

Alison Metcalfe
Barbara Wood



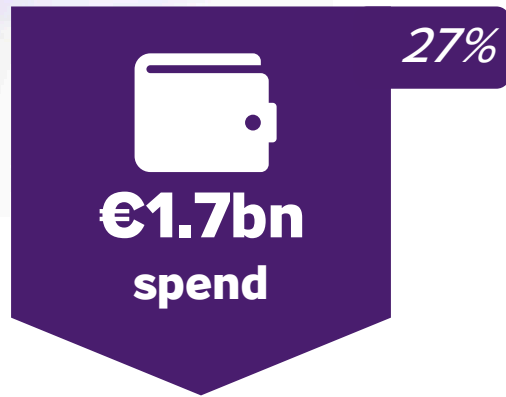
Tourism Ireland

MARKETING PLANS 2025

United States

Why the US market matters

Island of Ireland
2023



Average spend per trip

€1,404



Average spend per night

€162



Average stay

8.6 nights

Ireland
Jan-Nov 2024

Jan-Nov 2024 vs. 2023

■ US ■ N.America

+20%

spend

Average spend per trip

+8%

+9%

trips

Average spend per night

+8%

+11%

nights

Average stay

No change

+11%

Why the US market matters

Key holiday needs:

- Exploring new places, landscapes and cultural activities – 82%
- Building lasting memories with those closest to me – 68%
- Enjoying energetic and fun experiences – 65%
- Disconnecting, unwinding and enjoying special moments together – 57%
- Engaging in exciting and challenging experiences – 49%

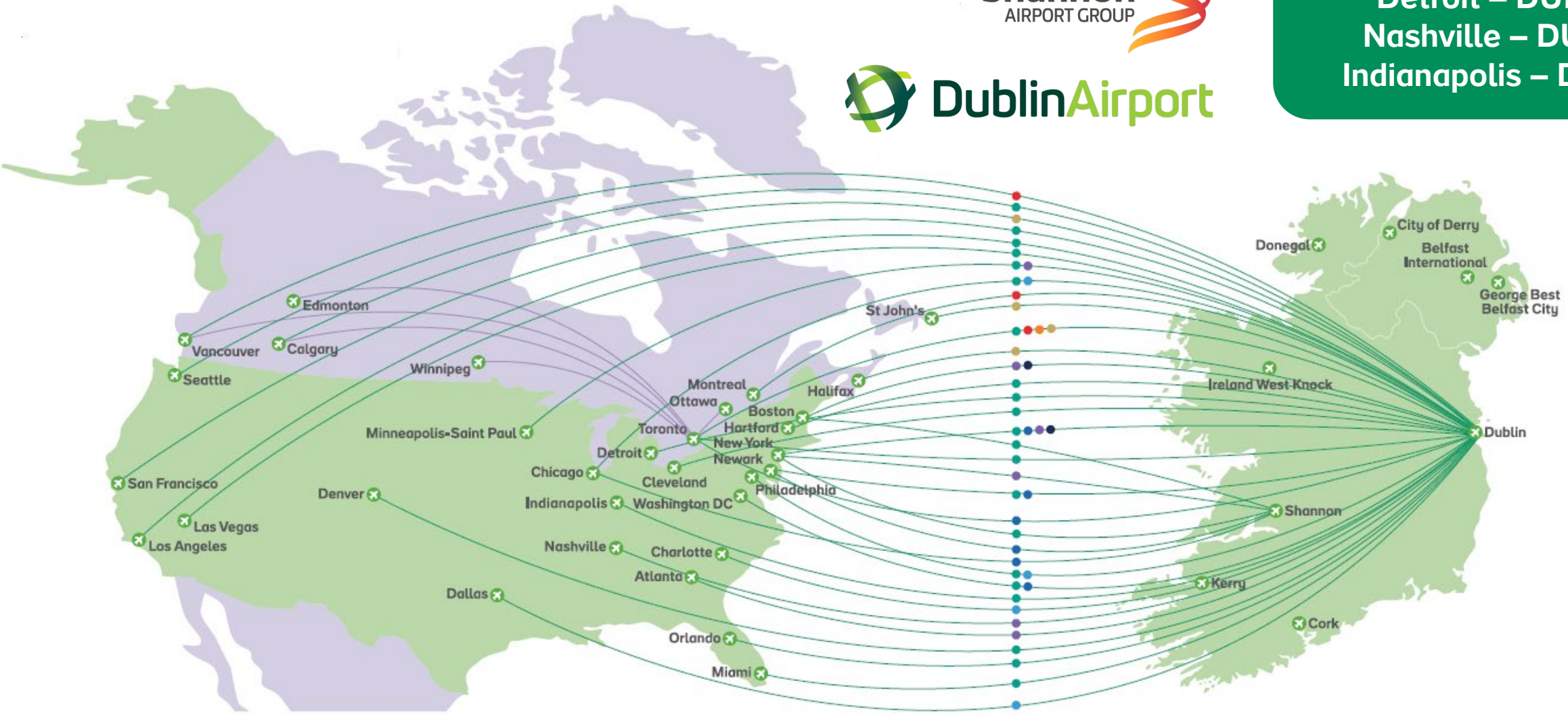
Drivers to visiting Ireland:

- Beautiful landscapes and scenery – 27%
- Never been before / somewhere new – 14%
- Great culture – 14%
- Rich history – 9%
- Ireland interests me – 7%
- Family and friends there – 6%
- Already been and want to go back – 4%

Air Access 2025



NEW for 2025
Detroit – DUB
Nashville – DUB
Indianapolis – DUB



USA KEY MOMENTS 2025

Jan-Mar	PGA Show Fill your heart with Ireland campaign – TV and digital	St Patrick's Day Riverdance 30th anniversary sponsorship	Sales Mission – Western USA
Apr-June	Sales Mission – new gateways/Mid-West LTA Ultra Summit Successful Meetings University	Business Events showcase ATTA AdventureELEVATE	Slow Tourism Month World Pride, Washington DC Golf campaign
Jul-Sept	GTM West and GTM Virtuoso Travel Week	ILTM North America Aer Lingus College Football Classic	Fill your heart with Ireland campaign – TV and digital
Oct-Dec	Home of Halloween campaign	Luxury Summit Engage!25 Summit	Signature conference
All year	'Always on' digital and social Trade webinars	Airline and tour operator co-op Media and influencer visits	Press releases Consumer and trade ezines

Inspiring Visitors



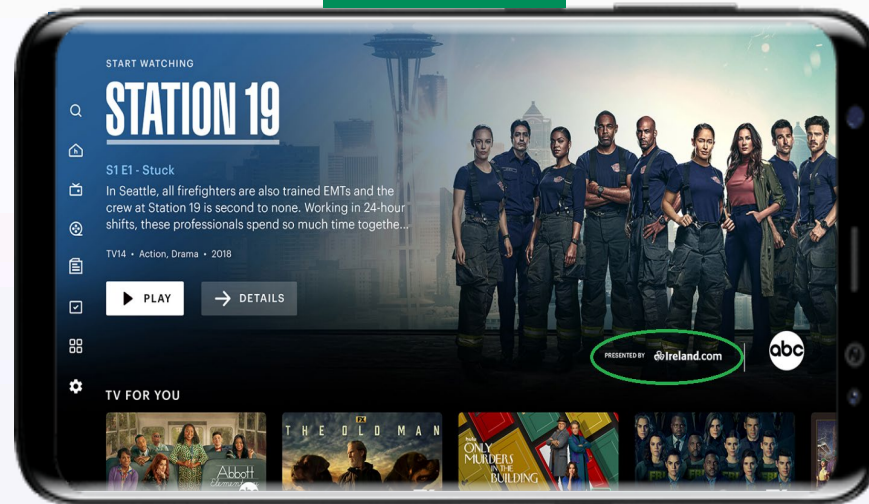
Fill your heart with Ireland campaign



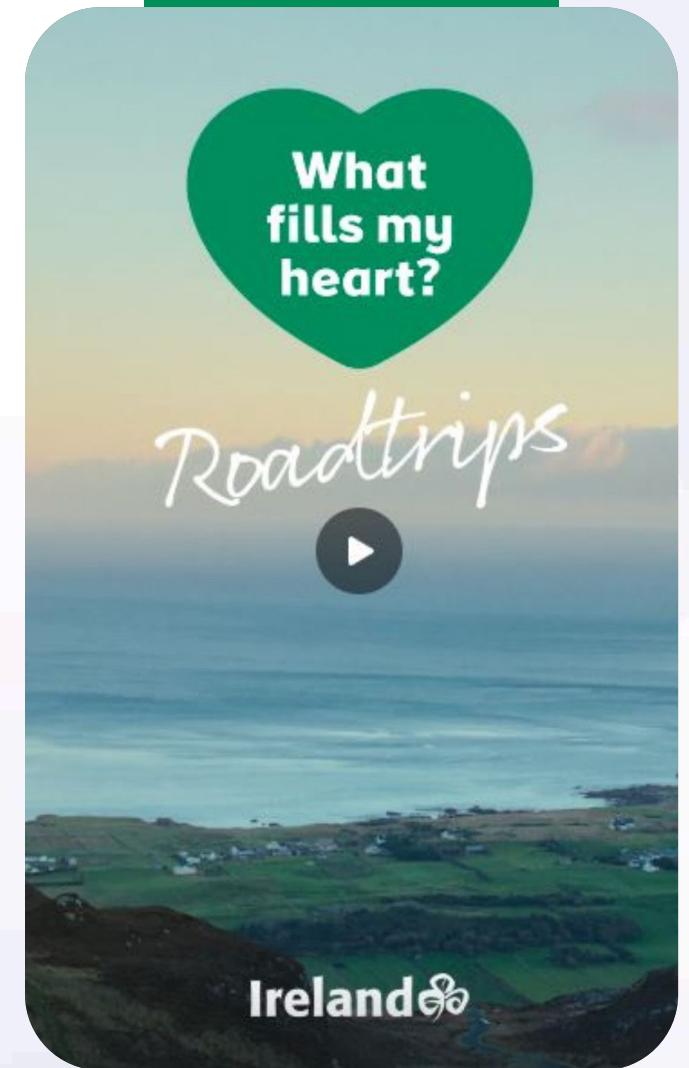
Inspiring Visitors

- 2025 target: 289m OTS (+3%)
- Hybrid TV – linear and connected TV in key DMAs
- ‘Always on’ digital and social
- Brand partnerships

Hulu partnership



Season extension campaign



Ireland.com

Inspiring Visitors – Aer Lingus College Football Classic

5m
audience



ESPN partnership

24k+ US travellers in 2024

In-stadium advertising

Official game app



Golf tour operator co-op



HOME ABOUT US CUSTOM TOUR QUOTE



Golf in Ireland

Golf the Legendary Links of Southwest Ireland

Southwest Ireland is a golfer's paradise, where dramatic cliffs meet rolling fairways and centuries of history echo through the greens. Hidden Links invites you to explore this stunning region, home to some of the world's most iconic golf courses.

Whether you're teeing off with the Atlantic Ocean as your backdrop or unwinding in a cozy seaside village after a day on the links, your Irish golf adventure awaits.

START PLANNING YOUR TRIP

Inspiring Visitors – Golf

- Golf Channel campaign – 20m+ OTS
- PGA Show Orlando
- Digital partnerships – LPGA
- Golf tour operator co-op activity
- Golf media fam trips

Golf Channel campaign



Digital partnerships

Eggsplorations Podcast: Northern Ireland

Northern Ireland
EGGSPLORATIONS

a
Fried Egg Golf
Travel Podcast



Eggsplorations
By Fried Egg Golf

Inspiring Visitors – Publicity

- Top tier broadcast outlets
- Screen tourism opportunities
- St Patrick’s Day and Halloween
- Diversity and inclusion / LGBTQ+

