



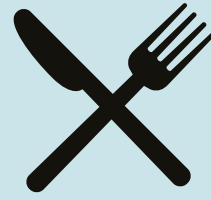
4.5m
TRIPS



15.1m
NIGHTS



£1.4bn
SPEND



4,900
FIRMS



60,000
PEOPLE

Hospitality and Tourism in Northern Ireland

Challenges

VAT

Northern Ireland is in the unique position of sharing a land border with a jurisdiction which has a reduced VAT rate for accommodation and out of home food. The differential of 11% between the two regions presents a considerable challenge, added to by the fact that the island of Ireland is promoted as one entity in all overseas markets including Great Britain.

APD

Affordable air access is important for any island destination. The current level of Air Passenger Duty adds considerable cost for tourists and businesses. The fact that this tax has been abolished in the Republic of Ireland again presents a competitive challenge to local operators.

PEOPLE

The Northern Ireland industry is set to grow by 15%. We need to attract, train and retain a professional workforce. The skills shortage for chefs has been well documented but we believed this goes further. We would like to see a single agency lead on skills and develop a strategy to address the industry's image.

VISAS

Increasing visitor numbers from new markets is key to continued success. Barriers to entry and complications with visitor visas work against this. There is a need for a one-stop shop to process visitor visas.

OTAs

The power and influence of online travel agents needs to be addressed. Competition legislation should be used in relation to rate parity clauses.

VISITOR MIX

