

SOAR

(Situation & Outlook Analysis Report) May 2024



The International Monetary Fund's (IMF) [World Economic Outlook April Update](#) states that global economic activity has been resilient and is holding up better than expected, despite higher interest rates to restore price stability. The IMF estimates that the global economy will grow by +3.2% this year, the same rate as 2023. A slight acceleration for advanced economies will be offset by a modest slowdown in emerging and developing economies. Global inflation is forecast to decline steadily. However, geopolitical risks – including the ongoing war in the Ukraine, continued attacks in the Red Sea and an escalation of the current Middle East conflict – could reignite inflation with negative consequences for global growth.



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 105% of July 2023 levels, with 2.9 million seats filed for the month.

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 GB (99%), which is impacted by the withdrawal of the Aer Lingus service from Gatwick to Dublin.



Working closely with Tourism Northern Ireland and Fáilte Ireland, Tourism Ireland was delighted to bring 150 top international tourism buyers to Belfast for Meet the Buyer 2024 (including 25 buyers who joined us for the first time) and 236 to Killarney for Meitheal 2024 (including 32 for the first time). Most of the buyers took part in pre or post familiarisation visits. Our goal is to enable 25,000 commercial meetings through the year for local industry with overseas trade, facilitating scaling inbound tourism and supporting businesses across the island of Ireland.



Tourism Ireland has an extensive programme of promotions well under way for 2024. Our 'Fill your heart with Ireland' campaign has been live across media this spring, with a goal of driving consideration of the island of Ireland as a destination to visit. In Q1, our audio-visual campaigns created 777 million 'opportunities to see'¹ across all consumer marketing. 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.



Following a strong 2023, international tourism is well on track to return to pre-pandemic levels in 2024, according to UN Tourism (formally known as the United Nations World Tourism Organisation). Its latest [World Tourism Barometer](#) reports that international tourism ended 2023 at 88% of pre-pandemic levels, with an estimated 1.3 billion international arrivals. The release of remaining pent-up demand, increased air connectivity and a stronger recovery of Asian markets are expected to underpin a full recovery by the end of 2024, with initial estimates pointing to +2% growth above 2019 levels. This central forecast by UN Tourism remains subject to the evolution of existing economic and geopolitical downside risks.

Economic Conditions



2024 Forecast Economic Outlook trended by month

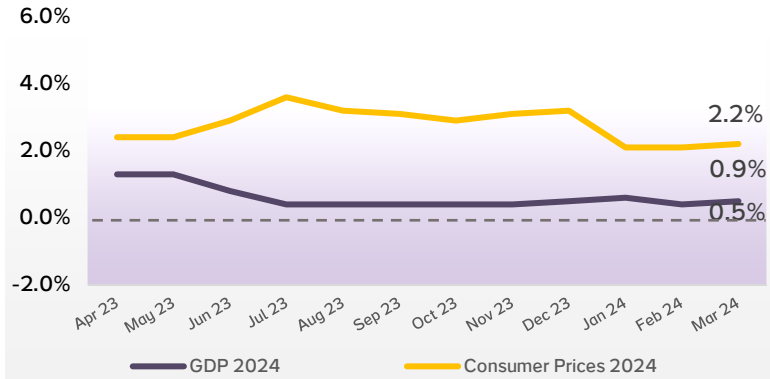
Source: Oxford Economics

Great Britain

In the Spring Budget, the Chancellor cut the rates of national insurance contributions, to ease the cost of living. Alongside a sharp fall in inflation, led by falling energy prices, this will offer a short-term boost to household spending power. Further interest rate cuts are also expected this year. Oxford Economics forecasts GDP growth of +0.5% in 2024.

