



SOAR

(Situation & Outlook Analysis Report)

June 2024




There are signs that the global economic outlook has started to brighten, although growth remains modest, [according to the Organization for Economic Cooperation and Development \(OECD\)](#). The impact of tighter monetary conditions continues, but global activity is proving relatively resilient and private sector confidence is improving. Unemployment remains at or close to record lows, real incomes have begun to improve as inflation moderates and trade growth has turned positive. However, conditions continue to diverge across countries, with softer outcomes in many advanced economies, especially in Europe, offset by strong growth in the United States and many emerging market economies.



There is a very positive outlook for direct air access to the island of Ireland for July 2024. Based on OAG filings, scheduled air capacity to the island of Ireland will be 106% of July 2023 levels, with 2.9 million seats filed for the month. Note: capacity may be impacted by Aer Lingus flight cancellations due to industrial action.

OAG's scheduled air seat capacity from each of the four market areas to the island of Ireland for July 2024 is above July 2023 levels, except for Great Britain (99%), which is impacted by reduced capacity from Gatwick to Dublin.




The Central Statistics Office (CSO) recently released annual 2023 inbound tourism results for Ireland. The full year data shows that Ireland welcomed almost 6.3 million tourists, whose visits generated €5.4 billion in revenue.

These overseas tourists stayed over 51 million nights. On average, overseas tourists stayed 8.2 nights, spending €869 per trip. Half of overseas revenue was generated by holidaymakers, who typically stayed for a week in Ireland and spent on average €1,061 per trip.



Tourism Ireland has an extensive programme of promotions under way for 2024. Our 'Fill your heart with Ireland' (FYHWI) campaign has been live across media with a goal of driving consideration of the island of Ireland as a destination to visit. We're taking every opportunity to shine a spotlight on the island of Ireland, showcasing iconic reasons to travel here and expanding people's bucket lists from best-known spots to hidden gems. Campaigns feature regional and seasonal messages and are designed to achieve brand uplift, incorporating active intent to visit the island of Ireland this year.



Global tourist arrivals reached 97% of pre-pandemic levels in the first quarter of 2024. [According to UN Tourism](#) (formally known as the United Nations World Tourism Organisation), more than 285 million tourists travelled internationally in January-March, about +20% more than the first quarter of 2023, underscoring the sector's near-complete recovery from the impacts of the pandemic. Global tourist arrivals in 2023 recovered to 89% of 2019 levels. UN Tourism's projection for 2024 points to a full recovery of international tourism, with global arrivals forecast to grow +2% above 2019 levels backed by strong demand and enhanced air connectivity.

2024 Forecast Economic Outlook trended by month

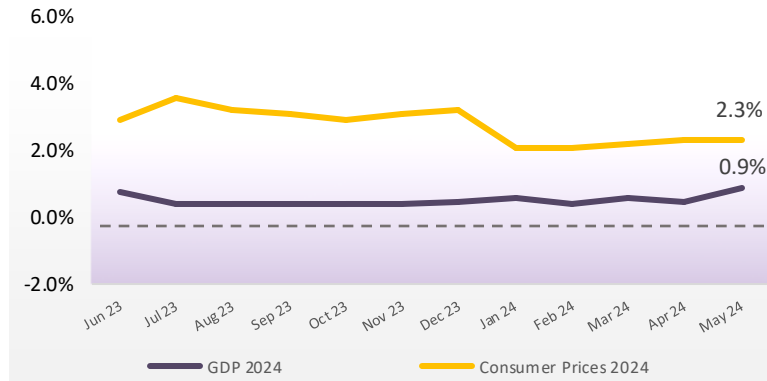
Source: Oxford Economics

Great Britain

Oxford Economics has raised its UK GDP growth forecast for 2024 to +0.9%, from +0.6%, due to a much stronger-than expected outturn for Q1 and evidence that the momentum has been sustained in early Q2. Consumers will lead the recovery, with lower inflation boosting spending power. However, the lagged effects of past interest rate hikes and tighter fiscal policy are expected to result in a steady, rather than spectacular, recovery.

Exchange rate

Jun '23 £1 : €1.17 Jun '24 £1 : €1.18

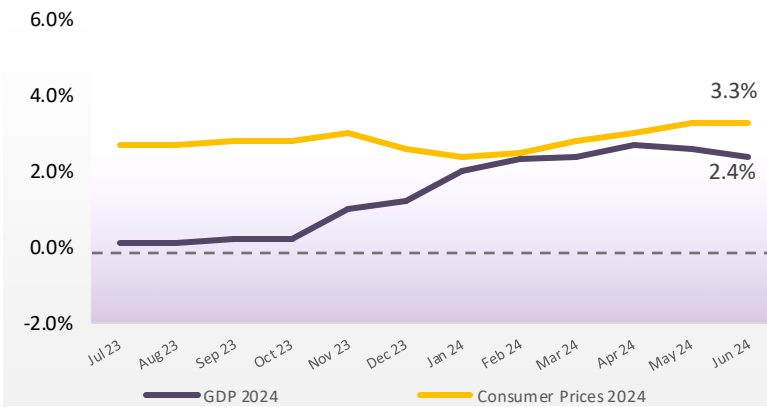


US

The Federal Reserve's plan to cut interest rates this year is being delayed because of the underlying strength of the US economy and inflation data that has not instilled confidence within the central bank that inflation is sustainably moving toward its 2% objective. However, the hard economic data remains solid overall and Oxford Economics forecasts GDP growth of +2.4% in 2024.

