



Fáilte Ireland
National Tourism Development Authority



ANNUAL REPORT 2018

Financial Statements for the year ended 31 December 2018

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Ballyhack, Co Wexford



Christ church Cathedral, Dublin



Lough Muckno Leisure Park and Hope Castle, Monaghan



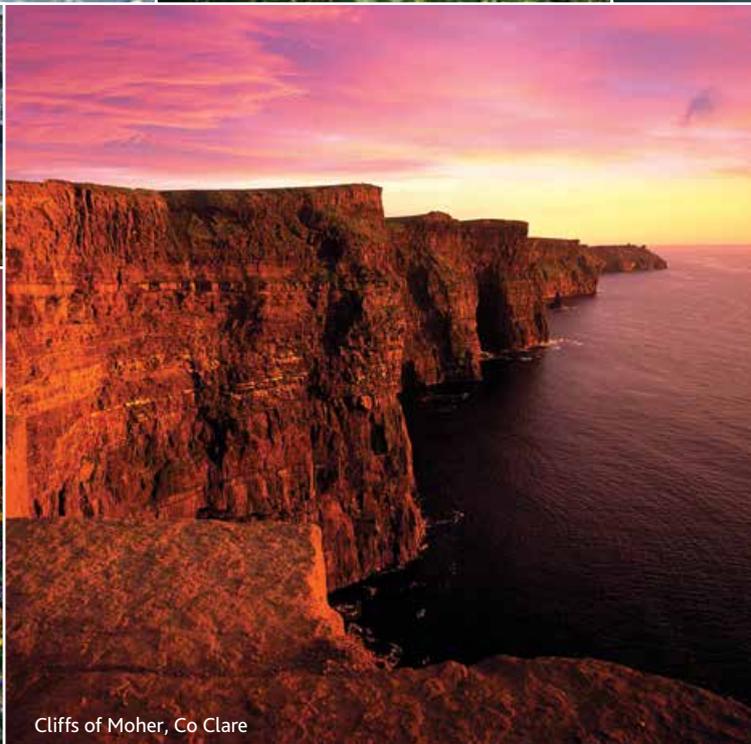
Dingle Marina, Co Kerry



Rocks at Galley Head Lighthouse, Co Cork



Lough Tay, Co Wicklow



Cliffs of Moher, Co Clare



Loughcrew Cairns, Co Meath



Howth Head, Co Dublin



Cavan Burren Park, Co Cavan



Forty Foot, Dalkey, Co Dublin



Glendalough, Co Wicklow



Sheeps Head Peninsula, Co Cork



Mulranny Beach, Co Mayo



Portunna, Co Galway



Three Rock Mountain, Dublin



Fowley Falls, Rossinver, Co. Leitrim

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**TO THE MINISTER FOR TRANSPORT,
TOURISM AND SPORT**

In accordance with the National Tourism
Development Authority Act 2003,
Fáilte Ireland presents its report for the
year ended 31 December 2018.

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Rialtas
na hÉireann
Government
of Ireland

Tionscadal Éireann
Project Ireland
2040



Fáilte Ireland

National Tourism Development Authority

“The addition of a fourth brand, Ireland’s Hidden Heartlands completes a compelling portfolio designed to meet the expressed requirements of our target customer audience.”



Birr Castle Grounds, Co. Offaly

MICHAEL CAWLEY
Chairman



Chairman's Statement

I'm pleased to report that Irish tourism has grown to record levels in 2018. We welcomed 9.6 million overseas visitors while domestic holidays rose to 9.8 million. As a consequence, the number of people employed in this sector rose to 260,000, an increase of 20,000 over 2017.

Increases in air access continue to be the main driver of our international growth with particularly significant additions during the year to routes from the U.S., Canada, Germany and China. In that context I want to welcome the commencement of the construction of the new runway at Dublin Airport. This is long overdue and will, when completed, be a vital component of the infrastructure necessary to support the continuing growth of our industry.

It was particularly satisfying to see the continuing success of Fáilte Ireland's strategy of building a platform for long-term sustainable growth. Our emphasis on the experience brands developed in response to detailed rigorous consumer research, continues to pay dividends as they record solid growth both in visitor numbers and revenue. The addition of a fourth brand, Ireland's Hidden Heartlands completes a compelling portfolio designed to meet the expressed requirements of our target customer audience. We regard these brands as still largely at an embryonic stage in their life cycle and we see much potential to develop them further in the coming years.

As in every competitive industry the Irish tourism sector faces some considerable headwinds. Continuing cost pressures, not least from increases in local authority charges and insurance threaten the cost competitiveness of many operators in the sector. While we have clear competitive advantages in particularly in terms of the quality of our people and the welcome extended to visitors we must maintain a cost and pricing structure which is comparable if not

better than our peers. We must not imperil the great strides made in recent years by losing sight of the crucial need to consistently deliver a value for money experience to our customers.

An industry skills shortage remained an issue in 2018. It is fundamentally important that we develop a strong career structure for the Irish tourism sector that will attract skilled individuals who can support and represent Ireland's tourism sector into the future.

Responding to this shortage, Fáilte Ireland established a New Hospitality and Tourism Careers Oversight Group this year which will seek to address labour supply and skills development issues which are currently affecting growth for tourism businesses. I am pleased that Fáilte Ireland is in a position to chair such an important group.

Elsewhere, capacity in Dublin remained a pressure point. Fáilte Ireland has been monitoring this issue closely over the course of the year and has undertaken significant research in the area of accommodation capacity which has identified some opportunities for increased levels in Cork, Galway and Kilkenny in addition to the obvious requirement for growth in Dublin.

Improving regionality and seasonality remained a focus for Fáilte Ireland in 2018. I am particularly pleased to see the launch of Ireland's Hidden Heartlands, a new regional experience brand designed to boost tourism and drive visitor growth across the Midlands region.

Ireland's Hidden Heartlands will leverage the growing tourism trend of outdoor activities by encouraging visitors to get active in nature and further Fáilte Ireland's agenda of spreading visitors across the country by encouraging exploration of the region's natural assets. The development of this brand will also see additional investment in the region, ensuring that it can develop its visitor offering over the next number of years.

A new dedicated Festivals and Events Team was also established this year, giving a renewed focus to using events to attract more international visitors, particularly outside of the busy summer months. Some of our co-created festivals continued to grow and develop, such as the New Year's Festival and the Bram Stoker Festival. We also introduced an exciting new initiative – May the 4th Festival, which marks the international day of celebration for Star Wars and this has proved to be a great success.

Another exciting development for 2018 was the creation of a new series of Visitor Experience Development Plans as part of Fáilte Ireland's commitment to drive more visitors to lesser known areas and attractions across Ireland. These plans are crucial for the continued development of Ireland's offering for tourists. These plans aim to increase dwell time and revenue, while complementing the environment or culture of the region and I believe, will have a marked impact on the growth of Ireland's tourist base, and on the Irish tourism sector, for many years to come.

Strong partnerships with local stakeholders, tourism businesses and communities are required to develop these shared long-term tourism plans for areas such as the Inishowen Peninsula on the Wild Atlantic Way and attractions that bring to life specific themes, such as the 'Castles & Conquests' theme in Ireland's Ancient East.

Similarly, a number of strategic partnerships were established in 2018 with organisations that play a role in supporting the tourism sector in Ireland, in particular the Office of Public Works (OPW), National Parks and Wildlife Service (NPWS), the Department of Rural and Community Development and Coillte. I am particularly pleased to confirm that a number of Tourism Masterplans were also initiated in 2018 that will support the spread of tourism from the hot spots into the regions.

Business Tourism continues to be one of the most lucrative forms of tourism, with visitors travelling to Ireland for business conferences spending almost three times more than the average visitor. Overall, 2018 was another record year for Fáilte Ireland's Business Tourism & Events team, with the generation of new business leads and conversions exceeding all targets. Over the course of the year, Fáilte Ireland helped to secure €204m worth of international

conferences and business events for current and future years for both Dublin and the regions. This was against a target of €192m and represented an increase of €10m on the previous year.

One of my personal highlights, was attending the National Conference Ambassador Awards in Christchurch Cathedral where we honoured the Conference Ambassadors who voluntarily pitched to bring their international colleagues to attend conferences hosted in Ireland. Ireland's market share in this important tourism sector has grown spectacularly in the last five years and we are indebted to this growing band of ambassadors.

As part of our support for our experience brands the first projects allocated funding under Fáilte Ireland's Large Grants Scheme were announced this year. These included Ireland's first National Surf Centre of Excellence in Sligo, Kylemore Abbey and Victorian Walled Garden in Galway and the Land of Myth in Co Meath. We also initiated several small grant schemes in Dublin, the Wild Atlantic Way and in Ireland's Ancient East. In total 46 projects with a total value of €31m in 21 counties received support.

A key focus for Fáilte Ireland in 2018 was to support businesses to lessen their reliance on the UK market and to diversify into new overseas markets. With the trend of global tourism growth set to continue, we are supporting the tourism industry in its quest to increase business from Mainland Europe, North America and China. An extensive set of supports to achieve this objective was rolled out across 2018 through our Get Brexit Ready programme, as well as our Accredited Service Excellence Programme and Fáilte Ireland's Market Diversification Programme.

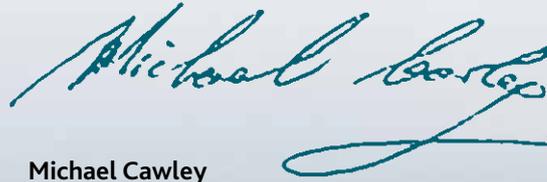
2018 was also an opportunity for Fáilte Ireland to look inwards, and I am pleased to acknowledge a lot of good work that has been undertaken to bring the organisation through the Great Place to Work Programme. This initiative has brought real value to Fáilte Ireland and its staff and has ensured that it is on track to becoming an organisation that can compete as an employer of choice in a demanding marketplace.

I have been privileged to Chair the Fáilte Ireland Authority for the last five years. During that time I have been consistently impressed by the enthusiasm, energy and professional competence of the management and staff. In my experience of dealing with tourist organisations throughout Europe during the last 20 years I can confirm that the performance of our people in Fáilte Ireland gives Ireland a significant competitive advantage over other countries and regions. Ably led by our CEO, Paul Kelly, they consistently deliver a blueprint for the development of Irish tourism which has been the foundation for the massive growth which the industry has enjoyed in the last five years. On behalf of the Authority I extend my heartfelt congratulations and thanks for their efforts.

On behalf of myself and my colleagues on the Authority, I would like to acknowledge Minister for Transport, Tourism and Sport, Shane Ross TD and Minister of State, Brendan Griffin TD for their support and their work to champion the industry. I would like to take this opportunity to acknowledge the support of Graham Doyle, Secretary General of the Department of Transport, Tourism and Sport, and of his colleague Assistant Secretary Ken Spratt, who leads the Tourism function at the Department.

Finally, I would like to recognise several Authority members who retired in 2018, Gerard Barron, Susan Bergin and Mary Kerins and welcome new appointees,

Alice Mansergh, Breege O'Donoghue, Clare Duignan, Des O'Dowd, Margaret E. Ward, Tim Husbands and Tom Coughlan whose breadth of experience will support Fáilte Ireland's Management Team to continue to develop Irish Tourism.



Michael Cawley
Chairman



Poolbeg Chimneys, Dublin

“We welcomed 9.6 million overseas visitors while domestic holidays rose to 9.8 million.”



Chief Executive's Review

PAUL KELLY
CEO



There are two key levers that drive Fáilte Ireland's work and strategy - spreading tourists across all regions of the country so communities nationwide can benefit from tourism growth; and working towards extending the season in order for tourism businesses to remain open for longer.

This underpinned every facet of Fáilte Ireland's work in 2018, and we did this in the context of a record year for Irish tourism, but also one in which the regional and seasonal imbalances continued.

Fáilte Ireland's research tells us that currently over 70% of overseas tourist bed-nights are spent in just five counties. This points to a regional disparity which needs to be addressed. Otherwise we face the prospect of congestion at popular tourism hotspots, significantly impacting on the attractiveness of Ireland as a destination. More importantly, if we cannot ensure a greater regional spread of tourism activity, the sector's potential for generating revenue and jobs will remain untapped in many parts of Ireland where there is capacity for more tourism growth and a need for job creation.

Fáilte Ireland's regional experience brands are a key driver of our strategy to drive greater regional and seasonal growth. Reinforcing this is our work to grow business tourism and invest in tourism infrastructure, activities as well as supporting and developing a robust and agile industry.

The outcome for Irish tourism in 2018 exceeded our expectations and forecasts, with 9.6m overseas tourists, the highest number on record, reflecting an increase of 6% on 2017. This outcome significantly exceeded the pre-recession peak of 7.7m overseas tourists. Spending by our overseas tourists, estimated to be up by 6% to €5.2bn, also achieved a record level.

As the domestic economy continued to recover and the country enjoyed its sunniest summer in many years, Irish people discovered Ireland in greater numbers, with the Irish domestic market growing by 13% on 2017.

Ongoing Brexit negotiations and a decline in the value of sterling created uncertainty in the British market throughout the year. Despite this uncertainty, tourist numbers from Britain grew marginally by 1% to 3.5m tourists in 2018. Throughout the year, Fáilte Ireland continued its work with Tourism Ireland to target this core market, as well as helping tourism businesses to diversify into other emerging markets. When we exclude Britain from the equation, we find that overseas tourism grew by 10% compared to 2017. This statistic reflects the potential of emerging markets going forward.

Ireland saw steady growth across core overseas markets throughout 2018. North American tourists increased by 14%, the sixth straight year of double-digit growth with 1.96m tourists. Demand from Mainland Europe grew by 8% to 3.5m tourists, also surpassing last year's record numbers.

The overall record tourist numbers in 2018 were reflected in the performance of tourism businesses, particularly within the accommodation sector. In recent years, the paid service accommodation sector – including, hotels, guesthouses and B&Bs – has been growing, and that trend continued in 2018, with six in ten (60%) providers reporting growth in tourist numbers compared to 2017, which was itself a strong year.

Hotels enjoyed another year of strong performance in 2018, with 63% of hoteliers indicating a higher level of business compared to the previous 12 months. The performance of the North American market helped drive this growth with 55% of hotels checking in more Americans than in 2017.

More than half (56%) of guesthouses also enjoyed higher guest numbers during 2018, while only about one third of B&Bs (32%) reported an upturn in demand for the year. Two in five (44%) of self-catering operators experienced an increase in overseas business in 2018 while 42% of hostels reported higher occupancy.

Almost two thirds (63%) of attractions enjoyed a rise in the number of visitors they welcomed during the year. Almost half of restaurants (45%) in the more popular tourism areas reported more tourist business in 2018.

Increased tourist numbers also contributed to the profitability of industry businesses. Over half (58%)

of paid serviced accommodation providers reported increased profitability during the year. Fáilte Ireland's research indicated that, as demand increased across the sector, so too did employment levels within the industry. One in five (22%) tourism businesses, including 29% of hotels, took on more full-time staff during the year.

There is now an impressive 260,000 people estimated to be employed in the sector, an increase of 20,000 since 2017. Over the same period employment in agriculture fell by 6,300 and in the retail sector employment fell by 3,300.

The experience of 2018 in terms of tourist numbers, economic activity and job creation, underlines the importance of tourism to the Irish economy and to communities throughout the country. The benefits of tourism are experienced in every city, town and village throughout every region. The sustainability and continued growth of the industry are essential elements in our national development.

DEVELOPING WORLD-CLASS VISITOR EXPERIENCES

The creation and development of regional experience brands has been central to Fáilte Ireland's strategy of growing leisure tourism activity, leading to increased levels of visitor numbers and revenue throughout the regions.

The success of these brands indicates the significance of high-level visitor experiences in growing tourism. Every part of Ireland has its own special charm, but Ireland as a destination must also offer visitor experiences of scale, which can be effectively promoted in international markets.

Fáilte Ireland's regional experience brands provide this scale in a way that stands out in an increasingly competitive international marketplace, and appeals to our core overseas markets – Britain, North America, Germany and France.



WILD ATLANTIC WAY

SLÍ AN ATLANTAIGH FHIÁIN

Hugging 2,500km of the West Coast of Ireland from the historic port of Kinsale in Cork to the legendary Inishowen Peninsula in Donegal, The Wild Atlantic Way offers a world-class visitor experience.

Be they motorists, cyclists, walkers or passengers, those who take in all or part of the longest defined coastal touring route on Earth, are excited and often surprised by its magnificent diversity. Existing from the dawn of history but marketed in its present form for just five years, The Wild Atlantic Way has already become a compelling experience for visitors from all

over the world, and a growing number of Irish holidaymakers who are discovering this treasure on their doorsteps.

Every year since the brand's conception in 2014 has been a record year for the Wild Atlantic Way, and this trend was sustained in 2018. An estimated 3.8m overseas visitors explored all or part of the route, with even more (4.4m) Irish people making a trip to the West Coast. Together they spent in excess of €3bn in the local, mostly rural, economies along its winding path. This is the highest spend since the Wild Atlantic Way concept was conceived.

Fáilte Ireland is committed to enhancing the Wild Atlantic Way as a world-class visitor experience. We are working all along the route to upgrade every aspect of that experience so that we can grow visitor numbers and further develop local economies.

Our Visitor Experience Development Plans are integral to achieving these objectives. These are five-year, holistic, commercial development plans for a region. They bring together the public and private sectors in a collaborative and progressive framework with the aim of driving visitors to lesser-known areas and attractions, encouraging them to arrive in off-peak periods. These plans aim to increase the time visitors spend in the region and the revenue they generate, all without compromising the region's environment or culture.

Although still a 'young brand', the Wild Atlantic Way has captured the imagination of visitors. Its success is a testament to the strong partnership between the tourism industry stakeholders in the region and the Fáilte Ireland Wild Atlantic Way team.

In order to optimise this co-operation, Fáilte Ireland established a Wild Atlantic Way Tourism Co-ordination Steering Group and Working Group during 2018. The Steering Group comprises the CEOs of local authorities and public agencies active in tourism, along with representation from industry.

Work on the further development of the Wild Atlantic Way continued apace with the advancement of several Visitor Experience Development Plans.

The Skelligs Coast Plan was launched and Fáilte Ireland announced funding for four new and existing visitor attractions. Fifteen new Saleable Experiences came into being and a 7% increase in business across Skellig Coast was recorded. A Steering Group was established to implement the Connemara Coast and Aran Islands Plan, and funding was allocated for five key new and existing visitor attractions. Visitor Experience Development Plans for the Burren & Cliffs of Moher, West Cork Three Heads and the Dingle Peninsula will be launched in 2019.

To further encourage investment in tourism assets, Fáilte Ireland launched the Wild Atlantic Way New Horizons 2018 Small Grants Scheme, to provide funding of over €1m for existing Visitor Experience Development Plans within the defined geographies of the Connemara Coast and Aran Islands and the Skellig Coast. Nine new and existing visitor attractions were successful in their application.

In partnership with the OPW, Fáilte Ireland announced investment of €4.7m in four key heritage sites along the Wild Atlantic Way; Blasket Island Visitor Centre in Co. Kerry, Céide Fields in Co. Mayo, Inis Mór in the Aran Islands, Co. Galway and Carrowmore in Co. Sligo. Alongside funding from the Special EU Programmes Body, Irish Lights, Donegal County Council and Údarás na Gaeltachta, Fáilte Ireland invested €470k in the development of a new visitor centre and car park for Fanad Lighthouse, Co. Donegal, which was officially opened in 2018.



Haven Coast - Carrowmore Megalithic Cemetery, Sligo

National Parks & Wildlife Service (NPWS) and Fáilte Ireland invested €5.2m in the restoration and development of Killarney House and Gardens, which was officially opened in 2018. Under our strategic partnership with NPWS we are continuing to work to enhance the quality of the visitor experience in all of Ireland's National Parks (five of our six National Parks are along the Wild Atlantic Way) with €4m in funding announced in 2018 for the upgrade and development of new walking and cycling trails at Wild Nephin Ballycroy National Park and Connemara National Park. These new trail developments will launch in Summer 2020.

Fáilte Ireland recognises the importance of private sector businesses in the development of tourism and we work closely with new and established businesses in expanding and upgrading management skillsets.

During 2018, Fáilte Ireland hosted 125 workshops for Wild Atlantic Way businesses including programmes on developing saleable experiences, providing service excellence and optimising the use of social media. These were attended by 1,945 owners, managers and staff from 530 tourism enterprises.

Fáilte Ireland piloted a new 'Local Experts' programme in Donegal, Limerick and Sligo for almost 400 members of the local community who welcome and engage with visitors to their county.

Fáilte Ireland also delivered the 'Service Excellence Programme' to 312 frontline staff from 18 businesses, over 16 full-day training sessions in Westport, which became the first town in Ireland to receive the

'Service Excellence Destination Award'. In addition, Fáilte Ireland provided 25 businesses with one-on-one mentoring.

Marketing is central to the success of the Wild Atlantic Way, and in 2018 Fáilte Ireland invested €1m in two dedicated Wild Atlantic Way domestic marketing campaigns promoting Spring and Autumn breaks. These reached 3.3m people equal to 94% of all adults. Fáilte Ireland also launched two international marketing campaigns in partnership with Tourism Ireland – 'Call of the Wild' and 'Wonders of the Wild Atlantic Way', both of which reached large audiences in key tourism markets.

Fáilte Ireland hosted 125 individual international media visits and 20 group media visits in partnership with Tourism Ireland resulting in Estimated Advertising Value of €18.2m with a total reach of 283.7m.

Other achievements in 2018 include:

- 1.1m unique visitors to www.wildatlanticway.com
- 2.9m social media engagements across Facebook, Instagram and Twitter
- 520 international buyers on familiarisation trips to the Wild Atlantic Way
- 62,000 incremental bed nights delivered by our Commercial Development Team
- €22.5m in Business Tourism events won for the Wild Atlantic Way regions in 2018.



Horsriding in Donegal



We know that travellers from our core overseas markets actively look for compelling and hands-on visitor experiences when they book a trip to Ireland. Delivering these experiences is central to the Ireland's Ancient East brand, and in 2018 Fáilte Ireland focussed on developing 'brilliant visitor experiences' which have the potential to drive increased visitor numbers, incremental bed nights, and revenue across the whole region.

Just three years since its launch, Ireland's Ancient East is now a well-established regional experience brand and is making a significant impact on tourism across the east of the country, delivering increased visitor numbers and spend, extending the season and creating jobs.

In summer 2018, Fáilte Ireland announced funding of €2.26m to 19 successful applicants under our 'Storytelling Interpretation Grants Scheme', which will significantly enhance the visitor experiences at these attractions. The majority of these projects are due to open in 2019.

Achievements to date in Ireland's Ancient East are a testament to the strong partnerships between the industry, public sector organisations and our Ireland's Ancient East team at Fáilte Ireland. 2018 was another year of progress for the region with the Ireland's Ancient East brand continuing to make an impact. Overall, there was a total of 2.8m overseas tourists and €1.6bn in tourism spend in Ireland's Ancient East in 2018, based on Fáilte Ireland's national performance estimates

Based on industry meetings*, performance metrics indicated that visitor attractions in the region performed well with 32% of those surveyed increasing employment and 16% extending their season. Hotels in the region achieved 71% average room occupancy and 5% year-on-year revenue growth. Hotels also created new jobs with 38% increasing their staff numbers. Significantly, tourism in the region supported 44,000 jobs in 2018.

Throughout 2018, Fáilte Ireland continued to bring together and support tourism businesses in the region with a total of 785 industry engagements including 285 industry meetings, 125 stakeholder meetings and training 375 participants in workshops. In total, 514 businesses were supported through 135 workshops and 2,127 tourism staff received training. This work is vital in developing cross-selling between businesses and building industry capability in areas such as sales, marketing and developing visitor experiences.

Fáilte Ireland has supported the creation of new visitor attractions in Ireland's Ancient East through its capital investment programme, with a total of €30m invested in the region since the Ireland's Ancient East brand launched. In 2018 Fáilte Ireland commenced a three-year plan to develop projects designed to deliver more than €35m to local economies over that period. Through its strategic partnerships with the OPW and Coillte, Fáilte Ireland joined forces to develop 10 projects in Ireland's Ancient East over the course of 2018, with a total investment of €13.9m.

Informative, strategically-placed signage is essential in a modern visitor destination and in 2018, Historic Town Signage, involving the installation of 59 maps and story boards, were installed in six towns throughout the region.

As with all regions, Fáilte Ireland continued to invest in the marketing of Ireland's Ancient East in 2018. Fáilte Ireland's domestic spring and autumn campaigns reached 94% of all adults in Ireland. The region also hosted 553 buyers on trade familiarisation trips, and secured 64 international events worth €15m to local economies. Fáilte Ireland hosted 136 media on international publicity familiarisation visits in partnership with Tourism Ireland, resulting in Estimated Advertising Value of €10.6m with a total reach of 442m.

The Visitor Experience Development Plans for Ireland's Ancient East comprise of projects which focus on the themes of 'Tales of Two Worlds', 'Castles and Conquests' 'Vikings' and 'Ancient'.

'Tales of Two Worlds' was the first project theme and brings together Ireland's historic houses and gardens, and the period in Ireland's history of famine and emigration – connected in timeline but offering

contrasting experiences with houses, gardens, gaols and ships located throughout Ireland's Ancient East telling these stories. In 2018, some 50 stakeholders engaged in delivering this plan and 22 enterprises made commitments to enhance the visitor experiences they offer. The year also brought the launch of 16 new and improved saleable experiences for leisure and incentive markets as part of this theme.

Following the completion of a feasibility study, a 15-month activation plan for 'Houses and Gardens' – a theme under the Tales of Two Worlds Visitor Experience Development Plan - was developed with the prospect of creating a new International Garden Festival for the region. This is a key development which is aligned with research that shows Ireland's core overseas tourists who visit a house during their stay are also interested in visiting gardens.

The 'Castles and Conquests' Visitor Experience Development Plan theme brings to life the story of the Norman conquest of Ireland's Ancient East by exploring castles, battle sites and visitor attractions across the counties of Kilkenny, Tipperary, Wexford and Laois. Fifty tourism businesses and stakeholders engaged in delivering this plan in 2018.

Of these businesses, 20 committed to delivering an 'evening economy' plan in Kilkenny to create a greater variety of activities and entertainment which can encourage tourists to stay in the area overnight and, in turn, drive greater revenue for the area. Wexford County Council committed to making a €2m investment in a project designed to bring the Norman story to life in New Ross, while 25 stakeholders in New Ross and Hook Peninsula agreed to working together to deliver compelling Norman visitor experiences.

In Laois, festivals were identified as having good potential to drive increased visitor numbers and revenue to the county, and a working plan was established with key festival organisers to progress this area of work. In Cashel, a visitor flow and orientation strategy was created with the objective of extending the time which visitors spend in the town.

The 'Ancient' Visitor Experience Development Plan – which looks to develop clusters of tourism experiences centred on the region's rich ancient heritage - was initiated in Meath and Louth with 18 businesses participating in a 'mystery shop' exercise to establish

and enhance the standard of visitor experiences in the Boyne Valley.

During 2018, a 'Boyne Valley Interpretation Masterplan' was completed to make the area's rich heritage more accessible and encourage tourists to stay in the area for a longer visit. Through the Masterplan, a framework was created for the Boyne Valley to develop a compelling, story-rich, multi-site visitor experience for the Meath and Louth regions. International benchmarking began to establish the current visitor experience in the region against a number of internationally-renowned destinations and experiences.

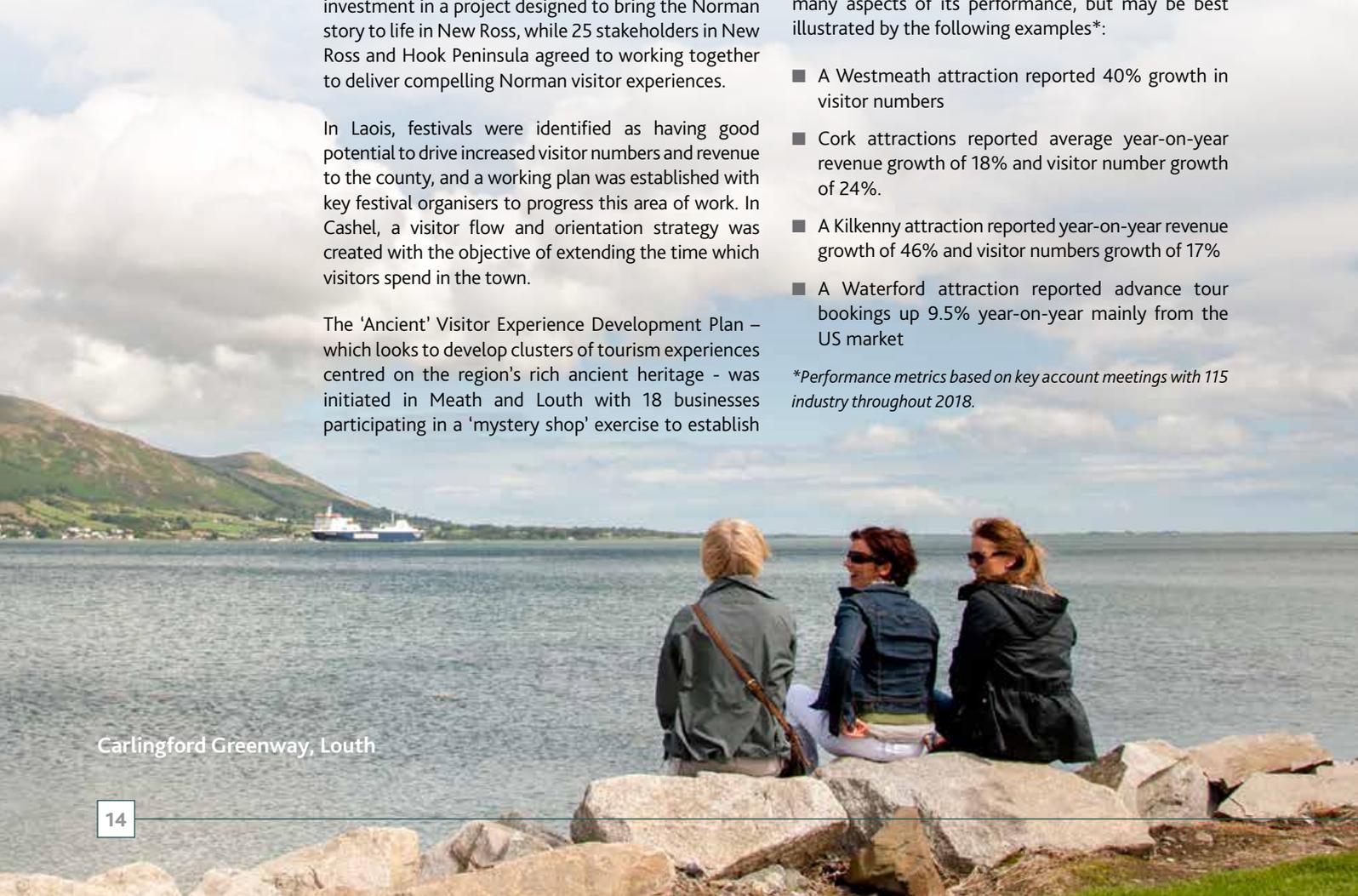
As part of the Viking Visitor Experience Development Plan for Waterford, Wexford and Wicklow, a feasibility study was initiated with 40 industry stakeholders to create visitor experiences and products which bring to life the region's Viking history. As part of this, a new Viking Fire Festival was planned for Waterford.

In Waterford, Fáilte Ireland also provided a targeted programme of supports for activity providers, industry, food and drink providers and services to enhance the economic impact of the Waterford Greenway. Through this work, 25 industry businesses created 20 new and improved saleable experiences, while eight attractions committed to improving food and drink experiences through the 'Taste of Place' programme on the Greenway.

The progress of 'Ireland's Ancient East' is evident in many aspects of its performance, but may be best illustrated by the following examples*:

- A Westmeath attraction reported 40% growth in visitor numbers
- Cork attractions reported average year-on-year revenue growth of 18% and visitor number growth of 24%.
- A Kilkenny attraction reported year-on-year revenue growth of 46% and visitor numbers growth of 17%
- A Waterford attraction reported advance tour bookings up 9.5% year-on-year mainly from the US market

**Performance metrics based on key account meetings with 115 industry throughout 2018.*



Carlingford Greenway, Louth



Dublin is a priority destination for the majority of visitors to our country. With a heritage spanning literature, culture, sport, entertainment and 21st century living, Dublin offers visitors a host of unforgettable experiences.

Dublin is experiencing high year-on-year growth in tourism numbers.

Dublin attracted a record 6.4m overseas visitors, an increase of 8% on 2017. This achievement was driven by double digit growth from North America and consistent growth from core European markets.

Although Dublin has performed impressively as a tourist destination, the pace of infrastructural development has lagged behind levels of economic activity and Fáilte Ireland is now looking forward to this imbalance being addressed with substantial new and planned investment activity in the short to medium term.

The Dublin regional experience brand promotes the unique location of a thriving modern city, nestled between the Irish Sea and the Wicklow and Dublin mountains.

Through the unique proposition offered by the Dublin brand, Fáilte Ireland aims to unlock continued, sustainable growth in visitor numbers and revenue.

To this end, the Dublin Tourism Governance Structure was set up to ensure Dublin's tourism opportunities are fully optimised. The Group has identified seven key priorities for Dublin over the next five years. These are a visitor orientation strategy for Dublin; a new multi-purpose gala dinner venue; an overseas shoulder season marketing campaign for Dublin; an accommodation capacity plan; a visitor welcome programme; visitor experience development plans in areas with tourism potential and a large-scale visitor attraction for the region. Work on these projects began in 2018 and will continue apace to ensure the future of Dublin as a top tourism destination.

Several innovative projects also came on stream in 2018, including enhancements to 'Dubline', a city centre walking trail, in the form of St Audoens. The 'Talking Statues' project was expanded with the addition of the one and only Molly Malone and "Apples and Atoms" celebrating Nobel Physics prize winner Ernest Walton in Trinity.

Substantial investment in Dublin's product offering during 2018 included a number of new visitor attractions that opened their doors, including the O'Connell Tower at Glasnevin Cemetery; the Seamus Heaney Exhibition at the Bank of Ireland Cultural and Heritage Centre; 14 Henrietta Street and The Vaults Live, an interactive attraction with actors who recount six individual tales promising to 'thrill, excite and amaze' visitors.

The growth in visitor numbers to our capital city was also reflected in a surge of visitors to the city's tourist attractions. The top five overseas markets for these attractions were North America, Britain, France, Germany and Spain. A feature of these markets is the growth in the volume of online bookings.

In 2018, Fáilte Ireland invested in a number of significant visitor attractions to develop new experiences of scale. This included the new VAULTS.LIVE® experience, which received Fáilte Ireland investment of €1.2m through its Grants Scheme for Large Tourism Projects.

Fáilte Ireland research shows that overseas visitors look for compelling experiences and we are working closely with industry in Dublin to improve storytelling and audience engagement to deliver brilliant visitor experiences. Our Dublin's 'Surprising Stories' grants scheme launched in 2018 will enable a number of attractions throughout the city to improve interpretation and increase provision of foreign languages, with successful applicants due to be announced in 2019. Over the course of the year, Fáilte Ireland also worked with the OPW to develop a Masterplan for the Phoenix Park and Dublin Castle.

Alongside Waterways Ireland, Fáilte Ireland also began work to develop a study of the tourism potential of the Dublin canal greenway.

Continued investment in visitor experiences and new attractions, as well as working with key partners, will ensure we are ready to meet the challenges presented by Brexit and overseas competition in the years ahead.

Dublin is often top of the list for any visitor to Ireland and it is also the key gateway to the rest of the country. This means that, as the capital city, it has ongoing capacity issues particularly around tourist accommodation. This will remain an ongoing challenge for the city as a tourism hub, but Fáilte Ireland's research shows that there is a steady pipeline of bedstock coming on stream which should help to ease this pressure.

Key to Dublin's success as a visitor destination has been and will continue to be strong partnership working across the entire city between industry, public sector organisations and the Dublin team in Fáilte Ireland.





Many countries have 'hidden heartlands', places which do not lie in the 'tourism hot spots', but nevertheless offer unique, memorable and exciting experiences to visitors.

Ireland's Hidden Heartlands, Fáilte Ireland's fourth Regional Experience Brand, covers the 'heart' of the country, from Leitrim down to Lough Derg and extending through Longford, West Cavan, Roscommon, East Galway, East Clare, as well as parts of Westmeath, Tipperary and Offaly. The Ireland's Hidden Heartlands regional experience brand brings to life the rich natural assets of this region, including its many lakes, waterways, woodlands and distinctive landscapes, leveraging a growing tourism trend for soft activities by encouraging visitors to be 'active in nature'.

The brand proposition is:

'Explore the green heartlands of Ireland's natural rural beauty where activity and relaxation are centred around rural communities and their lifestyles, that can be discovered across a lattice work of land and water trails showcased by the iconic River Shannon and the Beara Breifne Way'.

Fáilte Ireland's newest regional experience brand was unveiled in April 2018 and at the end of the year under review, Ireland's Hidden Heartlands was making good progress at the early stage of development with a team established on the ground and a marketing campaign launched to a domestic market. From the outset, Fáilte Ireland has been working closely alongside a wide range of stakeholders, tourism groups, industry and communities across the region to enhance visitor orientation and experiences with a target to grow the tourism economy by 3% year-on-year.

The region has unique and outstanding natural and cultural assets upon which tourism can be developed and the Ireland's Hidden Heartlands experience brand is well positioned to transform the visitor appeal of the new region.

Since the brand was unveiled, Fáilte Ireland has recruited a dedicated team to ensure a strong local presence to champion the brand's development. The team will work with industry and key stakeholders to ensure that the brand promise is delivered.

An initial €2m has been allocated to initiate the development stage of the brand, with further funding and capital grants to follow. This first round of investment will help to establish Ireland's Hidden Heartlands among local communities and raise awareness on the domestic market.

The first domestic consumer marketing campaign for Ireland's Hidden Heartlands was launched in July 2018. The €1m multi-media brand awareness campaign was rolled out on tv, outdoor, radio and digital channels, and revolved around the theme 'Yours to Uncover'.

In September, industry engagement workshops were hosted at three locations throughout the Midlands region. The 'Ireland's Hidden Heartlands – The Road Ahead' workshops provided an update to the local tourism industry on the brand to explore opportunities to use it to boost tourism and drive visitor growth in their areas. Towards the end of the year there were also a series of brand workshops hosted for the industry which demonstrated how business can use the Ireland's Hidden Heartlands brand for maximum impact.

Central to the launch of the brand in 2018 has been the development of tourism product in the region. Tourism Masterplans got underway for the Shannon River (led by Waterways Ireland) and Beara Breifne Way – two central spines of the region. These two signature projects are expected to be completed by mid-2019.



Athlone Town, Co Westmeath

DEVELOPING WORLD-CLASS TOURISM PRODUCTS

Fáilte Ireland wants to create compelling world-class visitor attractions spread throughout the country, which will attract overseas visitors to all regions, all counties and every community in Ireland. Driving tourism growth through these attractions is among Fáilte Ireland's top priorities and we are examining every possible opportunity to stimulate the creation and development of exciting and innovative new visitor experiences.

During 2018, Fáilte Ireland approved grant funding in excess of €31.2m for 54 projects, helping to drive greater growth throughout the regions.

Fáilte Ireland agreed a new strategic partnership with Waterways Ireland to prioritise projects along Ireland's navigable waterways that have the potential to become world class tourism products. In addition, Fáilte Ireland worked with the Department of Rural and Community Development on the delivery and funding of key measures in the Outdoor Recreation Fund, which supports tourism recreation infrastructure.

During 2018, Fáilte Ireland also worked with key partners on the advancement of 24 projects which were successful at Stage 1 of this programme to further develop comprehensive proposals aligned with the relevant brand proposition ('Dublin', 'Ireland's Hidden Heartlands', 'The Wild Atlantic Way' or 'Ireland's Ancient East'). By year end Fáilte Ireland had brought eight of these projects to Stage 2, while three projects' withdrew from the process.

In addition, capital investment was allocated to 6 projects nationwide over the course of 2018, in which strategic partners in other agencies were also involved. These agencies include the OPW, the NPWS, Coillte and Waterways Ireland. Fáilte Ireland believes that these partnerships are an innovative means for Fáilte Ireland to team with other state agencies and, in the process, maximise the level of investment in tourism projects.

When these are combined with pre-existing projects, Fáilte Ireland worked with more than 75 capital projects across every region in the country during 2018.

The year also saw the launch of a Small Grants Schemes for the 'Wild Atlantic Way' and 'Dublin' to complement the existing Small Grants Scheme for 'Ireland's Ancient East' which was rolled out in 2017.

With festivals motivating over 200,000 overseas visitors to come to Ireland, and contributing €108m to the economy, Fáilte Ireland continued to invest in festivals across the country.

Fáilte Ireland's National Festivals and Participative Programme continues to provide substantial investment, which in 2018, amounted to approximately €2.3m in 37 festivals and events. Organisers of every funded festival were invited to attend the inaugural 'Festival Masterclass' in December 2018, an event created to build world-class festivals and develop skills in growing international visitors. An audit was also carried out on all of Fáilte Ireland's funded festivals to identify their international development needs to meet strategic tourism objectives over the next three years. In addition, an economic impact analysis of festivals was commissioned.

Fáilte Ireland extended the boundaries of our support for festivals through a new funding agreement with Local Authorities to help optimise funding for local events. This agreement transferred the funding of €550,000, provided under our Regional Festivals and Participative Programme, to the Local Authorities in 2018. Their knowledge and expertise at county level of local assets, strengths and history, enables the Local Authorities to direct funding more strategically to the festivals and participative events best positioned to attract additional visitors to their area. In 2018, over 200 local festivals and events received funding through this programme.

During 2018, Fáilte Ireland continued to build and develop our Co-created Festivals Programme, investing over €700,000 in the Bram Stoker and New Year's Festivals through our ongoing productive partnership with Dublin City Council.

A key highlight in 2018 was launching two new festivals with new partners. They included an innovative 'May the 4th Be With You' festival in Kerry, which builds on the global phenomenon of 'Star Wars', enticing fans to celebrate in locations where recent movies in the series were filmed. Secondly, 'The Global Diaspora Series' was created in partnership with the Department of Foreign Affairs to help local communities tap into and develop their international diaspora networks. The year saw two pilot festivals held in Limerick and Donegal and plans are advanced to develop these further.

Under the Festival Innovation and Development Programme, Fáilte Ireland invested €90,000 across a range of initiatives. Fáilte Ireland also supported a further phase of development of 'The Johnathan Swift Festival' and 'Kilkenny Animated Festival', which were both kick-started with seed funding from the 'What's the Big Idea?' call in 2016. Festival feasibility studies were commissioned for 'Dark Skies', 'Ireland's Ancient East Gardens' and 'Halloween'. The feasibility studies resulted in the launch of a public tender for an iconic new festival to focus on Ireland as the birthplace of 'Samhain'/'Halloween' which will take place in Ireland's Ancient East in October 2019.

In 2018, Fáilte Ireland also created a new Festival Innovation Programme which operates on an open call basis, inviting ideas for new, high tourism impact festivals which have the potential to motivate overseas visitors to choose Ireland during off-peak periods and outside of the tourism hotspot locations.

GROWING BUSINESS TOURISM ACROSS THE REGIONS

As Ireland's economy grows, so does the level of business meetings and conventions that take place here.

Business Tourism continues to be one of the industry's highest-earning sectors, with business travellers spending almost three times more than the average visitor.

Fáilte Ireland's Business Tourism and Events team recorded a record year in 2018, exceeding its targets in the generation of new business leads and converting leads into tangible business. Over the course of the year, Fáilte Ireland secured €204m worth of international conferences and business events for current and future years of which, €32m of which was for regional Ireland through our work with the Regional Convention Bureaux in Galway, Kerry, Cork and Shannon. This was against a target of €192m.

The Fáilte Ireland team also generated a pipeline of 669 international business events opportunities worth €346m for current and future years. These opportunities will be further explored with a full range of practical and financial supports made available to help with their conversion.

Under the 'Meet in Ireland' brand, which is owned and managed by Fáilte Ireland and facilitates a partnership with Tourism Ireland and Tourism Northern Ireland, we supported an Irish presence at 35 international sales platforms. These sales platforms enabled Irish businesses to meet overseas MICE (meetings, incentives, conferences and events) buyers and, under the Dublin Convention Bureau, the team organised a showcase sales platform in London for 50 Irish suppliers to pitch to 220 GB-based buyers.

Further enhancing the strength of the brand and Fáilte Ireland's reputation as thought leaders in the industry, team members were appointed to the boards of SITE Ireland (Society for Incentive Travel

Excellence), SITE Young Leaders and European Cities Marketing. Fáilte Ireland's 'Meet In Ireland' team was named 'IBTM Stand Personnel of the Year' in Barcelona, ahead of competition from 270 other exhibitors from around the world. 'IBTM World' is a leading global event for the MICE industry, and the award recognised the 'Meet in Ireland' team's professionalism and innovation in selling Ireland as a MICE destination to more than 4,000 buyers. The team also won the top spot in the 'Best in Travel, Tourism and Sport' category at 'The Spiders', Ireland's leading technology awards for its meetinireland.com website – a platform for MICE professionals considering Ireland as a venue.

Towards the end of the year, the team hosted the 'National Conference Ambassador Awards 2018' where 82 conference ambassadors were recognised for delivering events that collectively attracted almost 68,000 international delegates who generated revenue of €105m, to Irish tourism regions between 2015 and 2017. A further 48 prospective Ambassadors attended the evening where they were encouraged to bid to host their international conferences in the future with the support of Fáilte Ireland.

Driving growth in the regions last year, Fáilte Ireland entered into a service level agreement for the third year with the Regional Convention Bureaux (RCB) whereby Fáilte Ireland links its RCB funding directly to the level of business won. In 2018, a further €32m was secured for regional Ireland, exceeding a target of €27m and 108 pipeline opportunities for regional

Ireland were secured for current and future years. Fáilte Ireland also facilitated submissions for Regional Ireland to feature for the first time, on the Global Destinations Sustainability Index with Galway entering the rankings. Kerry, Cork and Limerick/ Shannon also entered the ranking alongside Dublin.

Throughout 2018, Fáilte Ireland continued to develop the industry's expertise and capabilities in business

tourism. Fáilte Ireland also sponsored the first-ever joint AIPCO and SITE Business Tourism Conference where the team presented a roadmap to achieve an ambitious plan to join with Ireland's top 250 MICE suppliers in growing business tourism revenue to more than €1bn by 2025.

DEVELOPMENT OF LEISURE TOURISM

The international travel trade plays a very significant role in delivering tourism business to Ireland and Fáilte Ireland has over many years, in collaboration with Tourism Ireland, fostered close associations with the leading tour operators and travel agents in all overseas markets.

During 2018, we generated over 100 new leads among overseas travel agents and large tour operators across its experience brands and converted 35 of these. These conversions delivered an additional 157,821 new and incremental bed nights across the four experience brands.

Fáilte Ireland's strategic partnership with the Irish Tour Operators Association continued to develop in 2018 as we worked in partnership with 21 of its members, as well as non-ITOA Irish-based operators and Destination Management Companies (DMCs). The Business Development Team encouraged Irish-based buyers to create new programmes and drive incremental, regionally dispersed bed nights arriving in the shoulder and low seasons. We invited these buyers to engage in a competition which would see them win financial support to drive sales within this new programme. The competition will see the delivery of over 112,000 incremental bed nights in the next two years.

In 2018, new overseas platforms were provided to the industry in the luxury (Private Leisure Forums - Europe) and Youth and Adventure (ITB Berlin - Youth, Adventure and Responsible Travel Hall) sectors. We delivered two consumer-facing golf events on the island of Ireland, in Belfast and at the Dubai Duty Free Irish Open, in Ballyliffin. We also hosted 35 of the top international golf tour operators from across the world on a visit to the Southwest in April, taking them on a familiarisation trip in the southern geography of the Wild Atlantic Way and inviting over 50 Irish golf suppliers to engage with them and contract business with them in a Meitheal-style workshop. A Corporate and Incentive travel focused golf event in the UK was also hosted, and this involved 45 of the top travel planners in the UK attending a golf day and talk about the potential of adding golf in their itineraries for 2019.

Fáilte Ireland also ran six Online Travel Agents (OTA) campaigns, with Expedia, Travelzoo and Lastminute.com to support the drive for incremental bed nights across our programme brands, timed so that the booking windows would see those bed nights being generated in shoulder and low seasons. We also piloted a direct booking programme with Kayak. This was designed to support Irish accommodation providers in driving bookings directly through their own online platforms by directing the huge number of visitors to the site each day, straight to those supplier's web sites.

The Business Development team has also been active in its target market places over the course of 2018, through the delivery of eleven Joint Activity Plans, up from eight in 2017, in partnership with Tourism Ireland. These plans have seen the joint delivery of 29 sales missions in the market place, meeting over 800 buyers in face-to-face meetings and creating and delivering 18 e-zines to over 8,000 international travel trade, telling the story of the programme brands and the range of new and developed experiences they can potentially include in their programming.

The team also designed and delivered 74 itineraries for International Buyers from 22 markets across 'Ireland's Ancient East', 'Wild Atlantic Way' and 'Dublin'. During these familiarisation tours, we hosted 1,159 International Buyers, 374 of which attended in-Ireland workshops. Through the familiarisation visits, workshops and networking events, Fáilte Ireland provided opportunities for 1,781 Irish industry personnel to engage with these buyers.

Additionally, from across the experience brands, 394 Irish industry representatives were recruited to join 38 different sales platforms in 13 International Markets – ensuring Ireland is on travel itineraries around the world for the coming year and beyond.

SUPPORTING A ROBUST INDUSTRY

The Irish tourism industry is as effective as the standards of service provided by its 260,000 workforce. Fáilte Ireland seeks to promote and encourage training, career development and the achievement of professional excellence and capability at all levels of the industry.

We also provide an extensive portfolio of business supports to help tourism enterprises achieve the highest international standards. Critically, these supports are focused on developing an industry which is agile and ready to meet the needs of an ever-evolving market – particularly in the context of ongoing cost pressures and the uncertainty caused by Brexit.

Fáilte Ireland's 'Get Brexit Ready' programme provides tailored and targeted supports to help Irish tourism enterprises meet specific Brexit-related challenges. The 'Brexit Readiness Check' allows individual businesses to self-assess their exposure and risks and provides a range of interventions to match their needs across market diversification, retention of British market, business performance and competitiveness skills. In excess of 1,500 businesses undertook the programme including modules on GB Retention, Market Diversification and Competitiveness. The 'Get Brexit Ready' initiative created a stand-alone portal and some 28,000 businesses accessed the site for latest intelligence and insights on Brexit and getting their businesses 'Brexit Ready'.

During 2018, Fáilte Ireland continued to offer a full suite of business development and training supports in order to build international sales competency and to enhance enterprise efficiencies and capabilities. Fáilte Ireland worked with more than 3,000 tourism enterprises and 8,200 clients during the year. New initiatives included the 'Irish Management Institute and Fáilte Ireland Strategic Management Programme', 'Get China Ready' which equips participants with the skills for welcoming visitors from Asia and

the 'National Service Excellence Programme'. The latter programme raises the bar on standards and service, leading to excellence in the visitor welcome and overall experience. Over 500 businesses have undertaken this programme including 'Destination Westport', which was the first to achieve a 'Tourism Destination of Excellence' award and Shannon Airport, the first Irish airport to successfully complete the programme.

'Get China Ready' proved to be an outstanding success with over 300 businesses engaged in the foundation level. Fáilte Ireland also worked with COTRI (China Outbound Tourism Research Institute) on an enhanced programme to prepare businesses for the expected surge of Chinese visitors due to direct flights from China to Dublin, with a total of 35 businesses becoming accredited.

With the launch of Fáilte Ireland's new Food Strategy 2018-2023 we worked with more than 500 food and drink businesses in development, promotional and marketing opportunities that delivered on some exciting initiatives with partners Bord Iascaigh Mhara, the Restaurants Association of Ireland (RAI) and the Vintners Federation of Ireland (VFI).

In November 2018, Fáilte Ireland hosted an event for the tourism industry to hear first-hand what our plans were for the year ahead and where we saw key challenges and opportunities for the industry. This event, which was attended by almost 600 tourism businesses and partners from across the country, helped us to align the strategies of the wider industry, with a focus on regional development plans also.

PROMOTING IRELAND AS A TOP VISITOR DESTINATION

The domestic market makes a vital contribution to sustaining Irish tourism, particularly during the shoulder and off-peak seasons.

Irish people want to explore their own island, participate in festivals, sports and cultural events and gather for family occasions. These myriad of activities and trips away from home generated an estimated €1bn revenue during 2018.

Fáilte Ireland promotes domestic tourism, and its marketing division invested more than €8m during the year under review in developing and delivering creative and effective media content to bolster the home holiday market. Over the year Fáilte Ireland delivered 15 bespoke, fully integrated, campaigns promoting our experience brands, festivals and activities.

In 2018, Fáilte Ireland launched a domestic consumer campaign for 'Ireland's Hidden Heartlands' titled 'Yours to Uncover'. This campaign launched our latest brand to domestic visitors and showcased the experiences on offer in this often-overlooked area of Ireland. We targeted the summer season and experienced unprecedented engagement, with over 90% of the population seeing or hearing our advertising.

For the 'Wild Atlantic Way' and 'Ireland's Ancient East', we continued to pursue our strategy of spring and autumn campaigns, which included tv, radio outdoor advertising, social, digital and content partnerships. Again, more than 90% of the population saw or heard the advertising for each of the brands.

In response to declining visitors from Northern Ireland to the Republic of Ireland, particularly to the border counties, Fáilte Ireland developed a dedicated through-the-line campaign in the final quarter of 2018. This campaign included a mix of existing and new creative content across three of our brands ('Wild Atlantic Way', 'Ireland's Ancient East' and 'Ireland's Hidden Heartlands') to encourage NI residents to plan a trip to the border counties during the shoulder season. Fáilte Ireland collaborated with Expedia to deliver a programme targeted exclusively at NI visitors, that included bespoke offers from industry in border counties.

As part of Fáilte Ireland's promotion of Dublin, we ran a six-week international city destination campaign across multiple markets, in partnership with Tourism Ireland and the four Dublin Local Authorities.

The '**Discover Ireland**' brand continued to play a valuable role in all elements of the consumer journey with key messages directing consumers to different holiday experiences throughout Ireland. Fáilte Ireland employed the 'Discover Ireland' brand to launch our new CRM (Customer Relationship Management) programme. In 2018 Fáilte Ireland grew its CRM

database of subscribers from circa 2,000 in September to over 20,000 in December. We will continue to invest in growing and developing our CRM activity in 2019 to help drive domestic short breaks.

During the year Fáilte Ireland initiated a new project to review and refine our consumer-facing websites and social media channels and how they work together in a digital eco-system. Fáilte Ireland is doing this to ensure that we are providing visitors with the best digital experience across each stage of their consumer journey. This project will be a key focus in 2019. Overall, across our brands we achieved over 11m digital engagements and 6m website sessions and we have an active social community in excess of 1m users.

In October Fáilte Ireland also launched '**Call of the Wild**', a joint initiative with the Department of Transport, Tourism and Sport. This campaign invited local people along the full length of the 'Wild Atlantic Way' to help formulate the creative message by identifying the hidden gems in their community that are special and that they wanted to share with a global audience. The best photos and videos were shared by Tourism Ireland on its social platforms with millions of potential holidaymakers around the world. The videos have had 14 million video views to date.

Throughout 2018, Fáilte Ireland continued to support key festivals including 'May the 4th Be With You', 'Bram Stoker', 'NYF Dublin' and the 'Global Irish Festival' series, with marketing investment across PR, digital, social and content.

Fáilte Ireland also worked with Tourism Ireland to promote overseas awareness of Ireland as a destination with a series of tailored familiarisation trips for overseas media and international travel operators.

