

Irish Tourism Industry Confederation  
PRESS RELEASE  
For immediate release



**ITIC produce 3-step plan for rescue and recovery of the tourism industry**

- "Tourism industry on the brink" according to ITIC -

- Request for support comes as industry supports emergency efforts -

**Ireland - March 24<sup>th</sup>, 2020:** The Irish Tourism Industry Confederation (ITIC) has produced a **3-Step Plan** for tourism's rescue and recovery, focusing on business survival, liquidity measures and demand stimulation. ITIC is part of an emergency Covid-19 tourism taskforce that is chaired by Ministers Shane Ross and Brendan Griffin and includes senior Department officials and tourism state agency CEOs. ITIC will make the argument for the implementation of its 3-step plan at a meeting of the taskforce today.

The plan outlines the urgent and immediate measures needed by Government to protect Ireland's largest indigenous industry and biggest regional employer. Today's request for support comes as many Irish tourism sectors are currently being called upon in the Covid-19 emergency efforts with the K Club and Citywest hotels giving their premises over for use during the crisis, tourism car rental firms offering their fleet for emergency services, and many restaurants giving food and nourishment to emergency workers.

*"Good tourism businesses and excellent tourism people risk getting dragged under by this tsunami" said Ruth Andrews, Chairperson of ITC, the umbrella representative group for the sector, "and Government must do much more to protect companies and help keep them in business."*

Andrews commented *"To date Government's efforts have been, completely understandably, on public health issues and its economic focus has been on softening the blow for employees who find themselves without a job. However, the big gap in Government action has been measures supporting businesses and employers."*

ITIC are urging Government to provide much more support to the 20,000 tourism and hospitality enterprises throughout the country as Covid-19 presents shattering economic implications to the tourism industry. It is estimated that 150,000 people have already lost their jobs within Ireland's tourism industry and this is set to worsen in the coming weeks.

Eoghan O'Mara Walsh, CEO ITIC, acknowledged that tentative first steps to support business have been taken, however he criticized the measures as inadequate and said that Ireland is an outlier in terms of its economic response to Covid-19: *"Fiscal measures announced to date by Ireland in response to Covid-19 amount to only 0.9% of GDP. Compare this to Germany's 16.3%, France's 15.3% or the UK's 14.9%. Ireland is way behind the curve. Our Government needs to get very serious very quickly about the business impact of Covid-19 and borrow big, as other European nations are doing, to stabilise the economy. At today's cabinet meeting it is time for Government to agree to spend to protect the economy and the Irish tourism and hospitality industry has to get its fair share".*

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ITIC called for a multi-billion-euro package to support businesses including a job retention scheme, debt forbearance, business continuity grants and interest-free loans and noted that the next few months for Ireland's tourism industry is simply about survival as what should have been a bumper spring and summer season is now looking bleak for tourism and hospitality businesses.

ITIC are also calling for a directive to insurance companies that Government advice to the public to avoid pubs, attractions and restaurants is enough for businesses to claim on their insurance where they have appropriate interruption cover in place.

**ENDS**

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#### **Notes to Editor**

#### **About the Irish Tourism Industry Confederation:**

The Irish Tourism Industry Confederation was founded in 1984 and is the umbrella group representing the leading tourism interests in Ireland. Its members come from key tourism stakeholders across the public and private sector and include Aer Lingus, Irish Ferries, daa, Shannon Group, Irish Hotels Federation, Incoming Tour Operators Association, Guinness Storehouse, Restaurants Association of Ireland, Vintners Federation of Ireland and Association of Visitor Experiences & Attractions amongst others. A full list of member organizations can be seen on [www.itic.ie](http://www.itic.ie).

Tourism is Ireland's largest indigenous industries and is a critical component of the export economy. Key tourism facts:

- Worth €9.3 billion annually
- 9.68 million international staying visitors in 2019
- Tourism employs 265,000 nationally
- 1 in 9 jobs nationally are in tourism & hospitality sector
- According to Fáilte Ireland, for every euro spent by tourists 23c is generated in tax

For further information on ITIC's 3 -Step Plan to save Irish tourism and recent Covid-19 bulletins on the impact on the tourism industry see <https://www.itic.ie/news/covid-19/>,