



TOURISM IRELAND'S VIRTUAL INDUSTRY EVENT GREAT BRITAIN MARKET

Monday, 21st October 2024

AGENDA



Introduction

Sentiment Tracker (GB)

Market context

Update on activity

Q&A



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& Partnerships



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Head of Market



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Insights Manager



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Deputy Head of Market



Sentiment tracker Great Britain

Research: July 2024

EXPLORATION IS THE KEY HOLIDAY NEED AMONG TRAVELLERS



80%

EXPLORING NEW PLACES, LANDSCAPES AND CULTURAL ACTIVITIES

71%

DISCONNECTING, UNWINDING AND ENJOYING SPECIAL MOMENTS TOGETHER

66%

BUILDING LASTING MEMORIES WITH THOSE CLOSEST TO ME

Which of the following would you most want from a holiday/ vacation? (Base: GB)

LANDSCAPE & HAVING NOT BEEN BEFORE ARE TRIGGERS TO VISIT

INTEREST IN IRELAND HAS SEEN A SIGNIFICANT JUMP: 66% AUGUST '23 TO 77% JUL '24



MAIN DRIVERS FOR VISITING IRELAND:

- **BEAUTIFUL LANDSCAPE AND SCENERY (22%)**
- **NEVER BEEN THERE/SOMEWHERE NEW (14%)**
- **REPEAT VISITING (12%)**
- **FAMILY AND FRIENDS THERE (13%)**

MAIN DRIVERS FOR VISITING NORTHERN IRELAND:

- **NEVER BEEN THERE/SOMEWHERE NEW (24%)**
- **GO SIGHTSEEING/TOURIST ATTRACTIONS (15%)**
- **BEAUTIFUL LANDSCAPE AND SCENERY (14%)**
- **FAMILY AND FRIENDS THERE (12%)**

You said earlier you were planning on visiting Ireland in the next 6 months/12 months/ 3 years/ in the future. What are the reasons for wanting to visit. (Base: GB)

THE IMPORTANCE OF RECOMMENDATIONS

ALMOST HALF OF VISITORS FROM GREAT BRITAIN HAVE ACTUALLY RECOMMENDED IRELAND AND NORTHERN IRELAND TO SOMEONE

AROUND TWO THIRDS HAVE SHARED PICTURES OF THEIR TRIP WITH FRIENDS AND FAMILY

OVER ONE THIRD OF GB VISITORS LOOKED UP DETAILS FOR A FUTURE TRIP

DREAMING

- Recommendations from family and friends
- General online search
- Travel articles
- Travel websites
- Social media
- Films, TV and travel shows
- Travel blogs

RESEARCH & PLANNING

- General online search
- Travel websites and booking platforms
- Recommendations from family and friends
- Destination website
- Social media
- Travel articles



Great Britain – Market context 2024

Opportunities



Desire to travel is strong



Good air and sea access



VFR and repeat visitors

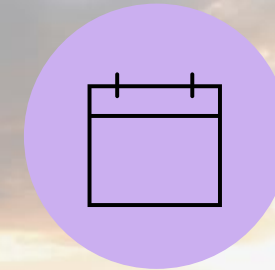
Challenges



Competitive market



Cost of living



Booking windows are short

Value Adding Tourism Traits



Valued Adding
Tourism Traits

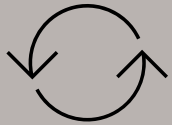


Sustainable
travel

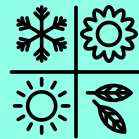


Visit our
regions

**Great Britain
Visitors**



Lifetime value
of the
'repeat visitor'



Visit all year
round



The GB Market – CSO & NISRA

GB is the #1 market for overseas trips to the island of Ireland

2023

Ireland: 2023

2.6m
trips

40% of all overseas visitors

€1.2bn
revenue

22% of all overseas tourism revenue

Source: Tourism Ireland & Fáilte Ireland. ROI total = CSO (leaving direct from ports in Ireland) + NISRA (leaving via Northern Ireland)