This has resulted in Fáilte Ireland's International Publicity Department hosting 843 international media with some participating in more than one programme. These media representatives engaged with more than 4,000 Irish businesses. The resulting overseas coverage in Equivalent Advertising Value, was €111.5m and the total Combined Reach was almost 11bn readers/viewers.

LABOUR SUPPLY AND SKILLS DEVELOPMENT

With our ambitious growth targets for tourism, Fáilte Ireland, as the National Tourism Development Authority, plays a vital role in encouraging, promoting and supporting the tourism sector to have the right volume and quality of talent available within industry, for the visitor.

In collaboration with industry bodies and education providers, Fáilte Ireland established a Tourism and Hospitality Careers Oversight Group in Q4 2018 to coordinate the relevant bodies to agree and implement a work programme to address current and future labour supply and skills requirements in the sector.

Targeted and practical strategies have been developed to support sustainable employment in our sector. Fáilte Ireland chairs the Careers Oversight Group and

project manages the agreed plan that consists of five pillars - Career Promotion, Employment Connections, Recruitment and Retention, Curriculum Alignment, and Mapping Existing Provision. Each pillar has its own objectives and associated KPIs that have the potential to deliver the greatest impact to support sustainable employment in the Tourism and Hospitality sector.

CONCLUSION

A reading of this report creates an impression of an Irish tourism industry which is alive, well and in robust good health. Indeed, overseas tourist numbers have grown 53% since 2012. In the same period, tourism spending has risen by an impressive 60%. This means around €1.8bn in Exchequer revenue – roughly the equivalent of €1,000 per household in Ireland.

However, as today's report highlights, there are many obstacles and challenges holding tourism performance back which may surprise many outside the industry.

Our own Fáilte Ireland research would indicate that currently over 70% of overseas nights are spent in just five counties. This points to a regional disparity which needs to be addressed. If we don't, we face the prospect of congestion at popular tourism hotspots diminishing the attractiveness of Ireland as a destination. More importantly, if we cannot ensure a greater regional spread of tourism activity, the sector's potential for generating revenue and jobs will remain untapped in many parts of Ireland which are very much in need of regeneration. More regional activity will result in tourists spending a greater portion of their stay within the east and midlands rather than simply transiting through from Dublin to the west.

Our Ireland's Ancient East brand has already reaped results in driving greater tourism activity into that part of the country and we have similar hopes for Ireland's Hidden Heartlands, our newest regional brand which was unveiled for the midlands earlier this year. However, there is much more to be done and we are nowhere near where we need to be in terms of a healthy spatial spread of tourism.

We know that many tourism businesses are only open for a few months of the year – with some only trading for 10-12 weeks. For many in the sector, the tourism season is a very short one and this does not necessarily need to be so.

Our seasonality strategy is now delivering higher growth, however, we need to continue to support businesses to stay open longer so they can extend their season, and thereby increase their revenue and job creation. To do this we need to create the attractions, events and value offering that will entice tourists to come here beyond the summer. This must include smart programming of our festivals calendar, price-led offers from tourism businesses in spring and autumn and the development of new tourist experiences and attractions. On the latter, investment in the right type of large-scale tourism attractions and new all-weather/family friendly attractions can broaden and enhance Ireland's overall appeal and help target tourists who like to travel off season.

The incremental benefit of a longer season is important when you consider that every extra 1,000 overseas tourists supports 20 jobs in tourism – and this is particularly crucial in the regions. If more businesses stay open for longer, and if many stay open all year round, this can ensure that tourism realises

the potential it has for jobs and revenue in remoter parts of rural Ireland which few other industries have. These job opportunities need to be matched with appropriately skilled people to deliver the level of service tourists expect.

The greatest cloud on our outlook for 2019 is, of course, Brexit. For tourism, the most certain uncertainty in this respect is that we will lose tourists from our biggest and nearest overseas market, Great Britain. But, a less obvious consequence is that we are at risk of missing out on tourists from other core markets as the UK is our greatest competitor and the weakening value of Sterling could make it more attractive to long-haul tourists, as well as those from Northern Europe.

It is these challenges, along with the need to strengthen our value for money offering, that were the key focuses as we unveiled our 2019 plans to hundreds of tourism businesses and operators from across the country in November 2018. Our central message to them is that, although there are big challenges ahead – not least the increased VAT rate they will all need to contend with over the coming year – there are numerous opportunities which can offset this turbulence and help us to sustain the success we have worked so hard to achieve in recent years.

At Fáilte Ireland, we will continue to play our part in supporting the industry to overcome these challenges and leverage the opportunities that lie ahead in 2019. Promoting the many and varied career opportunities there are in tourism, developing new festivals to lengthen the tourism season, and working on long term tourism development plans for specific geo-graphical locations are just some of the initiatives we will focus on in the coming year to ensure that Ireland remains a top player in the international marketplace.

There is now an impressive 260,000 people estimated to be employed in the sector, an increase of 20,000 since 2017. In fact, it employs more than Agriculture, Financial Services or Construction. This growth in revenue, and its ability to spur

employment, underscores the vital importance of tourism for Ireland. Its importance is even greater when you consider the fact that this growth in revenue and jobs is generated in many parts of the country where there are not many other major industries and where tourism is absolutely vital to local communities.

It is clear that Irish tourism has made a tremendous impact in recent years – both economically and socially – but as an industry we cannot rest on our laurels if we are to sustain this success. Looking to the future, we know there are challenges but more importantly, there is significantly more opportunity for further growth in tourism to increase economic contribution, employment and Exchequer revenue.

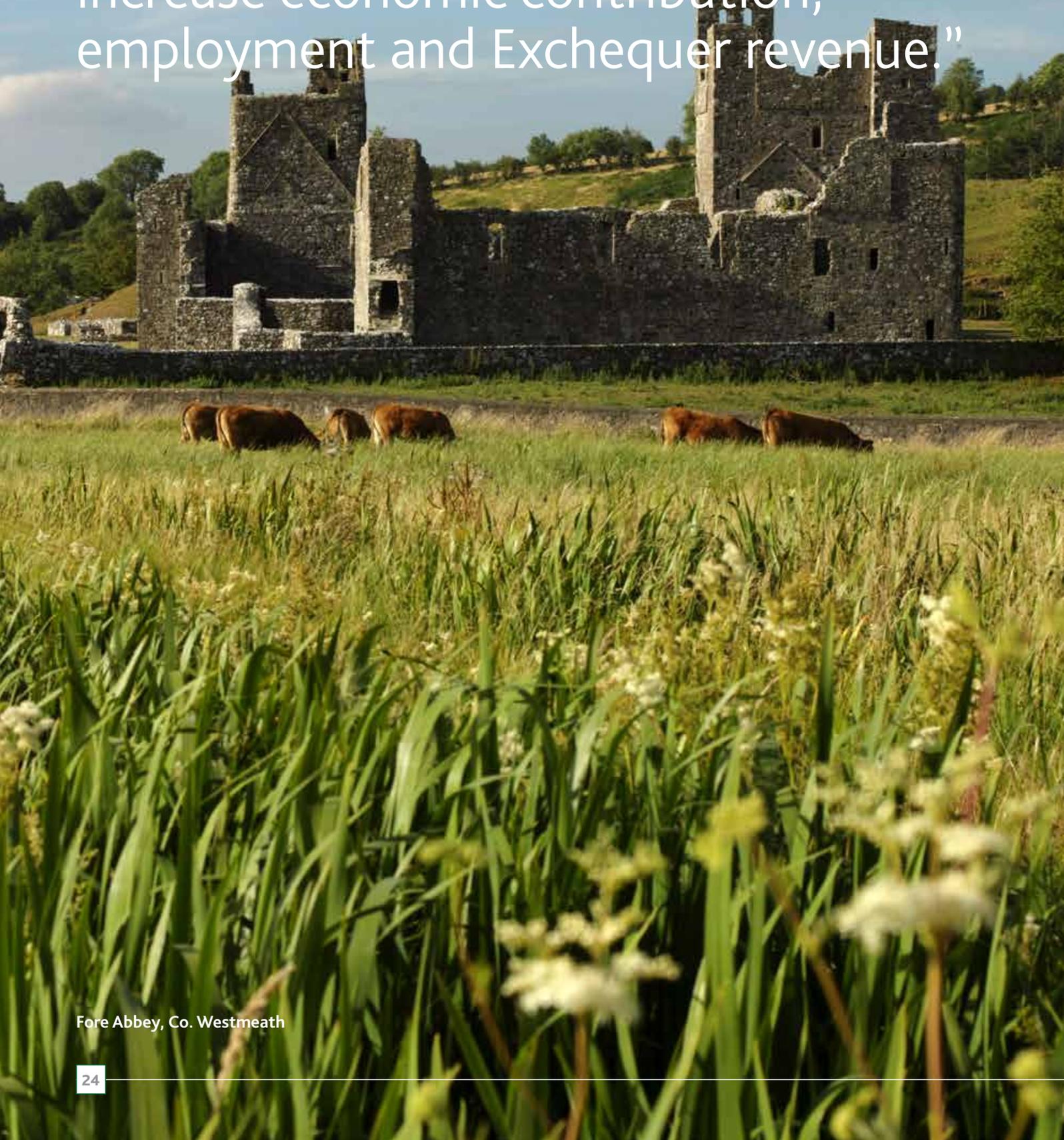
The results outlined in this report are reflective of our strong partnership working in particular, with our colleagues in Tourism Ireland and the multi-faceted Irish tourism industry.

None of what we do would be possible without Government support and investment. I want to acknowledge the ongoing support we received from Government throughout 2018, particularly from Minister Shane Ross T.D. and Minister of State Brendan Griffin T.D. as well as our parent Department. On a personal note I would like to pay tribute to the leadership and dedication of our Chairman Michael Cawley and the Authority as well as our Fáilte Ireland staff who work hard across every region in the country to support and grow the wider industry. With the right coordination between public sector agencies, private businesses, the wider tourism industry and local communities to grow tourism more evenly across the regions and throughout the year, we can move from today's strong contributions to even greater days ahead.



Paul Kelly
 CEO, Fáilte Ireland

“Looking to the future, we know there are challenges but more importantly, there is significantly more opportunity for further growth in tourism to increase economic contribution, employment and Exchequer revenue.”



Corporate Statement

Year Ended 31 December 2018

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 *Revised Code of Practice for the Governance of State Bodies 2016* and all Government legislation including the Public Spending Code.

Equality

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

Safety, Health and Welfare

The safety and well-being of the organisation's employees and visitors to its properties were 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 2005.

Freedom of Information

In the period under review, Fáilte Ireland received 45 requests under the Freedom of Information legislation.

Protected Disclosures

In accordance with section 22 of the Protected Disclosures Act 2014, Fáilte Ireland confirm that it had no notifications of or protected disclosures in 2018.

GDPR Compliance

Fáilte Ireland has put in place a comprehensive set of action to manage the organisations obligations under the GDPR regulations which include:

- Data Protection Officer (DPO) has been appointed.
- Unit Record Owners (URO) and Unit Record Administrators (URA) have been assigned.
- Privacy Policies, Data Breach Policies and Procedures, HR Policies and Cookies Policies have all be updated.
- Tender documents and contract agreements have been updated to ensure the relevant Controller/Processor agreements are in place and updated to mitigate against Brexit impact.
- Training has been provided to all staff and will continue to be provided during 2019.
- Data impact assessments and process mapping has been completed.
- Divisional Data Registers are in place and being actively managed by each Head of Division supported by the Data Protection Team and Risk Manager.
- Privacy by Design procedures are in place and Data Protection Impact Assessments of relevant projects, activities and external supplies are being undertaken by the Data Protection team as required.

Authority Members 2018

Year Ended 31 December 2018

Member Attendance at Authority Meetings in 2018

MEMBER	TOTAL	TENURE COMMENCED/CEASED
Michael Cawley (Chair)	6	
Gerard Barron	3	Ceased May 2018
Susan Bergin	3	Ceased May 2018
Sean Boland	5	
Francis Brennan	5	Reappointed May 2018
Paul Carty	5	
Tom Coughlan	2	Commenced July 2018
Clare Duignan	2	Commenced July 2018
Tim Husbands	2	Commenced July 2018
Noel Kavanagh	5	
Mary Kerins	3	Ceased May 2018
Alice Mansergh	2	Commenced July 2018
Gina Murphy	6	
Des O'Dowd	2	Commenced July 2018
Breege O'Donoghue	2	Commenced July 2018
Margaret E. Ward	2	Commenced July 2018

MICHAEL CAWLEY
Chairman



Having joined Ryanair in February of 1997, Michael was centrally involved in the IPO of the company in May of that year and assumed the additional responsibilities as Commercial Director in September 1997. Michael also oversaw the company securing a listing on the London Stock Exchange in June of 1998. In February 2003 Michael was appointed Chief Operating Officer and Deputy Chief Executive.

In March 2014 Michael stepped down from his Chief Operating Officer and Deputy Chief Executive role at Ryanair and joined the Board in a Non-Executive capacity on 1st May 2014. He was also appointed as a Non-Executive Director of Paddy Power Plc in July 2013.

A Chartered Accountant, Michael has previously worked in a number of different industries including distribution and manufacturing. He led a management buy-out in Athlone Extrusions in 1991 and, prior to joining Ryanair, he was the Finance Director of the Gowan Group, one of Ireland's largest private companies.

A native of Cork he is married with four children.

GERARD BARRON



Gerard is the Chairman and founding member of Comeragh's Wild Festival and was instrumental in the development of the Waterford Greenway.

Presently working as Parliamentary Assistant in Seanad Éireann, Gerard was previously an elected member of Waterford County Council for 15 years and served as County Mayor from 2005-2006.

SUSAN BERGIN



Susan has a BComm from UCD and is a Chartered Accountant and a Chartered Tax Advisor. She trained as an Auditor with one of the top four accounting firms in Dublin.

In 2010, while working as a Finance Director for a property and Hospitality Group, she was appointed to the Fáilte Ireland Authority and has served as an authority member and chair of the Audit committee since then.

In 2013/2014 she was employed as a Central Bank approved Head of Finance and Compliance for an online and international Financial Services Company. She subsequently returned to the hospitality industry and currently works for a leading Events, Exhibition and conference venue.

SEAN BOLAND



Sean as Co-Owner of Hertz Ireland has worked in the Car Hire Sector, an integral part of the Tourism Industry for the past 35 years. Starting as a domestic home-grown company they have controlled the Hertz operation for the last 25 years and as of today, run the Hertz, Dollar, Thrifty and Firefly car rental brands on the island of Ireland.

The Hertz organisation has been driving changes in the travel industry, through extensive travel across the globe to deliver new business and maintain consistent growth. Hertz has worked with and has close associations with the majority of organisations that bring tourism into Ireland.

FRANCIS BRENNAN



Francis, of the Park Hotel Kenmare, was born in Dublin and educated at the Catholic University School, Leeson Street. He completed a H.Dip in Hotel and Catering Management at Dublin College and B.Sc (Mgmt) at Trinity College Dublin.

He is involved in a number of organisations and is past national president of SKAL International, past director of Shannon Castle Heritage & Banquets, chairman of Small Luxury Hotels of the World between 1994-97. He is currently SKAL International World Councillor for Ireland and a presenter on hospitality TV programme 'At Your Service' on RTE as well as a radio pundit commenting on all things relating to hospitality. He is also the author of three best-selling books.

PAUL CARTY



Paul is the Managing Director at Guinness Storehouse, Irelands No. 1 Visitor attraction, welcoming over 1,736,000 million visitors per annum.

After completing his formal education Paul trained to be a chef at Rockwell hotel school and then moved on to Shannon College of Hotel Management where he became an honours graduate. He is also a past student of Cornell University New York.

TOM COUGHLAN



Tom retired as Chief Executive of Clare County Council in 2016 and has extensive senior public sector management and leadership experience. During his career he worked in a number of local authorities and has been involved in a wide range of tourism related developments.

He is currently Chairman of the Health and Safety Authority and has been appointed as a Director of Eirgrid. He has served as non-executive Director of the Shannon Group PLC and as non-executive Director of the Shannon Airport Authority. Tom has a Bachelor of Arts in Public Administration, a Professional Certificate in Corporate Governance and has completed the Senior Executives Leadership Programme in Harvard University. He is also a member of the Institute of Directors of Ireland.

CLARE DUIGNAN



Clare is a non-Executive Director with board-room and executive experience across the private, public/state and not-for-profit sectors. A successful RTÉ radio and television producer, she served as Head of Independent Productions and as Director of Programmes TV from 2001-2009.

As Managing-Director of RTÉ Radio 2009-2013, she addressed significant revenue challenges through downsizing the business, growing new revenue streams, and the introduction of strategic marketing, branding and communications initiative across all stations and orchestras. She currently serves on the boards of Irish Times DAC, the Digital Hub Development Agency, Business to Arts, Women for Election, and has just been appointed as a Trustee of the Chester Beatty Library. Clare previously served on the Broadcasting Authority of Ireland, as Chair of the Advisory Board of ShinAwil Film and Television, on The Arts Council, and the Audi Dublin International Film Festival. Clare is a Lead Entrepreneur with the Enterprise Ireland 'Going for Growth' programme for female entrepreneurs.

TIM HUSBANDS



From January to July 2018, Tim held the position of CEO of Westport House and Estate, and Hotel Westport, a four star hotel, and 400 acre estate and stately home on the west coast of Ireland.

Previously, Tim was CEO of Titanic Belfast Ltd, the operating company for the world's largest Titanic Visitor Attraction, Titanic Belfast. Tim served on the board of Visit Belfast (Tourism Marketing Agency), for nearly twenty years, and for the last three as Deputy Chairman, the Irish Football Association Stadium Board, and ALVA (Association of Leading Visitor Attractions). Tim was honoured by H.M. The Queen in her New Year's Honours list in January 2014, awarding him an MBE, for Services to Economic Development and Tourism.

NOEL KAVANAGH



Noel was educated in Crescent College, Limerick, and trained as a manager with Penney's/Primark.

He is the Owner/Chairperson of the Kavanagh Group since 1979 – operating a chain of 16 SuperValu Supermarkets across Ireland and the UK. Noel is also the Owner/Operator of the Wyatt Hotel in Westport, Co. Mayo (since 1995) and is the Chairperson of the Westport Town Hall Theatre.

MARY KERINS



Mary is responsible for policy development and review, as well as oversight and compliance activities, in the areas of Health, Safety, Sustainability and the Environment for the Dublin Airport Authority (DAA) - for Dublin and Cork airports.

As well as a member of the Board of Fáilte Ireland, she was part of the Grow Dublin Tourism Taskforce. Mary was previously Chair of the ACI-Europe Economics Committee and member of the World ACI Economics Committee and the ICAO AEP/ANSEP Committees. Mary has a PhD in Chemistry from University College Dublin, and has been with DAA for 20 years.

ALICE MANSERGH



Alice is a director at Google, focused on helping businesses and industries thrive in the digital era. Her background is in marketing: she introduced and promoted Google products which now have millions of users in Europe, the Middle East and Africa like Google Chrome, Android and Google Maps. Alice has led teams in London, Dublin and Hyderabad.

She recently moved home to Ireland, where she partnered with the government's 1916 Centenary Programme to create 'Dublin Rising', a globally accessible online tour narrated by Colin Farrell. Alice is a huge fan of travel within Ireland; her honeymoon was a three week trip along the Wild Atlantic Way in a vintage VW camper van.

GINA MURPHY



Gina is the Proprietor and General Manager of Hugo's Restaurant in Dublin, and has previously owned and managed restaurants in Offaly and Mayo. A member of the Restaurant Association of Ireland (RAI), Gina has served as President and Vice-President of the organisation in the past. Gina also served for many years as a member of the RAI's management and Steering Committee.

Gina has also been an Employers Representative on the Joint Labour Committee (JLC) for Catering as well as the Irish Representative in HOTREC - the European Lobby Group for the Hotel, Restaurant and Café industry, based in Brussels. Gina also frequently addresses various commercial and industry associations as a guest speaker – including, in 2009, the European Parliament's Tourism Forum in Lisbon.

BREEGE O'DONOGHUE



Breege has been a Board Member & Group Director (Business Development & New Markets) at Primark and after 37 years now continues in an ambassadorial role, is a trustee of Primark Better Lives Foundation, and a trustee the Primark Pension Plan.

A graduate of UCD, a Chartered Director, Breege is currently Chair of Real World Analytics, Chair of The Design and Crafts Council of Ireland, Non-Executive Director of Shaw & Sons Ltd, a Board member of the UCD Michael Smurfit Graduate Business School, and a member of the Outside Appointments Board (Civil Service Code of Standards and Behaviour).

Breege has held Government appointed positions on the board of a number of state companies including An Post, Aer Rianta, Chair of Shannon College of Hotel Management, Chair of the Labour Relations Commission, and has been a Trustee and a Council Member of IBEC.

DES O'DOWD



Des is the Owner and Operator of Inchydoney Island Lodge & Spa in Clonakilty, West Cork, (since 1998).

He is a Fellow of the Institute of Chartered Accountants in Ireland and has post-graduation qualifications in Marketing, Management and Leadership with the Institute of Marketing, UCC, Cornell University and the Timoney Institute. Over the last 20 years Des has been involved in the development, operation and ownership of a number of hotels in Ireland and Europe.

MARGARET E. WARD



Margaret is an entrepreneur, journalist and broadcaster. She is CEO of Broadly Speaking, a leadership and management consultancy specialising in corporate strategy, innovation, communication and in creating diverse and inclusive cultures.

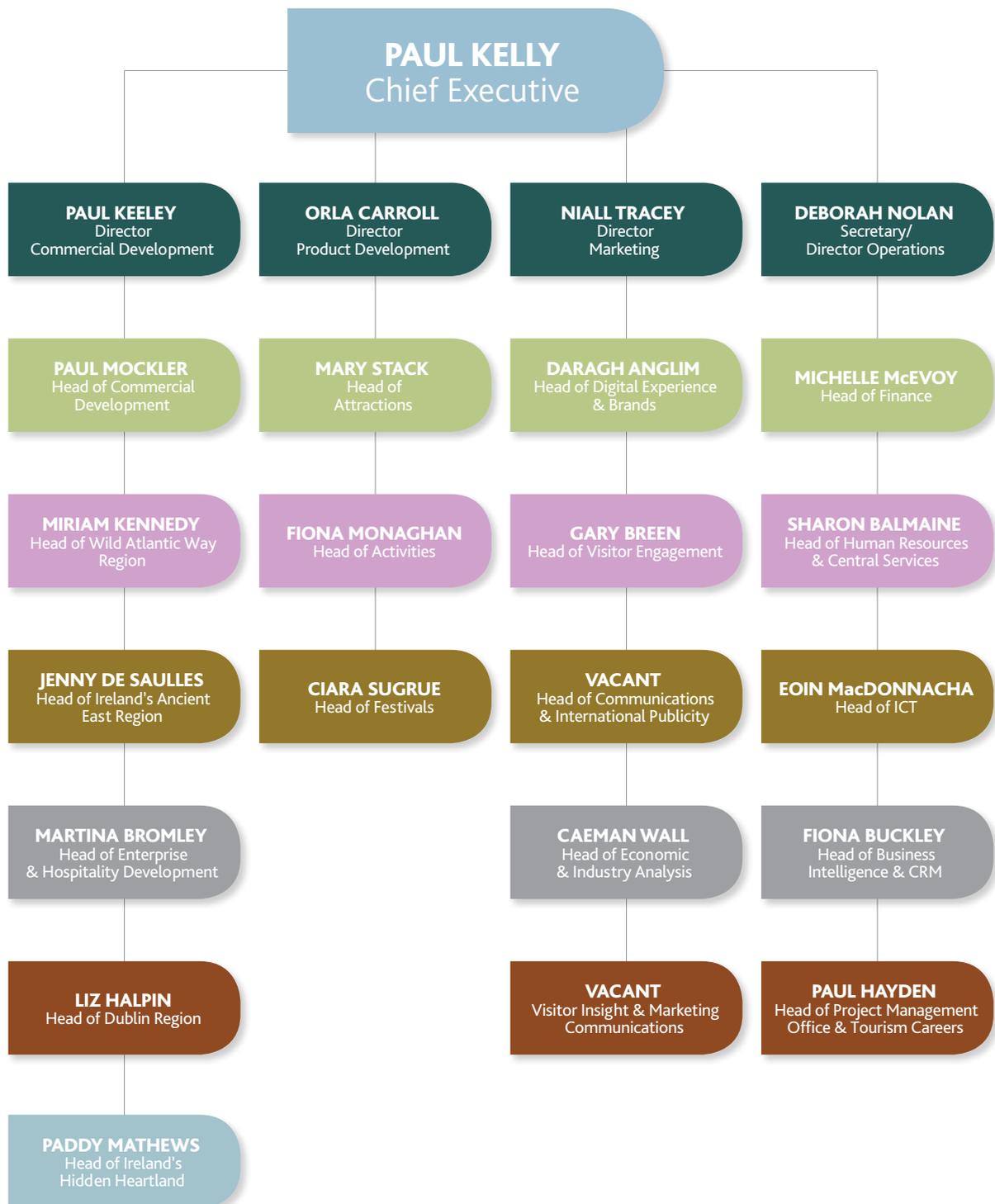
Clients include: Google, the European Central Bank, Kellogg, Accenture, KPMG, Cartier Women's Initiative Awards, Arthur Cox, IDA Ireland, Chartered Accountants Ireland, Twitter, Science Foundation Ireland and many more. She is a member of the board of RTÉ (2015-2020) and previously served on the board of European Movement Ireland (2013-2015). In 2010, she founded the not-for-profit, Women on Air, to ensure a greater diversity of expert voices in the media. Before starting her first business in Ireland in 2006, Margaret worked as a financial journalist for almost two decades. She was a business columnist and investigative reporter for The Irish Times, Money Editor for The Sunday Times and a business presenter at Newstalk. She is a regular contributor to RTÉ, TV3, BBC and NPR (USA) on business and economic issues.



Killary Harbour, Co. Galway

Divisional Structure

Year ended 31 December 2018



Tourism* Numbers & Revenue 2014-2018

NUMBERS (000s) (Revenue €mn)	2014	2015	2016	2017	2018	% change 18 vs. 17
Britain	3,007	3,346	3,632	3,445	3,480	1%
	926.7	1,017.9	1,109.8	1,046.5	1,024.8	-2%
Mainland Europe	2,490	2,880	3,102	3,256	3,512	8%
	1,301.2	1,555.3	1,657.5	1,763.0	1,845.8	5%
North America	1,146	1,294	1,477	1,715	1,963	14%
	940.3	1,199.7	1,337.4	1,525.5	1,746.7	15%
Rest of World	462	516	531	607	654	8%
	428.1	492.6	533.3	588.9	599.9	2%
Total Overseas	7,105	8,036	8,742	9,023	9,609	6%
	3,596.4	4,265.3	4,638.0	4,923.9	5,217.3	6%
Northern Ireland ^{1,2}	1,708	1,492	1,358	1,315	1,338	2%
	334.4	338.2	366.9	371.3	394.6	6%
Total out-of-state	8,813	9,528	10,100	10,338	10,947	6%
	3,930.7	4,603.5	5,004.9	5,295.2	5,611.9	6%
Carrier Receipts ³	1,166.0	1,322.0	1,487.0	1,611.00	1,725.0	7%
Overseas Same Day Visits	41.00	38.00	48.00	53.00	47.00	-11%
Total Foreign Exchange Earnings	5,137.70	5,963.50	6,539.90	6,959.20	7,383.90	6%
Domestic Trips ^{4,5}	8,991	9,125	9,359	9,626	10,919	13%
	1,713.50	1,725.30	1,797.70	1,879.10	2,006.00	7%
Total Tourism Revenue	6,851.20	7,688.80	8,337.60	8,838.30	9,389.90	6%
Total Tourism Revenue Excluding Carrier Receipts	5,685.20	6,366.80	6,850.60	7,227.30	7,664.90	6%

1. 2015 Revised by NISRA 2016

2. NISRA GBP: Northern Ireland resident expenditure data provided in STE. 2018 Euro exchange rate 0.88471
Source: Central Bank of Ireland

3. 2014 revised by CSO March 2016, 2016 revised by CSO December 2018

4. 2014-2015 domestic data revised due to new methodological approach by CSO, August 2016

5. 2016 domestic data revised by CSO, December 2017

* Tourists are defined as visitors whose trip includes an overnight stay. Overseas tourist numbers include those arriving through Republic of Ireland air and sea ports (source CSO) and those arriving over land via Northern Ireland (source NISRA).



FÁILTE IRELAND'S
LOCAL EXPERTS
PROGRAMME

Energy Efficiency Statement 2018

As the National Tourism Development Authority in Ireland, Fáilte Ireland is committed to ensuring that all tourism initiatives that we are involved in, are planned, developed and managed in a sustainable and integrated manner. The protection, enhancement and promotion of both our natural and built heritage for the common benefits of visitor, industry, community and the environment are paramount. Therefore, Fáilte Ireland's Framework for Sustainable Tourism adopts the VOICE Model:

- ✓ Visitor
- ✓ Organisation
- ✓ Industry
- ✓ Community
- ✓ Environment

Leading the way: Sustainability in tourism is an essential factor of all our development plans. Plans are actively reviewed to ensure that the environmental impact is fully assessed at every step along the way and, in particular, to ensure that the landscape is being enhanced and issues such as traffic management are being addressed. Examples include: Environmental Assessment (EAs) of the Wild Atlantic Way and all our Visitor Experience Development Plans (VEDPs) and Product Plans.

Overview of Energy Usage in 2018

At the end of December 2018, headcount had increased to 341 staff and Fáilte Ireland were responsible for energy consumption at 43 properties. Those properties included:

- 8 administrative offices
- 23 year round tourist information centres (TICs); 2 of which also have admin offices
- 6 seasonal TICs (open 7-8 months per annum)
- 4 museums
- 2 vacant properties

As detailed on the Sustainable Energy Authority of Ireland (SEAI) Monitoring & Reporting (M&R) system Fáilte Ireland's reported Total Final Energy Consumption for 2018 was 2,112,413 kWh, (Total Final Energy Consumption for 2017 was 1,999,798 kWh). However, for the purposes of reporting and calculating savings it is the organisation's Total Primary Energy Requirement (TPER) which is used.

For 2018 Fáilte Ireland had a TPER of 3,631,896 kWh, comprising of:

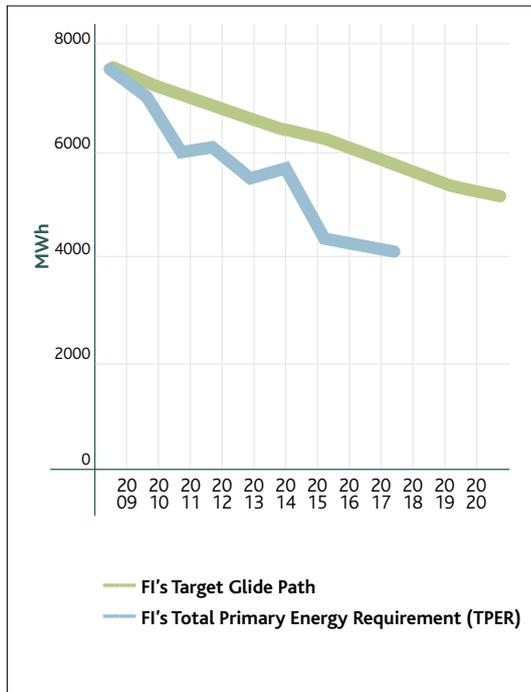
- 3,053,294 kWh of electricity
- 578,602 kWh of thermal (fossil) fuels;
 - 449,605 kWh of gas
 - 128,998 kWh of heating oils

In 2017 our TPER was 3,934,539 kWh. This represents a decrease of 302,643 kWh from 2017 to 2018 or 7.7%.

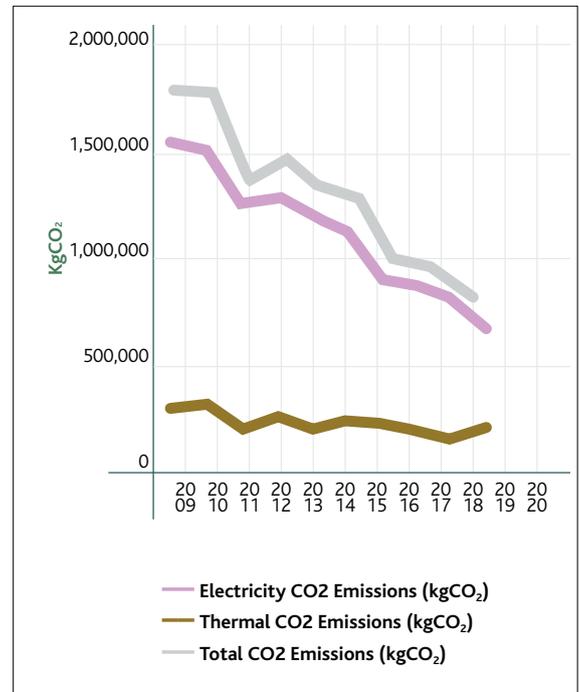
From our base year of 2009 Fáilte Ireland has made significant progress in increasing our energy efficiency and decreasing energy usage. In 2009 we had a TPER of 7,333,211 kWh. 2018's TPER of 3,631,896 kWh shows a 50.5% change in our energy consumption (or if you look at our total final energy consumption of 2,112,413 kWh in 2018, we consumed 42.8% less than 2009). These decreases place us ahead of the target glide path for energy reduction.

In the space of 10 years we have also managed to cut our CO₂ emissions from 1,721,500kgCO₂ in 2009 to 722,627kgCO₂ at the end of 2018; a 58% decrease.

FÁILTE IRELAND'S TOTAL PRIMARY ENERGY REQUIREMENTS (TPER)



FÁILTE IRELAND'S CARBON EMISSIONS - KGCO₂



ACTIONS UNDERTAKEN IN 2018

Through energy saving projects and initiatives rolled out in order to be an industry leader and champion, and to ensure we have as minimal a carbon footprint as possible it is important that we continue to decrease our energy usage year on year. The savings reported from 2017 to 2018 were achieved in part from the following initiatives:

- ICT hardware refreshes will yield estimated savings of 17,702 kWh of electricity per annum
- Lighting upgrades will garner an estimated 10,361 kWh of electricity savings per annum
- Reducing our property footprint in Cork has the potential to save up to 30,000 kWh of electricity per annum
- In line with supporting the government's Bike to Work Scheme and to encourage more staff to choose pedal power for their daily commutes to work we increased our bicycle storage capacity in Dublin HQ
- Fáilte Ireland operates a progressive waste management system, with 93.5% of HQ's total waste diverted away from landfill
- Fáilte Ireland undertook to eliminate our use and dependency on single use items. In December 2018 the organisation ceased using all disposable cups and single use plastics

Sustainability within Fáilte Ireland encapsulates more than the organisation reducing our energy usage, it's about using all our resources more efficiently and effectively. It's equally important that we promote and implement more environmentally conscious programmes / actions:

ACTIONS PLANNED FOR 2019

Further actions planned for 2019 to decrease Fáilte Ireland's energy usage include:

- ICT hardware refreshes will generate estimated savings of 919kWh electricity per annum
- Continued lighting upgrades will yield an estimated 8,973 kWh electricity saving per annum
- The organisation aims to establish a 'Green Team' to help increase staff's knowledge of energy conservation and sustainability. Several toolbox programmes and an information awareness day on sustainability and energy conservation will be held in 2019.

Key to sustainability is promoting and implementing changes, in 2019:

- Fáilte Ireland's will increase its own green procurement measures to ensure that sustainability remains to the fore for relevant procurement processes
- Fáilte Ireland will sign up to Supporting the Pollinator Plan: Framework for Businesses. In doing so, in properties where Fáilte Ireland have outdoor spaces programmes will be implemented to support pollination and investment will be made in maintaining and developing bee friendly plants and shrubs etc.

Working Collaboratively:

Fáilte Ireland is also part of a strategic tourism initiative on sustainability. This is an action from the Governments Tourism Action Plan 2019-2021 and will review international policy and best practice in sustainable tourism and propose guiding principles for sustainable tourism development in Ireland. To this end, an overarching working group has been recently established which includes representatives from Department of Transport, Tourism and Sport, Fáilte Ireland, Tourism Ireland, Tourism Northern Ireland and Irish Tourist Industry Confederation (ITIC).

Consolidated Financial Statements

For The Year Ended
31 December 2018

Cliff Coast - Cliffs at Ballybunion, County Kerry

Governance Statement and Authority Members' Report

Governance

The National Tourism Development Authority (the Authority) otherwise known as Fáilte Ireland was established under the National Tourism Development Authority Act 2003 with effect from 28th May 2003. Fáilte Ireland has adopted a corporate governance regime in accordance with best practice.

It is a Statutory Authority, established under the National Tourism Development Authority Act, 2003. The establishment, functions and responsibilities of the Authority are set out in Part 2 of the Act.

The Authority and Chairperson of the National Tourism Development Authority (NTDA) are appointed by the Minister for Transport, Tourism and Sport, who represents the State as the de facto shareholder of the NTDA.

Duties of the Authority

- The Authority has delegated operational responsibility for the day-to-day running of Fáilte Ireland to the Chief Executive and the management team. The exercise of the power of delegation does not absolve the Authority from the duty to supervise the discharge of the delegated functions.
- Monitoring of performance – the Authority receives regular reports from the State body’s management team and Authority sub-committees.
- The Authority advises and supports the Chairperson, Chief Executive Officer and management.
- The Authority have satisfied themselves that financial controls and systems of risk management are robust and defensible.
- The Authority has responsibility for ensuring that effective systems of internal control are instituted and implemented. The Authority is required to confirm annually to the relevant Minister that the State body has an appropriate system of internal (and financial) control in place.
- The Authority, through the Audit, Risk and Registration Committee has established procedures for maintaining an appropriate relationship with the external auditors. While the Authority of a State body may establish an Audit and Risk Committee to assist with its consideration of issues relating to audit, governance and risk management, the Authority of the State body maintains responsibility for and makes the final decisions on all of these areas.
- The Authority keeps itself up to date and fully informed about strategic issues and changes affecting the State body and the environment in which it operates.
- The Authority ensures that on appointment to the Authority, non-executive Authority members receive a formal letter of appointment setting out clearly what is expected of them in terms of time commitment, committee service and involvement outside Authority meetings.
- The Authority may, from time to time, establish such committees of the Authority as are necessary to assist it in the performance of its duties.

Authority Responsibilities

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 for Transport, Tourism and Sport with the consent of the Minister for Public Expenditure & Reform.

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 adequate accounting records which disclose with reasonable accuracy at any time the financial position of the Authority and which enable it to ensure that the Financial Statements comply with Section 27 of the Act. The Authority is also responsible for safeguarding the assets of Fáilte Ireland and for taking reasonable steps for the prevention and detection of fraud and irregularities and for the maintenance and integrity of any financial data published on the NTDA’s website. The Annual report is the only financial report that is published on the NTDA website and the Authority will ensure that this report is reviewed and approved prior to being published on the website.

The Authority is responsible for approving the annual plan and budget. An evaluation of the performance of NTDA’s 2018 annual plan and budget was conducted in February 2019.

The work and responsibilities of the Authority are set out in Terms of Reference, which also contain the matters specifically reserved for Board decision. Standing items considered by the Authority include:

- declaration of interests
- minutes from previous meetings and matters arising
- reports from management team/performance reports
- reports and recommendations from committees
- financial reporting
- corporate governance compliance
- reserve matters.

The Authority considers that the financial statements of NTDA give a true and fair view of the financial performance and the financial position of NTDA at 31 December 2018.

Authority Structure

The Authority consists of a Chairperson and twelve ordinary members who are independent non-executive Authority members. Members hold office for a period not exceeding five years, and may be reappointed for, at most, one more term.

	DATE RESIGNED	DATE APPOINTED
Michael Cawley (Chair)		19/05/2014
Francis Brennan		Reappointed with effect from 28/05/2018
Gerard Barron	27/05/2018	04/07/2014
Mary Kerins	27/05/2018	Reappointed with effect from 04/07/2014
Susan Bergin	27/05/2018	Reappointed with effect from 04/07/2014
Noel Kavanagh		Reappointed with effect from 30/06/2015
Gina Murphy		Reappointed with effect from 30/06/2015
Séan Boland		04/07/2017
Paul Carty		04/07/2017
Alice Mansergh		04/07/2018
Margaret E. Ward		04/07/2018
Des O' Dowd		04/07/2018
Clare Duignan		04/07/2018
Breege O' Donoghue		04/07/2018
Tom Coughlan		04/07/2018
Tim Husbands		04/07/2018

The Authority carried out an evaluation of its performance and that of its committees in May 2019 and is planning on carrying out an external Board effectiveness and evaluations review in 2020 to be completed in 2020.

The Authority has established the following sub-committees:

- The Audit, Risk & Registrations Committee, which consists of a Chairperson and at least two other members, all of whom are non-executive Authority members; the specific mission, composition, authorities and responsibilities of the Committee are stated in the Terms of Reference, which are approved by the Authority.
- The Remuneration Committee, consisting of a Chairperson and at least two other members, all of whom are non-executive Authority members; details of the composition, authorities and responsibilities of the Committee are set out in the Terms of Reference of the Committee, which are approved by the Authority.
- The Festivals and Cultural Events Committee, currently consisting of a Chairperson and at least two other members, all of whom are non-executive Authority members; details of the composition, authorities and responsibilities of the Committee are set out in the Terms of Reference of the Committee, which are approved by the Authority.
- The Investment Committee, currently consisting of a Chairperson and at least two other members, all of whom are non-executive Authority members; details of the composition, authorities and responsibilities of the Committee are set out in the Terms of Reference of the Committee, which are approved by the Authority.

Schedule of Number of Meetings Attended

	AUTHORITY	AUDIT, RISK AND REGISTRATIONS	REMUNERATION COMMITTEE	FESTIVAL AND CULTURAL EVENTS	INVESTMENT COMMITTEE
	2018	2018	2018	2018	2018
Michael Cawley (Chair)	6		1		4
Francis Brennan	5	2		1	
Gerard Barron	3	2			
Mary Kerins	3	2		2	
Susan Bergin	3	2			
Noel Kavanagh	5				4
Gina Murphy	6	2		2	
Séan Boland	5				3
Paul Carty	5			2	
Alice Mansergh	2				2
Margaret E. Ward	2	2			
Des O' Dowd	2	2	1		
Clare Duignan	2	2			
Breege O' Donoghue	2		1	1	
Tom Coughlan	2				1
Tim Husbands	2			1	

Fees to Authority Members for the period (see note 12 to the Financial Statements)

Key Personnel Changes

In February 2018, a new Marketing Director was appointed, details of which are disclosed in note 8 to the financial statements. Changes to Authority members is captured on page 41 of the Governance statement and Authority Members Report under Authority Structure.

Disclosures Required by Code of Practice for the Governance of State Bodies (2016)

The Authority is responsible for ensuring that Fáilte Ireland has complied with the requirements of the Code of Practice for the Governance of State Bodies 2016, as published by the Department of Public Expenditure and Reform in August 2016.

The following disclosures are required by the Code:

Employee Short-Term Benefits Breakdown (see note 8 to the Financial Statements)

Consultancy Costs (see note 11 to the Financial Statements)

Legal Costs and Settlements

No expenditure was incurred in the reporting period in relation to legal costs, settlements and conciliation and arbitration proceedings relating to contracts with third parties. Expenditure incurred in relation to general advice received by Fáilte Ireland is disclosed as part of consultancy costs (see note 11 to the financial statements).

Travel and Subsistence Expenditure (see note 9 to the Financial Statements)

Hospitality Expenditure (see note 10 to the Financial Statements)

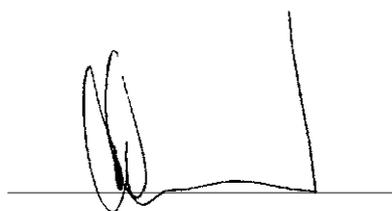
Statement of Compliance

The Authority has adopted the Code of Practice for the Governance of State Bodies (2016) and has put procedures in place to ensure compliance with the Code. Fáilte Ireland was in full compliance with the Code of Practice for the Governance of State Bodies for 2018.



Margaret E. Ward
Authority Member

24th June 2019



Des O'Dowd
Authority Member

24th June 2019

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

National Tourism Development Authority

Qualified opinion on the financial statements

I have audited the financial statements of the National Tourism Development Authority for the year ended 31 December 2018 as required under the provisions of section 27 of the National Tourism Development Authority Act 2003. The financial statements have been prepared in accordance with Financial Reporting Standard (FRS) 102 – *The Financial Reporting Standard applicable in the UK and the Republic of Ireland and comprise*

- the group statement of income and expenditure and retained revenue reserves
- the group statement of comprehensive income
- the group statement of financial position
- the Authority statement of financial position
- the group statement of changes in equity
- the group statement of cash flows and
- the related notes, including a summary of significant accounting policies.

In my opinion, except for the non-compliance with the requirements of FRS 102 in relation to the recognition of a deferred retirement benefit funding asset for one of its pension schemes referred to below, the financial statements give a true and fair view of the assets, liabilities and financial position of the National Tourism Development Authority at 31 December 2018 and of its income and expenditure for 2018 in accordance with FRS 102.

Basis of qualified opinion on financial statements

The group statement of financial position indicates the group had net liabilities of €118 million at the year end. The Authority has explained in Note 29 the basis upon which it considers it is appropriate to adopt the going concern basis in the preparation of the financial statements.

As more fully explained in the accounting policies, the Authority operates four pension schemes. The group statement of financial position discloses total retirement benefit obligations at 31 December 2018 of €261 million (2017: €279 million).

Statutory guarantees are in place in respect of the future funding of pension payments for three of the schemes. As a result, the group financial statements recognise a deferred retirement benefit funding asset of €108 million in respect of those three schemes. The financial statements do not recognise a deferred funding asset in relation to the National Tourism Development Authority (NTDA) superannuation scheme, in respect of which the net retirement benefit obligations are estimated at €153 million at 31 December 2018.

The financial statements do not recognise a deferred retirement benefit funding asset in relation to the NTDA scheme on the basis that the Authority considers that it has not been provided with a statutory or other guarantee in relation to future funding of this scheme. In my opinion, a deferred retirement benefit funding asset should be recognised in relation to the pension scheme in accordance with generally accepted accounting practice in Ireland.

Recognition of a deferred retirement benefit funding asset in respect of the NTDA superannuation scheme is appropriate based on

- the statutory provision for the establishment of the scheme
- the established policy and practice in relation to funding public service retirement benefit obligations on a pay-as-you-go basis
- the fact that the scheme requires employee contributions, and
- the nature of the annual estimates process under which State funding for the Authority is determined.

Had the Authority recognised a deferred retirement benefit funding asset in relation to the NTDA superannuation scheme, the group statement of financial position at 31 December 2018 would disclose net assets of €35.3 million (2017: €38.3 million), the Authority statement of financial position would disclose net assets of €33.5 million (2017: €36.4 million) and the 2018 group statement of income and expenditure would disclose a surplus of €271,000 for the year (2017: surplus of €100,000).

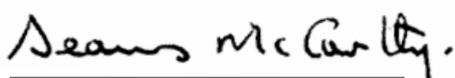
I conducted my audit of the financial statements in accordance with the International Standards on Auditing (ISAs) as promulgated by the International Organisation of Supreme Audit Institutions. My responsibilities under those standards are described in the appendix to this report. I am independent of the National Tourism Development Authority and have fulfilled my other ethical responsibilities in accordance with the standards.

I believe that the audit evidence I have obtained is sufficient and appropriate to provide a basis for my opinion.

Report on information other than the financial statements, and on other matters

The National Tourism Development Authority has presented certain other information together with the financial statements. This comprises the annual report, the governance statement and Authority members' report and the statement on internal control. My responsibilities to report in relation to such information, and on certain other matters upon which I report by exception, are described in the appendix to this report.

I have nothing to report in that regard.



Seamus McCarthy
Comptroller and Auditor General
30 June 2019

Statement on Internal Control

Scope of Responsibility

On behalf of *Fáilte Ireland the National Tourism Development Authority*, I acknowledge the Board's responsibility for ensuring that an effective system of internal control is maintained and operated. This responsibility takes account of the requirements of the Code of Practice for the Governance of State Bodies (2016).

Purpose of the System of Internal Control

The system of internal control is designed to manage risk to a tolerable level rather than to eliminate it. The system can therefore 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 detected in a timely way.

The system of internal control, which accords with guidance issued by the Department of Public Expenditure and Reform has been in place in the National Tourism Development Authority for the year ended 31 December 2018 and up to the date of approval of the financial statements.

The Capacity to Handle Risk

National Tourism Development Authority has an Audit, Risk and Registration Committee (ARRC) comprising of four Authority members. The Chair of the ARRC has relevant financial and audit expertise. The ARRC met four times in 2018.

Fáilte Ireland the National Tourism Development Authority has also established an internal audit function which is adequately resourced and conducts the programme of work agreed with the ARRC. The Executive, ARRC and Authority have developed a risk management policy which sets out the risk appetite, the risk management processes in place and details the roles and responsibilities of staff in relation to risk. The policy has been issued to all staff who are expected to work within the Authority's risk management policies, to alert management on emerging risks and control weaknesses and assume responsibility for risks and controls within their own area of work.

Risk and Control Framework

Fáilte Ireland the National Tourism Development Authority has implemented a risk management system which identifies and reports key risks and the management actions being taken to address and to the extent possible, to mitigate those risks.

A risk register is in place which identifies the key risks facing the organisation and these have been identified, evaluated and graded according to their significance. The register is reviewed and updated by the Executive and ARRC on a quarterly basis. The outcome of these assessments is used to plan and allocate resources to ensure risks are managed to an acceptable level.

The risk register details the controls and actions needed to mitigate risks and responsibility for operation of controls assigned to specific staff.

I confirm that a control environment containing the following elements is in place:

- procedures for all key business processes have been documented,
- financial responsibilities have been assigned at management level with corresponding accountability,
- there is an appropriate budgeting system with an annual budget which is kept under review by senior management,
- there are systems aimed at ensuring the security of the information and communication technology systems,
- there are systems in place to safeguard the assets, and
- control procedures over grant funding to outside agencies ensure adequate control over approval of grants and monitoring and review of grantees to ensure grant funding has been applied for the purpose intended.

Ongoing Monitoring and Review

Formal procedures have been established for monitoring control processes and control deficiencies are communicated to those responsible for taking corrective action and to management and the Authority where relevant, in a timely way.

I confirm that the following ongoing monitoring systems are in place:

- key risks and related controls have been identified and processes have been put in place to monitor the operation of those key controls and report any identified deficiencies,
- reporting arrangements have been established at all levels where responsibility for financial management has been assigned, and
- there are regular reviews by senior management of periodic and annual performance and financial reports which indicate performance against budgets /forecasts.

Procurement

I confirm that *Fáilte Ireland the National Tourism Development Authority* has procedures in place to ensure compliance with current procurement rules and guidelines and that during 2018 the Authority complied with those procedures with the exception of the following expenditure on these contracts.

CONTRACT FOR	VALUE €	REASON FOR NON-COMPLIANCE	CURRENT STATUS
Website Support	35,000	This is a bespoke website built over 5 years ago which remains fit for purpose. Currently there is only one suitably qualified specialist supplier to support this legacy website.	The Executive is investigating whether they can procure the required support through a tendering process
Mobile Telephone Services	130,000	Delay in the OGP Framework for mobile telephone services	Contract now in place through the new OGP Framework
Recruitment Advertising	30,800	Unanticipated requirement, no tender contract was in place	Tender process has commenced

In relation to the three items reported in 2017, tenders have since been awarded and these items are no longer non-compliant.

Review of Effectiveness

I confirm that *Fáilte Ireland the National Tourism Development Authority* has procedures to monitor the effectiveness of its risk management and control procedures. The Authority's monitoring and review of the effectiveness of the system of internal control is informed by the work of the internal and external auditors, the Audit, Risk and Registration Committee which oversees their work, and the senior management within the organisation responsible for the development and maintenance of the internal control framework.

I confirm that the Authority conducted an annual review of the effectiveness of the internal controls for 2018 in May 2019.

Internal Control Issues

During 2018, a control weakness resulted in a third party security breach which resulted in a loss to the Authority of €11,730. The matter is being investigated by An Garda Síochána. Additional controls and resources have been put in place by the Authority to address the risk. The amount lost has not yet been recovered.

During 2016 and 2017 errors in relation to the Authority's outsourced payroll function were identified by Management totalling €79k. Repayment plans were put in place with all affected staff. 50% of this was recouped in 2018 with the remaining amounts due in 2019 and 2020.



Margaret E. Ward
Authority Member

24th June 2019



Des O'Dowd
Authority Member

24th June 2019

Group Statement of Income and Expenditure and Retained Revenue Reserves

for the year ended 31 December 2018

	Notes	2018 €'000	2017 €'000 re-classified
INCOME			
Oireachtas Grants	2	130,569	120,753
Other Income	3	4,714	5,168
KGCL Property Holdings Ltd - Rental Income	18	5	17
Net deferred retirement benefits funding in year	28 (D)	1,632	1,733
		136,920	127,671
TRANSFER FROM/(TO) CAPITAL RESERVES	22	3,267	2,718
Total Income		140,187	130,389
EXPENDITURE			
General Operating Expenses:			
Signature Programmes (Wild Atlantic Way, Dublin, Ireland's Ancient East)	4	22,991	22,235
National Sales and Marketing	5	9,861	8,539
National Development Programmes	6	17,241	16,511
Operations Development	7	11,817	12,141
Pay	8	30,823	29,737
KGCL Property Holdings Ltd - Administration Expenses	18	47	69
Tourism Ireland Limited Grant Payovers	2	47,693	41,857
Total Expenditure		140,473	131,089
(Deficit) before Taxation		(286)	(700)
Taxation		-	-
(Deficit) after Taxation		(286)	(700)
Non-controlling interest – KGCL Property Holdings Ltd		11	13
(Deficit) after Non-controlling interest		(275)	(687)

Certain prior year amounts have been reclassified for consistency with the current period presentation. These reclassifications have no effect on the reported results.

The Statement of Cash Flows and notes 1 to 30 form an integral part of these financial statements.



Margaret E. Ward
Authority Member

24th June 2019



Des O'Dowd
Authority Member

24th June 2019

Group Statement of Comprehensive Income

for the year ended 31 December 2018

	Notes	2018 €'000	2017 €'000
(Deficit) for the Year		(275)	(687)
ACTUARIAL GAINS ON PENSION SCHEMES			
Experience gain/(loss) on pension scheme liabilities	28 (B)	7,850	899
Gain/(Losses) due to changes in assumptions	28 (B)	12,290	(2,213)
ACTUARIAL GAIN/(LOSS)		20,140	(1,314)
ADJUSTMENT TO DEFERRED RETIREMENT BENEFIT FUNDING ASSET	28 (B)	(7,679)	(66)
Net Pension Deferral Adjustment		12,461	(1,380)
Total Recognised Gain/(Loss) for the Year		12,186	(2,067)

The Statement of Cash Flows and notes 1 to 30 form an integral part of these financial statements.



Margaret E. Ward
 Authority Member

24th June 2019



Des O'Dowd
 Authority Member

24th June 2019

Group Statement of Financial Position

as at 31 December 2018

	Notes	2018 €'000	2017 €'000 re-classified
FIXED ASSETS			
Property, Plant and Equipment	13	22,780	24,849
Intangible Assets	15	1,246	2,486
Financial Assets	17	60	60
Investment Property	16	176	176
		24,262	27,571
CURRENT ASSETS			
Inventories		21	45
Receivables	19	957	1,146
Cash and cash equivalents	20	43,617	50,722
		44,595	51,913
PAYABLES : AMOUNTS FALLING DUE WITHIN ONE YEAR	21	33,525	41,144
NET CURRENT ASSETS		11,070	10,769
TOTAL ASSETS LESS CURRENT LIABILITIES BEFORE PENSIONS		35,332	38,340
Deferred Retirement Benefit Funding Asset	28 (D)	107,557	113,423
Retirement Benefit Obligations	28 (C)	(260,718)	(278,681)
TOTAL ASSETS LESS CURRENT LIABILITIES AFTER PENSIONS		(117,829)	(126,918)
REPRESENTING			
Retained Revenue Reserves		(140,693)	(153,060)
Capital Account	22	22,397	25,664
		(118,296)	(127,396)
NON-CONTROLLING INTEREST		467	478
		(117,829)	(126,918)

The Statement of Cash Flows and notes 1 to 30 form an integral part of these financial statements.



