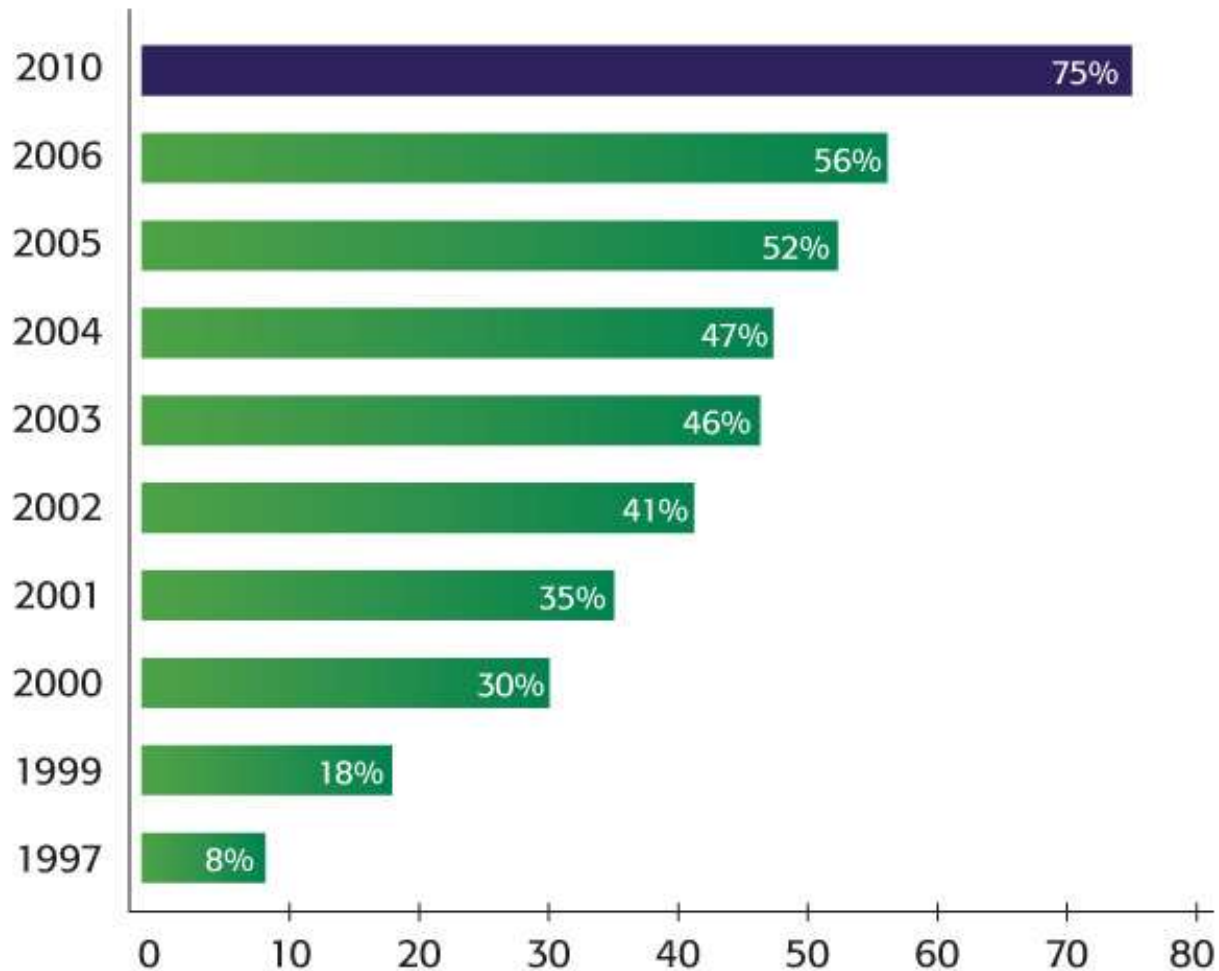


Tourism Ireland's Online Strategies

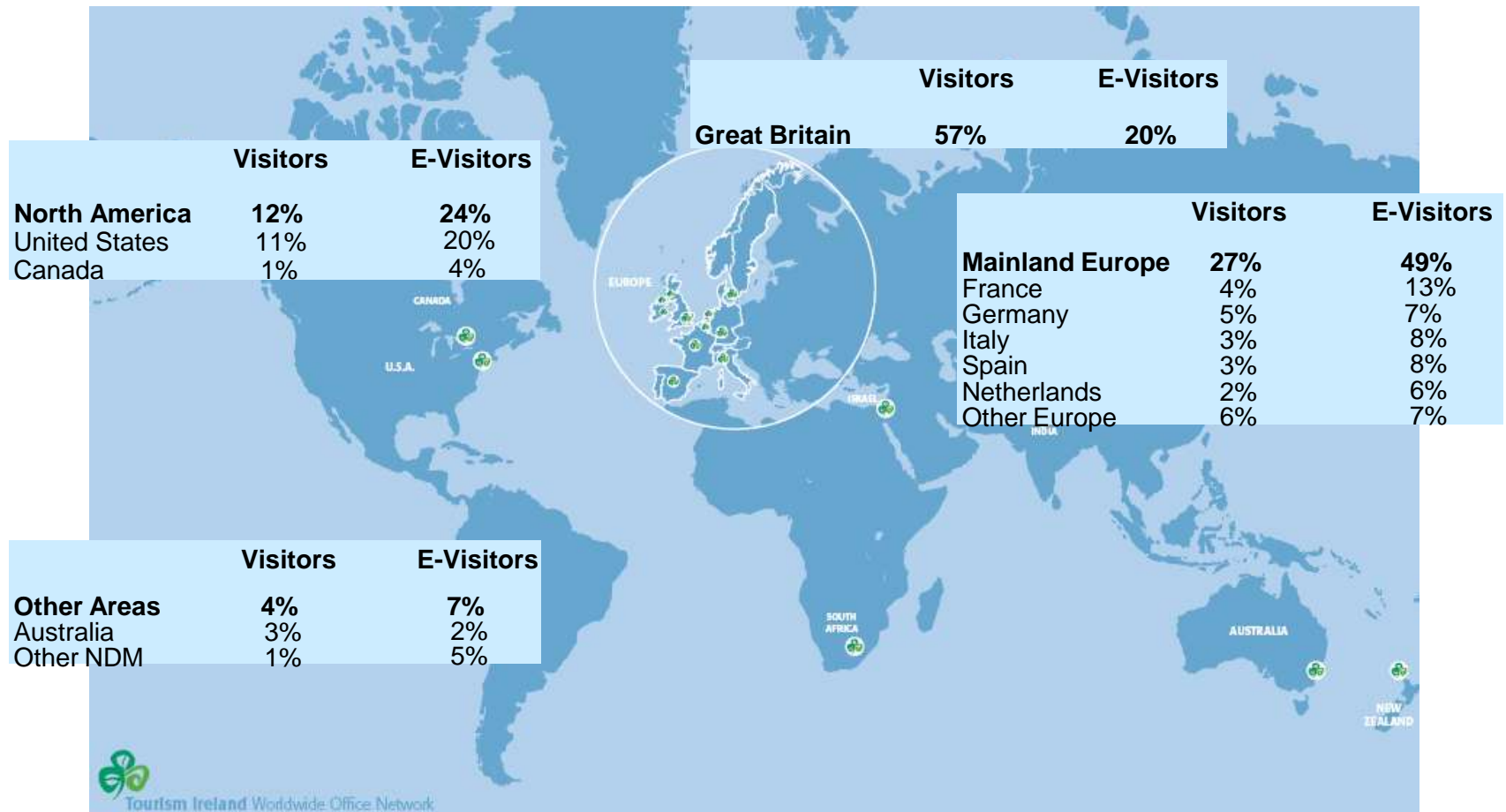
eSymposium 2007

