

TOURISM IRELAND CLG
MINUTES OF THE 205th MEETING OF THE BOARD OF DIRECTORS
HELD IN COBH, CO CORK
THURSDAY 26th JUNE 2025, 9.00–15.30

PRESENT:

Christopher Brooke (Chairman)	Paul Gallagher
Karen Sugrue Hennessy (vice-Chair)	Mary Mulvey
Stephen McNally	Laura McCorry (virtual)
Ruth Andrews	Apologies: Katy Best,
Joe Dolan	Harry Connolly
Kathryn Thomson	
John McGrillen (virtual)	

IN ATTENDANCE:

Alice Mansergh	Chief Executive
Siobhan McManamy	Director of Markets and Partnerships
Aidan Power	Director of Marketing
Tom Noone	Finance Manager
Maxine Hands	Head of Global Media & Digital
Helena O'Dwyer	EY-Parthenon Ireland
Diarmuid Maguire	EY-Parthenon Ireland
Arpit Jain	EY-Parthenon Ireland
Róisín McTague	Corporate Communications Senior Executive

1. APOLOGIES AND OPENING REMARKS

Apologies were received from Katy Best and Harry Connolly.

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 15th May 2025

The minutes of the meeting on 15th May 2025 were approved. They are to be uploaded to Tourism Ireland's corporate website.

ACTION: Tom Noone / Alan Myles

6. MATTERS ARISING

It was noted that the actions arising from the Board meeting of 15th May 2025 had all been progressed.

Discussion took place on the remaining learning journey options for H2 2025. It was agreed that arrangements would be made with the office of the CEO and the Chairman on possible event attendance.

ACTION: Alice Mansergh / Christopher Brooke

A proposal was put forward to the Board on training options arising from recent training in AI policy within the organisation. It was agreed that Members could contact the office of the CEO, as required.

ACTION: Board Members

7. CEO REPORT

The CEO gave an update on government, industry, media and team engagement, sustainability, tourism performance and marketing activities, as well as an overview of planned activity for H2 2025.

The update to presentation of plan performance was noted, with Members expressing satisfaction at the detail included.

8. PLAN PERFORMANCE

Aidan Power gave a summary of plan performance, year to date, noting the strength of feedback on Ireland Unrushed, and the balance of H2 activity for B2B engagements.

A request was made to capture CPIs as part of plan performance metrics, to support longer-term vision alongside ongoing focus on BPIs. It was agreed this style of CPI recording would begin in 2026, at the start of the upcoming corporate plan.

ACTION: Alice Mansergh / Aidan Power

Siobhan McManamy joined the meeting.

9. MARKETS UPDATE

Siobhan McManamy gave an update on the activity and status within Tourism Ireland's top four markets. A wide-ranging discussion took place, which included market sentiment for 2026 and tri-agency collaboration.

Board Members expressed satisfaction with the update format and a desire for the update to remain a standing item for meetings going forward.

ACTION: Siobhan McManamy

10. MEDIA TENDER & EVALUATION REPORT

Tom Noone introduced the item by giving an overview of procurement approval levels within the organisation, noting that the upcoming tender for approval was a level 4 tender, requiring Board approval.

Maxine Hands presented on the tendering process, noting the consistent strength of bid from the agency proposed for tender approval. The strength of offering across media channels, inclusive of digital, was noted. It was also noted that awarding this tender to the proposed agency should lead to significant savings on fees.

As part of the comprehensive discussion on the tender evaluation report, Maxine Hands and Aidan Power spoke to additional agency support and the fulfilment of sustainability criteria in the tendering process.

The Board expressed support (see Item 11.2).

11. SECRETARIAT MATTERS

11.1. Revisions to Bank Accounts

The Board granted approval to remove Ms. Julie Wakley as an account signatory from the Dublin office GBP account.

ACTION: Tom Noone / Alan Myles

11.2. Procurement Approvals

The Board granted approval to award the EU level contract for the provision of media planning & buying services to UM [Mediabrand International Limited], on behalf of the Global Media & Digital team, Marketing Division.

ACTION: Tom Noone / Alan Myles / Hannah Hughes

The Board noted a further extension to the current contract with OMD (due to expire on 30th September), with an additional extension having been put in place to 14th November 2025 to facilitate planned media activity across markets.

11.3. April Finance Update

The Board noted the contents of the April finance report. Tom Noone spoke to timing variations for payroll, overhead and marketing investment spend, noting that overall, spend remained substantially on track. He also noted that DETE funding was on track and that all DfE core funding due up to 31st May 2025 was received on 29th May 2025.

11.4. Board Governance Manual Updates

The Board noted and approved the substantive items proposed for the remaining H2 meetings. It was agreed that further discussion would take place on the proposed date for July ARAC meeting.

ACTION: Alice Mansergh / Alan Myles

Maxine Hands left the meeting. Nicola Allen, Helen O'Dwyer, Diarmuid Maguire and Arpit Jain joined the meeting.

12. CORPORATE PLAN 2026-28 – STRATEGY SESSION

At the outset of the session, the CEO noted the timing requirements of sponsor departments. It was agreed that the Oxford economics paper previously shared at the Global Marketing Partnership Group would be circulated to Members.

ACTION: Alice Mansergh / Aidan Power / Nicola Allen

An expansive workshop session and discussion took place between Board Members and the Executive, with Members providing strategic guidance on the policy context and current environment; vision for the upcoming corporate plan cycle; resilient and responsible growth; approach to Northern Ireland and support for regions of Ireland and supporting continued strong culture and operations within the organisation. It was agreed

that special meeting would take place on 29th July, in line with corporate plan development timings.

ACTION: Alice Mansergh / Aidan Power / Nicola Allen

Nicola Allen, Helena O'Dwyer, Diarmuid Maguire and Arpit Jain left the meeting.

13. AOB

No other business was raised.

14. MEETING WITHOUT THE EXECUTIVE PRESENT

No actions arose from the discussion without the Executive.

15. DATE OF NEXT MEETING

The next meeting is scheduled for Tuesday, 29th July 2025 in Dublin.

The meeting concluded at 14.17.

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

Signed:

CHRISTOPHER BROOKE – CHAIRMAN