Margaret E. Ward
 Authority Member

24th June 2019



Des O'Dowd
 Authority Member

24th June 2019

Authority Statement of Financial Position

as at 31 December 2018

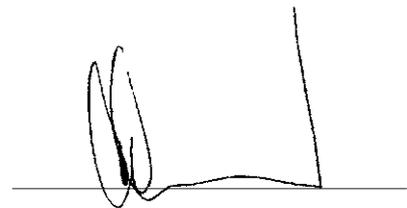
	Notes	2018 €'000	2017 €'000 re-classified
FIXED ASSETS			
Property, Plant and Equipment	13	20,917	22,944
Intangible Assets	15	1,246	2,486
Financial Assets	17	58	58
Investment Property	16	176	176
		22,397	25,664
CURRENT ASSETS			
Inventories		21	45
Receivables	19	956	1,145
Cash and cash equivalents	20	43,615	50,710
		44,592	51,900
PAYABLES: AMOUNTS FALLING DUE WITHIN ONE YEAR	21	33,519	41,128
NET CURRENT ASSETS		11,073	10,772
TOTAL ASSETS LESS CURRENT LIABILITIES BEFORE PENSIONS		33,470	36,436
Deferred Retirement Benefit Funding Asset	28 (D)	107,557	113,423
Retirement Benefit Obligations	28 (C)	(260,718)	(278,681)
TOTAL ASSETS LESS CURRENT LIABILITIES AFTER PENSIONS		(119,691)	(128,822)
REPRESENTING			
Retained Revenue Reserves		(142,088)	(154,486)
Capital Account	22	22,397	25,664
		(119,691)	(128,822)

The Statement of Cash Flows and notes 1 to 30 form an integral part of these financial statements.



Margaret E. Ward
Authority Member

24th June 2019



Des O'Dowd
Authority Member

24th June 2019

Group Statement of Changes in Equity

for the year ended 31 December 2018

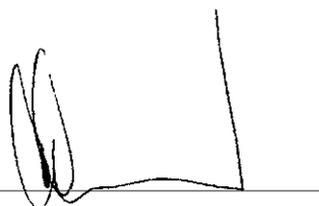
	Statement of Income & Expenditure Account	Capital	NCI	TOTAL
	€'000	€'000	€'000	€'000
At 01 January 2017	(150,993)	28,382	491	(122,120)
Retained (Deficit)/Surplus for 2017	(700)	-	-	(700)
KGCL Retained (Deficit)/Surplus for 2017	13	-	(13)	-
Income used to Purchase Fixed Assets or Fund Capital Payments	-	2,648	-	2,648
Amortisation in line with depreciation or finance charge	-	(3,401)	-	(3,401)
Asset Disposal	-	(1,965)	-	(1,965)
Other Comprehensive Income - pension	(1,380)	-	-	(1,380)
At 31 December 2017	(153,060)	25,664	478	(126,918)
Retained (Deficit)/Surplus for 2018	(286)	-	-	(286)
KGCL Retained (Deficit)/Surplus for 2018	11	-	(11)	-
Income used to Purchase Fixed Assets or Fund Capital Payments	-	1,600	-	1,600
Amortisation in line with depreciation or finance charge	-	(3,482)	-	(3,482)
Asset Disposal	-	(1,385)	-	(1,385)
Other Comprehensive Income - pension	12,642	-	-	12,642
At 31 December 2018	(140,693)	22,397	467	(117,829)

The Statement of Cash Flows and notes 1 to 30 form an integral part of these financial statements.



Margaret E. Ward
Authority Member

24th June 2019



Des O'Dowd
Authority Member

24th June 2019

Group Statement of Cash Flows

for the Year ended 31 December 2018

	Notes	2018 €'000	2017 €'000
Net Cash Flows From Operating Activities			
(Deficit) after Non Controlling Interest		(275)	(687)
Non-Controlling Interest		(11)	(13)
Net Deferred Retirement Benefit Funding Expenditure		545	820
Depreciation of Property, Plant & Equipment		1,493	1,611
Depreciation on Intangible Assets		2,031	1,832
Write off of Property, Plant and Equipment		-	26
Transfer to/(from) Capital Account	22	(3,267)	(2,718)
Bank Interest Received		3	2
(Profit)/Loss on Sale of Property, Plant and Equipment		(1,115)	789
Proceeds on the Sale of Property		2,500	1,150
(Increase)/ Decrease in Receivables	19	189	(439)
Increase/(Decrease) in Payables	21	(7,619)	3,820
(Increase)/Decrease in Inventories		24	(9)
Net Cash Inflow/Outflow from Operating Activities		(5,502)	6,184
Cash Flow from Investing Activities			
Payments to Acquire Property, Plant and Equipment		(809)	(787)
Payments to Acquire Intangible Assets		(791)	(1,861)
Net Cash Inflow/Outflow From Investing Activities		(1,600)	(2,648)
Cash Flow from Financing Activities			
Bank Interest Received		(3)	(2)
Net Cash Inflow/(Outflow) from Financing Activities		(3)	(2)
Net(decrease)/increase in cash and cash equivalents		(7,105)	3,534
Cash and cash Equivalents at the beginning of year		50,722	47,188
Cash and cash Equivalents at the end of year		43,617	50,722



Margaret E. Ward
 Authority Member

24th June 2019



Des O'Dowd
 Authority Member

24th June 2019

Notes to the Financial Statements

year ended 31 December 2018

1. ACCOUNTING POLICIES

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

GENERAL INFORMATION AND ACCOUNTING CONVENTION

Fáilte Ireland was established under National Tourism Development Authority Act 2003. Its primary functions as specified in legislation include:

To encourage, promote and support the development of tourist traffic within and to the state and to support enterprises and projects in this regard.

To encourage, promote and support the recruitment, training and education and development of persons for the purposes of employment with the tourism industry.

To promote and engage in research and planning.

To establish and maintain registers of accommodation facilities.

Fáilte Ireland is a Public Benefit Entity.

STATEMENT OF COMPLIANCE

The financial statements of Fáilte Ireland for the year ended 31 December 2018 have been prepared in accordance with FRS 102, the financial reporting standard applicable in the UK and Ireland issued by the Financial Reporting Council (FRC), as promulgated by Chartered Accountants Ireland. The financial statements have been prepared under the Code of Practice for the Governance for State Bodies 2016.

BASIS OF PREPARATION

The financial statements have been prepared under the historical cost convention, except for certain assets and liabilities that are measured at fair values as explained in the accounting policies below. The financial statements are in the form approved by the Minister for Transport, Tourism and Sport with the concurrence of the Minister for Public Expenditure and Reform under the National Tourism Development Authority Act 2003. The following accounting policies have been applied consistently in dealing with items which are considered material in relation to Fáilte Ireland's financial statements. The 2017 figures have been reclassified where required in line with the requirements as set out in the Code of Practice for the Governance of State bodies 2016.

OIREACTHAS GRANTS

Grants shown in the Statement of Income and Expenditure reflect the amounts received in respect of the period. All Oireachtas Grants funding for Tourism Ireland Limited is funded through Fáilte Ireland. Deferred grant income arises where planned expenditure in relation to the grants received has not been incurred by the year end.

GRANTS PAYABLE

Grant expenditure is recognised in the period in which the recipient carries out the grant activity that creates an entitlement to the grant. Prepaid income arises where Fáilte Ireland receive fee income in advance of the period to which it relates.

OTHER INCOME

All income, other than rental income, is recognised when it is probable that the economic benefit associated with the transaction will flow to the Group and when the income can be reliably measured. Rental income is recognised on a straight line basis over the term of the relevant lease.

FOREIGN CURRENCIES

The functional and presentational currency of the parent and the group is considered to be euro because that is the currency of the primary economic environment in which they operate.

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 Statement of Income and Expenditure and Retained Revenue Reserves for the year. Monetary assets and liabilities denominated in foreign currencies are converted into euro at exchange rates ruling at the reporting date and resulting gains and losses are included in the Statement of Income and Expenditure and Retained Revenue Reserves for the year.

PROPERTY, PLANT AND EQUIPMENT AND DEPRECIATION

Property, Plant and Equipment under the cost model are stated at historical cost less accumulated depreciation and any accumulated impairment losses. Historical cost includes expenditure that is directly attributable to bringing the asset to the location and condition necessary for it to be capable of operating in the manner intended by management.

The company adds to the carrying amount of an item of fixed assets the cost of replacing part of such an item when that cost is incurred, if the replacement part is expected to provide incremental future benefits to the company. Repairs and maintenance are charged to the Statement of Income and Expenditure and Retained Revenue Reserves during the period in which they are incurred.

Depreciation is charged so as to allocate the cost of the assets less its residual value over the estimated useful lives, using the straight line method at the annual rates set out below.

Notes to the Financial Statements

year ended 31 December 2018

1. ACCOUNTING POLICIES (CONTINUED)

Land	0%
Computer Equipment	33 $\frac{1}{3}$ % Straight line
Furniture & Fittings	20% Straight line
General Equipment	20% Straight line
Premises	2% Lower of Straight line or if higher remaining life of Lease.

The assets' residual values, useful lives and depreciation methods are reviewed, and adjusted prospectively if appropriate, or if there is an indication of a significant change since the last reporting date.

INTANGIBLE FIXED ASSETS

Intangible Fixed Assets under the cost model are stated at historical cost less accumulated depreciation and any accumulated impairment losses, where the asset is available for its intended use. Historical cost includes expenditure that is directly attributable to preparing the asset for its intended use. Where the costs relate to an asset that is not available for its intended use, the cost will be held at historical cost and not depreciated until it is available for its intended use.

Depreciation is charged so as to allocate the cost of the assets less its residual value over the estimated useful lives, using the straight line method at the annual rate of 33 $\frac{1}{3}$ %.

The assets' residual values, useful lives and depreciation methods are reviewed, and adjusted prospectively if appropriate, or if there is an indication of a significant change since the last reporting date.

The Authority's intangible assets comprise of all directly attributable costs necessary to create, produce and prepare the asset to be capable of operating in the manner intended by management. These assets include website development, photo/video, creative and content costs.

INVESTMENT ASSETS

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

Investment properties for which fair value can be measured reliably without undue cost or effort on an ongoing basis are measured at fair value annually with any change recognised in the Statement of Income and Expenditure. Investment assets that are for sale are revalued at their expected sale price.

FINANCIAL ASSETS

Financial assets include equity interests in a number of entities as detailed in Note 17. These assets are shown at

cost less impairment rather than at valuation as valuation is not practical due to the nature of the investments and because (a) there are no quoted prices available for identical assets on an active market (b) there are no prices for recent transactions of identical assets and (c) there is no means of determining a transaction price based on arm's length exchange motivated by normal business considerations. Furthermore the cost associated with valuing the assets would exceed the benefit derived and there is no intention to dispose of these investments in the foreseeable future.

CAPITAL ACCOUNT

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

RECEIVABLES

Receivables do not contain a significant financing element and are measured at their transaction price on initial recognition. Receivables are reviewed for indicators of impairments and bad debts are written off in the period in which they arise.

INVENTORIES

Inventories are valued at the lower of cost and net realisable value. The carrying amount of inventories are reviewed for indicators of impairment at each reporting date. If there is objective evidence of impairment, an impairment loss is recognised in the Statement of income and expenditure and retained revenue reserves.

OPERATING LEASES

Rental paid under operating leases is charged to the Statement of income and expenditure and retained revenue reserves on a straight line basis over the period of the lease.

EMPLOYEE BENEFITS

(A) Retirement Benefits

Fáilte Ireland operates four defined benefit schemes.

Three are funded annually on a pay as you go basis from monies provided by the Department of Transport, Tourism and Sport and from contributions deducted from staff salaries. The fourth is the Single Public Service Pension Scheme. All employee contributions collected are remitted on a monthly basis to the Department of Public Expenditure and Reform.

Fáilte Ireland recognises an asset equivalent to the deferred pension liability in relation to three of its four schemes where there is a legal commitment that funds will be provided by the Oireachtas to fund pensions on an ongoing basis. Where there is no legal commitment to the provision of monies to fund future pension payments, Fáilte Ireland does not recognise a deferred pension asset. The details are set out below.

Notes to the Financial Statements

year ended 31 December 2018

1. ACCOUNTING POLICIES (CONTINUED)

Unfunded (formerly CERT) contributory pension and death benefits plan and unfunded Regional Tourism Organisation pension scheme.

An asset is recognised to reflect the provisions of the Financial Measures (Miscellaneous Provisions) Act 2009. Under the Act where the aggregate of members and Fáilte Ireland contributions to the scheme are insufficient to meet Fáilte Ireland's obligations to pay its pension obligations in accordance with the scheme, the Minister for Public Expenditure and Reform shall make good any deficiency from funds provided by the Oireachtas.

Unfunded National Tourism Development Authority Superannuation Scheme.

In 2014 the Authority sought confirmation from the Department of Transport, Tourism and Sport and the Department of Public Expenditure and Reform that similar provisions as those contained in the Financial Measures (Miscellaneous Provisions) Act 2009 applied to the National Tourism Development Authority Superannuation Scheme.

The Authority received confirmation that while there is no explicit guarantee that funds will always be made available, the Minister for Public Expenditure and Reform accepts that the continuation of Exchequer funded bodies with accrual accounts and pay-as-you-go schemes to make. As this does not give the Authority the assurance that any deficit in the fund will be provided by the Oireachtas, accordingly as at the 31st of December 2013 the Authority amended its accounting policy to no longer recognise an asset in respect of the unfunded deferred liability for the National Tourism Development Authority Superannuation Scheme.

Single Public Service Pension Scheme (Single Scheme)

Fáilte Ireland operates the Single Public Service Pension Scheme (Single Scheme) which is the defined benefit scheme for pensionable public servants appointed on or after 1st January 2013. Single Scheme members contributions are paid over to the Department of Public Expenditure and Reform. Section 44 of the Public Service Pensions (Single Scheme and Other Provisions) Act 2012 provides for funding of pension payments as they fall due by way of payments out of the Central Fund or from funds provided by the Oireachtas for that purpose.

Pension costs reflect pension benefits earned by employees in the period. The costs are shown net of staff pension contributions which are retained by the Authority and used in the discharge of the overall pensions liability for the year with the exception of the contributions to the Single Public

Service Pension Scheme, contributions are remitted to the Department of Public Expenditure and Reform on a monthly basis. An amount corresponding to the pension charge is recognised as income to the extent that it is recoverable.

Actuarial gains or losses arising on scheme liabilities and assets, are reflected in the Statement of Comprehensive Income and a corresponding adjustment for the Unfunded (formerly CERT) contributory pension and death benefits plan, Unfunded Regional Tourism Organisations pension scheme and the Single Public Service Pension Scheme is recognised in the amount recoverable from the Exchequer to reflect the provisions of the Financial Measures (Miscellaneous Provisions) Act 2009.

There is no corresponding asset recognised from the Unfunded National Tourism Development Authority Superannuation Scheme as the scheme is not referred to in the above legislation.

Retirement Benefit Obligations' represent the present value of future pension payments earned by members of the schemes to date. The schemes liabilities as at 31 December 2018 have been valued by an independent actuary using the projected unit method.

(B) Short-term Benefits

Short term benefits such as holiday pay are recognised as an expense in the year, and benefits that are accrued at year-end are included in the Payables figure in the Statement of Financial Position.

CRITICAL ACCOUNTING JUDGEMENTS AND ESTIMATES

The preparation of the financial statements requires management to make judgements, estimates and assumptions that affect the amounts reported for assets and liabilities as at the reporting date and the amounts reported for revenues and expenses during the year. However, the nature of estimation means that actual outcomes could differ from those estimates. The following judgements have had the most significant effect on amounts recognised in the financial statements.

Impairment of Property, Plant and Equipment and Intangible Assets and Depreciation

Assets that are subject to amortisation are reviewed for impairment whenever events or changes in circumstances indicate that the carrying amount may not be recoverable. An impairment loss is recognised for the amount by which the asset's carrying amount exceeds its recoverable amount. The recoverable amount is the higher of an asset's fair value less cost to sell and value in use. For the purpose of assessing impairment, assets are grouped at the lowest levels for which there are separately identifiable cash flows (cash generating units). Non-financial assets that suffered impairment are reviewed for possible reversal of the impairment at each reporting date.

Notes to the Financial Statements

year ended 31 December 2018

1. ACCOUNTING POLICIES (CONTINUED)

Depreciation and Residual Values

Management have reviewed the asset lives and associated residual values of all fixed asset classes and have concluded that asset lives and residual values are appropriate.

Retirement Benefit Obligation

The assumptions underlying the actuarial valuations for which the amounts recognised in the financial statements are determined (including discount rates, rates of increase in future compensation levels, mortality rates and healthcare cost trend rates) are updated annually based on current economic conditions, and for any relevant changes to the terms and conditions of the pension and post-retirement plans.

The assumptions can be affected by:

- the discount rate, changes in the rate of return on high-quality corporate bonds

- future compensation levels, future labour market conditions
- health care cost trend rates, the rate of medical cost inflation in the relevant regions.

Capital Grants

As outlined in the accounting policy in relation to grants payable, expenditure is recognised in the period in which the recipient carries out grant activity or Key performance indicators are met that create an entitlement to the grant support and complies with the stipulated grant conditions. The Authority provides capital grants to both private and public bodies in relation to tourism projects. Significant delays can occur in the submission of claims to the Authority for payment. The financial statements recognise an accrual in relation to expenditure incurred by grantees but not yet claimed (note 21). In relation to capital projects a significant part of this accrual is based on estimates provided by grantees on the basis of expenditure incurred on capital projects.

2. OIREACHTAS GRANTS RECEIVED FOR THE PERIOD

	2018			2017		
	Fáilte Ireland €'000	Tourism Ireland €'000	2018 Total €'000	Fáilte Ireland €'000	Tourism Ireland €'000	2017 Total €'000
E3 Fáilte Ireland Grant						
General Operating Expenses	61,816	-	61,816	58,401	-	58,401
Capital Development	800	-	800	800	-	800
E5 Tourism Marketing Fund	9,397	30,391	39,788	9,147	27,256	36,403
E5 Tourism Marketing Capital Fund	-	2,000	2,000	-	-	-
E4 Tourism Ireland Ltd. Admin & Expenses	-	15,302	15,302	-	14,601	14,601
E6 Tourism Product Development	10,863	-	10,863	10,548	-	10,548
	82,876	47,693	130,569	78,896	41,857	120,753

Oireachtas Grants are received from the Department of Transport, Tourism and Sport (Vote 31) under the subheads E3, E4, E5 and E6 as detailed above. The voted Tourism Marketing Fund is allocated annually between Fáilte Ireland and Tourism Ireland Limited by the Department of Transport, Tourism and Sport. The Grants Received were used for the purposes for which they were allocated.

Notes to the Financial Statements

year ended 31 December 2018

3. OTHER INCOME

	2018	2017
	€'000	€'000
Standards and Registration fees	1,851	1,888
Tourist Information Offices and Attractions	209	225
Trade Shows and Sales Opportunities	2,530	2,753
Department of Arts Culture and the Gaeltacht 1916 centenary (note 6)	-	101
Rental Income, Bank Interest and Other	124	201
	4,714	5,168

4. SIGNATURE PROGRAMMES (WILD ATLANTIC WAY, DUBLIN, IRELAND'S ANCIENT EAST)

	2018	2017
	€'000	€'000
Programme Expenditure	7,243	9,371
Festivals & Events Expenditure	5,676	4,177
Capital Expenditure	10,072	8,687
	22,991	22,235

5. NATIONAL SALES AND MARKETING

	2018	2017
	€'000	€'000
Business Tourism	5,049	5,840
Domestic Marketing	4,812	2,699
	9,861	8,539

Notes to the Financial Statements

year ended 31 December 2018

6. NATIONAL DEVELOPMENT PROGRAMMES

	2018	2017
	€'000	€'000
Business Development	1,937	2,112
Digital and E-Business	3,213	2,894
Brand Experience/ Activities and Attractions	982	499
Research	1,337	1,062
Visitor and Trade Engagement	2,078	2,114
Tourism Education	1,596	3,036
Quality and Standards	33	1,138
Futures and Key Partnerships	-	4
International Trade	1,363	1,330
Business Intelligence (CRM and GDPR Compliance)	1,929	1,428
Enterprise Support*	2,773	793
1916 Centenary project	-	101
	17,241	16,511

* Enterprise Support was separated out from the Business Programme area in 2017

7. OPERATIONS DEVELOPMENT

	2018	2017
	€'000	€'000
Audit Fee*	53	55
Occupancy & Office Services	3,982	3,923
Authority Member Fees	126	115
Authority Member Expenses	13	9
Other Administration Costs	2,778	2,673
Depreciation charge for the year	3,480	3,401
Costs of fixed assets Disposal /loss on disposal**	1,385	1,965
	11,817	12,141

* Audit fees include €52k relating to the charge for NTDA plus €500 relating to the charge for The Gathering project 2013.

** See note 24 for details of 2018 property disposal.

Notes to the Financial Statements

year ended 31 December 2018

8. PAY

(A) Aggregate Employee Benefits

	2018	2017
	€'000	€'000
Employee short-term benefits	18,288	17,538
Termination benefits	-	62
Employers PRSI	1,874	1,807
Retirement benefit costs	10,661	10,330
Employer's contribution to social welfare	-	-
	30,823	29,737

Average staff numbers for the year 2018 were 313.76 whole-time equivalents / Year end WTE 319.83 (Average staff numbers for the year 2017, 312 whole-time equivalents/Year end 2017 WTE 313.33).

(B) Staff Short-Term Benefits

	2018	2017
	€'000	€'000
Basic Pay	18,283	17,533
Overtime	-	-
Allowances	5	5
	18,288	17,538

(C) Termination Benefits

	2018	2017
	€'000	€'000
Termination benefits charged to Income and Expenditure and Retained Revenue Reserves	-	62
	-	62

Notes to the Financial Statements

year ended 31 December 2018

8. PAY (CONTINUED)

(D) Key Management Personnel

Key Management Personnel comprise of members of the Management Advisory Committee, namely the Business Development Director, Marketing Director, Strategic Development Director and Operations Director/Secretary to the Authority.

	2018	2017
	€'000	€'000
Salary	542	498
Allowances	5	5
Termination benefits	-	-
Health Insurance	-	-
	547	503

(E) Chief Executive Officer Salary and Benefits

Chief Executive remuneration package for the financial period was as follows:

	2018	2017
	€'000	€'000
Basic Pay	158	143
BIK	-	-
	158	143

The CEO is a member of the Single Public Service Pension Scheme (Single Scheme).

	2018	2017
	€'000	€'000
Salaries	18,288	17,538
Employers PRSI	1,874	1,807
Voluntary Redundancy	-	62
	20,162	19,407

Pension Levy of €829,217 has been deducted in the period and paid over to the Department of Transport, Tourism and Sport. During 2018, €61k was paid to DPER relating to 2018, the amount relating to December 2018 of €7k was paid in January 2019.

Fáilte Ireland operates a long service employee award scheme. In 2018, there were 13 recipients of this scheme.

Total cost of this scheme in 2018 was €5,600.

No voluntary redundancy payments in 2018.

Notes to the Financial Statements

year ended 31 December 2018

8. PAY (CONTINUED)

Employees' short term benefits in excess of €60,000 are categorised into the following bands:

Employee numbers in salary ranges exceeding €60,000											
€000's	60-70	70-80	80-90	90-100	100-110	110-120	120-130	130-140	140-150	150-160	160-170
2017	68	9	27	3	5	0	0	2	1	1	0
2018	65	16	24	6	6	1	1	0	2	1	1

Note: For the purposes of this disclosure short term employee benefits in relation to services rendered during the reporting period include salary, overtime allowances and other payments made on behalf of the employee but exclude employer's PRSI.

9. TRAVEL AND SUBSISTENCE EXPENDITURE

	2018	2017
	€'000	€'000
Domestic Travel and Subsistence		
Authority Members	12	9
Employees	992	899
Foreign Travel and Subsistence		
Authority Members	-	-
Employees	357	342
	1,361	1,250

10. HOSPITALITY EXPENDITURE

	2018	2017
	€'000	€'000
Employee hospitality	39	58
Client hospitality	10	11
	49	69

Notes to the Financial Statements

year ended 31 December 2018

11. CONSULTANCY COSTS

	2018	2017
	€'000	€'000
Legal	393	853
Tax and Financial advisory	104	484
Public relations/marketing	-	3
Pensions and human resources	-	13
Other*	1,587	658
	2,084	2,011
Consultancy Costs Capitalised	-	-
Consultancy costs charged to the Income and Expenditure and Retained Revenue Reserves	2,084	2,011
	2,084	2,011

Note: Consultancy costs include the cost of external advice to management and exclude outsourced "business as usual" functions. *Other Consultancy includes planning and environmental advice €222K (2017 €0), investment support advice €377K (2017 €0), strategic planning advice €348K (2017 €215K), Economic advisory services €105K (2017 €45K), and other general consulting €535K (2017 €398K).

12. AUTHORITY MEMBERS' FEES & EXPENSES

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

EXPENSES AND FEES TO AUTHORITY MEMBERS FOR THE PERIOD:

	2018	2017	2018	2017
	€'000	€'000	€'000	€'000
	Expenses		Fees	
Michael Cawley (Chair)	-	-	21	21
Francis Brennan	1	-	12	12
Gerard Barron	2	2	4	12
Mary Kerins	-	-	-	-
Susan Bergin	-	-	5	12
Noel Kavanagh	-	-	12	12
Gina Murphy	-	-	12	12
Frankie Sheahan	-	3	-	3

Notes to the Financial Statements

year ended 31 December 2018

12. AUTHORITY MEMBERS' FEES & EXPENSES (CONTINUED)

EXPENSES AND FEES TO AUTHORITY MEMBERS FOR THE PERIOD:		2018	2017	2018	2017
		€'000	€'000	€'000	€'000
		Expenses		Fees	
Margaret Ryan	resigned 27/5/17	-	-	-	5
Bridget Halligan Neville	resigned 27/5/17	-	1	-	5
Séan Boland		-	-	12	6
Paul Carty		-	-	12	5
Jim Deegan (fee paid to the University of Limerick)	resigned 27/5/17	-	2	-	5
Mary Rose Stafford (fee paid to the Institute of Technology Tralee)	resigned 27/5/17	-	1	-	5
Alice Mansergh		-	-	-	-
Margaret E. Ward		-	-	6	-
Des O' Dowd		2	-	6	-
Clare Duignan		-	-	6	-
Breege O' Donoghue		-	-	6	-
Tom Coughlan		2	-	6	-
Tim Husbands		-	-	6	-
Total		7	9	126	115

The number of Authority Members at 31 December 2018 was 13 (2017: 9).

There were two Authority Members who did not receive Board Fees, Alice Mansergh waived her fees and Mary Kerins who surrendered her fee under the One Person One Salary Principle.

Other expenses of €4,656 were incurred during the period in relation to Authority Members.

13. PROPERTY, PLANT AND EQUIPMENT - GROUP

	Land and Premises €'000	Furniture and Fittings €'000	General Equipment €'000	Computer Equipment €'000	Total €'000
Cost					
At 1 January 2018	41,393	1,851	508	2,301	46,053
Additions at cost	595	111	4	99	809
Disposals at cost	(2,262)	(39)	(47)	(520)	(2,868)
At 31 December 2018	39,726	1,923	465	1,880	43,994
Depreciation					
At 1 January 2018	17,303	1,574	397	1,930	21,204
Charged during year	1,064	91	36	302	1,493
Disposals	(877)	(39)	(47)	(520)	(1,483)
At 31 December 2018	17,490	1,626	386	1,712	21,214
Net Book Value:					
At 31 December 2018	22,236	297	79	168	22,780
At 31 December 2017	24,090	277	111	371	24,849

Notes to the Financial Statements

year ended 31 December 2018

PROPERTY, PLANT AND EQUIPMENT - AUTHORITY

	Land and Premises €'000	Furniture and Fittings €'000	General Equipment €'000	Computer Equipment €'000	Total €'000
Cost					
At 1 January 2018	38,453	1,851	508	2,301	43,113
Additions at cost	595	111	4	99	809
Disposals at cost	(2,262)	(39)	(47)	(519)	(2,867)
At 31 December 2018	36,786	1,923	465	1,881	41,055
Depreciation					
At 1 January 2018	16,268	1,574	397	1,930	20,169
Charged during year	1,022	91	36	302	1,451
Disposals	(877)	(39)	(47)	(519)	(1,482)
At 31 December 2018	16,413	1,626	386	1,713	20,138
Net Book Value:					
At 31 December 2018	20,373	297	79	168	20,917
At 31 December 2017	22,185	277	111	371	22,944

14. PROPERTY, PLANT AND EQUIPMENT - HERITAGE ASSETS

The Dublin Writers Museum, is one of Fáilte Ireland's visitor attractions and a Tourist Information Office. It houses a history and celebration of literary Dublin and features the lives and works of Dublin's literary celebrities over the past three hundred years. The works have been acquired through purchases, gifts or are on loan to the Museum. In July 2016 James Adam & Sons, Fine Art Auctioneer and Valuers carried out an inventory and valuation inspection of the Literary and Artistic Collection at the Museum and certified the collection at €1.2 million for insurance purposes. €55k of heritage assets are reflected in the Statement of Financial Position, all of which have been fully depreciated as at 31/12/2018. Some of the Museums collections of books and antiques have been recorded at cost in the Statement of Financial Position at the time of acquisition and are now all fully depreciated. The collection is due to transfer to the Ulysses Centre post completion of the Capital project, current estimated completion date June 2019.

Notes to the Financial Statements

year ended 31 December 2018

15. INTANGIBLE ASSETS - GROUP & AUTHORITY

	Intangible Assets €'000	Assets Under Construction €'000	Total €'000
Cost			
At 1 January 2018	6,444	-	6,444
Movement from Asset Under Construction	-	-	-
Additions at cost	678	113	791
Disposals at cost	-	-	-
At 31 December 2018	7,122	113	7,235
Depreciation			
At 1 January 2018	3,958	-	3,958
Charged during year	2,031	-	2,031
Disposals	-	-	-
At 31 December 2018	5,989	-	5,989
Net Book Value:			
At 31 December 2018	1,133	113	1,246
At 31 December 2017	2,486	-	2,486

16. INVESTMENT PROPERTY - GROUP & AUTHORITY

	2018 €'000	2017 €'000
Investment Property comprises:		
Glenans Sailing Club - Baltimore Co Cork	65	65
Killarney Golf Club	111	111
	176	176

Baltimore, Co Cork

The land and buildings at Baltimore Co. Cork were occupied under lease by Glenans Sailing Club, from which it operated a sailing school. Glenans ceased its operations at Baltimore and the property was surrendered back to Fáilte Ireland. In compliance with Circular 11/2015 – Protocols for the Transfer and Sharing of State Property – these premises were placed on the State Property Register in 2016 as surplus to requirements, as a result of which an expression of interest was received. Permission was sought and received from the Department of Transport, Tourism and Sport to proceed to the next phase which is ongoing.

Killarney Golf Club

Fáilte Ireland owns land at Killarney Golf Club. The lands are leased to KGCL Property Holdings Ltd and form part of the golf courses operated by the Killarney Golf and Fishing Club. The value on the Statement of Financial Position is stated at historic cost.

Notes to the Financial Statements

year ended 31 December 2018

17. FINANCIAL ASSETS - GROUP

	2018 €'000	2017 €'000
Financial Assets comprise		
Waterford Regional Airport plc. - 1,562 Ordinary €2.54 Shares	4	4
Connemara West plc. - 5,500 ordinary shares @ €1.27 each	7	7
Louisburgh Holidays plc. - 25,000 'B' Ordinary Shares @ €1.27 each	31	31
Connemara Golf Club - 500 ordinary shares @ €1.27 each	1	1
Galf Corca Dhuibhne - 386 shares plus an additional 90 shares for the land	3	3
KGCL Property Holdings Ltd. Share of Kerry Regional Airport Plc.	14	14
	60	60

- Fáilte Ireland also holds €250 worth of shares in Kerry Airport Plc. This is a nominal shareholding.

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

The following entities were dissolved during 2018:

	Status	Date
South West Regional Tourism Authority	Dissolved	effective date 30/5/2018
North West Regional Tourism Authority	Dissolved	effective date 16/5/2018
Western Regional Tourism Authority	Dissolved	effective date 30/5/2018
Midland East Regional Tourism Authority	Dissolved	effective date 16/5/2018
Dublin Regional Tourism Organisation	Dissolved	effective date 16/5/2018
Dublin Regional Tourism Authority	Dissolved	effective date 16/5/2018
Teffub Limited	Dissolved	effective date 16/5/2018

Fáilte Ireland holds a controlling interest in the following companies limited by guarantee.

The Gathering Project 2013

The Gathering Project 2013 had no assets, liabilities, staff or trading activity in the 12 months ended 31st December 2018 or 31st December 2017.

KGCL Property Holdings Ltd has an investment in Kerry Airport Plc valued at cost of €14,297.

Notes to the Financial Statements

year ended 31 December 2018

FINANCIAL ASSETS - AUTHORITY

	2018	2017
	€'000	€'000
Financial Assets comprise		
Waterford Regional Airport plc. - 1,562 Ordinary €2.54 Shares	4	4
Connemara West plc. - 5,500 ordinary shares @ €1.27 each	7	7
Louisburgh Holidays plc. - 25,000 'B' Ordinary Shares @ €1.27 each	31	31
Connemara Golf Club - 500 ordinary shares @ €1.27 each	1	1
Galf Corca Dhuibhne - 386 shares plus an additional 90 shares for the land	3	3
75% Shareholding KGCL Property Holdings Ltd.	12	12
	58	58

- Fáilte Ireland also holds €250 worth of shares in Kerry Airport Plc. This is a nominal shareholding.

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

The following entities were dissolved during 2018:

	Status	Date
South West Regional Tourism Authority	Dissolved	effective date 30/5/2018
North West Regional Tourism Authority	Dissolved	effective date 16/5/2018
Western Regional Tourism Authority	Dissolved	effective date 30/5/2018
Midland East Regional Tourism Authority	Dissolved	effective date 16/5/2018
Dublin Regional Tourism Organisation	Dissolved	effective date 16/5/2018
Dublin Regional Tourism Authority	Dissolved	effective date 16/5/2018
Teffub Limited	Dissolved	effective date 16/5/2018

Fáilte Ireland holds a controlling interest in the following companies limited by guarantee.

The Gathering Project 2013

The Gathering Project 2013 had no assets, liabilities, staff or trading activity in the 12 months ended 31st December 2018 or 31st December 2017.

KGCL Property Holdings Ltd has an investment in Kerry Airport Plc valued at cost of €14,297.

Notes to the Financial Statements

year ended 31 December 2018

18. KGCL PROPERTY HOLDINGS LIMITED

KGCL Property Holdings Limited is a 75% subsidiary of Fáilte Ireland. KGCL Property Holdings Limited is a property holding company.

KGCL Property Holdings Limited results were included in the consolidated accounts of Fáilte Ireland for the first time in 2014. No Consideration was paid for the equity in KGCL Property Holdings Limited. In 2013, KGCL Property Holdings Limited transferred the operation of golf courses in Killarney to its members. KGCL Property Holdings Limited retains ownership of the land. The members' pay annual rent of €3,000 to KGCL Property Holdings Limited.

KGCL Property Holdings Limited had a lease for the Lackabane golf course with an annual rent of €12,000 which expired 13th November 2017.

KGCL Property Holdings Limited has availed of the exemption in FRS 102 not to prepare a cash flow statement on the basis that the company's results are included in the consolidated financial statements of Fáilte Ireland.

KGCL PROPERTY HOLDINGS LIMITED

STATEMENT OF COMPREHENSIVE INCOME FOR THE YEAR ENDED 31 DECEMBER 2018	2018	2017
	€'000	€'000
INCOME:		
Rent	3	15
Refund of Insurance	2	2
Gross Profit	5	17
EXPENDITURE:		
Depreciation	42	42
Rental Charges	3	15
Contribution to Access Road	-	10
Professional Fees & Insurance	2	2
Total Administration Expenses	47	69
Interest receivable and similar income		
Surplus/(Deficit) before Taxation	(42)	(52)
Taxation	-	-
Surplus/(Deficit) after Taxation	(42)	(52)
NET ASSETS AS AT 31 DECEMBER 2018	2018	2017
	€'000	€'000
FIXED ASSETS:		
Property, Plant and Equipment	1,863	1,905
Financial assets	14	14
	1,877	1,919
Current Assets	3	13
Current Liabilities	(6)	(16)
TOTAL NET ASSETS	1,874	1,916

Notes to the Financial Statements

year ended 31 December 2018

19. RECEIVABLES - GROUP

	2018	2017
	€'000	€'000
Trade	160	204
Prepayments	728	873
Accrued Income	68	68
KGCL Property Holdings Ltd - Debtors	1	1
	957	1,146

RECEIVABLES - AUTHORITY

	2018	2017
	€'000	€'000
Trade	160	204
Prepayments	728	873
Accrued Income	68	68
	956	1,145

20. CASH AND CASH EQUIVALENTS - GROUP

	2018	2017
	€'000	€'000
		re-classified
Deposit Accounts	23,784	23,213
Current Accounts	19,829	27,495
Cash on hand	2	2
KGCL Property Holdings Ltd - Bank Accounts	2	12
	43,617	50,722

CASH AND CASH EQUIVALENTS - AUTHORITY

	2018	2017
	€'000	€'000
		re-classified
Deposit Accounts	23,784	23,213
Current Accounts	19,829	27,495
Cash on hand	2	2
	43,615	50,710

Notes to the Financial Statements

year ended 31 December 2018

21. PAYABLES - GROUP

	2018	2017
	€'000	€'000
Amounts falling due within one year		
Trade Creditors	2,729	2,001
Tourism Ireland	28	25
Deferred Income	10,571	9,522
Accruals - Capital	12,132	19,567
Accruals - Pay	764	641
Accruals - Non Pay	4,231	6,210
Other Creditors	978	953
Prepaid Income	2,086	2,209
KGCL Property Holdings Ltd - Payables & Accruals	6	16
	33,525	41,144

PAYABLES - AUTHORITY

	2018	2017
	€'000	€'000
Amounts falling due within one year		
Trade Creditors	2,729	2,001
Tourism Ireland	28	25
Deferred Income	10,571	9,522
Accruals - Capital	12,132	19,567
Accruals - Pay	764	641
Accruals - Non Pay	4,231	6,210
Other Creditors	978	953
Prepaid Income	2,086	2,209
	33,519	41,128

Deferred income includes proceeds of disposal of freehold and leasehold interest (see Note 24)

Notes to the Financial Statements

year ended 31 December 2018

22. CAPITAL ACCOUNT - GROUP

	2018	2017
	€'000	€'000
At 1 January	25,664	28,382
Income used for capital purposes		
Additions to Purchased Property, Plant and Equipment in year	809	787
Additions to Intangible Assets in year	791	1,861
Amortisation in line with Asset Depreciation	(3,482)	(3,401)
Amount released on Disposal of Property, Plant and Equipment	(1,385)	(1,965)
Transfer to / (from) Income and Expenditure Account	(3,267)	(2,718)
At 31 December	22,397	25,664

The balance in the Capital Account corresponds with the following amounts:	Notes	2018	2017
		€'000	€'000
FIXED ASSETS			
Property, Plant and Equipment	13	22,780	24,849
Intangible Assets	15	1,246	2,486
Investment Property	16	176	176
Financial Assets	17	60	60
Less Total Assets of KGCL Property Holdings Ltd.	18	(1,877)	(1,919)
Investment in Subsidiary KGCL Property Holdings Ltd.	17	12	12
		22,397	25,664

CAPITAL ACCOUNT - AUTHORITY

	2018	2017
	€'000	€'000
At 1 January	25,664	28,382
Income used for capital purposes		
Additions to Purchased Property, Plant and Equipment in year	809	787
Additions to Intangible Assets in year	791	1,861
Amortisation in line with Asset Depreciation	(3,482)	(3,401)
Amount released on Disposal of Property, Plant and Equipment	(1,385)	(1,965)
Transfer to / (from) Income and Expenditure Account	(3,267)	(2,718)
At 31 December	22,397	25,664

Notes to the Financial Statements

year ended 31 December 2018

22. CAPITAL ACCOUNT - AUTHORITY (CONTINUED)

The balance in the Capital Account corresponds with the following amounts:		Notes	2018	2017
FIXED ASSETS			€'000	€'000
Property, Plant and Equipment Assets	13		20,917	22,944
Intangible Assets	15		1,246	2,486
Investment Property	16		176	176
Financial Assets	17		58	58
			22,397	25,664

23. OPERATING LEASE COMMITMENTS ON LAND AND BUILDINGS

At 31st December 2018, the Authority had the following total future commitments under operating leases:

	2018	2017
	€'000	€'000
Minimum future lease payments		
Within one year	874	625
between two and five years	3,185	2,163
after five years	2,032	681
	6,091	3,469

The total amount charged in respect of operating leases in the Income and Expenditure Account for 2018 is €725,895.95 (2017: €721,428.83)

24. PROCEEDS OF SALES

In 2018 the Authority disposed of: Freehold interest in a premises at Forster St, Galway, the disposal has been accounted for as follows in the financial statements:

Carrying value of asset disposed of	€1,385k
Sales proceeds	€2,500k
Proceeds retained in deferred income	€2,500k
Cost of asset disposal	€1,385k

An amount matching the €1,385k representing the unamortised cost of the asset was released from the capital account.

Notes to the Financial Statements

year ended 31 December 2018

24. PROCEEDS OF SALES (CONTINUED)

Fáilte Ireland was granted permission by DPER to retain the proceeds of this sale (€2.5m) as requested, on a one off basis for a number of expenditure/investments i.e. Galway Regional Office, Sligo RO, TIC's (Galway, Kilkenny) and rebranding Discover Ireland Centres and Tourist Information Centres in Limerick, Dingle, and Kinsale. Funds will be released against expenditure as it occurs on these projects. Such amounts are taken into consideration for the purpose of determining the NTDA's annual grant allocation from DTTAS on an ongoing basis.

In 2017 the Authority disposed of:	Freehold interest in a premises for €789,087 (net)
In 2016 the Authority disposed of:	Freehold interest in land and investment property for €49,822 (net)
In 2015 the Authority disposed of:	Freehold interest in a premises for €70,697 (net)
In 2014 the Authority disposed of:	Leasehold interest in a premises for €3,911,000 (net)
	Freehold interest in a premises for €137,000 (net)

The Authority has received sanction from Department of Transport, Tourism and Sport to retain funds totalling €7,457,606 arising from profits arising on the sale of land, premises and investment property in the period 2014-2018. The sanction was given on condition that the funds are expended on tourism capital development priorities. The retention of these monies is to be taken into account in determining the future grant allocation.

25. GRANT PAYMENT COMMITMENTS

Commitments for capital grant payments at 31 December 2018 were estimated at €77.5 million (2017: €30.2 million).

26. RELATED PARTY DISCLOSURES

The Authority adopts procedures in accordance with the guidelines issued by the Department of Public Expenditure & Reform 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.

The Authority Members and Fáilte Ireland complied with the Department of Public Enterprise and Reform guidelines covering situations of personal interest in the normal course of business. Fáilte Ireland may approve financial support/grants and enter into contractual arrangements with undertakings in which Fáilte Ireland Authority Members are employed or otherwise interested.

In cases of potential conflict of interest Authority Members do not receive Authority documentation on the proposed transactions nor did the members participate in or attend discussions relating to the matters.

No conflicts were declared during 2018.

27. RECOVERY OF GRANTS

Fáilte Ireland has carried out verification checks on expenditure claimed in a sample of projects supported under the 1994-1999 Tourism Operational Programme and also carries out post-monitoring on grants paid. As a result of these procedures, funds to the value of €532,807 (2017: €653,592) which were recovered from grantees, were on hand and included in Payables at year-end. There is no mechanism to repay such funds to the EU. Fáilte Ireland plans to offset amounts due to it from the EU in relation to monitoring projects, against this creditor.

Notes to the Financial Statements

year ended 31 December 2018

28. PENSIONS

The Authority's pension schemes are described below

UNFUNDED NATIONAL TOURISM DEVELOPMENT AUTHORITY SUPERANNUATION SCHEME

The Authority operates an unfunded defined benefit superannuation scheme for eligible permanent staff under The National Tourism Development Authority Act, 2003 and for eligible permanent staff of the former Bord Fáilte under section 15 of the Tourist Traffic Act, 1952 and section 9 of the Tourist Traffic Act, 1983.

The pension scheme is a defined benefit final salary pension arrangement with benefits and contributions defined by reference to current "model" public sector scheme regulations. The scheme provides a pension (eightieths per year of service), a gratuity or lump sum (three eightieths per year of service) and spouse's and children's pensions. Normal Retirement Age is a member's 65th birthday; pre 2004 members have an entitlement to retire without actuarial reduction from age 60. Pensions in payment (and deferment) normally increase in line with general public sector salary inflation.

UNFUNDED (FORMERLY CERT) CONTRIBUTORY PENSION AND DEATH BENEFITS PLAN (CLOSED TO NEW ENTRANTS)

The Authority operates a defined benefit pension scheme for eligible staff of the former CERT Ltd.

Benefits and contributions are defined by pension scheme deeds and booklets. The scheme provides a pension (eightieths per year of service), a gratuity or lump sum (three eightieths per year of service) and spouse's and children's pensions subject to a rule that if a member attains 20 years service at age 65 years, 40 years is awarded. Normal Retirement Age is a member's 65th birthday.

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

UNFUNDED REGIONAL TOURISM ORGANISATION PENSION SCHEME (CLOSED TO NEW ENTRANTS)

A defined benefit pension scheme is operated for eligible staff of the former six Regional Tourism Authorities with benefits funded by contributions from the employees.

Benefits and contributions are defined by pension scheme deeds and booklets. The scheme provides a pension (eightieths per year of service), a gratuity or lump sum (three eightieths per year of service) and spouse's and children's pensions. Normal Retirement Age is a member's 65th birthday; pre 2004 members have an entitlement to retire without actuarial reduction from age 60. Pensions in payment (and deferment) normally increase in line with general public sector salary inflation. As this scheme is closed, under the projected unit method, the current service cost will increase as the members of the scheme approach retirement.

SINGLE PUBLIC SERVICE PENSION SCHEME

The Authority operates the Single Public Service Pension Scheme (Single Scheme) which is the defined benefit scheme for pensionable public servants appointed on or after 1st January 2013. Single Scheme members contributions are paid over to the Department of Public Expenditure and Reform. Section 44 of the Public Service Pensions (Single Scheme and Other Provisions) Act 2012 provides for funding of pension payments as they fall due by way of payments out of the Central Fund or from funds provided by the Oireachtas for that purpose.

Notes to the Financial Statements

year ended 31 December 2018

28. PENSIONS (CONTINUED)

(A) Analysis Of Total Retirement Benefit Costs Charged To Expenditure

	2018	2017
	€'000	€'000
Current service cost	6,408	6,148
Interest on pension scheme liabilities	4,933	4,875
Employee contributions	(827)	(744)
Total Defined Benefit Scheme Costs	10,514	10,279
Other*	147	51
Total	10,661	10,330

*Other costs comprise: (1) Income Continuance Premium Payments made of €66,721 (2) €29,856 being the difference between the formerly CERT pension scheme entitlement and the payment of an annuity purchased at the time reduced by (3) pension contributions refunded/ due to be refunded of (€9,844) (4) Single Pension Scheme Contributions Permanent staff €67,644 paid and Single Pension Contribution for Fixed Term Contract to be refunded accordingly (€6,369).

(B) Analysis of amount recognised in Comprehensive Income

	2018	2017
	€'000	€'000
Experience Gains / (Loss)	7,850	899
Changes in Assumptions	12,290	(2,213)
Actuarial Gain / (Loss)	20,140	(1,314)
Actuarial Gain / (Loss) recognised by matching funding	(7,679)	(66)
Total	12,461	(1,380)

(C) Movement in Net Retirement Benefit Obligations during the year

	2018	2017
	€'000	€'000
Net Pension Liability at 1 January	(278,681)	(274,814)
Benefits paid	9,164	8,499
Transfer payments	0	(29)
Current service cost	(6,408)	(6,148)
Interest on pension scheme liabilities	(4,933)	(4,875)
Actuarial Gain / (Loss)	20,140	(1,314)
Net Pension Liability at 31 December	(260,718)	(278,681)

Notes to the Financial Statements

year ended 31 December 2018

28. PENSIONS (CONTINUED)

(D) Deferred Retirement Benefits Funding

The Authority recognises an asset corresponding to the unfunded deferred liability for the Unfunded Regional Tourism Organisations Pension Scheme, the Unfunded (formerly CERT) pension scheme and the Single Public Service pension Scheme as set out in the Accounting Policy for pensions.

	2018	2017
	€'000	€'000
Unfunded (formerly CERT) Pensions Scheme, Unfunded Regional Tourism Organisation scheme and the Single Public Service Pension Scheme (Based on the Provisions of the Financial Measures Act 2009).	107,557	113,423
Total	107,557	113,423

The Net Deferred Funding for Pensions recognised in the Income and Expenditure Account is as follows:

	2018	2017
	€'000	€'000
Funding Recoverable in respect of current year retirement benefit costs -Unfunded (formerly CERT) Pensions		
Scheme and Unfunded Regional Organisation Tourism Scheme	5,000	4,779
State Grant applied to pay pensioners	(2,990)	(2,738)
Staff Contributions applied to pay pensioners	(378)	(308)
	1,632	1,733

The quantification of the liability is based on the financial assumptions set out in the note below (E).

The assumptions used, which are based on professional actuarial advice, are advised to the Department of Transport Tourism and Sport.

(E) Scheme and Actuarial Assumptions

The valuation of the schemes' liabilities used for the purposes of FRS 102 Section 28 Employee Benefits disclosures has been based on a full actuarial valuation at the 31 December 2018 carried out by a qualified independent actuary. Pension scheme liabilities have been measured using the projected unit method.

Principal actuarial assumptions used to calculate the scheme liabilities:

	31/12/2018	31/12/2017
Discount rate	1.80%	1.80%
Rate of increase in salaries	3.00%	3.30%
Future state pension increases	3.00%	3.30%
Future pension increases	2.50%*	2.80%*
Inflation Rate	1.50%	1.80%
Revaluation in deferment	2.50%**	2.80%**

Notes to the Financial Statements

year ended 31 December 2018

28. PENSIONS (CONTINUED)

Demographic Assumptions	31/12/2018	31/12/2017
Mortality Pre Retirement	Male 62% of PNML00 Female 70% of PNFL00	Male 62% of PNML00 Female 70% of PNML00
Mortality Post Retirement	Male 58% of ILT15 Female 62% of ILT15	Male 58% of PNML00 Female 62% of PNML00
Allowances for future improvements in mortality	Yes	Yes
Retirement Age	New entrants 65, other employees 62***	New entrants 65, other employees 62***
% married at retirement	90%	90%
Age difference between spouses	A male is assumed to be 3 years older than his spouse	A male is assumed to be 3 years older than his spouse

*In the case of the CERT scheme, future pension increases of 3% p.a. are assumed

**In the case of the CERT scheme, statutory revaluation applies to deferred benefits, as a result a revaluation in deferment rate of 1.50% p.a. is assumed (2017 1.75%). In the case of the other Fáilte Ireland pension schemes deferred benefits are assumed to revalue in line with pay parity increases of 2.5% p.a. (2017 2.8%).

***The retirement age for the CERT pension scheme is 65 for all members.

The mortality basis above explicitly allows for improvements in life expectancy over time, so that life expectancy will depend on the year in which a member attains retirement age. The table below shows the life expectancy for members attaining age 65 in 2018 and 2038.

Year of attaining age 65	2018	2038
Life expectancy - Male	21.4 years	23.8 years
Life expectancy - Female	23.8 years	25.9 years

(F) History of defined benefit obligations, assets and experience gains and losses

	2018	2017	2016	2015	2014	2013
	€'000	€'000	€'000	€'000	€'000	€'000
Defined benefit obligations	260,718	278,681	274,814	244,188	242,135	221,485
Experience gain/(loss) on scheme liabilities						
• Amount (€'000)	7,850	899	(571)	473	4,751	8,540
• Percentage of present value scheme liabilities	3.01%	0.32%	0.21%	0.19%	2.0%	3.9%

Notes to the Financial Statements

year ended 31 December 2018

29. GOING CONCERN

The Financial Statements have been prepared on the going concern basis. At the time of preparing the 2018 Financial Statements there is uncertainty as to the continued longer term funding of the National Tourism Development Authority Superannuation Scheme by the Oireachtas as the scheme is not mentioned in the Financial Measures (Miscellaneous Provisions) Act 2009 which provides legislative backing to the Group's three other pension schemes.

The Authority has sought assurance from the Department of Transport, Tourism and Sport and the Department of Public Expenditure and Reform as to the continued funding of this scheme and to date this assurance has not been received. Accordingly, the Authority has decided not to provide for a deferred asset in the Financial Statements totalling €153m (2017 €165m), being the value of the deferred liability of the scheme.

In assessing the going concern position of the Group the Authority has considered the following

1. The Oireachtas continues to provide funding on a pay as you go basis for the National Tourism Development Authority Superannuation Scheme through the annual Estimates process.
2. The organisation is a state body established by the National Tourism Development Authority Act 2003 and 95% funded by the Oireachtas.
3. There are currently no plans to dissolve the organisation.
4. The funding of the pension scheme is an ongoing issue and the Authority has not been given a definitive position that funding will or will not continue.
5. The crystallisation of the potential liability will span a period of 31 years into the future.

Based on the above considerations the Authority members are satisfied that the Group has adequate resources to continue for at least 12 months from the date of approval of these Financial Statements and it is appropriate to adopt the going concern basis in the preparation of the Financial Statements.

The Authority members have also concluded that the uncertainty re the National Tourism Development Superannuation Scheme does not represent a material uncertainty that casts significant doubt about the Group's ability to continue as a going concern and on that basis the Authority will continue to adopt the going concern basis in preparing its Financial Statements.