Presented by Laughlin Rigby

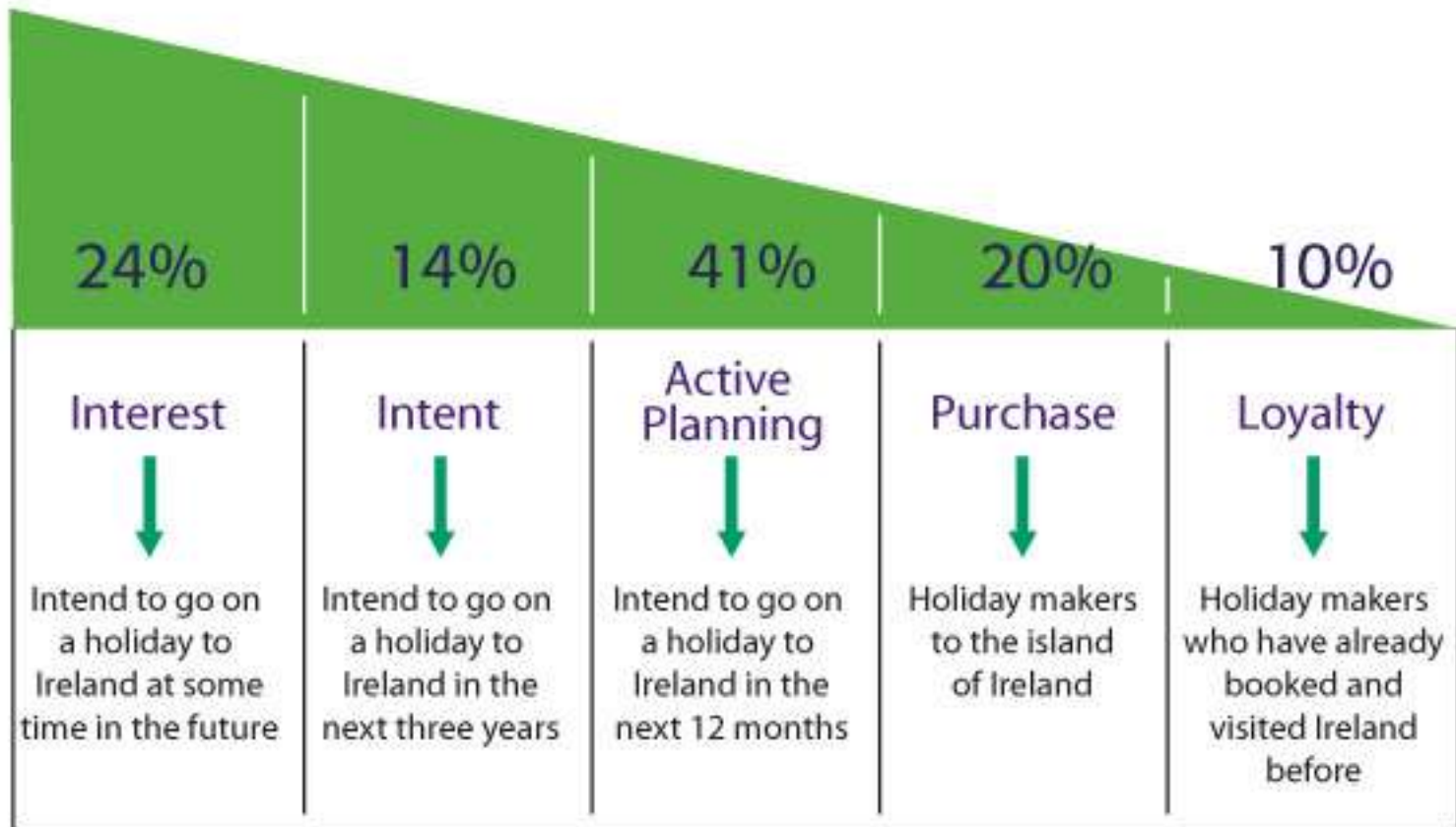
% of Holidaymakers to Ireland who used the internet to plan their holiday



