachtála na hÉireann, drochbhóithre agus éiginnteacht aimsire na príomhchúiseanna a stopadh iad dul ar shaoire anseo agus, cé go bhfuil an líon cuairteoirí nach bhfuair an rud a bhí siad ag súil leis íseal ag 5%, luaitear ina theannta sin an tír a bheith sách costasach. Cé nach measann cuairteoirí gur iomarcach iad costais sheirbhísí a bhaineann go sonrach le turasóireacht ar nós carranna ar cíos, tá an costas ginearálta maireachtála in Éirinn fós ar cheann de na cinn is airde san Eoraip agus tá cuairteoirí ón Fhrainc, ón nGearmáin agus, don chéad uair, ó Mheiriceá, ag trácht air. Leis an dollar agus steirling ag dul i laige, tá dúshlán breise ann don bhliain 2005.

D'fhan fostaíocht san earnáil fháilteachais seasta le linn 2004 ag 231,000, leis an dá-thrian d'fhiontair ag tuairisc leibhéil comhchosúil le 2003. Tá an comhchruinniú fostaíochta turasóireachta is airde i mBaile Átha Cliath, agus ansin an réigiún BMW le 28% agus an Iar-Dheisceart le 15%. Le linn 2004, chuir Fáilte Ireland oiliúnt ar bheagnach 10,000 duine i gcomhair gairme i bhfáilteachas agus i dturasóireacht.

Dar le *Baraiméadar Turasóireachta* de chuid Fáilte Ireland, is iad na hábhair inmí is mó a bhíonn ar lucht gnó sa turasóireacht ná:

- Costas fhorchostais
- Costais árachais
- Foireann a fháil agus a choimeád

Is gné suntasach dóibh sin ná an laghdú atá tagtha ar ábhair inmí maidir le costais árachais i gcomparáid le 2003.

Ba iad an iomaitheacht agus an inbhuanaitheacht i gcoinne treochtaí margála agus tomhaltóirí atá ag athrú príomhfhócas na Comhdhála *Charting Tourism Success*, a tionóladh i gCaisleán Bhaile Átha Cliath i mí Aibreáin. Tháinig breis agus 200 ionadaí ó gach cuid den Aontas Eorpach chuig an Chomhdháil, lena n-áirítear ionadaithe ón gCoimisiún Eorpach, ó na gníomhaireachtaí Stáit agus ó fhiontair thurasóireachta. Ba é Fáilte Ireland a thionóil an Chomhdháil chun Uachtarántacht na hÉireann den Aontas Eorpaigh a cheiliúradh.

By the end of 2004, 41 projects had been approved for funding under the Scheme, 14 of which are in the South and East Region and 27 in the Border, Midlands and West Region, and final decisions were awaited on a number of other projects.

In December, the Minister for Arts, Sport and Tourism, John O'Donoghue, TD, announced a further limited call for proposals under the Scheme, for projects in the special interest pursuits category, including health tourism, equestrian and outdoor activities.

## ENTERPRISE SUPPORT AND DEVELOPMENT

*Optimus* – a total business support framework for achieving business excellence in tourism – was developed by Fáilte Ireland and launched in May. The programme, which draws on the *European Excellence Framework (EFQM)*, aims to support individual tourism enterprises in ensuring that the business capability is in place to deliver consistently high customer service standards and better business performance.

The 2004 *Ireland's Best* awards ceremony was held in April. The ceremony recognised the success of more than 50 leading hospitality and tourism businesses which achieved top standards in service excellence. Of these 50, eleven achieved the award for the third time, demonstrating a commitment to delivering continuous world-class service to their customers. *Ireland's Best* is an integral part of the *Optimus* framework, and winners of the award can progress towards *Best Practice* and *Business Excellence* awards in 2005.

## REGIONAL DEVELOPMENT

Fáilte Ireland's funding to the Regional Tourism Authorities increased significantly by more than 30% for 2004.

A series of regional industry briefings was held during January, in association with Tourism Ireland, the Regional Tourism Authorities and Shannon Development.

In line with a recommendation in the report of the Tourism Policy Review Group – *New Horizons for Irish Tourism*, and ongoing challenges presented by the

## FORBAIRT TÁIRGÍ

Rinneadh meastóireacht faoin Scéim Forbartha Táirgí Turasóireachta ar mholtaí sonraithe de bhreis agus 100 tionscadal. Is cuid den Phlean Forbartha Náisiúnta í an Scéim agus faigheann sí maoiniú tacaíochta ó Chiste Forbraíochta Réigiúnaí na hEorpa. Faoi dheireadh 2004, ceadaíodh maoiniú do 41 tionscadal faoin Scéim; a bhfuil 14 acu sin sa Réigiún Theas agus Thoir agus 27 acu sa Réigiún Teorann, Lár-Tíre agus Iarthair, agus bhíodhas ag fanacht le cinntí deiridh maidir le roinnt tionscadal eile.

I mí na Nollag, d'fhógair an tAire Ealaíon, Spóirt agus Turasóireachta, John O'Donoghue, TD, gairm theoranta bhreise ar thograí faoin Scéim, do thograí sa chatagóir imeachtaí sainspéise, lena n-áirítear turasóireacht shláinte, eachaíocht agus gníomhaíochtaí amuigh faoin aer.

## TACAÍOCHT AGUS FORBAIRT FIONTAIR

Forbraíodh *Optimus* – creat oibre tacaíochta gnó iomlán chun an scoth i dturasóireacht a bhaint amach – ag Fáilte Ireland agus seoladh i mí Bealtaine é. Tá sé mar

aidhm ag an gclár, a bhaineann leas as *European Excellence Framework (EFQM)*, tacú le fiontair thurasóireachta ar leithligh lena chinntiú go mbeidh acmhainneacht gnó ann chun caighdeán seirbhísí do chustaiméirí a bheidh ard i gcónaí, chomh maith le feidhmiú gnó níos fearr, a sholáthar.

Tionóladh searmanais dámhachtainí 2004 *Ireland's Best* i mí Aibreáin. Thug an searmanas suntas do bhreis agus 50 gnóthaí ceannaireachta fáilteachais agus turasóireachta a bhain ardchaighdeán i seirbhís den scoth amach. As an 50 sin, ghnóthaigh aon cheann déag díobh an dámhachtan don tríú huair, ag léiriú tiomantais do sheirbhís leanúnach den scoth a sholáthar dá gcuid custaiméirí. Is cuid lárnach den chreat oibre *Optimus* é *Ireland's Best*, agus is féidir leo sin a ghnóthann an dámhachtan gluaiseacht ar aghaidh chuig dámhachtainí *Best Practice* agus *Business Excellence* i 2005.

## FORBAIRT RÉIGIÚNACH

Mhéadaigh leithdháileadh maoinithe Fáilte Ireland chuig na hÚdaráis Turasóireachta Réigiúnacha le breis agus 30% do 2004.

uneven distribution of the benefits of tourism throughout the regions, Fáilte Ireland commissioned a major review in this area, which will be completed early in 2005.

More than 160 festivals and cultural events were grant-aided in 2004. The support focused in particular on those best able to help achieve a more equitable distribution of tourists into the regions.

## MARKETING AND PROMOTIONS

A comprehensive marketing programme was undertaken in the Ireland market during 2004. The programme included a €2.4 million multi-media advertising campaign, with the theme of *'From the great outdoors to the great indoors'*, which ran from April to October.

Domestic holidays and breaks continue to underpin performance and tourism operators are actively targeting this segment. For 2005, Fáilte Ireland is introducing a new integrated marketing campaign linking regions with activities and encouraging consumers to web book on [www.ireland.ie](http://www.ireland.ie). The

campaign incorporates television, radio, print and outdoor advertising.

The annual *Travel Trade Workshop* in May was attended by more than 300 overseas tour operators and 600 Irish trade. Almost 12,000 appointments between buyers and product providers took place over the two days of the Workshop.

Working with Tourism Ireland, Fáilte Ireland hosted 1,000 overseas travel agents and tour operators on familiarisation visits and brought 1,320 media representatives from 28 countries to Ireland in 2004. Highlights of these visits included the celebrations for the centenary of Bloomsday and the launch of *Cork 2005 – European Capital of Culture*. Fáilte Ireland assisted more than 700 Irish trade to attend one or more of 120 overseas promotions listed in the *Calendar*



Tionóladh sraith seisiún eolais réigiúnach a bhain leis an tionscal le linn mí Eanáir, i gcomhar le Turasóireacht Éireann, na hÚdaráis Turasóireachta Réigiúnacha agus Forbairt na Sionainne.

Ag teacht le moladh i dtuaraisc an Tourism Policy Review Group – *New Horizons for Irish Tourism*, agus le dúshlán sheasmhacha mar gheall ar dháileadh éagothrom leasa turasóireachta ar fud na réigiún, choimisiúnaigh Fáilte Ireland athchóiriú ollmhór sa réimse sin, a bheidh críochnaithe go luath i 2005.

Tugadh deontais do bhreis agus 160 féilte agus ócáidí chultúrtha i 2004. Bhí an tacaíocht dírithe go sonrach orthu sin is fearr a d'fhéadfadh cuidiú le dáileadh níos cothroime turasóirí isteach sna réigiúin.

## MARGAÍOCHT AGUS CUR CHUN CINN

Tugadh faoi chlár margaíochta cuimsitheach i margadh na hÉireann le linn 2004. San áireamh sa chlár bhí feachtas fógraíochta ilmheáin ar fiú €2.4 milliún é, le téama *'From the great outdoors to the great indoors'*, a bhí ar siúl ó mhí Aibreáin go dtí mí Dheireadh Fómhair.

Tá saoirí agus sosanna gearra sa bhaile mar bhonn taca fós d'fheidhmíocht agus tá oibrítheoirí turasóireachta ag díriú ar an gcuid sin go réamhghníomhach. Do 2005, tá Fáilte Ireland ag tabhairt isteach feachtas margaíochta comhtháite nua ag nascadh réigiúin le gníomhaíochtaí agus ag spreagadh custaiméirí chun áirithint a dhéanamh ar-líne ar [www.ireland.ie](http://www.ireland.ie). Tá fógraíocht theilifíse, raidió, chlóite agus fógraíocht lasmuigh san áireamh leis an bhfeachtas.

D'fhreastail os cionn 300 oibrítheoir turais eachtrach agus 600 trádáil Éireannach ar an gceardlann bhliantúil *Travel Trade Workshop* i mí Bealtaine. Tharla beagnach 12,000 coinne idir ceannaitheoirí agus soláthróirí táirgí thar dhá lá na ceardlainne.

Ag obair le Turasóireacht Éireann, d'óstaigh Fáilte Ireland 1,000 gníomhaire turasóireachta eachtracha agus oibrítheoir turais ar chuirteanna chun aithne a chur ar an áit agus thóg siad 1,320 ionadaí meán ó 28 tír go hÉirinn i 2004. Áiríodh ar bhuaicphointí na gcuairteanna sin comóradh an chéid do Bloomsday agus seoladh *Cork 2005 – European Capital of Culture/Corcaigh 2005 – Príomhchathair Chultúrtha na hEorpa*. Chuidigh Fáilte

of Trade and Consumer Promotions.

The Irish Welcome Awards 2004 attracted 2,500 nominations from international visitors and domestic holidaymakers. The awards were presented to six category winners at a ceremony in November.

From an initial print run of 10,000 copies in 1952, *Ireland of the Welcomes* had an ABC audited net circulation of more than 102,000 copies per issue in 2004.

## BUSINESS TOURISM

A Business Tourism Forum was established in July with the aim of developing the business tourism sector in

Ireland. Chaired by Peter Malone, this partnership Forum convened a series of consultative sessions involving representatives of the business tourism sector in September. In November, Fáilte Ireland hosted Ireland's first *Business Tourism Forum Conference* attended by 150 key people in the business tourism sector.

A major business tourism promotion, involving 115 buyers from the main international markets, was held in October in Killarney and Dublin. The promotion included a workshop attended by Irish trade suppliers.

## SPORTS AND SPECIAL INTEREST TOURISM

Fifteen international events staged in Ireland were supported through the *International Sports Tourism Initiative*. These included the *American Express World Golf Championship*, the *British GT Championship* and the *British Superbike Championship*, the biennial *Cork Week* regatta, the *UKWA Triple Crown* windsurfing event and the *International Sports Horse Show*.