Northern Ireland: 2023

1.45m
trips

74% of all overseas visitors

£466m
revenue

69% of all overseas tourism revenue

Source: NISRA

2024

Ireland: Jan-Aug 2024

1.73m
trips

37% of all overseas visitors

€886m
revenue

21% of all overseas tourism revenue

Source: CSO



Inspiring visitors

2024 Key Moments



JAN - MAR

Kickstart & Fill your heart campaign

burst 1



NI EAGS campaign

NI co-op campaigns

St Brigid's Day

St Patrick's Week

APR - MAY

Fill your heart

burst 2



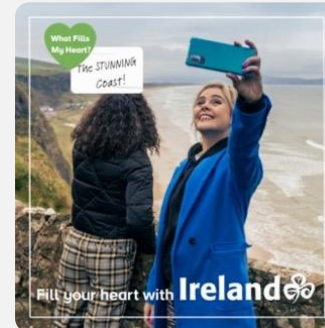
Wild Atlantic Way 10

Regional access co-op

JUN - AUG

Fill your heart

always on – digital and social activity



Golf: The Open at Troon
Launch The Open 2025

SEP - DEC

Fill your heart

burst 3



Dermot's Taste of Ireland

Channel 4 Partnership

Home of Halloween

World Travel Market

Ireland Meets the West
End & Luxury workshop



YEAR ROUND

Publicity outreach, coverage & media events

Trade and diaspora activities

Fill your Heart with Ireland: Kickstart campaign

1 2

Inspiring visitors

24 DEC 2023 – 7 JAN 2024

OBJECTIVES

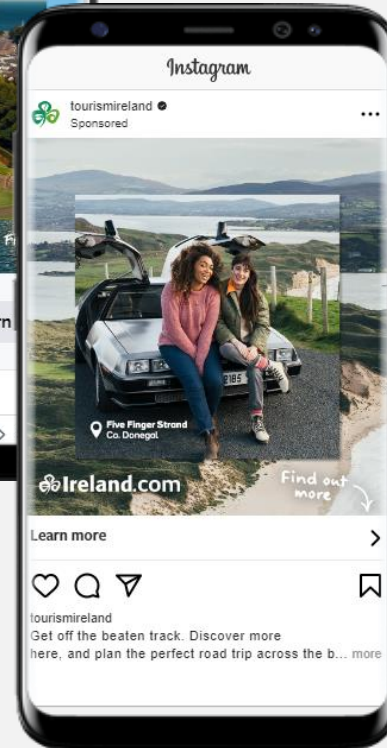
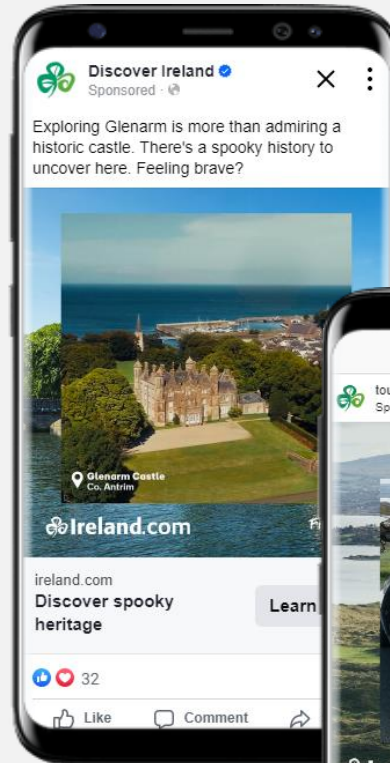
to drive awareness and consideration for the island of Ireland.

