

Julie Wakley, Head of Great Britain
11th January 2024



Tourism Ireland

MARKETING PLANS 2024

Great Britain



Value of Overseas Tourism: State of the Season

GB visitors:

- Align well with Valued Adding Tourism Traits
- Visit all year round
- Visit our regions
- Lifetime value of the 'repeat visitor'
- Sustainable travel



Value of Overseas Tourism: Great Britain 2024 Outlook

Opportunities

- Desire to travel is strong
- Good air and sea access
- Close to home / CTA
- VFR and repeat visitors

Challenges

- Competitive market
- Cost of living
- Booking windows are short
- Hotel rates and availability



Key Moments 2024

January - March



Kickstart and Fill your heart campaign – burst 1

- NI co-op campaign
- Celtic Connections
- Valentine's Day
- St Patrick's Week

April - May



Fill your heart with Ireland campaign

- Belfast 2024
- Season of Green
- BTTS

June - August



Fill your heart with Ireland: always on – digital and social activity

September - December



Fill your heart with Ireland – burst 2

- Home of Halloween
- BMW PGA
- World Travel Market
- Ireland Meets the West End

Inspiring Visitors



Inspiring Visitors: Fill your heart with Ireland campaign

Kickstart: TV, broadcast video on demand, cinema, digital, social

Feb and Mar: TV, broadcast video on demand, digital, social

Sep and Oct: Driving season extension



... Holiday... Save

ireland.com

There's nothing better than a holiday full of laughs and memories!

Humour is what makes us. From local farmers to our expert tour guides at our attractions - there's always a laugh to be had!

Tourism Ireland
27.3k followers

Follow

Comments



Inspiring Visitors: Organic Social Channels

Discover Ireland 27 Nov · 🌍

A snapshot of Northern Ireland in 60 seconds 🍀

📍 Northern Ireland

[instagram.com/travellernorthernireland/](https://www.instagram.com/travellernorthernireland/)



👍❤️ 9.6k 725 comments 2.7k shares 190k views

Discover Ireland 10 Sep · 🌍

Even an overcast Sunday can't make the island of Ireland look bad!

Wish this was our afternoon stroll right now 🍷

📍 Ballintoy, County Antrim

[instagram.com/kapture_imagez/](https://www.instagram.com/kapture_imagez/)



👍❤️ 11.3k 748 comments 808 shares

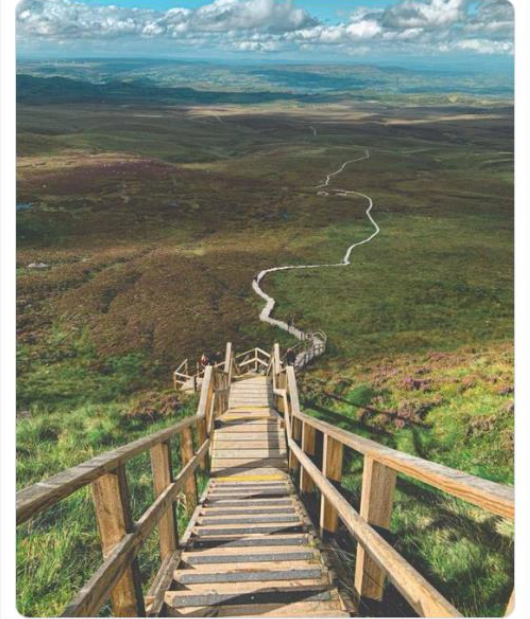
👍 Like 🗨️ Comment 📧 Send ➦ Share

Discover Ireland @GoToIreland

Now that's a staircase 🍷

📍 Cullcagh Boardwalk Trail, County Fermanagh

[instagram.com/duffy.mick/](https://www.instagram.com/duffy.mick/)

