

Mainland Europe - Strategy for Growth

Toolkit for industry partners

The island that
goes beyond

— Ireland  —

Welcome to the toolkit for our European Strategy for Growth

The new strategy for growth from Mainland Europe is based on comprehensive research and responds directly to evolving market dynamics, increasing competition and rising expectations from consumers and trade. The strategy provides a clear and coherent framework for positioning the island of Ireland for success across Mainland Europe, grounded in sustainable growth, strong local market relevance and close collaboration with industry and trade partners. Against a backdrop of ongoing uncertainty, Mainland Europe remains a critical growth opportunity for tourism to the island of Ireland.



Why Mainland Europe is a priority

Mainland Europe represents a significant growth opportunity, but also a complex landscape. Diverse market structures, consumer needs and purchasing power levels require targeted, locally adapted strategies rather than a one-size-fits-all approach.

For island of Ireland industry partners, the implementation of the strategy can deliver tangible benefits:

- More stable, long-term demand. The strategy aims to grow revenue from Mainland Europe to €3/£2.5 billion by 2031.
- Year-round business – 40% visit off peak during Q1 and Q4.
- Opportunities to leverage strong air and sea access directly into the regions.
- Shared growth and innovation opportunities.

Why industry participation is critical

Our shared success depends on active industry engagement and adoption of the strategy. Together, our always-on communications and aspirational imagery of the island of Ireland will have a higher impact in markets across Mainland Europe.

How to use this toolkit

Click any link in this PDF to access campaign assets, access maps and information about our target segment, Enrichment Explorers.

For Mainland European travellers, the island of Ireland is primarily chosen for its outstanding landscapes and nature, combined with a strong sense of authenticity and emotional richness. The island of Ireland offers space to slow down, disconnect and explore at a relaxed pace, while still providing cultural depth through history, heritage and local traditions. The destination offers visual appeal, warm and welcoming people and a growing food and drink scene that further enhances its attractiveness, making it a compelling, close-to-home destination for exploration, inspiration and meaningful experiences.

Enrichment Explorers represent our best prospects and are who we target across Mainland Europe.



Enrichment *Explorers*

Drawn to lesser-known destinations and meaningful experiences, Enrichment Explorers seek genuine encounters with welcoming locals and to satisfy their curiosity for learning.

They embrace their natural surroundings, venturing into unexplored nature trails, immersing themselves in local art, culture and cuisine, and discovering historical landmarks.



Please click on the image to access the European pen portraits.



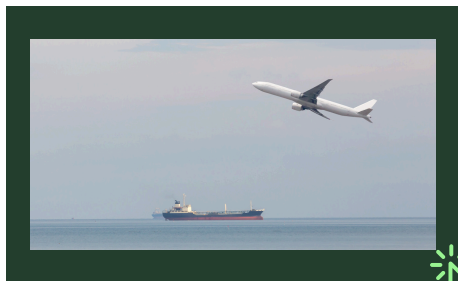
How to appeal to the European visitor

- **Present the island of Ireland as an experience, not a product:** focus on people, landscapes, culture, music, language, history and human connections.
- **Authenticity over polish:** real places, natural light and genuine stories outperform staged, glossy images.
- **Combine culture and nature:** landscapes paired with music, literature, cuisine and storytelling resonate well.
- **Communicate sustainability implicitly:** slow travel, open spaces and respect for nature and local communities.
- **Market-adaptive tone of voice:** emotional in Southern Europe, more factual in the DACH (Germany, Austria and Switzerland) region, minimalist in the Nordics.

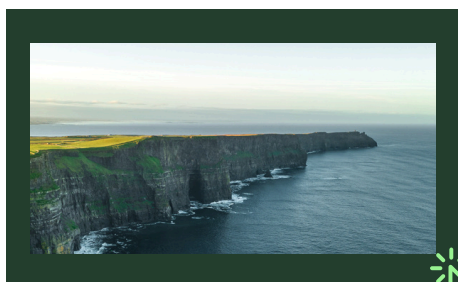
Belgium and the Netherlands (BeNe)	France
<ul style="list-style-type: none"> • Authentic, unfiltered impressions of nature and cities • Active travel, cycling, hiking, short trips • Clear information with added value (tips, routes) 	<ul style="list-style-type: none"> • High-quality, elegant imagery • Culture, literature, music, history • Sophisticated language and storytelling • Emphasis on authenticity and style
Spain	Nordics (SE, NO, DK, FI)
<ul style="list-style-type: none"> • Emotional visuals, warm colours • Enjoyment and togetherness (pub culture, music), human presence • Storytelling with a “feelings first” approach • Relaxed, positive tone of voice 	<ul style="list-style-type: none"> • Vast landscapes, light, silence • Sustainability and mindfulness • Minimalist design • Authentic, real people
Italy	Germany
<ul style="list-style-type: none"> • Aesthetic visuals, strong imagery • History, culture, myths • Cuisine and local encounters • Poetic, expressive language 	<ul style="list-style-type: none"> • Reliable information and tangible benefits • Sustainability, nature, hiking experiences • Authentic, real people and local experiences • Clear structure and concrete tips, routes.
Austria	Switzerland
<ul style="list-style-type: none"> • High-quality nature and outdoor experiences • Local cuisine and regional identity 	<ul style="list-style-type: none"> • Premium quality, precision, reliability • Exclusive, individual and tailored experiences • Nature combined with comfort • Respectful, calm tone

Useful links in this toolkit

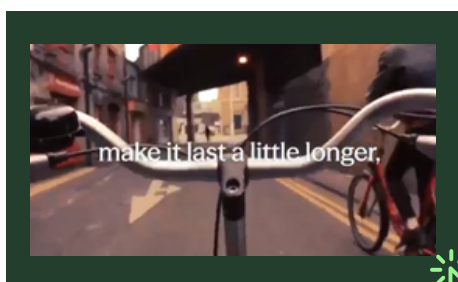
Click any link to get directly to the assets and information that you are looking for.



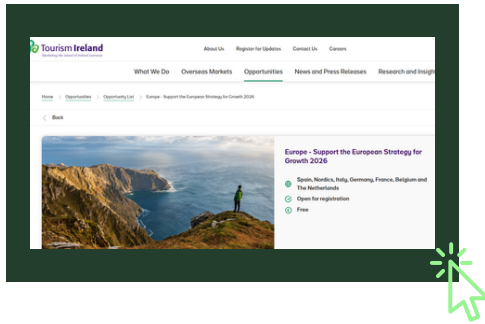
Please find all air and sea connectivity maps for Mainland Europe here.



Access ready-to-use social post images here and share them together with your content.



Captivate your audience with short, atmospheric videos from our campaign – ideal for social media, presentations and websites.



Click for industry opportunities: contribute content and information for use in our campaigns overseas.



Share our ready-made Plus One itineraries to highlight the best ways to experience Ireland in a longer short trip. More itineraries are on the way!



Terms & Conditions

By using the assets from this toolkit, you are agreeing to our terms and conditions of use. You must be a tourism business to use these assets and you must use them in accordance with the guidance we outline. These assets are to be used only for the purposes of promoting the island of Ireland as a holiday destination. The assets in this toolkit may be used in print and digital marketing materials, provided they are used in the way we have outlined in this toolkit. The assets must not be used in signage, vehicular branding, packaging or merchandising of any kind without prior permission. Tourism Ireland retains ownership of these assets and reserves the right to withdraw the use of the assets from any ineligible business or business that is using the assets in an inappropriate manner.