Exchange rate

Apr '23 £1 : €1.14 Apr '24 £1 : €1.17

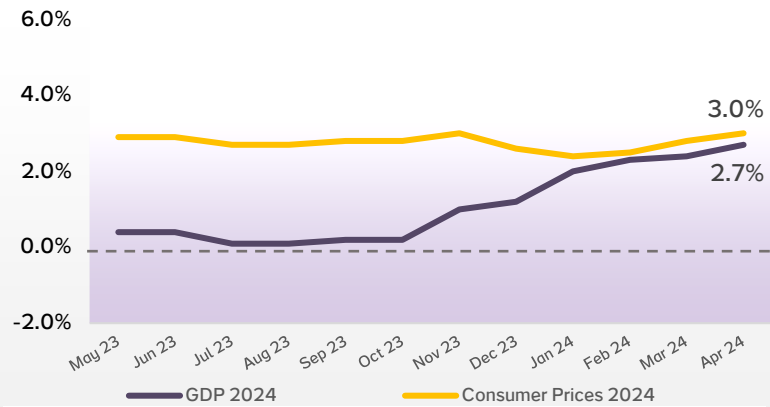


US

The outlook continues to be positive, aided by the strength of the labour market. However, recent tightening of financial market conditions and an increase in oil prices may keep interest rates higher for longer. Inflation was higher than anticipated at the start of this year; however, it is still expected that core inflation will start to trend down later this year. Oxford Economics forecasts GDP growth of +2.7% in 2024.

Exchange rate

Apr '23 \$1 : €0.92 Apr '24 \$1 : €0.92
Apr '23 \$1 : £0.81 Apr '24 \$1 : £0.79

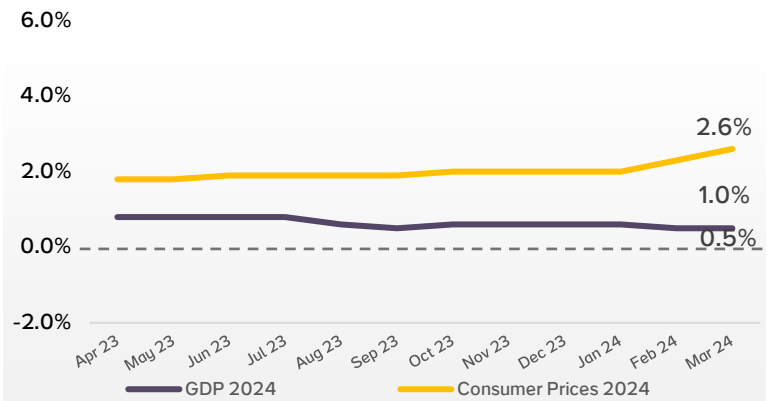


France

There are no clear signs of a rebound in the initial data from France at the start of the year, so Oxford Economics expects the economy to have remained broadly flat over the first quarter. Overall, business surveys remain in slight contractionary territory. Activity is expected to pick up gradually later in the year, with GDP growth expected to reach +0.5% in 2024, unchanged from the previous forecast.

Exchange rate

Apr '23 €1 : £0.88 Apr '24 €1 : £0.86

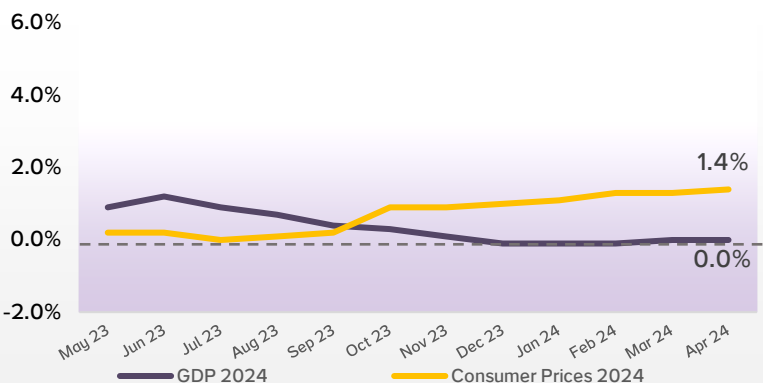


Germany

Some green shoots are finally emerging, with Oxford Economics believing that the economy escaped another contraction in Q1, as industrial activity began to recover. While the labour market remains steady and inflation is falling, consumer confidence remains gloomy. Oxford Economics forecasts the economy will struggle to grow in 2024 forecasting GDP stagnation (0%).

