

TOURISM IRELAND'S INDUSTRY UPDATE

Slow Tourism campaign:
IRELAND UNRUSHED

This webinar is being recorded.

AGENDA

- Introduction
- IRELAND UNRUSHED campaign
- Market activation
- How you can get involved
- Q&A



SUSTAINABILITY: ***RESPONSIBILITY***

Increase the value of overseas tourism to the island of Ireland, sustainably supporting economies, communities and the environment.

We do so by inspiring visitors and strengthening strategic partnerships, always with a values-led approach.



SUSTAINABILITY: ***OPPORTUNITY***

50%

Prepared to spend more on **sustainable accommodation and experiences** when on holidays.

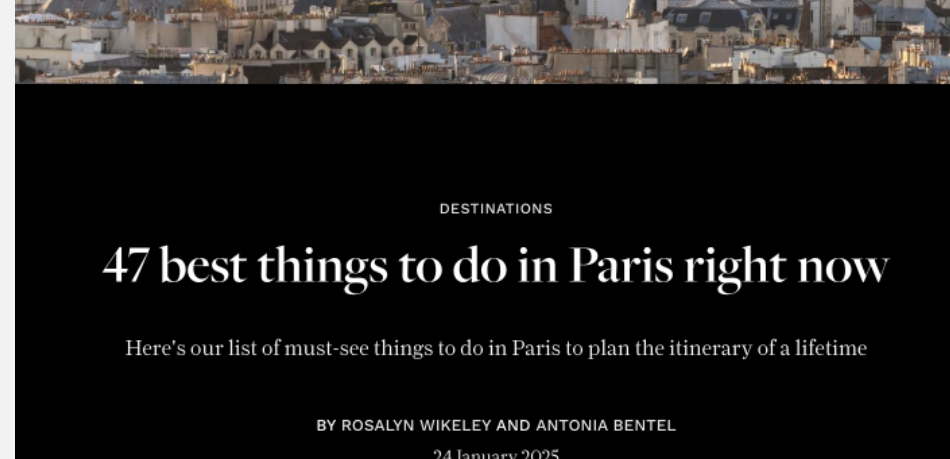


A serene sunset scene over a calm body of water. The sky transitions from deep purple and blue on the left to vibrant orange and yellow on the right, where the sun is setting. The water reflects these colors, creating a shimmering effect. In the distance, a small, dark silhouette of a building or structure is visible on the left side of the horizon, surrounded by trees. The overall atmosphere is peaceful and contemplative.

Slow Tourism advocates for a deceleration of the travel experience, encouraging visitors to **spend more time in fewer places**, thereby engaging more meaningfully with the **local culture and landscape.**

Slow Tourism
can be seen as
a reaction

to a culture of see and
do everything



Back from vacation, and
already planning the next one



What's On My Bucket List?

***.... and what
have I
ticked
off it?***



**TRYING TO EXPLAIN
TO EVERYONE**




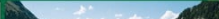
**THE CAREFULLY DETAILED
ITINERARY YOU MADE**

**THE ULTIMATE JAPAN ITINERARY FOR FIRST-TIMERS:
FROM 1 TO 3 WEEKS**

Updated: January 30, 2025



TRAVEL ITINERARY
04 DAY TRIP

 Location: _____	Day 1: _____ _____ _____
Day 2: _____ _____ _____	 Location: _____
 Location: _____	Day 3: _____ _____ _____
Day 4: _____ _____ _____	

BUT IT'S NOT ABOUT DOING
LESS, IT'S ABOUT *feeling more*



ENRICHMENT EXPLORERS ARE THE OPTIMUM AUDIENCE

SLOW TOURIST TRAITS

Environmentally
conscious

Seek local knowledge
and learning

Want an authentic and
intimate experience of the
area



ENRICHMENT EXPLORERS

1.25 x
Consider the environmental
impact on the destination

1.28 x
Need to broaden and
stimulate their minds

1.26 x
Need to feel the
character of a place

An aerial photograph of a rugged Irish coastline. A stone tower sits atop a grassy cliff overlooking the sea. The water is a deep blue with white foam from the waves crashing against dark, jagged rocks. In the foreground, three people in kayaks are visible on the water. The sky is a clear, pale blue.