Exchange rate

Jun '23 \$1 : €0.93 Jun '24 \$1 : €0.93
Jun '23 \$1 : £0.80 Jun '24 \$1 : £0.79

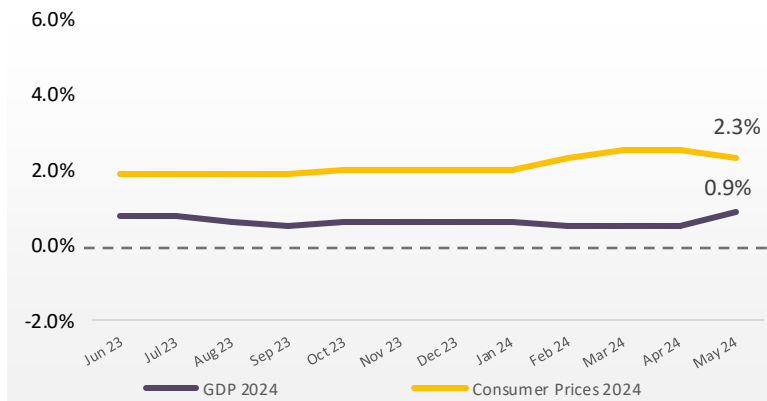


France

The French economy surprised to the upside in Q1, growing by +0.2% quarter on quarter and proving more dynamic than forecast. The better-than-expected Q1 figures and upward data revisions to previous quarters have led Oxford Economics to raise its 2024 GDP growth forecast from +0.5% to +0.9%. However, Oxford Economics believes it will be the end of the year before there is a stronger pickup in its growth.

Exchange rate

Jun '23 €1 : £0.85 Jun '24 €1 : £0.84

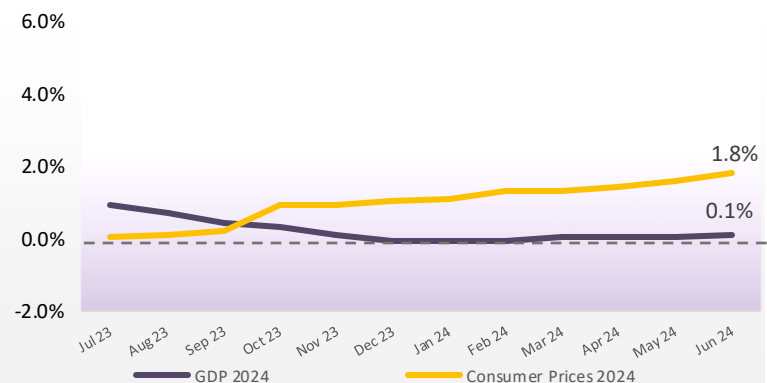


Germany

Oxford Economics thinks that Q1's GDP gain overstated the pace of Germany's recovery. Hard data indicates that growth has moderated this quarter. Still, households' real incomes and confidence are recovering quickly and business surveys show momentum is broadening out. Oxford Economics forecasts GDP growth of +0.1% this year, up +0.1 percentage points from the last estimate.

Exchange rate

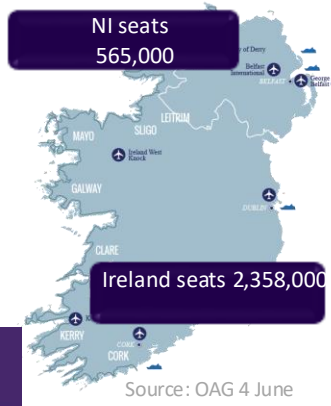
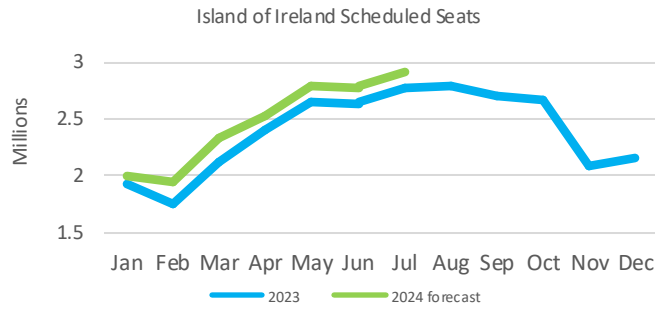
Jun '23 €1 : £0.85 Jun '24 €1 : £0.84



