

Your very own Ireland

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Keeping you up-to-date

Tourism Ireland - Trade Communication - eNews

Dear Industry Colleagues

This communication is essentially an update on what has been a very busy start to another challenging year for international tourism.

I would like to draw your attention to three main developments.

- *Our major new "Discover Your Very Own Ireland" TV, print and online advertising campaign which has been extremely well received since its launch at the beginning of the year*
- *Our new "discoverireland.com" website which we launched in North America on St. Patrick's Day*
- *A major review of the North American market, which we are currently undertaking, will help Tourism Ireland and all our partners in Irish tourism to develop policies, strategies and operating plans to best exploit the potential from this market. The Review, which contains both consumer focus group research and an examination of emerging trends for international and European travel, will be completed during the summer and we will share the results as they become available.*

To help to keep our partners abreast of our busy program of activities, we have revamped our partners' information site (tourismirelandinfo.com). You may wish to consult it on a regular basis for the latest information on our promotional program and advertising schedule, etc.

Reports from our partners, airlines, operators and the industry in Ireland are generally more positive on travel to Ireland than at the same time last year, but all the indications are that the marketplace remains a tough one in which to operate.

Thank you for your ongoing support and every good wish for success in 2006.

Regards,

Joe Byrne

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ADVERTISING UPDATE: January - June '06

US Advertising Campaign 2006

The new advertising campaign launched in the US market immediately after Christmas on cable television. The TV campaign features a series of three .30 second commercials highlighting Ireland's historic & living culture and a wide range of activities in which to engage against a backdrop of magnificent scenery. The television channels chosen for the campaign index very highly against the Sightseer & Culture Seeker target segment in the US – A&E, Discovery, ESPN, Food Network, Fox News, Golf, Home & Garden TV, History, Travel & Weather. The campaign will air for a total of 13 weeks between January 1 & May 7. A further 6 weeks of TV advertising is scheduled to run in the late summer and early Fall to influence shoulder and off season vacation travel to Ireland. The primary call to action is to www.discoverireland.com. The March flight saw the introduction of a price & product message to the TV creative and the reinstatement of 1 800 SHAMROCK to prompt an immediate call to action.

The objective of the media strategy is to “interrupt” the potential traveler while engaging in recreation “passion points”. This is reflected in the magazine titles chosen for the print campaign - Condé Nast Traveler, Travel & Leisure, Gourmet, Smithsonian, New Yorker, Harpers, AARP, Visit Europe, Golf Magazine, Links, T&L Golf, Celebrity Golf & Golf World. The print campaign launched in March publications and will extend throughout the booking & planning season through the end of September. The call to action on all print executions features both the web address and 1 800 SHAMROCK.



The online creative is very synergistically linked to the print campaign and the objective of this media is to carry a tactical message and drive the consumer directly to a range of purchasable product. The online campaign will run continuously through the end of September and will incorporate the Fall travel planning season. The sites chosen for this campaign again target the Sightseer & Culture seeker segment while engaging in their recreational interests in addition to travel planning – Frommers, Fodors, Epicurious, Zagat.com, Golf Online, CNN Money. This campaign can be optimized on a regular basis to maximize Tourism Ireland's investment. The price points and products featured will be changed regularly to reflect the travel season.

On St. Patrick's Day, a full page four color Ireland ad ran nationally in the Wall Street Journal to capitalize on Ireland exposure. The creative carried a destination message and a tactical product offering.

Additional advertising activity includes spot TV advertising on CBS TV in the tri state area (New York, New Jersey & Connecticut) during coverage of the PGA Tournaments between February & June including the prestigious Masters at Augusta. Tourism Ireland has adapted a .30 sec commercial to carry a Ryder Cup golf message.



Additionally Tourism Ireland will place advertising on NBC television in the top eight DMA's in the United States in the lead up to and during the network's coverage of the Ryder Cup in September.

Copies of the TV, print & online advertising creative and a detailed media schedule can be viewed at www.tourismirelandinfo.com/advert/index.html.

Samsonite



Tourism Ireland engaged in an in-store promotion with Samsonite for the month of March. All 200 Samsonite Company Stores across the US were Ireland branded through a combination of high impact posters, Ireland branded luggage tags and point of purchase display materials featuring the creative from the new advertising campaign. The promotion also included a sweepstakes contest with an “opt in” element to receive Ireland vacation offers and an online component with a direct link to www.discoverireland.com from the Samsonite corporation and company store websites.

