

TOURISM IRELAND CLG

MINUTES OF THE 208th MEETING OF THE BOARD OF DIRECTORS

HELD ON MICROSOFT TEAMS,

FRIDAY 24th OCTOBER 2025, 9.30–12.30

PRESENT:

| | |
|------------------------------------|-----------------|
| Christopher Brooke (Chairman) | Paul Gallagher |
| Karen Sugrue Hennessy (vice-Chair) | Stephen McNally |
| Katy Best | Ruth Andrews |
| Harry Connolly | Des Annett |
| Laura McCorry | Pat O’Leary |

IN ATTENDANCE:

| | |
|--------------------------|---|
| Alice Mansergh | Chief Executive |
| Alan Myles | Company Secretary / Financial Controller |
| Michael Wickham Moriarty | Director of Business Operations |
| Siobhan McManamy | Director of Markets and Partnerships |
| Aidan Power | Director of Marketing |
| Neil Aulton | Head of Strategy and Insights |
| Róisín McTague | Corporate Communications Senior Executive |

1. APOLOGIES

Apologies were received from John McGrillen and Kathryn Thomson. The Chair welcomed Michael Wickham Moriarty as Director of Business Operations and thanked Alan Myles for stepping into the role in the interim.

2. NOTICE AND QUORUM

2.1. It was resolved that Mr Christopher Brooke be appointed chairman for the duration of the meeting (the Chairman). 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 Chairman 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 that 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 THURSDAY 4th September 2025

It was noted that the minutes of the meeting on 4th September 2025 were approved and would be uploaded to Tourism Ireland's corporate website.

ACTION: Alan Myles / Michael Wickham Moriarty

6. MATTERS ARISING

It was noted that the December meeting would feature a presentation from Tourism Ireland's strategic and creative services agency, Grey London, and it was agreed that the meeting would run later as a result.

ACTION: Alice Mansergh / Aidan Power

7. CEO REPORT & PLAN PERFORMANCE

The CEO gave an update on team engagement, sustainability, tourism performance and marketing activities for H2 2025. The Board noted the contents of the plan performance update, with the CEO summarising progress and upcoming activity.

8. SECRETARIAT MATTERS

Michael Wickham Moriarty introduced himself to the Board for his first meeting as Director of Business Operations. The Board agreed to his appointment as Company Secretary.

ACTION: Alice Mansergh / Alan Myles

8.1 Revisions to Bank Accounts

The Board approved Michael Wickham Moriarty as a signatory/authorised approver on Tourism Ireland's bank accounts, at the same level of signing authority as the existing SMT members.

ACTION: Alan Myles

8.2 Procurement Approvals

The Board approved the award of EU level contract for the provision of email service automation and supporting services to Zeta Global Limited on behalf of the Global Media & Digital Team, Central Marketing Division.

ACTION: Michael Moriarty / Alan Myles

The Board granted approval to initiate an EU level procurement process for the provision of PR evaluation & analysis services, on behalf of the Brand and Content Marketing Team, Central Marketing Division.

ACTION: Michael Wickham Moriarty / Alan Myles

The Board granted approval to initiate an EU level procurement process for the provision of advertising effectiveness services, on behalf of the Strategy & Insights Team, Central Marketing Division.

ACTION: Michael Wickham Moriarty / Alan Myles

8.3 August Finance Report

The Board noted the contents of the August finance report. An additional paper on cash balances at year-end was discussed, with the Executive outlining the strategy behind its approach.

8.4 Dates and Locations 2026

Discussion took place on proposed dates and locations for Board meetings. It was agreed that Members would provide feedback to the CEO's office to inform the final version.

ACTION: Board Members / Alice Mansergh

8.5 Learning Journeys H1 2026

The Board approved the contents of the paper on proposed learning journeys for 2026, noting the value of in-market learning. It was agreed that Members would notify the Chair, via CEO's office, of requests to participate at in-market events.

9. BUSINESS PLAN 2026 & CORPORATE PLAN 2026-28

A comprehensive discussion took place on drafts submitted for Business Plan 2026 and Corporate Plan 2026-28.

The CEO provided an outline of stakeholder engagement during the planning process and actions taken since the Board approved direction of travel in July 2025, with the Director of Markets and Partnerships speaking to budget discussions.

The Executive noted the input of Board Members on culinary and peace tourism, experience brands, artificial intelligence, regional capacity, slow tourism, affordability, and market opportunity mapping, with updates agreed to language in the plans.

The Board expressed satisfaction with engagement to date and the cohesion of the Executive in presenting the plans. Notwithstanding the updates required post-discussion, the Board approved the plans for submission to sponsor departments.

ACTION: Alice Mansergh / Neil Aulton

10. AOB

No other business was raised.

11. MEETING WITHOUT THE EXECUTIVE PRESENT

No actions arose from matters discussed by the Board.

12. DATE OF NEXT MEETING

The next meeting is scheduled for Thursday, 4th December 2025 in Fermanagh.

The meeting concluded at 12.53.

A handwritten signature in black ink, appearing to read 'Christopher Brooke', with a long horizontal flourish underneath.

CHRISTOPHER BROOKE CHAIRMAN