CAMPAIGN CHANNELS

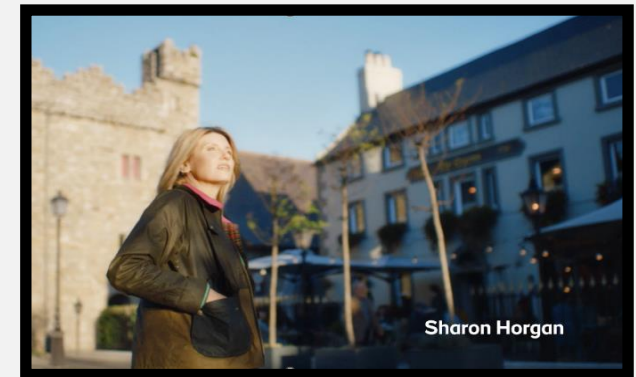
included TV, BVOD (broadcast video on demand), cinema, digital and social.



digital cinema media



50m
Opportunities to see



Northern Ireland 'Embrace a Giant Spirit' campaign

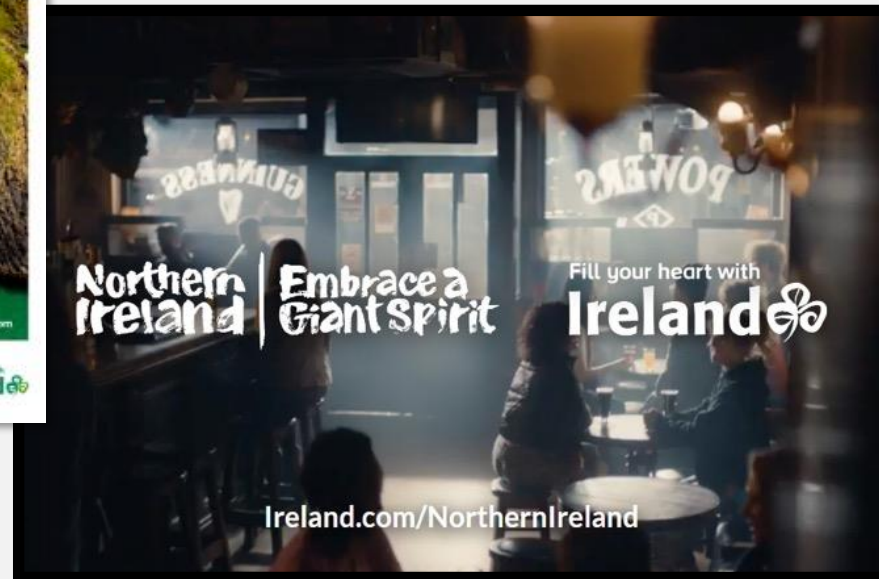
1 2

Inspiring visitors

 FEB - MAR



85m
Opportunities
to see



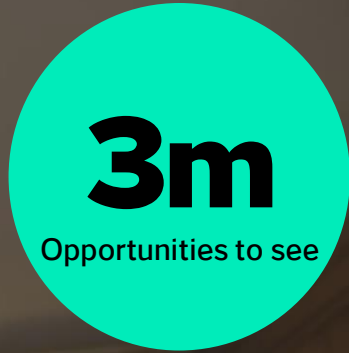
OBJECTIVES

To drive consideration for a holiday in Northern Ireland and highlight ease of access

CAMPAIGN CHANNELS

included TV, BVOD (broadcast video on demand), cinema, out of home and a media partnership with the Telegraph






Rory Best's Northern Ireland

Produced by

The Telegraph

TELEGRAPH MEDIA GROUP

Advertiser content for

Fill your heart with **Ireland** 

I'm Rory Best, former Ireland rugby captain

St Patrick's Day – Publicity highlights

1 2

Inspiring visitors

 MAR



Knitwear stunt
7m
Opportunities to see



Laura Whitmore:
Saturday Kitchen

itv1

this
morning



CELEBRATING ST. PATRICK'S DAY!