In the run-up to the Ryder Cup, which will be held in Ireland in 2006, a series of promotional events took place during



The 2004 Fáilte Ireland Irish Welcome Awards were presented by John O'Donoghue, TD, Minister for Arts, Sport and Tourism to the overall winner, Pauline Hamill (third from left) and category winners at a ceremony in the Shelbourne Hotel, Dublin, in November

Ireland le breis agus 700 trádáil Éireannach freastal ar cheann amháin nó níos mó de 120 cur chun cinn eachtrannach liostáilte i bhféilire *Chur Chun Cinn Trádála agus Tomhaltóirí*.

Fuair na *Irish Welcome Awards* 2004 2,500 ainmniúchán ó chuairoteoirí idirnáisiúnta agus ó mhuintir na tíre seo a bhí ar saoire in Éirinn. Bronnadh na dámhachtainí ar sheisear buaiteoirí catagóir ag searmanas i mí na Samhna.

Ón gcéad chlóg de 10,000 cóip i 1952, bhí glanscaipeadh iniúchta ag ABC de bhreis agus 102,000 cóip an eagrán i 2004 ag *Ireland of the Welcomes*.

## TURASÓIREACHT GNÓ

Bunaíodh Fóram Turasoireachta Gnó i mí Iúil arb é an fheidhm a bhí leis an earnáil turasoireacht ghnó in Éirinn a fhorbairt. Thionóil an Fóram chomhpháirtíochta seo, a bhfuil Peter Malone mar chathaoirleach air, sraith seisiún comhchomhairlitheach le hionadaithe ón earnáil turasoireacht ghnó i mí Mheán Fómhair. I mí na Samhna, d'óstaigh Fáilte Ireland an chéad chomhdháil Fóram Turasoireachta Gnó in Éirinn ar a fhreastail 150

duine ríthábhachtacha san earnáil turasoireacht ghnó uirthi.

Tionóladh cur chun cinn turasoireachta gnó ollmhór, ar bhain 115 ceannaitheoir ó na príomhmhargáí idirnáisiúnta leis, i mí Dheireadh Fómhair i gCill Áirne agus i mBaile Átha Cliath. Bhí ceardlann, ar a fhreastail soláthróirí trádála Éireannacha uirthi, san áireamh sa chur chun cinn.

## TURASÓIREACHT SPÓIRT AGUS IMEACHTAÍ SAINSPÉISE

Thacaigh an Tionscnamh Turasoireachta Spóirt Idirnáisiúnta le 15 mór-ócáid idirnáisiúnta in Éirinn in 2003. Áiríodh orthu sin *Comórtas Gailf American Express an Domhain*, *Craobhchomórtas GT na Breataine* agus *Craobhchomórtas Superbike na Breataine*, geallta bád leathbhliantúil *Cork Week*, an ócáid chlársheoltóireachta *UKWA Triple Crown* agus an *International Sports Horse Show*.

Ag tarraingt ar an Ryder Cup, a thionólfar in Éirinn i 2006, tharla sraith ócáidí chur chun cinn le linn 2004.

2004. Most prominent among these was the visit by the Minister for Arts, Sport and Tourism and the Ryder Cup promotional team to the Ryder Cup matches at Oakland Hills Golf Club in Detroit in September. The Ireland stand attracted 48,000 enquiries during the three-day event.

Working together with Tourism Ireland, Fáilte Ireland provided a range of marketing seminars in support of special interest tourism. The products supported included golf, angling, inland cruising and water-based activities, walking, cycling, EFL, heritage and gardens, and equestrian pursuits.

## EDUCATION AND TRAINING

A new *Management Development Programme* was developed and launched during 2004. The six-month flexible programme, delivered in association with Cornell University, combines training workshops, web-based learning, case study exercises and international site visits. More than 30 senior industry managers will graduate from the programme in June 2005.

Almost 4,000 people attended training and

development programmes designed to update the skills and knowledge of industry managers, supervisors and staff. The expanded range of programmes for 2004 included conference and incentive seminars, yield management, sales negotiating, supervisory management, management training and international site visits. Many of these were developed and delivered in liaison with industry and academic partners.

Fáilte Ireland developed two new training programmes – a *Diploma in Financial Management* and a *Cost Control Workshop* – in response to industry concerns about the management of costs.

Following an intensive campaign to promote the tourism and hospitality industry as a first-choice career

The Irish members of the victorious European Ryder Cup Team – Darren Clarke, Paul McGinley and Pádraig Harrington – at Oakland Hills, Detroit, in September



Ba é cuairt an Aire Ealaíon, Spóirt agus Turasóireachta agus na foirne cur chun cinn Ryder Cup ar chluichí an Ryder Cup ag Cumann Gailf Oakland Hills i Detroit i mí Mheán Fómhair an ócáid is mó le rá acu sin. Bhí 48,000 fiosrú déanta chuig seastán na hÉireann le linn na hócáide trí-lá.

Ag obair le Turasóireacht Éireann, sholáthraigh Fáilte Ireland raon seimineár margaíochta ag tacú le turasóireacht sainspéise. Áiríodh ar na táirgí a tacaíodh leo galf, slatiascaireacht, cúrsáil intíre agus gníomhaíochtaí uisce-bhunaithe, siúl, rothaíocht, foghlaim Béarla, oidhreacht agus gairdíní, agus imeachtaí eachaíochta.

## OIDEACHAS AGUS OILIÚINT

Forbraíodh agus seoladh Clár Forbartha Bainistithe nua le linn 2004. Tá an clár solúbtha sé-mhí, a sholáthraítear i gcomhar le Cornell University, comhdhéanta de cheardlanna oiliúna, foghlaim ghréasán-bhunaithe, cleachtais staidéir cáis agus cuairteanna ar láithreáin idirnáisiúnta. Céimneoidh breis agus 30 bainisteoir

sinsearach den tionscail ón gclár i mí Mheithimh 2005.

D'fhreastail breis agus 3,000 duine ar chlár oiliúna agus forbartha a bhí dírithe ar uas-dhátú scileanna agus faisnéise bainisteoirí, maoirseoirí agus foireann an tionscail. Áiríodh ar raon méadaithe na gclár do 2004 seimineáir comhdhála agus dreasachta, bainistiú torthaí, idirbheartaíocht díolacháin, bainistiú maoirseoireachta, oiliúint bainistíochta agus cuairteanna ar láithreáin idirnáisiúnta. Forbraíodh agus seachadadh go leor acu sin i gcomhar le comhpháirtithe an tionscail agus le comhpháirtithe acadúla.

D'fhorbair Fáilte Ireland dhá chlár oiliúna nua – *Dioplóma i mBainistiú Airgeadais* agus *Ceardlann Rialú Costais* – ag freagairt d'inní sa tionscal faoi chostais a bhainistiú.

Tar éis dianfheachtais ar an tionscal turasóireachta agus fáilteachais a chur chun cinn mar chéad rogha do ghairm bheatha do dhaoine ag fágáil na scoile, thosaigh breis agus 1,300 duine óg oiliúint gairme lánaimseartha ar chlár Fáilte Ireland arna seachadadh i gcomhar leis na hInstitiúidí Teicneolaíochta.

to school leavers, more than 1,300 young people commenced full-time career training on Fáilte Ireland programmes delivered in association with the Institutes of Technology.

The first Fáilte Ireland degree programmes validated by the Higher Education and Training Awards Council – the *Bachelor of Business in Culinary Arts* and the *Bachelor of Business in Bar Management* – were launched in the Institutes of Technology in Athlone, Limerick, Tallaght and Tralee.

Adult returners to work and the long-term unemployed continue to be a source of skilled employment for the industry. Some 1,200 adults participated in Fáilte Ireland's skills training courses in permanent and

temporary training centres during 2004. In addition, some 45 *Return To Work* courses provided training opportunities for 780 participants in more than 30 different locations.

More than 750 tourism personnel took part in the new *Welcome Way* programme, designed to develop and hone the customer services skills of the front-line staff.

A new research bursary, intended to encourage more business relevant research into the tourism industry by postgraduate students and academics, was launched. The inaugural bursary was won by a student at Limerick Institute of Technology. The bursary is the first of a four-stage approach to supporting research in third-level institutions.



Aoife Cowman, a student at Limerick Institute of Technology, is the first recipient of a new research bursary awarded by Fáilte Ireland. The award is intended to encourage more business-relevant research into the tourism industry by postgraduate students and academics.

Seoladh na chéad chláir chéime Fáilte Ireland a ndearna Comhairle na nDámhachtainí Ardoideachais agus Oiliúna bailíochtú orthu – an Baitsiléir Gnó in Ealaíona Cócaireachta agus an Baitsiléir Gnó i mBainistiú Beáir – sna hInstitiúidí Teicneolaíochta i mBaile Átha Luain, Luimneach, Tamhlacht agus Trá Lí.

Is foinse d'fhostaíocht scillithe don tionscal i gcónaí iad daoine fásta agus daoine a bhíonn dífhostaithe go fadtéarmach a roghnaíonn filleadh ar an obair. Bhí tuairim 1,260 duine fásta rannpháirteach i gcúrsaí oiliúna scileanna Fáilte Ireland in ionaid oiliúna buana agus sealadacha le linn 2004. Ina theannta sin, chuir tuairim agus 45 cúrsa *Fill ar an Obair* deiseanna oiliúna ar fáil do 780 rannpháirtithe i mbreis agus 30 láithreáin éagsúla.

Ghlac breis agus 750 pearsanra turasóireachta páirt sa chláir *Welcome Way*, atá deartha chun scileanna seirbhíse do chustaiméirí na foirne tosaigh a fhorbairt agus a fheabhsú.

Seoladh sparánacht taighde nua, chun tuilleadh taighde iomchuí gnó a spreagadh sa tionscal turasóireachta ag mic léinn iarchéime agus ag lucht acadúil araon. Bhuaigh mac léinn as Institiúid Teicneolaíochta Luimnigh an chéad sparánacht. Is é an sparánacht an chéad chéim i gcur chuige cheithre-chéim maidir le tacú le taighde in institiúidí tríú leibhéal.

The achievements of many young professionals were highlighted at a number of national and international competitions. The Fáilte Ireland sponsored *Panel of Chefs* team won 36 medals at the Culinary Olympics in Germany while the Irish *AEHT* team won four medals in Slovenia.



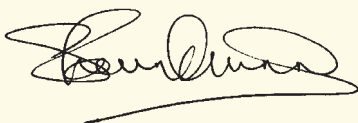
**Shaun Quinn**  
Chief Executive



Right: Young Chef of the Future 2004 Junior Finalists

Below: Travel Trade Workshop at the RDS, Dublin

Tugadh suntas don méid a bhain go leor daoine óga gairmiúla amach ag roinnt comórtais náisiúnta agus comórtais idirnáisiúnta araon. Bhuaigh foireann Panel of Chefs, a bhí urraithe ag Fáilte Ireland, 36 bonn ag na Cluichí Oilimpeacha Cócaireachta sa Ghearmáin agus bhuaigh foireann AEHT na hÉireann ceithre bonn sa tSlóváin.



**Shaun Quinn**  
Príomhfheidhmeannach



# 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 of 31 December 2004, Fáilte Ireland staffing was 223 whole-time equivalents.

## Equality

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

# Ráiteas Corparáideach

## Rialú Corparáideach

Tacaíonn Fáilte Ireland leis na caighdeáin is airde de rialú corparáideach agus cleachtann sé iad agus cloíann sé go sonrach le prionsabail agus treoirínte infheidhme atá sainmhínithe sa Chód Cleachtais do Rialú Comhlachtaí Stáit.

## Acmhainní Daonna

Amhail an 31 Nollaig 2004, bhí foireann Fáilte Ireland comhdhéanta de 223 duine lánaimseartha.

## Comhionannas

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

## Health and Safety

The well-being of the organisation's employees 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*.

## Freedom of Information

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



At Croke Park for the Ireland's Best Awards for Service Excellence were (l. to r.): Siobhan Franklin, The Merrion; Lee Kidney, Lee Hotels; Eithne Scott-Lennon, Fáilte Ireland Authority; Shaun Quinn and Gillian Bowler, Fáilte Ireland; and Martin Holohan, Mespil Hotel

## Sláinte agus Sábháilteacht

Rinneadh cosaint ar shláinteacht ár bhfostaithe ar fad trí chloí go géar le caighdeáin shláinte agus shábháilteachta. Bhí an tÚdarás sásta go gcomhlíonann an chuideachta forálacha an Achta Sábháilteacht, Sláinte agus Leas ag an Obair, 1989.