Island of Ireland Access Situation



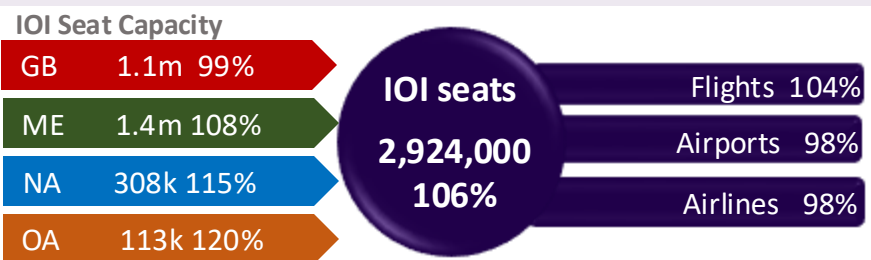
OAG Scheduled Seat Capacity July 2024



There is a positive outlook for direct air access capacity to the island of Ireland for July 2024, with 2.9 million seats planned. Based on OAG filings, air seat capacity to Ireland is forecast to be at 105% of July 2023 levels, with Northern Ireland scheduled at 109%. Note: capacity may be impacted by Aer Lingus flight cancellations.

Seat capacity to the island of Ireland for July 2024 is scheduled at 106% of the level it was in July 2023.

Air Access July 2024 – % share of July 2023



OAG's scheduled air seat capacity from each of the market areas to the island of Ireland for July 2024 is above July 2023 levels, except for GB (99%), which is impacted by reduced capacity from Gatwick to Dublin.

GB = Great Britain ME = Mainland Europe NA = North America OA = Other Areas

Source: OAG 4 June

Airports Forecast – July 2024

According to OAG, Belfast City Airport and Belfast International Airport are filed at 112% and 108% respectively of July 2023 levels. City of Derry Airport is filed at 104%. Dublin Airport and Cork Airport are scheduled at 105% and 108% respectively of the seat capacity levels experienced in July 2023. Shannon and Kerry are filed at 106% and 105% respectively. Ireland West Airport Knock is scheduled at 90% and Donegal is filed at 105%. Even with economic and geopolitical uncertainties, the demand for air travel continues around the world.

Airports	July 2023 seats	July 2024 seats	2024 % share of 2023
Belfast Intl.	382,218	412,025	108%
Belfast City	127,673	142,908	112%
City of Derry	9,900	10,291	104%
Dublin	1,887,937	1,980,296	105%
Cork	169,225	182,627	108%
Shannon	118,001	125,607	106%
Knock	54,339	48,816	90%
Kerry	19,447	20,347	105%
Donegal	594	624	105%
Total	2,769,334	2,923,541	106%

Source: OAG 4 June

Ferry Performance – January-May 2024

Data for the first five months of 2024 confirms ferry passenger numbers on GB routes to and from the island of Ireland at 95% of January-May 2023 levels. The suspension of Stena's Fishguard-Rosslare service for a period this winter, adverse weather in April and changes in the size of some ferries have all impacted on ferry traffic between GB and the island of Ireland. Note: performance data from France and Spain is not currently available.

Ferry (both ways)	January-May 2023	January-May 2024	2024 % share of 2023
GB – island of Ireland			
Sailings	7,636	6,980	91%
Passengers	1,439,258	1,366,319	95%
Cars	414,325	394,676	95%

Ferry Passenger Traffic	January-May 2024 % share of January-May 2023
Northern Ireland	97%
Ireland	93%
Island of Ireland	95%

CSO Inbound Tourism 2023

The Central Statistics Office now releases Inbound Tourism statistics, replacing the former Overseas Travel series and the Tourism and Travel series of the pre-COVID-19 era.

The Inbound Tourism series is compiled using a different sampling methodology and a different mode of data collection. The CSO has advised that the Inbound Tourism series should be seen as a completely new and different statistical series, rather than a continuation or update of the Overseas Travel series and the Tourism and Travel series. The CSO recently released Inbound Tourism results for 2023.

Republic of Ireland Inbound Tourism (Direct)

Republic of Ireland Overseas Tourism (Direct) Annual 2023 – Main Market Area

Market Area	Trips (000s)	Nights (000s)	Spend* (€m's)
Great Britain	2,371	12,408	1,140
North America	1,304	11,210	1,840
Mainland Europe	2,240	21,105	1,932
Other	342	6,399	527
Total	6,257	51,122	5,438

*Spend excludes fares

Source: CSO

Ireland welcomed almost 6.3 million tourists in 2023, whose visits generated €5.4 billion in revenue. These overseas tourists stayed over 51 million nights. On average, overseas tourists stayed 8.2 nights, spending €869 per trip and €106 per night.