#ThisMorning

Regional Campaigns – Wild Atlantic Way 10

1 2

Inspiring visitors

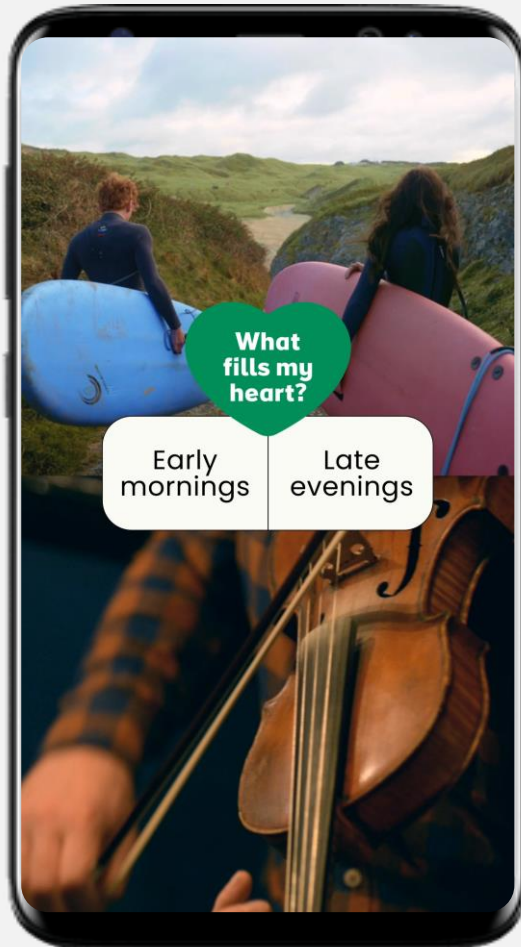
 MAR - MAY

OBJECTIVES

drive awareness of the Wild Atlantic Way and conversion to Ireland.com on Meta.

CAMPAIGN CHANNELS


high-quality audio-visual channels including TV, BVOD (broadcast video on demand), and YouTube.



34m
Opportunities to see

Fill Your Heart with Ireland – season extension campaign

1 Inspiring visitors
2

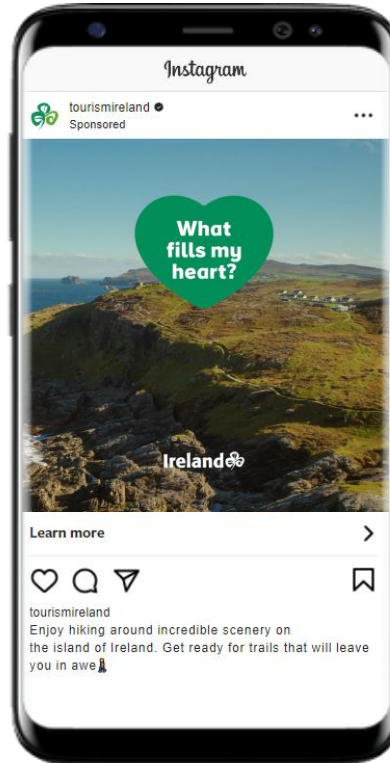
 AUG – YEAR END

OBJECTIVES

A full funnel approach to show the island of Ireland as a great destination for an autumn or winter break

CAMPAIGN CHANNELS

included TV, BVOD (broadcast video on demand), subscription VOD (video on demand), YouTube, social, digital and Channel4 media partnership