## Saoráil Faisnéise

Sa tréimhse faoi athbhreithniú fuair Fáilte Ireland naoi n-iarratas faoin reachtaíocht maidir le Saoráil Faisnéise.

# Training Activity / Gníomhaíocht Oiliúna

2004

## UNEMPLOYED

### DÍFHOSTAITHE

Elementary Skills	
Scileanna Bunúsacha	1,186
Return to work	
Filleadh ar an Obair	781
Day Release	
Scaoileadh Lae	46
	<b>Sub-total</b>
	<b>Fo-iomlán</b> 2,013

## COLLEGE-BASED

### COLÁISTE-BHUNAIDH

Full-time Craft	
Ceird Lán-Aimseartha	1,547
National Apprenticeship Programme	
Clár Náisiúnta Printíseachta	475
Full-time Management	
Bainistíocht Lánaimseartha	237
Advanced/Supervisory/Culinary Arts	
Ard/Maoirseoireacht/CA	382
Adult Education - Tourism	
Oideachas do Dhaoine Fásta – Turasóireacht	107
Trainee Manager Development Programme	
Clár Forbartha do Bhainisteoir Faoi Oiliúint	114
Block Release Management Programme	
Clár Bainistíochta Blocscaoileadh	71
	<b>Sub-total</b>
	<b>Fo-iomlán</b> 2,933

## INDUSTRY-BASED

### TIONSCAL-BHUNAIDH

Industry Programmes (Professional Development and In-Company)	
Clár Thionscail (Forbairt Ghairmiúil agus In-Chuideachta)	3,891
Overseas Training	
Oiliúint Thar Lear	41
	<b>Sub-total</b>
	<b>Fo-iomlán</b> 3,932

## TOTAL

**IOMLÁN** 8,878

# Authority Members Comhaltaí an Údaráis 2004



**Gillian Bowler**  
*Chairman / Cathaoirleach*



**Maureen Cairnduff**



**Dominic Dillane**



**Brian Dowling**



**John McDonnell**



**Noel McGinley**



**Mary McKeon**



**Noel O'Callaghan**



**Pádraig O Céidigh**



**Patrick O'Donoghue**



**Páidí O Sé**



**Catherine Reilly**



**Eithne Scott-Lennon**

## Member Attendance at Authority Meeting 2004

MEMBER	TOTAL
Gillian Bowler	9
Maureen Cairnduff	9
Dominic Dillane	9
Brian Dowling	9
John McDonnell	9
Noel McGinley	9
Mary McKeon	9
Noel O'Callaghan	4
Pádraig O Céidigh	6
Patrick O'Donoghue	8
Páidí O Sé	8
Catherine Reilly	8
Eithne Scott-Lennon	7

# Divisional Structure Structúr Rannach

December  
Nollaig 2004

**Shaun Quinn**  
Chief Executive  
Príomhfheidhmeannach

**Deirdre O'Keeffe**  
Secretariat  
Corporate Services  
Rúnaíocht  
Seirbhísí Coraráideacha

**Barry O'Reilly**  
Central Services  
Seirbhísí Láir

**Vacant**  
Information &  
Communications  
Technology  
Teicneolaíocht  
Cumarsáide agus Eolais

**Denis Kelly**  
Human Resource  
Development  
Forbairt Acmhainní  
Daonna

**Deborah Nolan**  
Finance  
Airgeadas

**Malcolm Connolly**  
Industry Development  
Forbairt Tionscail

**Tony Lenehan**  
Enterprise Development  
Forbairt Fiontair

**Ciaran Tuite**  
Product Development  
Forbairt Táirge

**Donal Guilfoyle**  
Regional Development  
Forbairt Réigiúnach

**Aidan Pender**  
Education & Training  
Oideachas agus Oiliúint

**Kevin Moriarty**  
Professional  
Development  
Forbairt Ghairmiúil

**John Mulcahy**  
Skills Training  
Scileanna Oiliúna

**Paul Keeley**  
Marketing  
Margaíocht

**Trevor Caughey**  
Ireland Market  
Margaíocht Éireann

**John Rafferty**  
Product Marketing  
Margaíocht Táirge

**Tony Donegan**  
Marketing Services  
Seirbhísí Margaíochta

**Chris Kane**  
External Affairs  
Gnóthaí Seachtracha

# Tourist Numbers and Revenue

## Ioncam agus Uimhreacha Turasóirí

2004

		2000	2001	2002	2003	2004
<b>Britain/An Bhreatain</b>	Nos/Uimh (000s)	3,428	3,340	3,452	3,553	3,526
	Rev/Ionc (€mn)	1,087.7	1,210.6	1,283.3	1,319.1	1,276.1
<b>Mainland Europe/Mórthír na hEorpa</b>	Nos/Uimh (000s)	1,436	1,336	1,378	1,484	1,582
	Rev/Ionc (€mn)	727.0	814.6	866.6	885.1	930.4
<b>Germany/An Ghearmáin</b>	Nos/Uimh (000s)	319	285	288	302	298
	Rev/Ionc (€mn)	172.0	197.2	181.5	184.3	177.3
<b>France/An Fhrainc</b>	Nos/Uimh (000s)	283	280	298	321	297
	Rev/Ionc (€mn)	119.8	161.8	185.3	147.1	158.4
<b>Italy/An Iodáil</b>	Nos/Uimh (000s)	186	157	157	176	186
	Rev/Ionc (€mn)	90.4	111.8	110.7	120.9	98.1
<b>Netherlands/An Ísiltír</b>	Nos/Uimh (000s)	179	182	162	146	151
	Rev/Ionc (€mn)	92.2	78.8	85.4	78.1	90.4
<b>Other Europe/ Tíortha eile san Eoraip</b>	Nos/Uimh (000s)	469	432	473	539	650
	Rev/Ionc (€mn)	252.6	265.0	303.7	354.7	406.2
<b>North America/Meiriceá Thuaidh</b>	Nos/Uimh (000s)	1,056	903	844	892	956
	Rev/Ionc (€mn)	688.6	717.5	709.0	787.2	772.1
<b>Other Overseas/Tíortha eile thar lear</b>	Nos/Uimh (000s)	261	261	245	249	319
	Rev/Ionc (€mn)	178.4	209.0	228.7	236.4	256.3
<b>TOTAL OVERSEAS/ IOMLÁN THAR LEAR</b>	<b>Nos/Uimh (000s)</b>	<b>6,181</b>	<b>5,840</b>	<b>5,919</b>	<b>6,178</b>	<b>6,384</b>
	<b>Rev/Ionc(€mn)</b>	<b>2,681.6</b>	<b>2,951.7</b>	<b>3,087.5</b>	<b>3,227.7</b>	<b>3,234.9</b>
<b>Nth Ireland/Tuaisceart Éireann</b>	Nos/Uimh (000s)	465	513	557	586	598
	Rev/Ionc (€mn)	123.3	142.8	161.2	175.5	183.1
<b>Total Out of State/ Iomláin Iasmuigh den Stát</b>	<b>Nos/Uimh (000s)</b>	<b>6,646</b>	<b>6,353</b>	<b>6,476</b>	<b>6,764</b>	<b>6,982</b>
	<b>Rev/Ionc(€mn)</b>	<b>2,804.9</b>	<b>3,094.5</b>	<b>3,248.7</b>	<b>3,403.2</b>	<b>3,418.0</b>
<b>Overseas Same-day Visits/ Cuartheanna Aon Lae thar lear</b>	Rev/Ionc (€mn)	19.1	20.5	17.3	20.8	22.0
<b>Carrier Receipts/ Fáltais Iompróra</b>	(€mn)	813.0	820.0	723.0	633.0	636.0
<b>TOTAL FOREIGN EXCHANGE/ MALAIRT COIGRÍCHE IOMLÁN</b>	<b>(€mn)</b>	<b>3,637.0</b>	<b>3,935.0</b>	<b>3,989.0</b>	<b>4,057.0</b>	<b>4,076.0</b>
<b>Domestic Trips/Turais Bhaile</b>	Nos/Uimh (000s)	5,478	6,307	6,452	6,657	7,001
	Rev/Ionc (€mn)	706.6	879.9	849.4	970.9	1,037.2
<b>TOTAL TOURISM REVENUE/ IONCAM IOMLÁN TURASÓIREACHTA</b>	<b>(€mn)</b>	<b>4,343.6</b>	<b>4,814.9</b>	<b>4,838.4</b>	<b>5,027.9</b>	<b>5,113.2</b>

Notes:

1. Northern Ireland revenue includes expenditure on same-day visits by Northern Ireland residents.
2. Foreign Exchange Earnings revised 2003 due to revisions to Carrier Receipts and Cross Border.
3. Northern Ireland numbers and revenue for 2003 revised.

Nótaí:

1. Áirítear caiteachas agus cuairteanna aon lae ó áitritheoirí Thuaisceart Éireann in ioncam ó Thuaisceart Éireann.
2. Tuillimh Malairte Coigríche athbhreithnithe i 2003 mar thoradh ar athbhreithnithe ar Fáltais Iompróra agus Tras-Teorann.
3. Uimhreacha agus ioncam Thuaisceart Éireann 2003 athbhreithnithe.

Source/Foinse: CSO/Fáilte Ireland/NITB



Fáilte Ireland

# Financial Statements Ráiteas Airgeadais

For the Year Ended 31 December 2004

don bhliain dár chríoch 31 Nollaig 2004

## 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 12(1) 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.



Chairman



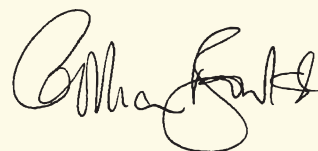
Authority Member

## Ráitheas Freagrachtaí an Údaráis

Éilíonn Alt 27 den Acht an Údaráis Náisiúnta Forbartha Turasoireachta 2003 ar an Údarás ráitis airgeadais a ullmhú ar bhealach a cheadódh an tAire i ndiaidh comhchomhairleoireachta leis 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 ciallmhar;
- ráitis airgeadais a ullmhú ar bhonn gnóthais 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 Údaráis agus a chuireann ar a chumas a chinntiú go gcomhlíonann na Ráitis Airgeadais Alt 12(1) den Acht. Tá freagracht ar an Údarás freisin, sócmhainní Fáilte Éireann a chosaint agus as céimeanna réasúnacha a ghlacadh le cosc a chur ar chalaóis agus ar neamhrialtachtaí eile agus iad a aimsiú.



Cathaoirleach



Comhalta Údaráis

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

I have audited the financial statements on pages 30 to 57 under Section 27 of the National Tourism Development Authority Act, 2003.

## **Respective Responsibilities of the Members of the Authority and the Comptroller and Auditor General**

The accounting responsibilities of Members of the Authority are set out on page 25. It is my responsibility, based on my audit, to form an independent opinion on the financial statements presented to me and to report on them.

I review whether the statement on the system of internal financial control on page 28 reflects the Authority's compliance with applicable guidance on corporate governance 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

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

Tá na ráitis airgeadais ar leathanaigh 30 go dtí 57 iniúchta agam faoi Alt 27 den Acht um Údarás Náisiúnta Forbartha Turasóireachta, 2003.

## **Freagrachtaí Chomhaltaí an Údaráis agus an Ard-Reachtair Cuntas agus Ciste faoi seach**

Tá freagrachtaí cuntasáochta Chomhaltaí an Údaráis leagtha amach ar leathanach 25. Tá sé d'fhreagracht ormsa tuairim neamhspleách a dhéanamh, bunaithe ar m'iniúchadh, i leith na ráiteas airgeadais a cuireadh i mo láthair agus tuarascáil a fhoilsiú orthu.

Scrúdaím an ráiteas ar leathanach 28 ar an gcóras um rialú inmheánach airgeadais le féachaint an léirítear ann gur chomhlíon an tÚdarás treoir infheidhmithe maidir le rialachas corparáideach agus tuairiscím ar aon chás ábhartha nach ndéanann an tÚdarás 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.

## 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 auditing standards 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 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 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, proper books of account have been kept by the Authority and the financial statements, which are in agreement with them, give a true and fair view of the state of affairs of the National Tourism Development Authority at 31 December 2004 and of its income and expenditure and cash flow for the period then ended.