St Patrick’s Day broadcast



Riverdance sponsorship



Diversity and inclusion



Lat.00°18'91"

Long. 88° 63' 55"

Long.11 °52' 02"

IRELAND
WITH
—MICHUEL

Lat.11 ° 16' 81"

Lat. 66° 52' 57"

Lat.11 ° 29' 79"

Long.99 ° 07' 79"



Supporting Economies and Communities

Supporting Economies and Communities

Tour operator co-op – season extension



BRENDAN VACATIONS

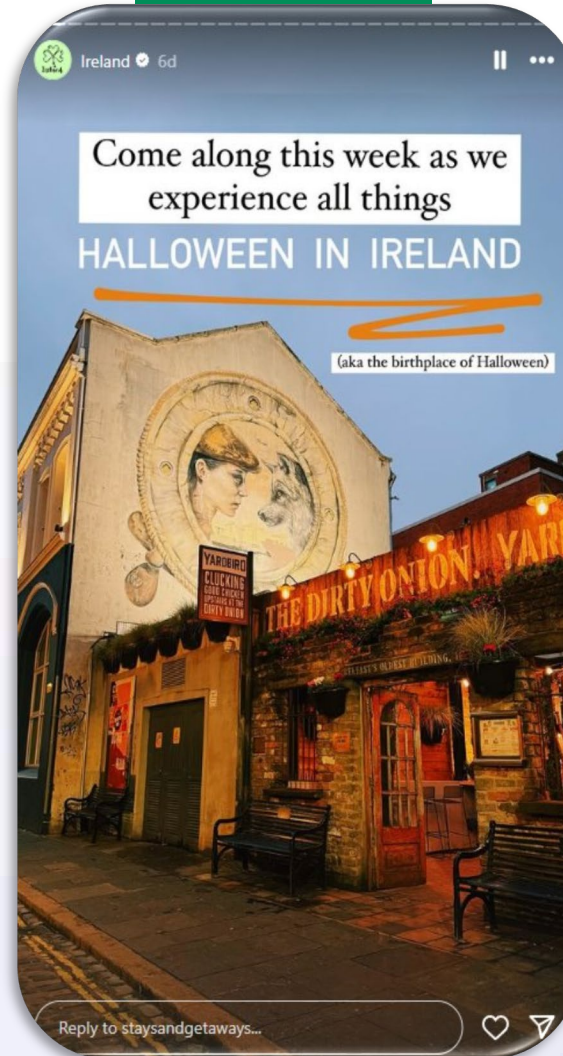
Ewe won't believe these
BLACK FRIDAY TRAVEL DEALS
TO IRELAND

800-687-1002
Talk to our Ireland Experts
or call your Travel Advisor

GUIDED VACATIONS
UP TO **15% OFF***
select Ireland itineraries

CUSTOM TRIPS
SAVE UP TO \$1,200* PER COUPLE
on Private Chauffeur, Self-Drive,
Lux Self-Drive and Rail Vacations

