

For release April 27<sup>th</sup> 2022

## Industry body forecasts improved recovery of tourism for 2022

- Projections this year now show 67% recovery to 2019 levels, up from 60%
- ITIC predict full recovery won't be achieved until 2026
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- Flagship conference sees tourism sustainability report launched in association with AIB – 26 key policy recommendations
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- Cost inflation, labour shortages and Ukraine war all pose a challenge as ITIC warn that ***“Government must stay the course in supporting tourism recovery”***

**Ireland – April 27<sup>th</sup>, 2022:** The Irish Tourism Industry Confederation (ITIC) has today issued revised growth scenarios which show this year could see inbound tourism recovery reach 67% of 2019 levels although full recovery won't be achieved until 2026 (see below).

This is an increase on the 60% recovery that ITIC had estimated earlier in the year and is based on increased airline capacity into the country, pent-up demand in key source markets, and growing consumer confidence that the Covid-19 pandemic is being suppressed.

These new projections are being published at ITIC's flagship conference which takes place this morning at Croke Park. ITIC also announces a strategic partnership with AIB that includes a key tourism sustainability report launched as part of the conference.

Ruth Andrews, Chairperson of ITIC, said *“After 2 traumatic years for Irish tourism today sees new hope for our most important indigenous industry and biggest regional employer. Recovery can happen more quickly than anticipated which will be good for the tourism businesses as well as the national economy. ITIC is delighted to partner with AIB and today's conference and report are key staging posts on the journey to sustainable recovery.”*

Speakers at the ITIC conference, which is being moderated by broadcaster Dearbhail McDonald, include Tourism Minister Catherine Martin, economist David McWilliams, Professor Luke O'Neill, AIB CEO Colin Hunt, Aer Lingus CEO Lynne Embleton and IATA's Director General Willie Walsh amongst others.

Eoghan O'Mara Walsh, CEO of ITIC, said *“Crucially for Irish tourism, air access has been restored quickly and ambitiously by airlines and this is critical to recovery.”* He went on to warn though that the war in Ukraine, inflation and labour shortages could put a handbrake on the sector's recovery and added *“Government needs to stay the course in terms of supporting the tourism industry to full recovery. This includes maintaining investment in the sector and deferring the scheduled tourism Vat increase later this year.”*

ITIC's Tourism Industry Sustainability report makes 26 recommendations across the 3 spheres of sustainability; economic, social and environmental. The report argues that industry is committed to the challenge of minimising its greenhouse gas emissions but will need support from the Just Transition Fund.