John Purcell  
Comptroller and Auditor General  
28 June 2005

## An Bunús atá le mo Thuairim ar na Ráitis

I mbun m'fheidhme mar Ard-Reachtaire Cuntas agus Ciste, rinne mé m'iniúchadh ar na ráitis airgeadais de réir na gcaighdeán iniúchóireachta 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 scrudú mar chuid den iniúchadh, ar bhonn tástála, ar fhianaise a bhaineann leis na suimeanna agus leis an méid a foilsítear sna ráitis airgeadais. 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 chuntasaióchta don bhail atá ar chúrsaí an Údaráis, 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 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 raibh leabhair chuntais chuí coinnithe ag an Údarás agus go dtugann na ráitis airgeadais, a chomhaontaíonn leo, léargas fíorchearr ar staid chúrsaí an Údaráis Náisiúnta Forbartha Turasoireachta ag 31 Nollaig 2004 agus ar a ioncam agus ar a chaiteachas agus ar a shreabhadh airgid thirim don tréimhse dar críoch sin.

John Purcell  
Ard-Reachtaire Cuntas agus Ciste  
28 Meitheamh 2005

# 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.

The Authority is currently implementing processes to identify business risks and to evaluate their financial implications, the first of these being a review (which has been completed) by the Finance Division of the effectiveness of internal financial controls.

The system of internal financial control is based on a framework of regular management information,

## Ráiteas Faoin gCóras Rialaithe Airgeadais Inmheánaigh

Thar ceann Chomhaltaí an Údaráis aithnínm 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 údaraithe agus taifeadta i gceart, agus go gcuirtear cosc ar earráidí ábhartha nó ar neamhrialtachtaí nó go n-aimseofaí iad i dtréimhse chaoithiúil.

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

- sainmhíniú soiléir a thabhairt maidir le freagrachtaí bainistíochta
- nósanna imeachta foirmiúla a bhunú le teipeanna rialaithe suntasacha a thuairisciú agus lena chinntiú go dtógtar gníomh cuí leis an gceist a cheartú.

Tá an tÚdarás ag feidhmiú próisis i láthair na huaire chun rioscaí gnó a aithint agus chun a n-impleachtaí airgeadais a mheas, le hathbhreithniú an Rannáin Airgeadais (atá curtha i gcrích) ar éifeachtacht rialuithe airgeadais inmheánacha mar an chéad cheann díobh sin.

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 cuntasachta.

Áirítear leis go háirithe:

- Pleananna straitéiseacha agus buiséid bhliantúla ceadaithe ag an Údarás

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 Committee
- An Audit 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 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 2004, a review of the effectiveness of the system of internal financial control was conducted by the Authority in 2005.




**Gillian Bowler**  
Chairman

- Tuarascálacha buiséid ardleibhéal a dhéanann athbhreithniú ar fheidhmíocht in aghaidh buiséid a ndéantar athbhreithniú orthu ag gach cruinniú Údaráis
- Coiste Polasaithe 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 shaincheistanna airgeadais a mbíonn tionchar acu ar an eagraíocht
- Feidhm Iniúchta Inmheánaigh a dhéanann monatóireacht ar chomhlíonadh polasaithe agus nósanna imeachta agus éifeachtacht rialaithe inmheánacha laistigh den eagraíocht. Déanann an t-iniúchóir inmheánach tuairisciú chuig Cathaoirleach an Choiste Iniúchta
- Coiste Iniúchta ar a bhfuil tríúr stiúrthóirí neamhfheidhmeannacha agus a chasann le chéile thart ar ceithre uaire sa bhliain chun athbhreithniú a dhéanamh ar thuairiscí an Iniúcháir Inmheánaigh agus a thuairiscíonn don Údarás.

Bíonn an tIniúchóir Inmheánach, an Coiste Iniúchta a dhéanann maoirseacht ar obair an Iniúcháir Inmheánaigh, agus na bainisteoirí feidhmiúcháin laistigh de Fáilte Ireland atá freagrach as an gcreatoibre rialaithe airgeadais a fhorbairt agus a chothabháil, mar fhaisnéis do mhonatóireacht agus athbhreithniú an Údaráis ar éifeachtacht an chórais rialaithe airgeadais inmheánaigh,

Dearbhaím, maidir leis an bhliain dár chríoch 31 Nollaig 2004, go ndearna an tÚdarás athbhreithniú ar éifeachtacht an chórais rialaithe airgeadais inmheánaigh i 2005.



**Gillian Bowler**  
Cathaoirleach

# 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.

## OIREACTHAS GRANTS

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

## 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

# Beartais Chuntasaíochta

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

## GNÁS CUNTASAÍOCHTA

Tá na ráitis airgeadais ullmhaithe ar bhonn fabhraithe 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 Caighdeáin Tuairiscithe Airgeadais atá molta ag na comhlachtaí cuntasaíochta 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.

## SÓCMHAINNÍ SEASTA INLÁIMHSITHE AGUS DÍMHEAS

Luaitear sócmhainní seasta inláimhsithe ag costas lúide dímheas carntha. Ríomhtar dímheas a chuirtear chun dochair

the cost of Fixed Assets over their estimated useful lives, at the annual rates set out below:

Freehold Premises	2%	Straight line
Computer Equipment	33⅓%	Straight line
Furniture & Fittings	20%	Straight line
Training equipment	20%	Straight line

## FINANCIAL ASSETS

All financial assets are included at nominal value.

## 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.

## 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.

## DEBTORS

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

don Chuntas Ioncaim agus Caiteachais le costas sócmhainní seasta thar a shaol úsáideach a dhíscríobh ag na rátaí bliantúla atá leagtha amach thíos:

Áitrimh Ruilse	2%	Dronlíneach
Trealamh Ríomhaireachta	33⅓%	Dronlíneach
Tróscán agus Feisteas	20%	Dronlíneach
Trealamh Oiliúna	20%	Dronlíneach

## SÓCMHAINNÍ AIRGEADAIS

Tá gach sócmhainn airgeadais san áireamh ar luach ainmniúil.

## AIRGEADRA COIGRÍCHE

Déantar idirbheartaíochtaí a bhíonn ainmnithe in airgeadra coigríche a aistriú go euro ag ráta caighdeánach comhaontuithe do bhliain. Cuirtear gnóthachain agus caillteanais malartaithe réadaithe ar idirbheartaíochtaí a réitíodh le linn na bliana 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 caillteanais mar thoradh air sin san áireamh sa Chuntas Ioncaim agus Caiteachais don bhliain.

## LÉASANNA OIBRÍOCHTA

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

## CUNTAS CAIPITIL

Tugann an Cuntas Caipitil léiriú ar luach neamh-amúchta ioncaim a úsáidtear chun críocha caipitil.

## FÉICHIÚNAITHE

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

## PENSION COSTS

### (a) Superannuation Scheme (closed)

An unfunded defined benefit superannuation scheme exists for eligible permanent staff of the former Bord Fáilte.

Payments made under the scheme and contributions received are dealt with in the Income and Expenditure Account of the year to which they relate.

### (b) 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.

### (c) Defined Benefit Pension Scheme

A defined benefit scheme is operated for eligible staff of the former CERT Ltd. The scheme was administered by trustees and was independent of the company's finances. Contributions to the scheme were paid in accordance with the recommendations of a qualified independent actuary to enable the trustees to meet the benefits accruing to members in respect of current and future service.

## CAPITAL GRANTS AND CAPITAL RESERVES

Capital grants are released to the Income and Expenditure Account in equal annual instalments over the anticipated life of the assets to which they relate. 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.

## COSTAIS PINSIN

### (a) Scéim Aoisliúntais (dúnta)

Tá scéim aoisliúntais neamh-mhaoinithe i bhfeidhm d'fhoireann bhuan na hiar-eagraíochta Bord Fáilte. Déileáiltear

le híocaíochtaí a dhéantar faoin scéim agus le ranníocaíochtaí a fhaightear i gCuntas loncaim agus Cailteanais na bliana lena mbaineann sé.

### (b) Scéim Ranníocaíochta Sainithe

Tá scéimeanna pinsin ranníocaíochta sainithe ar fáil d'fhoireann nach bhfuil incháilithe don scéim aoisliúntais neamh-mhaoinithe. Déileáiltear le híocaíochtaí a dhéantar faoin scéim seo sa Chuntas loncaim agus Cailteanais don bhliain lena mbaineann sé.

### (c) Scéim Pinsin Sochair Sainithe

Tá scéim sochair sainithe i bhfeidhm d'fhoireann incháilithe na hiar-eagraíochta CERT Ltd. Iontaobhaithe a riaráigh an scéim agus bhí sé neamhspleách ar airgeadais na cuideachta. Íocadh ranníocaíochtaí sa scéim de réir mholtaí achtúire cáilithe neamhspleách chun cur ar chumas iontaobhaithe freastal ar shochair ag dul do chomhaltaí maidir le seirbhís reatha agus seirbhís sa toadhcháil.

## DEONTAIS CHAIPITIL AGUS CÚLCHISTÍ CAIPITIL

Scaoiltear deontais chaipitil chuig an gCuntas loncaim agus Caiteachais i dtráthchuideanna cothroma thar shaol réamhmheasta na sócmhainní lena mbaineann siad. Déantar aistriú idir cúlchistí ioncaim agus cúlchistí caipitil ar bhonn bliantúil chun maoiniú caipitil na heagraíochta a chothromú, lena n-áirítear léasanna airgeadais chuig glanluach leabhar a sócmhainní seasta inláimhsithe.

## STOCKS

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

## COMPARATIVE FIGURES

The Financial Statements are for the year ended 31st December 2004. The Comparative figures are for the period 28th May 2003 (date of establishment of the Authority) to 31st December 2003.

## STOIC

Luacháladh stoic ag an an gcostas is ísle agus an nglanluach réadaithe.

## FIGIÚIRÍ COMPARÁIDEACHA

Is don bhliain dár chríoch an 31 Nollaig 2004 iad na Ráitis Airgeadais. Is do thréimhse 28ú Bealtaine 2003 (dátá bunaithe an Údaráis) go 31ú Nollaig 2003 iad na figiúirí Comparáideacha.


# Income and Expenditure Account

for the year ended 31 December 2004

	Notes	7 months to	
		2004	31/12/2003
		€'000	€'000
<b>INCOME:</b>			
Oireachtas Grants	1	70,568	45,148
Tourism Ireland Grant	1	40,224	27,753
Maritime InterReg	2	-	43
Tourism Product Development Scheme	3	204	-
Other Income	4	5,795	2,607
		116,791	75,551
<b>TRANSFER FROM CAPITAL RESERVES</b>	19	357	343
		117,148	75,894
<b>EXPENDITURE:</b>			
General Operating Expenses:			
Marketing	5	25,354	18,114
Training	6	15,727	6,724
Development	7	2,727	1,578
Research		1,460	1,047
Pay	8	13,504	7,547
Operating Expenses	9	8,707	4,643
Tourism Ireland Limited Grant Payovers	1	40,224	27,753
Regional Tourism Authorities Subvention	11	5,239	1,863
Pension Costs	12	4,740	2,668
Maritime InterReg	2	-	43
		117,682	71,980
Excess of (Expenditure over Income)/Income over Expenditure in period		(534)	3,914
Balance b/f		5,123	1,209
Balance at 31 December		4,589	5,123

There are no recognised gains or losses, other than those dealt with in the Income and Expenditure Account.

The Accounting Policies and notes 1 to 25 form an integral part of these financial statements.



**Gillian Bowler**, Chairman




**Dominic Dillane**, Authority Member

# Cuntas Ioncaim Agus Caiteachais

don bhliain dár chríoch 31 Nollaig 2004

	Nótaí	2004 €'000	7 mí go dtí 31/12/2003 €'000
<b>IONCAM:</b>			
Deontais Oireachtais	1	70,568	45,148
Deontas Tourism Ireland	1	40,224	27,753
Maritime InterReg	2	-	43
Scéim Fhorbartha Táirge Turasóireachta	3	204	-
Ioncam eile	4	5,795	2,607
		116,791	75,551
<b>AISTRÍÚ Ó CHÚLCHISTÍ CAIPITIL</b>	19	357	343
		117,148	75,894
<b>CAITEACHAS:</b>			
Costais Oibríochta Ginearálta:			
Margaíocht	5	25,354	18,114
Oiliúint	6	15,727	6,724
Forbairt	7	2,727	1,578
Taighde		1,460	1,047
Pá	8	13,504	7,547
Costais Oibríochta	9	8,707	4,643
Íocaíocht Deontas Tourism Ireland Limited	1	40,224	27,753
Fóirdheontas Údarás Turasóireachta Réigiúnach	11	5,239	1,863
Costais Pinsin	12	4,740	2,668
Maritime InterReg	2	-	43
		117,682	71,980
Farasbarr (Chaitheachas ar Ioncam)/Ioncaim ar chaitheachas sa tréimhse		(534)	3,914
Iarmhéid tugtha ar aghaidh		5,123	1,209
Iarmhéid amhail an 31 Nollaig		4,589	5,123

Níl aon ghnóthachain ná cailteanais aitheanta ann seachas iad sin atá sa Chuntas Ioncaim agus Caiteachais. Is cuid thábhachtach de na ráitis airgeadais seo iad na Beartais Chuntasaíochta agus na nótaí 1 go 25.