Seasonal festivals

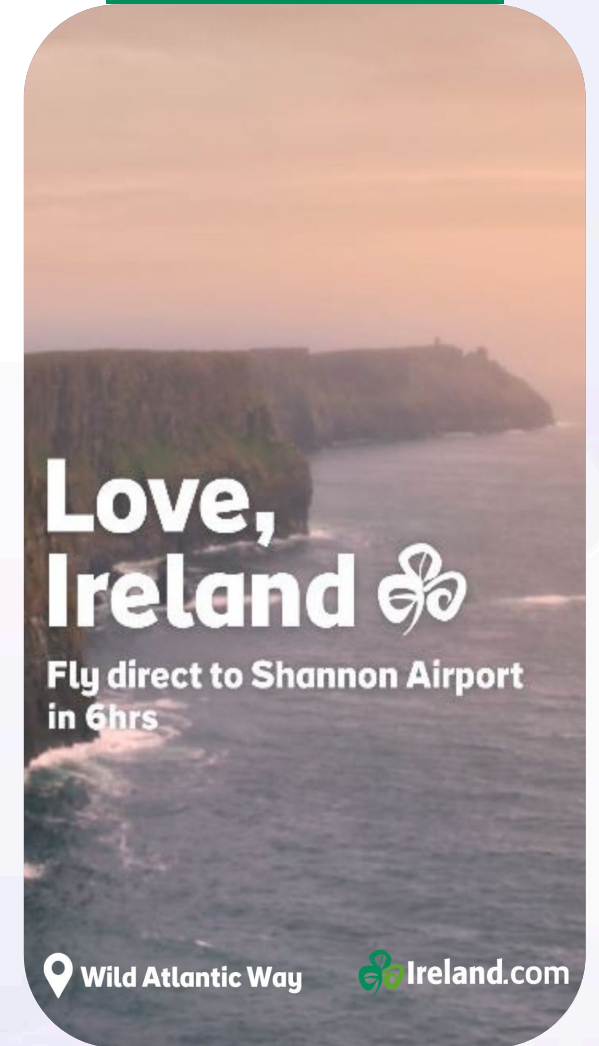


Ireland • 6d

Come along this week as we
experience all things
HALLOWEEN IN IRELAND
(aka the birthplace of Halloween)

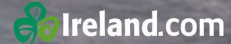
Reply to staysandgetaways...