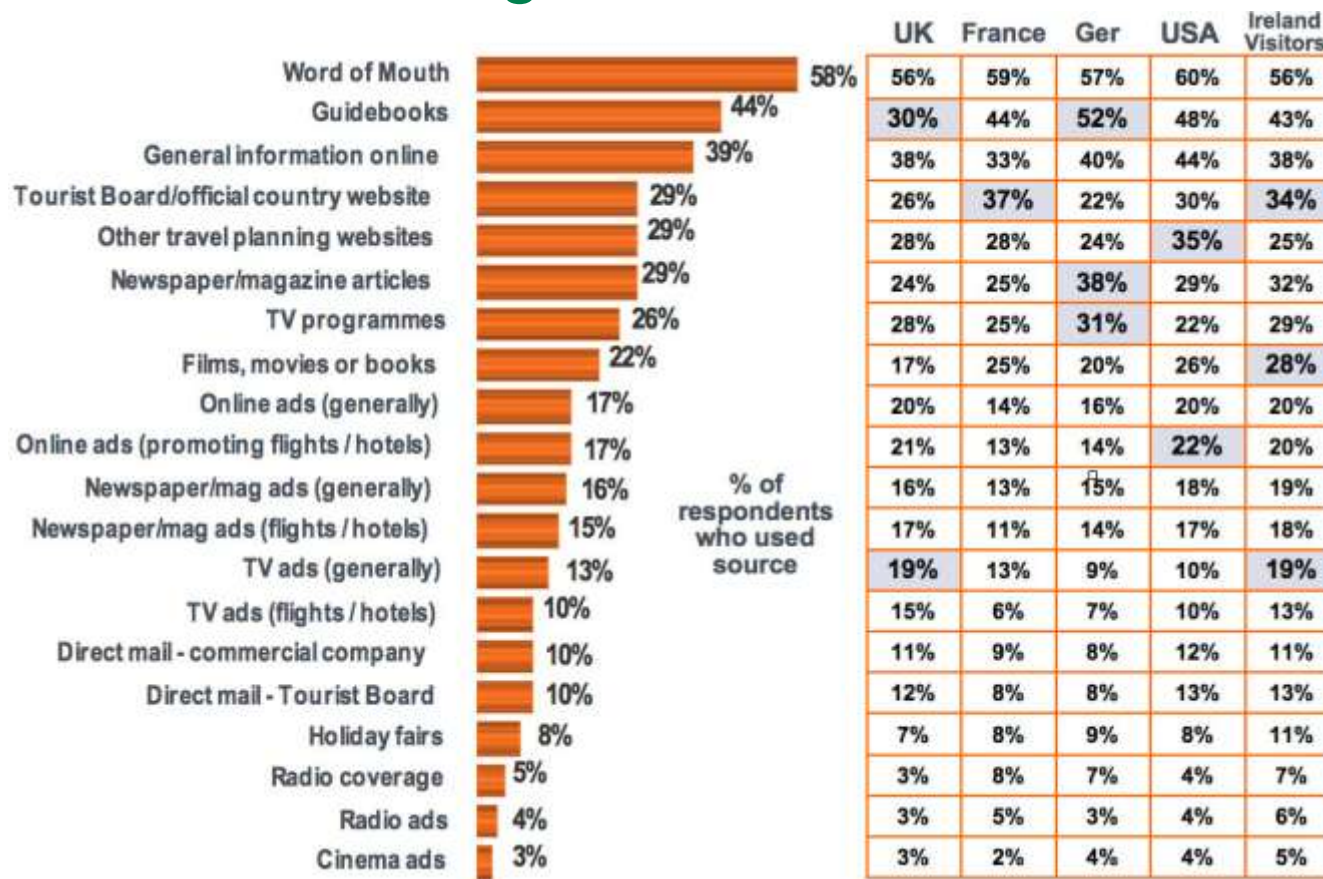
Where our Visitors vs. E-Visitors come from



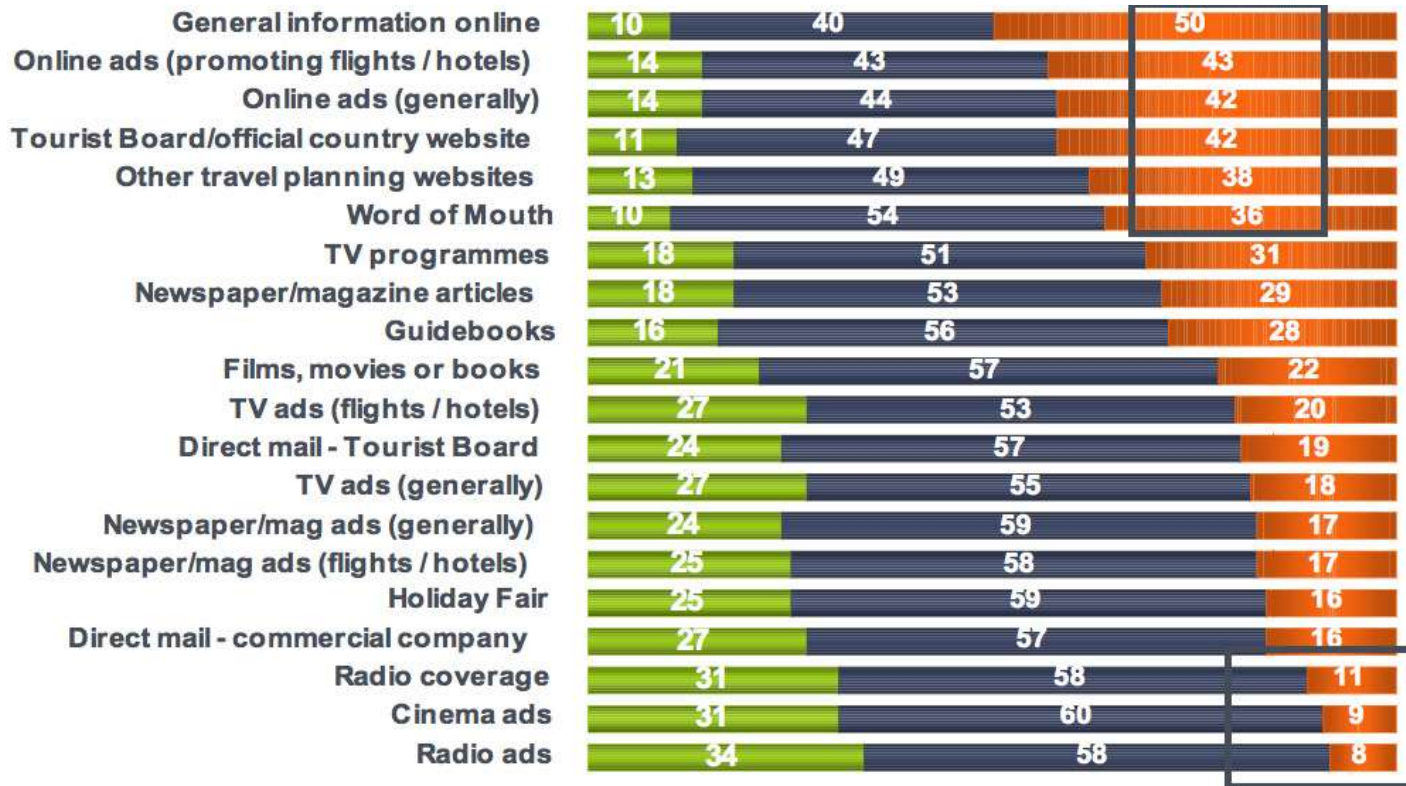
E-Holidaymakers Intention to visit Ireland