**Gillian Bowler**, Cathaoirleach



**Dominic Dillane**, Comhalta Údaraís

# Balance Sheet

As at 31 December 2004

	Notes	2004 €'000	7 months to 31/12/2003 €'000
<b>FIXED ASSETS</b>			
Tangible Assets	13	6,049	6,788
Investment Property	14	111	111
		6,160	6,899
<b>CURRENT ASSETS</b>			
Stocks		27	59
Debtors	16	978	2,557
EU funds receivable	17	3,499	3,499
Bank and Cash Balances		16,249	13,139
		20,753	19,254
<b>CREDITORS: Amounts falling due within one year</b>	18	15,884	13,834
<b>NET CURRENT ASSETS</b>		4,869	5,420
<b>TOTAL ASSETS LESS CURRENT LIABILITIES</b>		11,029	12,319
<b>CREDITORS: Amounts falling due after more than one year</b>	18	280	297
<b>TOTAL NET ASSETS</b>		10,749	12,022
<b>CAPITAL AND RESERVES</b>			
Income and Expenditure Account		4,589	5,123
Capital Account	19	6,160	6,899
		10,749	12,022

The Accounting Policies and notes 1 to 25 form an integral part of these financial statements.



**Gillian Bowler**, Chairman



**Dominic Dillane**, Authority Member

# Clár Comhardaithe

Amhail an 31 Nollaig 2004

	Nótaí	2004 €'000	7 mí go dtí 31/12/2003 €'000
<b>SÓCMHAINNÍ SEASTA</b>			
Sócmhainní Inláimhsithe	13	6,049	6,788
Maoin Infheistíochta	14	111	111
		6,160	6,899
<b>SÓCMHAINNÍ REATHA</b>			
Stoic		27	59
Féichiúnaithe	16	978	2,557
Cistí AE Infhaighte	17	3,499	3,499
Iarmhéid Airgid agus sa Bhanc		16,249	13,139
		20,753	19,254
<b>CREIDIÚNAITHE: Méideanna atá dlite laistigh de bhliain amháin</b>	18	15,884	13,834
<b>GLAN SÓCMHAINNÍ REATHA</b>		4,869	5,420
<b>SÓCMHAINNÍ IOMLÁNA LÚIDE DLITEANAIS REATHA</b>		11,029	12,319
<b>CREIDIÚNAITHE: Méideanna atá dlite thar níos mó ná bliain amháin</b>	18	280	297
<b>GLANSÓCMHAINNÍ IOMLÁNA</b>		10,749	12,022
<b>CAIPITEAL AGUS CÚLCHISTÍ</b>			
Cuntas Ioncaim agus Caiteachais		4,589	5,123
Cuntas Caipitil	19	6,160	6,899
		10,749	12,022

Is cuid thábhachtach de na ráitis airgeadais iad na Beartais Chuntasaíochta agus nótaí 1 go 25.



Gillian Bowler, Cathaoirleach



Dominic Dillane, Comhalta Údarais

# Cash Flow Statement

for the year ended 31 December 2004

	Notes	7 months to	
		2004	12/31/2003
		€'000	€'000
<b>RECONCILIATION OF THE EXCESS OF (EXPENDITURE OVER INCOME)/INCOME OVER EXPENDITURE TO NET CASH INFLOW FROM OPERATING ACTIVITIES</b>			
Excess of (Expenditure over Income)/Income over Expenditure in period		(534)	3,914
Depreciation of Tangible Fixed Assets		330	355
Transfer from Capital Account		(357)	(343)
Deficit on disposal of tangible fixed assets		140	309
Decrease/(Increase) in Debtors		1,579	(985)
Increase in Creditors		2,633	5,624
Decrease/(Increase) in Stocks		32	(31)
(Decrease)/Increase in Deferred Oireachtas Grants		(600)	600
Dividend received		(70)	-
Interest received		(24)	(11)
Decrease in amounts due to European Union Funds		-	(43)
<b>NET CASH INFLOW FROM OPERATING ACTIVITIES</b>		<b>3,129</b>	<b>9,389</b>
<b>CASH FLOW STATEMENT</b>			
<b>NET CASH INFLOW FROM OPERATING ACTIVITIES</b>		<b>3,129</b>	<b>9,389</b>
<b>DIVIDENDS RECEIVED</b>			
Berryrock Tourism Development Services Limited	15	70	-
<b>RETURNS ON INVESTMENT AND SERVICING OF FINANCE</b>			
Interest on liquid resources		24	11
<b>CAPITAL EXPENDITURE AND FINANCIAL INVESTMENT</b>			
Payments to acquire tangible fixed assets		(113)	(331)
Receipts from sales of tangible fixed assets		-	10
<b>MANAGEMENT OF LIQUID RESOURCES</b>		<b>(2,000)</b>	<b>(10,000)</b>
<b>NET CASH INFLOW/(OUTFLOW) IN THE PERIOD</b>		<b>1,110</b>	<b>(921)</b>
<b>RECONCILIATION OF NET CASH INFLOW/(OUTFLOW) TO MOVEMENT IN BANK AND CASH BALANCES</b>			
		<b>2004</b>	<b>7 months to</b>
		<b>€'000</b>	<b>31/12/2003</b>
At 1 January 2004		13,139	4,060
Net cash inflow/(outflow) in the period		1,110	(921)
Net cash outflow from increase in Liquid Resources in the period		2,000	10,000
At 31 December 2004		<b>16,249</b>	<b>13,139</b>

The Accounting Policies and notes 1 to 25 form an integral part of these financial statements.



Gillian Bowler, Chairman



Dominic Dillane, Authority Member

# Ráiteas Sreabhadh Airgid

don bhliain dár chríoch 31 Nollaig 2004

	Nótaí	7 mí go dtí	
		2004 €'000	31/12/2003 €'000
<b>RÉITEACH AR AN BHFARASBARR IONCAIM AR CHAITEACHAS/(CAITEACHAS AR IONCAM)</b>			
<b>CHUIG GLAN INSREABHADH AIRGID Ó GHNÍOMHAÍOCHTAÍ OIBRÍÚCHÁIN</b>			
Farasbarr (Chaiteachas ar Ioncam)/ Ioncam ar chaiteachas sa tréimhse		(534)	3,914
Dímheas Sócmhainní Seasta Inláimhsithe		330	355
Aistriú ó Chuntas Caipitil		(357)	(343)
Easnamh ar Dhiúscairt Sócmhainní Seasta Inláimhsithe		140	309
(Laghdú)/Méadú i bhFéichiúnaithe		1,579	(985)
Méadú i gCreidiúnaithe		2,633	5,624
Laghdú/(Méadú) i Stoic		32	(31)
(Laghdú)/Méadú ar Dheontais Oireachtais Iarchurtha		(600)	600
Díbhinn faighte		(70)	-
Ús faighte		(24)	(11)
Glan-Insreabhadh Airgid ó Ghníomhaíochtaí Oibríochta		-	(43)
<b>GLAN-INSREABHADH AIRGID Ó GHNÍOMHAÍOCHTAÍ OIBRÍOCHTA</b>		<b>3,129</b>	<b>9,389</b>
<b>RÁITEAS SREABHADH AIRGID</b>			
<b>GLAN-INSREABHADH AIRGID Ó GHNÍOMHAÍOCHTAÍ OIBRÍOCHTA</b>		<b>3,129</b>	<b>9,389</b>
<b>DÍBHINNÍ FAIGHTE</b>			
Berryrock Tourism Development Services Limited	15	70	-
<b>AISCHUIR AR INFHEISTÍOCHT AGUS SEIRBHÍSIÚ AIRGEADAIS</b>			
Ús ar acmhainní leachtacha		24	11
<b>CAITEACHAS CAIPITIÚIL AGUS INFHEISTÍOCHT AIRGEADAIS</b>			
Íocaíochtaí le sócmhainní seasta inláimhsithe a fháil		(113)	(331)
Admhálacha ó dhíolacháin sócmhainní seasta inláimhsithe		-	10
<b>BAINISTIÚ ACMHAINNÍ LEACHTACHA</b>		<b>(2,000)</b>	<b>(10,000)</b>
<b>GLAN INSREABHADH AIRGID DON TRÉIMHSE</b>		<b>1,110</b>	<b>(921)</b>
<b>RÉITEACH AR GHLAN-INSREABHADH/(EIS-SREABHADH) AIRGID CHUIG</b>			
<b>GLUAISEACHT IN IARMHÉID BAINC AGUS AIRGID</b>			
		<b>7 mí go dtí</b>	
		<b>2004</b>	<b>31/12/2003</b>
		<b>€'000</b>	<b>€'000</b>
Amhail an 1 Eanáir 2004		13,139	4,060
Glan insreabhadh/(eis-sreabhadh) airgid sa tréimhse		1,110	(921)
Glan eis-sreabhadh airgid ó mhéadú na nAcmhainní Leachtacha sa tréimhse		2,000	10,000
Amhail an 31 Nollaig 2004		16,249	13,139

Is cuid thábhachtach de na ráitis airgeadais seo iad na Beartais Chuntaasaíochta agus nótaí 1- 25.



Gillian Bowler, Cathaoirleach



Dominic Dillane, Comhalta Údaráis

# Notes to the Financial Statements

for the year ended 31 December 2004

<b>1 OIREACTHAS GRANTS RECEIVED FOR THE PERIOD</b>	<b>2004</b>	<b>7 months to</b>
	<b>€'000</b>	<b>31/12/2003</b>
		<b>€'000</b>
General Operating Expenses	62,083	37,705
Capital Development	605	750
Tourism Marketing Fund	7,880	6,693
	70,568	45,148
Tourism Ireland Limited - Tourism Marketing Fund	23,605	17,411
Tourism Ireland Limited - General Operating Expenses	16,619	10,342
	40,224	27,753
<b>2 MARITIME INTERREG</b>		
<p>The Ireland/Wales Maritime InterReg Programme 1994-1999 (Sub-Programme 2 Measure 2: Tourism and Cultural Co-Operation) complemented the other EU Operational Programmes and Community Initiatives. All activities funded under this measure are joint co-operative cross-border actions between organisations on both sides of the maritime border. Indicative activities that have been assisted include joint marketing and promotion of niche products and the development of rural tourism networks and products.</p>		
	<b>2004</b>	<b>7 months to</b>
	<b>€'000</b>	<b>31/12/2003</b>
		<b>€'000</b>
Expenditure under this programme was as follows:	-	43
	-	43
<b>3 TOURISM PRODUCT DEVELOPMENT SCHEME</b>		
<p>The Tourism Product Development Scheme (TPDS) forms part of the National Development Plan and receives support funding from the European Regional Development Fund.</p>		
	<b>2004</b>	<b>7 months to</b>
	<b>€'000</b>	<b>31/12/2003</b>
		<b>€'000</b>
Expenditure under this programme was as follows:	204	-
	204	-
<b>4 OTHER INCOME</b>		
	<b>2004</b>	<b>7 months to</b>
	<b>€'000</b>	<b>31/12/2003</b>
		<b>€'000</b>
Marketing	3,462	1,459
Training	756	655
Development	1,080	252
Pensions	358	197
Operating	139	44
	5,795	2,607
<b>5 MARKETING</b>		
	<b>2004</b>	<b>7 months to</b>
	<b>€'000</b>	<b>31/12/2003</b>
		<b>€'000</b>
Advertising, Publicity	10,285	5,284
Fairs and Promotions	6,242	3,618
Sponsorship and Support	6,969	7,572
Regional	1,858	1,640
	25,354	18,114