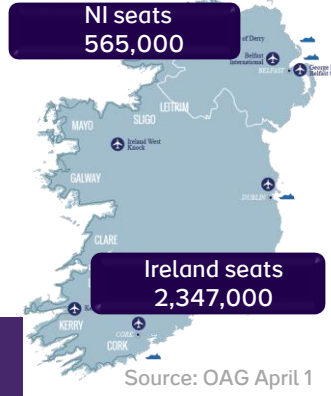
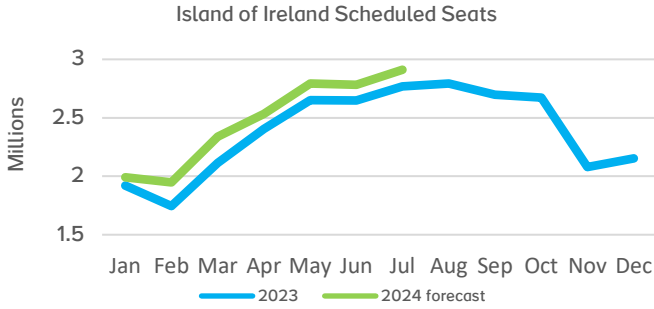
Exchange rate

Apr '23 €1 : £0.88 Apr '24 €1 : £0.86



Island of Ireland Access Situation

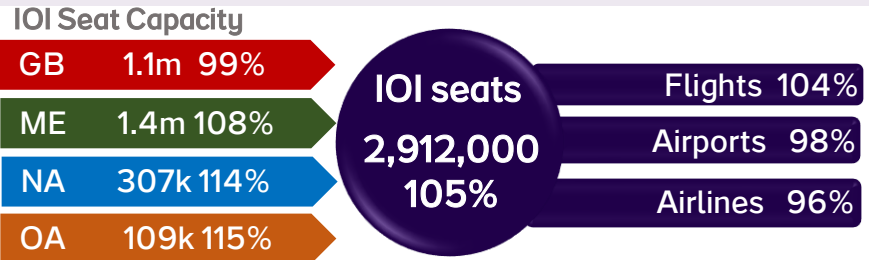
OAG Scheduled Seat Capacity July 2024



There is a very 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 104% of July 2023 levels, with Northern Ireland scheduled at 109%.

Seat capacity to the island of Ireland for July 2024 is scheduled at 105% 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 the withdrawal of the Aer Lingus Gatwick to Dublin service.

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

Source: OAG April 1

Airports Forecast – July 2024

According to OAG Belfast City Airport and Belfast International Airport are filed at 113% and 107% respectively of July 2023 levels. City of Derry Airport is filed at 104%. Dublin Airport and Cork Airport are scheduled at 104% 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 92% and Donegal is filed at 137%. 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	410,407	107%
Belfast City	127,673	144,736	113%
City of Derry	9,900	10,299	104%
Dublin	1,887,937	1,967,952	104%
Cork	169,225	182,349	108%
Shannon	118,001	125,647	106%
Knock	54,339	49,721	92%
Kerry	19,447	20,347	105%
Donegal	594	816	137%
Total	2,769,334	2,912,274	105%

Source: OAG April 1

Ferry Performance – January-March 2024

The latest performance data for the first three months of 2024 shows ferry passenger numbers on GB routes to and from the island of Ireland on a par (100%) with January-March 2023 levels. Northern Ireland passenger traffic was 100% and Ireland was 99%. Note: performance data from France and Spain is not currently available.

Ferry (both ways)	January-March 2023	January-March 2024	2024 % share of 2023
GB – island of Ireland			
Sailings	4,475	4,031	90%
Passengers	684,710	681,739	100%
Cars	197,055	193,301	98%

Ferry Passenger Traffic	January-March 2024 % share of January-March 2023
Northern Ireland	100%
Ireland	99%
Island of Ireland	100%

CSO Inbound Tourism

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.

Republic of Ireland Inbound Tourism

April 2023 – March 2024

Market Area	Trips (000s)	Nights (000s)	Spend* (€m's)
Great Britain	2,488	12,645	1,208
North America	1,343	11,561	1,923
Mainland Europe	2,329	21,002	1,997
Other Areas	342	6,222	537
Total	6,503	51,430	5,665

*Spend excludes fares

Source: CSO

For the 12 months from April 2023 to March 2024, Ireland welcomed over 6.5 million tourists, whose visits generated almost €5.7 billion in revenue. These overseas tourists stayed over 51.4 million nights.