Channel 4 Partnership – season extension

1 2

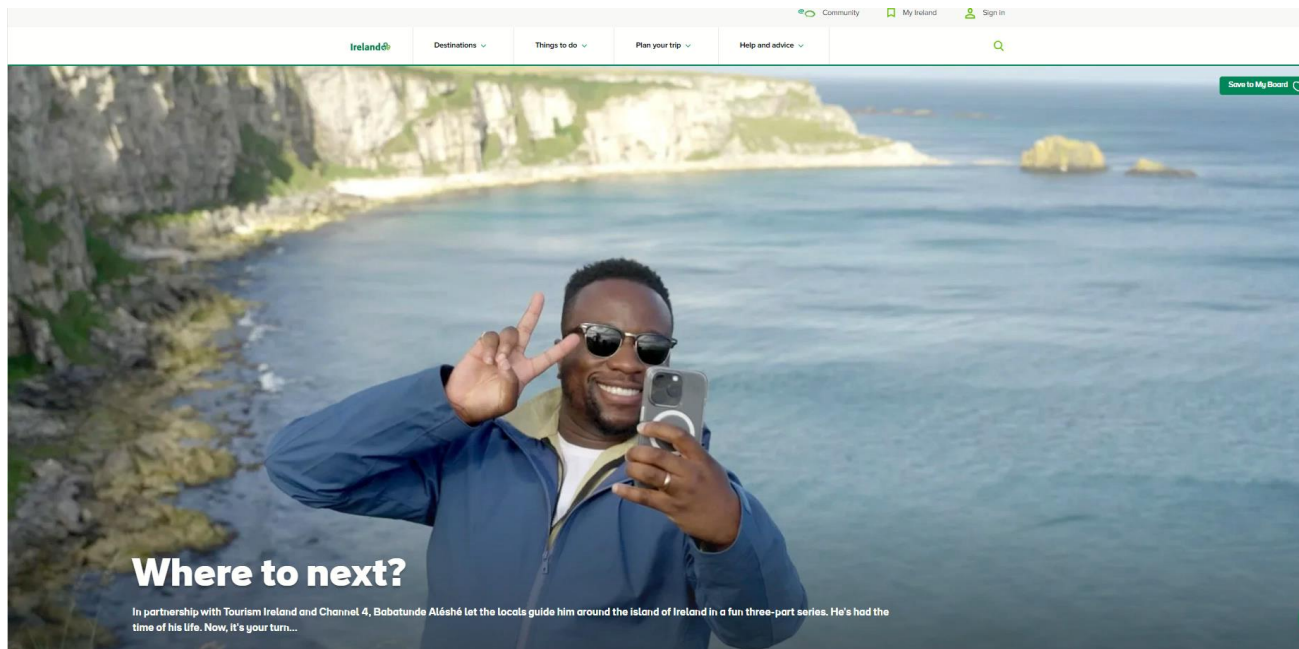
Inspiring visitors

SEP - NOV

CAMPAIGN CHANNELS

A campaign that spans the entire Channel 4 ecosystem and social channels including TikTok, Instagram, Facebook and YouTube

Over **8.5m** opportunities to see





#ad

Ireland – Home of Halloween

1

2

Inspiring visitors

SEP AND OCT

OBJECTIVES

Drive top of mind awareness of the IOI as the Home of Halloween, creating excitement for what's on offer

CAMPAIGN CHANNELS

included TV, BVOD (broadcast video on demand), YouTube and social

CAMPAIGN SUPPORTED BY:

- **Podcast:** Dan Snow's History Hits and After Dark cross-over special
- **Media Trips:** to Halloween – Púca and Derry Halloween and Content creator Kelly Prince Wright attending Macnas
- **Broadcast:** promoting Halloween origins
- **Press release:** push & pitching



Over
61M
opportunities
to see



Publicity Highlights

1 2

Inspiring visitors

'A journey and an adventure': driving Ireland's Wild Atlantic Way



Wild Atlantic Way

© The Wild Atlantic Way at Slieve League, County Donegal

Running 1,600 miles from County Cork up to County Donegal, this route, launched to years ago, takes in the west coast's spectacular scenery

On the edge of pretty Mannin Bay there's a barrel sauna with a convex picture window overlooking the white sand and translucent Atlantic Ocean. It's the perfect place to warm up after a morning kavaiking around the indented shoreline, one that



THE TIMES

Dublin

My cultural weekend in Dublin

Melissa Denes explores museums, galleries and a new immersive Book of Kells exhibition

Three boats climb steep waves on a stormy sea, making their way south from the island of Iona to the coast of Ireland. It is AD806 and they carry a precious cargo: a copy of the gospels, lavishly

Rosalind Franklin, the mathematician Ada Lovelace, the writer Mary Wollstonecraft and Augusta Gregory, the dramatist and founder of the Abbey Theatre in Dublin. In late 2025 the library will close for a decade to allow for restoration, making now a great time to visit the site, already most of the show, has

Georgian, neogothic and elegant 1960s brutalist. Today the museum is a busy teaching department; a poster in one window reads "Without geography we'd be nowhere".