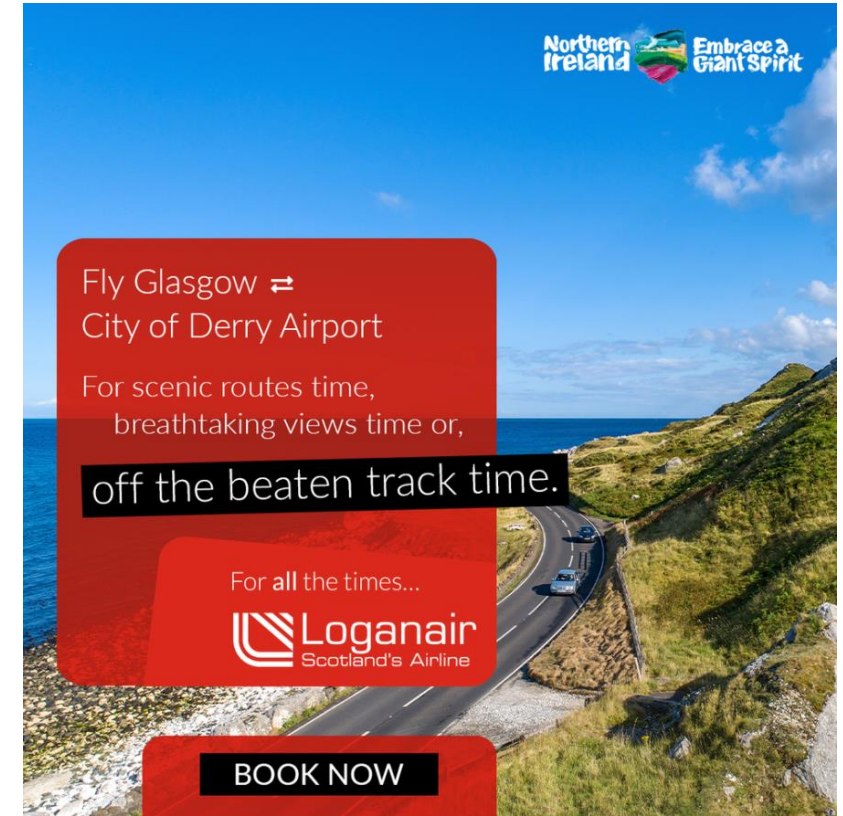
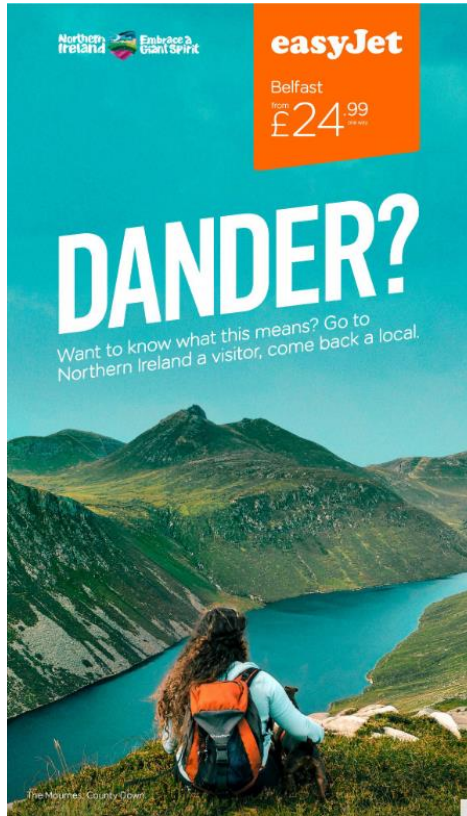


6:00 PM · Apr 30, 2023 · 16.5K Views

👤 View post engagements

🗨️ 9 🔄 59 ❤️ 458 📌 9 📶

Inspiring Visitors: Partnerships with Access Partners



easyJet

RYANAIR

Stena Line

BRITISH AIRWAYS

P&O FERRIES

Loganair Scotland's Airline

Inspiring Visitors: Partnerships with Metasearch Platforms



Northern Ireland
is closer than you think.