April 2023 – March 2024

Purpose of Visit	Trips (000s)	Nights (000s)
Holiday	2,725	18,024
VFR	2,317	18,975
Business	959	5,921
Other	501	8,510
Total	6,503	51,430

Source: CSO

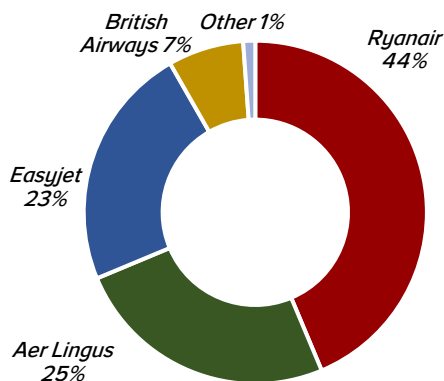
Two-fifths (42%) of all overseas tourists came for a holiday and they stayed 6.6 nights on average.

Visiting friends and relatives (VFR) was cited by over a third (36%) 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 6.2 nights or 12% of all overseas nights. The Other tourists represent 8% of trips and 17% of nights due to their higher average stay (17 nights).

According to STR, occupancy levels on the island of Ireland for the first three 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. Aggregator feedback from a key accommodation partner reports that overseas room bookings for Ireland have increased year over year for each month of 2024 and the trend is on track to continue throughout 2024.

Access update

July 2024 GB to IOI forecast seat capacity



July 2024 total seats: 1.1m

News

- Loganair is operating its largest summer season schedule between Glasgow and Donegal. Flights will increase to four per week and the season has also been extended from April to October.
- Ryanair has commenced a new Birmingham to City of Derry service this April, operating twice a week (Wednesdays and Saturdays).
- Aer Lingus has ceased services from London Gatwick to Dublin, from this April.

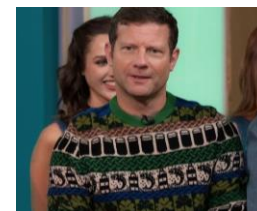
Market activity update

Inspiring Visitors

- **Fill your heart with Ireland campaign:** our campaign is running on audio-visual and social channels and includes dedicated Wild Atlantic Way content on TV and Broadcast Video on Demand (BVOD), creating a combined 35 million opportunities to see (OTS). Further amplification is planned on social media and via partners to celebrate the 10th anniversary of the Wild Atlantic Way.
- **Northern Ireland 'Embrace a Giant Spirit' campaign:** our multi-channel campaign on TV, cinema, digital and social channels, as well as our media partnership with *The Telegraph*, concluded on 31st March, having delivered an estimated 80 million opportunities to see. The campaign was supported by tactical activity with British Airways, Ryanair, Loganair, easyJet and Stena Line.
- **Golf media partnership:** activity with NewsUK (*The Times*, *The Sunday Times* and TalkSPORT Radio) is live on digital and social channels between March and May and will reach ² 7.1 million adults.
- **St Patrick's Day:** Dermot O'Leary and Laura Whitmore wore bespoke St Patrick's Day jumpers, provided by Tourism Ireland, on ITV's *This Morning* and *Saturday Kitchen* respectively, which had a combined reach of 2 million people.
- **Media and influencers:** Wild Atlantic Way focused stories have been published in titles including *The Sunday Times*, *Woman's Weekly*, *Country Life*, Press Association and *TTG*, with a combined reach of over 6.5 million. *The Mail on Sunday* featured Fermanagh and *The i* featured the Waterford Greenway (8.2 million reach). Influencer trips to Finn Lough, Waterford, Sligo and Kilkenny had a combined reach of 1.5 million.

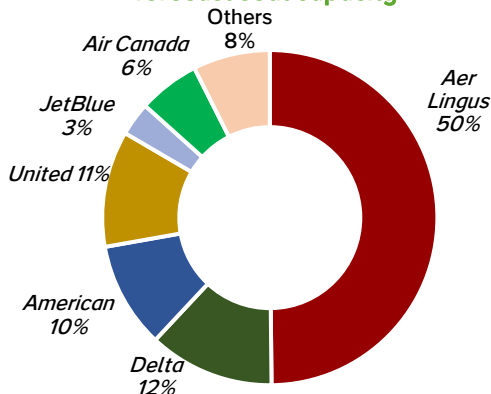
Strengthening Partnerships

- **Business Events:** St Patrick's Day promotions involved 27 island of Ireland industry partners connecting with leading corporate buyers at events in London and Manchester; a combined 540 B2B meetings took place.
- **British Tourism & Travel Show:** Holiday Ireland, National Museums NI and Whites Tours joined Tourism Ireland at the British Tourism & Travel Show in Birmingham, which had 2,500 coach and group organisers in attendance.
- **Meitheal and Meet the Buyer:** 21 GB tour operators attended Meitheal in Killarney and 11 attended Meet the Buyer in Belfast.
- **Regional air access co-operative activity:** campaigns are live with Aer Lingus and Ryanair on digital channels, to promote direct flights to the Wild Atlantic Way.



