



Application of the SME test to the new Tourism Policy Statement

Screening question

Is the new policy, primary or secondary legislation, or regulatory compliance requirement relevant for SMEs¹?

The following questions must be answered:

- Are SMEs within the scope of the measure? Yes No
- Does the measure specifically target SMEs? Yes No
- Will or could SMEs be impacted directly or indirectly by the measure? Yes No
- Are SME impacts likely to be more substantial than on other companies, for example, in terms of adverse effects? Yes No

If you said yes to any of the above, complete Sections 1-5.

1. Consultation

1. What consultation will/has taken place to capture input from the SME community, particularly those most impacted by this measure?*

- Public consultation
- Online consultation
- Consultation with SME representative bodies
- Notifications of consultation to database of interested stakeholders
- Interviews and panels with experts
- Webinars
- Roundtables
- Public meetings

¹ Medium <250 employees, Small < 50 employees, Micro SME <10 employees
As per EU definition of an SME: https://single-market-economy.ec.europa.eu/smes/sme-definition_en



Other



If Other, please provide details:

*The Tourism Policy Statement is primarily an update of the November 2024 Tourism Policy Framework which was published in November 2024. The new Policy fulfils a PfG commitment and has been updated to reflect any other relevant PfG commitments and the fact that Tourism now comes under the Department of Enterprise, Tourism and Employment. The majority of the policy proposals from the November 2024 Policy Framework have been reiterated in the 2025 Policy Statement. The November 2024 Framework was subject to full consultation with stakeholders and the public including public consultation and direct engagement with representative bodies.

2. Identification of affected businesses

2a: Please identify the type of SMEs that will be directly or indirectly (i.e. SMEs not in scope, but potentially affected indirectly, for instance through impacts on supply chain) affected by proposed policy change -

- Micro (1-9 employees)
- Small (10-49 employees)
- Medium (50-249) employees
- All of the above

2b: Has an estimate been carried out of the numbers of micro, small and medium companies affected directly or indirectly by the measure?

Yes No

2c: Will the proposed policy change have a greater impact on SMEs in any particular economic sector?

Yes No

If Yes, please specify.

The Tourism Policy Statement will be of most relevance to those SME's operating directly in the tourism sector although some other SME's that provide services to the tourism industry may also be impacted.

2d: Will the proposed policy change have a greater impact on SMEs in any particular region?

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Yes No

If Yes, please specify.

While there is no specific policy change targeting SMEs in a particular region, one of the overall policy objectives is to ensure that all areas of the country benefit from tourism activity.

3. Assessment of the impacts on SMEs

3a: What are the expected positive impacts of the policy change on SMEs ?

- Improved regulatory framework Yes No
- Improved working conditions Yes No
- Cost savings Yes No

If other, please provide details.

The Tourism 2030 Policy Statement outlines Ireland's strategic direction for tourism over the next five years, placing a strong developmental emphasis on supporting tourism SMEs and recognising the sector's significant economic contribution at national and local level.

3b: Will the proposed changes result in any of the following impacts for SMEs?

- Administrative costs, including the obligation to provide information on the activities or products of the company, including one-off and recurring administrative costs? Yes No
- Compliance costs, including the obligation to pay fees or duties; and costs created by the obligation to adapt the nature of the product/service and/or production/service delivery process to meet economic, social or environmental standards. Yes No
- Other impacts, including on business entry and exit; competition and competitiveness? Yes No
- Discourage entrepreneurship or innovation? Yes No
- Impacts of any proposed exemption thresholds on business growth? Yes No
- Impacts on SME population composition and location? Yes No

Additional reporting requirements?

Yes No

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4. Assessment of alternative options and mitigating measures

4a. If the analysis above has shown that the proposed policy changes will result in negative impacts on SMEs, has there been consideration of any measures to mitigate against these impacts.

Examples of mitigating measures include

- Exemption for certain SME cohorts (e.g. micros);
- Simplification of administrative procedures and use of plain English;
- Reduction of information requirements;
- Less onerous or less frequent inspection regimes for small businesses;
- Provision of longer transitions periods for SMEs so that they can have more time to allocate resources when dealing with policies;
- Lower administrative fees;
- Access to financing or lower interest rates in order to comply;
- Training and assistance with compliance;
- Requirement for SMEs to have only to register for a certain activity rather than having to be fully licensed;
- One-stop shops.

Yes No

Please provide details.

The National Tourism Policy Statement is an overarching policy, with objectives and priorities set out for the development of Ireland's tourism sector in the period up to 2031. The policy is intended to set a strategic context for Ireland's tourism sector and to provide a high level framework for the co-ordination of national, regional and local authority activities. The policy does not itself propose any specific measures (regulatory or otherwise) which will place any additional obligations on SMEs.



5. Post-completion of SME Test

5a: Have you noted the outcome of the SME Test identifying the impacts and provision for mitigating measures, under the Impacts section of the Memorandum for Government proposing the policy changes?

Yes No

5b: Have you made this form available publicly on your Department website?

Yes No

If not, please give reason why².

For further information please contact: SBU@enterprise.gov.ie

Small Business Unit

Department of Enterprise, Tourism and Employment

² It is expected that all completed Tests will be published. Redactions may be made to sensitive material. Very robust reasons must be provided if not publishing.