Media Flowchart

The current advertising media flowchart is available to download and view in excel format. [Click here](#) to download.

PUBLIC RELATIONS & PUBLICITY ACTIVITIES:

Press Events

Tourism Ireland hosted a number of events over the first quarter. The first of these was the introduction of the new advertising campaign at the St. Regis Hotel, New York, in January when the campaign was presented to a gathering of key corporate, media and trade contacts. In February there were three media lunches during the Selling Ireland seminars. These were held in Denver, San Francisco and Washington, D.C. and the Ireland vacation message was shared with almost 200 key media contacts. A launch reception was held at the Irish Arts Center for the opening of the St. Patrick's exhibition.

In addition, Tourism Ireland was one of the main sponsors of the Oscar Wilde event on March 2nd which presented Ireland to a diverse and influential group in Hollywood. Ireland as a destination was showcased with the screening of Tourism Ireland advertising, distribution of literature and a drawing for a trip to the Ryder Cup in September. The event was attended by Minister Micheal Martin, Hollywood and film industry decision makers and corporate contacts from the greater Los Angeles area.

The following day Tourism Ireland hosted a media luncheon at the Beverly Wilshire Hotel. The event was attended by 75 media representatives. Ryder Cup literature and press releases were distributed and a drawing was held for a trip to Ryder Cup which was won by a syndicated freelance writer who intends to travel for Ryder Cup and cover the event plus a variety of lifestyle/destination stories.

During the lead up to St. Patrick's Day Tourism Ireland sponsored, either fully or in part, a number of events including a luncheon for visiting Minister Pat The Cope Gallagher in Philadelphia and the Ireland U.S. Council luncheon in New York on March 16th. All events included roll-out of the new advertising campaign.

Culinary Campaign

Tourism Ireland, in cooperation with a number of marketing partners, including American Airlines, spearheaded a very successful publicity campaign which brought six, top caliber Irish chefs representing the island of Ireland to the market. Most activities took place in Boston and New York and included, in addition to a media program spanning all elements of the marketing mix, guest chef appearances at the James Beard House in New York, the Omni Parker Hotel, The Boston Flower Show and Jury's Hotels in Boston. The marquee event took place at a Gourmet Gala at the Hotel Commonwealth in Boston where the six Irish chefs were paired with six of Boston's best chefs including Great Bay Chef Michael Schlow. Proceeds from the Gala will go towards a building fund at Boston University's School of Hospitality Administration, for a room dedicated to the memory of Irish chef, Noel Cullen who was on staff there for many years.

Tourism Ireland also sponsored a film crew from RTE to follow the Chefs for the week in Boston and they captured footage of the various promotions and events including Minister Brennan's attendance at the Omni Parker event and the Commonwealth Gourmet Gala. The first two broadcasts, which ran for 10 minutes each, aired during The Afternoon Show on March 22, 23 and 24. They included highlights of the promotion along with an interview with Joe Byrne. The campaign received excellent exposure and a full media report is being compiled to capture all the press coverage generated by the promotion.

Editors representing the top culinary publications in the US attended the Tourism Ireland / Irish Dairy Board luncheon prepared by Darina Allen at Craft restaurant in New York. The combined circulation, of the publications of the attendees represented, was **78.4 million**.

A timely complement to the culinary campaign was the March issue of Saveur, one of the top epicurean publications. The issue contained 40 plus pages of coverage on Irish cuisine and all regions of the island of Ireland. A Tourism Ireland ad had excellent placement opposite the editor's letter which introduced the issue. Tourism Ireland worked with Saveur and Colman Andrews during his many research trips to Ireland as he worked on the issue.

Journalists Assistance Program

Tourism Ireland in cooperation with Delta Airlines brought a group of 24 people, representing three radio stations, **WBMX-FM, 98.5** and **WZLX-FM, 100.7** from Boston and **WKTU-FM, 103.5** from New York, to Ireland for five days of live broadcasting during St. Patrick's Week. The transmittals, which ran for a four hour period, March 13 – 17, were broadcast from Limerick and Dublin to over 20 million listeners on the East Coast of the US and included many local interviewees including trade and Tourism Ireland representatives. The advertising equivalent for the air time dedicated to the broadcasts would be in excess of 1 million dollars.