Access update

July 2024 NA to IOI forecast seat capacity



July 2024 total seats 307,000

News

United States

- Delta Airlines recently announced increased seat capacity on its reinstated JFK to Shannon service, commencing on 25th May. The airline will now use a larger Boeing 767 aircraft which provides an extra 274 seats per week.
- Delta Airlines will launch, and Aer Lingus will reinstate, flights from Minneapolis-Saint Paul to Dublin on 4th May and 29th April respectively.
- The new Aer Lingus flight from Denver to Dublin will commence on 17th May.

Canada

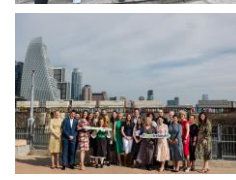
- WestJet's service from Calgary to Dublin re-launched on 29th April.

Market activity update

US

Inspiring Visitors

- **Fill your heart with Ireland campaign:** the campaign is live and has delivered 110 million opportunities to see in Q1 alone, on broadcast and Connected TV, social, digital and audio channels.
- **Wild Atlantic Way:** a campaign is under way with ads running on digital outdoor, YouTube and social media and with a custom content partnership with *Lonely Planet*, creating 33 million opportunities to see.
- **Paid follower campaign:** launched in March with the objective of growing our Facebook followers and fostering advocacy. The campaign delivered 29,000 new followers in its first month and will continue until the end of April (estimated to deliver a total of 55,000+ new followers).
- **Co-ordinated satellite media tours:** a broadcast from Malahide Castle and the St Patrick's Day parade in Dublin featured over 30 live interviews across major national networks FOX, NBC, ABC and CBS, reaching 120+ million Americans.
- **St Patrick's Day livestream:** featured Travelzoo editor Gabe Saglie, PBS TV host Mickela Mallozzi and Irish hotelier and TV host Francis Brennan broadcasting from the Dublin parade. Overall broadcast reach across the US included almost 240,000 on Tourism Ireland's Facebook; average 50 million on LiveNOW from Fox; 381,000 on Create TV; 3.5 million on IrishCentral; and 600,000 on iHollywood TV on YouTube.



Strengthening Partnerships

- **Airline co-op campaigns:** activity is live with Delta Airlines and United Airlines, promoting flights to Dublin; separate dedicated campaigns promoting flights to Shannon from JFK, Newark, Boston and Chicago are also live. The campaigns have a projected audience of 55 million.
- **Best of Ireland sales mission, Western USA:** Tourism Ireland hosted a four-city sales mission with 13 island of Ireland industry partners and four US based tour operators. B2B events were held in Austin, Dallas, Phoenix, and Denver, which resulted in over 200 meetings with travel professionals and media contacts.
- **Successful Meetings University, New York (Business Events):** Tourism Ireland provided a B2B platform for 10 island of Ireland partners to connect with meeting and incentive planners, which generated 260 meetings. An evening 'Meet in Ireland' showcase was also hosted, which was followed by Tourism Ireland led sales calls.
- **Western USA familiarisation trip:** we partnered with Fáilte Ireland and Tourism Northern Ireland to host eight luxury travel advisors from Dallas, Denver and San Francisco. Itinerary included Merrion Hotel Dublin, Dromoland Castle, Ashford Castle, Carton House, Slieve Donard and the Fitzwilliam Hotel in Belfast.
- **Trade webinars:** themed webinars with a focus on golf, WAW, as well as family and multi-generational travel, providing 12 island of Ireland partners with engagement opportunities with almost 1,000 US travel advisors.

Market activity update

Canada

Inspiring Visitors:

- **Fill your heart with Ireland campaign:** the campaign is running on Meta, Pinterest, YouTube and Broadcast Video on Demand (BVOD) and has created 7.5 million+ opportunities to see in Q1 alone.
- **Editorial feature:** a two-page feature highlighting Ireland's LGBTQIA+ scene, festivals and vibrant culture in the *Toronto Star*, *Globe and Mail* and *National Post* will deliver 2.7 million+ opportunities to see in April.