What is triggering travellers' thoughts about a destination



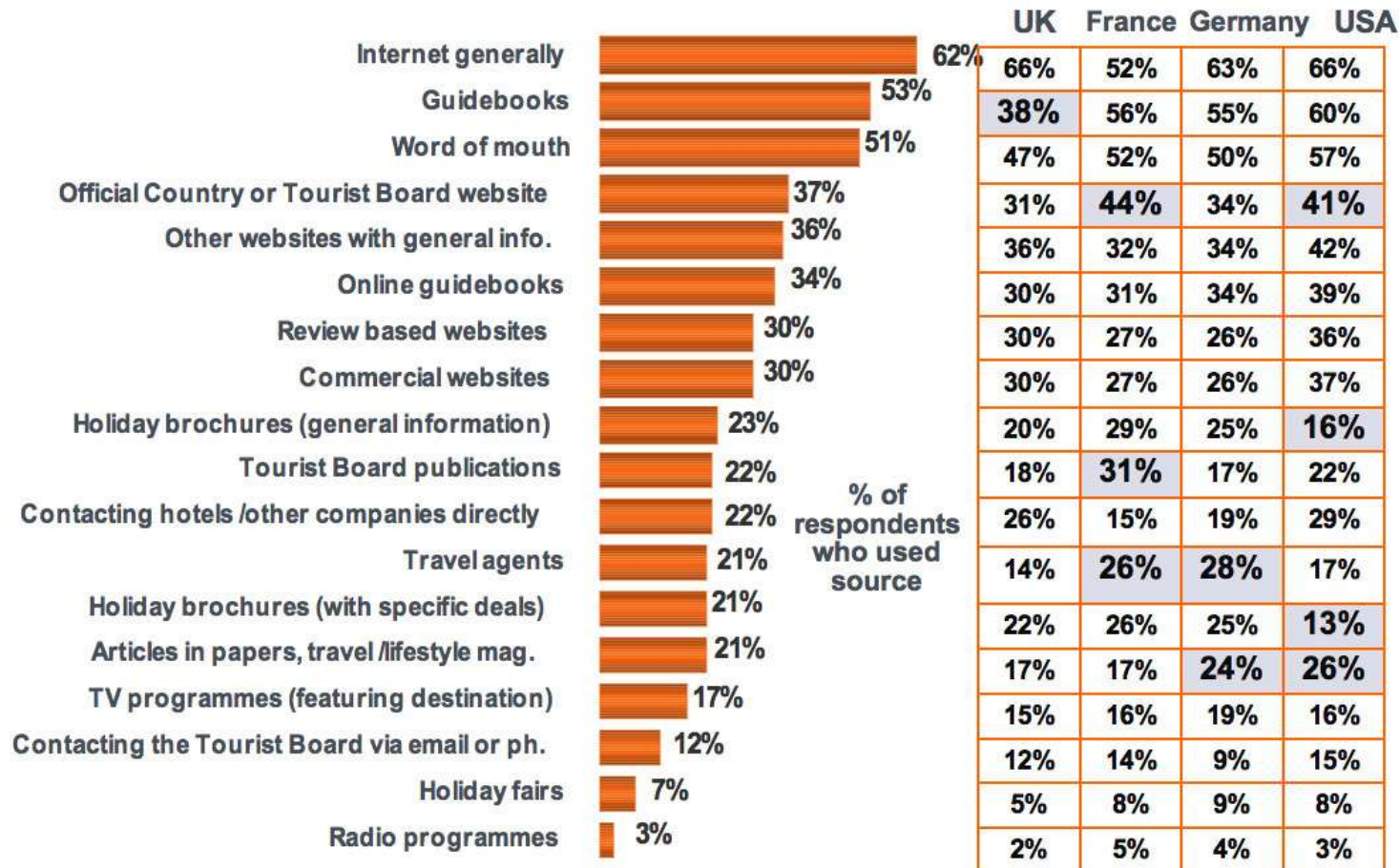
What triggers are going to become more influential



% of respondents who said trigger was..

■ Less influential
 ■ As influential
 ■ More influential

Usage of information sources across markets



eStrategy

- eMarketing is a critical and increasingly important component of our marketing mix
- The Website will be the hub around which all marketing activities are fulfilled
- Fully integrated on and offline campaigns
- eMarketing will increase as distribution channels combine
- Investment will grow from 14% to 25%

eStrategy - Key Elements

- eMarketing – world class innovations to drive traffic
- Website excellence – to continuously evolve to become first choice site for our consumers
- Conversion and engagement – interaction between our consumers and trade
- Empowerment – increasing skills, competence and knowledge

Online Marketing Activity 2003 - 2007



A world map composed of small white dots on a green background, centered behind the text.

36

International Websites



14

different languages

A world map composed of small white dots on a green background, centered behind the main text.

5m +

visitors worldwide in 2007 YTD



19

countries with eMail marketing programmes

600,000+

email address from consumer
databases worldwide

discoverireland.com

- Website launched March 2006
- First phase of a global web development project
- Database of over 30,000 tourism products
- Data provided primarily by the two tourist boards, Fáilte Ireland and the Northern Ireland Tourist Board
- All-island tourism database

Website Evolution Programme

- Post launch – usability study in 4 markets
- In ‘best in class’ territory but needed some evolution
- Ambitious evolution programme underway in 2007 through 2008
- Data capture project to feed consumer information into central database
- Metasearch developed to incorporate all industry offers

where to?