The media visits assistance program is in full swing at this time and a number of journalists have already visited Ireland on assignment for major publications – these include:

- Tom Callaghan - Golf Digest Magazine which has a 1,5 million monthly circulation
- Ray Lane on assignment to cover the Beckett Festival for the Washington Post
- Michael Shiels representing Golf Club Radio
- Larry Olmstead from the Michigan Talk Network

- Robert Pedero from Golf Odyssey magazine
- Becca Hensley with the Austin Statesman Magazine
- Jeff Williams from Newsday
- Jeremy Murphy, Simply the Best Magazine and CBS

The United States fielded a team of 12 golf journalists for the Ryder Cup Preview Tournament organized by Midland East Tourism. All markets sent representatives to compete and the United States team was victorious!



Tourism Ireland and 1 800 Flowers present Your Very Own Ireland



This promotion ran from March 2 to 31st and included a number of elements. A print piece was packaged with 50,000 deliveries across the U.S. - press releases were picked up by a variety of sources including msn.com but the main component was an interactive web game where contestants had the opportunity to win one of six trips for two to Ireland with air transportation provided by Delta Air Lines.

Over 120,000 entries were received for the contest with an op-in rate (for Ireland information) of 48% - considerably higher than the norm. These names will be incorporated into Tourism Ireland's list for receiving Ireland messaging on a regular basis. Both the print piece and the interactive game contained photos of Northern Ireland and Donegal. and were designed to incorporate the new branding.

Smithsonian Associates presents a cluster of Northern Ireland programs.

Following the success of the 2005 Celtic Connection program, Tourism Ireland has entered into a sponsorship arrangement with Smithsonian Associates to stage a Northern Ireland Cluster series - a selection of seven programs presented to members & guests highlighting aspects of Northern Ireland including Cuisine, Virtual Armchair Tour, Belfast Maritime Heritage, Scots Irish, CS Lewis, NI musical evening and St. Patrick. Elements of the promotion will include Tourism Ireland literature distribution and a publicity campaign. This database of 85,000 is one of the most coveted in the country as they fall right into our target market. The April issue of the Associates Magazine has the first introduction to the NI cluster as a special section and the cover is a photo of the Giant's Causeway. This is currently in distribution and the May and June issues will both have all details of the cluster along with Tourism Ireland advertising.

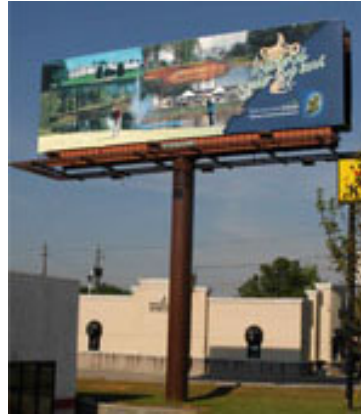


Augusta Masters Promotion



The media reception in Augusta on April 6th was extremely well attended by the golf writers in Augusta to cover the Masters. Many of the major publications were represented including Sports Illustrated, Golf Magazine, Links Magazine, Atlanta Journal Constitution, Los Angeles Times, Chicago Tribune and the Denver Post. Also in attendance was Pulitzer Prize winning sports writer Dave Anderson of the New York Times.

Six major billboards, five smaller billboards and 5 transit shelter posters brought the Ireland golf message to those present in Augusta for this prestigious tournament. A 12-page insert in the Augusta Chronicle on April 7th highlighted the Ireland golf vacation product, Ryder Cup. The insert also contained listings of the golf operators who are members of the Tourism Ireland partnership. (distribution 120,000 and insert will be online for one year)



NY Knicks St. Patrick's Day Celebration – Madison Square Gardens

The New York Knicks vs. the Detroit Pistons game on March 17 featured an Irish theme, including music, dance and entertainment and players wearing a first-time-ever green uniform. This innovative promotion spanned all elements of the marketing mix

The New York Knicks and Tourism Ireland partnered together to create the first ever Knicks St. Patrick's Day Celebration. Tourism Ireland received the following benefits;

- Acknowledgement on MSG Network as the Presenting Sponsor of the Night (10 million homes)
- The Knicks sent an e-mail blast promoting the celebration to its 1000,000 person electronic database. The Tourism Ireland logo and website details were present on the e-mail.
- Tourism Ireland received web presence on nyknicks.com with a Leader board position. This banner was on site for one month and received approximately 1.5 million page views.
- Ryder Cup Brochures and Ireland Vacation Planners were placed in all Luxury Suites at Madison Square Gardens.