Strengthening Partnerships:

- **Ottawa Travel and Vacation Show:** Tourism Ireland was joined by Royal Irish Tours at this show in April, which was attended by over 17,000 consumers interested in travel in 2024 and 2025.
- **2024 Canadian Partnership Programme:** recruitment is currently under way for industry partners. The campaign will run from May to November and will involve paid and organic activity across all owned digital channels to create targeted tactical communications, expand audience reach and drive conversion.
- **2024 GolfFest, Toronto:** Tourism Ireland attended this consumer platform in April, in partnership with tour operator Golf Away Tours, highlighting the length of the golf season on the island of Ireland, as well as the breadth of links product available in our regions, to 4,000+ attendees in Toronto.



Australia

Inspiring Visitors:

- **Fill your heart with Ireland campaign:** our campaign is now running on key channels including Meta, TikTok, YouTube, BVOD and Dynamic Digital. New creative will be introduced throughout the year, to keep audiences engaged.
- **Digital outdoor ads:** Tourism Ireland ran digital outdoor ads in Sydney in the week leading up to St Patrick's Day, combining brand campaign messaging with St Patrick's Day imagery/videos. Digital video ads were placed in targeted malls, offices, gyms and cafés. Our Fill your heart with Ireland and digital outdoor ad campaigns have generated over 9 million opportunities to see so far.
- **Broadcast:** Irish chef and Australian TV personality Colin Fassnidge did a live cooking demo on air on *Sunrise* on Channel 7, to celebrate St Patrick's Day and highlight Ireland's culinary scene; viewership was 160,000+.
- **Riverdance promotion:** Riverdance will celebrate its 25th anniversary with shows across four cities in Australia. Tourism Ireland hosted eight key travel trade and media at an event in Melbourne and had a promotional video played in advance of the shows in each city.
- **Broadcast Channel 9:** in partnership with the European Travel Commission, a TV crew will film along the Wild Atlantic Way in May; the programme will air later in the year to a potential audience of over 300,000.



Strengthening Partnerships:

- **Consumer Partnership Programme:** Tourism Ireland is partnering with six industry and trade for our 2024 tactical programme. The campaign is live from the end of April and will involve organic social and digital activity, paid online advertising and working with travel partner sites to expand audience reach and drive conversion.
- **St Patrick's Day evening event:** Tourism Ireland hosted a St Patrick's Day event in Sydney, which was attended by 30 partners, including key tour operators, airlines, industry contacts, consumer and travel trade media. The immersive event featured a live Q&A with Irish chef Neil Nolan, business updates and Irish food. The event generated strong media coverage in the main Australian travel trade publications.

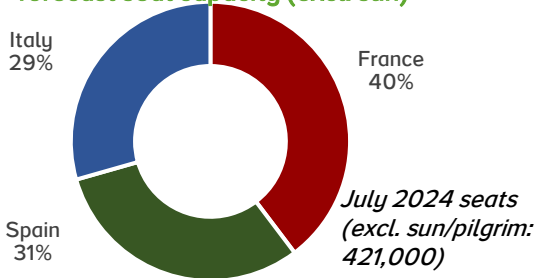


Southern Europe – France, Italy and Spain



Access update – Southern Europe

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



News

France:

- Air France will increase capacity on its Paris to Cork service for the peak summer months of July and August, with 10 flights a week.
- Aer Lingus has recommenced its twice-weekly service from Charles de Gaulle to Shannon.

Spain:

- easyJet's Barcelona to Belfast International service commenced at the end of March and will run until the end of October.

Market activity update

France

Inspiring Visitors:

- **Northern Ireland 'Embrace a Giant Spirit' campaign:** a recent campaign on catch-up TV (France TV), video networks (YouTube), as well as Facebook, Instagram and Pinterest, generated a combined 57 million opportunities to see.
- **Ireland Week 11th-18th March:** showcased our rich culture in Paris through a programme of events run in partnership with the Irish Embassy, Bord Bia and the Irish Cultural Centre. Fifty-six (56) articles were published, reaching 4.1 million.

Strengthening Partnerships:

- **Ireland Week Roadshow:** B2B events took place in Lyon, Paris and Nantes, with 25 island of Ireland industry partners connecting with 95 travel agents, resulting in 690 meetings.
- **Co-op campaigns:** recent activity includes a TV campaign with Voyage Privé; partnerships with Ryanair and easyJet promoting their Paris to Belfast services; and a campaign with Brittany Ferries.