30. APPROVAL OF FINANCIAL STATEMENTS

These financial statements were approved by the Authority on 16th May 2019

Prompt Payments by Public Sector Bodies

Reporting Template pursuant to Government Decision S29296 of 2 and 8 March 2011 and 28 March 2017 by: The Health Service Executive, the Local Authorities, State Agencies and all other Public Sector Bodies, (excluding Commercial Semi State bodies)

Parent Government Department: Department of Transport, Tourism & Sport

Public Sector Body: National Tourism Development Authority (Fáilte Ireland)

Period Covered: 1st of January 2018 to 31st December 2018

DETAILS	NUMBER	VALUE €	PERCENTAGE (%) OF TOTAL NUMBER OF PAYMENTS MADE
Total payments made in Year	12084	€67,543,925.05	100%
Payments made within 15 days	11296	€61,112,111.95	95.79%
Payments made within 16 days to 30 days	608	€5,187,559.75	3.37%
Payments made in excess of 30 days that were <u>subject</u> to LPI and compensation costs	151	€1,183,832.34	0.55%
Payments made in excess of 30 days that were <u>not subject</u> to LPI and compensation costs	29	€60,421.01	0.30%
Amount of late payment interest (LPI) paid in Year	N/A	€1,792.25	N/A
Amount of compensation costs paid in Year	N/A	€7,780.00	N/A



Green Lighthouse, Dublin



Fáilte Ireland
National Tourism Development Authority



TUARASCÁIL BHLIANTÚIL 2018

Ráitis Airgeadais Bhliain dar Chríoch An 31 Nollaig 2018

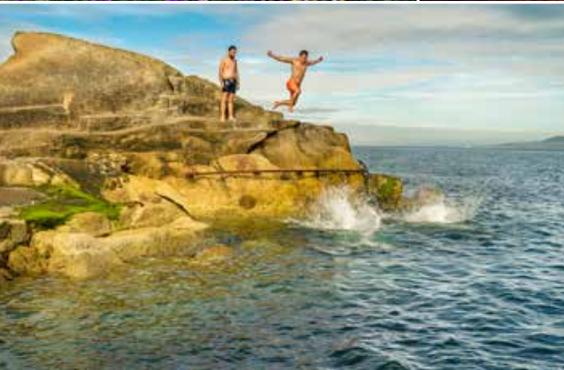
Oifigí Fáilte Ireland

**CEANNOIFIG –
BAILE ÁTHA CLIAT**
Áras Fáilte
88-95 Sráid Amiens
Baile Átha Cliath D01 WR86
Íosghlao: 1890 525 525
Ríomhphost:
info@failteireland.ie
Láithreán Gréasáin:
www.failteireland.ie
Tomhaltóir:
www.discoverireland.ie

CORCAIGH
Aonad 2, Teach Nessian,
Páirc Ghnó Riverview
Bóthar Bessboro,
An Dúcharraig
Corcaigh T12 R8HE
Íosghlao: 1890 525 525
PORT LÁIRGE
4ú hUrlár, Teach Wallace
Geata Maritana
Sráid Cheanada
Port Láirge X91 PP2R
Íosghlao: 1890 525 525

SLIGEACH
Áras Reddan
Sráid an Teampaill
Sligeach F91 RX45
Íosghlao: 1890 525 525
AN IARMHÍ
2ú hUrlár Teach Fair Green
Green Bridge
An Muileann gCearr
Co. na hIarmhí N91 V5WC
Íosghlao: 1890 525 525

GAILLIMH
Aonad 20F,
Páirc Ghnó an Leasa Bháin
Bóthar Thuama
Gaillimh H91 X0YK
Íosghlao: 1890 525 525
LUIMNEACH
2ú hUrlár, The Granary
Sráid Mhíchíl,
Luimneach V94 P38C
Íosghlao: 1890 525 525



Sheeps Head Peninsula, Co Cork

Mulranny Beach, Co Mayo





Fowley Falls, Rossinver, Co. Leitrim

TUARASCÁIL BHLIANTÚIL 2018

Fáilte Éireann Ráitis Airgeadais
don bhliain dar críoch an 31 Nollaig 2018

CHUIG AN AIRE IOMPAIR, TURASÓIREACHTA AGUS SPÓIRT

De réir an Achta um Údarás Náisiúnta Forbartha
Turasoireachta, 2003, cuireann Fáilte Éireann a
tuarascáil don bhliain dar chríoch 31 Nollaig 2018,
i láthair.

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“Cuireadh branda nua ar bun darb ainm Croíthailte Ceilte na hÉireann, a iomlánaíonn punann spéisiúil atá leagtha amach chun riachtanais ár sprioc-chustaiméirí a bhaint amach mar a chuir siad féin in iúl.”

Ráiteas an Chathaoirligh

MICHAEL CAWLEY
Cathaoirleach



Táim an-sásta a thuairisciú go bhfuil fás thar na bearta tagtha ar Thurasóireacht na hÉireann in 2018. Chuireamar fáilte roimh 9.6 milliún cuairteoir ó thar lear agus d'ardaigh líon na saoirí intíre go dtí 9.8 milliún. Dá bharr sin, d'ardaigh líon na ndaoine atá fostaithe san earnáil seo go dtí 260,000 duine, sin méadú 20,000 duine i gcomparáid le 2017.

Cuirtear borradh faoinár bhfás idirnáisiúnta i gcónaí mar gheall ar rochtain níos fearr aeir atá orainn agus cuireadh tús le bealaí nua i mblíana ó S.A.M., Ceanada, an Ghearmáin agus an tSín. Sa chomhthéacs sin, is mian liom fáilte a chur roimh an tús atá curtha leis an obair thógála ar rúidbhealach nua in Aerfort Bhaile Átha Cliath. Tá sé seo ag teastáil le fada agus, nuair a chuirfear críoch leis, beidh sé ina chuid ríthábhachtach den bhonneagar atá riachtanach chun tacú le fás leanúnach ár dtionscail.

Baineadh an-sásamh as an rath leanúnach atá ar straitéis Fáilte Ireland chun fás fadtéarmach agus leanúnach a chur ar bun. Tríd an mbéim a leagamar ar bhrandaí eispéiris mar fhreagra ar dhiantaighde a dhéanamh ar chustaiméirí, leantar de leas a bhaint astu agus fás seasta ag teacht ar líon na gcuariteoirí agus ar ioncam mar thoradh orthu. Cuireadh branda nua ar bun darb ainm Croithailte Ceilte na hÉireann, a iomlánaíonn punann spéisiúil atá leagtha amach chun riachtanais ár sprioc-chustaiméirí a bhaint amach mar a chuir siad féin in iúl. Braithimid go bhfuil na brandaí seo fós i dtús fáis agus feicimid go bhfuil go leor acmhainneachta ann chun iad a fhorbairt tuilleadh sna blianta amach romhainn.

Ar nós gach tionscail iomaíoch tá roinnt dúshlán suntasach roimh earnáil turasóireachta na hÉireann go fóill. Mar gheall ar bhrúna costais leanúnacha, ó mhéaduithe i dtáillí údarás áitiúil agus in árachas, leantar d'iomaíochas costais go leor oibríteoirí san earnáil a chur faoi bhrú. Cé go bhfuil buntáistí iomaíocha soiléire againn ó thaobh caighdeán na ndaoine atá againn agus ó thaobh an fháilte a chuirtear roimh chuariteoirí, ní mór dúinn struchtúr costais agus praghsála a choinneáil atá ar chomhchéim nó níos fearr ná ár gcompháirtithe. Ní fheadfaidh muid an dul chun

cinn mór atá déanta le blianta beaga anuas a chur i mbaol trí dhearmad a dhéanamh ar an ngéargh atá le heispéireas a chur ar fáil do chustaiméirí go leanúnach ina bhfaigheann siad luach ar a gcuid airgid.

Ba fhadhb leanúnach é in 2018 easpa scileanna a bheith sa tionscal. Tá sé thar a bheith tábhachtach dúinn struchtúr gairme a fhorbairt d'earnáil turasóireachta na hÉireann atá láidir agus trína meallfar daoine a bhfuil scileanna acu ar féidir leo tacaíocht a thabhairt d'earnáil turasóireachta na hÉireann amach anseo agus ionadaíocht a dhéanamh uirthi.

Chun dul i ngleic leis an nganntanas seo, bhunaigh Fáilte Ireland Grúpa Nua Maoirseachta do Ghairmeacha Fáilteachais agus Turasóireachta i mblíana trína bhféachfar le dul i ngleic le fadhbanna maidir le soláthar oibre agus scileanna a fhorbairt atá ag cur isteach ar fhás i ngnó na turasóireachta. Táim sásta go bhfuil Fáilte Ireland in ann cathaoirleacht a dhéanamh ar ghrúpa tábhachtach dá leithéid.

Ar ábhar eile, ba bhrúphointe i gcónaí é cúrsaí lóistín i mBaile Átha Cliath. Tá Fáilte Ireland ag coinneáil súil ghrinn ar an bhfadhb seo le bliain anuas agus thug sí faoi thaidhe suntasach a dhéanamh ar réimse an lóistín inar aithníodh roinnt deiseanna chun an méid lóistín atá ar fáil i gCorcaigh, Gaillimh agus Cill Chainnigh a mhéadú chomh maith leis an riachtanas follasach atá ann maidir le fás i mBaile Átha Cliath.

Bhí Fáilte Ireland dírithe i gcónaí ar réigiúnacht agus ar shéasúracht a fheabhsú le linn 2018. Táim thar a bheith sásta faoi sheoladh **Croithailte Ceilte na hÉireann**, branda taithe réigiúnach nua atá leagtha amach chun borradh a chur faoi thurasóireacht agus faoi fhás i líon na gcuariteoirí ar fud réigiún lár na tíre.

Imreoidh Croíthailte Ceilte na hÉireann tionchar ar an treocht turasóireachta atá ag fás i leith gníomhaíochtaí amuigh faoin aer trí chuariteoirí a spreagadh a bheith gníomhach sa nádúr agus clár gnó Fáilte Ireland a chur chun cinn maidir le cuairteoirí a scaipeadh ar fud na tíre trí thaiscéaláíocht a dhéanamh ar acmhainní nádúrtha na réigiún a spreagadh. Tríd an mbranda seo a fhorbairt feicfeadh infheistíocht bhreise sa réigiún, faoina gcinnteofar go mbeifear in ann forbairt a dhéanamh an líon cuairteoirí a thagann anseo sna blianta amach romhainn.

Chomh maith leis sin, bunaíodh Foireann Féilte agus Imeachtaí nua i mbliana, trína ndírítear as an nua ar leas a bhaint as imeachtaí chun breis cuairteoirí idirnáisiúnta a mhealladh, lasmuigh de mhíonna gnóthacha an tsamhraidh ach go háirithe. Leanadh de roinnt dár bhféilte a cruthaíodh i gcomhpháirt a fhás agus a fhorbairt, ar nós Féile na Bliana Nua agus Féile Bram Stoker. Chomh maith leis sin thugamar tionscnamh nua iontach isteach – Féile May the 4th trína ndéantar ceiliúradh ar lá idirnáisiúnta Star Wars ar éirigh thar cionn leis.

Forbairt iontach eile do 2018 ab ea sraith nua de Phleananna um Eispéireas Cuartaíochta a fhorbairt a chruthú mar chuid de thiomantas Fáilte Ireland cuairteoirí a chur chuig ceantair agus taitneamhachtaí in Éirinn nach bhfuil an oiread céanna clú orthu. Tá na pleananna seo ríthábhachtach chun an méid atá ar fáil sa tír seo do chuariteoirí a fhorbairt ar bhonn leanúnach. Is é is aidhm leis na pleananna seo an tréimhse ama a chaitheann cuairteoirí sa tír agus an méid ioncain a ghintear dá bharr a mhéadú, agus cur le timpeallacht nó cultúr an réigiúin ag an am céanna, agus creidim go mbeidh tionchar mór acu ar bhunús turasóireachta na hÉireann a fhás agus ar earáil turasóireachta na hÉireann, ar feadh blianta fada.

Ní mór comhpháirtíochtaí le páirtithe leasmhara áitiúla, gnónna turasóireachta agus pobail a bheith ann d'fhonn na pleananna comhroinnte fadtéarmacha seo a fhorbairt ar nós Inis Eoghain ar Shlí an Atlantaigh Fhiáin agus taitneamhachtaí a thugann beocht do na téamaí faoi leith, ar nós an téama 'Caisleáin agus Concais' de chuid Sheanoirtheair na hÉireann.

In 2018, bunaíodh roinnt comhpháirtíochtaí straitéiseacha le heagraíochtaí a bhfuil sé mar ról acu tacú le hearnáil na turasóireachta in Éirinn, go háirithe Oifig na nOibreacha Poiblí, an tSeirbhís Páirceanna Náisiúnta agus Fiadhúlra, An Roinn Forbartha Tuaithe agus Coillte. Táim thar a bheith sásta a dheimhniú gur cuireadh tús le roinnt Máistirphleananna Turasóireachta in 2018 trína dtacófar le turasóireacht a scaipeadh ó na príomhionaid chuig réigiúin eile sa tír.

Leanann an Turasóireacht Gnó de bheith ar cheann de na cineálacha turasóireachta is brabúsaí agus tá cuairteoirí ag taisteal go hÉirinn le haghaidh comhdhála gnó agus iad ag caitheamh trí oiread is atá á chaitheamh ag an ngnáthchuariteoir. Ar an iomlán, ba bhliain thar barr í 2018 d'Fhoireann Turasóireachta Gnó agus Imeachtaí Fáilte Ireland, ar lena linn a aimsíodh ábhair cliant nua agus a sáraíodh malairtí

gach sprioc. I gcaitheamh na bliana, d'aimsigh Fáilte Ireland comhdhála idirnáisiúnta agus imeachtaí gnó do na blianta reatha agus amach anseo ar fiú €172m iad. Ba €165m an sprioc a bhí leagtha amach agus b'ionann é agus méadú €8m ar an mbliain roimhe sin.

Ceann de na buaicphointí domsa go pearsanta ab ea freastal ar Ghradam CARA in Ard-Eaglais Chríost, áit ar thugamar onóir d'Ambasadóirí na Comhdhála a thug a gcomhghleacaithe idirnáisiúnta leo go hÉirinn dá ndeoin féin chun freastail ar chomhdhála anseo. Tá fás as cuimse tagtha ar an sciar den mhargadh atá ag Éirinn san earáil luachmhar turasóireachta seo le cúig bliana anuas agus táimid faoi chomaoin ag an mbuíon ambasadóirí seo atá ag méadú.

Mar chuid den tacaíocht a chuirimid ar fáil dár mbrandaí taithí fógraíodh i mbliana na chéad tionscadail ar leithroinneadh maoiniú orthu faoi Scéim Deontas Mór Fáilte Ireland. Áiríodh orthu sin Ionad Náisiúnta Barr Feabhais Surfála i Sligeach, an chéad cheann dá leithéid in Éirinn, Mainistir na Coille Móire agus Garraí Daingean Victeoiriach i nGaillimh agus Land of Myth i gContae na Mí. Chomh maith leis sin chuireamar tús le roinnt scéimeanna beaga deontais i mBaile Átha Cliath, Slí an Atlantaigh Fhiáin agus Seanoirtheair na hÉireann. Ar na iomlán, fuair 46 tionscal lena bhfuil luach iomlán €31m ag dul leo i 21 contae tacaíocht.

In 2018, bhí Fáilte Ireland dírithe go mór ar thacaíocht a thabhairt do ghnónna chun a spleáchas ar mhargadh na RA a laghdú agus chun éagsúlú i margáí nua thar lear. Agus treocht ann go dtiocfaidh fás ar an turasóireacht dhomhanda, tacóimid le tionscal na turasóireachta maidir lena chuspóir an méid gnó a dhéantar le Mór-Roinn na hEorpa, Meiriceá Thuaidh agus an tSín a mhéadú. Rinneadh réimse leathan tacaíochtaí a chur i bhfeidhm ar bhonn céimneach le linn 2018 trínár gclár 'Bí Ullamh don Bhreathimeacht', chomh maith lenár gClár Sársheirbhíse Creidiúnaithe agus Clár Fáilte Ireland maidir le hÉagsúlú Margaidh.

Chomh maith leis sin, cuireadh deis ar fáil le linn 2018 d'Fháilte Ireland breathnú isteach uirthi féin, agus táim sásta a dheimhniú gur tugadh faoi go leor obair mhaith chun an eagraíocht a thabhairt tríd an gClár Great Place to Work. Tríd an tionscnamh seo tugadh fórluach ar Fháilte Ireland agus don fhoireann agus cinntíodh go bhfuiltear ar an mbealach ceart le bheith ina eagraíocht atá ábalta dul i gcomórtas mar roghfhostóir i margadh ina bhfuil éileamh mór.

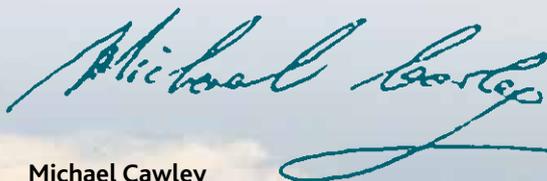
Bhí sé de phribhléid agam a bheith i mo Chathaoirleach ar Fáilte Ireland le cúig bliana anuas. Le linn an ama sin, chuaigh díograis, fuinneamh agus inniúlacht ghairmiúil na bainistíochta agus na foirne i bhfeidhm orm arís is arís eile. De réir na taithí a bhí agam ag déileáil le heagraíochtaí turasóireachta ar fud na hEorpa le 20 bliain anuas, is féidir liom a dheimhniú go dtugann obair na foirne i Fáilte Ireland buntáiste iomaíoch faoi leith d'Éirinn ar thíortha agus réigiúin eile. Faoi cheannaireacht chumasach Paul Kelly, an Príomhfhéidhmeannach, leagann siad amach treoirphlean go leanúnach chun turasóireacht na hÉireann a fhorbairt agus is é an treoirphlean sin an bhunchloch don fhás as cuimse atá

tagtha ar an tionscal le cúig bliana anuas. Thar ceann an Údaráis, déanaim comhghairdeas leo agus glacaim buíochas ó chroí leo as a gcuid oibre.

Thar mo cheann féin agus mo chomhghleacaithe san Údarás, is mian liom aitheantas a thabhairt don tacaíocht atá á fáil againn ón Aire Iompair, Turasóireachta agus Spóirt, Shane Ross TD agus ón Aire Stáit, Brendan Griffin TD agus don obair atá á déanamh acu chun tacú leis an tionscal seo. Ba mhaith liom an deis seo a thapú chun aitheantas a thabhairt don tacaíocht atá á fáil againn ó Graham Doyle, Ard-Rúnaí na Roinne Iompair, Turasóireachta agus Spóirt agus óna chomhghleacaí, an Rúnaí Cúnta, Ken Spratt, a bhfuil feidhm Turasóireachta na Roinne faoina stiúir.

Ar deireadh, ba mhaith liom aitheantas a thabhairt do roinnt comhaltaí de chuid an Údaráis a chuaigh ar scor

le linn 2018, Gerard Barron, Susan Bergin agus Mary Kerins agus cuirim fáilte roimh na comhaltaí nuacheaptha Alice Mansergh, Breege O'Donoghue, Clare Duignan, Des O'Dowd, Margaret E. Ward, Tim Husbands agus Tom Coughlan a mbeidh an réimse fhairsing taithí atá acu mar thaca ag Foireann Bainistíochta Fáilte Ireland d'fhonn Turasóireacht na hÉireann a fhorbairt.



Michael Cawley
Cathaoirleach



“Chuireamar fáilte roimh 9.6 milliún cuairteoir ó thar lear agus d’ardaigh líon na saoirí intíre go dtí 9.8 milliún.”



PAUL KELLY
CEO



Athbhreithniú an Phríomhfheid -hmeannaigh

Tá dhá phríomh-mheicníocht ann a chuireann treallús faoi obair agus faoi straitéis Fáilte Éireann – an turasóireacht a scaipeadh ar fud gach réigiún sa tír ionas go mbeidh pobail ar bhonn náisiúnta in ann leas a bhaint as an fhás ar an turasóireacht; agus dul i mbun oibre chun síneadh a chur leis an séasúr sa chaoi go mbeidh ar chumas gnólachtaí fanacht oscailte ar feadh achar níos faide.

Bhí sé seo mar bhonn taca le gach gné d'obair Fáilte Éireann sa bhliain 2018, agus rinneamar é sin i gcomhthéacs bhliain thar na bearta don turasóireacht in Éirinn, ach bliain freisin ar lean an éagothromaíocht réigiúnach agus séasúrach ar aghaidh.

Insítear dúinn i dtaighde Fáilte Éireann go gcaitear os cionn 70% de na hoicheanta lóistín a eascraíonn ó thurasóirí ó thíortha thar lear i gcúig chontae. Léiríonn sé sin éagothromaíocht réigiúnach. Seachas sin, tugaimid aghaidh ar an dóchúlacht a bhaineann le plódú ag láithreáin mhóra turasóireachta a bhfuil an-tóir orthu, a théann i bhfeidhm go suntasach ar tharraingteacht na hÉireann mar cheann scríbe. Níos tábhachtaí fós, mura mbíonn ar ár gcumas scaipeadh réigiúnach níos fearr gníomhaíochtaí turasóireachta a chinntiú, ní bheidh ar chumas na hearnála poist agus ioncaim a chruthú in go leor codanna den tír seo san áit a bhfuil acmhainneacht ann leis an turasóireacht a fhás agus an gá sna codanna sin den tír le poist a chruthú.

Tá brandaí réigiúnacha taithí Fáilte Éireann ar phríomhthiománaí na straitéise atá againn le treallús a chur faoi níos mó fáis réigiúnach agus séasúrach. Áirítear inár gcuid oibre treisiú a dhéanamh air seo le gnó turasóireachta a fhás agus infheistíocht a dhéanamh i mbonneagar gnó agus i ngníomhaíochtaí turasóireachta chomh maith le tacú le forbairt a dhéanamh ar thionscal atá láidir agus stuama.

Sháraigh torthaí turasóireachta na hÉireann sa bhliain 2018 an méid a rabhamar ag súil leis agus an réamhaisnéis a bhí againn, le 9.6m turasóir ó thíortha thar lear, an figiúr is airde riamh a léirigh ardú 6% ar an mbliain 2017. Sháraigh an toradh seo go mór an buaicphointe de 7.7m turasóir ó thíortha thar lear sular tharla an cúlú eacnamaíochta. Meastar go raibh ardú 6% go €5.2bn ar an gcaiteachas a rinne turasóirí ó thíortha thar lear, a chiallaigh gur baineadh amach an leibhéal is airde riamh.

De réir mar a lean an eacnamaíocht bhaile ag teacht chuici féin agus go raibh an samhradh ba ghrianmhaire le blianta fada sa tír, shocraigh líon mór de mhuintir na hÉireann dul ag seachrán ar fud na tíre seo, rud a chiallaigh gur tháinig fás de 13% ar an margadh intíre i gcomparáid leis an mbliain 2017.

Chruthaigh na cainteanna leanúnacha maidir leis an mBreatimeacht agus an titim ar luach an steirling neamhchinnteacht i margadh na Breataine ar feadh na bliana. In ainneoin na neamhchinnteachta, tháinig ardú beag 1% go 3.5m ar líon na dturasóirí ón mBreatain sa bhliain 2018. Ar feadh na bliana, lean Fáilte Éireann lena cuid oibre le Turasóireacht Éireann, ag díriú ar an margadh croiláir seo, chomh maith le cabhair a thabhairt do ghnólachtaí turasóireachta dul i mbun margáí eile atá ag teacht chun cinn. Nuair a d'fhágamar an Bhreatain as an gcothromóid fuairamar amach gur tháinig fás 10% ar líon na dturasóirí ó thíortha thar lear sa bhliain 2017. Léiríonn an staitistic seo an acmhainneacht atá ag margáí atá ag teacht chun cinn amach anseo.

Tháinig fás seasta i gcroímhargáí thar lear na hÉireann sa bhliain 2018. Bhí ardú 14% ar líon na dturasóirí ó Mheiriceá Thuaidh i gceist leis seo, an séú bliain as a chéile d'fhás dédhigiteach a chiallaigh 1.96m turasóir. Bhí fás dédhigiteach ar an éileamh ó Mhórhíor na hEorpa freisin, a sháraigh líon na bliana seo caite.

Léiríodh uimhreacha turasóireachta nach bhfacthas a leithéid riamh sa bhliain 2018 i bhfeidhmíocht gnólachtaí turasóireachta, go háirithe laistigh d'earnáil na cóiríochta. Le blianta beaga anuas, tá fás ag teacht ar an earnáil cóiríochta – lena n-áirítear, ar óstáin, tithe aíoichta agus ar Leaba is Bricfeasta – agus níorbh aon eisceacht a bhí sa bhliain 2018, le seisear as deichniúr (60%) de sholáthróirí a thuairiscigh fás ar líon na gcúairteoirí i gcomparáid leis an mbliain 2017, agus ba bhliain mhaith a bhí sa bhliain 2017 chomh maith.

Bhí bliain lenar bhaint feidhmíocht láidir ag na hóstáin freisin sa bhliain 2018, tráth ar léirigh 63% d'óstlannaithe leibhéal níos airde gnó i gcomparáid leis na 12 mí roimhe sin. Chuidigh feidhmíocht margaidh Meiriceá Thuaidh le treallús a chur faoin fhás seo agus thuairiscigh 55% de na hóstáin gur chláraigh ní mó Meiriceánaigh leo sa bhliain 2018 seachas mar a chláraigh sa bhliain 2017.

Bhain os cionn leath de thithe aíochta (56%) sásamh as líon níos airde cuairteoirí freisin le linn na bliana 2018, agus thuairiscigh aon trian (32%) de lucht Leaba is Bricfeasta fás ar éileamh le linn na bliana. Thuairiscigh beirt as gach cúigear (44%) d'oibritheoirí iostas féinfhrestail ardú ar an ngnó ó thar lear sa bhliain 2018 agus thuairiscigh 42% de bhrúna áitíocht níos airde.

Bhain beagnach dhá thrian (63%) sásamh as ardú ar líon na gcuairteoirí ar chuir siad fáilte rompu ar feadh na bliana. Thuairiscigh beagnach leath de bhialanna (45%) sna ceantair thurasóireachta is mó a bhfuil tóir orthu, níos mó gnó ó thaobh na turasóireachta sa bhliain 2018.

Chuir an t-ardú ar líon na dturasóirí le brabúsacht do ghnólachtaí sa tionscal. Thuairiscigh os cionn leath

(58%) de sholáthróirí cóiríochta brabúsacht níos fearr le linn na bliana. Léiríodh i dtaighde Fáilte Éireann gur tháinig ardú ar leibhéal fhostaíochta laistigh den tionscal de réir mar a tháinig ardú ar líon na gcuairteoirí ar fud na hearnála. D'fhostaigh aon ghnólacht amháin as gach cúig ghnólacht turasóireachta (22%) sna ceantair thurasóireachta is mó a bhfuil tóir orthu, níos mó foirne páirtaimseartha, lena n-áirítear 29% d'óstáin.

Meastar go bhfuil 260,000 duine fostaithe san earnáil, ardú de 20,000 duine ón mbliain 2017. Tháinig titim de 6,300 ar fhostaíocht sa talmhaíocht sa tréimhse chéanna agus tháinig titim de 3,300 ar fhostaíocht san earnáil miondíola.

Tá taithí na bliana 2018 i dtéarmaí líon na dturasóirí, gníomhaíocht gheilleagrach agus cruthú poist mar bhonn taca le tábhacht na turasóireachta do gheilleagar na hÉireann agus do phobail ar fud na tíre. Tá buntáistí na turasóireachta le brath i ngach cathair, baile agus sráidbhaile ar fud gach réigiún. Tá inbhuanaitheacht agus fás leanúnach an tionscail ina ngnéithe rithábachtacha dár bhforbairt náisiúnta.

TAITHÍ DEN SCOTH A FHORBAIRT DO CHUAIRTEOIRÍ

Tá cruthú agus forbairt a dhéanamh ar a cuid brandaí réigiúnacha do thaithí cuairteora lárnaigh ó thaobh straitéis Fáilte Éireann i leith gníomhaíocht fóillíochta turasóireachta ó thaobh leibhéal níos airde cuairteoirí agus ioncam a chruthú ar fud na réigiún.

Léirítear trí rathúlacht na mbrandaí seo an tábhacht a bhaineann le taithí thurasóireachta atá ar ardleibhéal ó thaobh na turasóireachta a fhás. Tá a meallacht féin ag gabháil le gach cuid den tír, ach ní mór d'Éirinn, mar cheann scríbe, taithí thurasóireachta den scoth agus taithí a sheasann amach a chur ar fáil is féidir a chur chun cinn ar na margáí idirnáisiúnta.

Cuireann brandaí réigiúnacha taithí Fáilte Éireann an taithí seo ar fáil ar bhealach a sheasann amach ar na margáí idirnáisiúnta, margáí atá ag éirí níos iomaíche agus taithí a théann i gcionn ar na croimhargáí thar lear – an Bhreatain, Meiriceá Thuaidh, an Ghearmáin agus an Fhrainc.



WILD ATLANTIC WAY

SLÍ AN ATLANTAIGH FHIÁIN

Cuireann Slí an Atlantaigh Fhiáin, a chuimsíonn 2,500km de Chósta Thiar na hÉireann ó Chalafort stairiúil Chionn tSáile i gCorcaigh go Leithinis cháiliúil Inis Eoghain i nDún na nGall, taithí thurasóireachta den chéad scoth ar fáil do chuairoteoirí.

Bíonn cuairteoirí, bíodh siad ina lucht tiomána, lucht rothaíochta, lucht siúlóide a ghlacann páirt sa bhealach ar fad nó a ghlacann páirt i gcuid den bhealach taistil is faide ar domhan, á spreagadh agus faoi ionadh go

minic ag an éagsúlacht iontach a bhaineann le Slí an Atlantaigh Fhiáin. Tá Slí an Atlantaigh Fhiáin ann ó thús ama ach ní dheanadh margáíocht air riamh san fhoirm reatha a bhfuil margáíocht á déanamh air le cúig bliana anuas, tá Slí an Atlantaigh Fhiáin mar thaithí spéisiúil do chuairoteoirí ó gach cearn den domhan, agus don líon mór lucht saoire ón tír seo atá ag dul i méid agus a bhfuil teacht acu ar an tseoid luachmhar seo atá ar an tairseach acu.

Tá blianta den scoth ag Slí an Atlantaigh Fhiáin ó cuireadh tús leis sa bhliain 2014 agus lean an treocht seo sa bhliain 2018. Meastar go ndeachaigh 3.8m cuairteoir ó thíortha thar lear i mbun na fámaireachta ar an mbealach go léir nó ar chuid den bhealach, agus thug níos mó arís de mhuintir na hÉireann (4.4m) turas ar Chósta Thiar na hÉireann. Cuireann siad níos mó ná €3bn leis an ngeilleagar áitiúil, ar cheantair thuaithe

den chuid is mó iad, feadh a bhealaigh casta. Is é seo an caiteachas is airde ó tháinig Slí an Atlantaigh Fhiáin ar an bhfód.

Tá Fáilte Éireann tiomanta cur le Slí an Atlantaigh Fhiáin mar thaithí cuairteora den chéad scoth. Táimid i mbun oibre ar feadh an bhealaigh le huasghrádú a dhéanamh ar gach gné den taithí ionas go mbeidh ar a gcumas cur le líon na gcuariteoirí agus tuilleadh forbartha a dhéanamh ar an ngeilleagar áitiúil.

Tá ár gcuid Pleananna Forbartha maidir le Taithí Cuairteora lárnach ó thaobh na gcuairteoirí sin a bhaint amach. Is ionann iad seo agus pleananna forbartha tráchtála cúig bliana don réigiún atá iomlánaíoch. Tugann siad na hearnálacha poiblí agus príobháideacha le chéile i gcreat comhoibríoch agus forásach a bhfuil sé mar aidhm leo cuairteoirí a mhealladh chuig ceantair agus chuig nithe tarraingteacha nach bhfuil an oiread sin clú orthu, iad a spreagadh chun a theacht chun na hÉireann le linn tréimhsí atá lasmuigh den phríomhshéasúr turasóireachta. Tá sé mar aidhm leis na pleananna seo cur leis an achar a chaitheann na cuairteoirí sa réigiún agus cur leis an ioncam a chruthaíonn siad, gan lagú a dhéanamh ar chomhshaol nó ar chultúr an réigiúin.

Cé gur 'branda óg' atá fós i mbranda Shlí an Atlantaigh Fhiáin, tá Slí an Atlantaigh Fhiáin tar éis dul i gcionn go mór ar shamhlaíocht cuairteoirí. Is léiriú rathúlacht Shlí an Atlantaigh Fhiáin ar an gcomhpháirtíocht láidir idir pháirtithe leasmhara thionscal na turasóireachta sa réigiún agus foireann Shlí an Atlantaigh Fhiáin Fáilte Éireann.

Ar mhaithe le cur an méid is fearr is féidir leis an gcom-

hoibriú seo, bhunaigh Fáilte Éireann Grúpa Oibre agus Grúpa Stiúrtha Comhordaithe Turasóireachta Shlí an Atlantaigh Fhiáin le linn na bliana 2018. Cuimsíonn an Grúpa Stiúrtha Príomhfheidhmeannaigh na n-údarás áitiúil agus gníomhaireachtaí pobail atá gníomhach sa turasóireacht, chomh maith le hionadaíocht ón tionscal.

Leanadh ar aghaidh go tapa le forbairt bhreise a dhéanamh ar Shlí an Atlantaigh Fhiáin nuair a cuireadh roinn Pleananna Forbartha Taithí Cuairteora chun cinn.

Seoladh Plean Ceantar Cósta na Sceilge agus d'fhógair Fáilte Éireann ceithre cinn nua de thaithí nua cuairteora agus taithí cuairteora atá ann cheana féin. Tháinig cúig Thaithí Indiolta déag nua ar an bhfód agus rinneadh taifeadadh ar ardú 7% ar ghnó i gCeantar Cósta na Sceilge. Bunaíodh Grúpa Stiúrtha le Plean Chósta Chonamara agus Oileáin Árann a chur i bhfeidhm, agus rinneadh maoiniú a leithdháileadh do chúig cinn de phríomhnithe is díol spéise ó thaobh cuairteoirí, cinn atá nua agus cinn atá ann cheana. Seolfar Pleananna Forbartha maidir le Taithí Cuairteora Bhoirne agus Aillte an Mhothair, Three Heads Iarthar Chorcaí agus Leithinis Dhaingean Uí Chúis sa bhliain 2019.

Sheol Fáilte Éireann, le tuilleadh infheistíochta a spreagadh i sócmhainní turasóireachta, Scéim na nDeontas Beag, New Horizons Shlí an Atlantaigh Fhiáin, le maoiniú os cionn €1m a chur ar fáil do Phleananna Forbartha maidir le Taithí Cuairteora atá ann cheana féin laistigh de gheografaíocht sainithe Chósta Chonamara agus Oileáin Árann agus Cósta na Sceilge. D'éirigh go maith ó thaobh a gcuid iarratas le naoi gcinn nua de thaithí nua cuairteora agus taithí cuairteora atá ann cheana féin.



Haven Coast - Carrowmore Megalithic Cemetery, Sligo

D'fhógair Fáilte Éireann, i gcomhpháirtíocht leis an OPW, infheistíocht de €4.7m i gceithre phríomhláithreán oidhreacht feadh Slí an Atlantaigh Fhiáin; Lárionad Cuairteoirí na mBlascaodaí i gContae Chiarraí, Achaidh Chéide i gContae Mhaigh Eo, Inis Mór ar Oileáin Árann, Contae na Gaillimhe agus sa Cheathrú Mhór i gContae Shligigh. Rinne Fáilte Éireann infheistíocht de €470k i gcomhar le maoiniú ó Chomhlacht na gClár Speisialta AE, Soilse na hÉireann, Comhairle Chontae Dhún na nGall agus Údarás na Gaeltachta, le forbairt a dhéanamh ar lárionad nua do chuirteoirí agus ar charrchlós do Theach Solais Fhánada, Contae Dhún na nGall, a osclaíodh go hoifigiúil sa bhliain 2018.

Rinne an tSeirbhís Páirceanna Náisiúnta agus Fiadhúlra (NPWS) agus Fáilte Éireann infheistíocht de €5.2m le hathchóiriú agus forbairt a dhéanamh ar Theach agus ar Ghairdín Chill Airne, a osclaíodh go hoifigiúil sa bhliain 2018. Táimid ag leanúint orainn ag obair, faoinár gcomhpháirtíocht straitéiseach leis an NPWS, chun cur le caighdeán taithí cuairteora i bPáirceanna Náisiúnta go léir na hÉireann (tá cúig cinn dár bPáirceanna Náisiúnta suite feadh Slí an Atlantaigh Fhiáin) agus fógraíodh maoiniú de €4m sa bhliain 2018 le huasghrádú agus forbairt a dhéanamh ar chonair siúil agus rothaíochta an Néifinn Fhiáin, Páirc Náisiúnta Bhaile Chruaich agus Pháirc Náisiúnta Chonamara. Seolfar forbairtí na gconairí nua i Samhradh na Bliana 2020.

Aithníonn Fáilte Éireann an tábhacht a bhaineann le gnólachtaí san earnáil phríobháideach ó thaobh forbairt a dhéanamh ar an turasóireacht agus oibrímid go dlúth le gnólachtaí nua agus le gnólachtaí atá bunaithe cheana féin chun tacar sainscileanna bainistíochta a uasghrádú agus a leathnú.

Le linn na bliana 2018, rinne Fáilte Éireann óstáil ar 125 ceardlann do ghnólachtaí Shlí an Atlantaigh Fhiáin, lena n-áirítear cláir ar thaithí indíolta a fhorbairt, seirbhís ar ardchaighdeán a chur ar fáil agus an úsáid is fearr is féidir a bhaint as na meáin shóisialta. D'fhreastail 1,945 úinéir, bainisteoir agus foireann ó 530 fiontar gnó.

Rinne Fáilte Éireann píolótú ar chlár 'Saineolaithe Áitiúla' i nDún na nGall, Luimneach agus Sligeach do

bheagnach 400 comhalta ón bpobal áitiúil a chuireann fáilte agus a bhíonn i dteagmháil le cuairteoirí chuig a gcontaetha féin.

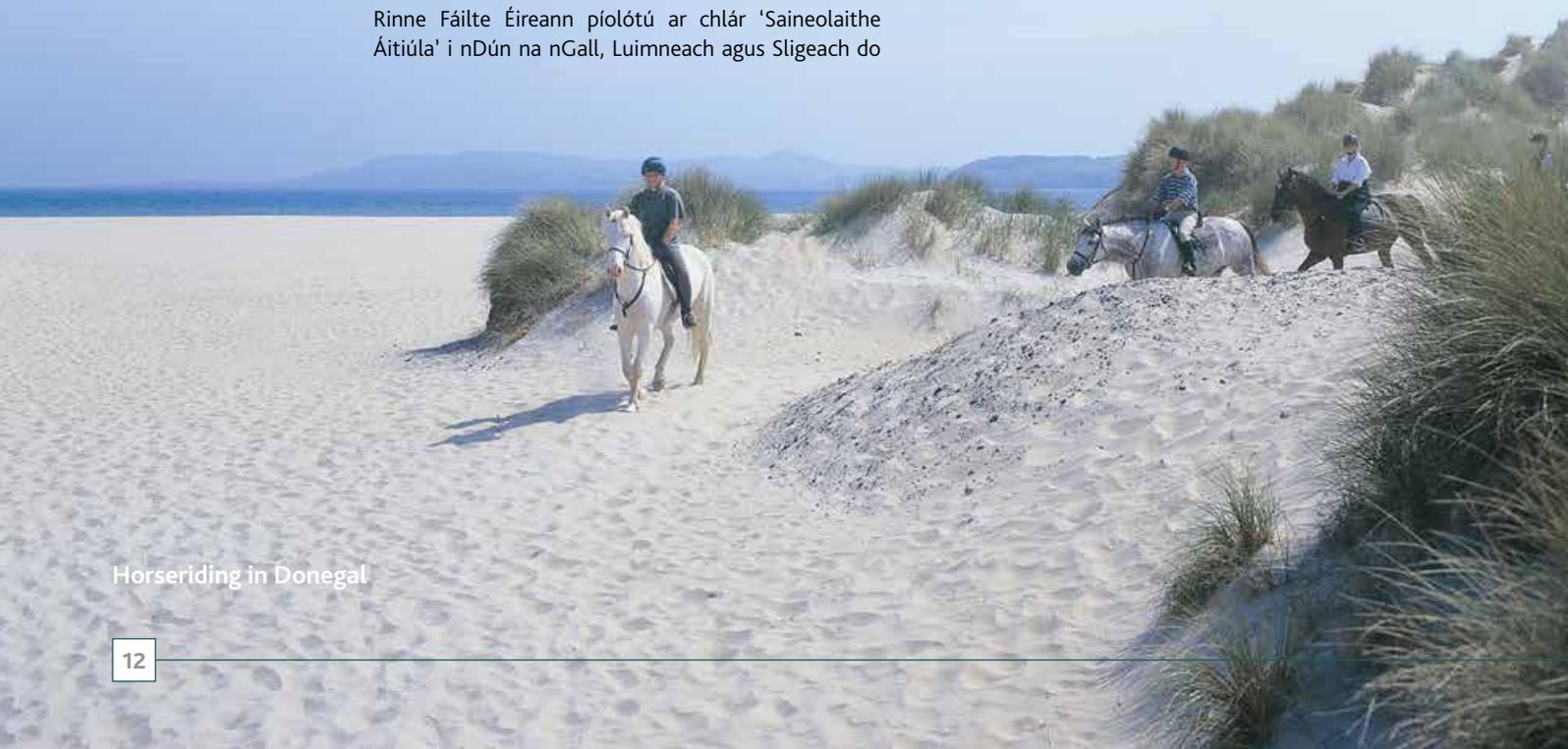
Rinne Fáilte Éireann 'Clár Sárseirbhíse' a sheachadadh freisin do 312 comhalta foirne líne tosaigh ó 18 gnólacht, thar 16 seisiún oiliúna lae i gCathair na Mart, agus bhí Cathair na Mart ar an gcéad bhaile in Éirinn a fuair an 'Gradam do Cheann Scríbe Sárseirbhíse'. Chomh maith leis sin, chuir Fáilte Éireann meantóireacht duine ar dhuine ar fáil do 25 gnólacht.

Tá margaíocht lárnach do rathúlacht Shlí an Atlantaigh Fhiáin, agus sa bhliain 2018 rinne Fáilte Éireann infheistíocht de €1m in dhá fheachtas margaíochta intire tiomanta a chuireann saoire san Earrach agus san Fhómhar chun cinn. Rinne na feachtais seo teagmháil le 3.3m duine arbh ionann é agus 94% de dhaoine fásta go léir. Sheol Fáilte Éireann dhá fheachtas margaíochta idirnáisiúnta freisin i gcomhpháirtíocht le Turasóireacht Éireann – 'Call of the Wild' agus 'Wonders of the Wild Atlantic Way', agus rinne an dá fheachtas teagmháil le líon ollmhór lucht féachana i bpríomhmhargai turasóireachta.

Rinne Fáilte Éireann óstáil ar 125 cuairt idirnáisiúnta meáin agus ar 20 cuairt ó ghrúpaí meáin i gcomhpháirtíocht le Turasóireacht Éireann a raibh toradh de €18.2m i Luach Measta Fógraíochta air agus a rinne teagmháil le 283.7m duine.

Áirítear ar nithe eile a baineadh amach sa bhliain 2018:

- 1.1m cuairteoir uathúil chuig wildatlanticway.com
- 2.9m teagmháil meáin shóisialta ar fud Facebook, Instagram agus Twitter
- 520 ceannaitheoir idirnáisiúnta ar thurais eolais ar Shlí an Atlantaigh Fhiáin
- Rinne an Fhoireann Forbartha Tráchtála seachadadh ar 62,000 oíche lóistín incriminteach
- Fuarthas €22.5m in imeachtaí Turasóireachta Gnó do réigiúin Shlí an Atlantaigh Fhiáin sa bhliain 2018.





Tá a fhios againn go lorgaíonn lucht taistil ónár groímhargaí thar lear taithí cuairteora atá spéisiúil agus praiticiúil agus iad ag cur turas ar Éirinn in áirithint. Tá seachadadh a dhéanamh ar an taithí seo lárnach do bhranda Sean-Neasoirthear na hÉireann agus sa bhliain 2018 dhírigh Fáilte Éireann ar 'thaithí cuairteora atá thar barr' a fhorbairt, ag a bhfuil an cumas ag an taithí sin treallús a chur faoi líon níos airde cuairteoirí, cur le hoícheanta lóistín incrimin-teacha agus le hioncam ar fud an réigiúin.

Tá Sean-Neasoirthear na hÉireann, atá ar an bhfód le trí bliana anois, ina bhranda réigiúnach taithí atá seanbhunaithe faoin tráth seo agus tá tionchar suntasach aige ar an turasóireacht ar fud oirthear na tíre, ag seachadadh líon níos airde cuairteoirí agus ioncam níos airde, ag cur leis an séasúr agus ag cruthú poist.

D'fhógair Fáilte Éireann i samhradh na bliana 2018, maoiniú de €2.26m do 19 iarratasóir rathúil faoinár 'Scéim Deontais maidir le Léirmhíniú a dhéanamh ar Sheanchas', a chuirfidh go mór le taithí ar na nithe seo is díol spéise do thurasóirí. Tá formhór na dtionscadal seo le hoscailt sa bhliain 2019.

Tá an méid atá bainte amach ag Sean-Neasoirthear na hÉireann go dtí seo mar fhianaise ar chomhpháirtíochtaí láidre idir an tionscal, eagraíochtaí na hearnála poiblí agus foireann Sean-Neasoirthear na hÉireann i Fáilte Éireann. Ba bhliain mhór a bhí sa bhliain 2018 ó thaobh dul chun cinn sa réigiún agus lean branda Sean-Neasoirthear na hÉireann le tionchar a imirt. Ar an iomlán, tháinig 2.8m cuairteoir ó thíortha thar lear agus caitheadh €1.6bn ar thurasóireacht i Sean-Neasoirthear na hÉireann sa bhliain 2018, tá sé seo bunaithe ar mheastacháin fheidhmíochta náisiúnta Fáilte Éireann.

Bunaithe ar chruinnithe tionscal*, léirigh meadarachtaí feidhmíochta gur fheidhmigh nithe is díol spéise ó thaobh cuairteoirí go maith sa réigiún, tráth ar thug 32% dóibh siúd a cuireadh faoi shuirbhé le fios gur chuir siad le fostaíocht agus léirigh 16% gur chuir siad leis an séasúr. Bhain óstáin sa réigiún áitíocht seomra de 71% ar an meán amach agus bhain 5% amach fás bliain ar bhliain amach in ioncam. Chruthaigh óstáin poist nua freisin agus chuir 38% lena líon foirne. Go suntasach, thacaigh turasóireacht sa réigiún le 44,000 post sa bhliain 2018.

Lean Fáilte Éireann, sa bhliain 2018, le gnólachtaí turasóireachta sa réigiún a thabhairt le chéile agus ag tacú leo agus bhí 785 rannpháirtíocht le tionscal i gceist leis seo, lena n-áirítear, 285 cruinniú tionscal, 125 cruinniú le páirtithe leasmhara agus cuireadh oiliúint ar fáil do 375 rannpháirtí i gceardlanna. Ar an iomlán, tugadh tacaíocht do 514 gnólacht trí 135 ceardlann agus cuireadh oiliúint ar fáil do 2,127 comhalta foirne turasóireachta. Tá an obair seo rithábachtach ó thaobh forbairt a dhéanamh ar chrosdíol idir gnólachtaí agus ó thaobh cur le hacmhainneacht an tionscal i réimsí ar nós díolachán, margaíocht agus forbairt a dhéanamh ar thaithí cuairteora.

Thacaigh agus chruthaigh Fáilte Éireann nithe nua is díol spéise ó thaobh cuairteoirí i Sean-Neasoirthear na hÉireann trína clár infheistíochta caipitil, agus rinneadh infheistíocht de €30m ar an iomlán sa réigiún ó seoladh branda Sean-Neasoirthear na hÉireann. Sa bhliain 2018, chuir Fáilte Éireann tús le plean trí bliana le forbairt a dhéanamh ar thionscadail atá deartha le níos mó ná €35m a sheachadadh don gheilleagar áitiúil thar an tréimhse seo. Rinne Fáilte Éireann, trína comhpháirtíochtaí straitéiseacha leis an OPW agus le Coillte, forbairt ar 10 dtionscadal i Sean-Neasoirthear na hÉireann le linn na bliana 2018, le hinfeistíocht iomlán de €13.9m.

Tá comharthaíocht atá faisnéiseach agus curtha ina n-áit go straitéiseach, rithábachtach don cheann scribe nuaimseartha don chuairteoir agus sa bhliain 2018, suiteáladh Comharthaíocht Baile Stairiúil, lena raibh 59 mapa agus scéalchlár i gceist agus suiteáladh iad seo i sé cinn de bhailte ar fud an réigiúin.

Lean Fáilte Éireann, mar a dhéanann siad i ngach réigiún eile, le hinfeistíocht a dhéanamh i margaíocht ar Shean-Neasoirthear na hÉireann sa bhliain 2018. Rinne feachtais intíre an earraigh agus an fhómhair Fáilte Éireann teagmháil le 94% de na daoine fásta go léir ar fud na hÉireann. Rinneadh óstáil sa réigiún ar 553 ceannaitheoir ar thurais fhaisnéiseacha agus daingníodh 64 imeacht idirnáisiúnta arbh fhiú €15m iad don gheilleagar áitiúil. Rinne Fáilte Éireann óstáil ar 136 cuairt fhaisnéiseach do na meáin ó thaobh poiblíocht idirnáisiúnta i gcomhpháirtíocht le Turasóireacht Éireann agus bhí Luach Measta Fógraíochta €10.6m mar thoradh air sin agus rinneadh teagmháil le 442m duine.

Cuimsíonn Pleananna Forbartha maidir le Taithí Cuairteora do Shean-Neasoirthear na hÉireann tionscadail a dhíríonn ar théamaí ar nós 'Tales of Two Worlds', 'Castles and Conquests' 'Vikings' agus 'Ancient'.

Bhí 'Tales of Two Worlds' ar an gcéad téama tionscadal agus tugann sé tithe agus gairdíní stairiúla na hÉireann

agus tréimhse stairiúil an Ghorta Mhóir agus na hImlirce in Éirinn le chéile – ceangailte in amlíne ach a chuireann taithí an-difriúil ar fáil le scéalta á n-insint maidir le tithe, gairdíní, príosúin agus longa a bhí lonnaithe ar fud Sean-Neasoirtheair na hÉireann. Sa bhliain 2018, bhí thart ar 50 páirtí leasmhar rannpháirteach ó thaobh an pleain seo a sheachadadh agus thug 22 fiontar tiomantas chur leis an taithí cuairteora atá á chur ar fáil acu. Seoladh 16 taithí nua agus taithí fheabhsaithe indíolta do na margáí fóillíochta agus dreasachta mar chuid den téama seo.

Rinneadh forbairt, tar éis staidéar féidearthachta a thabhairt chun críche, ar phlean gníomhaíochta 15-mí do 'Thithe agus Gairdíní' – téama faoi Phlean Forbartha maidir le Taithí Cuairteora, Tales of Two Worlds – leis an fhéidearthacht Féile Idirnáisiúnta nua do Ghairdíní a chruthú don réigiún. Is ionann é seo agus príomhfhorbairt atá ag teacht le taighde a thaispeánann go bhfuil spéis ag turasóirí ó thíortha thar lear a thagann chun na hÉireann agus a thugann cuairt ar theach stairiúil le linn a saoire, cuairt a thabhairt ar ghairdíní freisin.

Déanann téama an Pleain Forbartha maidir le Taithí Cuairteora 'Castles and Conquests' beochan ar scéal Choncas na Normannach ar Shean-Neasoirtheair na hÉireann trí thaiscéal a dhéanamh ar chaisleáin, láthair chatha agus nithe is díol spéise do chuairoteoirí ar fud chontaetha Chill Chainnigh, Thiobraid Árann, Loch Garman agus Laoise. Bhí caoga gnólacht agus páirtithe leasmhara turasóireachta rannpháirteach i seachadadh a dhéanamh ar an bplean seo sa bhliain 2018.

As na gnólachtaí seo, thug 20 gnólacht tiomantas pleain 'geilleagair tráthnóna' a sheachadadh i gCill Chainnigh le héagsúlacht níos fearr gníomhaíochtaí agus siamsaíochta a chruthú a d'fhéadfadh cuairteoirí a spreagadh le fanacht sa cheantar thar oíche agus treallús a chur faoi níos mó ioncaim mar thoradh air sin. Thug Comhairle Chontae Loch Garman tiomantas infheistíocht €2m a dhéanamh i dtionscadal atá leagtha amach le beochan a dhéanamh ar scéal na Normannach i Ros Mhic Thriúin agus comhaontaigh 25 páirtí leasmhar i Ros Mhic Thriúin agus i Leithinis Rinn Duáin oibriú i gcomhar le chéile le seachadadh a dhéanamh agus blaiseadh a thabhairt don chuairoteoir ar scéal spéisiúil na Normannach.

I Laois, aithnítear go bhfuil acmhainneacht mhaith ag féilte le treallús a chur faoi líon níos airde cuairteoirí agus faoi ioncam níos mó don chontae agus cuireadh pleain oibre le chéile le lucht eagraithe na bhféilte leis an réimse oibre seo a chur chun cinn. Sa Chaiseal cruthaíodh straitéis maidir le sreabhadh agus claonadh cuairteora agus é mar chuspóir leis an straitéis síneadh a chur leis an achar a chaitheann cuairteoirí sa bhaile.

Tionscnaíodh Pleain Forbartha maidir le Taithí 'Ársa' do Chuairoteoirí – a dhíríonn ar oidhreacht shaibhir, ársa an réigiúin agus é i gceist leis an bplean cnuasaigh taithí thurasóireachta a chruthú – sa Mhí agus i Laois agus bhí 18 gnólacht rannpháirteach i gcleachtadh 'ceardlainne mistéireach' le sárchaighdeán taithí cuairteora a chruthú agus a fheabhsú i nGleann na Bóinne.

Le linn na bliana 2018, tugadh 'Máistirphlean Léirmhíthe Ghleann na Bóinne' chun críche le hoidhreacht shaibhir an cheantair a dhéanamh níos inrochtana agus le turasóirí a spreagadh le hachar níos faide a chaitheamh sa cheantar. Cruthaíodh creat oibre, tríd an Máistirphlean do Ghleann na Bóinne le taithí cuairteora atá spéisiúil, saibhir ó thaobh scéalta agus il-láithreáin a fhorbairt i réigiúin na Mí agus Laois. Cuireadh tús le tagarmharcáil idirnáisiúnta leis an taithí cuairteora reatha sa réigiún a fháil amach i gcoinne taithí agus ceann scríbe idirnáisiúnta a bhfuil clú agus cáil orthu.

Mar chuid de Phlean Forbartha maidir le Taithí Cuairteora na Lochlannach do Phort Láirge, Loch Garman agus Cill Mhantáin, tionscnaíodh staidéar féidearthachta le 40 páirtí leasmhar tionscal le taithí agus táirgí cuairteora a chruthú a dhéanamh beochan ar stair na Lochlannach sa réigiún. Tá Féile nua maidir leis na Lochlannaigh beartaithe do Phort Láirge mar chuid de sin.

Chuir Fáilte Éireann clár spriocdhírthe tacaíochtaí ar fáil freisin do sholáthróirí gníomhaíochtaí, don tionscal, do soláthróirí bia agus deoch agus do sheirbhísí i bPort Láirge, chun cur le tionchar geilleagrach Glasbhealach Phort Láirge. Tríd an obair seo, chruthaigh 25 gnólacht tionscal 20 taithí nua agus taithí fheabhsaithe indíolta, agus tá tiomantas tugtha ag soláthróirí nithe is díol spéise ó thaobh na turasóireachta, feabhas a chur ar thaithe bia agus deoch tríd an gclár 'Blaiseadh Áite' ar an nGlasbhealach.

Is léir dul chun cinn 'Sean-Neasoirtheair na hÉireann' in go leor gnéithe dá fheidhmíocht ach is dóigh gur féidir é sin a léiriú níos fearr trí na samplaí seo a leanas*:

- Thuairiscigh ceann de na nithe is díol spéise ó thaobh na turasóireachta san Iarmhí ardú 40% ar líon na gcuairteoirí
- Thuairiscigh na nithe is díol spéise ó thaobh na turasóireachta i gCorcaigh ardú 18% sa mheán-ioncam bliain ar bhliain agus ardú 24% ar líon na gcuairteoirí
- Thuairiscigh ceann de na nithe is díol spéise ó thaobh na turasóireachta i gCill Chainnigh ardú ioncaim bliain ar bhliain de 46% agus ardú 17% ar líon na gcuairteoirí
- Thuairiscigh ceann de na nithe is díol spéise ó thaobh na turasóireachta i bPort Láirge go raibh réamh-áiríthintí turais suas 9.5% bliain ar bhliain ó mhargadh na Stát Aontaithe go háirithe

**bunaithe ar shonraí ó na príomhchruinnithe maidir le cuntais.*



Tá Baile Átha Cliath ar an bpríomhcheann scribe d'fhormhór na gcuairteoirí a thagann chun na tíre. Cuireann Baile Átha Cliath raon taithí dodhear-madta, lena n-áirítear, litríocht, cultúr, spóirt, siamsaíocht agus maireachtáil sa 21 aois, ar fáil do chuairteoirí.

Tá líon na dturasóirí a thagann go Baile Átha Cliath ag dul i méid bliain ar bhliain.