Republic of Ireland Overseas Tourism (Direct) Annual 2023

Purpose of Visit	Trips (000s)	Nights (000s)	Spend* (€m's)
Holiday	2,539	17,204	2,693
VFR	2,296	18,937	1,081
Business	919	5,800	848
Other	504	9,181	816
Total	6,257	51,122	5,438

Source: CSO

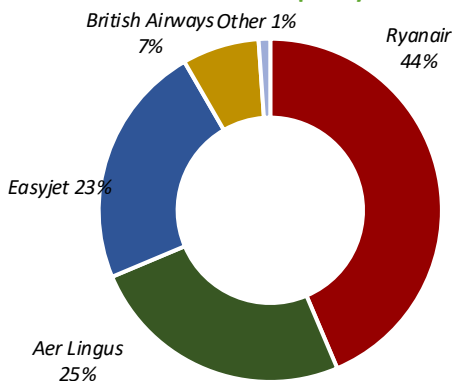
Half of overseas revenue was generated by holidaymakers, who typically stayed for a week (6.8 nights) in Ireland and spent on average €157 per night or €1,061 per trip.

Visiting friends and relatives (VFR) was cited by over a third (37%) of tourists as their main reason for visiting Ireland. They stayed an average of 8.2 nights. One-in-seven (15%) overseas trips were for Business reasons. Business tourists typically stayed 6.3 nights or 11% of all overseas nights. The Other tourists represent 8% of trips and 18% of nights, due to their high average stay (18 nights).

According to STR, hotel occupancy levels on the island of Ireland for the first five months of 2024 were on a par with the same time last year. Note that STR data includes both overseas and island of Ireland residents.

Access update

July 2024 GB to IOI forecast seat capacity



July 2024 total seats: 1.1m

News

- British Airways has commenced a new service from Gatwick to Dublin for summer 2024. The service (operated by Emerald Airlines) is 12 flights per week until 29 September.

Market activity update

Inspiring Visitors

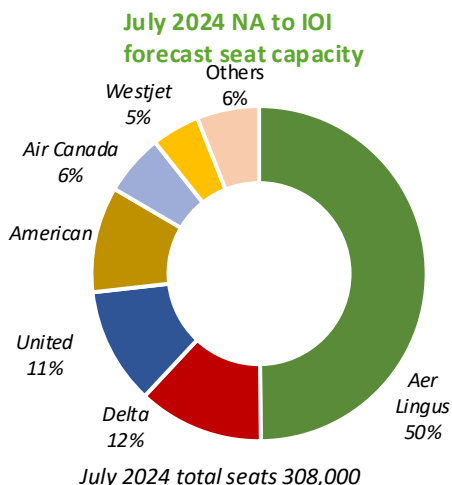
- Fill your heart with Ireland campaign:** our campaign in the first half of the year ran on TV, Broadcast Video on Demand (BVOD), YouTube, digital and social and delivered a combined 86 million opportunities to see¹ (OTS).
- Wild Atlantic Way campaign:** this campaign ran on TV, Broadcast Video on Demand (BVOD), YouTube and Meta, creating 63 million opportunities to see.
- Broadcast:** Filming has concluded for *Dermot's Taste of Ireland*, a new five-part series fronted by Dermot O'Leary. Featuring Kinsale, Cork city, Wexford, Dublin and Belfast, the show will air on ITV1 and on ITVX later this year to a potential audience of millions in GB.
- Sustainability/Media and Influencers:** The Killarney Coffee Cup Project and Shannon River Boats' new bio-fuel featured in *Wanderlust's* Green List, with 720,000 opportunities to see. The influencer Going Green Media produced two reels about slow travel in Donegal, with 428,000 opportunities to see.
- Diaspora:** Tourism Ireland attended the GAA Northern Community Gaelic Games in Manchester, in collaboration with Fáilte Ireland, to promote the Global Irish Festival Series Kerry autumn event to 1,000 diaspora consumers.

Strengthening Partnerships

- Access co-op partnership campaigns:** activity was live in the first half of 2024 with seven access partners: Ryanair, Aer Lingus, easyJet, British Airways, Loganair, Stena Line and Irish Ferries. Campaigns with access partners are in planning for the second half of the year, to drive off-season travel to the regions.
- Online travel agent/metasearch co-op campaigns:** we partnered with TripAdvisor, Travelzoo, Expedia and Skyscanner in the first half of the year. Campaigns with selected OTA/metasearch partners are in planning for the rest of the year, to drive incremental business in the autumn.
- Business Events: The Meetings Show London:** 25 island of Ireland industry partners conducted 750 B2B meetings over two days with leading GB and international MICE event planners, agencies and corporates at the largest Business Events show in GB.
- Trade co-op campaigns:** recent activity has been undertaken with MACS Adventures, Saga Holidays and Glenton Holidays.
- Northern Ireland familiarisation trip:** Seven GB operators visited Derry-Londonderry and Belfast in May, to experience the product first hand and incorporate into future programmes and itineraries to Northern Ireland.



Access update



News

United States

- Aer Lingus commenced a new Denver to Dublin service on 17 May and recently announced a new Las Vegas to Dublin flight that will operate from October 2024 to April 2025. The reinstated Minneapolis–St Paul to Dublin service returned on 29 April.
- Delta Airlines commenced its new Minneapolis–Saint Paul to Dublin service on 9 May.
- American Airlines has announced that its Dallas-Fort Worth to Dublin service will no longer run through the winter, due to aircraft shortages; however, it is expected to return year round in 2025.