Regional access campaigns



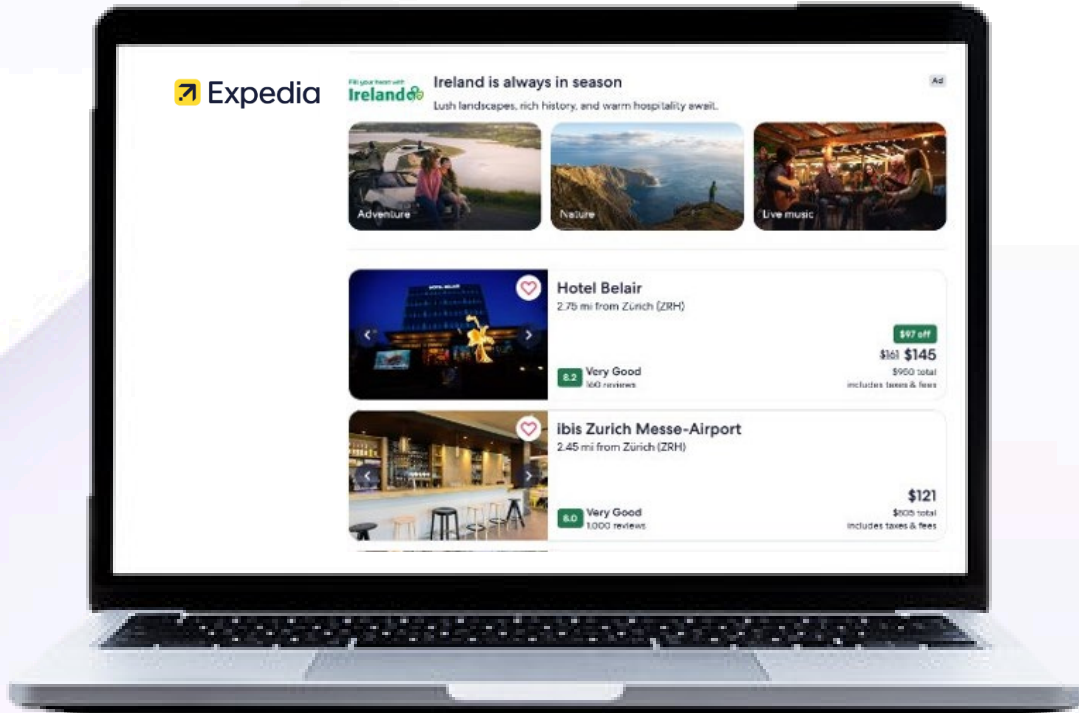
Love, Ireland

Fly direct to Shannon Airport
in 6hrs

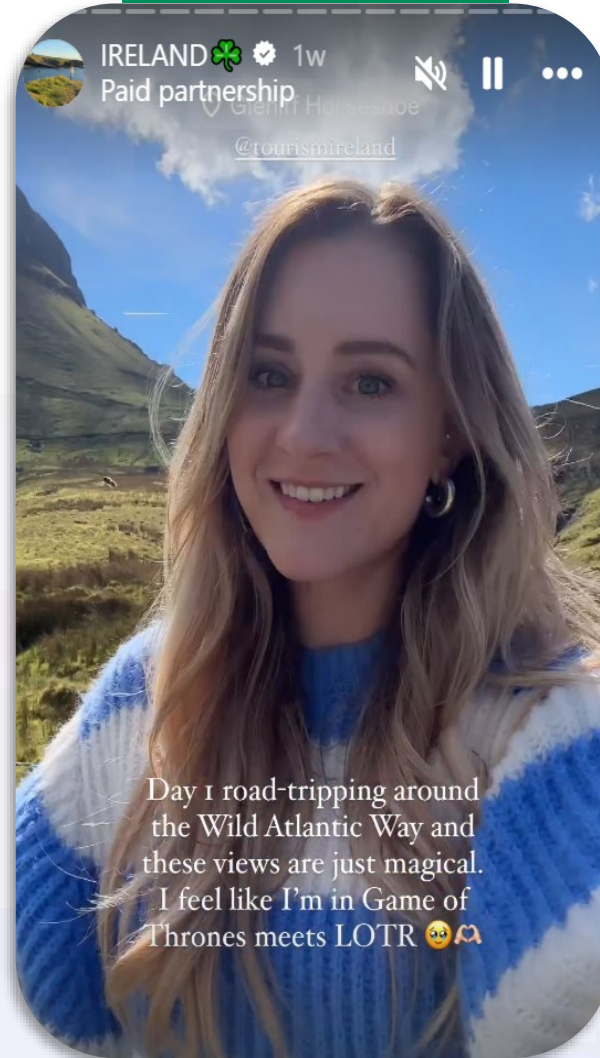
Wild Atlantic Way 

Supporting Economies and Communities

Season extension / regional access – Expedia



Influencer and media visits



ATTA AdventureELEVATE



ADVENTURE TRAVEL
TRADE ASSOCIATION

An aerial photograph of a wide, winding river flowing through a lush green landscape. The river is dark blue and reflects the sky. In the foreground, a small white boat with a cabin is moving down the river, leaving a white wake. The surrounding land is a mix of vibrant green fields, some with patches of brown, and clusters of trees. In the distance, a town or village is visible, followed by a long line of white wind turbines stretching across the horizon under a cloudy sky. The word "Sustainability" is overlaid in the center of the image in a large, white, sans-serif font.