Dublin's geography is easily managed on foot, and I stayed ten minutes' walk away at the Listeria, a chic new bar for



Going with the flow

On a quest for peace, quiet and excellent stout, Richard Collett decides to follow the route of the River Shannon – Ireland's longest waterway – in the country's 'Hidden Heartlands'



230m Opportunities to see

Meandering south for 224 miles from its source on the slopes of Mount Cullinagh on the internal Irish border, the River Shannon carves a path through the island's rural heart. Carrickcraft's 112-strong fleet runs on hydrotreated vegetable oil (HVO), a fuel made from recycled vegetable oils. Noel explained that it produces 90 per cent fewer emissions than diesel.

Green trees were turning to shades of golden brown as I set off, while meadow mallards floated past me, and nonchalant cows lined the riverbanks. The most stressful part of the day was deciding whether to have fish and chips or a hummus wrap at the River Café in Shannonbridge.

Starting in the riverside town of Banagher in County Offaly, I planned to head upriver over three days to Carrick-on-Shannon. Along the way, I hoped to find peace, quiet and some excellent pints of Irish stout in the so-called "Hidden Heartlands".

The best way to explore the river's intricate network of lagoons and tributaries is by boat. "They drive themselves," said Noel Coughlan, a Carrickcraft captain who gave me a crash course in nautical knots so I that could help to moor the six-berth boat when we launched upriver from Banagher. "They don't go very fast, only 10kmph or so."



Lough Key Forest Park in Co Roscommon (top); Glasheen Lakehouse in Co Westmeath (above); Sean's Bar in Athlone (inset) PHOTO: IRELAND

You don't need any prior experience for a self-drive boat tour with Carrickcraft, which has bases in Banagher and Carrick-on-Shannon, where you are shown the ropes (literally) before being let loose on the Shannon.

Around 90 minutes further on, we arrived in Lough Ree. Here, I tied up the boat to spend the night at Glasheen Lakehouse, a grand estate turned luxury hotel with hot tubs, a spa and a heated outdoor pool. Off-season prices are surprisingly reasonable given all the amenities, and start from €726 (£347).

The next morning, I went off for a wander around Athlone (population: 25,000), a metropolis compared with Banagher and Shannonbridge on the southern edge of the Lough.

"You can tell the story of Ireland in Athlone," said Vincent Harney, a former postmaster who now runs Athlone Guided Tours. "We are right in the heart of Ireland. People have lived here for thousands of years. The town got its name from an innkeeper, which says a lot about Athlone."

Vincent told me how the town's name supposedly comes from a character named Aitha Luain, an innkeeper who guided travellers over the River Shannon.

A stout castle with square walls was built by the Anglo-Normans in 1250, but Sean's Bar opposite claims to date back to 900, making it the oldest in Ireland, if not the world. "They'll tell you the castle was built to defend the pub," said Vincent with a laugh.

Inside Sean's Bar, seawater was spread across the ancient floors to soak up spilled beer. Timmy Donovan, the friendly manager, served me a pint of Murphy's Irish Stout and talked me through the

pub's storied past. While much of it probably dates back to the 17th century, there is wattle and daub preserved behind a glass cabinet that is said to be from the original inn established by Luain himself, more than 1,100 years ago.

Sean's Bar makes its own whiskey, too (I try a dram, of course) because Timmy – a fanatic lover of history – claims that the spirit was first distilled by Irish monks on island monasteries in Lough Ree. Don't tell the Scots that.

The river is the gentlest way to travel, but you need time. It is either a one-hour drive north to Carrick-on-Shannon – the gateway to Lough Key – or 11 hours on the boat.