Le linn na bliana 2018, tháinig 6.4m cuairteoir ó thíortha thar lear go Baile Átha Cliath, ardú 8% ar an mbliain 2017. Chuir fás dédhigiteach cuairteoirí ó Mheiriceá Thuaidh agus fás seasmhach faoina croimhargáil Eorpacha treallús faoin méid sin.

Cé gur éirigh thar cionn le Baile Átha Cliath mar cheann scribe turasóireachta, tá luas na forbartha bonneagair ag titim ar chúl na leibhéil gheilleagracha agus tá Fáilte Éireann ag súil anois go dtabharfar aghaidh ar an éagothroime seo le gníomhaíocht infheistíochta suntasach nua atá beartaithe sa mheántearma go fadtéarma.

Cuireann branda réigiúnach taithí Bhaile Átha Cliath cathair nua-aimseartha atá faoi bhláth ar fáil, cathair atá neadaithe idir Muir Éireann agus sléibhte Chill Mhantáin agus Bhaile Átha Cliath.

Tá sé mar aidhm ag Fáilte Éireann, trína bhfuil á thairiscint ag Baile Átha Cliath, treallús a chur faoi fhás inbhuanaithe leanúnach i líon na gcuairteoirí agus in ioncam ón turasóireacht.

Chuirge sin, bunaíodh Structúr Rialachais maidir le Turasóireacht Bhaile Átha Cliath lena chinntiú go mbaintear an leas is fearr is féidir as deiseanna turasóireachta i mBaile Átha Cliath. Tá seacht bpríomhthosaíocht aitheanta ag an nGrúpa do Bhaile Átha Cliath sna chúig bliana atá amach romhainn. Is ionann iad seo agus straitéis treoshuimh cuairteora do Bhaile Átha Cliath; ionad dinnéar ceiliúrtha ilchuspóra; feachtas margaióchta idirshéasúr thar lear do Bhaile Átha Cliath; plean cumais maidir le cóiríocht; clár fáiltithe cuairteora; pleananna maidir le taithí cuairteora sna réimsí ina bhfuil acmhainneacht turasóireachta agus nithe is díol spéise do thurasóirí ar scála mór don réigiún iontu. Cuireadh tús leis an obair ar na tionscadail seo sa bhliain 2018 agus rachfar ar aghaidh go tapa leo ar mhaithe le todhchaí Bhaile Átha Cliath mar phríomhcheann scribe turasóireachta a chinntiú.

Tháinig roinnt tionscadail nuálacha i bhfeidhm freisin sa bhliain 2018, lena n-áirítear feabhsúcháin ar an 'Dubline', conair siúil i lár na cathrach, ag leanúint sampla Naomh Audoens. Cuireadh leathnú ar thionscadal na 'Talking Statues' tráth ar cuireadh an bhean i féin, Molly Malone leis an tionscadal agus "Apples and Atoms" a dhéanann ceiliúradh ar Ernest Walton, buaiteoir Duais Nobel na Fisice, i gColáiste na Tríonóide.

Áirítear ar an infheistíocht shubstaintiúil sa mhéid atá á thairiscint ag Baile Átha Cliath le linn na bliana 2018, líon nithe nua is

díol spéise ó thaobh cuairteoirí a d'oscail a gcuid doirse, lena n-áirítear, Túr Uí Chonaill i Reilig Ghlas Naíon; Taispeántas Seamus Heaney in Ionad Cultúrtha agus Oidhreachtá Bhanc na hÉireann; 14 Sráid Henrietta agus The Vaults Live, dráma idirghníomhach le haisteoirí a insíonn sé scéal aonair a chuirfidh 'sceitimíní, a dhéanfaidh spreagadh agus a bheidh ina ndíol iontais' do chuairteoirí.

Léirítear an t-ardú ar líon na gcuairteoirí chuig an Ardchathair freisin sa slua cuairteoirí a thagann chuig nithe is díol spéise do thurasóirí sa chathair. Tá na príomhmhargáil do na nithe seo is díol spéise do thurasóirí, i Meiriceá Thuaidh, sa Bhreatain, sa Fhrainc, sa Ghearmáin agus sa Spáinn. Tá an fás i líon na n-áiritheintí ar líne mar ghné sna margai seo.

Sa bhliain 2018, rinne Fáilte Éireann infheistíocht i líon suntasach nithe is díol spéise do thurasóirí le taithí ar scála a fhorbairt. San áireamh anseo bhí taithí nua VAULTS.LIVE® a fuair infheistíocht de €1.2m ó Fáilte Éireann trí Scéim Deontais do Thionscadail Mhóra Turasóireachta.

Taispeántar i dtaighde Fáilte Éireann go mbíonn taithí spésiúil á lorg ag cuairteoirí ó thíortha thar lear agus táimid ag obair go dlúth leis an tionscal i mBaile Átha Cliath le feabhas a chur ar rannpháirtíocht scéalaíochta agus lucht féachana le seachadadh a dhéanamh ar thaithí cuairteoirí nach bhfuil a sárú le fáil. Seo-ladh scéim deontais Our Dublin's 'Surprising Stories' sa bhliain 2018 a chuirfidh an cumas ar fáil le feabhas a chur ar líon nithe is díol spéise ó thaobh turasóireachta trí chur le léirmhíniú agus le soláthar teangacha iasachta, agus fógrófar iarratasóirí rathúla sa bhliain 2019. Le linn na bliana, bhí Fáilte Éireann i mbun oibre leis an OPW freisin le Máistirphlean do Pháirc an Fhionnuisce agus do Chaisleán Bhaile Átha Cliath a fhorbairt.

Chuir Fáilte Éireann in éineacht le hUiscebhealaí Éireann tús le hobair ar staidéar maidir le hacmhainneacht na turasóireachta ar ghlásbhealach chanáil Bhaile Átha Cliath.

Cinntíodh infheistíocht leanúnach i dtaithí turasóireachta agus i nithe is díol spéise ó thaobh na turasóireachta, chomh maith lena bheith ag obair le príomhchomhpháirtithe, go mbeimid ullamh le haghaidh a thabhairt ar na dúshláin a bheidh á gcruthú ag an mBreathimeacht agus ag iomaíocht ó thar lear sna blianta atá romhainn.

Is minic Baile Átha Cliath ar bharr an liosta ag cuairteoirí a thagann go hÉirinn agus is ionann an ardchathair freisin agus cathair thairisí chuig an gcuid eile den tír. Ciallaíonn sé sin, mar phríomhchathair, go bhfuil saincheisteanna leanúnacha aici ó thaobh cumais, go háirithe ó thaobh cóiríocht do thurasóirí. Beidh an tsaincheist sin mar dhúshlán leanúnach do chathair mar mhol turasóireachta, ach mar a thaispeántar i dtaighde Fáilte Éireann, tá stoc leapacha ar na bacáin agus ba chóir go ndéanfadh sé sin an brú seo a éascú.

Bhí comhpháirtíochtaí oibre atá láidir lárnach ó thaobh rathúlacht Bhaile Átha Cliath mar cheann scribe do chuairteoirí agus leanfaidh an scéal ar aghaidh mar sin ar fud na cathrach ina hiomláine, idir an tionscal, eagraíochtaí na hearnála poiblí agus foireann Fáilte Éireann i mBaile Átha Cliath.



Ireland's Hidden HEARTLANDS

Tá 'croithailte ceilte' in go leor contaetha, áiteanna nach bhfuil sna 'príomháiteanna turasóireachta' ach mar sin féin, cuireann siad taithí uathúil, dodhearmadta agus iontach ar fáil do chuirteoirí.

Clúdaíonn Croithailte Ceilte na hÉireann, an ceathrú Branda Réigiúnach Taithí atá ag Fáilte Éireann, 'croilár' na tíre ó Liatroim síos chomh fada le Loch Deirgeirt agus ag síneadh tríd an Longfort, an Cabhán Thiar, Ros Comáin, Oirthear na Gaillimhe, Oirthear an Chláir chomh maith le codanna den Iarmhí, Tiobraid Árann agus Uíbh Fhailí. Déanann branda réigiúnach taithí Croithailte Ceilte na hÉireann beochan ar acmhainní saibhre cultúrtha an réigiúin seo, lena n-áirítear líon mór lochanna, uiscebhealaí, coillearnaí agus an tírdhreach sainiúil, a mbíonn tionchar acu ar threocht turasóireachta atá ag dul i méid do ghníomhaíochtaí boga trí chuirteoirí a spreagadh lena bheith 'gníomhach sa nádúr'.

Is éard atá á mholadh ag an mbranda:

'Taisteal trí croithailte glasa d'áilleacht nádúrtha tuaithe na hÉireann, áit a bhfuil gníomhaíocht agus suaimhneas fréamhaithe thart ar phobail thuaithe agus a slí mhaireachtála, ar féidir teacht orthu trí ghréasán talún agus bealaí uisce a chuireann an tSionainn iocónach agus Bealach Bheara Bhréifne i láthair'.

Rinneadh an branda réigiúnach taithí is deireanaí atá ag Fáilte Éireann a nochtadh in Aibreán na bliana 2018 agus ag deireadh na bliana atá faoi athbhreithniú, tá dul chun cinn maith á dhéanamh ag luathchéim na forbartha agus tá foireann bunaithe ar an talamh agus tá feachtas margaióchta seolta don mhargadh baile. Bhí Fáilte Éireann, ón tús, ag obair go dlúth in éineacht le raon leathan páirtithe leasmhara, grúpaí turasóireachta, tionscal agus pobail ar fud an réigiúin chun cur le treoshuíomh cuairteora agus taithí agus é mar sprioc fás 3% bliain ar bhliain a chur ar an ngeilleagar turasóireachta.

Tá acmhainní nádúrtha agus cultúrtha uathúil agus tharr barr sa réigiún lenar féidir forbairt a dhéanamh ar thurasóireacht agus tá branda taithí Croithailte Ceilte na hÉireann in áit mhaith le hathrú ó bhonn a chur ar thóir an turasóra ar an réigiún nua.

Tá earcú déanta ag Fáilte Éireann, ó nochtadh an branda, ar fhoireann dhíograiseach ar mhaithe lena chinntiú go mbíonn láithreach láidir áitiúil ann le tacú le forbairt an bhranda. Beidh an fhoireann ag obair leis an tionscal agus leis na príomhpháirtithe leasmhara lena chinntiú go ndéantar seachadadh ar ghealltanais an bhranda.

Rinneadh €2m a leithdháileadh i dtús báire chun tús a chur le céim forbartha an bhranda agus beidh fáil ar mhaoiniú agus ar dheontais chaipitiúla níos deireanaí. Cuideoidh an chéad bhabhta infheistíochta seo le Croithailte Ceilte na hÉireann a bhunú i measc na bpobal áitiúil agus cuirfear le feachtas faoin togra ar an margadh intíre.

Seoladh an chéad fheachtas feachtas margaióchta don mhargadh intíre do Croithailte Ceilte na hÉireann i mí Iúil 2018. Rinneadh an feachtas feachtas branda ilmheáin €1m a leathadh amach ar an teilifís, lasmuigh, ar chainéil raidió agus digiteacha agus tá sé bunaithe thart ar an téama 'Is leatsa é a Nochtadh' 'Yours to Uncover'.

I mí Meán Fómhair, rinneadh óstáil ar cheardlanna rannpháirtíochta tionscal i dtír ionad ar fud an réigiúin Lár Tíre. Chuir ceardlanna 'Croithailte Ceilte na hÉireann – an Bóthar atá Romhainn' eolas atá suas chun dáta maidir leis an mbranda ar fáil don tionscal turasóireachta áitiúil le húsáid chun borradh a chur faoin turasóireacht agus chun treallús a chur faoi fhás ina gcuid ceantar. Ag tarraingt le deireadh na bliana, rinneadh óstáil ar shraith ceardlanna don tionscal freisin a rinne léiriú ar an mbealach inar féidir le gnólachtaí leas a bhaint as branda Croithailte Ceilte na hÉireann leis an éifeacht is fearr is féidir a fháil as.

Bhí forbairt táirge turasóireachta sa réigiún lárnach do sheoladh an bhranda sa bhliain 2018. Tugadh faoi Mháistirphleananna Turasóireachta don tSionainn (faoi stiúir Uiscebhealaí Éireann) agus Bealach Bheara Bhréifne – atá ar dhá chnámh droma an réigiúin. Táthar ag súil an dá shaintionscadail seo a bheidh críochnaithe faoi lár na bliana 2019.

Athlone Town, Co Westmeath

TÁIRGÍ TURASÓIREACHTA DEN CHÉAD SCOTH A FHORBAIRT

Teastaíonn ó Fáilte Éireann nithe den chéad scoth is díol spéise ó thaobh cuairteora a chruthú, nithe atá spéisiúil agus atá scaipthe ar fud na tíre, táirge a bheidh ag mealladh cuairteoirí ó thíortha thar lear chuig gach réigiún, gach contae agus gach pobal ar fud na tíre. Tá treallús a chur faoi fhás na turasóireachta trí na nithe seo is díol spéise i measc príomhthosaíochtaí Fáilte Éireann agus táimid ag scrúdú gach deis féideartha le cruthú agus forbairt taithí nua cuairteora atá iontach agus nuálach a spreagadh.

Le linn na bliana 2018, cheadaigh Fáilte Éireann maoiniú deontais a bhí os cionn €31.2m do 54 tionscadal, a chuideoidh le treallús a chur faoi fhás níos mó ar fud na réigiúin.

Chomhaontaigh Fáilte Éireann comhpháirtíocht straitéiseach nua le hUiscebhealaí Éireann le tosaíocht a thabhairt do thionscadail feadh uiscebhealaí inseolta na hÉireann agus a bhfuil an acmhainneacht acu lena bheith ina dtáirgí turasóireachta den chéad scoth. Chomh maith leis sin, d'oibrigh Fáilte Éireann leis an Roinn Forbartha Tuaithe agus Pobail maidir le seachadadh agus maoiniú a dhéanamh ar phríomhbhearta an Chiste Caitheamh Aimsire Lasmuigh, a thacaíonn le bonneagar caitheamh aimsire turasóireachta.

Le linn na bliana 2018, d'oibrigh Fáilte Éireann freisin leis na príomhchomhpháirtithe le 24 tionscadal a bhí rathúil ag Céim 1 den chlár seo a chur chun cinn le tuilleadh forbartha a dhéanamh ar thograí cuimsitheacha atá ag teacht leis an tairiscint ábhartha branda ('Baile Átha Cliath', 'Chroithailte Ceilte na hÉireann', 'Slí an Atlantaigh Fhiáin' nó 'Sean-Neasoirthean na hÉireann'). Bhí ocht gcinn de na tionscadail seo tugtha chuig Céim 2 ag Fáilte Éireann, agus tarraingíodh trí thionscadal siar ón bpróiseas.

Sa bhreis air sin, rinneadh infheistíocht caipitil a leithdháileadh ar 6 tionscadal ar fud na tíre ar feadh na bliana 2018, agus bhí comhpháirtithe straitéiseacha i ngníomhaireachtaí eile rannpháirteach anseo freisin. Áirítear ar na gníomhaireachtaí seo, an OPW, an NPWS, Coillte agus Uiscebhealaí Éireann. Creideann Fáilte Éireann gurbh ionann na comhpháirtíochtaí seo agus bealaí nuálacha do Fáilte Éireann le dul i bpáirt le gníomhaireachtaí stáit eile, agus sa phróiseas, cur an méid is fearr is féidir leis an leibhéal infheistíochta i dtáirgí turasóireachta.

Nuair a chuirtear iad seo i dtoll a chéile le tionscadail atá ann cheana féin, d'oibrigh Fáilte Éireann le níos mó ná 75 tionscadal caipitil ar fud gach réigiún ar fud na tíre le linn na bliana 2018.

Seoladh Scéim na nDeontas Beag do 'Shlí an Atlantaigh Fhiáin' agus do 'Bhaile Átha Cliath' chun comhlánú a dhéanamh ar Scéim na nDeontas Beag do 'Shean-Neasoirthean na hÉireann' a rinneadh a leathadh amach sa bhliain 2017.

Lean Fáilte Éireann le hinfeistíocht a dhéanamh ar

fhéilte ar fud na tíre, mar gheall gur mheall na féilte os cionn 200,000 cuairteoir ó thíortha thar lear chun na hÉireann agus gur chuir siad €108m leis an ngeilleagar.

Leanann Clár Féilte Náisiúnta agus Rannpháirtíochta Fáilte Éireann le hinfeistíocht shuntasach a chur ar fáil, arbh ionann é sa bhliain 2018, agus thart ar €2.3m i 37 féile agus imeacht. Tugadh cuireadh do lucht eagraithe gach féile a fuair maoiniú freastal ar an gcéad 'Mháistir-Rang Féilte' i mí na Nollag 2018, imeacht a cruthaíodh le féilte den chéad scoth a chruthú agus le forbairt a dhéanamh ar scileanna ó thaobh líon na gcuariteoirí idirnáisiúnta atá ag dul i méid. Tugadh faoi iniúchadh freisin ar gach féile a fuair maoiniú ó Fáilte Éireann chun a riachtanais forbartha idirnáisiúnta a aithint le freastal ar chuspóirí straitéiseacha turasóireachta sna trí bliana atá amach romhainn. Sa bhreis air sin, rinneadh coimisiúnú ar anailís tionchair geilleagrach na bhféilte.

Chuir Fáilte Éireann síneadh ar na teorainneacha tacaíochta atá againn trí chomhaontú maoinithe nua leis na hÚdarais Áitiúla chun cuidiú le barr feabhais a chur ar mhaoiniú d'imeachtaí áitiúla. Tríd an gcomhaontú seo, rinneadh maoiniú de €550,000, a cuireadh ar fáil faoinár gClár Féilte Náisiúnta agus Rannpháirtíochta, a aistriú chuig na hÚdarais Áitiúla sa bhliain 2018. Cuireann an t-eolas agus an saineolas atá ag Údarais Áitiúla ar shócmhainní áitiúla ag leibhéal contae, mar aon leis na láidreachtaí agus stair na gceantar, ar a gcumas maoiniú a dhírú níos straitéise í ina gcuid ceantar. Sa bhliain 2018, fuair os cionn 200 féile agus imeacht áitiúil maoiniú tríd an gclár seo.

Le linn na bliana 2018, lean Fáilte Éireann ag cur le agus ag forbairt ár gClár Féilte Comhchruthaithe, rinneadh infheistíocht os cionn €700,000 i bhFéile Bram Stoker agus i bhFéile na Bliana Nua trínár gcomhpháirtíocht thorthúil leanúnach le Comhairle Cathrach Bhaile Átha Cliath.

Ar an bpríomhbhuac sa bhliain 2018, bhí seoladh dhá fhéile nua le comhpháirtithe nua. Áiríodh orthu sin, féile nuálach 'May the 4th Be With You' i gCiarraí, a chuireann le hábhar iontais 'Star Wars', ag mealladh an lucht leanúna le ceiliúradh a dhéanamh i láithreacha ina ndearnadh scannánaíocht ar scannáin sa tsraith. Ar an dara dul síos, cruthaíodh 'The Global Disapora Series' i gcomhpháirtíocht leis an Roinn Gnóthaí Eachtracha chun cuidiú le pobail áitiúla leas a bhaint as agus forbairt a dhéanamh ar an líonra diaspóra

idirnáisiúnta. Bhí dhá fhéile phiolótach ar siúl le linn na bliana i Luimneach agus i nDún na nGall agus tá dul chun cinn déanta ar phleananna le tuilleadh forbartha a dhéanamh ar na féilte seo.

Rinne Fáilte Éireann, faoin gClár Nuálach agus Forbartha Féilte, infheistíocht de €90,000 ar fud raon tionscnamh. Thacaigh Fáilte Éireann freisin le céim eile den fhorbairt ar 'The Johnathan Swift Festival' agus ar an 'Kilkenny Animated Festival', agus fuair an dá fhéile spreagadh ó shíolchiste ón ngairm 'What's the Big Idea?' sa bhliain 2016. Rinneadh coimisiúnú ar staidéar féidearthachta féilte don 'Dark Skies', 'Ireland's Ancient East Gardens' agus 'Halloween'. Bhí seoladh tairiscint

phoiblí mar thoradh ar an staidéar féidearthachta don fhéile nua íocónach a dhíríonn ar Éirinn mar áit dúchais na 'Samhna/Halloween' a bheidh ar siúl i Sean-Neasoirthear na hÉireann i mí Deireadh Fómhair 2019.

Sa bhliain 2018, chruthaigh Fáilte Éireann Clár Nuálach Féilte freisin a fheidhmíonn ar bhonn gairmeacha oscailte, ag tabhairt cuireadh le smaointe a chur faoi bhráid ar fhéilte nua le hardtionchar turasóireachta a bhfuil sé d'acmhainneacht acu cuairteoirí ó thíortha thar lear a spreagadh le hÉirinn a roghnú le linn tréimhsí seachbhuaice agus lasmuigh de na príomhláithreacha turasóireachta.

BORRADH A CHUR FAOIN TURASÓIREACHT GNÓ AR FUD NA RÉIGIÚN

De réir mar atá borradh ag teacht faoi gheilleagar na hÉireann, tá borradh ag teacht freisin faoi leibhéal na gcruinnithe agus na gcomhdhálacha gnó a bhíonn ar siúl anseo.

Leanann Turasóireacht Gnó de bheith ar cheann de na hearnálacha is mó a thuilleann airgead sa tionscal, mar go gcaitheann lucht taistil gnó beagnach a trí oiread is a chaitheann an gnáthchuirteoir.

Ba bhliain den scoth a bhí sa bhliain 2018 d'fhoireann Turasóireachta Gnó agus Imeachtaí Fáilte Éireann, bliain ar sháraigh siad a gcuid spriocanna ó thaobh deiseanna nua gnó a chruthú agus na deiseanna sin a aistriú go gnó inláimhsithe. Le linn na bliana, dhaingnigh Fáilte Éireann comhdhálacha agus imeachtaí gnó idirnáisiúnta le luach de €204m don bhliain reatha agus do bhlianta amach anseo agus bhain €32m de sin le réigiúin na hÉireann trínár gcuid oibre leis an Regional Convention Bureaux i nGaillimh, Ciarraí, Corcaigh agus Sionainn. Baineadh amach é sin i gcoinne sprioc de €192m.

Chruthaigh foireann Fáilte Éireann 669 deis maidir le himeachtaí gnó idirnáisiúnta ar luach de €346m don bhliain reatha agus do na blianta amach anseo. Déanfar tuilleadh forbartha ar na deiseanna seo le raon iomlán tacaíochtaí praiticiúla agus airgeadais chun cabhrú lena gcomhlíonadh.

Faoin mbranda 'Meet in Ireland' atá faoi úinéireacht agus á bhainistiú ag Fáilte Éireann agus a dhéanann éascú ar chomhpháirtíocht le Turasóireacht Éireann agus le Tourism Northern Ireland, thacaíomar le láithreach na hÉireann ag 35 ardán díolacháin idirnáisiúnta. Chuir na hardáin díolacháin seo ar chumas gnólaigh Éireannacha bualadh le ceannaitheoirí (MICE) (cruinnithe, dreasachtaí, comhdhálacha agus imeachtaí) ó thar lear, faoin Dublin Convention Bureau, an fhoireann atá eagraithe le hardán díolacháin a chur ar fáil i Londain do 50 soláthróir Éireannach le taispeántas a thabhairt do 220 ceannaitheoir ón Ríocht Aontaithe.

Ceapadh comhaltaí ar bhoird SITE Ireland (Society for Incentive Travel Excellence), SITE Young Leaders agus European Cities Marketing, chun cur le láidreach bhranda agus clú Fáilte Éireann mar cheannairí tuairimí sa tionscal. Ainmníodh foireann 'Meet In Ireland' Fáilte Éireann mar '**IBTM Stand Personnel of the Year**' i Barcelona, agus iad chun tosaigh ar iomaíocht ó 270 thaispeántóir eile ar fud an domhain. Is ionann 'IBTM World' agus príomhimeacht domhanda do thionscal MICE, agus thug an gradam aitheantas do ghairmiúlacht agus do nuálaíocht fhoireann 'Meet in Ireland' ó thaobh margaíocht a dhéanamh ar an tír seo do 4,000 ceannaitheoir mar cheann scríbe MICE. Bhain an fhoireann an chéad áit amach freisin sa chatagóir sa '**Best in Travel, Tourism and Sport**' ag '**The Spiders**', gradam teicneolaíochta ceannródaíoch na hÉireann dá láithreán gréasáin meetinireland.com – ardán do ghairmithe MICE atá ag smaoineamh ar Éirinn mar láthair.

Ag tarraingt le deireadh na bliana, rinne an fhoireann óstáil ar an 'National Conference Ambassador Awards 2018' áit ar tugadh aitheantas do 82 ambasadóir comhdhála as seachadadh a dhéanamh ar imeachtaí a mheall, agus iad curtha i dtoll a chéile, beagnach 68,000 toscaire idirnáisiúnta, ag cruthú ioncam de €105m do réigiúin turasóireachta na hÉireann idir na blianta 2015 agus 2017. D'fhreastail 48 ambasadóir ionchasach eile ar an imeacht sa tráthnóna le tairiscint a dhéanamh le comhdhálacha idirnáisiúnta a óstáil amach anseo le tacaíocht ó Fáilte Éireann.

Chun treallús a chur faoi fhás sna réigiúin, feidhmíonn Fáilte Éireann comhaontú seirbhíse leis an Regional Convention Bureaux trína gceanglóidh Fáilte Éireann an leibhéal gnó a fhaigheann siad go díreach le maoiniú an RCB. Sa bhliain 2018, fuarthas €32m eile do réigiúin na hÉireann, a sháraíonn an sprioc €27m agus tá 108 deis ar na bacáin do réigiúin na hÉireann don bhliain reatha agus do na blianta atá romhainn. Rinne Fáilte Éireann éascú ar aighneachtaí do réigiúin na hÉireann freisin lena bheith páirteach den chéad uair sa Global Destinations Sustainability Index agus tá Gaillimh i lár an aonaigh. Tá Ciarraí, Corcaigh, Luimneach/Sionainn

in éineacht le Baile Átha Cliath san áireamh freisin.

Ar feadh na bliana 2018, lean Fáilte Éireann le forbairt a dhéanamh ar shaineolas agus ar acmhainneacht an tionscail sa ghnó turasóireachta. Rinne Fáilte Éireann urraíocht freisin ar an gcéad AIPCO agus SITE Business Tourism Conference riamh, tráth ar chuir an fhoireann treochlár i láthair le plean uailmhianach a bhaint amach le bheith i measc na 250 bpríomhsholáthóir MICE chun borradh a chur faoin turasóireacht gnó agus cur le hioncam a bheidh os cionn €1bn faoin mbliain 2025.

FORBAIRT NA TURASÓIREACHTA FÓILLÍOCHTA

Imríonn trádáil taistil idirnáisiúnta ról suntasach ó thaobh seachadadh a dhéanamh ar thurasóireacht gnó go hÉirinn agus tá dlúthcheangail cothaithe ag Fáilte Éireann thar na blianta i gcomhar le Turasóireacht Éireann le hoibrítheoirí turais agus le gníomhairí taistil sna margáí go léir thar lear.

Le linn na bliana 2018, chruthaíomar os cionn 100 deis nua i measc gníomhairí taistil agus móroibrítheoirí turais thar lear i measc na taithí branda agus rinneamar oiriúnú ar 25 acu sin. Chuir na deiseanna seo 157,821 oíche lóistín breise incriminteach ar fáil ar fud na ceithre bhlanda taithí.

Leanadh d'fhorbairt a dhéanamh ar chomhpháirtíocht Fáilte Éireann le Cumann na gComhlachtaí Taistil in Éirinn (ITOA) sa bhliain 2018 tráth ar oibríodh i gcomhpháirtíocht le 21 chomhalta den ITOA, chomh maith le hoibrítheoirí turais a bhí lonnaithe in Éirinn agus nár chomhaltaí den ITOA iad agus le Cuideachtaí Socraithe Ceann Scríbe (DMCanna). Spreag an Fhoireann Forbartha Gnó ceannaitheoirí atá lonnaithe in Éirinn le clár nua a chruthú chun treallús a chur faoi oícheanta lóistín incriminteacha lena mbaineann scaipeadh réigiúnach san idirshéasúr agus sna séasúir atá ciúin. Thugamar cuireadh do na ceannaitheoirí seo páirt a ghlacadh i gcomórtas óna bhféadfadh siad tacaíocht airgid a fháil chun treallús a chur faoi dhíolachán laistigh den chlár seo. Ciallóidh an comórtas go ndéanfar 112,000 oíche lóistín incriminteach a sheachadadh le linn an dá bhliain atá amach romhainn.

Sa bhliain 2018, cuireadh ardáin nua thar lear ar fáil don tionscal sna hearnálacha pléisiúir (Private Leisure Forums – an Eoraip) Óige agus Eachtraíochta (ITB Berlin - Youth, Adventure and Responsible Travel Hall). Chuireamar trí imeacht gailf ar fáil ar oileán na hÉireann, i mBaile Átha Cliath agus i mBéal Feirste agus an Dubai Duty Free Irish Open, i mBaile Lifin. Rinneamar óstáil freisin ar 35 príomhoibrítheoir turais idirnáisiúnta gailf ar fud an domhain agus iad ar cuairt ar an taobh Thiar Theas den tír i mí Aibreáin, thugamar ar thuras taithíochta iad feadh slí an Atlantaigh Fhiáin agus thugamar cuireadh do 50 soláthóir táirge gailf Éirean-

nach chun teagmháil a dhéanamh leo ó thaobh gnó i gceardlann de chineál Meitheal. Rinneadh óstáil freisin ar Imeacht Corparáideach agus Dreasachta Taistil a bhí dírithe ar ghalf sa Ríocht Aontaithe agus bhí 45 príomhphleanálaí taistil ón Ríocht Aontaithe ag freastal ar an lá gailf agus ar an gcaint a tugadh maidir leis an fhéidearthacht gailf a chur lena gcúrsa taistil don bhliain 2019.

Thionóil Fáilte Éireann sé fheachtas do Ghníomhairí Taistil ar Líne (OTA) freisin, i gcomhar le Expedia, Travelzoo agus Lastminute.com chun tacú le treallús a chur faoi oícheanta lóistín incriminteacha ar fud ár mbrandaí cláir agus bhí sé sin de réir sceideal ionas go bhféadfaí níos mó oícheanta lóistín a chruthú san idirshéasúr agus sa lag shéasúr. Rinneamar píolótú freisin ar chlár áiríthintí díreacha le Kayak. Bhí sé seo deartha chun tacú le soláthóirí cóiríochta in Éirinn chun treallús a chur faoi áiríthintí díreacha trína n-ardán ar líne féin trí líon ollmhór cuairteoirí a threorú chuig an láithreán gach aon lá, díreach go dtí láithreán gréasáin an tsoláthóra.

Bhí foireann Forbartha Gnó Fáilte Éireann gnóthach freisin agus iad ag díriú ar an margadh a bhaineann leosan le linn na bliana 2018, trí sheachadadh a dhéanamh ar aon cheann déag de Phleananna Comhghníomhaíochta, suas ó ocht gcinn don bhliain 2017, i gcomhpháirtíocht le Turasóireacht Éireann. Faoi na pleananna seo rinneadh comhsheachadadh ar 29 misean díolacháin san áit margaidh, bhí cruinnithe aghaidh ar aghaidh le breis is 800 ceannaitheoir agus cruthaíodh agus rinneadh seachadadh ar 18 ríomhíris chuig os cionn 8,000 aonach trádála idirnáisiúnta, ag insint scéal na mbrandaí cláir agus an raon taithí nua agus taithí forbartha a d'fhéadfadh siad a chur ar fáil ina gcuid clár.

Rinne an fhoireann dearadh agus seachadadh freisin ar 74 cúrsa taistil do Cheannaitheoirí Idirnáisiúnta ó 22 margadh ar fud 'Sean-Neasoirthear na hÉireann', 'Slí an Atlantaigh Fhiáin' agus 'Baile Átha Cliath'. Le linn na dturas taithíochta seo, rinneamar óstáil ar 159 Ceannaitheoir Idirnáisiúnta, agus d'fhreastail 374 acu sin ar cheardlanna in Éirinn. Chuir Fáilte Éireann, trí chuairteanna taithíochta, deiseanna ar fáil do 1,781 duine ón tionscal in Éirinn le teagmháil a dhéanamh leis na ceannaitheoirí seo.

Sa bhreis air sin, earcaíodh 394 ionadaí ón tionscal in Éirinn ar fud na mbrandaí taithí chun dul le 38 ardán díolacháin difriúil i 13 Margadh Idirnáisiúnta – ag cinntiú go bhfuil an tír seo ar chúrsaí taistil ar fud an domhain sna blianta atá romhainn agus níos faide ar aghaidh ná sin.

TACÚ LE TIONSCAL ATÁ LÁIDIR

Tá tionscal turasóireachta na hÉireann chomh héifeachtach is atá na caighdeáin seirbhíse a chuireann an fórsa saothar de 260,000 ar fáil. Déanann Fáilte Éireann iarracht oiliúint, forbairt ghairme agus sármhaitheas gairmiúil a bhaint amach agus acmhainneacht ag gach leibhéal den tionscal a chur chun cinn agus a spreagadh.

Cuirimid rogha leathan tacaíochtaí gnó ar fáil chun cuidiú le fiontair thurasóireachta na caighdeáin idirnáisiúnta is airde a bhaint amach. Go criticiúil, díreann na tacaíochtaí seo ar thionscal atá sofhréagrúil a fhorbairt atá ullamh le haghaidh a thabhairt ar riachtanais an mhargaidh atá ag forbairt de shíor – go háirithe i gcomhthéacs an bhrú ar chostais agus an neamhchinnteacht atá mar thoradh ar an mBreathimeacht.

Cuireann clár Fáilte Éireann 'Bí Ullamh don Bhreathimeacht' tacaíochtaí ar fáil atá sainoiriúnaithe agus spriocdhíríte chun cuidiú le fiontair thurasóireacht na hÉireann aghaidh a thabhairt ar dhúshláin a bhaineann go sonrach leis an mBreathimeacht. Tugann an 'Seiceáil Ullmhachta don Bhreathimeacht' an deis do ghnólachtaí aonair féinmheasúnú a dhéanamh ar nochtadh agus ar rioscaí agus soláthraíonn raon idirghabhálacha chun a riachtanais a mheaitseáil ar fud éagsúlú margái, margadh na Breataine a choimeád, scileanna feidhmíochta gnó agus iomaíochas. Thug os cionn 1,500 gnólacht faoin gclár, lena n-áirítear, modúil ar Mhargadh na Breataine a Choimeád, Éagsúlú Margái agus Iomaíochas. Chruthaigh an tionscnamh 'Bí Ullamh don Bhreathimeacht' tairseach aonair agus bhain thart ar 28,000 gnólacht leas as an láithreán chun an fhaisnéis is deireanaí agus léargais maidir leis an mBreathimeacht a fháil agus lena gcuid gnólachtaí a chur faoi réir 'd'Ullmhacht don Bhreathimeacht'.

Le linn na bliana 2018, lean Fáilte Éireann le sraith iomlán de thacaíochtaí forbartha agus oiliúna gnó a thairiscint ar mhaithe le cur le hinniúlacht díolacháin idirnáisiúnta agus chun feabhas a chur ar éifeachtúlacht agus ar acmhainneacht fiontar. D'oibrigh Fáilte Éireann le breis is 3,000 fiontar gnó agus le 8,200 cliant ar feadh na bliana. Áiríodh ar thionscnaimh nua, 'Clár Bainistíochta Fhoras Bainistíochta na hÉireann agus Fáilte Éireann', 'Bí Ullamh don tSín' a thugann na scileanna do rannpháirtithe ó thaobh

fáilte a chur roimh chuairteoirí ón Áise agus an 'Clár Náisiúnta Sársheirbhíse'. Cuireann an clár is deireanaí a luaitear le caighdeáin agus le seirbhís agus bíonn sármhaitheas ó thaobh fáilte a chur roimh an tseirbhís foriomlán do chuairteoirí mar thoradh air. Thug os cionn 500 gnó faoin gclár, lena n-áirítear, 'Cathair na Mart mar Cheann Scribe', a bhí ar an gcéad clár a bhain an gradam do 'Ceann Scribe Turasóireachta den Scoth' amach agus Aerfort na Sionainne, a bhí ar an gcéad aerfort de chuid na hÉireann a chomhlán-aiigh an clár go rathúil.

D'éirigh thar barr le 'Bí Ullamh don tSín' agus bhí os cionn 300 gnólacht rannpháirteach ag an mbonn-leibhéal. D'oibrigh Fáilte Éireann le COTRI (China Outbound Tourism Research Institute) ar chlár feabhsaithe chun gnólachtaí a ullmhú don bhorradh sna cuairteoirí ón tSín a bhfuiltear ag súil leis mar gheall ar eitilt dhíreach ó tSín go Baile Átha Cliath, agus fuair 35 gnólacht ar an iomlán creidiúnú.

D'oibríomar le níos mó ná 500 gnólacht bia agus deoch, tráth ar seoladh Straitéis nua Bia 2018-2023 Fáilte Éireann chun deiseanna margáiochta a chur chun cinn agus a fhorbairt a rinne seachadadh ar roinnt tionscnaimh spreagúla lenár gcomhpháirtithe i mBord Iascaigh Mhara, Cumann Bialanna na hÉireann (RAI) agus Cónaidhm Fíoncheannaithe na hÉireann (VFI).

I mí na Samhna 2018, rinne Fáilte Éireann óstáil ar imeacht don tionscal turasóireachta le héisteacht a thabhairt don bhunfhoinsé maidir leis na pleananna atá againn don bhliain atá romhainn agus chonaiceamar na príomhdhúshláin agus na príomhdheiseanna atá ann don tionscal. Cuidigh an t-imeacht seo linn, a fhreastail beagnach 600 gnólacht agus comhpháirtí turasóireachta ar fud na tíre air, leis an straitéis a ailíniú leis an tionscal níos leithne, agus le fócas ar phleananna forbartha réigiúnacha freisin.

AG CUR NA HÉIREANN CHUN CINN MAR PHRÍOMHCHEANN SCRÍBE DO CHUAIRTEOIRÍ

Cuireann an margadh intíre cion suntasach le cothabháil a dhéanamh ar thurasóireacht na hÉireann, go háirithe san idirshéasúr agus le linn na séasúir atá ciúin.

Teastaíonn ó mhuintir na hÉireann blaiseadh a fháil dá n-oileán féin, a bheith rannpháirteach i bhféilte, imeachtaí spóirt agus cultúrtha agus a theacht le chéile d'ócáidí a bhaineann leis an teaghlach. Chruthaigh an iliomad gníomhaíochtaí agus turais mar seo ón mbaile ioncam measta de €1bn le linn na bliana 2018.

Cuireann Fáilte Éireann turasóireacht intíre chun cinn agus rinne an rannán margaióchta infheistíocht de níos mó ná €8m le linn na bliana atá faoi athbhreithniú le hábhair meáin atá cruthaitheach a fhorbairt agus seachadadh a dhéanamh air, leis an margadh saoire intíre a threisiú. Rinne Fáilte Éireann seachadadh ar 15 feachtas saincheaptha a bhí comhtháite go hiomlán lenár mbranda taithí, féilte agus gníomhaíochtaí a chur chun cinn ar feadh na bliana.

Sa bhliain 2018, sheol Fáilte Éireann feachtas tomhaltóra baile do 'Chroí Thailte Ceilte na hÉireann' dar teideal 'Is leat-sa é a Nochtadh' 'Yours to Uncover'. Seoladh, san fheachtas seo, an branda is deireanaí atá againn do chuairteoirí intíre agus taispeánadh an taithí atá ar tairiscint sa chuid seo den tír a ndéantar dearmad air go minic. Dhíríomar ar shéasúr an tsamhraidh agus mar thoradh air sin baineadh rannpháirtíocht amach nach bhfacthas a leithéid riamh roimhe seo, nuair a chonaic nó ar chuala os cionn 90% den daonra faoin bhfógraíocht.

Leanamar lenár straitéis do 'Shlí an Atlantaigh Fhiáin' agus 'Sean-Neasoirtheor na hÉireann', sé sin feachtais le linn an earraigh agus an tsamhraidh, a thug teilifís, fógraíocht raidió lasmuigh, comhpháirtíochtaí meáin shóisialta, digiteacha agus ábhair, san áireamh. Arís, chonaic nó chuala os cionn 90% den daonra faoin bhfógraíocht maidir le gach aon bhranda.

Maidir leis an fhreagra ar an íslíú ar líon na gcuairteoirí ó Thuaisceart Éireann chuig Poblacht na hÉireann, go háirithe chuig contaetha na teorann, rinne Fáilte Éireann feachtas tiomanta ar líne a fhorbairt sa chéad ráithe de 2018. San áireamh san fheachtas seo bhí, meascán d'ábhar atá ann cheana féin agus d'ábhar cruthaitheach nua ar fud na trí bhranda ('Shlí an Atlantaigh Fhiáin', 'Sean-Neasoirtheor na hÉireann' agus 'Croíthailte Ceilte na hÉireann') le daoine ó Thuaisceart Éireann a spreagadh le turas ar chontaetha na teorann a phleanáil le linn an idirshéasúir. Chuaigh Fáilte Éireann i gcomhar le Expedia le seachadadh a dhéanamh ar chlár a bhí dírithe ar chuairteoirí ó Thuaisceart Éireann ina raibh tairiscintí saincheaptha ón tionscal i gcontaetha na teorann.

Mar chuid de chun cinn Fáilte Éireann ar Bhaile Átha Cliath, thionólamar feachtas sé seachtaine ceann scríbe cathrach idirnáisiúnta ar fud an iliomad margai i gcomhpháirtíocht le Turasóireacht Éireann agus leis na cheithre Údarás Áitiúil i mBaile Átha Cliath.

Lean branda 'Discover Ireland' le ról luachmhar a imirt i ngach gné de thuras an tomhaltóra, tráth ar díriodh na príomhtheachtaireachtaí na dtomhaltóirí ar thairiscintí saoire difriúil ar fud na hÉireann. D'fhostaigh Fáilte Éireann an branda 'Discover Ireland' lenár gclár CRM (Bainistíocht ar Chaid-

reamh Custaiméirí) a sheoladh. Sa bhliain 2018, chuir Fáilte Éireann lena bunachar síntiúsóirí ó thart ar 2,000 i mí Meán Fómhair go 20,000 i Mí na Nollag. Leanfaimid orainn le hinfeistíocht a dhéanamh chun cur le agus forbairt a dhéanamh ar ghníomhaíocht CRM sa bhliain 2019 chun cuidiú le treallús a chur faoi saoire ghearr sa mhargadh intíre.

Thionscain Fáilte Éireann tionscadal nua le linn na bliana le hathbhreithniú agus beachtú a dhéanamh ar na láithreáin gréasáin tomhaltóra agus ar na cainéil meáin shóisialta agus ar an mbealach ina n-oibríonn siad le chéile in éiceachóras digiteach. Tá an méid sin á dhéanamh ag Fáilte Éireann lena chinntiú go bhfuilimid ag cur an taithí digiteach is fearr is féidir ar fáil do chuairteoirí ar fud gach céim dá dturas tomhaltóra. Beidh an tionscal seo mar phríomhábhar fócais sa bhliain 2019. Go foriomlán, bhaineamar amach, ar fud na mbrandaí, 11m rannpháirtíocht digiteach agus 6m seisiún láithreáin gréasáin agus tá pobal meáin shóisialta gníomhach againn atá os cionn 1m úsáideoir.

I mí Deireadh Fómhair, sheol Fáilte Éireann 'Call of the Wild' freisin, comhthionscnamh leis an Roinn Iompair, Turasóireachta agus Spóirt. Tugadh cuireadh san fheachtas seo do dhaoine áitiúla feadh achar iomlán 'Shlí an Atlantaigh Fhiáin' cuidiú a thabhairt leis an teachtaireacht chruthaitheach a chur le chéile trína seoid atá i bhfolach ina gcuid pobal a aithint, seoid atá speisialta agus a dteastaíonn uathu iad a roinnt le lucht féachana ar bhonn domhanda. Roinn Turasóireacht Éireann na grianghraif agus na físeáin ab fharr ar a cuid ardán sóisialta lena bhfuil teagmháil leis na milliúin lucht saoire ar fud an domhain i gceist leis. D'fhéach 14 milliún duine ar an fhíseán go dtí seo.

Ar feadh na bliana 2018, lean Fáilte Éireann ag tacú le príomhfhéilte lena n-áirítear 'May the 4th Be With You', 'Bram Stoker', 'NYF Dublin' agus an tsraith 'Global Irish Festival', agus rinneadh infheistíocht margaidh ar fud ábhar caidreamh poiblí, digiteach agus sóisialta.

D'oibrigh Fáilte Éireann freisin le Turasóireacht Éireann chun feachtas ar an tír seo mar cheann scríbe a chur chun cinn thar lear le sraith de thurais eolais saincheaptha do na meáin shóisialta thar lear agus d'oibríteoirí taistil idirnáisiúnta.

Rinne Roinn Poiblíochta Idirnáisiúnta Fáilte Éireann mar thoradh air sin, óstáil ar 843 duine óna meáin idirnáisiúnta agus thug roinnt acu sin chuairt ar níos mó ná aon chlár amháin. Bhí na hionadaithe seo óna meáin i dteagmháil le níos mó ná 4,000 gnólacht Éireannach. Is ionann an Luach Comhionann Fógraíochta a bhí mar thoradh ar chlúdach thar lear na gcuairteanna seo agus €111.5m le Comhshroicheadh de bheagnach 11bn léitheoir agus lucht féachana.

SOLÁTHAR SAOTHAIR AGUS FORBAIRT SCILEANNA

Mar Údarás Náisiúnta Forbartha Turasóireachta, tá ról ríthábhachtach ag Fáilte Éireann lenár spriocanna uailmhianacha fáis don turasóireacht, ó thaobh na hearnála turasóireachta a spreagadh, a chur chun cinn agus tacú léi leis an méid ceart agus an caighdeán cumais a bheith aici don chuairoteoir laistigh den earnáil.

Bhunaigh Fáilte Éireann, i gcomhar le comhlachtaí tionscal agus le soláthóirí oideachais, Grúpa Maoirseachta Gairmeacha Turasóireachta agus Fáilteachais i ráithe 4 den bhliain 2018 chun comhordú a dhéanamh ar na comhlachtaí ábhartha chun clár oibre a chomhaontú agus a chur i bhfeidhm le haghaidh a thabhairt ar sholáthar saothair agus riachtanais scileanna san earnáil san am i láthair agus amach anseo.

Tá forbairt déanta ar straitéis spriocdhírthe agus praiticiúil chun tacú le fostaíocht inbhuanaithe inár n-earnáil. Déanann

Fáilte Éireann cathaoirleacht ar an nGrúpa Maoirseachta Gairmeacha agus déanann bainistíocht ó thaobh tionscadal ar an bplean comhaontaithe a chuimsíonn cúig philéar – Dul Chun Cinn Gairme, Ceangail Fostaíochta, Earcaíocht agus Coimeád, Ailíniú Curaclaim, agus Léarscáiliú Soláthar Reatha. Tá a chuid cuspóirí agus eochairtháscairí feidhmíochta (KPI-anna) féin ag gach aon philéar ag a bhfuil an cumas an tionchar is fearr is féidir a sheachadadh chun tacú le fostaíocht inbhuanaithe san Earnáil Turasóireachta agus Fáilteachais.

CONCLUÍD

Mar Údarás Náisiúnta Forbartha Turasóireachta, tá ról ríthábhachtach ag Fáilte Éireann lenár spriocanna uailmhianacha fáis don turasóireacht, ó thaobh na hearnála turasóireachta a spreagadh, a chur chun cinn agus tacú léi leis an méid ceart agus an caighdeán cumais a bheith aici don chuairoteoir laistigh den earnáil.

Nuair a léitear an tuarascáil seo, cuireann sé tionscal turasóireachta na hÉireann i láthair mar thionscal atá beo beathach agus i dtogha na sláinte. Go deimhin, tá fás go 53% tagtha ar líon na dturasóirí ó thíortha thar lear ón mbliain 2012. Tá ardú 60% tagtha ar chaiteachas turasóireachta sa tréimhse chéanna. Ciallaíonn sé seo ioncam Stáitchiste de thart ar €1.8bn – arbh ionann é, go garbh, agus €1,000 in aghaidh an teaghlaigh in Éirinn.

Mar sin féin, mar a léirítear i dtuarascáil an lae inniu, tá go leor bacainní agus dúshláin ann a choinníonn siar feidhmíocht turasóireachta a d'fhéadfadh a bheith ina dhiol iontais do go leor daoine lasmuigh den tionscal.

Léirítear i dtaighde Fáilte Éireann féin, go gcaitheann cuairteoirí ó thíortha thar lear os cionn 70% de na hoícheanta lóistín i gcúig chontae. Léirítear éagothroime réigiúnach ansin nach mór aghaidh a thabhairt air. Mura dtugaimid aghaidh air, tá an fhéidearthacht ann ó thaobh plódú ag príomhionaid turasóireachta a bhfuil an-tóir orthu a chiallóidh go dtiocfaidh laghdú ar tharraingteacht na hÉireann mar cheann scríbe turasóireachta. Níos tábhachtaí fós, mura mbíonn ar a gcumas scaipeadh réigiúnach níos fearr ó thaobh gníomhaíocht turasóireachta a chinntiú, ní bheidh leas á bhaint as acmhainneacht na hearnála le hioncam agus fostaíocht a chruthú sna codanna den tír ina bhfuil géarghá le hathbheochan. Beidh níos mó dá gcuid saoire á gcaitheamh ag turasóirí san oirthear agus i lár tíre mar thoradh ar ghníomhaíocht níos réigiúnaí, seachas a bheith ag taisteal díreach ó Bhaile Átha Cliath go hiarthar na tíre.

Mar thoradh ar bhranda Sean-Oirthear na hÉireann, tá tre-

allús níos fearr faoin turasóireacht sa chuid sin den tír agus tá dóchas againn go dtarlóidh an rud céanna le Croíthailte Ceilte na hÉireann, an branda is deireanaí atá againn agus a rinneadh a nochtadh do lár na tíre níos túisce i mbliana. Mar sin féin, tá go leor le déanamh fós agus nílimid i ngar ná i ngaobhar den áit ar chóir dúinn a bheith i dtéarmaí scaipeadh sláintiúil spásúil na turasóireachta.

Tá a fhios againn nach mbíonn roinnt mhaith gnólachtaí turasóireachta oscailte ach ar feadh cúpla mí den bhliain – cuid acu nach mbíonn i mbun trádála ach ar feadh 10-12 seachtaine. Is séasúr thar a bheith gearr é séasúr na turasóireachta do go leor daoine san earnáil, agus ní gá go mbeadh an scéal mar sin.

Tá fás níos airde á sheachadadh ag an straitéis séasúrach, mar sin féin, ní mór dúinn leanúint ar aghaidh le tacaíocht a thabhairt do ghnólachtaí fanacht oscailte níos faide ionas go mbeidh ar a gcumas cur lena gcuid ioncam agus le poist a chruthú. Chun é sin a bhaint amach, ní mór dúinn nithe is díol spéise, imeachtaí agus luach ar airgead a thairiscint a mheallfaidh turasóirí chun teacht chun na tíre ag amanna lasmuigh den samhradh. Ní mór clársceidealú cliste féilire féilte, tairiscint faoi réir ag praghas ó ghnólachtaí turasóireachta san earrach agus sa samhradh agus forbairt a dhéanamh ar thaithí agus ar nithe nua is díol spéise do chuairoteoir a thabhairt san áireamh ansin. Ó thaobh an dara ceann sin, beidh ar chumas infheistíocht sa chineál ceart nithe is díol spéise ó thaobh na turasóireachta agus nithe a mheallann teaghlaigh i ngach cineál aimsire cur le tarraingteacht na hÉireann agus cuidiú le díriú ar thurasóirí a dtairníonn leo dul i mbun taistil lasmuigh den séasúr.

Tá an buntáiste incriminteach a bhaineann le séasúr níos faide tábhachtach nuair a bhreithnítear go dtacaíonn gach 1,000 cuairteoir ó thíortha thar lear le 20 post sa turasóireacht – agus tá sé sin thar a bheith tábhachtach, go háirithe sna réigiúin. Má fhanann níos mó gnólachtaí oscailte níos faide agus má fhanann go leor gnólachtaí oscailte ar feadh na bliana, d'fhéadfadh sé go gcinnteodh sé sin go mbainfidh amach an cumas atá ann do phoist agus d'ioncam sna codanna de cheantar tuaithe na tíre atá níos iargúlta agus nach bhfuil an cumas céanna ag mórán tionscal eile a leithéid sin a bhaint amach. Ní mór na deiseanna seo do phoist a bheith ag teacht le daoine atá oilte go cuí le seachadadh a dhéanamh ar an gcineál seirbhíse a bhíonn á lorg ag cuairteoirí.

Ar ndóigh, tá an Breatimeacht ar an gcloch is mó atá ar an bpaidrín maidir lenár leagan amach don bhliain 2019. Ó thaobh na turasóireachta, beidh turasóirí á gcailliúint againn ón margadh thar lear is mó atá againn agus is gaire dúinn, an Bhreatain Mhór, ar an neamhchinnteacht is cinnte maidir leis seo. Ach, ar thoradh nach bhfuil chomh follasach, beimid i mbaol cailleadh amach ar thurasóirí ó chroimhargáí eile mar go bhfuil an Ríocht Aontaithe ar an iomaitheoir is mó atá againn agus go bhféadfadh lagú i luach an Steirling an Ríocht Aontaithe a dhéanamh níos tarraingtí do thurasóirí cianaistír, chomh maith leis na turasóirí siúd ó Thuaisceart na hEorpa.

Is iad na dúshláin seo, chomh maith leis an ngá atá ann le neartú a dhéanamh ar luach ar airgead ó thaobh an méid atá a thairiscint againn, a bhí mar phríomhfhócas againn nuair a rinneadh pleananna na bliana 2019 a nochtadh do na céadta gnólacht agus oibritheoir turasóireachta ar fud na tíre i mí na Samhna 2018. Is í an teachtaireacht lárnach a bhí againn dóibh, cé go bhfuil go leor dúshláin mhóra amach romhainn – ní amháin an t-ardú ar an ráta CBL nach mór dóibh déileáil leis sa bhliain atá romhainn – tá go leor deiseanna ann freisin le cur in aghaidh na corraíola seo agus cuidiú linn an rathúlacht ar oibrímid chomh dian sin air le blianta beaga anuas a coimeád ag imeacht.

Leanfaimid orainn i Fáilte Éireann, lenár ról ó thaobh tacú leis an tionscal leis na dúshláin sin a shárú agus leas a bhaint as deiseanna atá amach romhainn sa bhliain 2019. Tá cur chun cinn an iliomad deiseanna éagsúla gairme sa turasóireacht, forbairt a dhéanamh ar fhéilte nua le fad a chur ar shéasúr na turasóireachta agus oibriú ar phleananna turasóireachta fadtéarmacha do láithreacha geografacha sonracha, ar roinnt de na tionscnaimh a bhfuilimid ag díriú orthu sa bhliain atá amach romhainn ar mhaithe lena chinntiú go mbeidh an tír seo i lár an aonaigh san áit margaidh idirnáisiúnta.

Meastar anois go bhfuil líon mór le rá, 260,000 duine fostaithe san earnáil, ardú de 20,000 duine ón mbliain 2017. Déanta na fírinne, tá níos mó fostaithe in earnáil na turasóireachta ná mar atá in Airgeadas, Talmhaíocht, Seirbhísí nó Tógáil. Léirítear leis an fhás sin in ioncam agus an cumas atá ann le fostaíocht a spreagadh, tábhacht na turasóireachta don tír seo. Tá an tábhacht a ghabhann leis seo níos mó arís nuair a bhreithnítear go bhfuil an fás seo ar ioncam agus ar phoist a gcruthú sna codanna sin den tír nach bhfuil aon tionscail mhóra iontu agus a bhfuil an turasóireacht mar chnámh droma na bpobal áitiúil.

