TOURISM IRELAND CLG
212th MEETING OF THE BOARD OF DIRECTORS
HELD AT WHISTLEDOWN HOTEL, WARRENPOINT, BT34 3NH
THURSDAY, 18th JUNE 2026, 8.30 – 13.30

IN ATTENDANCE:

Christopher Brooke (Chairman)
Karen Sugrue Hennessy (Vice-Chair)
Ruth Andrews
Des Annett
Harry Connolly
Barry Flanagan
Paul Gallagher
Laura McCorry
Stephen McNally
Pat O'Leary
Kathryn Thomson
Apologies: Katy Best

PRESENT:

Alice Mansergh	Chief Executive Officer
Michael Wickham Moriarty	Company Secretary
Siobhan McManamy	Director of Markets & Partnerships
Aidan Power	Director of Marketing
Neil Aulton	Head of Strategy & Insights
Conor Marshall	Head of ICT & Data Protection
Nicola Allen	Strategy Development Manager
Jessie Glynn	Global Initiatives & Events Manager
Róisín McTague	Corporate Communications Senior Executive

1. APOLOGIES

   Apologies were received from Katy Best.

2. NOTICE AND QUORUM

   2.1 It was resolved that Mr Christopher Brooke be appointed chair for the duration of the meeting (the Chair). It was noted that a quorum was present and that the meeting was otherwise duly convened in accordance with the Constitution of the Company to transact business and that all directors entitled to attend and vote at the meeting had received due notice thereof and of the nature of the business to be conducted.

   2.2 It was further noted that all the directors present were, pursuant to the Constitution of the Company, entitled to vote and be counted in the quorum.

   2.3 The meeting proceeded to business.

3. DECLARATION OF INTERESTS

   In accordance with Section 231 of the Companies Act 2014 those directors present each declared that they had no interest in the business to be transacted at the meeting which would preclude them from participating in the meeting and forming part of the necessary quorum.

4. SECTION 819 AND PART 14, CHAPTER 4 OF THE COMPANIES ACT 2014

   The Chair informed the meeting that no person who is the subject of a declaration, order or deemed order for disqualification or restriction under the Companies Act 2014 including Part 14, Chapter 3 and 4 is appointed or acts in any way, directly or indirectly, as a Director or secretary of the Company and the Directors had not received any notice under the Companies Act 2014 including Part 14, Chapter 5, regarding a disqualification undertaking.

5. MINUTES OF PREVIOUS BOARD MEETING ON FRIDAY 24th APRIL 2026

   The minutes of the previous meeting on 24th April 2026 were approved, and it was agreed that they would be uploaded to Tourism Ireland's corporate website.

   ACTION: Michael Wickham Moriarty

6. MATTERS ARISING

   The Board noted that the matters arising from the meeting of 24th April 2026 had been progressed. The minutes of the most recent committee meetings were approved.

7. CEO REPORT

   The CEO gave an update on activity since the last Board meeting. The Board noted the contents of the report and commended recent achievements by teams. It was agreed that relevant follow-up would take place with sister agencies.

   ACTION: Alice Mansergh / Aidan Power

   Siobhan McManamy and Aidan Power joined the meeting.

   Following discussion of in-market activity for the remainder of 2026, it was agreed that relevant information would be circulated to the Board.

   ACTION: Alice Mansergh

8. PLAN PERFORMANCE

   Aidan Power gave an overview of Business Plan performance to June 2026. The Board noted the contents of the report and expressed interest in digital development under way. It was agreed that an update would be prepared for an upcoming meeting and for discussion at agency level.

   ACTION: Aidan Power

   The contents of the quarterly update were noted by Board, and it was agreed this would become a standing update.

   ACTION: Aidan Power

9. MARKETS UPDATE

Siobhan McManamy gave a comprehensive view of consumer sentiment and promotional activities in relevant markets.

Members shared valuable insights on how industry could be further supported. It was agreed that teams would incorporate these insights into future activities.

ACTION: Aidan Power / Siobhan McManamy

10. SECRETARIAT MATTERS

10.1 Finance Update

The Board noted the management accounts to April 2026. It was agreed that minor updates would be made to wording in the commentary.

ACTION: Michael Wickham Moriarty

It was agreed that market investment breakdown would form part of standing update going forward.

ACTION: Michael Wickham Moriarty / Siobhan McManamy

10.2 Procurement Approvals

Aidan Power spoke to the tender approval proposed for the provision of global PR evaluation services. The Board approved the recommendation of the tender evaluation panel.

ACTION: Michael Wickham Moriarty / Aidan Power

10.3 Board Effectiveness Survey Results

Michael Wickham Moriarty summarised the main findings of the survey. In line with best practice, the Board reviewed the results of its internal Board Effectiveness survey and aligned on recommendations to be applied through the rest of the year and in Board inductions in 2027.

ACTION: Michael Wickham Moriarty

Neil Aulton and Nicola Allen joined the meeting.

11. BUSINESS PLAN 2027: Strategy Planning Session

The Board engaged in a strategy session on activating the second year of Corporate Plan 2026-28. It was agreed that the Executive would incorporate the strategic guidance and insights shared as part of business planning for 2027.

ACTION: Alice Mansergh / Aidan Power

Neil Aulton and Nicola Allen left the meeting. Jessie Glynn joined the meeting.

12. MARKETING PROGRAMMES UPDATE

12.1 Ireland Unrushed

The Board noted the contents of the update by Jessie Glynn and praised the campaign's success. It was agreed that the team would reflect on opportunities for seasonal integration.

ACTION: Aidan Power

Jessie Glynn left the meeting.

12.2 Broadcast and Publicity Update

The Board noted the update given by Aidan Power on broadcast and publicity highlights and planned activity in the area.

13. GREAT PLACE TO WORK UPDATE

The Board noted the update given by Michael Wickham Moriarty on the organisation's work to date and plans in progress.

Conor Marshall joined the meeting.

14. CYBERSECURITY UPDATE

The Board noted the contents of the update by Conor Marshall. It was agreed that the Executive would update on agreed actions at a subsequent meeting.

ACTION: Michael Wickham Moriarty

Conor Marshall left the meeting.

15. AOB

The Board noted the topics proposed for the remaining 2026 meetings and provisional meeting dates for 2027. It was agreed that Members would provide feedback ahead of July's Board meeting.

16. MEETING WITHOUT THE EXECUTIVE PRESENT

No actions arose from the discussion.

17. DATE OF NEXT MEETING

The next meeting is scheduled for Tuesday, 21st July 2026 on Microsoft Teams.

The meeting concluded at 14.38.

Signed: ___________________________________

CHRISTOPHER BROOKE - CHAIR