Introducing

IRELAND UNRUSHED

Ireland's unique take on Slow Tourism focuses on the depth of the experience. When you take your time and immerse yourself, you feel more ...

#IrelandUnrushed

IRELAND UNRUSHED

Built around the strategy of *'feeling more'*. This means **depth of experience** and **emotion** are key to how we talk about the experiences the island of Ireland has to offer.



Getting Around

Elevating sustainable transport from logistics to an opportunity to feel more



'Slow' Activities

Changing perceptions of what Ireland has to offer with 'unrushed' activities that give you a greater depth of experience



Immersing in Nature

A cue for sustainability, while affirming its potential to move you



Human Connection

Showcasing the emotional benefits of spending time amongst the locals



IRELAND UNRUSHED JOURNEYS







The background image shows a large, multi-story stone building with a dark roof and several windows, situated on the left side of a body of water. A small white boat with blue trim is moving across the water in the foreground. The sky is blue with scattered white clouds. The overall scene is peaceful and scenic.

IRELAND UNRUSHED

**Brand and
Paid Media**

**Social and
Ireland.com**

Publicity

**Trade and
Industry**

IRELAND UNRUSHED: GERMANY

Activity Highlights

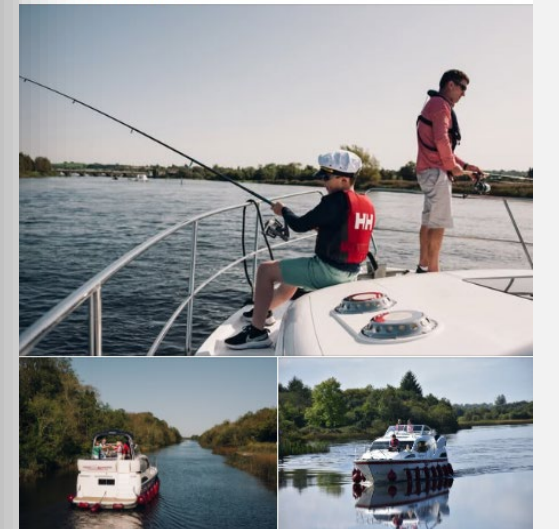
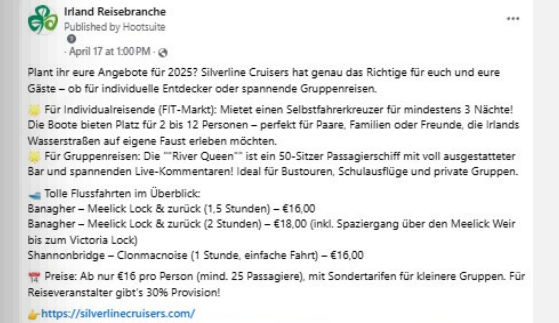
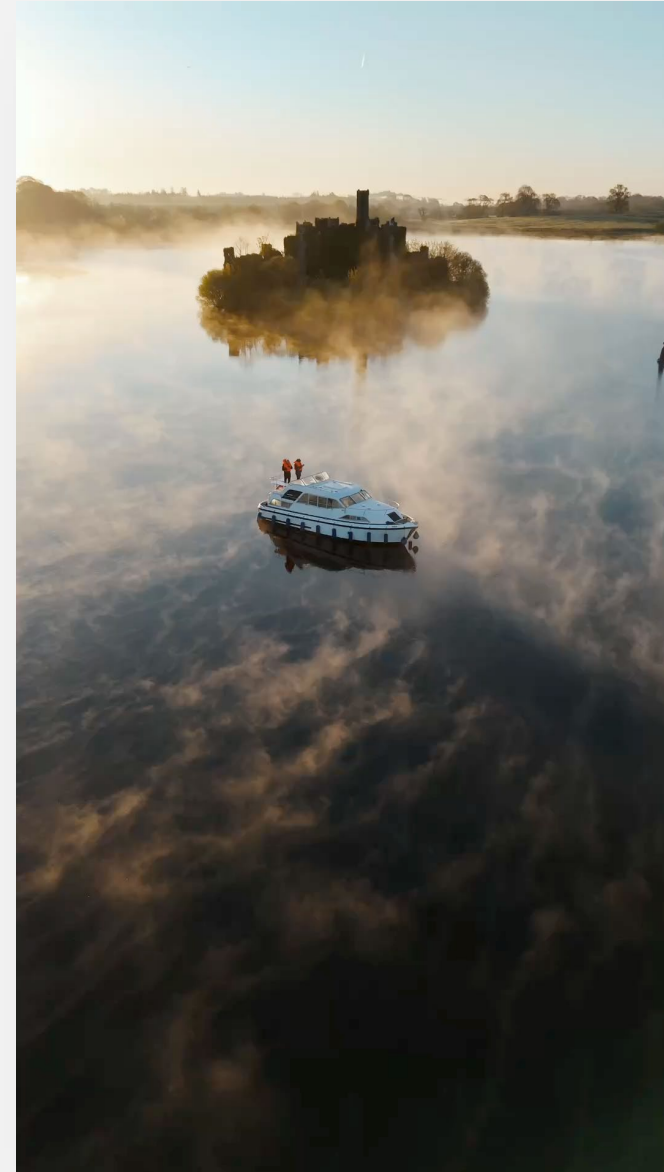
- **Digital media campaign**
- **PR:** VIP lunch for selected tier 1 media in Hamburg
- **Trade:** Trade paper FVW's sustainability-themed week in June
- **Trade:** Tour operator Gebeco's slow travel itineraries / slow route topics in newsletter and social media