Tá sé soiléir go bhfuil tionchar as cuimse ag an turasóireacht in Éirinn le blianta beaga anuas – go geilleagrach agus go sóisialta araon – ach mar thionscal ní féidir linn na maidí a ligean le sruth má táimid le cothabháil a dhéanamh ar an rathúlacht seo. Agus muid ag féachaint chun cinn, tá a fhios againn go bhfuil dúshláin ann, ach níos tábhachtaí fós, tá níos mó deise ann ó thaobh an turasóireachta a fhás amach anseo chun cur leis an gcion geilleagrach, le fostaíocht agus le hioncam Státchiste.

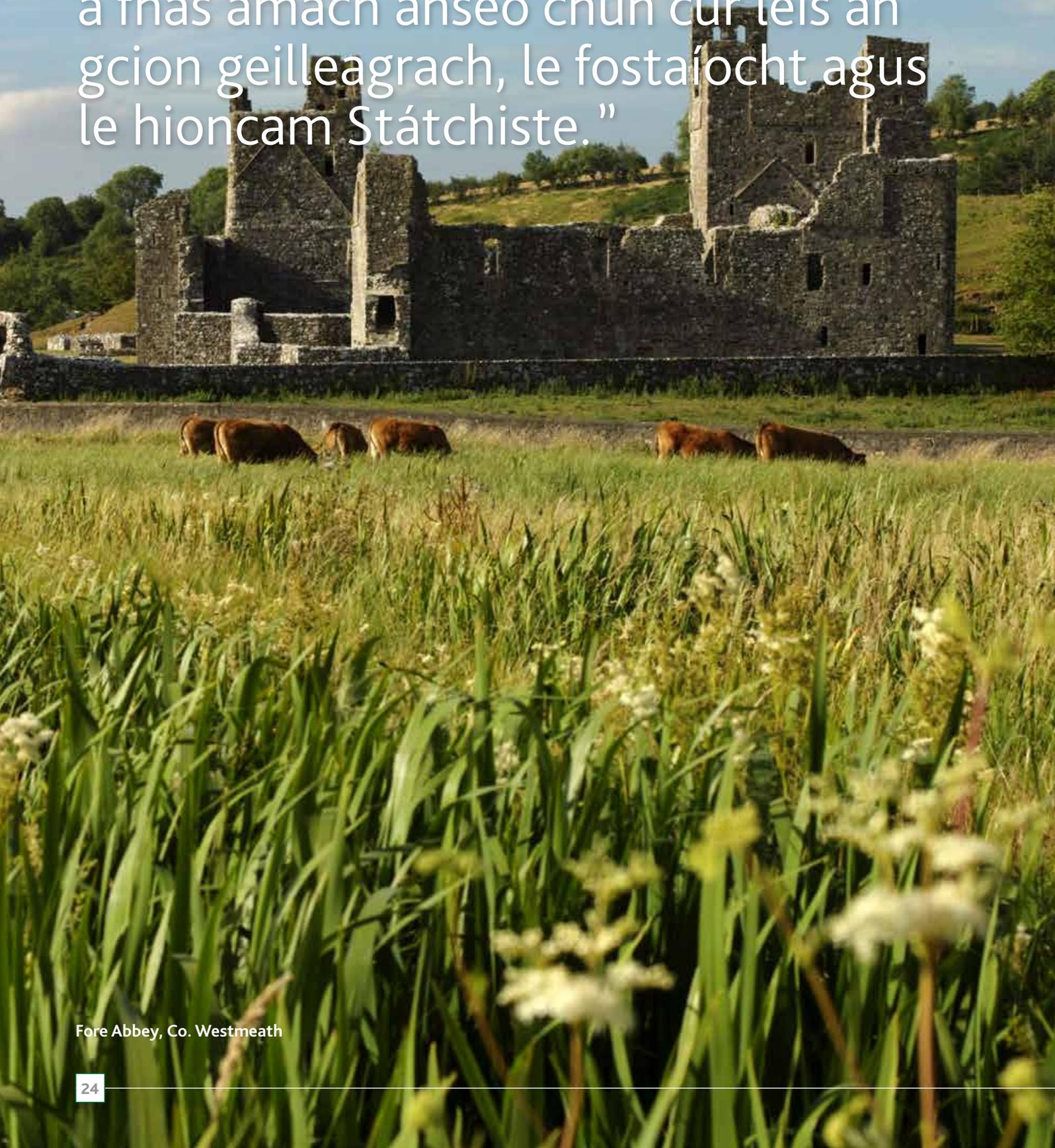
Léirítear sna torthaí atá leagtha amach sa tuarascáil seo an chomhpháirtíocht láidir oibre atá againn lenár gcomhghleacaithe i dTurasóireacht Éireann agus i dtionscal turasóireachta ilghnéitheach na hÉireann.

Ní bheadh an méid seo indéanta gan tacaíocht agus infheistíocht Rialtais. Is mian liom aitheantas a thabhairt don tacaíocht leanúnach a fuairamar ón Rialtas ar feadh na bliana 2018, go háirithe ón Aire Shane Ross TD agus ón Aire Stáit Brendan Griffin TD chomh maith lenár máthairRoinn. I dtaca liom féin, ba mhaith liom tréaslú leis an gCathaoirleach Michael Cawley agus leis an Údarás chomh maith le foireann Fáilte Éireann as a gceannaireacht agus a dtiomantas agus le foireann Fáilte Éireann atá ag oibriú go cruá ar fud gach réigiún sa tír chun an tionscal a fhás agus a leathnú. Beidh ar ár gcumas, leis an gcomhordú ceart idir gníomhaireachtaí na hearnála poiblí, gnólachtaí príobháideacha agus pobail áitiúla leis an turasóireacht a fhás níos cothroime ar fud na réigiún agus ar feadh na bliana, torthaí níos fearr fós a bhaint amach sna blianta atá romhainn.



Paul Kelly
 Príomhfhéidhmeannach, Fáilte Éireann

“Agus muid ag féachaint chun cinn, tá a fhios againn go bhfuil dúshláin ann, ach níos tábhachtaí fós, tá níos mó deise ann ó thaobh an turasóireacht a fhás amach anseo chun cur leis an gcion geilleagrach, le fostaíocht agus le hioncam Státchiste.”



Ráiteas Corparáideach

Rialachas Corparáideach

Tacaíonn agus aontaíonn Fáilte Éireann leis na caighdeáin rialachais chorparáidigh is airde agus déanann an eagraíocht na prionsabail infheidhmithe agus na treoirlínte a mhíneáir sa *Chód Cleachtais Leasaithe chun Comhlachtaí Stáit a Rialú* a chomhlíonadh.

Comhionannas

Is fostóir comhdheiseanna é Fáilte Éireann. Déanann an eagraíocht an reachtaíocht iomchuí comhionannais ar fad a chur i bhfeidhm.

Sábháilteacht, Sláinte agus Leas

Rinneadh leas fostaithe agus cuairteoirí chuig maoin na heagraíochta a chosaint trí na caighdeáin sábháilteachta agus sláinte a chomhlíonadh go beacht. Tá an tÚdarás sásta go gcomhlíonann an eagraíocht forálacha an Achta um Sábháilteacht Sláinte agus Leas ag an Obair, 2005.

Saoráil Faisnéise

Sa tréimhse atá faoi athbhreithniú, fuair Fáilte Éireann 45 iarratas faoi reachtaíocht um Shaoráil Faisnéise.

Nochtadh Cosanta

De réir alt 22 den *Acht um Nochtadh Cosanta 2014*, deimhníonn Fáilte Éireann nach bhfuair sí aon fhógraí maidir le nochtadh cosanta in 2018.

Comhlíontacht le GDPR

Tá beart cuimsitheach gníomhaíochtaí curtha i bhfeidhm ag Fáilte Éireann chun dualgais na heagraíochta a bhainistiú faoi na rialacháin GDPR, ina measc sin:

- Oifigeach Cosanta Sonraí (DPO) Ceaptha.
- Úinéirí Taifead Aonaid (URO) agus Riarthóirí Taifead Aonaid (URA) sannta.
- Nuashonrú déanta ar Bheartais Priobháideachais, ar Bheartais agus ar Nósanna Imeachta um Shárú Sonraí, Beartais HR agus Beartais Fianán.
- Nuashonrú déanta ar dhoiciméid tairisceana agus ar chomhaontuithe conartha lena chinntiú go gcuirfear na comhaontuithe Rialaitheora/Próiseálaithe i bhfeidhm agus go ndéantar iad a nuashonrú d'fhonn tionchar mar gheall ar an mBreatimeacht a mhaolú.
- Oiliúint curtha ar an bhfoireann ar fad agus leanfar d'oiliúint a chur ar fáil le linn 2019.
- Cuireadh measúnuithe tionchair sonraí agus mapáil próiseas i gcrích.
- Tá Tabhairt Sonraí Rannán i bhfeidhm agus tá gach Ceann Rannáin ag déanamh bainistiú gníomhach orthu le tacaíocht ón bhFoireann Cosanta Sonraí agus ón mBainisteoir Riosca.
- Tá nósanna imeachta Priobháideachais trí Dhearadh i bhfeidhm agus tá an fhoireann Cosanta Sonraí ag tabhairt faoi Mheasúnuithe Tionchair Cosanta ar thionscadail ábhartha, gníomhaíochtaí agus soláthairtí seachtracha de réir mar a theastaíonn.

Comhaltaí an Údaráis 2018

don bhliain dar críoch an 31 Nollaig 2018

Freastal na gComhaltaí ar Chruinnithe Údaráis sa bhliain 2018

COMHALTA	IOMLÁN	CUIREADH TÚS LEIS AN TRÉIMHSE OIFIGE/ THÁINIG DEIREADH LEIS AN TRÉIMHSE
Michael Cawley (Cathaoirleach)	6	
Gerard Barron	2	Tháinig deireadh leis an tréimhse Bealtaine 2018
Susan Bergin	2	Tháinig deireadh leis an tréimhse Bealtaine 2018
Sean Boland	5	
Francis Brennan	5	Athcheaptha Iúil 2018
Paul Carty	5	
Tom Coughlan	2	Thosaigh Iúil 2018
Clare Duignan	2	Thosaigh Iúil 2018
Tim Husbands	2	Thosaigh Iúil 2018
Noel Kavanagh	5	
Mary Kerins	2	Tháinig deireadh leis an tréimhse Bealtaine 2018
Alice Mansergh	2	Thosaigh Iúil 2018
Gina Murphy	6	
Des O' Dowd	2	Thosaigh Iúil 2018
Breege O'Donoghue	2	Thosaigh Iúil 2018
Margaret E. Ward	2	Thosaigh Iúil 2018

MICHAEL CAWLEY
Chairman



Tar éis dó dul ag obair le Ryanair i mí Feabhra 1997, bhí ról lárnach ag Michael i dtaca le tairiscint phoiblí thosaigh (IPO) na cuideachta i mBealtaine na bliana sin agus ghlac sé freagrachtaí breise chuige féin mar Stiúrthóir Tráchtála i Meán Fómhair 1997. Chomh maith leis sin, rinne Michael maoirseacht ar an obair a bhain le liostú a áirithiú ar Stocmhalartán Londain i Meitheamh 1998. I mí Feabhra 2003, ceapadh Michael ina Phríomhoifigeach Oibriúcháin agus ina Leas-Phríomhfheidhmeannach.

Imí an Mhárta 2014, d'éirigh Michael as mar Phríomhoifigeach Oibriúcháin agus mar Leas-Phríomhfheidhmeannach i Ryanair agus tháinig sé chun bheith ina chomhalta den Bhord i gcáil Neamhfheidhmeannach an 1 Bealtaine 2014. Chomh maith leis sin, ceapadh ina Stiúrthóir Neamhfheidhmeannach é i Paddy Power Plc i mí Iúil 2013.

Is Cuntasóir Cairte é agus, roimhe seo, d'oibrigh Michael i roinnt tionscal éagsúil lena n-áirítear dáileachán agus monaraíocht. Bhí sé i gceannas ar cheannach amach ag an lucht bainistíochta in Athlone Extrusions sa bhliain 1991 agus, sula ndeachaigh sé ag obair le Ryanair, bhí sé ina Stiúrthóir Airgeadais sa Gowan Group atá i measc na gcuideachtaí príobháideacha is mó dá bhfuil ann in Éirinn.

Is de bhunadh Chorcaí é, tá sé pósta agus tá ceathrar clainne air.

GERARD BARRON



Is é Gerard an cathaoirleach ar Comeragh's Wild Festival, chomh maith le bheith ina dhuine de bhunaitheoirí na féile sin, agus bhí ról gníomhach aige i bhforbairt Ghlasbhealach Phort Láirge.

Faoi láthair, tá sé ag obair ina Chúntóir Parlaiminteach i Seanad Éireann. Roimhe seo, bhí sé ina ionadaí tofa de chuid Chomhairle Chontae Phort Láirge ar feadh 15 bliana agus chaith sé tréimhse idir 2005-2006 ina Mhéara ar an gContae.

SUSAN BERGIN



Tá BComm ag Susan ó UCD agus is Cuntasóir Cairte agus Comhairleoir Cánach Cairte í. Fuair sí oiliúint mar Iníúcháir le ceann de na ceithre ghnólacht cuntasáiochta is mó cáil atá ann i mBaile Átha Cliath.

Sa bhliain 2010, le linn di a bheith ag obair ina Stiúrthóir Airgeadais i nGrúpa Maoine agus Aíochta, ceapadh í chuig Údarás Fháilte Éireann agus, ó shin i leith, tá sí ina comhalta údaráis agus ina cathaoirleach ar an gcoiste iníúchta.

Sa tréimhse 2013/2014, bhí sí fostaithe ina Ceann Airgeadais agus Comhlíontachta, agus í ceadaithe ón mBanc Ceannais, le haghaidh Cuideachta idirnáisiúnta ar líne Seirbhísí Airgeadais. Ina dhiaidh sin, chuaigh sí ar ais chuig an tionscal aíochta agus, faoi láthair, oibríonn sí d'ionad mór le rá Imeachtaí, Taispeántas agus Comhdhála.

SEAN BOLAND



Tá Sean ina Chomhúinéir ar Hertz Ireland agus ag obair san Earnáil Carranna ar Cíos le 35 bliain anuas, cuid thábhachtach atá anseo de Thionscal na Turasóireachta. Thosaigh Hertz Ireland amach mar chuideachta dúchasach, agus tá siad i mbun rialú ar oibríocht Hertz le 25 bliain anuas, agus sa lá atá inniu ann, tá brandaí carranna ar cíos Hertz, Dollar, Thrifty agus Firefly á reáchtáil acu ar oileán na hÉireann.

Tá eagraíocht Hertz ag cur treallús faoi athruithe sa tionscal taistil trí thaisteal forleathan ar fud na cruinne le gnó a sheachadadh agus cothabháil a dhéanamh ar fhás seasmhach. D'oibrigh Hertz le agus tá caidreamh dlúth acu le formhór na n-eagraíochtaí a thugann turasóirí chun na hÉireann.

FRANCIS BRENNAN



Rugadh Francis, as anPark Hotel, Neidín, i mBaile Átha Cliath agus fuair sé oideachas i Scoil na hOllscoile Caitlicí, Sráid Liosáin. Bhain sé Ard-Diplóma amach sa Bhainistíocht Óstáin agus Lónadóireachta i gColáiste Bhaile Átha Cliath agus bhain sé B.Sc (Bainistíocht) amach i gColáiste na Tríonóide, Baile Átha Cliath.

Tá sé bainteach le roinnt eagraíochtaí agus, is iar-uachtarán náisiúnta de chuid SKAL International é agus is iar-stiúrthóir de chuid Shannon Castle Heritage & Banquets, agus, sa tréimhse 1994-97 ba é cathaoirleach Small Luxury Hotels of the World é. Faoi láthair, is é Comhairleoir SKAL International i leith na hÉireann é agus is láithreoir é ar chlár teilifíse faoi chúrsaí aíochta dar teideal 'At Your Service' ar RTÉ agus, chomh maith leis sin, bíonn sé ag roinnt a chuid saineolais ar chúrsaí aíochta ar chláir raidió. Chomh maith leis sin, tá trí leabhar móréilimh scríofa aige.

PAUL CARTY



Is Stiúrthóir Bainistíochta é Paul Carty le Guinness Storehouse, atá ar Uimhir 1 i measc nithe is díol spéise ó thaobh na turasóireachta in Éirinn, a chuireann fáilte roimh os cionn 1.7 milliún cuairteoir in aghaidh na bliana.

Tar éis dó a chuid oideachais foirmiúil a thabhairt chun críche, cuireadh oiliúint mar chócaire ar Paul i scoil óstáin Rockwell agus as sin chuaigh sé chuig Coláiste Bainistithe Óstán na Sionainne áit ar bhain sé céim amach le hOnóracha. Is iarmhac léinn de chuid Cornell University Nua-Eabhrac é.

TOM COUGHLAN



D'éirigh Tom as mar Phríomhfeidhmeannach ar Chomhairle Contae an Chláir in 2016 agus tá taithí fhairsing bainistíochta agus ceannaireachta aige san earnáil phoiblí. D'oibrigh sé i roinnt údarás áitiúil le linn a shaoil oibre agus ghlac sé páirt i réimse leathan forbairtí atá bainteach le turasóireacht.

Faoi láthair tá sé ina Chathaoirleach ar an Údarás Sláinte agus Sábháilteachta agus ceapadh é ina Stiúrthóir ar Eirgrid. D'oibrigh sé ina Stiúrthóir neamhfheidhmiúcháin ar Ghrúpa na Sionainne CPT agus ina Stiúrthóir neamhfheidhmiúcháin ar Údarás Aerfort na Sionainne. Tá Céim Bhaitsiléir i Riarachán Poiblí agus Deimhniú Gairmiúil i Rialachas Corparáideach ag Tom agus tá an Clár Ceannaireachta d'Fheidhmeannaigh Shinsearacha in Ollscoil Harvard críochnaithe aige. Chomh maith leis sin is comhalta d'Institiúid Stiúrthóirí na hÉireann é.

CLARE DUIGNAN



Is Stiúrthóir Neamhfheidhmiúcháin í Clare agus tá taithí seomra boird agus feidhmiúcháin aici ar fud na n-earnálacha príobháideacha, poiblí/stáit agus seachbhrabúsacha. D'éirigh thar cionn léi mar léiritheoir raidió agus teilifíse le RTÉ, áit ar oibrigh sí ina Ceann ar Léiriúcháin Neamhspleácha agus ina Stiúrthóir ar Chláir Theilifíse ó 2001-2009. .

Nuair a d'oibrigh sí ina Stiúrthóir Bainistíochta ar Raidió RTÉ 2009-2013, chuaigh sí i ngleic le dúshlán suntasacha ioncaim tríd an ngnó a laghdú, sruthanna nua ioncaim a fhás agus tionscnamh straitéiseach margaíochta, brandála agus cumarsáide a thabhairt isteach ar fud na stáisiún agus ceolfhoirne ar fad. Oibríonn sí faoi láthair ar bhoird an Irish Times DAC, Gníomhaireacht Forbartha an Mhoil Dhigitigh, Business to Arts, Women for Election, agus ceapadh le gairid í ina lontaobhaí i Leabharlann Chester Beatty. D'oibrigh Clare roimhe seo ar Údarás Craolacháin na hÉireann, ina Cathaoirleach ar an mBord Comhairleach do ShinAwil – Scannánaíocht agus Teilifís, An Chomhairle Ealaíon agus Féile Scannán Idirnáisiúnta Audi Bhaile Átha Cliath. Tá Clare ina Príomhfhiontraí faoi chlár do bhanfhiontraithe Fhiontraíocht Éireann darb ainm 'Going for Growth'.

TIM HUSBANDS



Ó mhí Eanáir go dtí mí Iúil 2018, bhí Tim ina Phríomhfeidhmeannach ar Theach agus Eastáit, Chathair na Mart agus ar Óstán Chathair na Mart; óstán ceithre réalta agus eastáit 400 acra agus teach maorga ar chósta thiar na hÉireann.

Roimhe sin, bhí Tim ina Phríomhfeidhmeannach ar Titanic Belfast Ltd, an chuideachta oibríúcháin do Titanic Belfast, an Láthair Cuairteoirí Titanic is mó ar domhan. D'fhóin Tim ar bhord Visit Belfast (Gníomhaireacht Margaíochta Turasóireachta), ar feadh beagnach fiche bliain agus tá sé ina Leaschathaoirleach ar Bhord Staidiam Chumann Sacair na hÉireann agus ALVA (Association of Leading Visitor Attractions) le trí bliana anuas. Bhronn an Bhanraion H.M. onóir ar Tim nuair a chuir sí ar liosta Onóracha na Bliana Nua é i mí Eanáir 2014. Bronnadh MBE air as Seirbhísí maidir le Forbairt Gheilleagair agus Turasóireachta.

NOEL KAVANAGH



Fuair Noel a chuid oideachais i Crescent College, Luimneach, agus fuair sé oiliúint mar bhainisteoir le Penneys/Primark.

Is é Úinéir/ Cathaoirleach an Kavanagh Group é - ón mbliain 1979 i leith - tá an grúpa sin i mbun 16 Shármhargadh Supervalu ar fud na hÉireann agus sa Ríocht Aontaithe. Chomh maith leis sin, is é Noel Úinéir/Oibritheoir Óstán Wyatt i gCathair na Mart, Co. Mhaigh Eo (ón mbliain 1995 i leith) agus is é Cathaoirleach Amharclann Halla na Cathrach i gCathair na Mart é.

MARY KERINS



Tá freagracht ar Mary maidir le forbairt beartas agus athbhreithniú, chomh maith le gníomhaíochtaí maoirseachta agus comhlíontachta a chur i gcrích, i réimsí na Sláinte, na Sábháilteachta agus an Chomhshaoil, d'Údarás Aerfort Bhaile Átha Cliath (DAA) - in aerfoirt Bhaile Átha Cliath agus Chorcaí.

Chomh maith lena bheith ina comhalta de Bhord Fáilte Éireann, bhí sí páirteach in obair Thascfhórsa Turasóireachta Grow Dublin. Roimhe seo, bhí Mary ina Cathaoirleach ar Choiste Eacnamaíochta ACI na hEorpa agus bhí sí ina comhalta de Choiste Eacnamaíochta ACI Domhanda agus de Choistí ICAO, AEP/ANSEP. Tá PhD ag Mary sa Cheimic ón gColáiste Ollscoile, Baile Átha Cliath, agus tá sí ag obair leis an DAA le naoi mbliana déag.

ALICE MANSERGH



Tá Alice ina stiúrthóir i Google, agus tá sí dírithe ar chuidiú le gnóthaí agus tionscail dul chun cinn maith a dhéanamh sa ré dhigiteach. Margaiocht an cúla atá aici: thug sí isteach nó chuir sí chun cinn táirgí Google ar nós Google Chrome, Android agus Google Maps a úsáideann na milliúin duine iad san Eoraip, sa Mheánoirthear agus san Afraic. Tá foirne ceannasaíochta ag Alice i Londain, Baile Átha Cliath agus Hyderabad.

Bhog sí ar ais go hÉirinn le déanaí, agus chuaigh sí i bpáirt le Clár Comórtha Céad Bliain 1916 chun 'Dublin Rising' a chruthú; turas ar líne a bhfuil teacht air ar fud an domhain agus is é Colin Farrell an tráchttaire. Is breá le Alice dul i mbun taistil in Éirinn; thug sí faoi thuras trí seachtaine feadh Shlí an Atlantaigh Fhiáin i veain champála VW do mhí na meala.

GINA MURPHY



Is í Gina Dilseánach agus Bainisteoir Ginearálta Bhialann Hugo i mBaile Átha Cliath agus, roimhe seo, bhí bialanna aici in Uíbh Fhailí agus i Maigh Eo agus, chomh maith leis sin, rinne sí bainistíocht ar na bialanna sin. Is ball de Chumann Bhialanna na hÉireann (RAI) í agus bhí sí ina hUachtarán agus ina Leas-Uachtarán ar an eagraíocht sin. Chomh maith leis sin, bhí sí ina comhalta de Choiste Bainistíochta agus Stiúrtha an RAI ar feadh tamall maith blianta.

Chomh maith leis sin, bhí Gina ina Ionadaí na bhFostóirí ar an gComhchoiste Oibreachais (JLC) um Lónadóireacht agus, freisin, ina Ionadaí na hÉireann in HOGTREC - an Grúpa Stocaireachta Eorpach do thionscal na nÓstán, na mBialann agus na gCaiféanna atá lonnaithe sa Bhruiséil. Chomh maith leis sin, is minic a labhraíonn Gina os comhair cumainn éagsúla tráchtála agus tionscail mar aoichainteoir - lena n-áirítear Fóram Turasóireachta Pharlaimint na hEorpa i Liospóin sa bhliain 2009.

BREEGE O'DONOGHUE



Chaith Breege sealanna ina Comhalta Boird & Stiúrthóir Grúpa (Forbairt Gnó agus Margáí Nua) ag Primark, agus i ndiaidh 37 mbliana tá ról ambasadóra aici anois, is iontaobhaí de chuid Primark Better Lives Foundation í agus iontaobhaí de chuid Primark Pension Plan í chomh maith.

Bhain Breege céim amach as UCD, is Stiúrthóir Cairte í agus is Cathaoirleach í faoi láthair ar Real World Analytics, The Design and Crafts Council of Ireland, agus is Stiúrthóir Neamhfheidhmiúcháin í ar Shaw & Sons Ltd, Comhalta Boird de Scoil Chéimithe Ghnó Michael Smurfit, agus comhalta den Bhord um Cheapacháin Sheachtracha (Cód Caighdeán agus Iompair na Státseirbhíse).

Bhí poist ceaptha ag an rialtas ag Breege ar an mbord de chuid roinnt cuideachtaí stáit, lena n-áirítear An Post, Aer Rianta, Cathaoirleach ar Choláiste Bainistíochta Óstán na Sionainne, Cathaoirleach ar an gCoimisiún um Chaidreamh Oibreachais, agus b'iontaobhí agus Comhalta Comhairle í in IBEC.

DES O'DOWD



Is é Des Úinéir agus Oibríteoir Lóiste & Spá Oileán Inse Duine i gCloich na Coillte, Iarthar Chorcaí, (ó 1988 i leith).

Is Comhalta é de chuid Institiúid na gCuntasóirí Cairte in Éirinn agus tá cáilíochtaí iarchéime aige i mBainistíocht agus Ceannasaíocht Margaíochta san Institiúid Margaíochta, UCC, Ollscoil Cornell agus Institiúid Timoney. Le fiche bliain anuas bhí baint ag Des le roinnt óstán in Éirinn agus san Eoraip a fhorbairt, a oibriú agus úinéireacht a ghlacadh orthu.

MARGARET E. WARD



Is fiontraí, iriseoir agus craoltóir Margaret. Tá sí ina Príomhfheidhmeannach ar Broadly Speaking; cuideachta comhairleoireachta a dhéanann speisialtóireacht i straitéis, nuálaíocht, agus cumarsáid chorpáraideach agus i gcultúr éagsúla agus ionchuimsitheacha a chruthú.

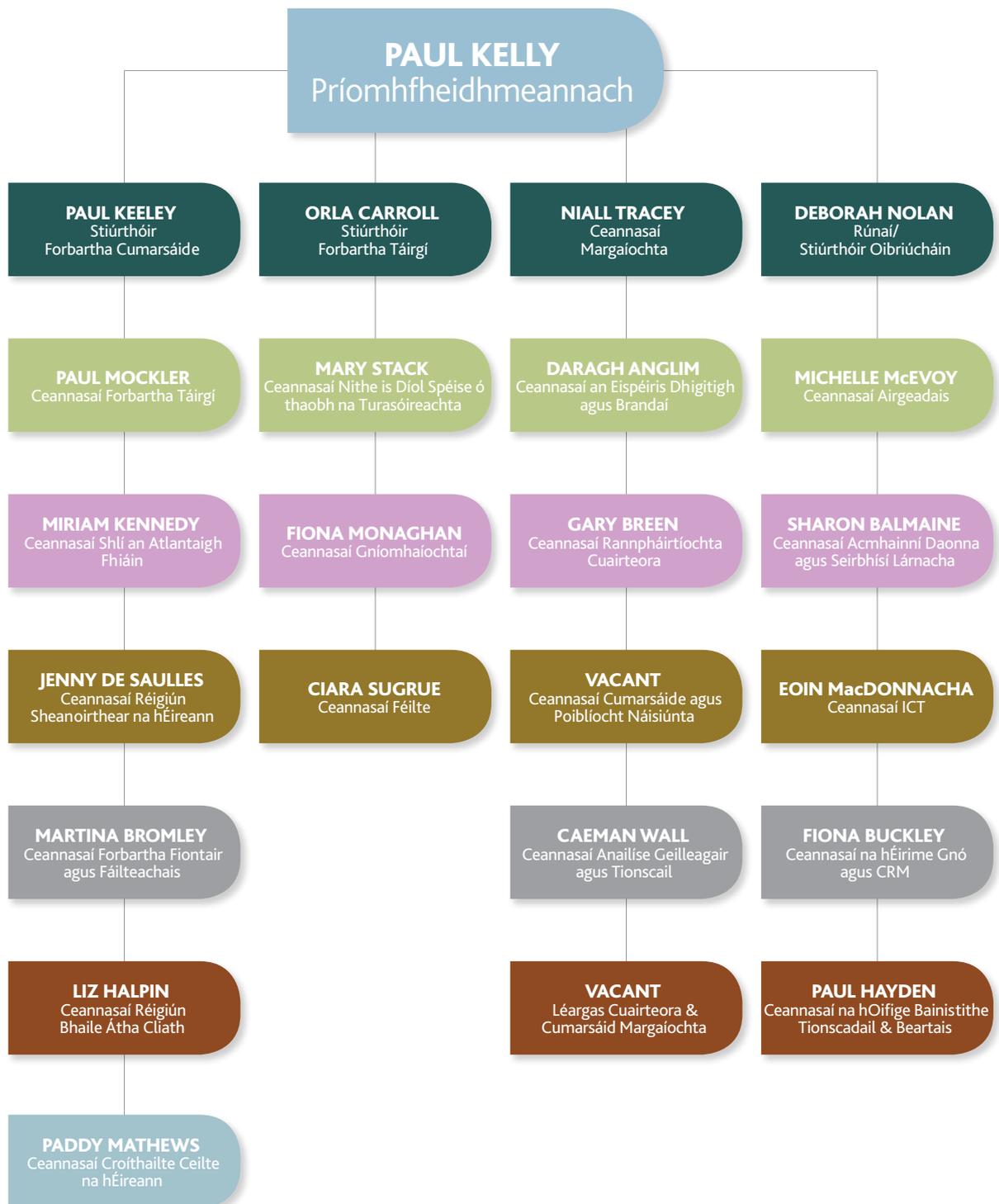
I measc na gClient, tá: Google, an Banc Ceannais Eorpach, Kellogg, Accenture, KPMG, Cartier Women's Initiative Awards, Arthur Cox, IDA Ireland, Institiúid na gCuntasóirí Cairte in Éirinn, Twitter, Fondúireacht Eolaíochta Éireann agus go leor eile. Tá sí ina comhalta de bhord RTÉ (2015-2020) agus d'oibrigh sí roimhe seo ar bhord European Movement Ireland (2013-2015). In 2010, bhunaigh sí Women on Air, comhlacht seachbhrabúsach, chun éagsúlacht níos mó a chinntiú i measc guthanna sainiúla sna meáin. Sular thosaigh sí a céad ghnó in Éirinn in 2006, d'oibrigh Margaret mar iriseoir airgeadais ar feadh beagnach fiche bliain. Bhí sí ina colúnaí gnó agus tuairisceoir imscrúdaitheach do The Irish Times, bhí sí ina Eagarthóir Airgeadais do The Sunday Times agus ina láithreoir gnó ar Newstalk. Tá sí ina rannpháirtí rialta do RTÉ, TV3, BBC agus NPR (Meiriceá) maidir le saincheisteanna gnó agus geilleagair.



Killary Harbour, Co. Galway

Struchtúr na Roinne

Don bliain dar críoch an 31 Nollaig 2018



Turasóireacht* Uimhreacha & Ioncam 2014-2018

UIMHREACHA (000) Ioncam (€m)	2014	2015	2016	2017	2018	% athraithe 18 v 17
An Bhreatain	3,007	3,346	3,632	3,445	3,480	1%
	926.7	1,017.9	1,109.8	1,046.5	1,024.8	-2%
Mór-Roinn na hEorpa	2,490	2,880	3,102	3,256	3,512	8%
	1,301.2	1,555.3	1,657.5	1,763.0	1,845.8	5%
Meiriceá Thuaidh	1,146	1,294	1,477	1,715	1,963	14%
	940.3	1,199.7	1,337.4	1,525.5	1,746.7	15%
An Chuid eile den Domhan	462	516	531	607	654	8%
	428.1	492.6	533.3	588.9	599.9	2%
Iomlán Thar Lear	7,105	8,036	8,742	9,023	9,609	6%
	3,596.4	4,265.3	4,638.0	4,923.9	5,217.3	6%
Tuaisceart Éireann ^{1,2}	1,708	1,492	1,358	1,315	1,338	2%
	334.4	338.2	366.9	371.3	394.6	6%
Iomlán Iasmuigh den stát	8,813	9,528	10,100	10,338	10,947	6%
	3,930.7	4,603.5	5,004.9	5,295.2	5,611.9	6%
Fáltais Iompróirí ³	1,166.0	1,322.0	1,487.0	1,611.00	1,725.0	7%
Cuairteanna aon lae thar lear	41.00	38.00	48.00	53.00	47.00	-11%
Tuilleamh Airgeadra Eachtraigh Iomlán	5,137.70	5,963.50	6,539.90	6,959.20	7,383.90	6%
Turais Intíre ^{4,5}	8,991	9,125	9,359	9,626	10,919	13%
	1,713.50	1,725.30	1,797.70	1,879.10	2,006.00	7%
Ioncam Iomlán ó Thurasóireacht	6,851.20	7,688.80	8,337.60	8,838.30	9,389.90	6%
Ioncam ó Thurasóireacht gan Fáltais Iompróirí san áireamh	5,685.20	6,366.80	6,850.60	7,227.30	7,664.90	6%

1. 2015 Athbhreithnithe ag NISRA 2016

2. NISRA GBP: Sonraí caiteachais cónaitheoirí do Thuaisceart Éireann á léiriú i STE. Ráta malairte euro 2018 0.88471 Foinse: Banc Ceannais na hÉireann

3. 2014 athbhreithnithe ag CSO Márta 2016, 2016 athbhreithnithe ag CSO Nollaig 2018

4. Sonraí intíre 2014-2015 athbhreithnithe ag CSO mar gheall ar chur chuige modheolaíoch nua, Lúnasa 2016

5. Sonraí intíre 2016 athbhreithnithe ag CSO, Nollaig 2017

* Sainmhínítear turasóirí mar chuairteoirí a fhanann oíche mar chuid dá dturas. Áirítear tuais i bhfigiúirí turasóirí ó thar lear turasóirí a thagann isteach trí chalafoirt agus aerfoirt Phoblacht na hÉireann (foinse CSO) agus turasóirí a thagann ar talamh via Tuaisceart Éireann (foinse NISRA).



FÁILTE IRELAND'S
LOCAL EXPERTS
PROGRAMME

Ráiteas Éifeachtúlachta Fuinnimh 2018

Tá Fáilte Éireann, ina cáil mar an tÚdarás Forbartha Turasóireachta Náisiúnta in Éirinn, tiomanta chun a chinntiú go ndéantar gach tionscnamh turasóireachta ina bhfuilimid rannpháirteach, a phleanáil, a fhorbairt agus a bhainistiú ar bhealach atá inbhuanaithe agus comhtháite. Tá sé ríthábhachtach dúinn ár n-oidhreacht nádúrtha agus tógtha a chosaint, a fheabhsú agus a chur chun cinn ar son leas coiteann cuairteoirí, tionscal agus an chomhshaoil. Mar sin, glactar faoi Chreat Fháilte Éireann i leith Turasóireacht Inbhuanaithe an Múnla VOICE:

- ✓ Visitor (Cuaríteoir)
- ✓ Organisation (Eagraíocht)
- ✓ Industry (Tionscal)
- ✓ Community (Pobal)
- ✓ Environment (Comhshaoil)

An Bealach a Réiteach: Is gné ríthábhachtach dár bpleananna forbartha ar fad turasóireacht inbhuanaithe a bheith ann. Déantar athbhreithniú gníomhach ar phleananna lena chinntiú go ndéantar athbhreithniú iomlán ar an tionchar ar an gcomhshaoil ag gach céim agus lena chinntiú go bhfuil an tírdhreach á fheabhsú agus go bhfuiltear ag dul i ngleic le fadhbanna ar nós bainistíocht tráchta ach go háirithe. Áirítear ar shamplaí de seo: Measúnuithe Timpeallachta (EAnna) ar Shlí an Atlantaigh Fhiáin agus ar ár bPleananna Forbartha um Thaithí do Chuaríteoirí (VED-Panna) agus Pleananna Táirge ar fad.

Forléargas ar Úsáid Fuinnimh in 2018

Ag deireadh mhí na Nollag 2018, mhéadaigh an fhoireann go dtí 341 ball foirne agus bhí freagracht ar Fáilte Ireland i leith ídiú fuinnimh i 43 maoin. Leis na maoin seo áirítear:

- 8 n-oifig riaracháin
- 23 ionad eolais do chuaríteoirí (TICanna); a bhfuil oifig riaracháin i bpéire díobh
- 6 TIC séasúracha (ar oscailt 7-8 mí sa bhliain)
- 4 mhúsaem
- 2 mhaoin fholmha

Mar a shonraítear i gcóras Tuairiscithe & Monatóireachta (M&R) Chumann Fhuinneamh Inbhuanaithe na hÉireann (SEAI), b'ionann an tídiú lomlán Fuinnimh do 2018 agus 2,112,413 kWh, (b'ionann Ídiú lomlán Fuinnimh do 2017 agus 1,999,798 kWh). Mar sin féin, áfach, is é Bunriachtanas lomlán Fuinnimh (TPER) na heagraíochta a úsáidtear chun críocha coigilteas a thuairisciú agus a ríomh.

Bhí TPER 3,631,896 kWh ag Fáilte Éireann do 2018, inar cuimsíodh:

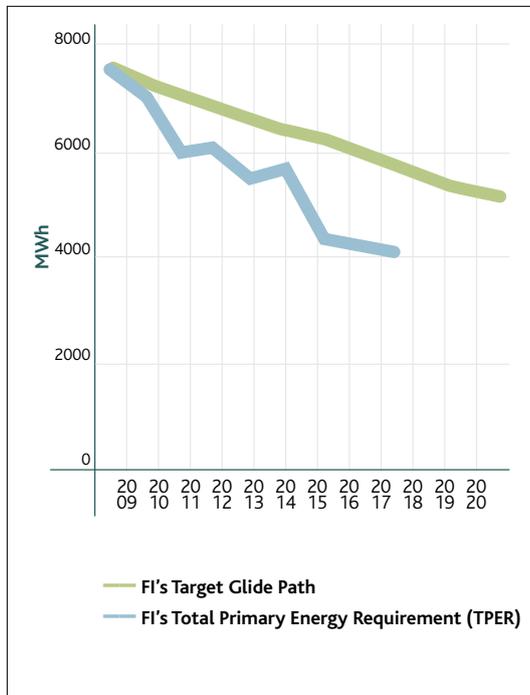
- 3,053,294 kWh leictreachais
- 578,602 kWh breoslaí (iontaise) teirmeacha;
 - 449,605 kWh gáis
 - 128,998 kWh olaí téite

B'ionann ár TPER in 2017 agus 3,934,539 kWh. Léiríonn sé seo laghdú 302,643 kWh ó 2017 go dtí 2018 nó 7.7%.

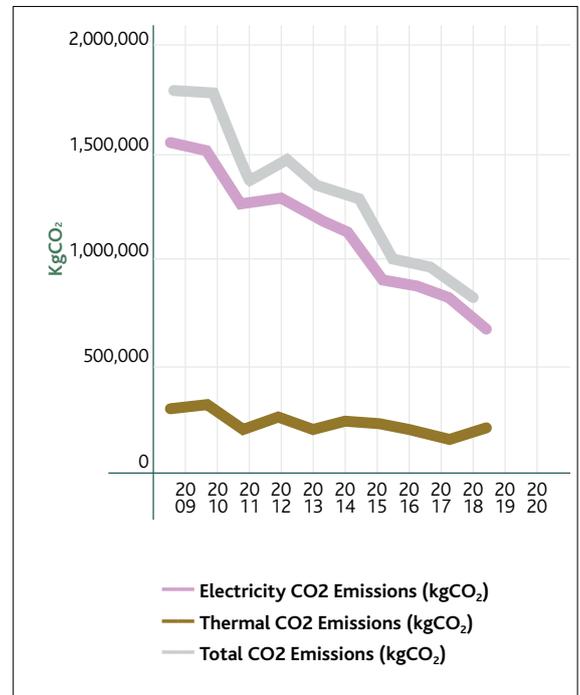
Ón mbliain bhunaidh 2009 i leith, tá dul chun cinn sun-tasach déanta ag Fáilte Éireann maidir lenár n-éifeachtúlacht fuinnimh a mhéadú agus ár n-úsáid fuinnimh a laghdú. In 2009 bhí TPER 7,333,211 kWh againn. Léirítear i TPER 3,631,896 kWh 2018 athrú 50.5% san fhuinneamh a ídítear (nó má bhreathnaítear ar ár n-ídiú iomlán fuinnimh ar fad 2,112,413 kWh in 2018, ídíodh 42.8% níos lú ná 2009). Cuireann na laghduithe seo sinn chun cinn ar an sprioc-chonair faoileoireachta i leith fuinneamh a laghdú.

Laistigh de dheich mbliana, d'éirigh linn ár n-astaíochtaí CO₂a laghdú freisin ó 1,721,500kgCO₂ in 2009 chuig 722,627kgCO₂ faoi dheireadh 2018; laghdú 58%.

BUNRIACHTANAS IOMLÁN FUINNIMH (TPER) FHÁILTE ÉIREANN



ASTAÍOCHTAÍ CARBÓIN FHÁILTE ÉIREANN – KGCO₂



NA GNÍOMHAÍOCHTAÍ A RINNEADH IN 2018

Má táimid le bheith ceannródaíoch sa tionscal, tá sé tábhachtach go leanfaimis ar an méid fuinnimh a úsáidimid a laghdú bliain i ndiaidh bliana agus a chinntiú go mbeidh ár lorg carbóin chomh beag agus is féidir trí thionscadail agus thionscnaimh choigilte fuinnimh a chur i bhfeidhm ar bhonn céimneach. Is mar gheall i bpáirt ar na tionscnaimh seo a leanas a baineadh amach an coigilteas ó 2017 go 2018:

- Bainfear amach coigiltis measta 17,702 kWh leictreachais in aghaidh na bliana trí chrua-earraí ICT a athnuachan
- Beidh coigilteas leictreachais measta 10,361 kWh ann in aghaidh na bliana trí shoilse a uasghrádú
- Tríd an achar maoinne atá againn i gCorcaigh a laghdú d'fhéadfaí suas le 30,000 kWh leictreachais a shábháil in aghaidh na bliana.
- D'fhonn tacú le Scéim um Rothaíocht chun na hOibre an rialtais agus chun tuilleadh ball foirne a spreagadh chun úsáid a bhaint as rothar chun an turas laethúil chun na hoibre a dhéanamh, mhéadaíomar an acmhainn stórais rothar atá againn sa Cheanncheathrú i mBaile Átha Cliath.
- Oibríonn Fáilte Éireann córas bainistithe dramhaíola forásach, agus 93.5% de dhramhail iomlán na Ceanncheathrúna atreoraithe ó líonadh talún.

Cuimsíonn inbhuanaitheacht laistigh d'Fháilte Éireann níos mó ná úsáid fuinnimh na heagraíochta a laghdú, baineann sé lenár n-acmhainn ar fad a úsáid ar bhealach níos éifeachtúla agus níos éifeachtaí. Tá sé thar a bheith tábhachtach freisin go ndéanfaimid cláir / gníomhartha níos airí faoin timpeallacht a chur chun cinn agus a chur i bhfeidhm.

- Chuir Fáilte Éireann de chúram uirthi féin deireadh a chur leis an úsáid a bhainimid as nithe aon úsáide agus an leis an spleáchas atá againn orthu. Chuir an eagraíocht deireadh le húsáid a bhaint as cupáin indiúscartha agus plaistigh aon úsáide i mí na Nollag 2018.

NA GNÍOMHAÍOCHTAÍ ATÁ BEARTAITHE DON BHLIAIN 2019

I measc na ngníomhaíochtaí breise atá beartaithe do 2019 d'fhonn úsáid fuinnimh Fáilte Éireann a laghdú, tá:

- Ginfear coigiltis measta 919kWh leictreachais in aghaidh na bliana trí chrua-earraí ICT a athnuachan
- Déanfar sábháil measta 8,973 kWh leictreachais in aghaidh na bliana trí shoilse a uasghrádú ar bhonn leanúnach
- Tá sé i gceist ag an eagraíocht 'Foireann Ghlas' a bhunú chun cuidiú leis an méid eolais atá ag an bhfoireann maidir le fuinneamh a shábháil agus inbhuanaitheacht a mhéadú. In 2019, réachtálfar roinnt clár uirlisí agus lá feasachta eolais maidir le hinbhuanaitheacht agus fuinneamh a shábháil.

An rud is tábhachtaí i leith na hinbhuanaitheacha ná athruithe a chur chun cinn agus a chur i bhfeidhm in 2019:

- Méadóidh Fáilte Éireann a chuid bearta soláthair ghlais lena chinntiú go mbeidh inbhuanaitheacht chun cinn i gcónaí maidir le próisis soláthair ábhartha
- Cláróidh Fáilte Éireann chun Tacú leis an bPlean Pailneoirí: Creat do Ghnónna. Trí amhlaidh a dhéanamh, cuirfear cláir i bhfeidhm i maoinne ina bhfuil spásanna lasmuigh ag Fáilte Éireann chun tacú le pailniú agus déanfar infheistíocht chun plandaí agus toir atá feiliúnach do bheacha a chothabháil agus a fhorbairt etc.

Ag Obair i gComhar: Chomh maith leis sin, tá Fáilte Éireann páirteach i dtionscadal turasóireachta straitéiseach maidir le hinbhuanaitheacht. Is beart é seo de chuid Phlean Gníomhaíochta do Thurasóireacht an Rialtais 2019-2021 ina ndéanfar athbheithniú ar bheartais agus dea-chleachtais idirnáisiúnta maidir le turasóireacht inbhuanaithe agus prionsabail treoirithe a mholadh maidir le turasóireacht inbhuanaithe a fhorbairt in Éirinn. Chun na críche sin, bunaíodh grúpa oibre uileghabhálach le gairid, lena n-áirítear toscairí ón Roinn Iompair, Turasóireachta agus Spóirt, Fáilte Éireann, Turasóireacht Éireann, Tourism Northern Ireland agus Cónaidhm Thionscal Turasóireachta na hÉireann (ITIC).

RÁITIS AIRGEADAIS CHOMHDHLÚITE

don bhliain dar críoch
an 31 Nollaig 2018

Cliff Coast - Cliffs at Ballybunion, County Kerry

Ráiteas Rialachais agus Tuarascáil Chomhaltáí An Údaráis

Rialachas

Bunaíodh an tÚdarás Náisiúnta Forbartha Turasóireachta (an tÚdarás) nó Fáilte Ireland mar a thugtar air faoin Acht um Údarás Náisiúnta Forbartha Turasóireachta, 2003 le héifeacht an 28 Bealtaine 2003. Tá córas rialachais corparáide glactha ag Fáilte Ireland de réir dea-chleachtais.

Is Údarás Reachtúil é a bunaíodh faoin Acht um Údarás Náisiúnta Forbartha Turasóireachta, 2003. Leagtar amach bunú, feidhmeanna agus freagrachtaí an Údaráis i gCuid 2 den Acht.

An tAire Iompair, Turasóireachta agus Spóirt a cheapann Údarás agus Cathaoirleach an Údaráis Náisiúnta Forbartha Turasóireachta (NTDA), a dhéanann ionadaíocht ar an Stát mar scairshealbhóir de facto an NTDA.

Dualgais an Údaráis

- Rinne an tÚdarás freagrachtaí oibre i dtaobh Fáilte Ireland a réachtáil ó lá go lá a tharmligean ar an bPríomhfheidhmeannach agus ar an bhfoireann bainistíochta. Ní dhéantar an dualgas atá ar an Údarás maoirsiú a dhéanamh go bhfuil feidhmeanna tarmligthe á gcomhlíonadh a mhaitheamh don Údarás ar chumhacht an tarmligín a chleachtadh.
- Monatóireacht a dhéanamh ar fheidhmíocht - fuair an tÚdarás tuarascálacha rialta ó fhoireann bainistíochta an chomhlachta agus ó fhochoistí an Údaráis.
- Thug an tÚdarás comhairle agus tacaíocht don Chathaoirleach, don Phríomhoifigeach Feidhmiúcháin agus don bhainistíoch
- Shásaigh an tÚdarás é fein go bhfuil córais rialuithe airgeadais agus córais bainistíochta riosca dian agus inchosanta i bhfeidhm.
- Tá freagracht ar an Údarás as a chinntiú go ndéanfar córais éifeachtacha rialaithe inmheánaigh a chothabháil agus a fheidhmiú. Iarrtar ar an Údarás a dheimhniú don Aire cuí gach bliain go bhfuil córas oiriúnach rialaithe inmheánaigh (agus airgeadais) i bhfeidhm ag an gcomhlacht Stáit.
- Bhunaigh an tÚdarás, tríd an gCoiste Iniúchóireachta, Riosca agus Clárúcháin, nósanna imeachta chun an caidreamh cuí a choinneáil leis na hiniúcháirí seachtracha. Cé gur féidir le hÚdarás Comhlachta Stáit Coiste Iniúchóireachta agus Riosca a bhunú chun cuidiú le saincheisteanna a bhaineann le hiniúchóireacht, rialachas agus bainistíochta riosca a bhreithniú, is ar Údarás an Chomhlachta Stáit atá an fhreagracht maidir leis na cinntí deiridh sna réimsí seo agus as cinntí deiridh sna réimsí sin a dhéanamh.
- Coinníonn an tÚdarás é fein ar an eolas go hiomlán maidir le saincheisteanna straitéiseacha agus athruithe a mbeadh tionchar acu ar an gcomhlacht Stáit agus an timpeallacht ina bhfeidhmíonn sé.
- Chinntigh an tÚdarás go bhfuair comhaltaí neamhfheidhmiúcháin, arna gceapadh chuig an Údarás, litir fhoirmeálta ceapacháin ina leagtar amach go soiléir a bhfuiltear ag súil uathu i dtaobh a gcuid ama, tiomantais, seirbhís do choiste agus rannpháirteacht lasmuigh de chruinnithe Údaráis.
- Féadfaidh an tÚdarás, ó am go ham, coistí Údaráis den chineál sin a bhunú de réir mar is gá chun cuidiú leis a chuid dualgas a chur i bhfeidhm.

Freagrachtaí an Údaráis

Ceanglaítear ar an Údarás faoi Alt 27 den Acht um Údarás Náisiúnta Forbartha Turasóireachta, 2003 ráitis airgeadais a ullmhú sa bhfoirm atá ceadaithe ag an Aire Iompair, Turasóireachta agus Spóirt le cead ón Aire Caiteachais Phoiblí agus Athchóirithe.

Agus na ráitis airgeadais sin á n-ullmhú, éilítear ar an Údarás:

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

Tá an tÚdarás freagrach as taifid leordhóthanacha chuntais 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 27 den Acht. Tá an tÚdarás freagrach chomh maith as sócmhainní Fáilte Ireland a chosaint agus as céimeanna réasúnacha a ghlacadh chun calaois nó mírialtachtaí a chosc agus a bhrath agus as sláine aon fhaisnéis airgeadais a fhoilsítear ar láithreán gréasáin an NTDA agus í a choinneáil, is í an Tuarascáil Bhliantúil an t-aon tuarascáil airgeadais a fhoilsítear ar láithreán gréasáin an NTDA agus cinnteoidh an tÚdarás go ndéanfar an tuarascáil seo a athbhreithniú agus a cheadú sula ndéanfar í a fhoilsiú ar an láithreán gréasáin.

Is é an tÚdarás atá freagrach as an bplean agus buiséad bliantúil a cheadú. Rinneadh measúnú ar fheidhmíocht phlean agus bhuiséad bliantúil 2018 an NTDA i mí Feabhra 2019.

Leagtar amach i dtéarmaí Tagartha obair agus freagrachtaí an Údaráis chomh maith le nithe a fhorchoimeádtar go sonrach do chinneadh Boird. I measc na mbuan-nithe a bhreithníonn an tÚdarás, tá:

- dearbhú leasanna
- miontuairiscí ó chruinnithe roimhe seo agus nithe ag éirí as
- tuarascálacha ón bhfoireann bainistíochta/tuarascálacha feidhmíochta
- tuarascálacha agus moltaí ó choistí
- ftuairiscíú airgeadais
- rialachas corparáideach a chomhlíonadh
- nithe forchoimeádtar

Measann an tÚdarás go dtugann ráitis airgeadais an

NTDA léargas fíor agus cothrom ar fheidhmíocht airgeadais agus ar staid airgeadais an NTDA amhail an 31 Nollaig 2018.

Struchtúr an Údaráis

Tá an tÚdarás comhdhéanta de Chathaoirleach agus dá ghnáthchomhalta déag atá neamhspleách ar chomhaltaí neamhfheidhmiúcháin an Údaráis. Ní bhíonn comhaltaí in oifig ar feadh tréimhse nach faide ná cúig bliana agus is féidir iad a athcheapadh téarma amháin eile ar a mhéad.

	DÁTA AR ÉIRÍODH AS	DÁTA A CEAPADH
Michael Cawley (Cathaoirleach)		19/05/2014
Francis Brennan		Athcheaptha le héifeacht ón 28/05/2018
Gerard Barron	27/05/2018	04/07/2014
Mary Kerins	27/05/2018	Athcheaptha le héifeacht ón 04/07/2014
Susan Bergin	27/05/2018	Athcheaptha le héifeacht ón 04/07/2014
Noel Kavanagh		Athcheaptha le héifeacht ón 30/06/2015
Gina Murphy		Athcheaptha le héifeacht ón 30/06/2015
Séan Boland		04/07/2017
Paul Carty		04/07/2017
Alice Mansergh		04/07/2018
Margaret E. Ward		04/07/2018
Des O' Dowd		04/07/2018
Clare Duignan		04/07/2018
Breege O' Donoghue		04/07/2018
Tom Coughlan		04/07/2018
Tim Husbands		04/07/2018

I mí Bealtaine 2019 rinne an tÚdarás measúnú ar a fheidhmíocht agus ar fheidhmíocht a chuid coistí agus tá sé beartaithe aige athbhreithniú seachtach a dhéanamh ar éifeachtacht agus measúnuithe an Bhoird in 2020 atá le cur i gcrích in 2020.

Tá na fochoistí seo a leanas bunaithe ag an Údarás:

- An Coiste Iniúcháireachta, Riosca & Clárúcháin atá comhdhéanta de Chathaoirleach agus ar a laghad beirt chomhaltaí eile, ar comhaltaí neamhfheidhmiúcháin iad ar fad; tá an misean sonrath, comhdhéanamh, údarais agus freagrachtaí an Choiste tugtha sna Téarmaí Tagartha, atá ceadaithe ag an Údarás.
- An Coiste Luach Saothair atá comhdhéanta de Chathaoirleach agus ar a laghad beirt chomhaltaí eile, ar comhaltaí neamhfheidhmiúcháin iad ar fad; tá sonraí ar chomhdhéanamh, údarais agus ar fhreagrachtaí an Choiste leagtha amach i dTéarmaí Tagartha an Choiste, atá ceadaithe ag an Údarás.
- An Coiste Féilte agus Imeachtaí Cultúir, atá faoi láthair comhdhéanta de Chathaoirleach agus ar a laghad beirt chomhaltaí eile, ar comhaltaí neamhfheidhmiúcháin iad ar fad; tá sonraí ar chomhdhéanamh, údarais agus ar fhreagrachtaí an Choiste leagtha amach i dTéarmaí Tagartha an Choiste, atá ceadaithe ag an Údarás.
- An Coiste Infheistíochta atá comhdhéanta de Chathaoirleach agus ar a laghad beirt chomhaltaí eile, ar comhaltaí neamhfheidhmiúcháin iad ar fad; tá sonraí ar chomhdhéanamh, údarais agus ar fhreagrachtaí an Choiste leagtha amach i dTéarmaí Tagartha an Choiste, atá ceadaithe ag an Údarás.