# Nótaí do na Ráitis Airgeadais

don bhliain go dtí an 31 Nollaig 2004

		7 mí go dtí	
		2004	31/12/2003
		€'000	€'000
<b>1</b>	<b>DEONTAIS OIREACHTAIS A FUARTHAS DON TRÉIMHSE</b>		
	Speansais Ghinearálta Oibríochta	62,083	37,705
	Forbairt Chaipítíl	605	750
	An Ciste Margaíochta Turasóireachta	7,880	6,693
		70,568	45,148
	Ciste Margaíochta Turasóireachta - Tourism Ireland Limited	23,605	17,411
	Speansais Ghinearálta Oibríochta - Tourism Ireland Limited	16,619	10,342
		40,224	27,753
<b>2</b>	<b>MARITIME INTERREG</b>		
	Chuir Clár Maritime InterReg na hÉireann/na Breataine Bige 1994-1999 (Fo-Chlár 2 Beart 2: Comhoibriú Turasóireachta agus Cultúir) le Clár Oibre eile an AE agus le Tionscnaimh Phobail. Is comhghnímh tras-teorann comhoibríochta iad gach gníomh atá á maoiniú faoin mbeartas seo idir eagraíochtaí atá ar gach aon taobh den teorann mara. Áirítear ar ghníomhaíochtaí táscacha a fuair cúnamh, cómhargaíocht agus cur chun cinn.		
	Is mar seo a leanas a bhí caiteachas faoin gclár seo:	-	43
		-	43
<b>3</b>	<b>SCÉIM FORBARTHA TÁIRGÍ TURASÓIREACHTA</b>		
	Tá an Scéim Forbartha Táirgí Turasóireachta (TPDS) mar chuid den Phlean Náisiúnta Forbartha agus fáigheann sé maoiniú tacaíochta ón gCiste Forbraíochta Réigiúnaí na hEorpa.		
	Is mar seo a leanas a bhí caiteachas faoin gclár seo:	204	-
		204	-
<b>4</b>	<b>IONCAM EILE</b>		
	Margaíocht	3,462	1,459
	Oiliúint	756	655
	Forbairt	1,080	252
	Pinsin	358	197
	Oibríúchán	139	44
		5,795	2,607
<b>5</b>	<b>MARGAÍOCHT</b>		
	Fógraíocht, Margaíocht	10,285	5,284
	Aontaí agus Tionscnaimh	6,242	3,618
	Urraíocht agus Tacaíocht	6,969	7,572
	Réigiúnach	1,858	1,640
		25,354	18,114

# Notes to the Financial Statements

for the year ended 31 December 2004

<b>6 TRAINING</b>	<b>2004</b>	<b>7 months to</b>
	<b>€'000</b>	<b>31/12/2003</b>
		<b>€'000</b>
Grants	11,063	4,382
Other Training Costs	3,336	1,508
Overheads	1,328	834
	<b>15,727</b>	<b>6,724</b>
<hr/>		
<b>7 DEVELOPMENT</b>	<b>2004</b>	<b>7 months to</b>
	<b>€'000</b>	<b>31/12/2003</b>
		<b>€'000</b>
Capital Grants	799	800
Small & Medium Enterprises	304	372
Enterprise Development	1,624	406
	<b>2,727</b>	<b>1,578</b>
<hr/>		
<b>8 PAY</b>	<b>2004</b>	<b>7 months to</b>
	<b>€'000</b>	<b>31/12/2003</b>
		<b>€'000</b>
Marketing	4,569	2,655
Training	3,803	2,537
Development	2,093	604
Operating	3,039	1,751
	<b>13,504</b>	<b>7,547</b>
<hr/>		
<b>9 OPERATING EXPENSES</b>	<b>2004</b>	<b>7 months to</b>
	<b>€'000</b>	<b>31/12/2003</b>
		<b>€'000</b>
Audit Fee	28	68
Occupancy & Office Services	2,777	1,580
Authority Costs	179	99
Other Administration Costs	5,723	2,896
	<b>8,707</b>	<b>4,643</b>
<hr/>		
<b>10 AUTHORITY MEMBERS' FEES &amp; EXPENSES</b>	<b>2004</b>	<b>7 months to</b>
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.		
	<b>€'000</b>	<b>31/12/2003</b>
		<b>€'000</b>
Authority Members' Fees	137	81
Authority Members' Expenses	42	18
Total	<b>179</b>	<b>99</b>
<hr/>		
Fees of highest-paid Authority Member	15	9
<hr/>		

The number of Authority Members during the year was 13 (2003: 13).

## 11 REGIONAL TOURISM AUTHORITIES SUBVENTION

The subvention represents a contribution towards the running costs of six Regional Tourism Authorities.

# Nótaí do na Ráitis Airgeadais

don bhliain go dtí an 31 Nollaig 2004

6 OILIÚINT	2004	7 mí go dtí
	€'000	31/12/2003 €'000
Deontais	11,063	4,382
Costais Oiliúna Eile	3,336	1,508
Forchostais	1,328	834
	15,727	6,724

7 FORBAIRT	2004	7 mí go dtí
	€'000	31/12/2003 €'000
Deontais Chaipitil	799	800
Fiontair Bheaga & Meánfhiontair	304	372
Forbairt Fiontar	1,624	406
	2,727	1,578

8 PÁ	2004	7 mí go dtí
	€'000	31/12/2003 €'000
Margaíocht	4,569	2,655
Oiliúint	3,803	2,537
Forbairt	2,093	604
Oibriúchán	3,039	1,751
	13,504	7,547

9 SPEANSAIS Oibriochta	2004	7 mí go dtí
	€'000	31/12/2003 €'000
Táille Iniúchta	28	68
Seirbhísí Áitíochta & Oifige	2,777	1,580
Costais Údaráis	179	99
Costais Riacharán Eile	5,723	2,896
	8,707	4,643

10 TÁILLÍ & SPEANSAIS CHOMHALTAÍ AN ÚDARÁIS	2004	7 mí go dtí
	€'000	31/12/2003 €'000
Táillí Comhaltaí an Údaráis socruithe ag an Aire Ealaíon, Spóirt agus Turasóireachta. Tá speansais a ndéanann Comhaltaí an Údaráis éileamh orthu ag teacht le rátaí Státseirbhíse.		
Táillí Chomhaltaí Údaráis	137	81
Speansais Chomhaltaí Údaráis	42	18
Iomlán	179	99
Táillí Chomhalta Údaráis ar an pá is airde	15	9

Ba é líon na gComhaltaí Údaráis i rith na bliana ná 13 (2003: 13).

## 11 FÓIRDHEONTAIS ÚDARÁS TURASÓIREACHTA RÉIGIÚNACH

Leiríonn an fóirdheontas ranníocaíocht i leith costais reatha na 6 Údarás Turasóireachta Réigiúnacha.

# Notes to the Financial Statements

for the year ended 31 December 2004

## 12 PENSIONS

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

For accounting periods beginning on or after 1 January 2005, FRS 17 will require financial statements to reflect, at fair value, the assets and liabilities arising from an employer's obligations and any related funding and to recognise the costs of providing superannuation benefits in the accounting periods in which they are earned by employees. As a transitional measure for accounting periods ending on or after 22 June 2001, the Standard requires that the present value of scheme liabilities be disclosed as a note to the financial statements.

In accordance with the transitional arrangements for the introduction of FRS17, the following information is given by way of note only.

### (A) UNFUNDED SUPERANNUATION SCHEME (CLOSED)

An unfunded defined benefit superannuation scheme is operated 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. Superannuation entitlements arising under the scheme are paid out of current income and are charged to the Income and Expenditure Account in the year in which they become payable. No provision is made in the financial statements in respect of future benefits.

The valuation of the defined benefit scheme's liabilities used for the purposes of FRS17 disclosures has been carried out by an independent actuary.

Principal financial assumptions used to calculate the scheme liabilities:	31/12/2004	31/12/2003
Discount rate	4.75%	5.25%
Inflation Rate	2.25%	2.25%
Rate of increase in pension payments	4.25%	4.25%
Rate of increase for pensions in payment and deferred pensions	4.25%	4.25%

If the requirements of FRS 17 were fully adopted in 2004, the following movements would be reflected in the financial statements:

Amounts which would be charged to Income and Expenditure	2004 €'000	7 months to 31/12/2003 €'000
Current service cost	1,362	946
Interest on pension scheme liabilities	4,864	2,893
Expected return on pension scheme assets	-	-
	6,226	3,839

Amounts which would be recognised in the Statement of Total Recognised Gains and Losses	2004 €'000	7 months to 31/12/2003 €'000
Experience (loss)/gain on liabilities	(6,313)	2,532
(Loss)/Gain on change of assumptions	(7,876)	3,549
	(14,189)	6,081

# Nótaí do na Ráitis Airgeadais

don bhliain go dtí an 31 Nollaig 2004

## 12 PINSIN

Oibríonn an tÚdarás roinnt scéimeanna Pinsean agus tá cur síos déanta orthu sin thíos.

I gcás tréimhsí cuntasáíochta a thosaíonn an 1 Eanáir 2005 nó tar éis an dáta sin, éileoidh FRS 17 ráitis airgeadais chun léiriú a fháil, ag an luach cothrom, ar shócmhainní agus dliteanais a thagann chun cinn ó oibleagáidí fostóra agus aon mhaoiniú bainteach leis na costais a bhaineann le sochair aoisliúntais a sholáthar sna tréimhsí cuntasáíochta ina dtuileann fostaithe iad a aithint. Mar bheart idirthréimhseach i gcás tréimhsí cuntasáíochta dár críoch 22 Meitheamh 2001 nó tar éis éilíonn an Caihdeán go nochtófaí luach reatha dliteanais scéime mar nóta do na ráitis airgeadais.

De réir chomhaontuithe idirthréimhseacha le FRS17 a thabhairt isteach, tugtar an t-eolas seo a leanas mar nóta eolais amháin.

### (A) SCÉIM AOISLIÚNTAIS NEAMH-MHAOINITHE (DÚNTA)

Oibrítear scéim aoisliúntais sochair sainithe neamh-mhaoinithe d'fhoireann incháilithe Bhord Fáilte faoi Alt 15 den Acht um Thrácht Cuartaíochta 1952 agus Alt 9 den Acht um Thrácht Cuartaíochta 1983. Íoctar teidlíochtaí aoisliúntais a thagann chun cinn faoin scéim amach as ioncam reatha agus cuirtear chun dochair iad sa Chuntas Ioncaim agus Caiteachais sa bhliain a mbíonn siad iníoctha. Níl aon fhoráil sna ráitis airgeadais maidir le sochair amach anseo. Tá luacháil dhliteanais na scéime sochair sainithe a úsáidtear chun críche nochtáí FRS17 déanta ag achtúireacht neamhspleách.

#### Príomhbhoinn thuisceana airgeadais a úsáidtear chun na dliteanais scéime a ríomh:

	31/12/2004	31/12/2003
Ráta Lascaine	4.75%	5.25%
Ráta Boilscithe	2.25%	2.25%
Ráta ardaithe íocaíochtaí pinsean	4.25%	4.25%
Ráta ardaithe pinsean atá á n-foc agus pinsean atá iarchurtha	4.25%	4.25%

Dá nglacfaí go hiomlán le ceanglais FRS17 i 2004 bheadh na gluaiseachtaí seo a leanas léirithe sna ráitis airgeadais:

Méideanna a chuirfí chun dochair don Chuntas Ioncaim agus Caiteachais	2004	7 mí go dtí 31/12/2003
	€'000	€'000
Costas seirbhíse reatha	1,362	946
Ús ar dhliteanais scéime pinsin	4,864	2,893
Aiscur a bhfuiltear ag súil leis ó shócmhainní na scéime pinsin	-	-
	6,226	3,839

Méideanna a d'aithneofaí sa Ráiteas ar Ghnóthachain agus Cailteanais Iomlána Aitheanta	2004	7 mí go dtí 31/12/2003
	€'000	€'000
Taithí (cailteanas)/gnóthachan ar dhliteanais	(6,313)	2,532
(Cailteanas)/Gnóthachan ar athrú boinn thuisceana	(7,876)	3,549
	(14,189)	6,081

# Notes to the Financial Statements

for the year ended 31 December 2004

<b>Movement in deficit in the Plan during the year</b>	<b>2004</b>	<b>7 months to</b>
	<b>€'000</b>	<b>31/12/2003</b>
(Deficit) in the plan at the beginning of the year	(94,979)	(99,245)
Pensions paid	4,290	2,024
Current service cost	(1,362)	(946)
Other finance charge	(4,864)	(2,893)
Actuarial (loss)/gain	(14,189)	6,081
<b>(Deficit) in the plan at the end of the year</b>	<b>(111,104)</b>	<b>(94,979)</b>

The above calculations are included for information only. FRS17 requires full recognition of pension scheme assets and liabilities in the financial statements for periods beginning on or after 1 January 2005.