Roll over the map to view Ireland's regions

quick information guide

[View full listing & FAQs](#) >>

-  [Air routes](#) >>>
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-  [Public transport](#) >>>
-  [Ireland's regions](#) >>>
-  [Touring](#) >>>

*From the Giants Causeway to the Ring of Kerry
the whole island of Ireland Welcomes you*



You might not know how to find it yet, but it will find you. Your place in Ireland. It might be a mood that comes over you, all of a sudden, as you wander through the workshop of a candlemaker in Oughterard, join in a traditional music session in Kerry, finish off the perfect round of golf in Kildare or enjoy a bracing walk through the panoramic landscape of the Sperrin mountains. And the people you meet, with their curious tales, captivating conversation and unique way with a phrase - before you know it, they'll be having you in for a cup of tea and a chat.

But to appreciate the astonishing diversity of this island, all you really have to do is to look around you. Everywhere you go, you'll find spectacular scenery - from the Cliffs of Moher to the Fermanagh lakes, from the glories of West Cork to the sublime beauty spot of the Sally Gap - that will stay with you long after you've gone home.

Time may stand still in Ireland, but whatever season you arrive, there's always time for a special moment. And no matter where you go, there's a full choice of accommodation, restaurants and things to do. Every season brings its own wonders.



*every season brings
its own wonders*

Search

This Site 

Enter Keyword

GO



You are Here: » Home Page

Ireland GMT: 06:57 PM



Welcome to Ireland

Discover the essence of the Island of Memories; get to know Ireland a little better by running through the information in our factfile...

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[Dublin](#)

[more](#)



[Golf](#)

[more](#)



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Plan your travel by air or by sea or allow our tour operator partners to assist you... [\[more\]](#)

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» Regions & Cities

Discover the unique characteristics of Ireland's main cities and holiday regions... [Regions & Cities](#) [\[more\]](#)



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My Ireland

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Open

About Ireland

Experience Ireland

Places to go

Things to see & do

Events

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Travel offers

+ To My Ireland



Festivals

Experience the legendary 'craic' with a fabulous festival

Head to the island of Ireland for some of the best festivals and fairs in the world

Discover it yourself...

Brace yourself for breathtaking scenery, cultural delights and truly captivating cities when you visit Ireland

Places to go

Take your pick from cosmopolitan cities, bustling towns or quiet country villages



Things to see & do

Boasting an astonishing array of sights and activities,



3 Night Hotel Break

MUST BE WON!

Ryder Cup 2006



Show me in

All Ireland

Places to stay

All Accommodatic

or Things to see or do

or Places to eat



Your official guide to the island of Ireland

Sports

Roar with the crowd at a Gaelic Football match, soar off a sea cliff or tee off in one of the world's most magnificent golf courses

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Andrew Maxwell's Ireland

View his videos



Focus on Northern Ireland

Northern Ireland packs in the attractions with a rich cultural heritage, striking scenery and a sweep of stunning coastline

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My Ireland

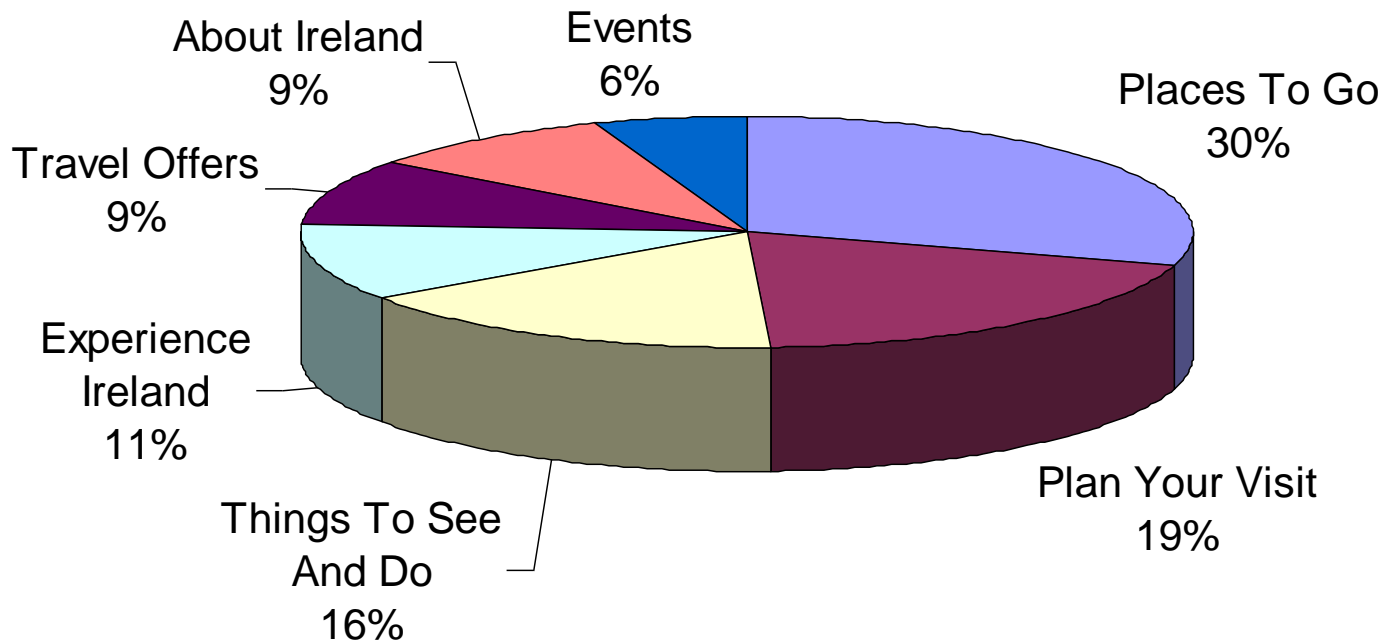


Metrics

Monthly Visits, Jan 06 -Sept 07



Metrics - Section Popularity



Third Party Referrals

Jan - Sept 07

Total Main Visits

4,791,440

Third Party Referrals

1,996,990

Third Party Referrals as % of visits

42%

Linked to over 20,976 individual partner sites YTD

eStrategy Key Industry Platforms

- 'level playing pitch' for all our Industry partners
- Provide platform to close sale
- Site does not have booking engine
- Listings, links, offers and partnership programmes

Database Listing



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[Getting there](#) | [Getting around](#) | [Facts for the visitor](#) | [Accommodation](#) | [Tour operators](#) | [Booking agents](#)

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[To My Ireland](#)

Dervaghroy House

Northern Ireland, Tyrone, Omagh

Dervaghroy House B&B is a beautiful country period residence set in tranquil landscaped gardens and conveniently close to many tourist attractions including the excellent Marshall Country Driving Trail. Dervaghroy House is ideal for that cosy break, with a traditional Irish log fire and friendly owners who do their best to make your stay a memorable one. You can be assured of a friendly service and the warmest hospitality. Breakfast comprises a varied menu to suit each individual taste, including fruit, yoghurts, cereal and of course the traditional and ever popular Ulster fry, served with home-made bread, honey, jam and marmalade. Pool and table tennis, guest TV lounge (in both cottage and house), toiletries supplies, electric blankets and angling advice available. Kennelling provided for pets. Collection from Omagh bus station can be arranged (subject to availability).