Market activity update – United States

US

Inspiring Visitors

- **Golf in Ireland:** a partnership with the Golf Channel kicked off in April, which includes Ireland TV adverts during major golf tournaments, as well as the airing of an eight-episode series in June. The TV and digital campaign will deliver 25 million+ opportunities to see.
- **Wild Atlantic Way:** an advertising campaign is under way highlighting direct access to Shannon from New York, Boston and Chicago. The campaign includes digital, social and high visibility outdoor ads in all three cities, as well as a *Lonely Planet* partnership. The campaign will create 25 million+ opportunities to see.
- **Northern Ireland:** Tourism Ireland partnered with Hillsborough Castle and Gardens for the production of *Agreement* in the Irish Arts Center in New York – to showcase Northern Ireland and mark the 25th anniversary of the Good Friday Agreement to an audience of travel trade and media. Interviews with *Insider Travel Report* were seen by 160,000.
- **Publicity:** Tourism Ireland is partnering again with Emmy award-winning *Ireland with Michael* on PBS, which saw Micheal Londra and his crew capturing content of some of our hidden gems and stunning landscapes.

Strengthening Partnerships

- **Best of Ireland sales mission:** Tourism Ireland hosted a four-city sales mission with 13 island of Ireland industry partners, four US-based tour operators, as well as airline partners. B2B events were held in Cleveland, Cincinnati, Minneapolis–Saint Paul and Chicago, which resulted in over 250 meetings with travel and media contacts.
- **Business Events showcase/Ireland X-Change/MPI WEC:** Tourism Ireland hosted and collaborated on events in Salt Lake City, Denver, Louisville, Killarney and Dublin, creating platforms for 25+ partners which resulted in 2,350 meetings.
- **Airline partnerships:** Tourism Ireland partnered with Aer Lingus and Delta Airlines to launch new routes from Denver and Minneapolis to Dublin. Activity included travel trade and Irish network events, in-airport activations and sponsorship of the Colorado Pro-Am Golf Tournament.
- **Luxury Travel Advisor's ULTRA Summit:** Tourism Ireland met with 35 travel advisors over two days in May. Advisors were hand-selected, luxury travel business owners and consortia members.
- **Trade webinars:** themed webinars with a focus on food and drink, small group travel, LGBTQ+ travel and outdoor adventure provided 15 island of Ireland partners with engagement opportunities with 1,000 US travel advisors.
- **Western USA events:** Tourism Ireland recently hosted two events with partners: an Irish heritage night at San Francisco Giants which included an Ireland presentation to 25+ travel trade with Authentic Vacations; and The Park Hotel Kenmare launched its Blue Bottle café (the first in Europe) to 30+ travel trade and media.



Market activity update

Canada

Inspiring Visitors:

- **Fill your heart with Ireland campaign:** activity is live throughout Q2 and to date has delivered 28 million+ opportunities to see on social media and Broadcast Video On Demand (BVOD).
- **ROGERS/Sportnet+:** 30-second videos will air during the NHL playoff finals this June across ROGERS/Sportnet+, reaching 1.9 million+ Canadians.
- **TravelPulse Canada Readers' Choice Awards 2024:** Tourism Ireland was awarded 'Best Tourist Board, UK/Europe/ Middle East and Africa' for the second consecutive year at an event attended by 500 travel industry professionals, which was also live-streamed to the travel advisor community across Canada.

Strengthening Partnerships:

- **Collette Vacations Explorations Event:** Tourism Ireland was invited to participate in a panel discussion at a key trade and media event attended by 100+, to discuss trends in the guided vacations market. The event featured Irish musicians and highlighted Irish cuisine.
- **Travel Media Association of Canada (TMAC):** Tourism Ireland attended the 30th anniversary annual conference in St John's, Newfoundland, and met with 100+ travel and lifestyle media and content creators. Ireland took the spotlight as the host sponsor of the opening night.
- **Co-operative marketing:** campaigns to stimulate demand for non-peak travel are live with Air Transat and WestJet, with a target of 13 million+ impressions. Joint initiatives with operators Wingbuddy, Royal Irish Tours and Air Canada Vacations are running on social media and in print across the key areas of British Columbia and Ontario, as well as in the Greater Montreal Area to target French-Canadians.

Australia

Inspiring Visitors:

- **Fill your heart with Ireland:** the first phase of the campaign has come to an end and has generated 16 million opportunities to see. The second phase of the campaign will go live in September.
- **Influencer marketing:** the influencer Polkadot Passport – with a reach² of 240,000 across her social channels – will visit Cork in June, covering a range of food, drink and hiking experiences.
- **Publicity:** *Vacations & Travel Magazine* published an article about Northern Ireland and the Wild Atlantic Way, following a recent group media trip. Finn Lough's bubble domes also featured on the magazine's cover, reaching an audience of over 117,000.
- **Consumer partnership programme:** Tourism Ireland's tactical partnership campaign is live until the end of June and will restart for a second burst in September, in line with consumer booking patterns. Designed to turn 'lookers' into 'bookers', the programme currently features six island of Ireland industry partner offers for Australian consumers. The campaign includes both paid and organic social activity, as well as digital activity with TripAdvisor and Kayak to extend the reach. The campaign has generated over 4 million impressions so far.

