AVEA

ASSOCIATION OF VISITOR EXPERIENCES & ATTRACTIONS

Pre-Budget Submission 2022

Extend EWSS to June 2022

Double budgets for Tourism Ireland & Fáilte Ireland

Strategic investment in tourism careers

9% VAT to 2025

Restore international connectivity

14 Henrietta Street – Adare Heritage Trust – Aillwee Caves & Birds of Prey Centre – Airfield – Ardgillan Castle – Aviva Stadium – Birr Castle Gardens & Science Centre – Brú na Bóinne Newgrange - Bunratty Castle – Butler House – Castletown House - Chester Beatty – Christ Church Cathedral Dublin – Cliffs of Moher Visitor Experience – Clondalkin Round Tower - Cobh Heritage Centre – Dalkey Castle & Heritage Centre – Donegal Castle Doolin Cave – Doolin2Aran Ferries – Dublin Castle - Dublinia – Dún Aonghusa - Dunbrody Famine Ship – EPIC The Irish Emigration Museum - Fota House Arboretum & Gardens – Foxford Woollen Mills – GAA Museum and Croke Park Tours – Glasnevin Cemetery Museum – GPO Witness History – Guinness Storehouse – Hook Lighthouse – House of Waterford Crystal – Irish National Heritage Park – Irish National Stud & Gardens - Irish Rock n Roll Museum – Irish Whiskey Museum – Jameson Distillery Bow St. - Jameson Distillery Midleton – Johnstown Castle Estate, Museum & Gardens – Kilbeggan Distillery – Kildare Village – Kilkenny Castle – Kilmainham Gaol - King John's Castle – Kylemore Abbey & Gardens – Lough Key Forest and Activity Park – Malahide Castle & Newbridge House – Medieval Mile Museum – Mount Congreve Trust – Museum of Literature Ireland – National Botanic Gardens - National Gallery of Ireland – National Leprechaun Museum of Ireland - National Library of Ireland - National Museum of Ireland - Country Life - National Museum of Ireland - Decorative Arts & History – National Museum of Ireland – Natural History – National Wax Museum – Newbridge Silverware – Oakfield Park – Pearse Lyons Distillery – Phoenix Park Visitor Centre - Powerscourt Distillery – Powerscourt Estate – Roe & Co Whiskey Distillery – Rock of Cashel - Rothe House – Russborough House & Parklands – Saint Patrick's Cathedral – SEA Life Bray – Skerries Mills – Slane Castle – Slane Distillery – Spike Island - Strokestown Park House & The National Famine Museum – Swords Castle – Tayto Park – Teeling Whiskey Distillery – The Shed Distillery of PJ Rigney Visitor Experience – Titanic Experience – Trinity College Dublin & Book of Kells – Valentia Lighthouse – Waterford Treasures – Wells House and Gardens – Westport House – Wicklow Gaol – Windmill Lane Recording Studios – Youghal Clock Gate Tower

1. EXTEND EWSS TO JUNE 2022

Retaining our valuable and highly skilled core staff will only be possible if EWSS is extended to June 30th 2022 when international tourism is anticipated to return in sustainable volumes.

This will strengthen the pace of recovery and maintain the high quality of service and experiences we deliver.

This is our number one priority as we face into the off-peak months.

Wells House, Co. Wexford

2. DOUBLE BUDGETS FOR TOURISM IRELAND & FÁILTE IRELAND

Recovery of international tourism in 2022 is vital. Increased investment in international marketing is essential to retain and grow market share, develop new market segments, and maintain Ireland's position as a unique and attractive destination

Domestically, tourism businesses need continued support for business continuity, capital projects, product development, and maintenance of highest standards to ensure a vibrant and quality experience.

3. STRATEGIC INVESTMENT IN TOURISM CAREERS

100,000 jobs have been lost in the tourism and hospitality sectors since March 2019.

A long-term strategy to support education pathways, career development, recruitment, and retention are essential to ensure Ireland's tourism recovery has our valued asset – our people – at its core.

4. VAT AT 9% UNTIL 2025

The 9% VAT rate on tourism services is due to expire on 1st September 2022.

Extension of the VAT rate until tourism volumes recover (anticipated 2025) will enable competitive pricing and destination attractiveness.

Ireland's VAT rate of 13.5% is an outlier in the EU, making us comparatively a more expensive destination for tourists.

5. RESTORE INTERNATIONAL CONNECTIVITY

75% of Irish tourism revenues come from overseas visitors. Some of our members are reliant up to 90% on international guests.

The restoration of access routes to our key markets is the top enabler for the return of valuable international visitors – individuals, tour groups, business travellers, and others – who are essential to our survival.

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Cobh Heritage Centre, Co. Cork

THANK YOU FOR CONSIDERING OUR 5 KEY ASKS.
YOUR SUPPORT FOR OUR INDUSTRY IS CRITICAL.

SEAN CONNICK, CHAIR, AVEA

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Book of Kells, Trinity College, Dublin City