Newsletters / Social Media / Offers

- Inclusion in **trade and consumer newsletter**
- **DERTour activity:** trade training
- **PR:** Slow Tourism topics and messaging
- **Social media:** Content push on Facebook, Instagram, TikTok, Pinterest and YouTube
- **Offers:** Callout with main focus on Slow Tourism month

Other

- **Podcast** on Slow Tourism
- **Influencer trips** to County Cork and Ireland's Hidden Heartlands
- **Uke Bosse video campaign**
- **Always-on activities:** Newsletter and organic social
- **Trade and media:** IRELAND UNRUSHED itineraries



IRELAND UNRUSHED: GB

- **Publicity:**

- **Content creators across** Kerry, Limerick, the Causeway Coast, Enniskillen, Ireland's Hidden Heartlands, Wild Atlantic Way islands, Derry-Londonderry, Donegal
- **Radio day** with industry partners, promoting ways to slow down in Ireland
- **Media lunch** with industry partners and tier 1 media
- **Media pitching** of centrally-generated press toolkit, including print and video news releases

- **Consumer Marketing:**

- **AV-led partnership** on Channel 4 and The Guardian live across social, editorial and digital, highlighting Slow Tourism themes and messages across the Wild Atlantic Way and Causeway Coastal Route
- **Digital media campaign:** Amplifying IRELAND UNRUSHED on Facebook, Instagram, Pinterest and YouTube
- **Organic social:** Month-long takeover on Facebook, Instagram and X, highlighting key journeys and ways to slow down on the island of Ireland
- **Consumer ezines and Ireland.com:** IRELAND UNRUSHED ezine to GB consumer database, including key journeys, linking to a dedicated page on Ireland.com
- **Influencer boosting:** Boost hero content creator assets on owned social channels



INDUSTRY ENGAGEMENT



IRELAND UNRUSHED 2025: HOW YOU CAN GET INVOLVED

What experience does your tourism product offer that gives visitors a chance to slow down and find meaning in small moments, leaving a lasting memory?

- **Share** your IRELAND UNRUSHED experiences across your social/digital channels and to your databases using: **#IrelandUnrushed**
- Leverage our **IRELAND UNRUSHED Industry Toolkit**
- **Send us your IRELAND UNRUSHED experiences**, for a chance to be included in IRELAND UNRUSHED promotional B2B and B2C opportunities

Email: industryopportunities@tourismireland.com



Global - Ireland Unrushed 2025 - Slow Tourism on the island of Ireland

- 🌐 Global
- 📄 Advertising and Marketing
- 📅 From 02/06/2025 to 30/06/2025
- ✅ Open for Registration
- € Free

