

**KEEP 9%**  
**VAT AT**

**Supporting Food, Tourism & Jobs**



RESTAURANTS  
ASSOCIATION  

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OF IRELAND

# Our Organisation

The Restaurants Association of Ireland now represents in excess of 800 members with establishments representing fine dining, casual dining, ethnic, family, Coffee Shops, Hotel and Pub Restaurants.



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# The importance of our sector

The Irish restaurant industry employs over **63,000** people in Ireland

Set to grow to 68,000 in the next 18 months.

Creating **one in four** tourism jobs in the country, and contributes **€2.5 billion** to the Irish economy each year



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Goal of campaign?

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# Why?

- Boosted confidence in the industry- 5,000 jobs to be created this year
- 10,000 new jobs in 18 months
- Number of customers increasing
- More business for trade partners
- Lower prices for customers



# Tony Foley Economic Report

The restaurant sector is large in terms of enterprise, economic activity and employment.

As such, it is an appropriate and desirable sector at which to target economic stimulation measures.

It is also very labour intensive and uses a substantial amount of locally produced inputs.



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# Independent report conclusions:

- Support commercial viability
- Prevent enterprise closures
- Prevent job losses
- Pass through on prices to consumer
- Job retention
- Department of Finance - 6,200 net new jobs in broader hospitality sector

# Report Recommendation

- Reduced rate should be maintained for 2014 and 2015 and evaluated during this period

## Why?

- Likely macroeconomic and employment situation in 2014 and 2015...improved but still relatively weak
- Large economic role of the restaurant sector
- Labour intensity of the sector... good job response to increased activity



# Final remarks

- Removal of 9% would leave restaurants worse off compared to pre July 2011 situation
- Essential to improve employment generating capability of economy
- Enhances tourism competitiveness
- Affordable in context of public finances

# Summary

- Prices down...employment up
- Important to Macro economy
- Tourism competitiveness
- Retain!



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Keep VAT at 9%  
[www.keepvat9.ie](http://www.keepvat9.ie)

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keepvat9.ie

# KEEP VAT AT 9%

Supporting Food, Tourism & Jobs

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Keep VAT at 9% from Keep VAT at 9%

**Flynn's Butchers**  
"Flynn's for Flavour"

01:48 HD vimeo

## KEEP IN TOUCH

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### WHY KEEP VAT AT 9%

Keeping VAT at 9% benefits the hospitality sector and has a knock-on effect for all those linked to these industries. The hospitality industries collectively needs VAT at 9% extended further.

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### LATEST NEWS

**Launch of Keep Vat at 9% Campaign – Photo Gallery**  
The launch of the Keep Vat at 9% campaign took...  
2 May 2013 >>

**Restaurant Sector asks Government to 'Keep VAT at 9%'**  
The 'Keep VAT at 9%' campaign has been launched by...  
30 Apr 2013 >>

10:57 28/05/2013



# Campaign Update

- Letters to all TD's & Senators
- E-mails to all County and City Councillors
- following up directly with TDs, Senators and other elected representatives who have raised the issue of VAT at 9% to thank them for their contribution and to enlist their continued support;
- Letters to all Chairmen/Presidents Chamber of Commerce
- Motions submitted to County Councils



## Campaign Update...

- asking representatives from the realms of business and politics to show their public support by putting their name to our on-line petition on [www.keepVat9.ie](http://www.keepVat9.ie);
- dealing with contact made by individual political representatives who require more information when raising it with any forum available to them;
- making contact with all business who supply the core food and tourism industries to illustrate how the retention of VAT at 9% benefits all involved in terms of business generated and job creation/retention;
- delivering press releases and relevant information to target media outlets tailored to the specific requirements of our campaign.



## Next steps

- Marketing Materials to be sent to all RAI Members (posters, tent cards, stickers)
- Regional meetings to commence in July across 10 locations
- Contact to be made with all County Enterprise Boards and tourism committees
- Week of action in September

For more information..

[www.keepvat9.ie](http://www.keepvat9.ie)

 @keepvat9

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