TOURISM IRELAND CLG
MINUTES OF THE 207th MEETING OF THE BOARD OF DIRECTORS
HELD AT TOURISM IRELAND OFFICES, DUBLIN,
THURSDAY 4th SEPTEMBER 2025, 09.30–14.00

PRESENT:
Christopher Brooke (Chairman)
Karen Sugrue Hennessy (vice-Chair)
Laura McCorry
Harry Connolly
John McGrillen
Kathryn Thomson
Katy Best
Paul Gallagher

Observers: Stephen McNally, Ruth Andrews, Des Annett, Pat O'Leary

IN ATTENDANCE:

Alice Mansergh	Chief Executive
Alan Myles	Interim Director of Business Operations / Company Secretary
Siobhan McManamy	Director of Markets and Partnerships
Aidan Power	Director of Marketing
Aisling McDermott	Head of Global Partnerships
David Boyce	Head of Business Events and Luxury
Neil Aulton	Head of Strategy and Insights
Aileen Hickey	Business Events and Luxury Manager
Nicola Allen	Strategy Development Manager
Róisín McTague	Corporate Communications Senior Executive

1. APOLOGIES

There were no apologies received.

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.

2. 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.

3. 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.

4. MINUTES OF PREVIOUS BOARD MEETING ON THURSDAY 26th June 2025

The minutes of the meeting on 26th June 2025 were approved. They will be uploaded to Tourism Ireland's corporate website.

ACTION: Alan Myles

5. MINUTES OF PREVIOUS BOARD MEETING ON TUESDAY 29th July 2025

The minutes of the meeting on 29th July 2025 were approved. They will be uploaded to Tourism Ireland's corporate website.

The Chairman noted his approval that the version of the minutes to be uploaded to the website be an electronically signed version to comply with the European Accessibility Act.

ACTION: Alan Myles

6. MATTERS ARISING

It was noted that the actions arising from the Board meetings of 26th June 2025 and 29th July 2025 had been progressed.

The Board noted the contents of the proposed H2 agenda. It was agreed that the Executive would consider the proposals for further presentation topics, including bringing external presenters to the Board for informational sessions, particularly where relevant and location allows.

ACTION: Alice Mansergh / Alan Myles

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.

8. PLAN PERFORMANCE

The Board noted the contents of the plan performance update, with Aidan Power summarising progress and upcoming activity for discussion with the Board.

9. MARKET UPDATE

The Board noted the contents of the presentation given by Siobhan McManamy. A comprehensive discussion took place on sentiment and activity in the relevant markets.

10. SECRETARIAT MATTERS

10.1 Finance Update / Accounts

The Board noted the contents of the finance update and accounts circulated for the period to July 2025.

The CEO to meet with Laura McCorry on Shared Island progress and operational learnings for the future.

ACTION: Alice Mansergh

10.2 Audit Update

Alan Myles gave an update on the progress of the audit fieldwork conducted to date by the C&AG and advised that the Executive was awaiting final review feedback.

10.3 Finance Statements

The Board approved the draft report and financial statements to 31st December 2024.

10.4 Procurement Approvals

The Board granted approval to award the EU level contract for the provision of exhibition stand services to Elevations Exhibition and Design Ltd on behalf of the Global Partnerships & Business Events Team, Markets & Partnerships Division.

ACTION: Alan Myles / Hannah Hughes

11. RISK REGISTER

The Board considered the contents of the updated risk register. A comprehensive discussion took place, covering risk level indicators, threshold of risk tolerance, additions to the register and the format of presentation from ARAC. It was agreed that these contributions would be taken into consideration for the next update.

ACTION: Alan Myles / Alice Mansergh

12. CORPORATE PLAN 2026-28

An expansive discussion took place on the draft circulated, with the CEO noting that departmental feedback had been received in the interim. The Board approved the continued direction of travel, while considering the dependencies outlined.

ACTION: Alice Mansergh / Aidan Power

13. GLOBAL PARTNERSHIPS UPDATE

The Board noted the contents of the Global Partnerships update and commended the team on progress since Global Partnerships was established a year ago. An in-depth discussion took place on aspects including feedback, evaluation and business conversion. It was agreed that the Executive will continue to review the commercial impact of events and optimise for maximum impact accordingly.

ACTION: Siobhan McManamy

14. BUSINESS EVENTS UPDATE

The Board noted the contents of the Business Events update and commended the team on work to date.

15. AOB

No other business was raised.

16. MEETING WITHOUT THE EXECUTIVE PRESENT

The Board reflected on a useful meeting, with HR suggested as a future topic the Executive team could bring (December Board).

17. DATE OF NEXT MEETING

The next meeting is scheduled for Friday, 24th October 2025 on Microsoft Teams.

The meeting concluded at 13.33.

Signed: ______________________________

CHRISTOPHER BROOKE – CHAIRMAN