I chose road and in the morning met another Carrickcraft captain, Paul Farrell, for a taster of the Shannon's northern stretches. The pace was slow as we navigated onto the River Boyle, a tributary of the Shannon, meandering through a maze of islands, inlets and locks among a sparser, rockier landscape framed by rising mountains to the north.

Subscribe now to our exclusive newsletter



Ireland's Hidden Heartlands

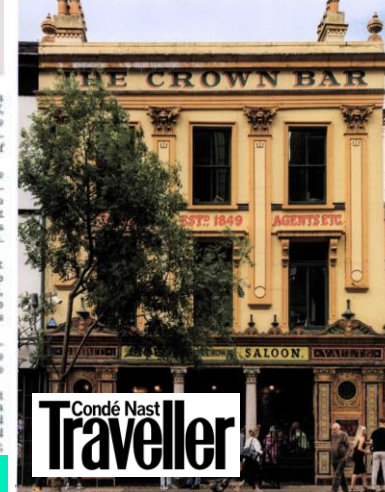
Travel tips: How to get to the region from Dublin, Galway airport from Dublin and Carrickcraft offers boats from Banagher and Carrick-on-Shannon. Week-long hire for a two-berth starts from €730. carrickcraft.com

More information: ireland.com/en-gh/destinations/experiences/irelands-hidden-heartlands

I took over the steering, and an hour and a half after setting off, we cruised into Lough Key, where a fairy castle is perched dramatically on an island in the middle of a lake lined by Scots pines.

Local folklore has it that the lough takes its name from an ancient druid king named Co, who drowned when his waters burst from the earth. "There are days when I wouldn't want to be anywhere else," said Paul. The weather soon turned. It was drizzling as we moved up outside Lough Key Forest Park, where you can tackle treetop walkways and explore the ruins of the Rockingham Estate.

Paul surprised me by describing Carrick-on-Shannon as the local party town in an otherwise rural part of Ireland. With a population of 5,000, it was buzzing later that day, with McHugh's Bar playing traditional music all night. I opted for a final pint at the quieter Flynn's Bar,



Condé Nast Traveller

THE TIMES

The quieter, culture-packed riverside alternative to Dublin

Vikings, whiskey, live music and cool bars and restaurants make up the sparkling city of Waterford — and you can get there by ferry



Waterford, Ireland

Ireland's Ancient East

Portia Jones | Monday April 01 2024, 12:01am, The Sunday Times



Northern Ireland EAGS

Broadcast Highlights



Country House Auction



Golfs Greatest Holes



Dermot's Taste of Ireland

Broadcast Highlights – Dermot's Taste of Ireland

1 2

Inspiring visitors





Strengthening partnerships

The importance of Partnerships

1 2

Strengthening Partnerships



World-Class Golf

1

2

Strengthening Partnerships



GOLF NEWS
The UK's No.1 Golf Newspaper Est.1994

Daily Mail

The Herald

INDEPENDENT

The Telegraph

SUN
THE SCOTTISH

Golfbreaks

yourgolftour.com

BETFRED
BRITISH MASTERS

BMW
PGA CHAMPIONSHIP

GOLF IN IRELAND

GOLF IN IRELAND



THE OPEN



ADARE MANOR
LIMERICK, IRELAND

Trade & Industry Platforms

1 2

Strengthening Partnerships



135
Industry Partners
YTD



Explore Ireland's west coast on the Wild Atlantic Way

Discover 10 unmissable adventures along Ireland's Wild Atlantic Way as it marks its 10th year

As Ireland's Wild Atlantic Way marks its 10-year anniversary, there's no better time to experience the dramatic scenery and cultural highlights that line this rugged west coast. The 1,600-mile route runs between County Cork and County Donegal, with 388 discovery points to explore along the way including a host of new attractions - all just a short flight or ferry journey away for clients based in Great Britain. From active escapes to sightseeing and sampling Ireland's delicious local food, make sure to register these 10 must-do experiences for client next trip to the island of Ireland.