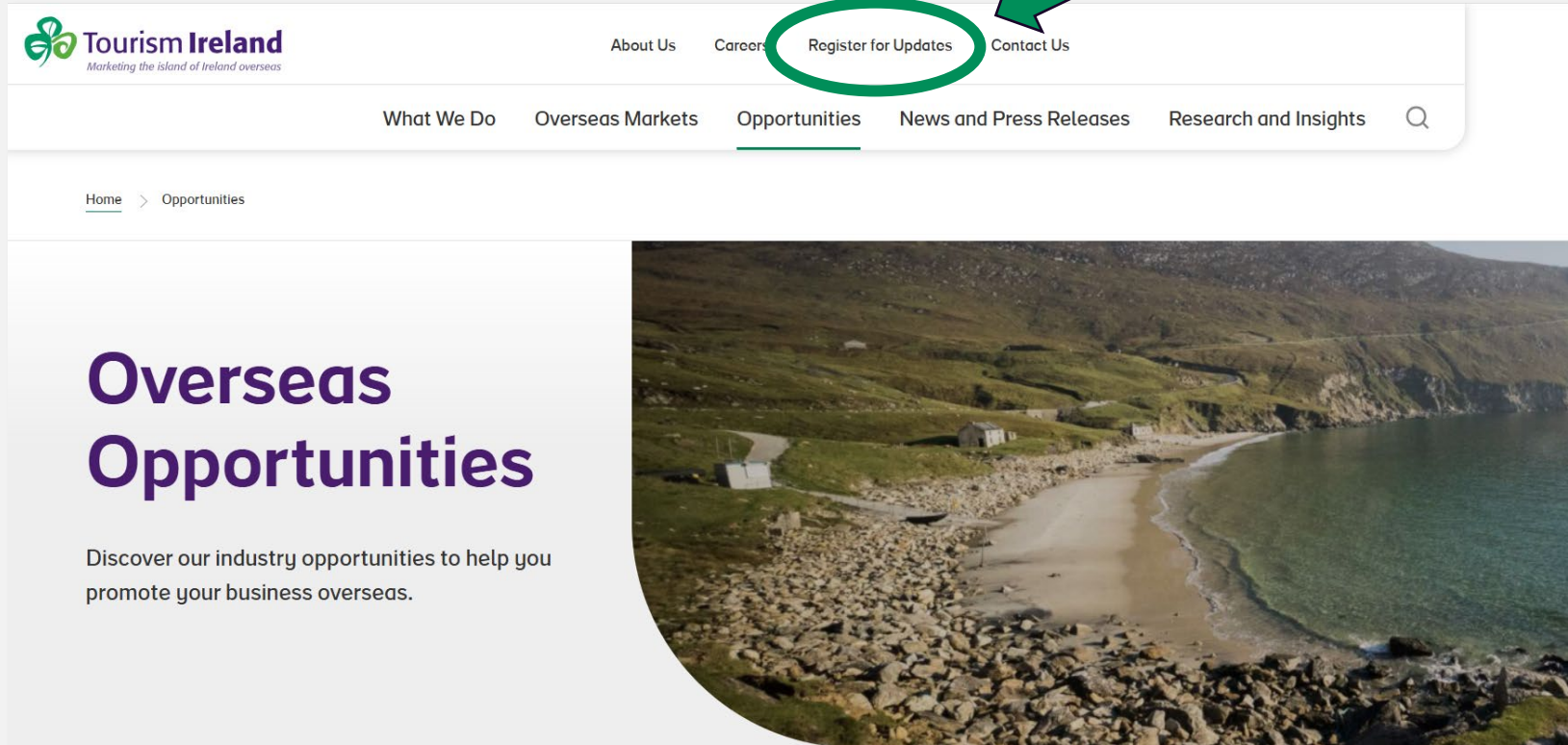
We want to hear all about your slow tourism initiatives - send us your elevator pitch!

[Learn more](#) →

TOURISM IRELAND: INDUSTRY OPPORTUNITIES



Website: tourismireland.com/opportunities



A wide-angle, high-angle photograph of the Cliffs of Moher in Ireland. The image shows the rugged, layered rock formations of the cliffs dropping steeply into the Atlantic Ocean. The sea is a deep blue-green, with white foam from the waves crashing against the base of the cliffs. The top of the cliffs is covered in green grass and some low-lying vegetation. In the distance, the horizon is flat, showing more of the coastline under a clear sky. Two small figures of people are visible on the grassy top of the cliff, providing a sense of scale.

Q&A



Tourism Ireland