Tourism Ireland received several promotional mentions on Gardenvision and through PA announcements in-arena. The highlight of the evening was a unique Golf On-Court

Contest where two lucky fans contested to win a trip to the Ryder Cup. The Tourism Ireland logo was on the Matrix Board throughout.

Manhattan Theatre Club – Shining City

Tourism Ireland has entered into a sponsorship arrangement with the Manhattan Theatre Club. Delta Air Lines is also supporting this sponsorship to raise awareness of the new service from New York to Dublin and Shannon.

Conor McPherson's Shining City starring Brian F. O'Byrne is expected to be a Tony contender. The show opens on May 9th for a 10 week run with eight shows a week. Tourism Ireland's sponsorship arrangement will include:



- Signage in the patron lounges
- Literature distribution in lounges
- Custom designed insert in ticket envelopes (4,000) and additional inserts distributed in-theater and at point of purchase
- Showing of our ad in the lounges
- E-Mail blast to 22,000 patrons/high level donors
- Trip Give-away and Ireland promotion at an opening night gala –
- Listed as sponsor in theater's pages of Playbill

TRADE PROMOTIONS:

Travel Agent Seminars

Tourism Ireland's series of 'Travel Agent Seminars' took place from February 21st to 24th 2006. During the week long, coast to coast, promotion suppliers met with more than 4,000 retail travel agents in 30 cities. Participating in these seminars were representatives from 45 companies:

- 5 Northern Ireland suppliers
- 26 Republic of Ireland suppliers
- 14 United States based companies

The leading tour operators, airlines, car rental companies, accommodation and visitor attractions partnered for this extensive promotion. Media lunches in key cities complemented the agent element of the program.

The New York Times Travel Show

The New York Times Travel Show took place from February 24th to 26th immediately following the 2006 Selling Ireland Seminars. Tourism Ireland exhibited with 20 trade partners from the United States and Ireland. The show attracted a record 26,584 visitors over a three day period and the audience included 7,069 trade professionals on the opening day. A highlight of the weekend's events was a two hour Irish concert featuring the Sean Fleming Band. Ireland had a prominent position and the Ireland

stand focused on Ryder Cup.

Product Marketing

Golf

Tourism Ireland staged a large Ryder Cup presence at the **PGA Golf Merchandising Show Jan 27th-29th** with 18 US and Irish Golf industry at our stand. Series of Golf Channel interviews/ Fox Sports segment featuring some of the trade on the stand and also one-on-one interviews with all trade on Golfcenter TV where each 5 minute interview will be audible on the website for one year. Irish music and dance featured on the stand each day.

Walking/Cycling

Presence at **Washington DC Adventure Show from February 10 to 12**. with US and Irish trade present. Press breakfast with over 40 media in attendance with US/ Irish trade with 2 giveaway Walking and Equestrian trips given away at the Media Breakfast. 10,000 consumers looking for adventure travel all over the world visited the show.

Garden & Heritage

Tourism Ireland was associate sponsor of the **Philadelphia Flower Show March 4th-11th**. Twelve US and Irish trade were present within the 1200 square foot garden. The show had a record number of visitors throughout the 8 days with 245,000 in total attending the show.

This was the first year of a 2 year contract between Tourism Ireland and Philadelphia Flower show leading up to 2007 where Tourism Ireland will be Premier Sponsor of the show and will have the centerpiece Garden of 3,400 square foot in the heart of the main show ground.



The theme of the 2007 show will reflect Tourism Ireland's sponsorship level as it will be themed "**The Legends of Ireland**". The garden will incorporate all of our feature themes: Literary/Culinary/Culture & Heritage/Festivals/Gardens. These will be creatively represented in the design and also in the activity within the garden.

Tourism Ireland was associate sponsor of the **Boston Flower Show March 10th-18th**. Eight Irish and US trade were present in the Irish garden designed by Dublin Designer. This was the second year of a 2 year sponsorship package with the Boston Flower show where Tourism Ireland was the Premier Sponsor of the show in 2005 and a smaller sponsor in 2006.

