

## **Tourism Recovery Taskforce Terms of Reference**

The Tourism Recovery Taskforce was established by Minister Shane Ross and Minister of State Brendan Griffin on 20 May 2020.

The purpose of the Taskforce is to prepare a Tourism Recovery Plan for submission to the ministers which will include a set of recommendations on how best the Irish tourism sector can adapt and recover in the changed tourism environment as a result of the Covid-19 crisis. The plan will identify priority aims, key enablers and market opportunities for the sector for the period 2020-2023. The Taskforce may consult with stakeholders to inform its deliberations and report back to the ministers.

In drawing up a Tourism Recovery Action Plan, the Taskforce will:

- Evaluate evidence of the capability of tourism enterprises to resume trading and identify immediate to medium term goals for recovery and sustainability
- Commission research and consultancy as appropriate, by the tourism agencies and other bodies, which will assist the Taskforce in developing its understanding of the problems facing the sector as well as potential solutions
- Consult with stakeholders and invite proposals for consideration by the Taskforce
- Identify actions by the industry, agencies and Government which, subject to market conditions, would help to generate demand for tourism services, both domestic and overseas, in the initial recovery period
- Develop a framework for ongoing monitoring of the sector as it adapts and recovers, including consumer and business sentiment
- Agree where the focus should lie with regard to domestic and international promotional activity for 2021-2023 in view of the evolving situation
- Examine the prevailing situation and outlook for tourism with regard to access and connectivity by source market
- Identify possible policy initiatives or impediments to a robust sustainable recovery

- Recommend whole of Government policy initiatives to support sustainable tourism employment
- Recommend how best to optimise the use of exchequer resources for tourism and explore EU funding opportunities to assist the recovery
- Consider appropriate next steps in terms on monitoring and reporting on the Plan.

On approval by the ministers, the Tourism Recovery Action Plan recommended by the Taskforce will be a living tangible document which will be measurable and time-bound. It will include actions and related goals which are clear and realistic. The Tourism Recovery Action Plan will facilitate future reporting to evaluate the outputs and impacts arising from the work of the Taskforce.