[Booking sites](#)

Amenities

Cot Available
High Chair Available
Hair Dryer in Bedrooms

Contact

Telephone: +44 (0)28 8075 7990
Email: joyanderson@tvtinternet.com

Search

Find somewhere to stay, eat or find activities and events

All Ireland ▾

Select category ▾

Location

Click on map below to select region for search



[Explore larger map view](#)

My Ireland



Offers

- Metasearch functionality for offers feeds from IHF, FI, NITB, Manor House hotels, Culture and Heritage Ireland
- Incorporate Market Partnership programme
- Extranet facility under development for market offers and smaller players



[Home](#) > [Travel offers](#) >

Travel offers

Focus listing using the following options

1. Offer type

All ▾

2. Optional keyword

Go

Show only hot offers

Hot offers

Dublin Free night! 4 for the price of 3

Lorem ipsum dolor sit amet, consectetur dolor sit adipiscing elit, sed do eiusmod tempor

Dublin Free night! 4 for the price of 3

Lorem ipsum dolor sit amet, consectetur dolor sit adipiscing elit, sed do eiusmod tempor

Dublin Free night! 4 for the price of 3

Lorem ipsum dolor sit amet, consectetur dolor siter adipiscing elit, sed do eiusmod tempor

Dublin Free night! 4 for the price of 3

Lorem ipsum dolor sit amet, consectetur dolor siter adipiscing elit, sed do eiusmod tempor

[View all hot offers](#) >

Inspiration



Lorem ipsum header
consectetur dolor adipiscing elit, sed do eiusmod tempor coloret Lorem ipsum dolor sit adipiscing elit eiusmod.



Lorem ipsum header
Lorem ipsum dolor sit amet, consectetur dolor adipiscing elit, sed do eiusmod tempor coloret

Search content

[▶ Search for...](#)

Places to go

Click on the map to find out more about an area.



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My Ireland



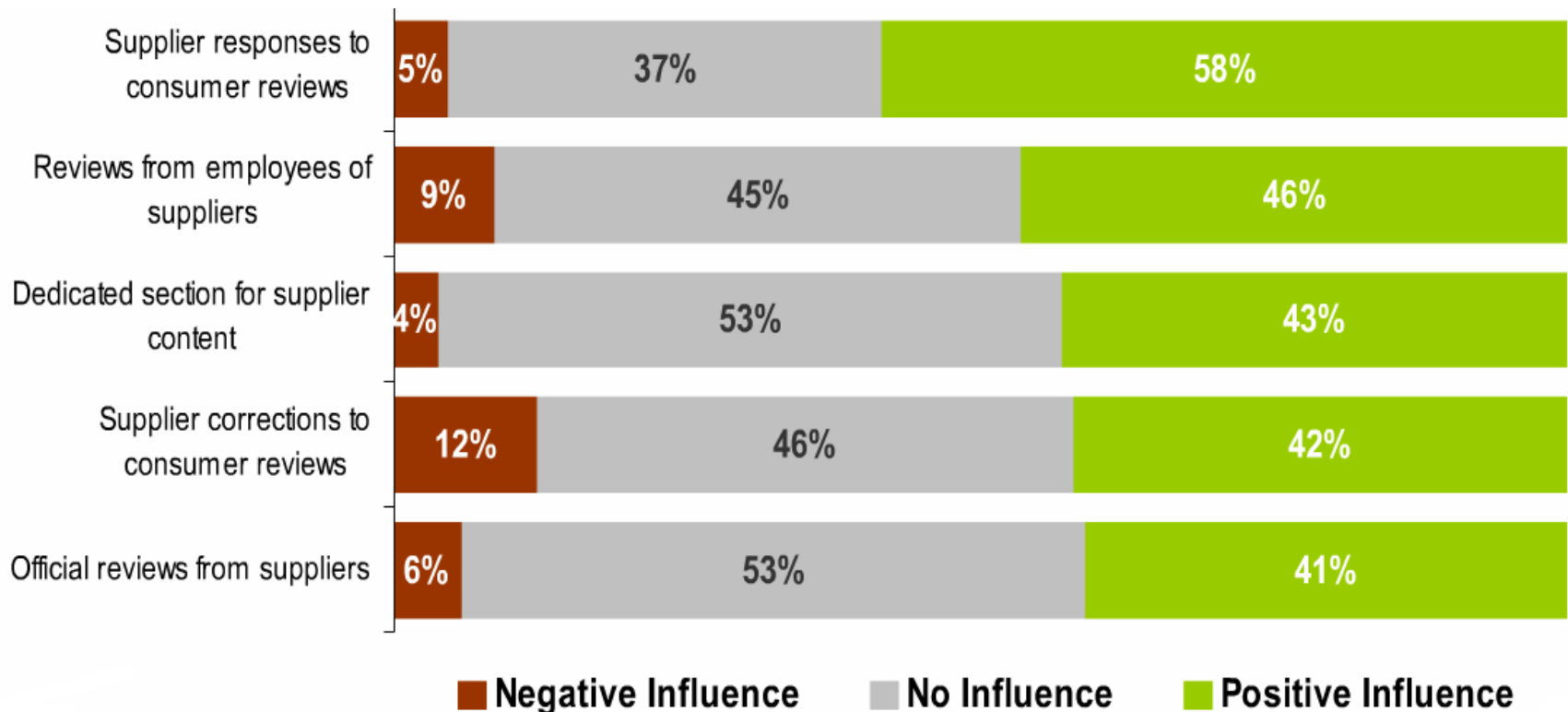
Web 2.0

Initiate a dialogue with your consumer

<http://www.youtube.com/watch?v=RZDXfB0Rd4Q>

Supplier involvement in UGC

Change in opinion if content added to Tripadvisor



Harvey's Point - AA 4 Star Hotel - Ireland Hotels Donegal



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The Sugar Club

Rock



Dublin
Ireland

Profile Views: 5659

Last Login:
19/09/2007

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MySpace URL:

<http://www.myspace.com/thesugarclub>

The Sugar Club: General Info

Member Since 05/09/2006

Turbo Tempo Waiting
The Sugar Club
playing

00:02

Total Plays: 4935

Downloads Today: 0

Plays Today: 6



[Halfset_Solar](#) Plays: 1577

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[Turbo Tempo_Waiting](#) Plays: 928

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Upcoming Shows

(view all)

20 Oct 2007	20:00	Choice Cuts Presents The Headhunters	Dublin, Dublin
25 Oct 2007	20:00	DEAF and Choice Cuts Presents The Infamos D-Styles	Dublin, Dublin
26 Oct 2007	20:00	The Rocky Horror Picture Show	Dublin, Dublin
27 Oct 2007	20:00	The Tassel Club	Dublin, Dublin

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MGM Grand Las Vegas
- \$499-\$599** **Fly Business Class to London (each way)**
MAXjet
- \$69** **4-Diamond Dallas Hotel**
Hyatt Regency Dallas
- \$549** **Prague: 6 Nights & Air**
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- \$169 & up** **Huge 1-Day Cruise Sale incl. \$50-\$200 Credit**
Royal Caribbean
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Enter today for your chance to win a Top 20 trip. And tell your friends so they can enter too! The sweepstakes ends in:

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Travel Tips

Late fall is a great time to check out cities like **London, Paris, Rome and Prague**. Prices drop dramatically, attractions are less crowded and the weather is mild.

[Show Tickets & Events](#)

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Helpful votes: 4/4. Did you find this review helpful? [Yes](#) [No](#)

Traveler rating:  3.415 **2.0**


Chicago: [City Suites Hotel](#): "Could be better"

 [seessels](#), Nashville Mar 4, 2007

[CHECK RATES!](#)

The rooms were very nice and roomy, but two things occurred during our stay that makes my unhappy. They started changing the carpet in the hallway at 8:30, which was not the bad thing the bad thing was that the manager would not apologize for it, instead she told us "we picked the room." The other thing was the heat had a mind of its own. We woke up @6:30 in the morning freezing one morning and had to call the front-desk, to which they responded "I will check the boiler," 30minutes later you can hear it start to kick on.

My experience with this property took place in:
February, 2007

 Save this review

This review is the subjective opinion of a TripAdvisor member and not of TripAdvisor LLC.

 [Compliment seessels](#)

Helpful votes: 2/2. Did you find this review helpful? [Yes](#) [No](#)


Chicago: [City Suites Hotel](#): **Management response**

xsugargirlx, Concierge, Chicago, Illinois (Management representative) Apr 2, 2007

[CHECK RATES!](#)

On behalf of the City Suites and Neighborhood Inns of Chicago I would like to give you our sincerest apology. I believe what the manager was trying to relay was that you were given a choice of location and room type when you checked in because you had a free upgrade as well. However, there were no warnings of the carpet being changed that morning and for that we are truly sorry.

This response is the subjective opinion of the management representative and not of TripAdvisor LLC.

Traveler rating:  2.3145 **1.0**

Chicago: [City Suites Hotel](#): "Hell"oh"

[CHECK RATES!](#)



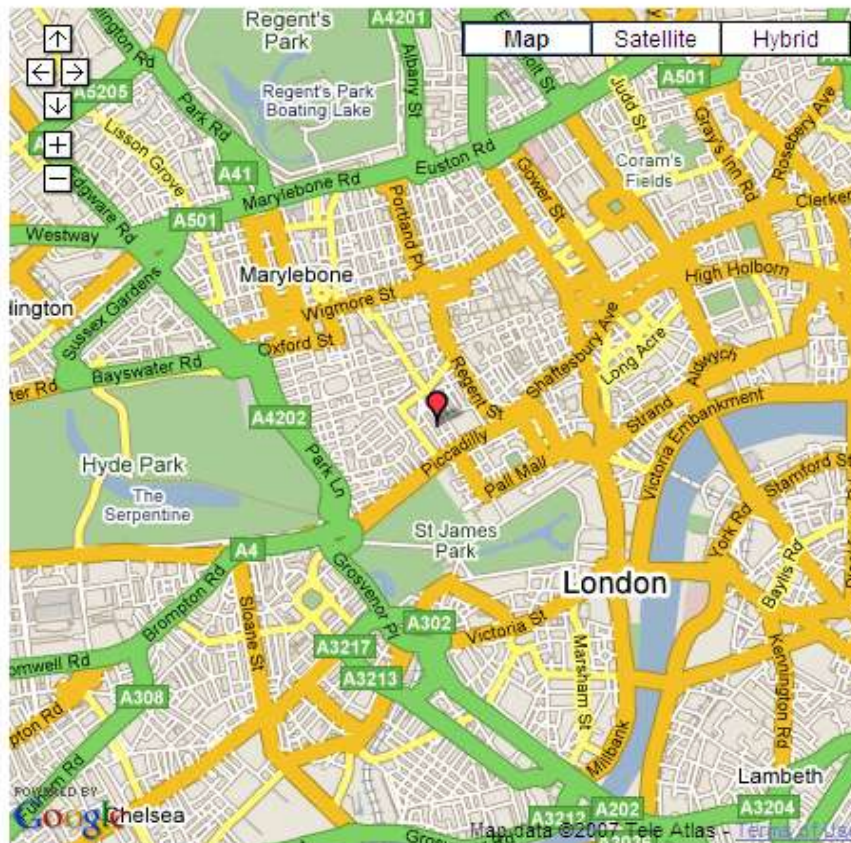
BROWN'S HOTEL
LONDON



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- Guest Comments
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- Christmas
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Google Map

Maps & Directions | Google Map



Check Availability

The Rocco Forte Collection Reservations

Arrival
22 Oct 2007 MON

Departure
23 Oct 2007 TUE

Guests per room
1

Purpose of stay, for marketing reasons only.