Get 10% off adventures with Viator using code Trip10

Book now

Northern Ireland
Embrace a Giant Spirit



Northern Ireland
is closer than you think.

Embrace the legendary landscape and vibrant music

Start your adventure now

Northern Ireland
Embrace a Giant Spirit



WWW.SKYSCANNER.NET

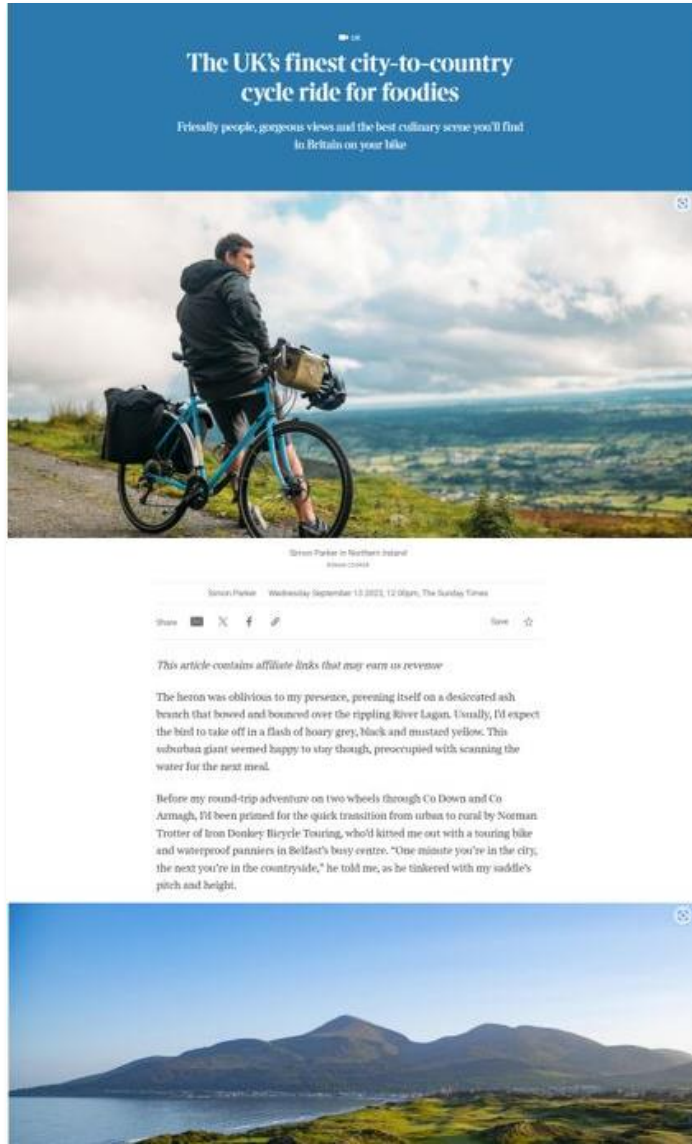
Step into a land shaped by giants

Less than 90 minutes away, Northern Ireland awaits.

Book now



Inspiring Visitors: Publicity



THE SUNDAY TIMES

Feel the heat: the Northern Irish beach that's embracing Scandinavian sauna culture



Hotbox sauna on the sand at Benone Strand on the County Derry coast

The Finnish-style Hotbox is making waves on Benone Strand but Ireland has its own tradition of therapeutic 'sweathouses'. Plus six more stylish beach saunas, from Shetland to Sussex

It's a late-October afternoon at Benone Strand on the Causeway Coast in County Derry, and the low sun is collapsing between wedges of dense cloud. There's empty beach as far as the eye can see, apart from the odd horse-rider galloping through the shallows. My boyfriend and I are in swim shorts on the hard sand, despite the temperature being in single figures. But we're not shivering. Not at all. We've just boiled our bones in the Finnish-style **Hotbox** sauna perched at the water's edge.



We sprint into the sea to cool off and a shriek or two later are back inside to restart the hot-cold cycle, our hearts pumping as we take a seat on the wooden bench. As I ladle water on to the stones for a satisfying sizzle, the sauna's rectangular window affords a mesmerising framed view of the waves, the horizon and the darkening sky. This juxtaposition is powerful: an instant hit of happiness.