<b>History of experience gains &amp; losses (current point only)</b>	<b>31/12/2004</b>	<b>31/12/2003</b>
Experience loss on scheme liabilities		
• Amount	6,313	(2,532)
• Percentage of scheme liabilities	5.68%	2.67%
Amount recognised in statement of total recognised gains and losses		
• Amount	(14,189)	6,081
• Percentage of scheme liabilities	12.77%	6.40%

## **(B) 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:	<b>2004</b>	<b>7 months to</b>
	<b>€'000</b>	<b>31/12/2003</b>
Defined contribution scheme	8	8

# Nótaí do na Ráitis Airgeadais

don bhliain go dtí an 31 Nollaig 2004

Gluaiseacht in easnamh sa Phlean i rith na bliana	7 mí go dtí	
	2004	31/12/2003
	€'000	€'000
(Easnamh) sa phlean ag tús na bliana	(94,979)	(99,245)
Pinsin íoctha	4,290	2,024
Costas seirbhíse reatha	(1,362)	(946)
Muirear airgeadais eile	(4,864)	(2,893)
(Caillteanas)/gnóthachan achtúireach	(14,189)	6,081
(Easnamh) sa phlean ag deireadh na bliana	(111,104)	(94,979)

Tá na ríomhaireachtaí thuas curtha isteach mar eolas amháin. Éilíonn FRS17 aitheantas iomlán ar shócmhainní scéime pinsin agus dliteanais sna ráitis airgeadais do thréimhsí a thosaíonn an 1 Eanáir 2005 nó tar éis.

## Stair ar thaitheí gnóthachain & cailteanais (pointe reatha amháin)

	31/12/2004	31/12/2003
Taitheí cailteanas ar dhliteanais scéime		
• Méid	6,313	(2,532)
• Céatadán de dhliteanais scéime	5.68%	2.67%
Méid aitheanta i ráiteas ar ghnóthachain agus cailteanais iomlána aitheanta		
• Méid	(14,189)	6,081
• Céatadán de dhliteanais scéime	12.77%	6.40%

## (B) SCÉIM RANNÍOCA SAINITHE

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

Is mar seo a leanas atá an méid atá curtha chun dochair don Chuntas Ioncaim agus Caiteachais:	7 mí go dtí	
	2004	31/12/2003
	€'000	€'000
Scéim ranníoca sainithe	8	8

# Notes to the Financial Statements

for the year ended 31 December 2004

## (C) DEFINED BENEFIT SCHEME

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 fair value at the balance sheet date, while pension scheme liabilities have been measured using the projected unit method.

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

	31/12/2004	31/12/2003
Discount rate	4.80%	5.25%
Rate of increase in pensionable salaries	3.50%	4.00%
Rate of increase in pension payments	3.00%	3.00%
Inflation assumption	2.25%	2.50%

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

	31/12/2004 Expected long-term rate of return	31/12/2004 Market Values €'000	31/12/2003 Expected long-term rate of return	31/12/2003 Market Values €'000
Equities	7.30%	8,588	7.75%	7,671
Bonds	3.80%	2,527	4.75%	2,370
Other	5.30%	585	5.75%	733
Total Market Value of scheme's assets		11,700		10,774
Present value of scheme liabilities		13,781		11,180
Scheme deficit and net pension asset		(2,081)		(406)

### Had the company adopted FRS 17 early, the effect would have been as follows:

#### Effect on revenue reserves

	31/12/2004 €'000	31/12/2003 €'000
Revenue reserves excluding net pension liability	4,589	5,123
Net pension liability	(2,081)	(406)
Revenue reserves including net pension liability	2,508	4,717

#### Amounts which would be charged to Income and Expenditure

	2004 €'000	7 months to 31/12/2003 €'000
Current service cost	(846)	(364)
Past service cost	-	-
Expected return on pension scheme assets	750	377
Interest on pension liabilities	(604)	(333)
Total amount charged to income and expenditure account	(700)	(320)

# Nótaí do na Ráitis Airgeadais

don bhliain go dtí an 31 Nollaig 2004

## (C) SCÉIM SOCHAIR SAINITHE

Oibríonn an chuideachta scéim pinsin sochair sainithe d'fhoireann incháilithe CERT Ltd. mar a bhí, le sochair á maoiniú ag ranníocaíochtaí ó na fostaithe agus ón Údaras. Tá sócmhainní na scéime á sealbhú i gciste faoi leith atá riartha ag iontaobhaithe.

Tá luacháil na scéime, do nochtuithe FRS17, bunaithe ar thorthaí an luacháil achtúireach is déanaí den scéim a rinneadh an 1 Iúil 2004. Thug achtúireacht neamhspleách cothrom le datá é chun ceanglais FRS17 a chur san áireamh chun na dliteanais a mheasúnú ar dháta an chláir chomhordaithe. Rinneadh sócmhainní scéime a thomhas ag a luach cóir ag dáta an chláir chomhordaithe, agus rinneadh dliteanais scéime pinsin a thomhas ag úsáid as an modh aonaid fhortheilgte method.

### Príomhbhoinn thuisceana airgeadais a úsáidtear chun na dliteanais scéime a ríomh:

	31/12/2004	31/12/2003
Ráta Lascaine	4.80%	5.25%
Ráta ardaíthe i dtuarastail inphinsin	3.50%	4.00%
Ráta ardaíthe in íocaíochtaí pinsin	3.00%	3.00%
Bonn thuisceana boilscithe	2.25%	2.50%

### Aischor fadtéarmach agus luach ar an margadh sócmhainní na scéime a bhfuiltear ag súil leo ag deireadh na bliana

	31/12/2004 Ráta aischor fadtéarmach ionchais	31/12/2004 Ráta Luachanna ar an Margadh €'000	31/12/2003 Ráta aischor fadtéarmach ionchais	31/12/2003 Ráta Luachanna ar an Margadh €'000
Gnáthscaireanna	7.30%	8,588	7.75%	7,671
Bannaí	3.80%	2,527	4.75%	2,370
Eile	5.30%	585	5.75%	733
Luach iomlán ar an Margadh sócmhainní na scéime		11,700		10,774
Luach dliteanais na scéime faoi láthair		13,781		11,180
Easnamh scéime agus glansócmhainn pinsin		(2,081)		(406)

### Dá nglacadh an chuideachta FRS17 go luath, bheadh an éifeacht mar seo a leanas:

#### Éifeacht ar chúlchistí ioncaim

	31/12/2004 €'000	31/12/2003 €'000
Cúlchistí ioncaim le glandliteanais pinsin as an áireamh	4,589	5,123
Glandliteanas pinsin	(2,081)	(406)
Cúlchistí lena n-áirítear glandliteanas pinsin	2,508	4,717

#### Méideanna a chuirfí chun dochair don chuntas ioncaim agus Caiteachais

	2004 €'000	7 mí go dtí 31/12/2003 €'000
Costas seirbhíse reatha	(846)	(364)
Costas seirbhíse roimhe seo	-	-
Aischor ar shócmhainní scéime pinsin a bhfuiltear ag súil leis	750	377
Ús ar dliteanais phinsin	(604)	(333)
Méid iomlán a cuireadh chun dochair don chuntas ioncaim agus caiteachais	(700)	(320)

# Notes to the Financial Statements

for the year ended 31 December 2004

<b>Amounts which would be recognised in the Statement of Total Recognised Gains and Losses</b>	<b>7 months to</b>	
	<b>2004</b>	<b>31/12/2003</b>
	<b>€'000</b>	<b>€'000</b>
Actual return less expected return on assets	166	700
Experience gain on liabilities	(556)	229
Impact of change in assumptions	(858)	523
<b>Actuarial Gain</b>	<b>(1,248)</b>	<b>1,452</b>

<b>Movement in deficit in the Plan during the year</b>	<b>7 months to</b>	
	<b>2004</b>	<b>31/12/2003</b>
	<b>€'000</b>	<b>€'000</b>
Deficit in the scheme brought forward	(406)	(1,637)
Current service cost	(846)	(364)
Contributions	274	99
Net financial return	146	44
<b>Actuarial Gain</b>	<b>(1,248)</b>	<b>1,452</b>
<b>Deficit in scheme carried forward</b>	<b>(2,080)</b>	<b>(406)</b>

## History of experience gains and losses

FRS 17 requires a five-year history be built up over time. Information for the current year is as follows:

	<b>31/12/2004</b>	<b>31/12/2003</b>
Difference between actual and expected return on scheme assets		
• Amount	166	700
• Percentage of scheme assets	1%	6%
Experience loss on scheme liabilities		
• Amount	(556)	229
• Percentage of scheme liabilities	-4%	2%
Amount recognised in statement of total recognised gains and losses		
• Amount	(1,248)	1,452
• Percentage of scheme liabilities	-9%	13%

## (D) FÁILTE IRELAND PENSION SCHEME

Under the National Tourism Development Authority Act 2003, Fáilte Ireland is obliged to put in place new pension arrangements for new entrants to the organisation. The Authority has authorised draft details for a new scheme. This draft is currently with the Department of Finance awaiting approval.

# Nótaí do na Ráitis Airgeadais

don bhliain go dtí an 31 Nollaig 2004

## Méideanna a d'aithneofaí i Ráiteas ar Ghnóthachain agus Cailteanais Iomlána Aitheanta

	2004	7 mí go dtí 31/12/2003
	€'000	€'000
Aiscur iarbhír lúide aiscur ionchais ar shócmhainní	166	700
Gnóthachan taithí ar dhliteanais	(556)	229
Tionchar athrú i mboinn thuisceana	(858)	523
Gnóthachan Achtúireach	(1,248)	1,452

## Gluaiseacht in easnamh sa Phlean i rith na bliana

	2004	7 mí go dtí 31/12/2003
	€'000	€'000
Easnamh sa scéim tugtha ar aghaidh	(406)	(1,637)
Costas seirbhíse reatha	(846)	(364)
Ranníocaíochtaí	274	99
Glanaischur airgeadais	146	44
Gnóthachan Actúireach	(1,248)	1,452
Easnamh sa scéim tugtha ar aghaidh	(2,080)	(406)

## Stair ar thaithí gnóthachain agus cailteanais

Éilíonn FRS 17 go gcuirfí stair cúig bhliana le chéile de réir a chéile. Seo a leanas eolas don bhliain reatha:

	31/12/2004	31/12/2003
Difríocht idir aiscur iarbhír agus aiscur ionchais ar shócmhainní scéime		
• Méid	166	700
• Céatadán de shócmhainní scéime	1%	6%
Cailteanas taithí ar dhliteanais scéime		
• Méid	(556)	229
• Céatadán de dhliteanais scéime	-4%	2%
Méid aitheanta sa ráiteas ar ghnóthachain agus cailteanais iomlána aitheanta		
• Méid	(1,248)	1,452
• Céatadán de dhliteanais scéime	-9%	13%

## (D) SCÉIM PINSIN FÁILTE IRELAND

Tá Fáilte Ireland faoi oibleagáid socrúithe nua pinsin a chur i bhfeidhm d'iontrálaithe nua chun na heagraíochta faoin Acht an Údaráis Náisiúnta Forbartha Turasóireachta 2003. Tá dréacht-shonraí údaraithe ag an Údarás do scéim nua. Tá an dréacht sin ag an Roinn Airgeadais faoi láthair ag feitheamh ar cheadú.

# Notes to the Financial Statements

for the year ended 31 December 2004

## 13 TANGIBLE FIXED ASSETS

	Premises €'000	Computer Equipment €'000	Furniture And Fittings €'000	Equipment €'000	Total €'000
<b>Cost</b>					
At 1 January 2004	7,131	2,191	1,227	1,255	11,804
Additions at cost	37	57	5	14	113
Reclassifications at cost	56	8	(974)	910	-
Disposals at cost	(3)	(601)	(169)	(11)	(784)
At 31 December 2004	7,221	1,655	89	2,168	11,133
<b>Depreciation</b>					
At 1 January 2004	1,301	2,012	673	1,030	5,016
Reclassifications	77	4	(569)	488	-
Charged during year	134	137	22	419	712
Disposals	-	(580)	(62)	(2)	(644)
At 31 December 2004	1,512	1,573	64	1,935	5,084
<b>Net Book Value:</b>					
At 31 December 2004	5,709	82	25	233	6,049
At 31 December 2003	5,830	179	554	225	6,788

## 14 INVESTMENT PROPERTY

This land is held on a long lease by Fáilte Ireland.

