



Marketing Plans

2023

INCREASING OUR SUSTAINABILITY FOCUS

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Director of Central Marketing & Sustainability

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IRELAND'S SUSTAINABILITY AMBITION

*“Ireland will seek to be
amongst the world leaders
in sustainable tourism
practices.”*



DEFINITION OF SUSTAINABILITY

Ireland has adopted the UNWTO definition of sustainable tourism:

“Tourism that takes full account of its current and future economic, social and environmental impacts, addressing the needs of visitors, the industry, the environment and host communities”



ACTION UNDER WAY



EMBEDDING IN OUR FUTURE STRATEGY

Aspiration

Rebuild holidaymaker revenue to pre-pandemic levels (accounting for inflation), while increasing focus on attracting value-adding tourism

Economic sustainability

- Drive the return to pre-pandemic levels of (inflation-adjusted) **holidaymaker revenue**
- Prioritise holidaymaker revenue growth in **Northern Ireland and the regions** of the island of Ireland
- Drive holidaymaker revenue growth during the **shoulder season**

Social sustainability

- Bring increased benefits from tourism to local **communities**
- Increase **diversity and inclusion**

Environmental sustainability

- Increasing focus on the **environmental impact** of inbound tourism over the course of the plan
- Focus on promoting more **sustainable holidays and behaviours**
- Prioritise **sustainable industry players** in promotional activities

**How can you give
“the gift of sustainability”?**



Educate – Reassure – Inspire

THE ISLAND'S SUSTAINABILITY PROPOSITION

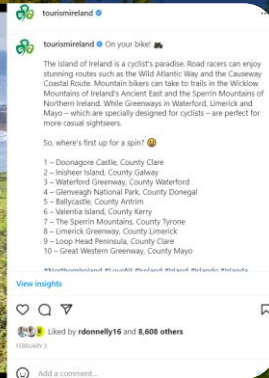
Ireland has been green for thousands of years; we see this when we shine a light on local sustainability stories and highlight our cultural offering.

From lush rolling hills, to preserved community traditions, rich local cuisine and organic produce — Ireland exemplifies a green way of life.

It's not something we've imposed from the top down.
It's sustainability from the ground up.

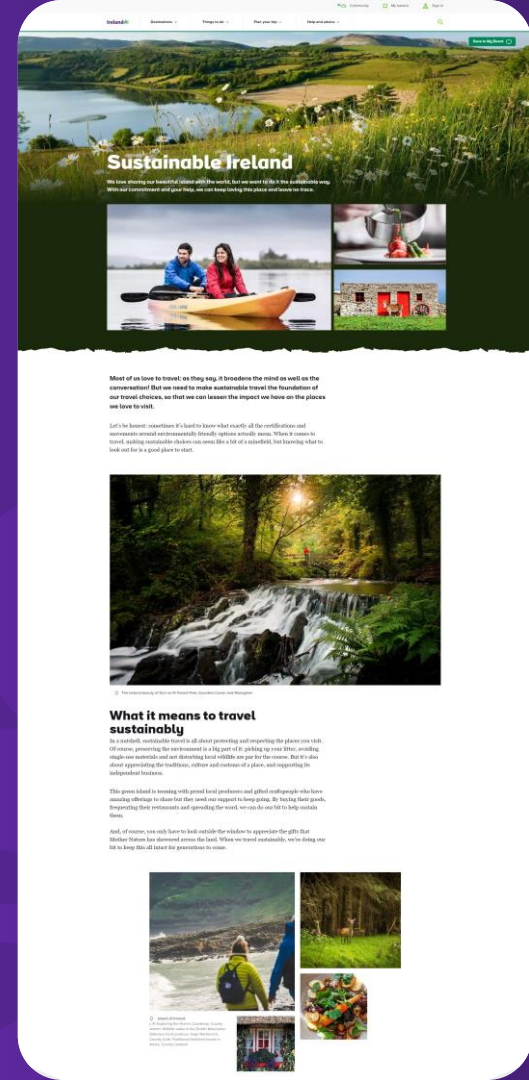
**The island of Ireland,
green by nature.**

BRINGING TO LIFE IN SOCIAL MEDIA



20 pages with a sustainability focus available across 21 versions of the site in 6 languages

- Sustainable Ireland collection
- Getting to Ireland more sustainably
- Sustainable stays in Ireland
- How to travel sustainably in Ireland
- Sustainable Dublin in 48 hours
- Sustainable Belfast
- Slow down in sustainable Ireland
- Sustainable trips in Northern Ireland
- Seven sustainable activities in Ireland
- Ireland's hushed havens
- Ireland's bird-watching hotspots
- The hidden magic of night hiking
- Island-hopping in Ireland
- Ireland for digital nomads
- A journey into the forest



PUBLICITY

22 stories that led to 80 articles with a reach of **10.6M** and an EAV of **€2.3M**