Fill your heart with Ireland

Follow the pilgrim's path in Knock Park
On the coast of County Kerry, visitors can follow the pilgrimage route to the shrine of the Virgin Mary. Discover the most amazing natural beauty, a 500-year-old stone bridge, and the most beautiful views in the county. The walk is only 100m long, but it's a journey of a thousand miles.

Explore Ireland's best coastal national park
The Atlantic coast of Ireland is home to some of the most beautiful scenery in the world. Discover the most amazing natural beauty, a 500-year-old stone bridge, and the most beautiful views in the county. The walk is only 100m long, but it's a journey of a thousand miles.

eclipse **Fill your heart with Ireland**

FREE Drive to Drive collection on holidays of 3 days or more • All holiday drives 888 • Quality hotels & coaches • Many single rooms without supplement

COACH HOLIDAYS TO IRELAND

A Tale of Two Cities **Donegal & the Giant's Causeway** **Ring of Kerry**

Fill your heart with Ireland **MACS ADVENTURE**

Discover a treasure trove of unbeatable landscapes, rich heritage and adventure the easy way - with Macs Adventure.

The best of Belfast

Belfast 2024 brings even more arts and culture to this already vibrant city

MACS ADVENTURE

TRAVEL WEEKLY

ttg MEDIA
FOR SMARTER, BETTER, FAIRER TRAVEL

Group Leisure & Travel

eclipse
HOLIDAYS FROM YOUR FRONT DOOR

GLENTON HOLIDAYS

BarrheadTravel

MACS ADVENTURE

Coming up . . .

1 2

Strengthening Partnerships



World Travel Market
Tuesday 5th – Thursday 7th November



Ireland meets the West End
Friday 8th November

How to get involved

1

2

Strengthening Partnerships

The screenshot shows the Tourism Ireland website's 'Opportunities' page. At the top, there is a navigation bar with links for 'About Us', 'Careers', 'Register for Updates', and 'Contact Us'. Below this is a secondary navigation bar with 'What We Do', 'Overseas Markets', 'Opportunities' (highlighted), 'News and Press Releases', and 'Research and Insights'. The main heading is 'Overseas Opportunities' with a sub-heading 'Discover our industry opportunities to help you promote your business overseas.' A large image of a rocky coastline is featured. Below are three cards:

- Great Britain - Partnership Programme 2024**
 - Great Britain
 - Partnership Programmes
 - From 14/12/2023 to 31/10/2024
 - Open for Registration
 - £3480/€4000
- Fill Your Heart with Ireland Campaign Offers**
 - Global
 - Partnership Programmes
 - All year round
 - Open for Registration
 - Free
- GB features/partners OTA Co-operative campaigns 2024**
 - Great Britain
 - Advertising and Marketing
 - From 14/12/2023 to 31/12/2024
 - Open for Registration

The screenshot shows the Tourism Ireland LinkedIn profile page. The header includes the Tourism Ireland logo and a 'Linked in' badge. The profile name is 'Tourism Ireland - Great Britain' with a description: 'Tourism Ireland is responsible for marketing the island of Ireland overseas. Welcome to the Great Britain team page.' It shows 'Travel Arrangements · 84 followers · 11-50 employees' and a 'Following' button. The page is set to 'Posts' and shows a post from 'Tourism Ireland - Great Britain' with 84 followers. A reposted post from 'Tourism Ireland' (103,437 followers) is also visible.

The graphic features the Tourism Ireland logo and the text 'SAVE THE DATE' in large white letters. Below it, it says 'TOURISM IRELAND'S 2025 MARKETING PLANS LAUNCHES'. Two event details are provided in white boxes:

- Dublin**
 - Date: Tuesday 14th January 2025
 - Venue: Clayton Hotel Burlington Road
 - Registration: 10am
- Belfast**
 - Date: Thursday 16th January 2025
 - Venue: ICC Belfast
 - Registration: 10am



Tourism Ireland

THANK YOU