## 15 FINANCIAL ASSETS

Fáilte Ireland has a 70% interest in Berryrock Tourism Development Services Limited (formerly All Ireland Tourism Holdings Limited). Berryrock Tourism Development Services Limited is a holding company, originally formed with the sole purpose of holding Gulliver InfoRes Services Limited shares.

On 4th July 2004, the shares held by Berryrock in Gulliver InfoRes Services Limited were sold to Fexco for a consideration of €100,000. Subsequently, in December 2004, Berryrock made a distribution to Fáilte Ireland and Northern Ireland Tourist Board in amounts equal to 70% and 30% respectively of this consideration, together with proportionate interest accrued less bank charges. Fáilte Ireland received an amount of €70,459.

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.

## 16 DEBTORS

	2004 €'000	7 months to 31/12/2003 €'000
Trade	272	483
Prepayments	138	1,649
Other	568	425
	978	2,557

# Nótaí do na Ráitis Airgeadais

don bhliain go dtí an 31 Nollaig 2004

## 13 SÓCMHAINNÍ SEASTA INLÁIMHSITHE

	Áitreabh €'000	Trealamh Ríomhaireachta €'000	Trosacán Agus Feisteas €'000	Trealamh €'000	Iomlán €'000
<b>Costas</b>					
Amhail an 1 Eanáir 2004	7,131	2,191	1,227	1,255	11,804
Breiseanna ag costas	37	57	5	14	113
Athranguithe ag costas	56	8	(974)	910	-
Diúscairtí ag costas	(3)	(601)	(169)	(11)	(784)
Amhail an 31 Nollaig 2004	7,221	1,655	89	2,168	11,133
<b>Dímheas</b>					
Amhail an 1 Eanáir 2004	1,301	2,012	673	1,030	5,016
Athranguithe	77	4	(569)	488	-
A gearradh i rith na bliana	134	137	22	419	712
Diúscairtí	-	(580)	(62)	(2)	(644)
Amhail an 31 Nollaig 2004	1,512	1,573	64	1,935	5,084
<b>Glan Luach de réir na Leabhar:</b>					
Amhail an 31 Nollaig 2004	5,709	82	25	233	6,049
Amhail an 31 Nollaig 2003	5,830	179	554	225	6,788

## 14 MAOIN INFHEISTÍOCHTA

Ta an talamh seo i seilbh Fáilte Ireland ar léas fada.

## 15 SÓCMHAINNÍ AIRGEADAIS

Tá leas 70% ag Fáilte Ireland in Berryrock Tourism Development Services Limited (All Ireland Tourism Holdings Limited roimhe seo). Is cuideachta shealbhaíochta í Berryrock Tourism Development Services Limited agus is é cuspóir aonair na cuideachta scaireanna Gulliver InfoRes Services Limited a shealbhú.

Dióladh na scaireanna a bhí i seilbh Berryrock in Gulliver InfoRes Services Limited an 4 Iúil 2004 le Fexco ar chomaoin €100,000. Ina dhiaidh sin, i mí na Nollag 2004 rinne Berryrock dáileadh ar Fáilte Ireland agus ar Bhord Turasóireachta Thuaisceart Éireann i méideanna cothrom le 70% agus 30% den chomaoin sin faoi seach, chomh maith le hús fabhráithe ar chomhréir lúide táillí bainc. Fuair Fáilte Ireland méid de €70,459.

Is e Fáilte Ireland is mó a bhainfidh tairbhe as scarshéalbhóireacht 75% i Killarney Golf Club Limited. Tá na scaireanna in iontaobhas, agus tá na hiontaobhaithe neamhspleách ar Fáilte Ireland. Is é aidhm an iontaobhais oibríocht club gailf agus iascaireachta a éascú i gCill Airne, Co. Chiarraí.

## 16 FÉICHIÚNAITHE

	2004 €'000	7 mí go dtí 31/12/2003 €'000
Trádáil	272	483
Réamhíocaíochtaí	138	1,649
Eile	568	425
	978	2,557

# Notes to the Financial Statements

for the year ended 31 December 2004

## 17 SUBVENTIONS RECEIVABLE

### European Social Fund

The balance shown as receivable is the net amount estimated as due to Fáilte Ireland when payments on account for 1999 and 2000 are deducted from the amount approved in principle by the European Social Fund for those years. This balance is now expected to be received in 2005, when the closure procedures for the 1994-1999 Operational Programme for Tourism are completed.

## 18 CREDITORS

	2004 €'000	7 months to 31/12/2003 €'000
<b>Amounts falling due within one year</b>		
Trade	8,034	9,072
Tourism Ireland	3,228	601
Unserviced subscription income	608	746
EU Operational Programme for Tourism 1994-1999 (see note 23)	45	45
InterReg II	45	45
Deferred Oireachtas Grants	-	600
Other Creditors	3,924	2,725
	15,884	13,834
<b>Amounts falling due after more than one year</b>		
Unserviced subscription income	280	297
	280	297

## 19 CAPITAL RESERVES AND GRANTS

	Capital Grants €'000	Capital Account €'000	2004 Total €'000	7 months to 31/12/2003 €'000
At 1 January 2004	4,597	2,302	6,899	7,277
<b>Income used for capital purposes</b>				
Additions to Purchased Fixed Assets in year		113	113	331
Capital element of Finance Leases paid in year		-	-	-
Amortisation in line with Asset Depreciation (net of Grant)		(330)	(330)	(355)
Amount released on Disposal of Fixed Assets		(140)	(140)	(319)
Transfer to Income and Expenditure Account	-	(357)	(357)	(343)
Amortisation of Capital Grants	(382)		(382)	(35)
At 31 December	4,215	1,945	6,160	6,899

# Nótaí do na Ráitis Airgeadais

don bhliain go dtí an 31 Nollaig 2004

## 17 FÓIRDHEONTAIS INFHAIGHTE

### Ciste Sóisialta na hEorpa

Is é an t-iarmhéid a léirítear a bheidh infhaighte an ghlanmhéid arna mheasúnú dlite do Fáilte Ireland nuair a bheidh iocaíochtaí ar cuntas do 1999 and 2000 asbhainte as an tsuim arna ceadú i bprionsabal ag Ciste Sóisialta an Aontais do na blianta sin. Meastar go bhfaighfean an t-iarmhéid sin in 2005, nuair a bheidh nósanna imeachta do Chlár Oibríochta do Thurasóireachta 1994-1999 tugtha chun críche.

## 18 CREIDIÚNAITHE

	2004 €'000	7 mí go dtí 31/12/2003 €'000
<b>Méideanna dlite laistigh de bhliain amháin</b>		
Trádáil	8,034	9,072
Tourism Ireland	3,228	601
Ioncam Suibhscríbhinn gan Seirbhís	608	746
Clár Oibríochta AE do Thurasóireacht 1994-1999 (féach nóta 23)	45	45
InterReg II	45	45
Deontas Oireachtais iarchurtha	-	600
Creidiúnaithe eile	3,924	2,725
	15,884	13,834
<b>Méideanna dlite i ndiaidh bliana</b>		
Ioncam Suibhscríbhinn gan Seirbhís	280	297
	280	297

## 19 CÚLCHISTÍ CAIPITIL AGUS DEONTAIS

	Deontais Chaipitil €'000	Cuntas Chaipitil €'000	2004 Iomlán €'000	7 mí go dtí 31/12/2003 €'000
Amhail an 1 Eanáir 2004	4,597	2,302	6,899	7,277
<b>Ioncam do chríocha caipitil</b>				
Breiseanna chuig Sócmhainní Seasta Ceannaithe sa bhliain		113	113	331
Comhpháirt Chaipitil de Léasanna Airgeadais íoctha sa bhliain		-	-	-
Amúchadh de réir Dímhéas Sócmhainní (glan ar dheontas)		(330)	(330)	(355)
Méid scaoilte ar Dhiúcairt Sócmhainní Seasta		(140)	(140)	(319)
Aistriú chuig an gCuntas Ioncaim agus Caiteachais	-	(357)	(357)	(343)
Amúchadh Deontas Caipitil	(382)		(382)	(35)
Amhail an 31 Nollaig	4,215	1,945	6,160	6,899

# Notes to the Financial Statements

for the year ended 31 December 2004

## 20 OPERATING LEASE COMMITMENTS

At 31 December 2004, the company had the following future commitments under operating leases:

	Land and Buildings €'000	Other Operating Leases €'000	Total €'000
Expiring			
Within one year	49	-	49
Between 2 and 5 years	125	48	173
More than 5 years	495	-	495
	669	48	717

The total amount charged in respect of operating leases in the Income and Expenditure Account for 2004 is €693,090 (2003: €405,916).

## 21 GRANT PAYMENT COMMITMENTS

There were no commitments for capital grant payments at 31 December 2004.

## 22 AUTHORITY MEMBERS – DISCLOSURE OF TRANSACTIONS

The Board 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.

## 23 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.

## 24 RECOVERY OF GRANTS UNDER THE 1994-1999 TOURISM OPERATIONAL PROGRAMME

During 2002 the former Bord Fáilte carried out verification checks on expenditure claimed in a sample of projects supported under the 1994-1999 Tourism Operational Programme. Following these checks, action was initiated to recover funds from some grantees. The total recovered to date is €353,895. 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.

## 25 APPROVAL OF FINANCIAL STATEMENTS

These financial statements were approved by the Authority on 15th June 2005.

# Nótaí do na Ráitis Airgeadais

don bhliain go dtí an 31 Nollaig 2004

## 20 CEANGALTAIS LÉASANNA OIBRÍOCHTA

Amhail an 31 Nollaig 2004, bhí na tiomantais seo a leanas ag an gcuideachta faoi léasanna oibríochta amach anseo:

	Talamh agus Foirgnimh €'000	Léasanna Oibríochta Eile €'000	Iomlán €'000
A rachaidh in éag			
Laistigh de bhliain amháin	49	-	49
Idir 2 agus 5 bhliana	125	48	173
Tar éis 5 bhliana	495	-	495
	669	48	717

Is é an méid iomlán a cuireadh chun dochair léasanna oibríochta sa Chuntas Ioncaim agus Caiteachais do 2004 ná €693,090 (2003: €405,916).

## 21 CEANGALTAIS ÍOCAÍOCHTAÍ DEONTAIS

Ní raibh aon cheangaltas íocaíochtaí deontais chaipitil ann amhail an 31 Nollaig 2004.

## 22 COMHALTAÍ ÚDARÁIS- NOCHTADH IDIRBHEARTAÍOCHTAÍ

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

## 23 DLITEANAIS THEAGMHASACHA

Tá incháilíocht caiteachais ar thionscadail cúnamh an AE faoi réir athbhreithnithe ag instiúidí an AE. D'fhéadfaí iarratais a fháil ar aisíoc cúnamh a deonadh ar thionscadail mar thoradh ar thorthaí dochracha.

## 24 AISGHABHÁIL DEONTAIS FAOIN GCLÁR OIBRÍOCHTA TURASÓIREACHTA 1994-1999

Le linn 2002 rinne an iar-eagraíocht Bord Fáilte seiceálacha fíoraithe ar chaiteachas a éillíodh i sampla tionscadal a fuair tacaíocht faoin gClár Oibríochta Turasóireachta 1994-1999. I ndiaidh na seiceálacha sin, cuireadh tús le gníomh le cistí a aisghabháil ó roinnt deontaithe. Is é an t-iomlán atá aisghafa go dtí seo ná €353,895. Measfar go ndéanfar tuilleadh aisghabhálacha cé nach féidir an méid a mheas ag an staid seo. Aisíocfar an méid iomlán a bheidh aisghafa leis an AE

## 25 CEADÚ NA RÁITIS AIRGEADAIS

Cheadaigh an tÚdarás na ráitis airgeadais seo an 15ú Meitheamh 2005.







## Addresses

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### Fáilte Ireland

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### Fáilte Ireland

Derry Visitor & Convention Bureau,  
44 Foyle Street, Derry BT48 6AT  
Tel/Fax: 048 71377992

### Fáilte Ireland Training Centres and Regional Offices

#### Dublin Training Centre

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Fax: 01-855 6821

#### Cork Training Centre

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Cork  
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Fax: 021-431 3007

#### Limerick Training Centre

Limerick Enterprise Development Park  
Roxboro Road  
Limerick  
Tel: 061-400610  
Fax: 061-400615

#### Waterford Training Centre

Tycor Business Centre  
Tycor  
Waterford  
Tel: 051-357028  
Fax: 051-357021

#### Galway Office

Áras Fáilte  
Forster Street  
Galway  
Tel: 091-561432  
Fax: 091-865681

#### Sligo Office

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