Italy

Inspiring Visitors:

- **Northern Ireland campaign:** digital and outdoor video in Lombardy created 13 million opportunities to see.
- **St Patrick's campaign:** our campaign involved video content running on digital, social media and in Milan metro, which created 7.8 million opportunities to see.
- **Ireland Week, 10th-17th March:** highlights included 500+ consumers attending our industry workshops / travel talks; 65+ travel agents engaging in 120 meetings; and an open-air photo exhibition (reach 1.4 million people).

Strengthening Partnerships:

- **Co-op campaigns:** recent activity included a campaign with Ryanair promoting its Milan to Belfast flight; and with LastMinute on digital, social and digital outdoor channels, reaching 5.4 million.
- **Familiarisation visit:** 15 travel agents from Francorosso (tour operator) recently visited Dublin, Cork and Limerick.

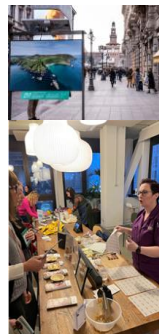
Spain

Inspiring Visitors:

- **'Fill your heart with Ireland' campaign:** is live on key digital and social channels and will create 31 million opportunities to see.
- **Northern Ireland 'Embrace a Giant Spirit' campaign:** digital outdoor ads in Barcelona and on Meta promoted direct access to Belfast and created 21 million opportunities to see.
- **Ireland Week, 11th-17th March:** highlights included the St Patrick's Day parade in Madrid, with around 180,000+ spectators; 135 B2B meetings between nine industry from the island of Ireland and 40 Spanish travel trade; extensive publicity reach with +200 features in Spanish media.

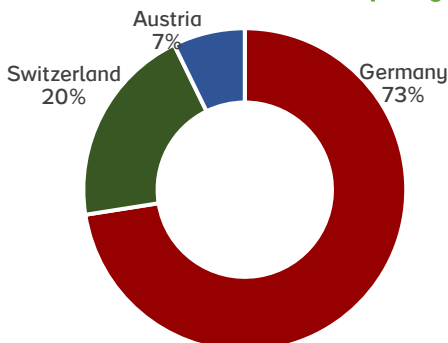
Strengthening Partnerships:

- **Co-op partnerships:** recent activity included campaigns with easyJet, online travel agents (OTAs) Atrapalo and Logitravel, as well as a digital campaign with Brittany Ferries promoting access by sea.
- **Belfast 2024:** event to launch Belfast 2024 in March in Barcelona, with key media (10) and trade (25) in attendance
- **Experiential Ireland:** six island of Ireland industry presented their products and experiences via a webinar to 470 registered Spanish travel professionals.



Access update

July 2024 Germany, Austria Switzerland forecast seat capacity



July 2024 total seats: 152,000

News

Austria and Switzerland:

- The Edelweiss seasonal service from Zurich to Cork resumed on 5 April.

Market activity update

Germany

Inspiring Visitors:

- **Fill your heart with Ireland campaign:** our spring campaign on social media generated over 20 million opportunities to see and our St Patrick's Day campaign on social generated 9.5 million opportunities to see.
- **Northern Ireland 'Embrace a Giant Spirit' campaign:** ads ran on digital, social, outdoors, Connected TV, Addressable TV and in cinemas, delivering 24 million opportunities to see.
- **Zeitgeist Irland 24:** Tourism Ireland in Germany will promote Zeitgeist Irland 24 on social, radio and outdoor ads in key regions, in line with highlight events, creating 3.6 million opportunities to see. This is an initiative of Culture Ireland and the Embassy of Ireland in Germany to promote contemporary Irish arts and culture in Germany.
- **ITB Berlin Irish Night:** 133 key German media and travel trade partners, together with 12 island of Ireland industry partners, attended the event; several press trips to the island of Ireland are now being planned as a result.

Strengthening Partnerships:

- **Co-op campaigns:** includes activity with Lufthansa this spring, promoting its direct flight from Frankfurt to Belfast.
- **ITB Berlin:** 20 island of Ireland industry partners attended ITB Berlin, with a total of around 900 business meetings taking place over three days.
- **Familiarisation trip to Belfast/Down:** 12 travel agents from the Lufthansa travel agency chain visited in March, connecting with Northern Ireland industry, which resulted in a total of 144 business meetings.