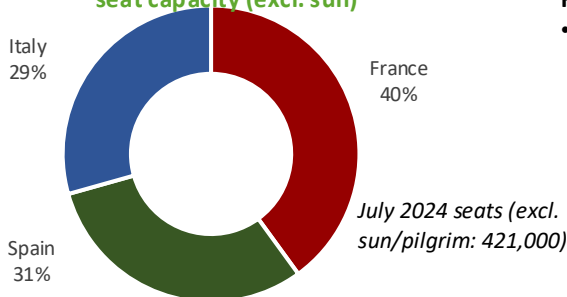
Strengthening Partnerships:

- **Luxury familiarisation trip:** Seven Travel Associates travel agents explored high-end properties and exclusive activities in Ireland's Ancient East and the Wild Atlantic Way in May.
- **Co-operative marketing:** a multi-channel campaign with Globus & Cosmos is under way, featuring digital banner ads, as well as paid and organic social media and ads in travel trade publications.
- **Travel trade media:** recent activity has included a Wild Atlantic Way advertorial featuring a digital map and website takeover on *KarryOn*; and an off-the-beaten track feature on *Travel Weekly* with trip ideas for the Northwest of the Wild Atlantic Way, Ireland's Hidden Heartlands and Northern Ireland.



Access update – Southern Europe

July 2024 France, Spain, Italy forecast seat capacity (excl. sun)



News

France:

- Chalair will operate services from Brest in Brittany, Caen in Normandy and Pau near the Pyrénées to Kerry from 29 June to the end of September.

Market activity update

France

Inspiring Visitors

- Fill your heart with Ireland campaign:** our digital and social campaign ended in May and delivered 74 million opportunities to see.
- Sustainability campaign:** activity is live in June and July, targeting 9 million opportunities to see; it includes French influencer content created by Clo & Clem.

Strengthening Partnerships:

- Co-op campaigns:** recent activity has been undertaken with Ryanair, Aer Lingus, Chalair and Irish Ferries, to raise awareness and drive off-season bookings. Further partnerships are live with Quartier Libre, Directours and Voyage Privé.
- Virtual workshop:** 30 island of Ireland partners will participate in our virtual workshop in June.

Italy

Inspiring Visitors

- Fill your heart with Ireland campaign:** a digital campaign ran until mid-June and had delivered 78 million impressions by the end of May alone.
- Sustainability campaign:** a campaign is live aiming to deliver 32 million impressions; it includes featured content by travel influencer Giovanni Arena, who has a reach of 914,000.
- Publicity:** we have generated 45 million opportunities to see via publicity so far in 2024, supported by seven media visits to the island of Ireland.

Strengthening Partnerships:

- Wild Atlantic Way and Ireland's Hidden Heartlands roadshow:** in partnership with Ireland West Airport Knock, 21 island of Ireland partners participated in 300+ business meetings in Bergamo.
- Co-op activity:** a Wild Atlantic Way access campaign is live with Logitravel – on online display, social media, online video and audio channels – with over 37 million opportunities to see.
- Digital marketing packages:** six industry partners have signed up for our digital marketing packages.

Spain

Inspiring Visitors

- Fill your heart with Ireland campaign:** digital activity ended in May and delivered 70 million opportunities to see.
- Sustainability campaign:** global activation live in June and July, set to deliver 40 million+ opportunities to see; it includes featured influencer content created by Azul Mistico.
- Publicity:** a TV programme about literary Ireland aired on La2 to an audience of 200,000. Media visits in June include journalists from *El Confidencial* to cover Ireland's Ancient East, travel with Brittany Ferries and cycling; and from *La Vanguardia* to cover Belfast and direct flights from Barcelona. Our Bloomsday PR-led event featured an outdoor press conference and readings on 16 June.

Strengthening Partnerships:

- Ryanair co-op campaign:** digital display geo-targeted in Catalonia ran in May, to drive an uplift in bookings for travel to the Wild Atlantic Way (Cork, Knock and Shannon) in Q2.
- Nautalia Viajes trade co-op campaign:** Branded content activity ran in May, to drive Q2 bednights for the regions and Northern Ireland. An additional burst will take place in September.