Leisure search

Modify a reservation

Location & Contacts

Speak to Hotel

Brochures

Factsheets

Newsletter

Gift Store

Photographs



THE ROCCO FORTE COLLECTION

eMarketing Checklist

Tourism Ireland

- ✓ Ensure your records with the tourist board are up to date
- ✓ Explore expanding your presence by seeding your offers on one of the approved offer suppliers
- ✓ Talk to our overseas staff today about partnership opportunities

On the web

- ✓ Have a long term and short term SEM and SEO strategy
- ✓ Ensure you have a video of your enterprise and upload it onto the web
- ✓ Blog online, if you can, to show off your expertise
- ✓ Monitor your brand online in discussions rooms and use your right to reply e.g. trip advisor
- ✓ Explore free mapping software for your site, get located with free google mapping software or similar
- ✓ Update and upload more pictures of your property
- ✓ Use your metrics to know how visitors find you and what they do when they arrive
- ✓ Increase your tourism network online, get networked, get incoming links
- ✓ Take chance, try something new, copy the trends, explore social media

Tourism Ireland eMarketing Activities

Super Regions Campaign - France



Le Sud de l'Irlande

Le Sud de l'Irlande vous en fera voir de toutes les couleurs...

A moins de 2h de France



Les incontournables de cette région

Les Villes Viking
Cork d'Est en Ouest
Artisanat, Gastronomie et Loisirs
L'héritage médiéval
Les péninsules du Kerry



Le Sud de l'Irlande vous en fera voir de toutes les couleurs !

Le Sud de l'Irlande, c'est un petit coin de paradis à deux pas de chez vous. Venez vous balader dans ses villages où les murs des maisons sont aux couleurs des fleurs qui les entourent. Découvrez ses plages de sable blond et ses rivières bordées de châteaux témoins de son histoire. Sa douceur de vivre, son artisanat unique et sa gastronomie raffinée sauront vous séduire...

[En savoir plus sur le Sud de l'Irlande](#)

Cet automne-hiver, des vols directs existent vers Cork depuis Nice et Paris avec Aer Lingus, et vers Shannon depuis Paris Beauvais, Biarritz, Carcassonne, Charleroi et Nantes avec Ryanair. Vous pouvez aussi faire la traversée en ferry vers Rosslare depuis Cherbourg, ou vers Cork depuis Cherbourg ou Roscoff.

[En savoir plus sur les vols et les ferries](#)

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do in Ireland

More places to
go in Ireland

Touring Ireland by car

Follow comedian Andrew Maxwell on a personal tour as he discovers Ireland in a series of six short films.

In the last film, Andrew visits Galway and the surrounding area. He picks his way over the unusual landscape phenomenon of the Burren and takes to the waves with a surf lesson at Lahinch beach. He then eats oysters with a former oyster opening world champion and stares danger in the face by looking over the cliffs at Dún Aengus on Inishmore.

Watch the Galway film now, then take a look at our Belfast, Dublin, Derry, Cork and Shannon and Kerry films.



This presentation requires Flash 8. [Click here](#) to download it for free.

[Download Galway film now \(mp4\)](#)

[Subscribe to the video podcast feed now](#)

Follow all Andrew Maxwell's Irish Tales

There are six exclusive films following Andrew's journey around Ireland. Check out the Belfast, Dublin, Derry, Cork and Shannon and Kerry films below.



[Take a trip to Belfast with Andrew Maxwell](#)

In his Belfast film, Andrew explores the history, culture and famous nightlife of this increasingly affluent city. He also takes in the atmospheric Giant's Causeway and some beautiful coastline

[Watch now](#)

Online Games



SUPER PATRICK ET LES MYSTERES DE L'ILE D'EMERAUDE

A chacun son  Irlande



BIENVENUE !
SUIVEZ-MOI DANS MON PERIPLE
A TRAVERS L'IRLANDE.
REPONDEZ CORRECTEMENT
AUX QUESTIONS ET VOUS
GAGNEREZ PEUT-ETRE L'UN DES
4 VOYAGES D'1 SEMAINE
EN IRLANDE.

Pour participer à ce jeu,
merci de remplir les champs
ci-dessous :

Nom :

Prénom :

E-mail :

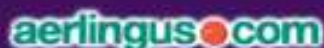
Souhaitez-vous recevoir
la newsletter mensuelle
du Tourisme Irlandais ?

Oui non

JOUER !



Chambres d'hôtes



Compagnie Aérienne

Une réalisation : Conceptmania

[Dotations](#)

[Règlement](#)

Vincent Osinga vpo
<vincent_in_nepol@hotmail.com>

Just/home/oberon/zope/instance4/var/repo
sit

Vincent Osinga vpo zegt
dat is de folder

Vincent Osinga vpo zegt
ik stuur je net de directory op

Vincent Osinga vpo nodigt je uit om Rally Ireland Game te starten. Wil je de uitnodiging Accepteren (Alt+C) of Weigeren (Alt+D)?

Je hebt de uitnodiging om Rally Ireland Game te starten geaccepteerd.

Vincent Osinga vpo zegt (16:51):
welke wil je doen?

Hans-Peter zegt (16:52):
Welke is de beste track?

Vincent Osinga vpo zegt (16:52):
ik denk dat enniskillen er wel mooi uitziet

Hans-Peter zegt (16:52):
ok

Verzenden
Zoeken

Laatste bericht ontvangen om 16:52 op 18-10-2007.

GRATIS Palm Treo 500v + 1 maand Gratis Internet en E-mail!



Podcast Contest



It's Tourism Ireland's Your Very Own Ireland Podcast contest

HOME | BOB ALDRICH | BLAIR CIEKO | NANCY DALY



Bob Aldrich



PODCAST | BIOGRAPHY | ITINERARY



CHAPTER 1 // Belfast

8.4mb mp3 09:11/00:05

CHAPTER 1 2 3 4

CHANGE PODCAST

DUBLIN - BELFAST

Podcast winner Bob Aldrich travels from Dublin to Belfast as he begins his podcast journey in Ireland.

Click on the map points to skip to a chapter



MORE INFO > Belfast

Tourism Ireland's Online Strategies

eSymposium 2007

Presented by Laughlin Rigby