25 Aug 2022

Sustainable experiences on historic Devenish Island



10 Aug 2022

Sustainable culinary excellence at Killeavy Castle



12 Sep 2022

Cool and Instagram-worthy cabin stays in Ireland



23 Aug 2022

Get on the water in Ireland's Ancient East



25 Jul 2022

Dramatic treetop walk opens at Avondale Forest



26 Aug 2022

Keem

150 media and influencer visits

MEDIA VISIT EXAMPLE: ITALY

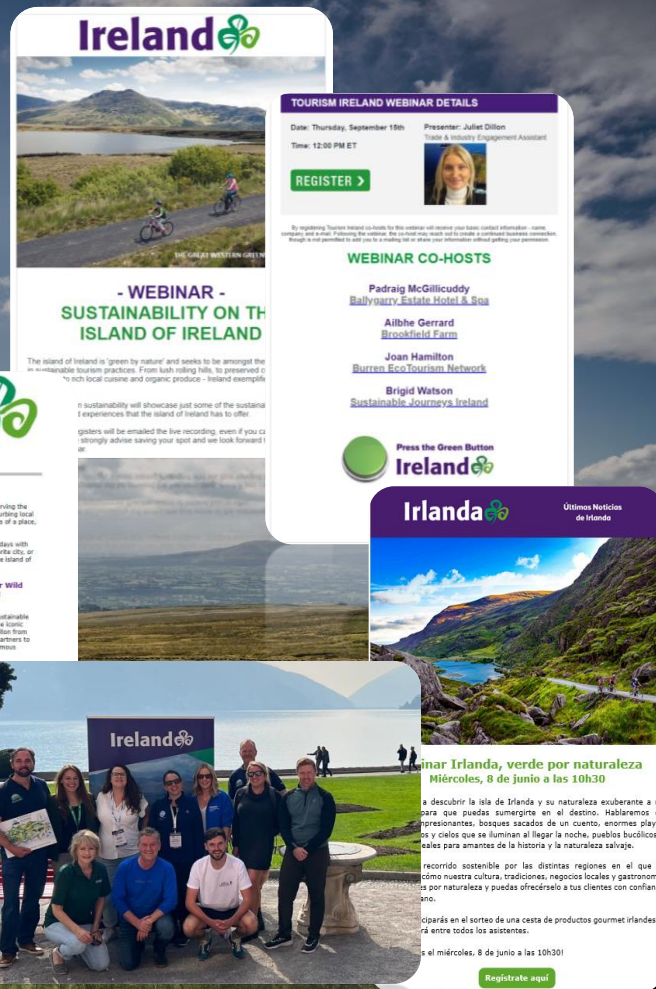
Eden: A Planet to be Saved, National TV La 7 *2 Episodes*

- **Eden: Un pianeta da salvare** broadcast by national TV channel La 7 – Audience 1.5M EAV: €3.2M.
- **Licia Colò**, popular anchor woman presented two episodes focussing on sustainability: one on Burren and Burren Ecotourism Network and one on Galway, the Marine Institute headquarters and Connemara.
- **Focus on sustainable accommodation, slow tourism, future project on how to use the energy of the ocean and local communities.**



NEW SALES OPPORTUNITIES

- Engaging with specialist tour operators and those seeking specialist product
- Themed webinars
- Ezines and social communications
- Our first event with exclusively sustainable suppliers: Adventure Travel Summit




COOP MARKETING OPPORTUNITIES




Two campaigns recently completed in GB

- **Kayak 'Led by Locals'** campaign showcases different experiences through storytelling with locals such as the owners of small businesses and tourism enterprises
- **Charitable Travel** podcast, social, eMarketing and content including **#TheBigHolidayHelp** which features local initiatives happening in Ireland where holidaymakers can give back to communities and environmental causes

**CHARITABLE TRAVEL**
for charity, not for profit

020 3092 1288
[Speak to our travel experts](#)

**Discover the magical island of Ireland
with The Travel Insider Podcast!**



It's here! Discover a whole new side to the emerald isle with the first in a series of in-depth podcasts highlighting the very best of the magical [Island of Ireland](#). This episode features Susanne Reid from Christ Church Cathedral and focuses on this historic monument along with other must-see attractions in Dublin. Almost a millennia in age the cathedral has been the host of prominent historical figures and events, shelters incredible artefacts, and is now a tranquil oasis for all in the heart of the city centre. Listen now to learn more about Ireland and Dublin's incredible culture and heritage, along with all the insider tips you need to start planning your next Ireland trip!