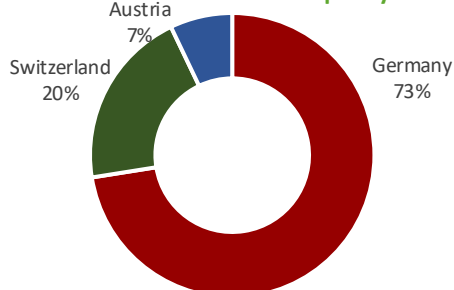


Central Europe - Germany, Austria and Switzerland



Access update

July 2024 Germany, Switzerland, Austria forecast seat capacity



July 2024 total seats: 155,000

News

Germany:

- Air seat capacity from Germany to the island of Ireland for this July is close to last July's levels, however, it is only at 78% of July 2019 levels.

Austria and Switzerland:

- The Edelweiss Airlines seasonal service from Zurich to Cork resumed in April and will operate until the middle of September, having initially been planned to run until early October.

Market activity update

Germany

Inspiring Visitors

- **Wild Atlantic Way campaign:** our campaign ran on channels including Meta and Pinterest until 9 June, with 46 million impressions generated by the end of May.
- **Culture Ireland:** the Culture Ireland campaign will continue to run on social and radio until the end of the year, focusing on key events; over 9 million impressions had been delivered by the end of May.
- **Boating campaign:** supporting sustainable tourism, the digital campaign achieved over 23 million impressions on Meta and Pinterest.
- **Co-op activity:** a campaign with Lufthansa to promote its direct service from Frankfurt to Cork is running from May until September, with banner ads and videos set to generate over 1.5 million impressions. An advertising campaign with Ryanair is live on Ryanair.de and external channels with digital displays, promoting flights to Kerry and Knock.
- **Podcasts:** Leading travel podcast Reisen Reisen released an episode about highlights of the southern part of the Wild Atlantic Way to an audience of 15,000.

Strengthening Partnerships:

- **Luxury and golf workshop:** our first Luxury & Golf Networking Workshop in Germany involved 12 island off Ireland partners meeting with nine German tour operators and travel agents.
- **IMEX:** Tourism Ireland attended this B2B show for the global meetings, events and incentive travel industry, with three full days of appointments. Our 'Irish Night' networking event was attended by around 120 MICE buyers and industry partners.
- **Press familiarisation boating trip:** four journalists from daily newspapers in Germany and Austria (1 million readers in total) cruised on the river Shannon – on cruisers that run with the new hydrogenated vegetable oil (HVO) fuel – to experience activities in Ireland's Hidden Heartlands.

Austria and Switzerland

Inspiring Visitors

- **Media visits:** Four Swiss journalists visited Cork in April to promote Edelweiss's Zurich to Cork service; resulting coverage generated 1.5 million impressions. A media visit to Northern Ireland in June, focused on gardens, delivered 500,000 impressions.
- **Newsnet media partnership:** a partnership with Swiss news platform Newsnet highlighted 10 years of the Wild Atlantic Way in German and French-speaking media and was supported by local influencer activation, delivering 3.3 million opportunities to see.

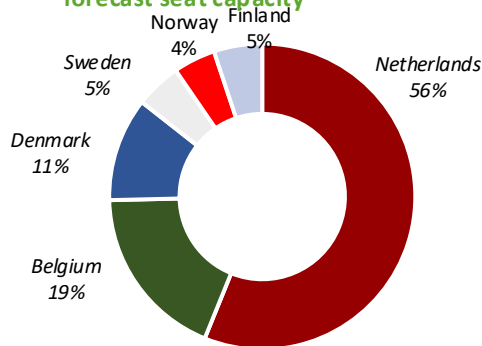
Strengthening Partnerships:

- **Consumer event:** Tourism Ireland partnered with tour operators Imbach Reisen and Vögele Reisen, highlighting the island of Ireland for hiking.
- **Adventure Travel Trade Association:** Tourism Ireland and Fáilte Ireland attended the Adventure Travel Trade Association (ATTA) conference in Austria, together with eight island of Ireland industry, who had 26 appointments with international buyers and journalists.



Access update

July 2024 Northern Europe to IOI forecast seat capacity



July 2024 total seats: 151,000

News

Netherlands and Belgium

- Air seat capacity this July from both the Netherlands (101%) and Belgium (112%) is filed ahead of July 2023 levels. Capacity from Belgium is boosted by a new Ryanair flight from Charleroi to Cork.

Nordics:

- The Nordics is scheduled at 95% for July year-on-year, impacted by reduced air seats from Sweden.

Market activity update

Netherlands and Belgium

Inspiring Visitors

- **Experience brand campaign:** our campaign promoting direct flights from Amsterdam to Cork ran from mid-April until the beginning of June on digital programmatic and social channels, delivering 11.6 million opportunities to see.
- **Influencers activities:** two key Dutch influencers travelled to Northern Ireland in May and their subsequent content delivered 81,000 opportunities to see.
- **Publicity:** Highlights include filming for TV show *Sergio over the Grens*, in which chef Sergio Herman invites a well-known celebrity guest from Belgium on a culinary adventure to the island of Ireland. Filming is taking place in Galway and Connemara in June; expected viewership is 850,000.