Sustainability

Sustainability

- Highlighting car-free, active travel options and sustainable ways to experience Ireland, e.g. cruising
- Twinnings: Sligo and Mayo
- Slow Tourism Month

TV Broadcast – PBS



Custom content – Matador



Always on – digital and social

Tourism Ireland
Based in Ireland · Published by Hootsuite
October 12 at 8:00 AM

Discover the magic of Finn Lough, a hidden gem in County Fermanagh that offers an unforgettable escape just driving distance from the City of Derry or Belfast Airport! 🌿

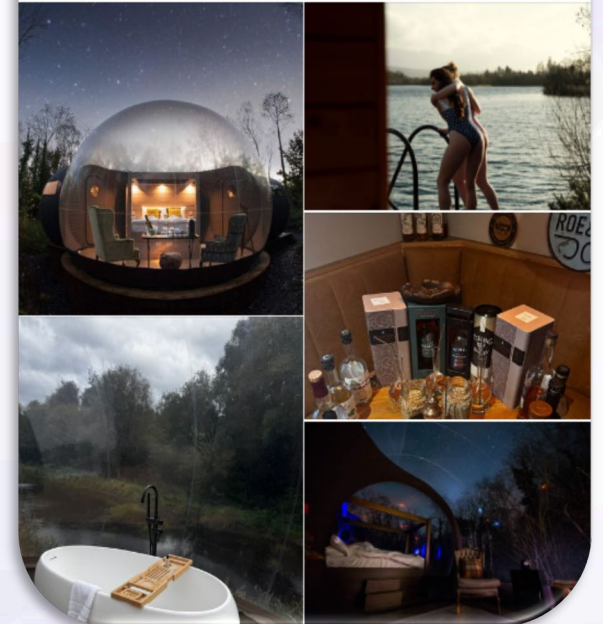
Whether you're dreaming of staying in a cozy lakeside cabin or sleeping under the stars in their signature Bubble Domes, this is luxury reimagined.