Highlights of upcoming activities

Walking

Discovery Channel going to Ireland to film one to two segment on Walking and Water adventure activities

Biking

Bike Media trip will take place at the end of May to bike in Connemara. 5 days of biking with Irish Cycle Hire

Equestrian

NBC Ad during Rolex 3-day Equestrian Event in Kentucky to air 2x 30 seconds promoting Grand Giveaway Equestrian trip and 3 days at the Dublin Horse Show. (Tourism Ireland is a corporate sponsor)

Gardens/Culture/Heritage

All Ireland Media Trip and Fam trip combination end of May with organizers of Philadelphia Flower show and top publications to cover the themes to be incorporated into the "Legends of Ireland " theme at the Philadelphia Flower Show March 2007

Country Garden Magazine on Creative shoot in June for the All Ireland Garden issue for Spring 2007

Style Network reality show of "Whose Wedding is it Anyway" filming at Glin Castle an Irish Wedding with 45 invitees from the US plus 8 crew members and Bride and Groom. Tourism Ireland part Sponsors.

Golf

7 Ryder Cup Ireland Days at Country Clubs around the East Coast/Southern States and Mid West promoting the Ryder Cup and Golf in Ireland.

5 Pro Am Ireland themed Golf Tournaments held with 5 PGA sections from May until October: Ireland entertainment/Food/Signage/Golf Trip giveaways at all 5 events

DIRECT MARKETING:

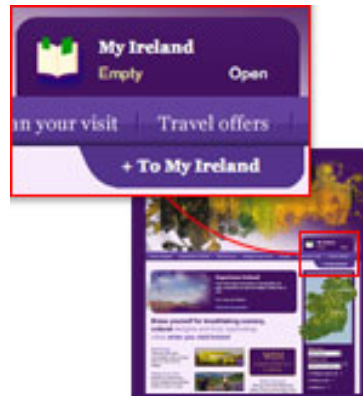
The US version of Tourism Ireland's new consumer website for the island of Ireland was launched on March 17.



www.discoverireland.com features information mined from a database of over 30,000 tourism products including accommodation, festivals, attractions and events throughout the island of Ireland. Information is updated daily making it the most dynamic and comprehensive all-island tourism database for potential US visitors to Ireland.

77% of US visitors use the internet to research a vacation online and 70% of US visitors use the internet to buy a vacation/car rental online. Paul O'Toole, at the launch, said that "Tourism Ireland invested over Euro 2.6m in the largest ever Island of Ireland web project. The internet has become a medium of huge importance in the battle to stay competitive in the international tourism sector – for that reason Tourism Ireland saw it as vital for us to invest just as much in web development as our major competitors".

The new US web site provides a more dynamic user experience, including a **'My Ireland'** function which allows the user to store web pages and build up a vacation itinerary which can be shared with a friend. The web site also features a suite of regional and scenic E-postcards to send to a friend, a feature to download screensavers, join an e-mail subscriber list and order a pack of literature online. US tour operators offer 53 types of tour packages to the web visitor to book online.



Digital radio is featured on the Home Page and the new web site includes visitor testimonials and online vacation journals or blogs.

US Travel Industry Marketing Partnership

Each year Tourism Ireland in the United States offers a co-op partnership program for the US tour operators. The 2006 program offers 53 tour programs and airline offers from 37 tour operators and the 5 carriers serving Ireland. A key component of the co-op marketing program is a promotional brochure featuring the tour packages, hot offers and group offers from the partnership. A two page spread, including an access map promotes the 5 airlines with non-stop service to Ireland from 7 major US gateways. The glossy four color brochure is the main enclosure in the advertising fulfillment pack.



The partnership packages are featured under Vacation Offers on the newly launched US web site www.discoverireland.com. Hot Offers and Group Offers are featured for all the tour operators and carriers throughout the year. The web site also has a downloadable version of the brochure.

The Call to Action from Tourism Ireland's 2006 advertising campaign for TV, magazine and online is 1800.shamrock and www.discoverireland.com. Each advertising respondent receives the print brochure featuring the packages advertised in the partnership.

Direct marketing promotions include direct mail of the 2006 brochure to past inquirers, and direct marketing to leads generated through special promotions. Special offers are also broadcast to the Tourism Ireland opt-in email database of over 110,000 consumers.