Scuideal Líon na gCruinnithe ar Freastalaíodh orthu

	ÚDARÁS	INIÚCHADH, RIOSCA AGUS CLÁRÚCHÁIN	AN COISTE LUACH SAOTHAIR	FÉILTE AGUS IMEACHTAÍ CULTÚIR	AN COISTE INFHEISTÍOCHTA
	2018	2018	2018	2018	2018
Michael Cawley (Cathaoirleach)	6		1		4
Francis Brennan	5	2		1	
Gerard Barron	3	2			
Mary Kerins	3	2		2	
Susan Bergin	3	2			
Noel Kavanagh	5				4
Gina Murphy	6	2		2	
Séan Boland	5				3
Paul Carty	5			2	
Alice Mansergh	2				2
Margaret E. Ward	2	2			
Des O'Dowd	2	2	1		
Clare Duignan	2	2			
Breege O'Donoghue	2		1	1	
Tom Coughlan	2				1
Tim Husbands	2			1	

Táillí a iocadh le Comhaltaí an Údaráis don tréimhse (féach nóta 12 de na Ráitis Airgeadais)

Athruithe ar Phríomhphearsana

Ceapadh Stiúrthóir Margáiochta nua i mí Feabhra 2018. Tá na sonraí le fáil i nóta 8 a ghabhann leis na ráitis airgeadais. Léirítear athruithe i gcomhaltaí an Údaráis ar leathanach 4 den Ráiteas rialachais agus i dTuarascáil Chomhaltaí an Údaráis faoi Struchtúr an Údaráis.

Faisnéis a éilítear a nochtadh de réir an Chóid Cleachtais chun Comhlachtaí Stáit a Rialú (2016)

An tÚdarás atá freagrach as a chinntiú gur chomhlíon Fáilte Ireland ceanglais an Chóid Cleachtais chun Comhlachtaí Stáit a Rialú 2016, arna fhoilsiú ag an Roinn Caiteachais Phoiblí agus Athchóirithe i mí Lúnasa 2016.

Tá na nochtuithe seo a leanas riachtanach faoin gCód:

Miondealú ar Shochair Ghearrthéarmacha Fostaithe (féach nóta 8 a ghabhann leis na Ráitis Airgeadais)

Costais Chomhairleoireachta (féach nóta 11 a ghabhann leis na Ráitis Airgeadais)

Costais agus Socrúcháin Dlí

Níor tabhaíodh aon chaiteachas sa tréimhse tuairiscithe ar chostais dlí, ar nósanna imeachta socrúcháin ná eadráin ná idir-réitigh a bhain le conarthaí le tríú páirtithe. Déantar caiteachas a tabhaíodh i leith comhairle ghinearálta a fuair Fáilte Ireland a nochtadh mar chuid de chostais chomhairleoireachta (féach nóta 11 a ghabhann leis na ráitis airgeadais).

Caiteachas ar Thaisteal agus ar Chothabháil (féach nóta 9 a ghabhann leis na Ráitis Airgeadais)

Caiteachas ar Fháilteachas (féach nóta 10 a ghabhann leis na Ráitis Airgeadais)

Ráiteas maidir le Comhlíonadh

Tá an Cód Cleachtais chun Comhlachtaí Stáit a Rialú (2016) glactha ag an Údarás agus tá nósanna imeachta curtha i bhfeidhm chun comhlíontacht leis an gCód a chinntiú. Chloígh Fáilte Ireland go hiomlán leis an gCód Cleachtais chun Comhlachtaí Stáit a Rialú don bhliain 2018.



Margaret E. Ward
Comhalta Údaráis

24 Meitheamh 2019 DÁTA



Des O'Dowd
Comhalta Údaráis

24 Meitheamh 2019 DÁTA

An tArd- Reachtair Cuntas agus Ciste Tuarascáil le cur faoi bhráid Thithe an Oireachtais

An tÚdarás Náisiúnta Forbartha Turasóireachta

Tuairim cháilithe ar na ráitis airgeadais

Rinne mé iniúchadh ar ráitis airgeadais chomhdhlúite an Údaráis Náisiúnta Forbartha Turasóireachta don bhliain dar críoch 31 Nollaig 2018 faoi réir fhorálacha alt 27 den Acht um Údarás Náisiúnta Forbartha Turasóireachta 2003. Ullmhaíodh na ráitis airgeadais de réir Chaighdeán Tuairiscithe Airgeadais (FRS) 102 - *An Caighdeán um Thuairisciú Airgeadais a bhfuil feidhm leis sa RA agus in Éirinn agus atá comhdhéanta de*

- ráiteas an ghrúpa ar ioncam agus ar chaiteachas agus ar chúlchistí coinnithe ioncaim
- ráiteas an ghrúpa ar ioncam cuimsitheach
- ráiteas an ghrúpa ar an staid airgeadais
- ráiteas an Údaráis ar an staid airgeadais
- ráiteas an ghrúpa ar athruithe ar ghnáthscaireanna
- ráiteas an ghrúpa ar shreabhadh airgid agus
- na nótaí gaolmhara, lena n-áirítear achoimre ar na beartais chuntasaíochta shuntasacha.

Is é mo thuairim, ach amháin i gcás neamhchomhlíonadh leis na ceanglais FRS 102 maidir le haitheantas a thabhairt do shócmhainn maoinithe sochair scoir iarchurtha maidir le ceann dá scéimeanna pinsin dá dtagraítear thíos, go dtugann na ráitis airgeadais léargas fíor agus cothrom ar shócmhainní, ar dhliteanais agus ar staid airgeadais an Údaráis Náisiúnta Forbartha Turasóireachta amhail an 31 Nollaig 2018 agus ar ioncam agus chaiteachas don bhliain 2018 de réir FRS 102.

Bunús leis an tuairim cháilithe ar na ráitis airgeadais

Nochtar i ráitis airgeadais an ghrúpa glandliteanais €118 milliún a bheith ag an ngrúpa ag deireadh na bliana. Tá miníú tugtha ag an Údarás i Nóta 29 maidir leis an mbunús a mheasann sé go bhfuil sé cuí glacadh le bonn an ghnóthais leantaigh agus na ráitis airgeadais á n-ullmhú aige.

Mar a mhínítear níos iomláine sna beartais chuntasaíochta, feidhmíonn an tÚdarás ceithre scéim pinsin. Nochtar i ráitis airgeadais an ghrúpa oibleagáidí sochair scoir iomlána amhail an 31 Nollaig 2018 €261 milliún (2017: €279 milliún).

Tá ráthaíochtaí reachtúla i bhfeidhm maidir le híocaíochtaí pinsin a mhaoiniú amach anseo i ndáil le trí cinn de na scéimeanna. Mar thoradh air sin, aithnítear sócmhainn maoinithe sochair scoir iarchurtha €108 milliún i ráiteas airgeadais an ghrúpa i leith na dtrí scéim sin. Ní aithnítear sna ráitis airgeadais sócmhainn maoinithe sochair scoir iarchurtha maidir le scéim aoisliúntais an Údarás Náisiúnta Forbartha Turasóireachta (NTDA), a meastar glanoibleagáidí sochair scoir €153 milliún a bheith i gceist leo amhail an 31 Nollaig 2018.

Ní aithnítear sna ráitis airgeadais sócmhainn maoinithe sochair scoir iarchurtha maidir le scéim an NTDA ar an mbonn go measann an tÚdarás nár tugadh ráthaíocht reachtúil ná eile dó i ndáil le maoiniú na scéime sin amach anseo. Is é mo thuairim gur cheart sócmhainn maoinithe sochair scoir iarchurtha a aithint i ndáil leis an scéim pinsin sin de réir chleachtas chuntasaíochta a nglactar go ginearálta leis in Éirinn.

Is iomchúí go n-aithnítear sócmhainn maoinithe sochair scoir iarchurtha maidir le scéim aoisliúntais an NTDA bunaithe ar

- an bhforáil reachtúil do scéim a bhunú
- cleachtas agus beartas seanbhunaithe i ndáil le hoibleagáidí sochair scoir na seirbhíse poiblí a mhaoiniú ar bhonn íoc-mar-a-úsáidtear
- mar gheall go n-éilíonn an scéim rannioca ó fhostaithe, agus
- nádúr an phróisis maidir le meastacháin bhliantúla faoina socraítear maoiniú Stáit don Údarás.

Dá mbeadh sócmhainn maoinithe sochair scoir iarchurtha aitheanta ag an Údarás i ndáil leis an scéim aoisliúntais NTDA, nochtadh ráiteas an ghrúpa ar an staid airgeadais glansócmhainní €35.3 milliún amhail an 31 Nollaig 2018 (2017: €38.3 milliún), nochtadh ráiteas an Údarás ar an staid airgeadais glansócmhainní €33.5 milliún (2017: €36.4 milliún) agus nochtadh cuntas ioncaim agus caiteachais an ghrúpa 2018 barrachas €271,000 milliún don bhliain (2017: barrachas €100,000 milliún).

Thug mé faoin iniúchadh ar ráitis airgeadais de réir Chaighdeán Idirnáisiúnta Iniúcháireachta (ISAnna) faoi mar atá fógartha ag Eagraíocht Idirnáisiúnta na nInstitiúidí Náisiúnta Iniúcháireachta. Déantar cur síos ar na freagrachtaí atá orm faoi na Caighdeán sin i bhfoscscríbhinn na tuarascála seo. Táim neamhspleách ar an Údarás Náisiúnta Forbartha Turasóireachta agus tá na freagrachtaí eiticíúla comhlíonta agam de réir na gcaighdeán sin.

Measaim go bhfuil an fhianaise iniúcháireachta atá aimsithe agam leordhóthanach agus ábhartha chun bonn a chur faoi mo thuairim.

Tuairisc ar nithe eile seachas na ráitis airgeadais agus ar nithe eile

Tá faisnéis áirithe eile chomh maith leis na ráitis airgeadais curtha i láthair ag an Údarás Náisiúnta Forbartha Turasóireachta. Cuimsítear leis sin an tuarascáil bhliantúil, an ráiteas rialachais agus tuarascáil chomhaltaí an Údarás agus an ráiteas maidir le rialú inmheánach. Déantar cur síos ar na freagrachtaí atá orm le tuairisc a thabhairt maidir leis an eolas sin, agus ar ábhair áirithe eile lena dtuairiscím trí eisceacht, i bhfoscscríbhinn na tuarascála seo.

Níl aon ní le tuairiscíú agam ina leith sin.

Seamus McCarthy
Comptroller and Auditor General
 30 Meitheamh 2019

Ráiteas ar Rialú Inmheánach

Scóip na Freagrachta

Admhaím, thar ceann *Fáilte Ireland an Údaráis Náisiúnta Forbartha Turasóireachta* an fhreagracht atá ar an mBord a chinntiú go ndéanfar córas éifeachtach rialaithe inmheánaigh a chothabháil agus a fheidhmiú. Glactar san áireamh sa fhreagracht sin ceanglais an Chóid Cleachtas chun Comhlachtaí Stáit a Rialú (2016).

Cuspóir an Chórais um Rialú Inmheánach Airgeadais

Tá an córas um rialú inmheánach leagtha amach chun riosca go leibhéal infhulaingthe a bhainistiú seachas é a chur as an áireamh ar fad. Dá bhrí sin, ní féidir leis an gcóras ach deimhniú réasúnta seachas deimhnithe cinnte a thabhairt go bhfuil sócmhainní cosanta, idirbhearta údaraithe agus taifeadta go cuí agus go seachnaítear botúin nó neamhrialtachtaí nó go dtabharfaí faoi deara iad go tráthúil.

Bhí an córas um rialú inmheánach, atá de réir na treorach a d'eisigh an Roinn Caiteachais Phoiblí agus Athchóirithe, i bhfeidhm san Údarás Náisiúnta Forbartha Turasóireachta don bhliain dar críoch an 31 Nollaig 2018 agus suas go dtí an dáta ar ceadaíodh na ráitis airgeadais.

An Acmhainn Déileáil le Riosca

Tá Coiste Iniúcháireachta, Riosca agus Clárúcháin, (ARRC) ag an Údarás Náisiúnta Forbartha Turasóireachta atá comhdhéanta de cheathrar comhaltáí Údaráis. Tá saineolas airgeadais agus iniúcháireachta ábhartha ag Cathaoirleach an ARRC. Tháinig an ARRC le chéile ceithre huairé le linn na bliana 2018.

Tá feidhm iniúcháireachta inmheánaí bunaithe ag *Fáilte Ireland an Údaráis Náisiúnta Forbartha Turasóireachta* freisin a bhfuil acmhainní leordhóthanacha aige agus a thugann faoi chlár oibre a chomhaontaítear leis an ARRC. Tá beartas bainistíochta riosca forbartha ag an bhFeidhmeannas, ARRC agus ag an Údarás ina leagtar amach inghlacthacht riosca, na próisis bainistíochta riosca atá i bhfeidhm agus na ról agus freagrachtaí atá ar bhaill foirne maidir le riosca. Tá an beartas seo eisithe ar an bhfoireann ar fad a bhfuiltear ag súil a bheidh ag obair laistigh de bheartais bhainistíochta riosca an Údaráis, chun an bhainistíocht a chur ar an eolas maidir le rioscaí agus laigí rialaithe a bheadh ag teacht chun cinn agus chun freagracht a ghlacadh do rioscaí agus rialuithe laistigh dá réimse oibre féin

Creat Riosca agus Rialaithe

Tá córas bainistíochta riosca curtha i bhfeidhm ag *Fáilte Ireland an Údaráis Náisiúnta Forbartha Turasóireachta* a aithníonn agus a thuiriscíonn na príomhrioscaí agus na gníomhartha bainistíochta atá á nglacadh chun dul i ngleic leis na rioscaí sin agus iad a mhaolú a mhéid is féidir.

Tá clár rioscaí i bhfeidhm a aithníonn na príomhrioscaí atá le sárú ag an eagraíocht agus tá siad sin aitheanta, measúnaithe agus grádáil déanta orthu de réir tábhachta. Déanann an Feidhmeannas, ARRC an clár a athbhreithniú agus a thabhairt cothrom le dáta ar bhonn ráithe. Baintear leas as torthaí na measúnachtaí sin chun acmhainní a phleanáil agus a leithroinnt chun a chinntiú go ndéantar rioscaí a bhainistiú chuig leibhéal inghlactha.

Sonraítear sa chlár rioscaí na rialuithe agus na gníomhartha atá de dhíth chun rioscaí a mhaolú agus déantar freagracht i ndáil le feidhmiú rialuithe a shannadh ar bhaill foirne sonracha.

Dearbhaímse go bhfuil timpeallacht rialaithe i bhfeidhm a bhfuil na nithe seo a leanas mar chuid de:

- tá fianaise ann ar gach príomhphróiseas gnó,
- tá freagrachtaí airgeadais sannta ag leibhéal bainistíochta agus cuntasacht dá réir i gceist,
- tá córas buiséadaithe iomchuí ann agus buiséad bliantúil a bhíonn faoi athbhreithniú ag bainistíocht shinsearach,
- tá córais ann atá dírithe ar shlándáil na gcóras faisnéise agus teicneolaíochta cumarsáide a chinntiú,
- tá córais i bhfeidhm chun sócmhainní a chosaint, agus
- cinntíonn nósanna imeachta rialaithe a bhaineann le maoiniú deontas do ghníomhaireachtaí lasmuigh go bhfuil rialú agus monatóireacht leordhóthanach á dhéanamh ar cheadú deontas agus athbhreithniú á dhéanamh ar dheontaithe lena chinntiú go ndéantar maoiniú deontas a chur i bhfeidhm chun na críche dá bhfuil sé beartaithe.

Monatóireacht agus Athbhreithniú Leanúnach

Tá nósanna imeachta foirmeálta bunaithe chun monatóireacht a dhéanamh ar phróisis rialaithe agus déantar easnaimh rialaithe a chur in iúl dóibhsean atá freagrach as beart ceartaitheach a ghlacadh chomh maith leis an mbainistíocht agus an tÚdarás in am trátha

Deimhním go bhfuil na córais mhonatóireachta leanúnaí seo a leanas i bhfeidhm:

- tá príomhrioscaí agus na rialuithe bainteacha aitheanta agus tá próisis curtha i bhfeidhm chun monatóireacht a dhéanamh ar fheidhmiú na bpríomhrialuithe seo agus aon easnaimh a aithnítear a thuiriscí,
- tá socrúithe tuairiscithe bunaithe ag gach leibhéal ina bhfuil freagracht i leith bainistíocht airgeadais sannta agus,
- déanann an lucht bainistíochta athbhreithniú go rialta ar thuarascálacha feidhmíochta tréimhsiúla agus bliantúla agus airgeadais a thugann léiriú ar fheidhmíocht in aghaidh buiséad/réamhaisnéisí.

Soláthar

Deimhním go bhfuil nósanna imeachta i bhfeidhm ag *Fáilte Ireland an tÚdarás Náisiúnta Forbartha Turasóireachta* chun comhlíontacht leis na rialacha agus treoirínte soláthair a chinntiú agus gur chloí an tÚdarás leis na nósanna imeachta sin sa bhliain 2018 seachas i gcás caiteachas sna conarthaí seo a leanas.

CONTRACT FOR	VALUE €	REASON FOR NON-COMPLIANCE	CURRENT STATUS
Tacaíocht Láithreáin Gréasáin	35,000	Is láithreán gréasáin saincheaptha é seo a forbraíodh breis agus 5 bliana ó shin atá fós oiriúnach don fheidhm. Níl ach aon soláthraí speisialtóireachta amháin ann faoi láthair atá cáilithe go cuí chun tacú leis an láithreán leagáide seo.	Tá an Feidhmeannas ag fiosrú an féidir leo an tacaíocht atá de dhíth a fháil trí phróiseas tairisceana
Seirbhísí Guthán Póca	130,000	Moill sa Chreat OGP maidir le seirbhísí guthán póca	Conradh i bhfeidhm anois faoi Chreat OGP nua
Fógraíocht Earcaíochta	30,800	Riachtanas nach rabhthas ag súil leis, ní raibh conradh tairisceana i bhfeidhm	Tá tús curtha leis an bpróiseas tairisceana

Maidir leis an trí mhír a tuairiscíodh in 2017, bronnadh tairiscintí ó shin agus níl na míreanna seo neamhchomhlíontach a thuilleadh.

Athbhreithniú ar Éifeachtacht

Deimhním go bhfuil nósanna imeachta i bhfeidhm ag *Fáilte Ireland*, an *tÚdarás Náisiúnta Forbartha Turasóireachta* chun monatóireacht a dhéanamh ar éifeachtacht a nósanna imeachta bainistíochta riosca agus rialuithe. Cuireann obair na n-íniúcháirí seachtracha agus inmheánacha, an ARRC a dhéanann maoirsiú ar a gcuid oibre agus an bhainistíocht shinsearach san Údarás atá freagrach as creat rialaithe inmheánaigh a fhorbairt agus a choinneáil obair mhonatóireachta agus athbhreithnithe na heagraíochta ar éifeachtacht an chórais rialaithe inmheánaigh ar an eolas.

Deimhním gur thug an tÚdarás faoi athbhreithniú bliantúil ar éifeachtacht na rialuithe inmheánacha don bhliain 2018 i mí Bealtaine 2019.

Saincheisteanna Rialaithe Inmheánaigh

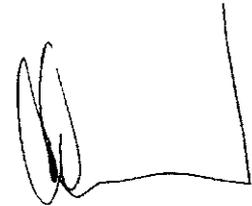
Le linn 2018, tharla sárú slándála tríú páirtí mar gheall ar laige rialaithe a raibh cailteanas €11,730 chuig an Údarás mar thoradh air. Tá an Garda Síochána ag fiosrú an cháis. Tá rialuithe agus acmhainní breise curtha i bhfeidhm ag an Údarás chun dul i ngleic leis an riosca. Níor aisghabhadh go fóill an méid a cailleadh.

Le linn 2016 agus 2017, d'aithin an Bhainistíocht earráidí luach €79k ar an iomlán maidir le seachfhoinsíú fheidhm phárolla an Údaráis. Cuireadh pleananna aisíocaíochta i bhfeidhm le gach ball foirne ar bhain sé leo. Fuarthas 50% de seo ar ais in 2018 agus tá na méideanna atá fágtha dlite in 2019 agus 2020.



Margaret E. Ward
Comhalta Údaráis

24 Meitheamh 2019 DÁTA



Des O'Dowd
Comhalta Údaráis

24 Meitheamh 2019 DÁTA

Ráiteas an Ghrúpa ar Ioncam agus ar Chaiteachas agus ar Chúlchistí Coinnithe Ioncaim

don bhliain dar críoch an 31 Nollaig 2018

	Nótaí	2018 €'000	2017 €'000 Athrangaithe
IONCAM:			
Deontais Oireachtais	2	130,569	120,753
Ioncam Eile	3	4,714	5,168
KGCL Property Holdings Ltd - Ioncam ó Chíos	18	5	17
Glan-Mhaoiniú larchurtha do shochair scoir sa bhliain	28(D)	1,632	1,733
		136,920	127,671
AISTRÍÚ Ó/(CHUIG) C(H)ÚLCISTÍ CAIPITIL			
Ioncam Iomlán	22	3,267	2,718
		140,187	130,389
CAITEACHAS:			
Speansais Oibríochta Ghinearálta:			
Cláir Aitheantais (Slí an Atlantaigh Fhiáin, BÁC, Sean-Oirthear na hÉireann)	4	22,991	22,235
Díolachán agus Margaíocht Náisiúnta	5	9,861	8,539
Cláir Náisiúnta Forbartha	6	17,241	16,511
Forbairt Oibríochtaí	7	11,817	12,141
Pá	8	30,823	29,737
KGCL Property Holdings Ltd - Costais Riaracháin	18	47	69
Íocaíochtaí Deontais Turasóireacht Éireann Teoranta	2	47,693	41,857
Caiteachas Iomlán		140,473	131,089
(Easnamh) roimh Chánachas		(286)	(700)
Cánachas		-	-
(Easnamh) tar éis Cánachais		(286)	(700)
Leas mionlaigh - KGCL Property Holdings Ltd		11	13
(Easnamh) tar éis leas neamh-urlámhais		(275)	(687)

Tá athrangú déanta ar mhéideanna áirithe airgid a bhí ann blianta roimhe seo d'fhonn is go mbeidh siad ag teacht leis an gcur i láthair ar an tréimhse reatha. Níl aon tionchar ag an athrangú sin

Is cuid dhílis de na ráitis airgeadais seo iad an Ráiteas maidir le Sreabhadh Airgid agus na nótaí 1 go dtí 30.



Margaret E. Ward
Comhalta Údaráis

24th Meitheamh 2019 DÁTA



Des O'Dowd
Comhalta Údaráis

24th Meitheamh 2019 DÁTA

Ráiteas an Ghrúpa ar Ioncam Cuimsitheach

don bhliain dar críoch an 31 Nollaig 2018

	Nótaí	2018 €'000	2017 €'000
(Easnamh) don Bhliain		(275)	(687)
GNÓTHACHAIN ACHTÚIREACHTA AR SCÉIMEANNA PINSIN			
Gnóthachan/(caillteanas) ó thaithí ar dhliteanais phinsin na scéime	28(B)	7,850	899
Gnóthachan / (Cailteanas) de bharr athruithe ar bhoinn tuisceana	28(B)	12,290	(2,213)
GNÓTHACHAN/ (CAILLTEANAS) ACHTÚIREACH		20,140	(1,314)
COIGEARTÚ AR GHLAN-MHAOINIÚ IARCHURTHA DO SHOCHAIR SCOIR	28(B)	(7,679)	(66)
Coigeartú maidir le hlarchur Pinsin Ghlan		12,461	(1,380)
Gnóthachan / (Cailteanas) Aitheanta Iomlán i leith na bliana		12,186	(2,067)

Is cuid dhílis de na ráitis airgeadais seo iad an Ráiteas maidir le Sreabhadh Airgid agus na nótaí 1 go dtí 30.



Margaret E. Ward
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Des O'Dowd
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Ráiteas an Ghrúpa ar an Staid Airgeadais

amhail an 31 Nollaig 2018

	Nótaí	2018 €'000	2017 €'000 Athrangaithe
SÓCMHAINNÍ SEASTA			
Maoin, Fearas agus Trealamh	13	22,780	24,849
Sócmhainní Inláimhsithe	15	1,246	2,486
Sócmhainní Airgeadais	17	60	60
Réadmhainn Infheistíochta	16	176	176
		24,262	27,571
SÓCMHAINNÍ REATHA			
Fardail		21	45
Infháltais	19	957	1,146
Airgead tirim agus coibhéisi airgid	20	43,617	50,722
		44,595	51,913
SUIMEANNA INÍOCTHA: MÉIDEANNA DLITE LAISTIGH DE BHLIAIN AMHÁIN	21	33,525	41,144
GLANSÓCMHAINNÍ REATHA		11,070	10,769
SÓCMHAINNÍ IOMLÁNA LÚIDE DLITEANAIS REATHA ROIMH PHINSIN		35,332	38,340
Coigeartú ar Ghlan-Mhainníú larchurtha do Shochair Scoir	28(D)	107,557	113,423
Oibleagáidí Sochair Scoir	28(C)	(260,718)	(278,681)
SÓCMHAINNÍ IOMLÁNA LÚIDE DLITEANAIS REATHA TAR ÉIS PINSEAN		(117,829)	(126,918)
ARNA CHUR I LÁTHAIR			
Cúlchistí Coinnithe Ioncaim		(140,693)	(153,060)
Cuntas Caipitiúil	22	22,397	25,664
		(118,296)	(127,396)
LEAS MIONLAIGH		467	478
		(117,829)	(126,918)

Is cuid dhílis de na ráitis airgeadais seo iad an Ráiteas maidir le Sreabhadh Airgid agus na nótaí 1 go dtí 30.



Margaret E. Ward
Comhalta Údaráis

24th Meitheamh 2019 DÁTA



Des O'Dowd
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Ráiteas an Ghrúpa ar an Staid Airgeadais

amhail an 31 Nollaig 2018

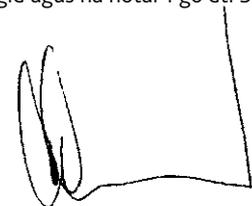
	Notes	2018 €'000	2017 €'000 Athrangaithe
SÓCMHAINNÍ SEASTA			
Maoin, Fearas agus Trealamh	13	20,917	22,944
Sócmhainní Inláimhsithe	15	1,246	2,486
Sócmhainní Airgeadais	17	58	58
Réadmhaoin Infheistíochta	16	176	176
		22,397	25,664
SÓCMHAINNÍ REATHA			
Fardail		21	45
Infháltais	19	956	1,145
Airgead tirim agus coibhéisí airgid	20	43,615	50,710
		44,592	51,900
SUIMEANNA INÍOCTHA: MÉIDEANNA DLITE LAISTIGH DE BHLIAIN AMHÁIN	21	33,519	41,128
GLANSÓCMHAINNÍ REATHA		11,073	10,772
SÓCMHAINNÍ IOMLÁNA LÚIDE DLITEANAIS REATHA ROIMH PHINSIN		33,470	36,436
Coigeartú ar Ghlan-Mhaoiniú Iarchurtha do Shochair Scoir	28(D)	107,557	113,423
Oibleagáidí Sochair Scoir	28(C)	(260,718)	(278,681)
SÓCMHAINNÍ IOMLÁNA LÚIDE DLITEANAIS REATHA TAR ÉIS PINSEAN		(119,691)	(128,822)
ARNA CHUR I LÁTHAIR			
Cúlchistí Coinnithe Ioncaim		(142,088)	(154,486)
Cuntas Caipitiúil	22	22,397	25,664
		(119,691)	(128,822)

Is cuid dhílis de na ráitis airgeadais seo iad an Ráiteas maidir le Sreabhadh Airgid agus na nótaí 1 go dtí 30.



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Ráiteas an Ghrúpa ar Athruithe ar Ghnáthscaireanna

don bhliain dar críoch an 31 Nollaig 2018

	Ráiteas ar an gCuntas Ioncaim agus Caiteachais	Caipiteal	NCI	IOMLÁN
	€'000	€'000	€'000	€'000
Amhail an 1 Eanáir 2017	(150,993)	28,382	491	(122,120)
(Easnamh)/Barrachas Coinnithe do 2017	(700)	-	-	(700)
(Easnamh)/Barrachas Coinnithe KGCL do 2017	13	-	(13)	-
Ioncam a úsáideadh chun Sócmhainní Seasta a Cheannach nó Iocaíochtaí Caipitil a Mhaoiniú	-	2,648	-	2,648
Amúchadh ag teacht le dímheas sócmhainní nó muirear airgeadais	-	(3,401)	-	(3,401)
Diúscairt Sócmhainní	-	(1,965)	-	(1,965)
Ioncam Cuimsitheach Eile - pinsean	(1,380)	-	-	(1,380)
Amhail an 31 Nollaig 2017	(153,060)	25,664	478	(126,918)
(Easnamh)/Barrachas Coinnithe do 2018	(286)	-	-	(286)
(Easnamh)/Barrachas Coinnithe KGCL do 2018	11	-	(11)	-
Ioncam a úsáideadh chun sócmhainní seasta a cheannach nó iocaíochtaí caipitil a mhaoiniú	-	1,600	-	1,600
Amúchadh ag teacht le dímheas sócmhainní nó muirear airgeadais	-	(3,482)	-	(3,482)
Diúscairt Sócmhainní	-	(1,385)	-	(1,385)
Ioncam Cuimsitheach Eile - pinsean	12,642	-	-	12,642
Amhail an 31 Nollaig 2018	(140,693)	22,397	467	(117,829)

Is cuid dhílis de na ráitis airgeadais seo iad an Ráiteas maidir le Sreabhadh Airgid agus na nótaí 1 go dtí 30.



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Ráiteas an Ghrúpa ar Shreabhadh Airgid

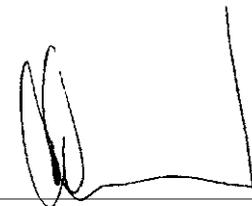
don bhliain dar críoch an 31 Nollaig 2018

	Nótaí	2018 €'000	2017 €'000
Glan-Sreabhadh Airgid ó Ghníomhaíochtaí Oibriúcháin			
(Easnamh) tar éis Leas Neamh-Urlámhais		(275)	(687)
Leas Mionlaigh		(11)	(13)
Glan-Mhaoiniú larchurtha do Shochair Scoir		545	820
Dímheas Maoine, Innealra agus Trealaimh		1,493	1,611
Dímheas ar Shócmhainní Seasta Inláimhsithe		2,031	1,832
Díscríobh ar Mhaoin, ar Innealra agus ar Threalamh		-	26
Aistriú chuig/(ó) Cuntas Caipitiúil	22	(3,267)	(2,718)
Ús Bainc Faighte		3	2
(Brabús)/Cailteanais ar Mhaoin, Innealra agus Trealamh a Dhíol		(1,115)	789
Fáltais ar Mhaoin a Dhíol		2,500	1,150
(Ardú)/ Laghdú ar Infháltais	19	189	(439)
Ardú/ (Laghdú) ar Infháltais	21	(7,619)	3,820
(Ardú) / Laghdú ar Fhardail		24	(9)
Glan-Insreabhadh/Sreabhadh Airgid ó Ghníomhachtaí Oibríochta		(5,502)	6,184
Sreabhadh Airgid ó Ghníomhaíochtaí Infheistíochta			
Íocaíochtaí chun Maoin, Innealra agus Trealamh a Fháil		(809)	(787)
Íocaíochtaí chun Sócmhainní Seasta Inláimhsithe a fháil		(791)	(1,861)
Glan-Insreabhadh/Eis-Sreabhadh Airgid ó Ghníomhachtaí Oibríochta		(1,600)	(2,648)
Sreabhadh Airgid ó Ghníomhaíochtaí Airgeadais			
Ús Bainc Faighte		(3)	(2)
Glan-insreabhadh/(eis-sreabhadh) airgid ó ghníomhachtaí oibríochta		(3)	(2)
Glanmhéadú/(laghdú) in airgead tirim agus comhluach in airgead tirim		(7,105)	3,534
Airgead tirim agus Coibhéisí airgid thirim ag tús na bliana		50,722	47,188
Airgead tirim agus Coibhéisí airgid thirim ag deireadh na bliana		43,617	50,722



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Nótaí leis na Ráitis Airgeadais

bhliain dar críoch an 31 Nollaig 2018

1. BEARTAIS CHUNTASAÍOCHTA

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

EOLAS GINEARÁLTA AGUS COINBHINSIÚ CUNTASAÍOCHTA

Bunaíodh Fáilte Ireland faoin Acht um Údarás Náisiúnta Forbartha Turasoireachta, 2003. Is iad príomhfheidhmeanna Fáilte Ireland, arna sonrú sa reachtaíocht:

Forbairt na tráchta turasoireachta sa stát a spreagadh agus a chur chun cinn agus tacú léi agus le fiontair agus le tionscadail maidir leis seo.

Earcaíocht, oiliúint, oideachas agus forbairt daoine óga a spreagadh agus a chur chun cinn agus tacú leo chun críocha fostaíochta le tionscal na turasoireachta.

Taighde agus pleanáil a chur chun cinn agus dul ina mbun.

Cláir áiseanna lóistín a bhunú agus a choinneáil.

Is Eintiteas Leasa Phoiblí é Fáilte Ireland.

RÁITEAS MAIDIR LE COMHLÍONADH

Ullmhaíodh ráitis airgeadais Fáilte Ireland don bhliain dar críoch an 31 Nollaig 2018 de réir FRS 102, an caighdeán tuairiscíochta airgeadais atá infheidhme sa RA agus in Éirinn arna eisiúint ag an gComhairle Tuairiscithe Airgeadais (FRC) agus arna bhfógairt ag Cuntasóirí Cairte na hÉireann. Ullmhaíodh na ráitis airgeadais faoin gCód Cleachtais chun Comhlachtaí Stáit a Rialú 2016.

BUNÚS AN ULLMHAITHE

Ullmhaíodh na ráitis airgeadais de réir an choibhinsiúin costais stairiúil, ach amháin i gcás sócmhainní agus dliteanas áirithe a thomhaistear de réir luachanna cothroma arna míniú sna beartais chuntasaíochta thíos. Tá na ráitis airgeadais sa chruth atá ceadaithe ag an Aire Iompair, Turasoireachta agus Spóirt agus aontaithe ag an Aire Caiteachais Phoiblí agus Athchóirithe faoin Acht um Údarás Náisiúnta Forbartha Turasoireachta 2003. Tá na beartais chuntasaíochta seo a leanas curtha i bhfeidhm go comhsheasmhach chun déileáil le míreanna a cheaptar a bheith bainteach le ráitis airgeadais Fáilte Ireland. Rinneadh figiúirí 2017 a athrangú nuair is gá de réir na gceanglas a leagtar amach sa Chód Cleachtais chun Comhlachtaí Stáit a Rialú (2016)

DEONTAIS OIREACHTAIS

Is léiriú iad na deontais sa Chuntas Ioncaim agus Caiteachais ar na suimeanna a fuarthas i leith na tréimhse sin. Déantar gach Deontas Oireachtais do Thurasóireacht Éireann Teoranta a mhaoiniú trí Fáilte Ireland. Eascraíonn ioncam ó dheontais iarchurtha nuair nach dtabhaítear caiteachas a bhí beartaithe i ndáil leis na deontais a fuarthas faoi dheireadh na bliana.

DEONTAIS INÍOCHTA

Aithnítear caiteachas deontais sa tréimhse ina ndéanann an faighteoir an ghníomhaíocht deontais a chruthaíonn teidlíocht ar an deontas. Eascraíonn ioncam réamhíochta nuair a fhaigheann Fáilte Ireland ioncam ó tháillí roimh an tréimhse lena mbaineann sé.

IONCAM EILE

Aithnítear an t-ioncam uile, seachas ioncam cíosa, nuair is dócha gur chun leas an Ghrúpa a rachaidh an tairbhe eacnamaíochta a bhaineann leis an idirbheart agus nuair is féidir an t-ioncam a thomhas go cruinn. Aithnítear ioncam cíosa ar bhonn líne díri le linn an léasa ábhartha.

AIRGEADRA COIGRÍCHE

Meastar an euro a bheith ar an airgeadra ionadaíoch agus láithreach atá ag an ngrúpa agus ag an máthairchuideachta toisc gurb é sin airgeadra na príomhthimpeallachta eacnamaíochta ina bhfeidhmíonn siad.

Déantar idirbhearta a ainmnítear in airgeadra coigríche a iompú ina euro ag ráta caighdeánach comhaontaithe don bhliain. Déantar gnóthachain agus cailleanais malaite réadaithe sa Chuntas Ioncaim agus Caiteachais a shocraítear le linn na bliana a áireamh sa Ráiteas maidir le hIoncam agus Caiteachas agus Cúlchistí Ioncaim Coinnithe don bhliain. Déantar sócmhainní agus dliteanas airgid a ainmnítear in airgeadra coigríche a aistriú go euro de réir rátaí malartaithe dháta an tuairiscithe agus déantar gnóthachain agus cailleanais a eascraíonn as an méid sin a chur san áireamh sa Ráiteas Ioncaim agus Caiteachais agus Cúlchistí Ioncaim Choinnithe don bhliain.

MAOIN, INNEALRA AGUS TREALAMH AGUS DÍMHEAS

gus Trealamh faoin tsamhail costais mar chostas staire lúide dímhéas carntha agus aon chaillteanas laige fabhrúithe. Tá san áireamh le costas stairiúil caiteachas a bhaineann go díreach leis an tsócmhainn a thabhairt go dtí an láthair agus í a bheith sa bhail a theastaíonn chun go mbeadh ar a cumas feidhmiú sa tslí a bhí i gceist ag an lucht bainistíochta.

Cuireann an chuideachta le méid iompair míre sócmhainní seasta an costas a bhaineann le rud a chur in áit cuid den mhír sin nuair a thabhaítear an costas sin, má cheaptar go mbainfidh an chuideachta tairbhe as an bpáirt ionaid de réir a chéile amach anseo. Déantar deisiúcháin agus cothabháil a chur in aghaidh an Ráitis maidir le hIoncam agus Caiteachas agus Cúlchistí Ioncaim Coinnithe sa tréimhse ina n-eascraíonn siad.

Gearrtar dímhéas le costas na sócmhainní lúide luach iarmharach an dímhéasa a leithdháileadh le linn na tréimhse a cheaptar a mbeidh feidhm leo, ag baint úsáide as an modh líne díri ar na rátaí bliantúla atá leagtha amach thíos.

Nótaí leis na Ráitis Airgeadais

bhliain dar críoch an 31 Nollaig 2018

Talamh:	0%
Trealamh Ríomhaireachta:	Líne dhíreach 33⅓%
Trosacán agus Feistis:	20% de réir na Líne Dírí
Trealamh Ginearálta	20% de réir na Líne Dírí
Áitreabh:	2% níos ísle ná an méid cothrom nó más airde an chuid atá fágtha den Léas.

Déantar athbhreithniú ar luachanna iarmharacha na sócmhainní, ar an tréimhse a mbeidh feidhm leo agus ar na modhanna dímhéasa, agus déantar coigeartú orthu roimh ré más cuí, nó má tá an chuma ar an scéal go mbeidh athrú mór ann ó rinneadh tuairisc go deireanach.

SÓCMHAINNÍ SEASTA DOLÁIMHSITHE

Luaitear Sócmhainní Seasta Doláimhsithe faoin tsamhail costais mar chostas staire lúide dímhéas carntha agus aon chaillteanais laige fabhruithe, áit a bhfuil an tsócmhainn ar fáil don úsáid atá ceaptha di. Tá san áireamh le costas stairiúil caiteachas a bhaineann go díreach leis an tsócmhainn a ullmhú don úsáid atá ceaptha di. Sa chás go mbaianeann costais le sócmhainn nach bhfuil ar fáil don úsáid atá ceaptha di, coinnítear an costas ag an gcostas stairiúil agus ní dhéanfar í a dhímheas go dtí go mbeidh sí ar fáil don úsáid atá ceaptha di.

Gearrtar dímhéas le costas na sócmhainní lúide luach iarmharach an dímhéasa a leithdháileadh thar an tréimhse a cheaptar a mbeidh feidhm leo, ag baint úsáide as an modh líne dírí ar an ráta bliantúil 33⅓%.

Déantar athbhreithniú ar luachanna iarmharacha na sócmhainní, ar an tréimhse a mbeidh feidhm leo agus ar na modhanna dímhéasa, agus déantar coigeartú orthu roimh ré más cuí, nó má tá an chuma ar an scéal go mbeidh athrú mór ann ó rinneadh tuairisc go deireanach.

Tá sócmhainní inláimhsithe an Údarás comhdhéanta de na costais inchurtha dhíreacha ar fad is gá chun an tsócmhainn a chruthú, a tháirgeadh agus a chur sa bhail a theastaíonn chun go mbeadh ar a cumas feidhmiú sa tslí a bhí i gceist ag an lucht bainistíochta. Áirítear sna sócmhainní sin costais i ndáil le forbairt ar an láithreán gréasáin, grianghraif/físeáin, ábhar cruthaitheach agus ábhar.

SÓCMHAINNÍ INFHEISTÍOCHTA

Bíonn sócmhainní infheistíochta comhdhéanta de thalamh agus d'fhoirgnimh le luach taitneamhach amháin agus luaitear.

Déantar maoin infheistíochta ar féidir luach cothrom a thomhais go cruinn lena n-aghaidh gan costas nó iarracht mhíchuí ar bhonn leanúnach, a thomhas ar luach cothrom gach bliain agus aithnítear aon athrú atá tagtha ar an Ráiteas Ioncaim agus Caiteachais. Déantar sócmhainní infheistíochta atá ar díol a athluacháil ag an bpraghas a cheaptar a dhíolfaid iad.

SÓCMHAINNÍ AIRGEADAIS

Áirítear ar na sócmhainní airgeadais leasanna cothromais i líon eintiteas mar a shonraítear i Nóta 17. Taispeántar na hacmhainní seo ar costas lúide lagú seachas ag an luacháil a fuarthas de bharr nach bhfuil an luacháil praiticiúil mar gheall ar nádúr na n-infheistíochtaí agus mar gheall nach bhfuil (a) aon phraghsanna ar fáil do shócmhainní den chineál céanna ar mhargadh gníomhach, (b) aon phraghsanna d'idirbhearta a rinneadh le déanaí ar shócmhainní den chineál céanna agus (c) aon bhealach le praghas idirbhirt a chinneadh bunaithe ar mhalartú ar neamhthuilleamaí a bhaineann le gnáth-thosca gnó.

Lena chois sin, rachadh an costas a bhaineann leis na sócmhainní a luacháil thar an tairbhe a bhainfí as agus níl sé ar intinn ag aon duine na hinfeistíochtaí seo a chur de dhroim seoil chomh fada agus is léir amach anseo.

CUNTAS CAIPITIL

Is ionann an Cuntas Caipitil agus an luach ioncaim neamhamúchta a úsáidtear chun críocha caipitil. Déantar aistriú idir cúlchistí ioncaim agus cúlchistí caipitil gach bliain chun maoiniú caipitil na heagraíochta a chothromú, lena n-áirítear leasanna airgeadais, chuig glanluach leabhair a sócmhainní seasta.

EARRAÍ INFHAIGHTE

Níl mír mhór airgeadais ag baint le hearraí infhaighte agus tomhaistear iad de réir a bpraghsais idirbhirt nuair a aithnítear ar dtús iad. Déantar earraí infhaighte a athbhreithniú le haghaidh táscairí laguithe agus scríobhtar drochfhiacha sa tréimhse ina dtarlaíonn siad.

FARDAIL

Déantar fardail a luacháil ag an gcostas bunaidh agus ag an nglanluach inréadaithe.

Déantar athbhreithniú ar shuim ghlanluacha na bhfardal le haghaidh táscairí lagaithe ar gach dáta tuairiscithe. Má tá fianaise oibiachtúil ann ar lagú, aithnítear cailliúint lagaithe sa Ráiteas maidir le hioncam agus caiteachas agus cúlchistí ioncaim coinnithe

LÉASANNA OIBRÍOCHTA

Cuirtear cíos a íocadh faoi léasanna oibríochta chun dochair an Ráitis maidir le hioncam agus caiteachas agus cúlchistí ioncaim coinnithe ar bhonn líne dírí le linn tréimhse an léasa.

SOCHAIR D'FHOSTAITHE

(A) Sochair Scoir

Tá ceithre scéim shainmhínithe sochair ag Fáilte Ireland.

Maoinítear trí cinn acu gach bliain ar bhunús íoc-mar-a-úsáidtear ó airgead a sholáthraíonn an Roinn Iompair, Turasóireachta agus Spóirt agus ó ranníocaíochtaí a baineadh ó thuarastail ball foirne. Is í an Scéim Pinsean Seirbhíse Poiblí Aonair an ceathrú ceann. Déantar na ranníocaíochtaí ar fad a bhailítear ó fhostaithe a chur ar ais chuig an Roinn Caiteachais

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Phoiblí agus Athchóirithe ar bhonn míosúil

Aithníonn Fáilte Ireland sócmhainn atá comhionann leis an dlíteanas iarchurtha pinsin i ndáil le trí cinn de na ceithre scéim dá chuid ina bhfuil gealltanais dlíthiúil go gcuirfidh an tOireachtas cistí ar fáil chun pinsin a mhaoiniú ar bhonn leanúnach. Sa chás nach bhfuil gealltanais dlíthiúil ann airgead a sholáthar chun íocaíochtaí pinsin a mhaoiniú amach anseo, ní aithníonn Fáilte Ireland sócmhainn aischurtha pinsin. Tá na sonraí leagtha amach thíos.

Plean neamh-mhaoinithe (CERT roimhe seo) ranníoca pinsin agus sochair bháis agus scéim pinsin neamh-mhaoinithe Eagraíocht Turasóireachta Réigiúnach.

Aithnítear sócmhainn chun forálacha an Achta um Bearta Airgeadais (Forálacha Ilghnéitheacha), 2009, a léiriú. Faoin Acht, nuair nach bhfuil comhiomlán comhaltai agus ranníocaíochtaí Fáilte Ireland chuig an scéim leordhóthanach chun oibleagáidí Fáilte Ireland a sheasamh lena chuid oibleagáidí pinsin a íoc de réir na scéime, slánóidh an tAire Caiteachais Phoiblí agus Athchóirithe aon easnamh ó chistí a chuireann an tOireachtas ar fáil.

Scéim Aoisliúntais Neamh-mhaoinithe an Údarás Náisiúnta Forbartha Turasóireachta

In 2014, lorg an tÚdarás dearbhú ón Roinn Iompair, Turasóireachta agus Spóirt agus ón Roinn Caiteachais Phoiblí agus Athchóirithe go mbeadh forálacha comhchosúla leo sin san Acht um Bearta Airgeadais (Forálacha Ilghnéitheacha) 2009 curtha i bhfeidhm ar Scéim Aoisliúntais an Údarás Náisiúnta Forbartha Turasóireachta.

Fuair an tÚdarás dearbhú cé nach bhfuil ráthaiocht shoiléir ann go mbeidh maoiniú ar fáil i gcónaí, go nglacann an tAire Caiteachais Phoiblí agus Athchóirithe leis gur féidir a thuiscint go réasúnach go leanfaidh maoiniú Státhiste ar aghaidh do chomhlachtaí iomchuí a fhaigheann maoiniú ón Státhiste a bhfuil cuntais fhabhráithe agus scéimeanna íoc-mar-a-úsáidtear le déanamh acu. Toisc nach dtugann sé sin dearbhú don Údarás go gcuirfidh an tOireachtas aon easnamh a bheidh sa chiste ar fáil, dá réir sin amhail an 31 Nollaig 2013 tá a bheartas cuntasaiochta leasaithe ag an Údarás agus ní aithnítear a thuilleadh sócmhainn i leith an dlíteanais iarchurtha neamh-mhaoinithe do Scéim Aoisliúntais an Údarás Náisiúnta Forbartha Turasóireachta.

An Scéim Pinsean Seirbhíse Poiblí Aonair (An Scéim Aonair)

Tá Scéim Pinsean Seirbhíse Poiblí Aonair (Scéim Aonair) i bhfeidhm ag Fáilte Ireland ar scéim pinsean sochair shainithe atá i gceist do sheirbhísigh phoiblí inphinsin a ceapadh an 1 Eanáir 2013 nó i ndiaidh an dáta sin. Íoctar ranníocaíochtaí chomhaltai na Scéime Aonair anonn chuig an Roinn Caiteachais Phoiblí agus Athchóirithe. Foráiltear le hAlt 44 den Acht um Pinsin na Seirbhíse Poiblí (Scéim Aonair agus Forálacha eile) íocaíochtaí pinsin mar a bheidh siad dlite a mhaoiniú i bhfoirm íocaíochtaí ó Phríomh-Chiste nó ó chistí a chuireann an tOireachtas ar fáil chun na críche sin.

Léiríonn costais phinsin sochair pinsin arna ngnóthú ag fostaíthe sa tréimhse. Léirítear na costais glan ar

ranníocaíochtaí foirne a choinníonn an tÚdarás agus a úsáidtear in urscaoileadh an dlíteanais pinsean don bhliain seachas ranníocaíochtaí chuig an Scéim Pinsean Seirbhíse Poiblí Aonair, déantar ranníocaíochtaí a chur ar ais chuig an Roinn Caiteachais Phoiblí agus Athchóirithe ar bhonn míosúil. Aithnítear méid atá comhfhreagrach leis an muirear pinsin mar ioncam sa mhéid is gur féidir é a aisghabháil.

Léirítear gnóthachain nó cailteanais achtúireacha ar dhlíteanas agus sócmhainní na scéime sa Ráiteas maidir le hioncam Cuimsitheach agus aithnítear coigeartú comhfhreagrach sa phlean pinsin ranníocach (CERT roimhe seo) agus sochar báis Neamh-mhaoinithe, sa Scéim Pinsin Eagraíochta Turasóireachta Réigiúnach Neamh-mhaoinithe agus sa Scéim Pinsean Seirbhíse Poiblí Aonair sa mhéid in-aisghabhála chun forálacha an Achta um Bearta Airgeadais (Forálacha Ilghnéitheacha), 2009, a léiriú.

Ní aithnítear aon sócmhainn chomhfhreagrach ó Scéim Aoisliúntais Neamh-mhaoinithe an Údarás Náisiúnta Forbartha Turasóireachta toisc nach luaitear an scéim sa reachtaíocht thuasluaite.

Is ionann Oibleagáidí Sochair Scoir agus luach reatha íocaíochtaí pinsin sa todhchaí a thuilleann an fhoireann go dáta. Tá luacháil déanta ag achtúire neamhspleách ar dhlíteanais na scéime amhail an 31 Nollaig 2018 ag baint úsáide as an modh aonaid theilgte.

(B) Sochair Ghearrthéarmacha

Aithnítear sochair ghearrthéarmacha amhail pá saoire mar chostas sa bhliain, agus áirítear sochair a thabhaítear ag deireadh na bliana sa bhfigiúr 'Suimeanna Iníochta' sa Ráiteas maidir le Staid Airgeadais.

BREITHIÚNAIS AGUS MEASTACHÁIN CHRITICIÚLA CHUNTASAÍOCHTA

D'fhonn na ráitis airgeadais a ullmhú ní mór don bhainistíocht breithiúnais, meastacháin agus boinn tuisceana a dhéanamh a mbíonn tionchar acu ar na suimeanna a thuiriscítear i ndáil le sócmhainní agus dlíteanais amhail dháta na tuarascála agus na suimeanna a thuiriscítear i ndáil le hioncam agus le caiteachas i gcaitheamh na bliana. Fágann cineál an mheastacháin sin, áfach, go bhféadfadh nár mhar a chéile torthaí agus meastacháin. Is iad na breithiúnais seo a leanas is mó a raibh tionchar acu ar na suimeanna a aithnítear sna ráitis airgeadais.

Lagú Maoine, Innealra agus Treailimh agus Sócmhainní Inláimhsithe agus Dímhéasa

Déantar athbhreithniú ar shócmhainní atá faoi réir ag amúchadh maidir le lagú nuair a thugtar le tuiscint de bharr imeachtaí nó athruithe go mb'fhéidir nach bhfuil an tsuim ghlanluacha in-aisghabhála. Aithnítear cailteanas i leith lagú mar an dífeair idir an tsuim ghlanluacha sa bhreis ar an tsuim inaisghabhála. Is é an méid in-aisghabhála ná an méid is airde de luach cothrom sócmhainne lúide an costas díolta agus an luach úsáide. Chun críocha lagú a mheas déantar acmhainní a ghrúpáil ag na leibhéil is ísle ina bhfuil sreabhadh

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airgid inaitheanta ar leith ann dóibh (aonaid giniúna airgid). Déantar athbhreithniú ar gach sócmhainn neamh-airgeadais ar bhain lagú di ar dháta na tuairiscithe féachaint an lagú a aisiompú.

Dímheas agus Luachanna Iarmharacha

Tá athbhreithniú déanta ag an lucht bainistíochta ar ré feidhme na sócmhainne agus ar luach iarmharach gaolmhar na n-aicmí sócmhainne seasta ar fad agus is é a dtuairim gur cuí iad ré feidhme agus luach iarmharach na sócmhainní.

Oibleagáid Sochair Scoir

Déantar nuashonrú gach bliain ar na boinn tuisceana achtúireacha ar a bhfuil na méideanna a aithnítear sna ráitis airgeadais bunaithe (lena n-áirítear rátaí lascaine, rátaí ardaithe ar leibhéil cúitimh amach anseo rátaí mortlaíochta agus rátaí treochta costais cúraim sláinte) bunaithe ar dhálaí eacnamaíochta reatha agus aon athrú ábhartha i dtaobh téarmaí agus coinníollacha an phinsin agus ar phleananna iar-scoir.

Is féidir na rudaí seo a leanas cur isteach ar na boinn tuisceana

* an ráta lascaine, athruithe ar an ráta toraidh ar bhannai corparáide ardchaighdeán

* leibhéil chúitimh a bheidh ann amach anseo, cúinsí an mhargaidh saothair amach anseo

* rátaí treochta costais cúraim sláinte, an ráta boilscithe costais leighis sna réigiúin ábhartha.

Deontais Chaipitil

Faoi mar a leagtar amach sa pholasáí cuntasaíochta i ndáil le deontais iniúchta, aithnítear caiteachas sa tréimhse ina ndéanann an faighteoir an ghníomhaíocht deontais nó ina mbaintear amach Eochairtháscairí feidhmíochta trína gcruthaítear teidliocht ar thacaíocht deontais agus ina gcomhlíontar coinníollacha sonraithe an deontais. Soláthraíonn an tÚdarás deontais chaipitil do chomhlachtaí príobháideacha agus poiblí araon maidir le tionscadail turasóireachta. Is féidir le moill mhór a bheith ar na héilimh a leagtar faoi bhráid an Údaráis ar iocaíocht. Aithnítear sna ráitis airgeadais fabhrú i ndáil le caiteachas a thabhaigh deontaithe ach nár éilíodh fós é (nóta 21). Maidir le tionscadail chaipitil, tá cuid mhór den fhabhrú seo bunaithe ar mheastacháin a chuir deontaithe ar fáil ar bhonn caiteachais a tabhaidh ar thionscadail chaipitil.