Immerse yourself in nature with their free kayak and bike rentals, explore the beautiful lakes or relax at their spa. For spirit enthusiasts, their bespoke whiskey & gin masterclasses are a must. Movie buffs can unwind and get cozy in the private cinema after a day of adventure.

But the real showstopper? The culinary experience at The Barn, where everything served is handcrafted, grown, foraged, and locally sourced. With a menu that spectacularly caters to all dietary needs and allergies, it's a feast for everyone and a perfect example of all of the great produce from beautiful county Fermanagh.

Looking for the perfect blend of adventure and relaxation? Finn Lough is calling! Perfect for a short break or as a base for your wider journey with surfing, golf and history nearby.

<https://www.finnlough.com>
Finn Lough



An aerial photograph of a golf course featuring a large, winding lake in the foreground and middle ground. The golf course has vibrant green fairways and a prominent green with a white flag in the lower right. The background shows rolling hills, a small town with white buildings, and distant mountains under a clear blue sky. The text "Strengthening Partnerships" is overlaid in the center in a large, white, bold font.

Strengthening Partnerships

Strengthening Partnerships – Co-operative campaigns

Delta Airlines

FILL YOUR HEART WITH IRELAND.

Explore the Emerald Isle with a vacation package including daily nonstop Delta® flights from Boston to Dublin.†



Fill your heart with **Ireland** | **DELTA VACATIONS**

†Flight routings subject to change without notice.

GO BEYOND THE FLIGHT

Kensington Tours

KENSINGTON TOURS | **Ireland**

Emerald Isle adventures

Average return on investment
20:1

Aer Lingus

Fly from Denver to **Ireland!**

Coming May 17, 2024! Book now at aerlingus.com

← Gates A45 & A47 Gates A48 to A99 ↑ Gates A44 & A46 →

Strengthening Partnerships

210
Industry
partners

9,200
Meetings
facilitated

Trade communications



Best of Ireland sales missions



Third-party events



Strengthening Partnerships

Travel trade fam trips



Affinity group travel



Luxury travel



Strengthening Partnerships – how to get involved

Tourism Ireland
Marketing the island of Ireland overseas

About Us Careers Register for Updates Contact Us

What We Do Overseas Markets **Opportunities** News and Press Releases Research and Insights

Home > Opportunities > Opportunity List

Opportunity list

Use the filter function below to browse our upcoming and ongoing opportunities that you can get involved with now as well as our historical opportunities that can help with your planning.

Filter 8 upcoming and ongoing opportunities

Fill Your Heart with Ireland Campaign Offers

- Global
- Partnership Programmes
- All year round
- Open for Registration
- Free

Submit your Fill Your Heart with Ireland offers to appear across our Ireland.com consumer suite of websites.

United States - Consumer Partnership Programme 2025

- United States
- Partnership Programmes
- From 01/01/2025 to 31/12/2025
- Closed for Registration
- Gold - USD \$32,000, Silver - USD \$16,500, Bronze - USD \$6,000

Tourism Ireland's annual Consumer Partnership

Become an Expert on our Community

- Global
- Advertising and Marketing
- All year round
- Open for Registration
- Free

Join our community, promote your business and help overseas consumers plan their trips to the island of Ireland!

www.tourismireland.com/opportunities



Tourism Ireland

MARKETING PLANS 2025

United States

Questions and Answers