Austria and Switzerland

Inspiring Visitors:

- **Ireland Week in Austria and Switzerland:** highlights of the programme included coverage of the launch event on TV in Vienna, which reached over 2 million people; ORF (TV channel in Austria) featured the island of Ireland for 25 minutes each day on its *Silvia kocht* show, with each episode having a viewership of approximately 150,000 people; and Tourism Ireland organised photographic, dance, choral and busking events in Zurich and Vienna, which had combined live audiences of 4,000 people.

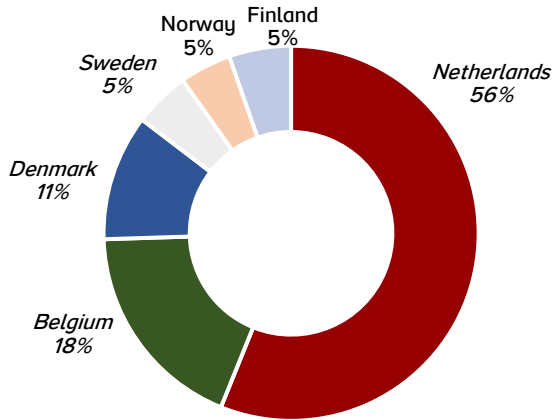
Strengthening Partnerships:

- **Meitheal and Meet the Buyer:** nine Swiss and Austrian operators attended Meet The Buyer and six attended Meitheal.



Access update

July 2024 Northern Europe to IOI forecast seat capacity



July 2024 total seats: 151,000

News

Netherlands and Belgium

- Ryanair's new flight from Brussels Charleroi to Cork began at the end of March, operating three times a week.

Nordics:

- Total air seat capacity for this summer from the Nordic region to the island of Ireland is forecast to be generally in line with last summer's levels.

Market activity update

Netherlands and Belgium

Inspiring Visitors:

- **Ireland Film Festival:** the festival in March featured nine Irish films and a Q&A session with Irish presenter Eoin Warner. There were 860 attendees in total including four media, resulting in one radio interview and coverage in two national newspapers and one regional newspaper.
- **Group press trip:** four Belgian journalists will visit Cork, Kinsale, Cobh and Inchydoney in May, to highlight the new Brussels to Cork service.

Strengthening Partnerships

- **Media partnership:** activity with Expedia was live in March in the Netherlands, promoting packages to Northern Ireland, using online banners and dedicated Northern Ireland articles across Expedia's network, creating 1.3 million opportunities to see.
- **Meitheal & Meet the Buyer:** eight Belgian and Dutch tour operators attended Meet the Buyer and 15 operators attended Meitheal, which generated over 240 industry engagements in Belfast and 450 industry engagements in Killarney.
- **Trade familiarisation trip:** 15 travel trade partners will visit Ireland's Ancient East and Northern Ireland in May.

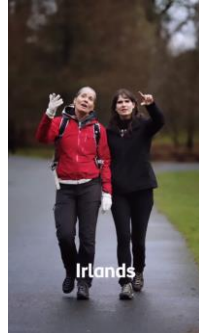
Nordics

Inspiring Visitors:

- **Fill your heart with Ireland campaign:** activity with brand ambassador Agneta Sjödin is live in Sweden and has resulted in 1.2 million opportunities to see and 300,000 video views to date.
- **St Patrick's Day:** 25 journalists attended our St Patrick's Day media event in Copenhagen, providing Tourism Ireland with a valuable opportunity to connect with Tier 1 Danish media, including *Politiken* (1.6 million unique visitors a month) and *Berlingske* (1.3 million unique visitors a month).
- **Influencer visit:** Three Danish and Swedish influencers with a total reach of 170,000 will visit the Wild Atlantic Way this spring.

Strengthening Partnerships

- **Nordic Workshop:** 25 island of Ireland industry partners attended our annual workshop in Copenhagen and connected with 26 Nordic travel trade, generating 600 meetings in total.
- **Meitheal and Meet the Buyer:** eight Nordic tour operators attended Meitheal and six Nordic operators attended Meet The Buyer, generating 240 industry engagements in Killarney and 180 industry engagements in Belfast.
- **Co-op activity:** upcoming partnerships include a campaign with Danish tour operator Risskov Rejser, to promote its island of Ireland programmes.



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 it 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).

Tourism Ireland

Bishop's Square
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