2. DEONTAIS OIREACHTAIS FAIGHTE DON TRÉIMHSE

	2018			2017		
	Fáilte Ireland €'000	Tourism Ireland €'000	2018 Iomlán €'000	Fáilte Ireland €'000	Tourism Ireland €'000	2017 Iomlán €'000
E3 Deontas Fáilte Ireland						
Speansais Oibríochta Ghinearálta	61,816	-	61,816	58,401	-	58,401
Forbairt Chaipitil	800	-	800	800	-	800
Ciste Margaíochta Turasóireachta E5	9,397	30,391	39,788	9,147	27,256	36,403
Ciste Caipitil Margaíochta Turasóireachta E5	-	2,000	2,000	-	-	-
E4 Tourism Ireland Ltd. Riarachán agus Costais	-	15,302	15,302	-	14,601	14,601
E6 Forbairt Earraí Turasóireachta	10,863	-	10,863	10,548	-	10,548
	82,876	47,693	130,569	78,896	41,857	120,753

Faightear Deontais Oireachtais ón Roinn Iompair, Turasóireachta agus Spóirt (Vóta 31) faoi na fotheidil E3, E4, E5 agus E6 mar atá sonraithe thuas. Déanann an Roinn Iompair, Turasóireachta agus Spóirt an Ciste Margaíochta Turasóireachta, a gcaitear vóta air, a leithdháileadh go bliantúil idir Fáilte Ireland agus Turasóireacht Éireann Teoranta. Úsáideadh na Deontais a Fuarthas chun na gcríoch dár leithdháileadh iad.

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3. IONCAM EILE

	2018 €'000	2017 €'000
Caighdeáin agus Táillí Clárúcháin	1,851	1,888
Oifigí Eolais agus Áiteanna a Mheallann Turasóirí	209	225
Seónna Trádála agus Deiseanna Díolachán	2,530	2,753
Comóradh Céad Bliain 1916 na Roinne Ealaíon, Cultúir agus Gaeltachta.	-	101
Ioncaim ó Chíos, Ús Bainc agus eile	124	201
	4,714	5,168

4. CLÁIR AITHEANTAIS (SLÍ AN ATLANTAIGH FHIÁIN, BÁC, SEAN-OIRTHEAR NA HÉIREANN)

	2018 €'000	2017 €'000
Caiteachas Clár	7,243	9,371
Féilte agus Caiteachas ar Imeachtaí	5,676	4,177
Caiteachas caipitil	10,072	8,687
	22,991	22,235

5. DÍOLACHÁN AGUS MARGAÍOCHT NÁISIÚNTA

	2018 €'000	2017 €'000
Turasóireacht Gnó	5,049	5,840
Margaíocht Baile	4,812	2,699
	9,861	8,539

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6. CLÁIR NÁISIÚNTA FORBARTHA

	2018 €'000	2017 €'000
Forbairt Gnó	1,937	2,112
Gnó Digiteach agus R-Ghnó	3,213	2,894
Eispéreas Branda/ Gníomhaíochtaí agus Taitneamhachtaí	982	499
Taighde	1,337	1,062
Rannpháirteachas le Cuairteoirí agus Trádáil	2,078	2,114
Oideachas Turasóireachta	1,596	3,036
Cáilíocht agus Caighdeán	33	1,138
Todhchaíochtaí agus Bunpháirtneireachtaí	-	4
Trádáil Idirnáisiúnta	1,363	1,330
Faisnéis Ghnó (Comhlíontacht le CRM agus GDPR)	1,929	1,428
Tacaíocht d'Fhiontar*	2,773	793
Tionscadal Chomóradh Céad Bliain 1916	-	101
	17,241	16,511

* Scaradh Tacaíocht d'Fhiontar ó réimse an Chláir Gnó sa bliain 2017

7. FORBAIRT OIBRÍOCHTAÍ

	2018 €'000	2017 €'000
Táille Iniúchta*	53	55
Seirbhísí Oifige & Seilbhe	3,982	3,923
Táillí Chomhaltaí an Údaráis	126	115
Caiteachas Chomhaltaí an Údaráis	13	9
Costais Riaracháin Eile	2,778	2,673
Muirear dímeasa don bhliain	3,480	3,401
Costais a bhaineann le sócmhainní seasta a Dhiúscairt /caillteanas ar dhiúscairt**	1,385	1,965
	11,817	12,141

* Áirítear €52k i dtáillí iniúchta maidir leis an muirear do NTDA móide €500 a bhaineann le muirear don tionscadal An Tóstal in 2013.

** Féach nóta 24 le haghaidh sonraí faoi dhiúscairt maoine in 2018.

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8. PÁ

(A) Sochar Comhiomlán d'Fhostaithe

	2018	2017
	€'000	€'000
Sochair Ghearrthéarmacha Fostaithe	18,288	17,538
Sochair Foirceanta	-	62
ÁSPC Fostóirí	1,874	1,807
Costais sochair scoir	10,661	10,330
Ranníocaíocht an fhostóra do leas sóisialta	-	-
	30,823	29,737

B'ionann meánlín na mball foirne don bhliain 2018 agus 313.76 comhionann lánaimseartha / WTE Dheireadh na bliana 319.83 (Meánlín na mball foirne don bhliain 2017, 312 comhionann lánaimseartha/ WTE Dheireadh na bliana 2017 313.33).

(B) Sochair Ghearrthéarmacha Foirne

	2018	2017
	€'000	€'000
Bunphá	18,283	17,533
Ragobair	-	-
Liúntais	5	5
	18,288	17,538

(C) Sochair Foirceanta

	2018	2017
	€'000	€'000
Sochair Foirceanta curtha de mhúirear ar Ioncam agus Caiteachas agus Cúlchistí Ioncaim Coinnithe	-	62
	-	62

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(D) Príomhphearsanra Bainistíochta

Is iad atá i bPríomhphearsanra Bainistíochta ná comhaltaí den Choiste Comhairleach Bainistíochta; is iad sin, an Stiúrthóir Forbartha Gnó, an Stiúrthóir Margaíochta, an Stiúrthóir Forbartha Straitéisí, agus an Stiúrthóir Oibríochtaí/Rúnaí an Údaráis.

	2018 €'000	2017 €'000
Tuarastal	542	498
Liúntais	5	5
Sochair Foirceanta	-	-
Árachas Sláinte	-	-
	547	503

(E) Tuarastal agus Sochair an Phríomhfheidhmeannaigh

Is mar seo a leanas pacáiste luach saothair an Phríomhfheidhmeannaigh don tréimhse airgeadais:

	2018 €'000	2017 €'000
Bunphá	158	143
BIK	-	-
	158	143

Is ball de Scéim Sochar Scoir na Seirbhíse Poiblí Aonair (An Scéim Aonair) an Príomhfheidhmeannach.

	2018 €'000	2017 €'000
Tuarastail	18,288	17,538
ÁSPC Fostóirí	1,874	1,807
Iomarcaíocht Dheonach	-	62
	20,162	19,407

Tá Tobhach Pinsin €829,217 asbhainte sa tréimhse agus íochta anonn chuig an Roinn Iompair, Turasóireachta agus Spóirt.

Le linn 2018, íocadh €61k leis an DPER i ndáil leis an mbliain 2018, íocadh an €7k a bhaineann le Nollaig 2018 i mí Eanáir 2019.

Oibríonn Fáilte Ireland scéim sochair fadseirbhíse d'fhostaithe. Bhain 13 leas as an scéim sin in 2018.

B'ionann costas iomlán na scéime sin in 2018 agus €5,600.

Ní raibh aon íocaíochtaí iomarcaíochta deonacha i gceist in 2018.

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Déantar sochair ghearrthéarmacha fostaithe os cionn €60,000 a chatagóiriú sna bandaí seo a leanas:

Líon na bhfostaithe ar mó a dtuarastal ná €60,000											
€000's	60-70	70-80	80-90	90-100	100-110	110-120	120-130	130-140	140-150	150-160	160-170
2017	68	9	27	3	5	0	0	2	1	1	0
2018	65	16	24	6	6	1	1	0	2	1	1

Tabhair do d'aire: Chun críocha an nochtuithe seo, áirítear sochair ghearrthéarmacha fostaithe maidir le seirbhísí a soláthraíodh le linn na tréimhse; tuairiscithe, liúntais ragoibre agus iocáíochtaí eile déanta thar ceann an fhostaí ach ní áirítear ÁSPC an fhostóra.

9. COSTAIS TAISTIL AGUS COTHABHÁLA

	2018	2017
	€'000	€'000
Taisteal agus Cothabháil Intíre:		
Comhaltaí Údaráis	12	9
Fostaithe	992	899
Taisteal agus Cothabháil Thar Lear:		
Comhaltaí Údaráis	-	-
Fostaithe	357	342
	1,361	1,250

10. COSTAIS FÁILTEACHAIS

	2018	2017
	€'000	€'000
Fáilteachas fostaí	39	58
Fáilteachas cliant	10	11
	49	69

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11. COSTAIS CHOMHAIRLEOIREACHTA

	2018	2017
	€'000	€'000
Dlí	393	853
Comhairle Cánach agus Airgeadais	104	484
Caidreamh poiblí/margaíocht	-	3
Pinsin agus acmhainní daonna	-	13
Eile*	1,587	658
	2,084	2,011

Costais Chomhairleoireachta Caipitlithe	-	-
Costais Chomhairleoireachta curtha de mhúirear ar loncam agus Caiteachas agus Cúlchistí loncaim Coinnithe	2,084	2,011
	2,084	2,011

Tabhair do d'aire: Áirítear sna costais comhairleoireachta an costas a bhaineann le comhairle sheachtrach don bhainistíocht agus ní áirítear feidhmeanna eisfhoinsithe "gnó mar is gnách". *Áirítear faoi Chomhairleoireacht Eile comhairle pleanála agus timpeallachta €222K (2017 €0), comhairle tacaíochta infheistíochta €377K (2017 €0), comhairle pleanála straitéisí €348K (2017 €215K), seirbhísí comhairleacha Geilleagracha €105K (2017 €45K), agus comhairleoireacht ghinearálta eile €535K (2017 €398K).

12. TÁILLÍ & SPEANSAIS CHOMHALTAÍ AN ÚDARÁIS

An tAire Iompair, Turasoíreachta agus Spóirt a shocraíonn táillí Chomhaltai an Údaráis. Bíonn speansais a éilíonn Comhaltai an Údaráis ag teacht le rátaí na Státseirbhíse.

SPEANSAIS AGUS TÁILLÍ CHUIG COMHALTAÍ AN ÚDARÁIS DON TRÉIMHSE:		2018	2017	2018	2017
		€'000	€'000	€'000	€'000
		SPEANSAIS		TÁILLÍ	
Michael Cawley (Cathaoirleach)		-	-	21	21
Francis Brennan		1	-	12	12
Gerrard Barron	d'éirigh as an 27/5/18	2	2	4	12
Mary Kerins	d'éirigh as an 27/5/18	-	-	-	-
Susan Bergin	d'éirigh as an 27/5/18	-	-	5	12
Noel Kavanagh		-	-	12	12
Gina Murphy		-	-	12	12
Frankie Sheahan	d'éirigh as an 31/3/17	-	3	-	3

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SPEANSAIS AGUS TÁILLÍ CHUIG COMHALTAÍ AN ÚDARÁIS DON TRÉIMHSE:		2018	2017	2018	2017
		€'000	€'000	€'000	€'000
		SPEANSAIS		TÁILLÍ	
Margaret Ryan	d'éirigh as an 27/5/17	-	-	-	5
Bridget Halligan Neville	d'éirigh as an 27/5/17	-	1	-	5
Séan Boland		-	-	12	6
Paul Carty		-	-	12	5
Jim Deegan (íocadh táille le hOllscoil Luimnigh)	d'éirigh as an 27/5/17	-	2	-	5
Mary Rose Stafford (íocadh táille leis an Institiúid Teicneolaíochta, Trá Lí)	d'éirigh as an 27/5/17	-	1	-	5
Alice Mansergh		-	-	-	-
Margaret E. Ward		-	-	6	-
Des O' Dowd		2	-	6	-
Clare Duignan		-	-	6	-
Breege O'Donoghue		-	-	6	-
Tom Coughlan		2	-	6	-
Tim Husbands		-	-	6	-
Iomlán		7	9	126	115

B'ionann líon na gComhaltaí Údaráis ar an 31 Nollaig 2018 agus 13 (2017: 9).

Bhí dhá Chomhalta Údaráis nach bhfuair Táillí Boird, tharscaoil Alice Mansergh a cuid táillí agus ghéill Mary Kerins a táille faoin prionsabal Aon Tuarastal Amháin d'Aon Duine Amháin.

Tabhaíodh costais eile €4,656 le linn na tréimhse maidir le Comhaltaí an Údaráis.

13. MAOIN, INNEALRA AGUS TREALAMH - GRÚPA

	Talamh agus Áitreabh	Troscán agus Feistis	Trealamh Ginearálta	Trealamh Ríomhaireachta	Iomlán
	€'000	€'000	€'000	€'000	€'000
Costas					
Amhail an 1 Eanáir 2018	41,393	1,851	508	2,301	46,053
Breiseanna ag costas	595	111	4	99	809
Diúscairtí ag costas	(2,262)	(39)	(47)	(520)	(2,868)
Amhail an 31 Nollaig 2018	39,726	1,923	465	1,880	43,994
Dímheas					
Amhail an 1 Eanáir 2018	17,303	1,574	397	1,930	21,204
Gearrtha i rith na bliana	1,064	91	36	302	1,493
Diúscairtí	(877)	(39)	(47)	(520)	(1,483)
Amhail an 31 Nollaig 2018	17,490	1,626	386	1,712	21,214
Leabharluach Glan:					
Amhail an 31 Nollaig 2018	22,236	297	79	168	22,780
Amhail an 31 Nollaig 2017	24,090	277	111	371	24,849

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MAOIN, INNEALRA AGUS TREALAMH - ÚDARÁS

	Talamh agus Áitreabh €'000	Troscán agus Feistis €'000	Trealamh Ginearálta €'000	Trealamh Ríomhaireachta €'000	Iomlán €'000
Costas					
Amhail an 1 Eanáir 2018	38,453	1,851	508	2,301	43,113
Breiseanna ag costas	595	111	4	99	809
Diúscairtí ag costas	(2,262)	(39)	(47)	(519)	(2,867)
Amhail an 31 Nollaig 2018	36,786	1,923	465	1,881	41,055
Dímheas					
Amhail an 1 Eanáir 2018	16,268	1,574	397	1,930	20,169
Gearrtha i rith na bliana	1,022	91	36	302	1,451
Diúscairtí	(877)	(39)	(47)	(519)	(1,482)
Amhail an 31 Nollaig 2018	16,413	1,626	386	1,713	20,138
Leabharluach Glan:					
Amhail an 31 Nollaig 2018	20,373	297	79	168	20,917
Amhail an 31 Nollaig 2017	22,185	277	111	371	22,944

14. MAOIN, INNEALRA AGUS TREALAMH - SÓCMHAINNÍ OIHDREACHTA

Ceann de na háiteanna a mbíonn cuairteoirí ag tabhairt cuairte air ná Músaem na Scríbhneoirí, Baile Átha Cliath ar Oifig Fáilte é chomh maith. Tá stair agus ceiliúradh ar Bhaile Átha Cliath na litríochta ann agus tugtar eolas faoi shaol agus shaothar phearsana mór le rá na litríochta i mBaile Átha Cliath le trí chéad bliain. Is trí cheannacháin agus tabhartais a fuair an Músaem na saothair nó is é go bhfuil siad tugtha ar iasacht. I mí Iúil 2016 thug James Adam & Sons, Luachálaí agus Ceantálaithe Mínealaíne faoi chigireacht fardail agus luachála ar Bhailiúchán Liteartha agus Ealaíne an Mhúsaeim agus dheimhnigh gurb fhiú €1.2 milliún an bailiúchán chun críocha árachais. Áirítear €55k de shócmhainní oidhreachta sa Ráiteas maidir leis an Staid Airgeadais, agus dímheas déanta air sin ar fad amhail an 31/12/2018. Rinneadh roinnt de bhailiúcháin leabhar agus seandachtaí an Mhúsaeim a chlárú ar a chostas sa Ráiteas maidir le Staid Airgeadais tráth ar ceannaíodh agus tá dímheas iomlán déanta orthu anois. Táthar ar tí an bailiúchán a aistriú go dtí Ionad Ulysses nuair a bheidh an tionscadal caipitil tugtha chun críche. Faoi láthair is i Meitheamh 2019 a mheastar a bheidh sin tugtha chun críche.

Nótaí leis na Ráitis Airgeadais

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15. SÓCMHAINNÍ INLÁIMHSITHE - GRÚPA & ÚDARÁS

	Sócmhainní Inláimhsithe €'000	Sócmhainní Arna Dtógáil €'000	Iomlán €'000
Costas			
Amhail an 1 Eanáir 2018	6,444	-	6,444
Gluaiseacht ó Acmhainn á Tógáil	-	-	-
Breiseanna ag costas	678	113	791
Diúscairtí ag costas	-	-	-
Amhail an 31 Nollaig 2018	7,122	113	7,235
Dímheas			
Amhail an 1 Eanáir 2018	3,958	-	3,958
Gearrtha i rith na bliana	2,031	-	2,031
Diúscairtí	-	-	-
Amhail an 31 Nollaig 2018	5,989	-	5,989
Leabharluach Glan:			
Amhail an 31 Nollaig 2018	1,133	113	1,246
Amhail an 31 Nollaig 2017	2,486	-	2,486

16. MAOIN INFHEISTÍOCHTA - GRÚPA AGUS ÚDARÁS

	2018 €'000	2017 €'000
Tá an Mhaoin Infheistíochta comhdhéanta de		
Chlub Seoltóireachta Glenans - Dún na Séad, Co. Chorcaí.	65	65
Club Gailf Chill Airne	111	111
	176	176

Dún na Séad, Co. Chorcaí

Bhí an talamh agus na foirgnimh i nDún na Séad i gCorcaigh á n-áitiú ag Club Seoltóireachta Glenans faoi léas óna raibh club seoltóireachta á reáchtáil ag an gclub. Scor Glenans dá chuid oibríochtaí agus géilleadh an mhaoin ar ais chuig Fáilte Ireland. De réir Chiorclán 11/2015 – Prótacáil maidir le Maoin Stáit a Aistriú agus a Roinnt – cuireadh na háitribh seo ar Chlár Maoine an Stáit sa bhliain 2016 mar mhaoin nach raibh ag teastáil, mar thoradh air sin fuarthas léiriú spéise ann. Lorgaíodh cead ón Roinn Iompair, Turasóireachta agus Spóirt chun dul ar aghaidh chuig an gcéad chéim eile agus fuarthas sin agus tá sin ar bun faoi láthair.

Club Gailf Chill Airne

Tá talamh ag Fáilte Ireland ag Club Gailf Chill Airne. Tá na tailte sin ar léas le KGCL Property Holdings Ltd agus iad mar chuid de na cúrsaí gailf a bhíonn á bhfeidhmiú ag Club Gailf agus Iascaireachta Chill Airne. Tá an luach ar an gClár Comhardaithe luaithe ag costas stairiúil.

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17. SÓCMHAINNÍ AIRGEADAIS - GRÚPA

	2018 €'000	2017 €'000
Tá na Sócmhainní Airgeadais comhdhéanta de		
Aerfort Réigiúnach Phort Láirge plc - 1,562 Gnáthscair €2.54	4	4
Iarthar Chonamara plc - 5,500 gnáthscair @ €1.27 an ceann	7	7
Saoirí Louisburgh plc - 25,000 'B' Gnáthscair @ €1.27 an ceann	31	31
Club Gailf Chonamara - 500 gnáthscair @ €1.27 an ceann	1	1
Galf Chorca Dhuibhne - 386 scair móide 90 scair bhreise i gcomhair na talún	3	3
KGCL Property Holdings Ltd. Scair d'Aerfort Réigiúnach Chiarraí Teo.	14	14
	60	60

- Tá luach scaireanna €250 freisin ag Fáilte Ireland in Aerfort Chontae Chiarraí Teoranta. Is scairsealbhóireacht ainmniúil é sin.

Taispeántar gach scair thuas ag a luachanna iasachta i ráitis airgeadais iniúchta na nÚdarás

Turasóireachta Réigiúnacha ábhartha an 30ú Meitheamh 2006, díreach roimh chomhtháthú le Fáilte Ireland.

Rinneadh na heintitis a leanas a lánscoir le linn na bliana 2018:

	Stádas	Dáta:
Údarás Turasóireachta Réigiúnach an Iardheiscirt	A lánscoir an	30/5/2018
Údarás Turasóireachta Réigiúnach an Iarthuaiscirt	A lánscoir an	16/5/2018
Údarás Turasóireachta Réigiúnach an Iarthair	A lánscoir an	30/5/2018
Údarás Turasóireachta Réigiúnach Lár Tíre Thoir	A lánscoir an	16/5/2018
Eagraíocht Turasóireachta Réigiúnach Bhaile Átha Cliath	A lánscoir an	16/5/2018
Údarás Turasóireachta Réigiúnach Bhaile Átha Cliath	A lánscoir an	16/5/2018
Teffub Limited	A lánscoir an	16/5/2018

Tá leas urlámhais ag Fáilte Ireland sna cuideachtaí teoranta seo a leanas faoi theorainn ráthaíochta.

Tóstal Éireann 2013

Ní raibh aon sócmhainní, dliteanais, foireann ná gníomhaíocht trádála ag baint le Tóstal Éireann 2013 sa 12 mhí go dtí an 31 Nollaig 2018 nó 31 Nollaig 2017.

Tá infheistíocht ag KGCL Property Holdings Ltd in Aerfort Chiarraí Teo a bhfuil luach €14,297 uirthi.

Nótaí leis na Ráitis Airgeadais

bhliain dar críoch an 31 Nollaig 2018

SÓCMHAINNÍ AIRGEADAIS - ÚDARAS

	2018 €'000	2017 €'000
Tá na Sócmhainní Airgeadais comhdhéanta de		
Aerfort Réigiúnach Phort Láirge plc - 1,562 Gnáthscair €2.54	4	4
Iarthar Chonamara plc - 5,500 gnáthscair @ €1.27 an ceann	7	7
Saoirí Louisburgh plc - 25,000 'B' Gnáthscair @ €1.27 an ceann	31	31
Club Gailf Chonamara - 500 gnáthscair @ €1.27 an ceann	1	1
Galf Chorca Dhuibhne - 386 scair agus 90 scair bhreise i gcomhair na talún KGCL Property Holdings Ltd.	3	3
75% Scairsealbhóireacht ag KGCL Property Holdings Ltd.	12	12
	58	58

- Tá luach scaireanna €250 freisin ag Fáilte Ireland in Aerfort Chontae Chiarraí Teoranta. Is scairsealbhóireacht ainmniúil é sin.

Taispeántar gach scair thuas ag a luachanna iasachta i ráitis airgeadais iniúchta na nÚdarás

Turasóireachta Réigiúnacha ábhartha an 30ú Meitheamh 2006, díreach roimh chomhtháthú le Fáilte Ireland.

Rinneadh na heintitis a leanas a lánscor le linn na bliana 2018:

	Stádas	Dáta:
Údarás Turasóireachta Réigiúnach an Iardheiscirt	A lánscor an	30/5/2018
Údarás Turasóireachta Réigiúnach an Iarthuaiscirt	A lánscor an	16/5/2018
Údarás Turasóireachta Réigiúnach an Iarthair	A lánscor an	30/5/2018
Údarás Turasóireachta Réigiúnach Lár Tíre Thoir	A lánscor an	16/5/2018
Eagraíocht Turasóireachta Réigiúnach Bhaile Átha Cliath	A lánscor an	16/5/2018
Údarás Turasóireachta Réigiúnach Bhaile Átha Cliath	A lánscor an	16/5/2018
Teffub Limited	A lánscor an	16/5/2018

Tá leas urlámhais ag Fáilte Ireland sna cuideachtaí teoranta seo a leanas faoi theorainn ráthaíochta.

Tóstal Éireann 2013

Ní raibh aon sócmhainní, dliteanais, foireann ná gníomhaíocht trádála ag baint le Tóstal Éireann 2013 sa 12 mhí go dtí an 31 Nollaig 2018 nó 31 Nollaig 2017.

Tá infheistíocht ag KGCL Property Holdings Ltd in Aerfort Chiarraí Teo a bhfuil luach €14,297 uirthi.

Nótaí leis na Ráitis Airgeadais

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18. KGCL PROPERTY HOLDINGS LIMITED

Is fochuideachta 75% de Fáilte Ireland é KGCL Property Holdings Limited. Is cuideachta sealúchais maoiné é KGCL Property Holdings Limited.

Cuireadh torthaí KGCL Property Holdings Limited san áireamh i gcuntais chomhdhlúite Fáilte Ireland den chéad uair in 2014. Níor íocadh aon chomaoin ar na scaireanna in KGCL Property Holdings Limited. In 2013, d'aistrigh KGCL Property Holdings Limited feidhmiú na ngalfchúrsaí i gCill Airne chuig a chuid comhaltaí. Is é KGCL Property Holdings Ltd úinéir na talún i gcónaí. Íocann na comhaltaí cíós bliantúil €3,000 le KGCL Property Holdings Limited.

Bhí léas ag KGCL Property Holdings Limited ar ghalfchúrsa na Leacan Báine le cíós bliantúil €12,000 a chuaigh in éag an 13 Samhain 2017.

Tá leas bainte ag KGCL Property Holdings Limited as an díolúine atá in FRS 102 gan ráiteas sreabhadh airgid a ullmhú ar an mbonn go bhfuil torthaí na cuideachta san áireamh i ráitis airgeadais chomhdhlúite Fáilte Ireland.

KGCL Property Holdings Limited

Ráiteas ar Ioncam Cuimsitheach don bhliain dar críoch an 31 Nollaig 2018

	2018 €'000	2017 €'000
IONCAM:		
Cíós	3	15
Árachas a Aisiocadh	2	2
Ollbhrabús	5	17
CAITEACHAS:		
Dímheas	42	42
Muirir Chíosa	3	15
Ranníoc i leith Bóthar Rochtana	-	10
Táillí Gairmiúla & Árachais	2	2
Costais Iomlána Riaracháin	47	69
Ús infhaighte agus ioncam dá shamhail		
Barrachas/(Easnamh) roimh Cánachas	(42)	(52)
Cánachas	-	-
Barrachas/(Easnamh) tar éis Cánachais	(42)	(52)

Glan-Sócmhainní Amhail an 31 Nollaig 2018

	2018 €'000	2017 €'000
SÓCMHAINNÍ SEASTA:		
Maoin, Fearas agus Trealamh	1,863	1,905
Sócmhainní Airgeadais	14	14
	1,877	1,919
Sócmhainní Reatha	3	13
Dlíteanais Reatha	(6)	(16)
Glan-Sócmhainní Iomlána:	1,874	1,916

Nótaí leis na Ráitis Airgeadais

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19. INFHÁLTAIS - GRÚPA

	2018 €'000	2017 €'000
Trádáil	160	204
Réamhíocaíochtaí	728	873
Ioncam fabhráithe	68	68
KGCL Property Holdings Ltd - Féichiúnaithe	1	1
	957	1,146

RECEIVABLES - AUTHORITY

	2018 €'000	2017 €'000
Trádáil	160	204
Réamhíocaíochtaí	728	873
Ioncam fabhráithe	68	68
	956	1,145

20. AIRGEAD TIRIM AGUS COMHIONANN AIRGID THIRIM - GRÚPA

	2018 €'000	2017 €'000
	Athrangaithe	
Cuntais Taisce	23,784	23,213
Cuntais Reatha	19,829	27,495
Airgead tirim ar láimh	2	2
KGCL Property Holdings Ltd - Cuntais bhainc	2	12
	43,617	50,722

AIRGEAD TIRIM AGUS COMHIONANN AIRGID THIRIM - ÚDARÁS

	2018 €'000	2017 €'000
	Athrangaithe	
Cuntais Taisce	23,784	23,213
Cuntais Reatha	19,829	27,495
Airgead tirim ar láimh	2	2
	43,615	50,710

Nótaí leis na Ráitis Airgeadais

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21. NITHE INÍOCTHA - GRÚPA

	2018 €'000	2017 €'000
Méideanna dlite laistigh de bhliain amháin		
Creidiúnaithe Trádála	2,729	2,001
Turasóireacht Éireann	28	25
Ioncam Iarchurtha	10,571	9,522
Fabhruithe - Caipiteal	12,132	19,567
Fabhruithe - Pá	764	641
Fabhruithe - Neamhphá	4,231	6,210
Creidiúnaithe Eile	978	953
Ioncam Réamhíoctha	2,086	2,209
KGCL Property Holdings Ltd - Creidiúnaithe & Fabhruithe	6	16
	33,525	41,144

NITHE INÍOCTHA - ÚDARÁS

	2018 €'000	2017 €'000
Méideanna dlite laistigh de bhliain amháin		
Creidiúnaithe Trádála	2,729	2,001
Turasóireacht Éireann	28	25
Ioncam Iarchurtha	10,571	9,522
Fabhruithe - Caipiteal	12,132	19,567
Fabhruithe - Pá	764	641
Fabhruithe - Neamhphá	4,231	6,210
Creidiúnaithe Eile	978	953
Ioncam Réamhíoctha	2,086	2,209
	33,519	41,128

Deferred income includes proceeds of disposal of freehold and leasehold interest (see Note 24)

Nótaí leis na Ráitis Airgeadais

bhliain dar críoch an 31 Nollaig 2018

22. CAPITAL ACCOUNT - GROUP

	2018	2017
	€'000	€'000
Amhail an 1 Eanáir	25,664	28,382
Ioncam a úsáideadh chun críocha caipitil		
Breisiú le Maoin, Innealra agus Trealamh a Ceannaíodh sa bhliain	809	787
Breisiú le Sócmhainní Inláimhsithe le linn na bliana	791	1,861
Amúchadh ag teacht le Dímeas Sócmhainní	(3,482)	(3,401)
Méid scaoilte ar Mhaoín, ar Threalamh agus ar Innealra a dhiúscairt	(1,385)	(1,965)
Aistriú ó/(chuig) Chuntas Ioncaim agus Cainteachais	(3,267)	(2,718)
Amhail an 31 Nollaig	22,397	25,664

Comhfhreagraíonn an t-iarhméid sa Chuntas Caipitil do na suimeanna seo a leanas:	Nótaí	2018	2017
SÓCMHAINNÍ SEASTA		€'000	€'000
Maoin, Fearas agus Trealamh	13	22,780	24,849
Sócmhainní Inláimhsithe	15	1,246	2,486
Réadmhaoín Infheistíochta	16	176	176
Sócmhainní Airgeadais	17	60	60
Lúide Sócmhainní Iomlána KGCL Property Holdings Ltd.	18	(1,877)	(1,919)
Infheistíocht san Fhochuideachta KGCL Property Holdings Ltd.	17	12	12
		22,397	25,664

CUNTAS CAIPITIL - ÚDARÁS

	2018	2017
	€'000	€'000
Amhail an 1 Eanáir	25,664	28,382
Ioncam a úsáideadh chun críocha caipitil		
Breisiú le Maoin, Innealra agus Trealamh a Ceannaíodh sa bhliain	809	787
Breisiú le Sócmhainní Inláimhsithe le linn na bliana	791	1,861
Amúchadh ag teacht le Dímeas Sócmhainní	(3,482)	(3,401)
Méid scaoilte ar Mhaoín, ar Threalamh agus ar Innealra a dhiúscairt	(1,385)	(1,965)
Aistriú ó/(chuig) Chuntas Ioncaim agus Cainteachais	(3,267)	(2,718)
Amhail an 31 Nollaig	22,397	25,664

Comhfhreagraíonn an t-iarhméid sa Chuntas Caipitil do na suimeanna seo a leanas:	Nótaí	2018	2017
SÓCMHAINNÍ SEASTA		€'000	€'000
Sócmhainní Maoine, Innealra agus Trealaimh	13	20,917	22,944
Sócmhainní Inláimhsithe	15	1,246	2,486
Réadmhaoín Infheistíochta	16	176	176
Sócmhainní Airgeadais	17	58	58
		22,397	25,664

Nótaí leis na Ráitis Airgeadais

bhliain dar críoch an 31 Nollaig 2018

23. TIOMANTAIS LÉASA OIBRÍOCHTA MAIDIR LE TALAMH AGUS FOIRGNIMH

Amhail an 31 Nollaig 2018, bhí na tiomantais seo a leanas amach anseo ag an Údarás faoi léasanna oibríochta:

	2018 €'000	2017 €'000
Íosmhéid iocaíochtaí léasa amach anseo		
Laistigh de bhliain amháin	874	625
idir dhá bhliain agus cúig bliana	3,185	2,163
tar éis cúig bliana	2,032	681
	6,091	3,469

Ba ionann an méid iomlán a gearradh i leith na léasanna oibríochta sa Chuntas Ioncaim agus Caiteachais don bhliain 2018 agus €725,895.95 (2017: €721,428.83)

24. TORTHAÍ DÍOLACHÁN

In 2018 rinne an tÚdarás iad seo a leanas a dhiúscairt: Leas ruilse in áitreabh ar Shráid Forster, Gaillimh, déantar diúscairt an leasa a mheas mar seo a leanas sna ráitis airgeadais:

Luach anonn sócmhainn a dhiúscairt	€1,385k
Fáltais ó Dhíol	€2,500k
Fáltais coinnithe in ioncam iarchurtha	€2,500k
Costas sócmhainn a dhiúscairt	€1,385k

Rinneadh méid a mheaitseálann €1,385K, ar ionann é agus costas neamhamúchta na sócmhainne, a scaoileadh ón gcuntas caipitil.

Thug DPER cead do Fáilte Ireland chun fáltais ón díolachán seo (€2.5m) a choinneáil mar a iarradh, a bhonn aon uaire ar mhaithe le roinnt caiteachais/infheistíochtaí i.e. Oifig Réigiúnach na Gaillimhe, OR Shligigh, TICanna (Gaillimh, Cill Chainnigh) agus chun athbhrandáil a dhéanamh ar Ionaid Discover Ireland agus Ionaid Eolas do Thurasóirí i Luimneach, sa Daingean agus Cionn tSáile. Déantar cistí a scaoileadh in aghaidh caiteachais de réir mar a thabhaítear é ar na tionscadail seo. Déantar suimeanna den chineál sin a ghlacadh san áireamh chun críocha deontais bliantúil na NTDAnna a chinneadh ón DTTAS ar bhonn leanúnach.

In 2017 rinne an tÚdarás iad seo a leanas a dhiúscairt:	Leas ruilse in áitreabh ar €789,087 (glan)
In 2016 rinne an tÚdarás iad seo a leanas a dhiúscairt:	Leas ruilse i dtalamh agus i maoin infheistíochta ar €49,822 (glan)
In 2015 rinne an tÚdarás iad seo a leanas a dhiúscairt:	Leas ruilse in áitreabh ar €70,697 (glan)
In 2014 rinne an tÚdarás iad seo a leanas a dhiúscairt:	Leas léasa in áitreabh ar €3,911,000 (glan)
	: Leas ruilse in áitreabh ar €137,000 (glan)

Tá cead faighte ag an Údarás ón Roinn Iompair, Turasoíreachta agus Spóirt chun cistí dar luach iomlán €7,457,606 a choimeád, a d'eascair ó bhrabús as talamh, áitreabh agus maoin infheistíochta a dhíol sa tréimhse 2014-2018. Tugadh an cead sin ar an gcoinníoll go gcaithfí an t-airgead ar thosaíochtaí ó thaobh forbairt caipitil turasoíreachta. Tá coinneáil an airgid sin le cur san áireamh agus an leithdháileadh deontais amach anseo á chinneadh.

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25. TIOMANTAIS ÍOCAÍOCHTA DEONTAIS

Measadh tiomantais d'íocaíochtaí deontais caipitil amhail an 31 Nollaig 2018 a bheith ag €77.5 milliún (2017: €30.2 milliún).

26. NOCHTUITHE ÁBHARTHA PÁIRTÍ

Glacann an tÚdarás le nósanna imeachta de réir na dtreoirilínte arna n-eisiúint ag an Roinn Caiteachais Phoiblí agus Athchóirithe i dtaobh Leasanna á Nochtadh ag Comhaltaí Údaráis agus chloí Comhaltaí Údaráis agus an tÚdarás leis na nósanna imeachta seo le linn na bliana.

Chloígh Comhaltaí an Údaráis agus Fáilte Ireland le treoirilínte na Roinne Fiontar Poiblí agus Athchóirithe a chlúdaíonn cásanna leasa pearsanta le linn gnáthghnó. D'fhéadfadh Fáilte Ireland tacaíocht deontais/airgeadais a cheadú agus dul i mbun socrúithe conarthacha le gnóthais ar a bhfuil Comhaltaí Údaráis Fáilte Ireland fostaithe nó a bhfuil leas eile acu iontu.

I gcásanna a bhféadfadh coinbhleacht leasa a bheith i gceist leo, ní bhfuair Comhaltaí an Údaráis aon cháipéisíocht Údaráis ar na hidirbhearta beartaithe ná ní raibh na comhaltaí páirteach ná i láthair ag aon chainteanna maidir leis na cásanna sin.

Níor tuairiscíodh aon choinbhleacht le linn 2018.

27. DEONTAIS A AISGHABHÁIL

Tá seiceálacha fíoraithe déanta ag Fáilte Ireland ar chaiteachas a éilíodh i sampla tionscadal a fuair tacaíocht faoin gClár Oibríochta Turasoireachta 1994-1999 agus déanann sé iarmhonatóireacht ar dheontais íochta freisin. Mar thoradh ar na nósanna imeachta sin, bhí cistí ar luach €532,807 (2017: €653,592) a aisghabhadh ó dheontaithe, ar láimh agus cuireadh san áireamh iad i Nithe Iníochta ag deireadh na bliana. Níl aon chóras ann chun cistí den chineál sin a íoc ar ais leis an AE. Tá i gceist ag Fáilte Ireland méideanna atá ag dul dó ón AE i ndáil le tionscadail mhonatóireachta a fhritháireamh, in aghaidh an chreidiúnaí seo.

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28. PINSIN

Tá cur síos déanta ar scéimeanna pinsin an Údaráis thíos

SCÉIM AOISLIÚNTAIS NEAMH-MHAOINITHE AN ÚDARÁIS NÁISIÚNTA FORBARTHA TURASÓIREACHTA

Feidhmíonn an tÚdarás scéim aoisliúntais shochair shainithe neamh-mhaoinithe d'fhoireann bhuan incháilithe faoin Acht um Údarás Náisiúnta Forbartha Turasóireachta, 2003 agus d'fhoireann bhuan incháilithe den iar-Bhord Fáilte faoi Alt 15 den Acht um Thrácht Cuartaíochta 1952 agus Alt 9 den Acht um Thrácht Cuartaíochta 1983.

Is socrú pinsin ar an tuarastal deiridh shochair shainithe í an scéim pinsin le sochair agus ranníocaíochtaí atá sainmhínithe trí thagairt do "mhúnla" reatha rialúcháin scéimeanna na hearnála poiblí. Cuirtear pinsean (ochtóduithe in aghaidh na bliana seirbhíse), aisce nó cnapshuim (trí ochtóid in aghaidh na bliana seirbhíse) agus pinsin do chéile agus leanaí ar fáil faoin scéim seo. Is í an Ghnáthaois Scoir ná breithlá 65 bliain comhalta; Tá comhaltaí roimh 2004 i dteideal dul ar scor gan asbhaint achtúireach ó aois a 60 bliain. Go hiondúil ardaíonn pinsin atá le íoc (agus iarchurtha) de réir bhoilsciú tuarastail ghinearálta na hearnála poiblí.

PINSEAN RANNÍOCACH NEAMH-MHAOINITHE AGUS PLEAN SOCHAR BÁIS (CERT roimhe seo) (DÚNTA D'IONTRÁLAITHE NUA)

Feidhmíonn an tÚdarás scéim pinsin sochar shainithe d'fhoireann incháilithe CERT Ltd a bhí ann roimhe seo.

Sainmhínítear sochair agus ranníocaíochtaí trí ghníomhais agus leabhráin na scéimeanna pinsin. Cuirtear pinsean (ochtóduithe in aghaidh na bliana seirbhíse), aisce nó cnapshuim (trí ochtóid in aghaidh na bliana seirbhíse) agus pinsin do chéile agus leanaí ar fáil faoin scéim seo atá faoi réir ag riail má bhíonn 20 bliain de sheirbhís tugtha ag comhalta ag aois a 65 bliain, bronntar seirbhís 40 bliain orthu. Is í an Ghnáthaois Scoir ná breithlá 65 bliain comhalta.

De bharr go bhfuil an scéim seo dúnta; faoin modh aonad fortheilgthe, ardóidh costas na seirbhíse reatha de réir mar a bheidh comhaltaí na scéime ag teannadh le haois scoir.

SCÉIM PINSIN EAGRAÍOCHTAÍ TURASÓIREACHTA RÉIGIÚNACHA NEAMH-MHAOINITHE (DÚNTA D'IONTRÁLAITHE NUA)

Oibrítear scéim pinsin sochar shainithe d'fhoireann incháilithe de na sé iar-Údaráis Turasóireachta réigiúnacha le sochair maoinithe ag ranníoca ó fhostaithe.

Sainmhínítear sochair agus ranníocaíochtaí trí ghníomhais agus leabhráin na scéimeanna pinsin. Soláthraíonn an scéim pinsean (ochtóduithe in aghaidh na bliana seirbhíse), aisce nó cnapshuim (trí ochtóid in aghaidh na bliana seirbhíse) agus pinsin do chéile agus leanaí. Is í an Ghnáthaois Scoir ná breithlá 65 bliain comhalta; Tá comhaltaí roimh 2004 i dteideal dul ar scor gan asbhaint achtúireach ó aois a 60 bliain. Go hiondúil ardaíonn pinsin atá le íoc (agus iarchurtha) de réir bhoilsciú tuarastail ghinearálta na hearnála poiblí. De bharr go bhfuil an scéim seo dúnta; faoin modh aonad fortheilgthe, ardóidh costas na seirbhíse reatha de réir mar a bheidh comhaltaí na scéime ag teannadh le haois scoir.

SCÉIM SOCHAR SCOIR NA SEIRBHÍSE POIBLÍ AONAIR

Tá Scéim Aonair Pinsin Seirbhíse Poiblí (Scéim Aonair) i bhfeidhm freisin san Údarás ar scéim pinsin sochair shainithe atá i gceist do sheirbhísigh phoiblí inphinsin a ceapadh an 1 Eanáir 2013 nó i ndiaidh an dáta sin. Íoctar ranníocaíochtaí chomhaltaí na Scéime Aonair anonn chuig an Roinn Caiteachais Phoiblí agus Athchóirithe. Foráiltear le hAlt 44 den Acht um Pinsin na Seirbhíse Poiblí (Scéim Aonair agus Forálacha eile) 2012 íocaíochtaí pinsin mar a bheidh siad dlite a mhaoiniú i bhfoirm íocaíochtaí ó Lár-Chiste an Stáit-chiste nó ó chistí a chuireann an tOireachtas ar fáil chun na críche sin.

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(A) Anailís ar Chostais Phinsin Iomlána gearrtha ar Chaiteachas

	2018	2017
	€'000	€'000
Costas seirbhíse reatha	6,408	6,148
Ús ar dhliteanas na scéime pinsin	4,933	4,875
Ranníocaíochtaí fostaithe	(827)	(744)
Costais Iomlána na Scéime Sochar Sainithe	10,514	10,279
Eile*	147	51
Iomlán	10,661	10,330

*Ar na costais eile atá ann, tá: (1) Íocaíochtaí Prémhe Leanúnachas Ioncaim €66,721 (2) €29,856 an difríocht idir teidlíocht na scéime pinsin CERT a bhí ann roimhe seo agus an íocaíocht bhlianachta a ceannaíodh ag an am laghdaithe ag (3) ranníocaíocht pinsin a aisíocadh/ atá le n-aisíoc (€9,844) (4) Ranníocaíochtaí faoin Scéim Pinsin Aonair na mball foirne €67,644 íoctha agus ranníocaíocht Pinsin Aonair do Chonradh ar Théarma Seasta le haisíoc dá réir (€6,369).

(B) Anailís ar an méid a aithníodh in Ioncam Cuimsitheach

	2018	2017
	€'000	€'000
Taithí Gnóthachain / (Cailteanas)	7,850	899
Athruithe ar Bhoinn Tuisceana	12,290	(2,213)
Gnóthachain / (Cailteanas) Achtúireach	20,140	(1,314)
Gnóthachain / (Cailteanas) Achtúireach aitheanta ag maoiniú comhfhreagrach	(7,679)	(66)
Iomlán	12,461	(1,380)

(C) Oibleagáidí maidir le Glan-Sochair Scoir le linn na bliana

	2018	2017
	€'000	€'000
Glan-dlitéanas Pinsin amhail an 1 Eanáir	(278,681)	(274,814)
Sochair íoctha	9,164	8,499
Íocaíochtaí aistrithe	0	(29)
Costas seirbhíse reatha	(6,408)	(6,148)
Ús ar dhliteanas na scéime pinsin	(4,933)	(4,875)
Gnóthachain / (Cailteanas) Achtúireach	20,140	(1,314)
Glan-dlitéanas Pinsin amhail an 31 Nollaig	(260,718)	(278,681)

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(D) Glan-Mhaoiniú Iarchurtha do Shochair Scoir

Aithníonn an tÚdarás sócmhainn ag comhfhreagairt don dliteanas iarchurtha neamh-mhaoinithe maidir le Scéim Pinsin Neamh-mhaoinithe na nEagraíochtaí Turasóireachta Réigiúnacha agus leis an scéim pinsin Neamh-mhaoinithe (CERT roimhe seo) agus leis an Scéim Aonair Pinsin Seirbhíse Poiblí mar atá leagtha amach sa mBeartas Cuntasaíochta maidir le pinsin.

	2018 €'000	2017 €'000
Scéim Pinsin Neamh-mhaoinithe (CERT roimhe seo) agus Scéim na nEagraíochtaí Turasóireachta Réigiúnacha Neamh-mhaoinithe agus Scéim Sochair Scoir na Seirbhíse Poiblí Aonair (Bunaithe ar Fhorálacha an Achta um Bearta Airgeadais 2009).	107,557	113,423
Iomlán	107,557	113,423

Is mar seo a leanas a bhí an Glan-Mhaoiniú Iarchurtha do Phinsin a aithníodh sa Chuntas Ioncaim agus Caiteachais:

	2018 €'000	2017 €'000
Maoiniú in-aisghabhála maidir le costais phinsin na bliana reatha - Scéim pinsin neamh-mhaoinithe (CERT roimhe seo)		
Scéim Neamh-mhaoinithe na nEagraíochtaí Réigiúnacha Turasóireachta	5,000	4,779
Deontas Stáit i bhfeidhm chun pinsinéirí a íoc	(2,990)	(2,738)
Ranníocaí foirne i bhfeidhm chun pinsinéirí a íoc	(378)	(308)
Iomlán	1,632	1,733

Tá cainníochtú an dliteanais bunaithe ar na boinn tuisceana airgeadais atá leagtha amach i nóta (E) thíos.

Tugtar na boinn tuisceana, atá bunaithe ar chomhairle achtúireach gairmiúil, ar aird na Roinne Iompair, Turasóireachta agus Spóirt.

(E) An Scéim agus na Boinn Tuisceana Achtúireacha

Tá luacháil dhliteanais na scéimeanna ar baineadh úsáid astu chun críocha nochtuithe faoi Alt 28 de FRS 102 bunaithe ar luacháil achtúireach iomlán amháil an 31 Nollaig 2016 ag achtúire neamhspleách cáilithe. Tomhaiseadh dliteanais na scéime pinsin ag baint úsáide as an modh aonaid theilgthe.

Príomhbhoinn tuisceana a úsáideadh chun dliteanais na scéime a ríomh:

	31/12/2018	31/12/2017
Ráta lascaire	1.80%	1.80%
Ráta an ardaithe i dtuarastail	3.00%	3.30%
Arduithe pinsean stáit sa todhchaí	3.00%	3.30%
Arduithe pinsean sa todhchaí	2.50%*	2.80%*
Ráta Boilscithe	1.50%	1.80%
Athluacháil maidir le hiarchur	2.50%**	2.80%**

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Boinn Tuisceana Dhéimeagrafacha	31/12/2018	31/12/2017
Básmhaireacht Réamhscoir	Fir 62% de PNML00 Mná 70% de PNFL00	Fir 62% of PNML00 Female 70% of PNML00
Básmhaireacht larscoir	Fir 58% de ILT15 Mná 62% de ILT15	Male 58% of PNML00 Mná 62% of PNML00
Liúntais d'fheabhsuithe maidir le básmhaireacht	Tá	Tá
Aois Scoir	Iontrálaithe nua 65, fostaithe eile 62***	Iontrálaithe nua 65, fostaithe eile 62***
% pósta aimsir scoir	90%	90%
Éagsúlacht aoise idir na céilí	Meastar an fear a bheith 3 bliana níos sine ná a chéile	Meastar an fear a bheith 3 bliana níos sine ná a chéile

*I gcás na scéime CERT, meastar arduithe pinsean 3% sa bhliain a bheith ann amach anseo

**I gcás na scéime CERT, baineann athluacháil reachtúil le sochair iarchurtha. Mar thoradh air sin, meastar athluacháil 1.50% ar an ráta iarchurtha sa bhliain (2017 1.75%). I gcás scéimeanna pinsean eile de chuid Fáilte Ireland, meastar athluacháil a theacht ar shochair iarchurtha sa tslí is go dtiocfaidh siad le harduithe pairreachta pá 2.5% in aghaidh na bliana (2017 2.8%).

***Is í an aois scoir do scéim pinsin CERT ná 65 bliain le haghaidh gach comhalta.

Ceadáíonn an bunús básmhaireachta thuas d'fheabhsuithe san ionchas saoil le himeacht ama, i dtreo is go mbeidh ionchas saoil ag brath ar an mbliain ina sroicheadh comhalta aois scoir. Taispeánann an tábla thíos an t-ionchas saoil do chomhaltaí a bhaineann amach aois 65 in 2018 agus in 2038.

Bliain a mbaintear amach aois 65	2018	2038
Ionchas saoil - Fir	21.4 bliain	23.8 bliain
Ionchas saoil - Mná	23.8 bliain	25.9 bliain

(F) Stair oibleagáidí sochair shainithe, sócmhainní agus taithe gnóthachain agus cailteanais

	2018	2017	2016	2015	2014	2013
	€'000	€'000	€'000	€'000	€'000	€'000
Oibleagáidí sochair shainithe	260,718	278,681	274,814	244,188	242,135	221,485
Gnóthachan/(easnamh) ó thaithe ar dhliteanais scéime						
• Méid(€'000)	7,850	899	(571)	473	4,751	8,540
• Céatadán de luach reatha dhliteanais na scéime	3.01%	0.32%	0.21%	0.19%	2.0%	3.9%

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29. GNÓTHAS LEANTACH CONCERN

Ullmhaíodh na Ráitis Airgeadais de réir bhonn an ghnóthais leantaigh. Ag tráth sínithe Ráitis Airgeadais 2018 tá éiginnteacht ann maidir le maoiniú fadtéarmach leanúnach an Oireachtais ar Scéim Aoisliúntais an Údarás Náisiúnta Forbartha Turasóireachta toisc nach luaitear an scéim san Acht um Bearta Airgeadais (Forálacha Ilghnéitheacha) 2009 a thugann tacaíocht reachtúil do thrí scéim pinsin eile an Ghrúpa.

Tá dearbhú á lorg ag an Údarás ón Roinn Iompair, Turasóireachta agus Spóirt agus ón Roinn Caiteachais Phoiblí agus Athchóirithe maidir le maoiniú leanúnach na scéime sin agus níl an dearbhú sin faighte go dtí seo. Dá réir sin, tá cinneadh déanta ag an Údarás gan foráil a dhéanamh do shócmhainn iarchurtha sna Ráitis Airgeadais ar fiú €153m (2017 €165m) é san iomlán, ar luach dliteanais iarchurtha na scéime.

Agus measúnú á dhéanamh ar sheasamh gnóthais leantaigh an Ghrúpa tá an méid seo i leanas measta ag an Údarás

1. Cuireann an tOireachtas maoiniú ar fáil i gcónaí ar bhunús íoc-mar-a-úsáidtear do Scéim Aoisliúntais an Údarás Náisiúnta Forbartha Turasóireachta tríd an bpróiseas Meastacháin bliantúil.
2. Is comhlacht stáit í an eagraíocht a bunaíodh leis an Acht um Údarás Náisiúnta Forbartha Turasóireachta 2003 agus 95% maoinithe ag an Oireachtas.
3. Níl i gceist an eagraíocht a thuaslagadh i láthair na huaire.
4. Is saincheist leanúnach í maoiniú na scéime pinsin agus níl seasamh cinntitheach déanta ag an Údarás fós maidir le cé acu an leanfar le maoiniú nó nach leanfar leis.
5. Cuimseoidh criostalú an dliteanais a d'fhéadfadh a bheith ann tréimhse 31 bliain amach sa todhchaí.

Bunaithe ar na breithnithe thuas tá comhaltaí an Údarás sásta go bhfuil dóthain acmhainní ag an nGrúpa chun leanúint ar aghaidh ar feadh 12 mí ar a laghad ó dháta ceadaithe na Ráiteas Airgeadais seo agus is iomchuí glacadh le bonn an ghnóthais leantaigh agus na Ráitis Airgeadais seo a ullmhú.

Chinn comhaltaí an Údarás chomh maith nach ionann an éiginnteacht maidir le Scéim Aoisliúntais an Údarás Náisiúnta Forbartha Turasóireachta agus éiginnteacht ábhartha a fhágann go bhfuil amhras suntasach ann maidir le cumas an Ghrúpa leanúint ar aghaidh ina ghnóthas leantach agus ar an mbonn sin leanfaidh an tÚdarás ag glacadh le bonn an ghnóthais leantaigh agus na Ráitis Airgeadais á n-ullmhú aige.

30. CEADÚ NA RÁITEAS AIRGEADAIS

Cheadaigh an tÚdarás na ráitis airgeadais seo an 16 Bealtaine 2019.

Íocaíochtaí Prasa arna ndéanamh ag Comhlachtaí na hEarnála Poiblí

Teimpléad Tuairiscithe de bhun Chinneadh Rialtais S29296 den 2 agus an 8 Márta 2011 agus an 28 Márta 2017: Feidhmeannacht na Seirbhíse Sláinte, Údarás Áitiúla, Gníomhaireachtaí Stáit agus gach Comhlacht eile de chuid na hEarnála Poiblí (gan Comhlachtaí Tráchtála Leathstáit san áireamh)

Máthair-Roinn Rialtais: An Roinn Iompair, Turasóireachta & Spóirt
 Comhlacht Earnála Poiblí: An tÚdarás Náisiúnta Forbartha Turasóireachta (Fáilte Ireland)
 An Tréimhse atá i gCeist: 1 Eanáir 2018 go 31 Nollaig 2018

MIONSONRAÍ	LÍON	LUACH (€)	CÉATADÁN (%) DEN LÍON IOMLÁN ÍOCAÍOCHTAÍ A RINNEADH
Iomlán na n-íocaíochtaí a rinneadh i bhliain	12084	€67,543,925.05	100%
Íocaíochtaí a rinneadh laistigh de 15 lá	11296	€61,112,111.95	95.79%
Íocaíochtaí a rinneadh laistigh de 16 lá go 30 lá	608	€5,187,559.75	3.37%
Íocaíochtaí a rinneadh tar éis níos mó ná 30 lá agus a bhí faoi réir ag LPI agus ag costais cúitimh	151	€1,183,832.34	0.55%
Íocaíochtaí a rinneadh tar éis níos mó ná 30 lá agus nach raibh faoi réir ag LPI ná costais cúitimh	29	€60,421.01	0.30%
An méid úis a íocadh ar íocaíochtaí a bhí mall (LPI) i bhliain	N/A	€1,792.25	N/A
An méid costais cúitimh a íocadh i bhliain	N/A	€7,780.00	N/A



Green Lighthouse, Dublin