Irish Tourism Industry Confederation

PRESS RELEASE

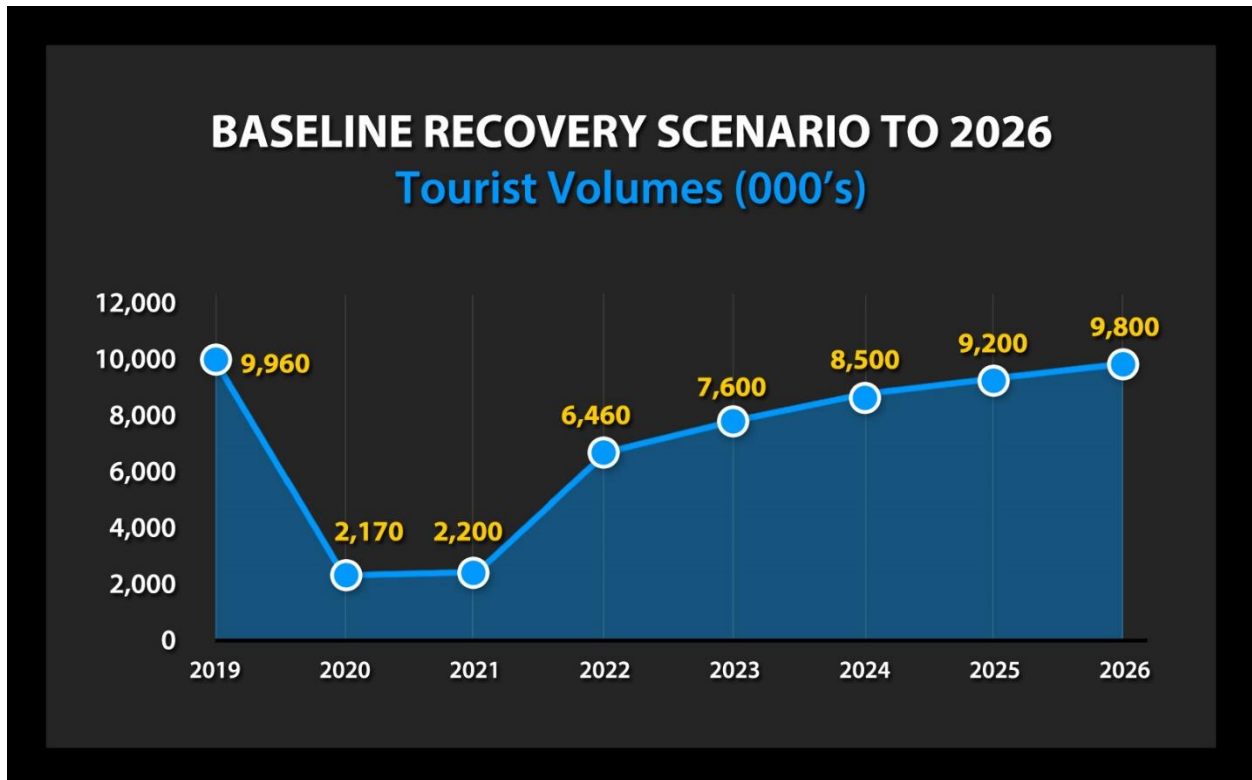
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Recommendations include the need to set baseline and emission targets for the industry, the development of an off-setting project of scale within Ireland to support the circular tourism economy, and the roll out of carbon calculators for businesses.

Colin Hunt, CEO of AIB, said “We support our customers across all sectors of the economy in their drive for more efficient and sustainable practices. *We have a strong track record of working with the Irish tourism sector, and are deepening that relationship to develop a more sustainable future for the industry over the coming years. Our green lending to the sector and insights gained through data analytics, and the support of our specialist hospitality experts will provide vital support to the multitude of Irish tourism and hospitality businesses in the recovery period and beyond.*”

The full ITIC report, *Delivering a Sustainable Tourism Industry*, can be viewed at [www.itic.ie](http://www.itic.ie).

**Revised projections for Inbound Tourism Volume Recovery**



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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 in 2019:

- Worth €9.2 billion annually
- 9.68 million international staying visitors in 2019
- Tourism employed 265,000 nationally in 2019
- 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

**ITIC's members:**

Aer Lingus – AIPCO Association of Irish Professional Conference Organisers – ATGI Approved Tour Guides of Ireland – AVEA Association of Visitor Experiences and Attractions – B&B Ireland – Car Rental Council of Ireland – CIE Tours International – Coach Tourism & Transport Council – Convention Centre Dublin – DoDublin Bus Tours – Dublin Airport Authority – Emirates – Failte Ireland (associate member) – Guinness Storehouse – House of Waterford Crystal – IAAT Ireland's Association for Adventure Tourism – ITOA Incoming Tour Operators Association – Inland Fisheries Ireland – Ireland's Blue Book – Irish Boat Rental Association – Irish Caravan and Camping Council – Irish Ferries – Irish Heritage Trust – Irish Hotels Federation – Irish Self-Catering Federation – Jameson Visitor Centres – Kildare Village – Kerry Tourism Industry Federation – Office of Public Works – Planet Payment – Restaurants Association of Ireland – Select Ireland – Shannon Group plc – Stena Line - Tourism Ireland (associate member) – Trinity College Dublin – TU Dublin – Vintners' Federation of Ireland