Strengthening Partnerships:

- **Trade familiarisation trip:** 14 Dutch and Belgian travel trade professionals explored Ireland's Ancient East and Northern Ireland in May.
- **Media visits:** three key Belgian journalists from *Knack Weekend*, *Reisreporter.be* and *June.BE* (combined reach of 600,000) travelled on the new Ryanair service from Brussels to Cork, to explore Cork and the surrounding region in May. The focus was on culinary and things to see and do.
- **KLM Open:** Tourism Ireland partnered with Tourism NI, Fáilte Ireland and industry partners to showcase our golf at the DP World Tour event in Amsterdam this June.

Nordics

Inspiring Visitors

- **Fill your heart with Ireland campaign:** activity is live, with 6 million opportunities to see generated to date; focus is on influencer-boosted content.
- **Brand ambassador:** Swedish TV personality (and brand ambassador for Ireland) Agneta Sjödin visited Derry-Londonderry and Donegal at the end of May, showcasing the island of Ireland to her 285,000 followers.
- **Media visits:** there were eight journalists' visits in May and June from various tier one media outlets, including *Svenska Dagbladet* (reach of 275,000) and *Politiken* (reach of 225,000). A Nordic group media visit to Kerry took place in June (combined reach of 636,600).

Strengthening Partnerships:

- **Golf webinar:** 13 golf operators from across the Nordic countries took part in our golf webinar.
- **Trade event:** Tourism Ireland attended Antor's 'Meet the world' event in Stockholm in mid-May, meeting with 15 travel trade partners.
- **Co-op activity:** co-op activity is live with Danish tour operator Risskov Rejser, promoting its island of Ireland programmes. A partnership with Swedish golf operator HereWeGo went live in June, promoting its golf programmes.



Social Media at Tourism Ireland

Social media plays a central role in Tourism Ireland’s global marketing activity. With a worldwide audience of over 6.7 million and activity across platforms including Instagram, Facebook, TikTok, X and Pinterest, we use social media to build meaningful connections with prospective visitors to the island of Ireland, to harness the advocacy that exists amongst past visitors to our shores by amplifying their content to a wider audience and to showcase the best of the island of Ireland to our audience so that they may in turn be inspired to visit.

2024 social media highlights to date have included:

- Celebrating the 10th anniversary of the Wild Atlantic Way.
- Showcasing festivals and events around the island including Belfast 2024, St Patrick’s Day and TradFest.
- Highlighting key visitor experiences around the island such as the Causeway Coastal Route and cultural experiences like traditional Irish music and dance.



Spring social media campaign

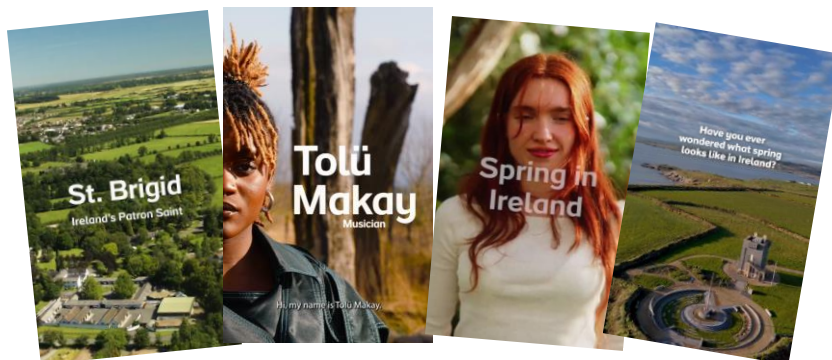
Tourism Ireland launched a new spring campaign in February 2024, which aimed to increase awareness of the island of Ireland as a spring holiday destination, in support of our season extension goals.

The campaign went live on St Brigid’s Day (1st February), taking advantage of Ireland’s newest national holiday and ‘Imbolc’, the ancient Irish festival marking the traditional start of spring. It ran through to May, on paid and Tourism Ireland-owned channels.

The campaign’s key themes included:

- showcasing spring in Ireland as a ‘season of green’ and the perfect time for a visit with our landscapes, flora and fauna bursting into life.
- sharing the story of St Brigid and other iconic Irish women and leaders.
- leveraging the arts, creativity, and storytelling to showcase cultural traditions and folklore associated with spring in Ireland.

The campaign launched with a hero video showcasing some of the celebrations that take place across Ireland marking St Brigid’s Day, Imbolc and the start of spring. Three ambassadors from across Ireland’s creative community shared stories of spring in Ireland through storytelling, music and art. The campaign also highlighted the great things to see and do around the island in spring through social media videos created by six of the island of Ireland’s leading social media content creators.



Definitions:

1 – *Opportunities to see*: refers to the number of times an advertisement has the chance to be seen by our audience (for example, if an ad is displayed on a website, on a social feed or pre-roll video content, each time someone encounters that ad counts as an opportunity to see).

2 – *Reach*: measures the total number of unique individuals exposed to an ad and is a percentage of the total target audience (for example, if a TV ad airs during a show, the reach is the number of different viewers that saw the ad at least once).

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