Sustainability Atlantic Irish Seaweed



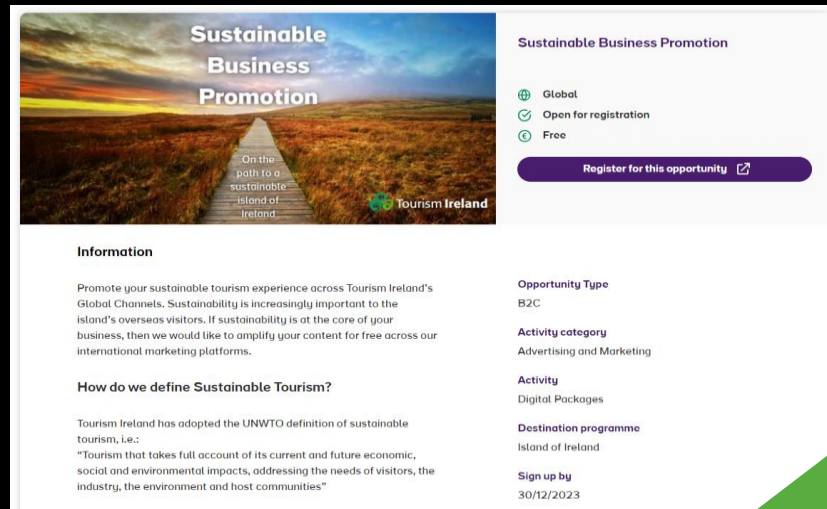
Get Outside / slow travel Lough Erne Taxi



INDUSTRY OPPORTUNITY

Seeking strong sustainability content for use in social media, newsletters, press releases, press trip ideas, Ireland.com content and/or inclusion in paid advertising.

It must have consumer appeal.



The screenshot displays a webpage for a 'Sustainable Business Promotion' opportunity. The header features a landscape image with a path leading to a sunset, overlaid with the text 'Sustainable Business Promotion' and 'On the path to a sustainable island of Ireland'. Below the header, there is a 'Register for this opportunity' button. The main content area is divided into two columns. The left column, titled 'Information', contains a paragraph about promoting sustainable tourism and a definition of sustainable tourism. The right column, titled 'Opportunity Type', lists details such as 'Global', 'Open for registration', 'Free', 'B2C', 'Advertising and Marketing', 'Digital Packages', 'Island of Ireland', and a sign-up date of '30/12/2023'.

Sustainable Business Promotion

On the path to a sustainable island of Ireland

Tourism Ireland

Register for this opportunity

Information

Promote your sustainable tourism experience across Tourism Ireland's Global Channels. Sustainability is increasingly important to the island's overseas visitors. If sustainability is at the core of your business, then we would like to amplify your content for free across our international marketing platforms.

How do we define Sustainable Tourism?

Tourism Ireland has adopted the UNWTO definition of sustainable tourism, i.e.:

"Tourism that takes full account of its current and future economic, social and environmental impacts, addressing the needs of visitors, the industry, the environment and host communities"

Opportunity Type

B2C

Activity category

Advertising and Marketing

Activity

Digital Packages

Destination programme

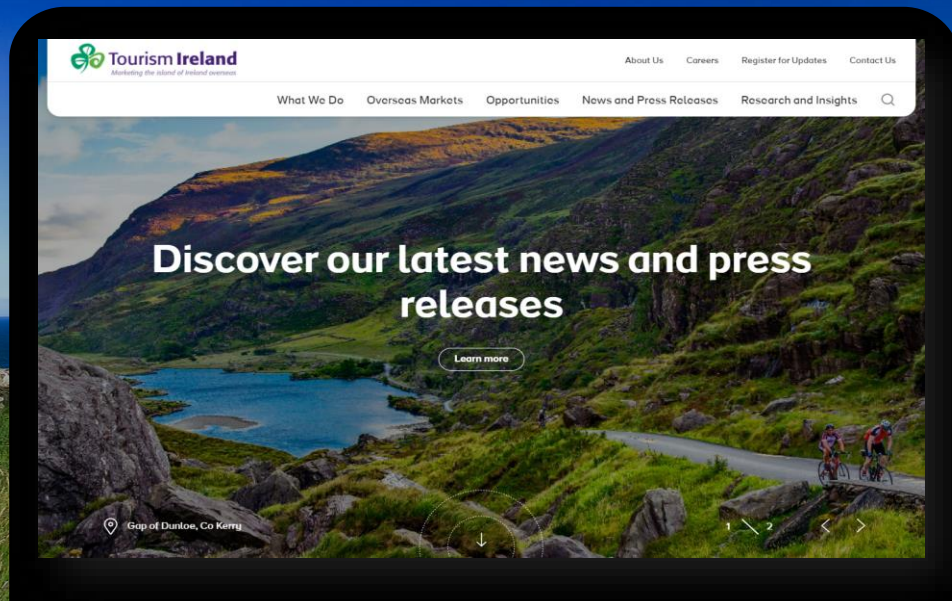
Island of Ireland

Sign up by

30/12/2023

www.tourismireland.com

HAVE YOU A SUSTAINABILITY STORY?



Tell us ...

Collette Kelly
ckelly@tourismireland.com

Jenny Sharif
jsharif@tourismireland.com

WE'RE ON THE ROAD

- Sustainability is embedded in our overseas promotion today
- The focus on environmental sustainability will increase in 2023 and beyond
- We have opportunities for businesses that are on the journey now





Tourism Ireland

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2023

THANK YOU

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