

# CORPORATE PLAN

## 2014-2016

### WE WILL

**BE AMBITIOUS**

BE AN ECONOMIC  
ENGINE FOR GROWTH

INCREASE  
PROMOTABLE REVENUE

WIN A GREATER  
SHARE OF EUROPEAN  
TOURISM REVENUE

WORK CLOSELY WITH  
OTHER AGENCIES AND  
INDUSTRY PARTNERS

## OUR AMBITION FOR GROWTH

A NEW FOCUS ON GROWING PROMOTABLE REVENUE

GROWTH TARGET 2016/2013  
PROMOTABLE VISITORS

**+15%**

GROWTH TARGET 2016/2013  
PROMOTABLE REVENUE

**+24%**

Promotable visitors  
are made up of  
Holidaymakers,  
Conference or  
Incentive visitors  
and visitors who  
come for English  
Language Training.

CUMULATIVE 2014-2016  
PROMOTABLE REVENUE (BN)

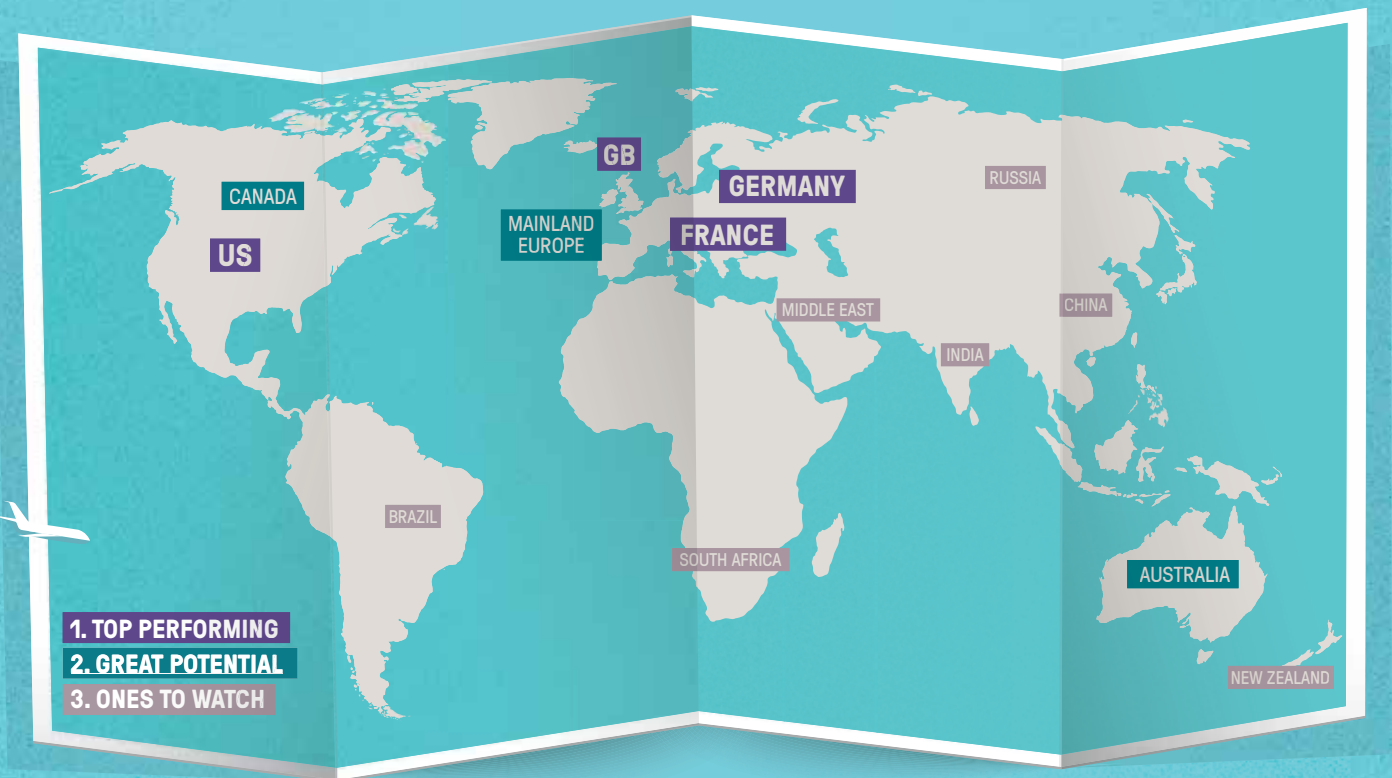
**£6.5 / €7.6**

PROMOTABLE VISITORS (MN)

**12.3**

# BEST PROSPECTS

NEW INVESTMENT THAT PRIORITISES MARKETS AND CONSUMERS



## 3 GREAT ESCAPERS



## 1 CULTURALLY CURIOUS



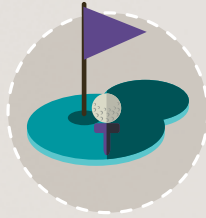
## 2 SOCIALISERS

## TITANIC

CONCENTRATE ON THE NICHE MARKETS THAT HAVE REVENUE POTENTIAL



ENGLISH LANGUAGE TRAINING



GOLF



BUSINESS TOURISM



DIASPORA

## ISLAND OF IRELAND DELIVERS

AN EXPERIENCE-LED BRAND ARCHITECTURE WITH FIVE THEMES



GETTING ACTIVE  
IN NATURE



LIVING  
HISTORICAL  
STORIES



VIBE OF THE CITY



CONNECTING  
WITH THE PEOPLE

WHAT'S  
THE CRAIC?



AWAKENING  
THE SENSES

## NORTHERN IRELAND

NEW SALES-FOCUSED STRATEGY FOR NORTHERN IRELAND



# THE WAY FORWARD

DELIVERING BUSINESS NOW THROUGH COLLABORATION,  
GLOBAL LEADERSHIP AND A SHARED VISION



**750 MILLION** BY 2016  
SOCIAL CONNECTIONS



**GLOBAL LEADER**  
DIGITAL & SOCIAL MEDIA



**Tourism Ireland**

*Marketing the island of Ireland overseas*

For more details on Tourism Ireland

VISIT [www.tourismireland.com](http://www.tourismireland.com)

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