With its thermal-treated six-person interior and subtle lighting, Hotbox is one of the most stylish mobile saunas I've experienced - and I've road-tested a few researching the **rise of sauna culture**. For those unfamiliar with the phenomenon, authentic sauna is simply where "you pour water on the hot stones, sweat, have a cold plunge, then breathe fresh air before going back in the heat", says the **British Sauna Society's** Finnish founder Mika Meskanen.

The Guardian



Land of the giants

Rupert Hawley enters a £50 million-year-old fantasy world between Belfast and Dublin that is soon to be named a Unesco Global Geopark.



The tall driver, who has lived in County Down all his life, starts to double himself as we crawl up tighter, ever rougher tracks, the main road disappearing below us. He has the name of a quarry: Killowen, named after a group of granite boulders in the 1970s. It's the granite that's the focus of the article, which is a story about the rise of the 'stone' industry in the region. The article discusses the local economy and the impact of the stone industry on the community. It also mentions the 'stone' industry's role in the region's development and the challenges it faces.

From our hotel in Newcastle, we are driven to a secret location - a beautiful cottage overlooking fields divided by dry stone walls - and treated to an afternoon of whisky and food. The simplicity of life here is what makes the local food so special. The article describes the local food scene and the importance of the stone industry in the region. It also mentions the 'stone' industry's role in the region's development and the challenges it faces.

- ✓ 48 press trips
- ✓ 468 articles
- ✓ 200m reach (2023)

THE Sun

SUNDAY Mirror

love EXPLORING

THE GREAT OUTDOORS

coast

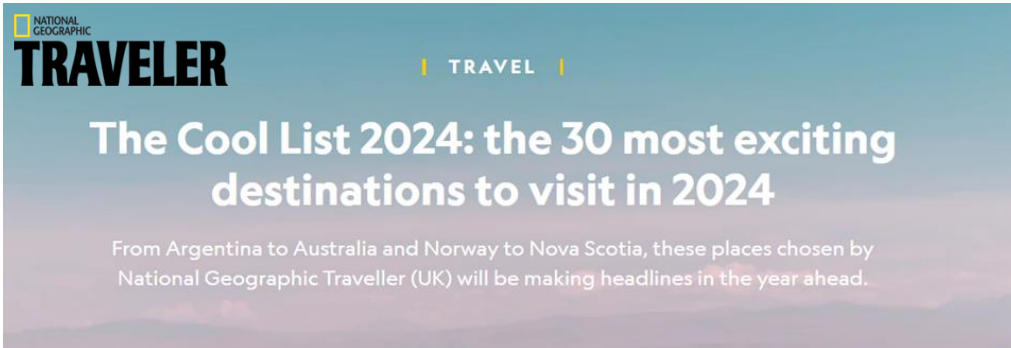
culture trip

TRAVELWEEKLY

The Telegraph



Inspiring Visitors: Publicity – influencers & podcasts



Belfast, Northern Ireland

A long-promised year of culture comes to the home of the Titanic

If city pride in Belfast is like a flower that's managed to grow in difficult soil, then 2024 should see a super-bloom thanks to the Northern Irish capital's year of culture. It's been years in the making – the 2010s saw an unprecedented rise in the number of visitors, drawn in part by the new Titanic Experience museum, its use as a *Game of Thrones* filming location, and a chance to look back on turbulent history with some peaceful distance. Belfast's 2017 bid to become a European Capital of Culture aimed to build on this, but it was scuppered by Brexit. Not wanting to waste the work it had already put in, the city continued with plans for a year of cultural celebration. Most details are still under wraps, but Belfast's riverfront and maritime heritage will loom large, with a mass boat-building initiative, among others. There will also be a collaboration with Cornwall's Eden Project to explore the city's relationship with nature, and



Podcast

Explore a fairy glen on the St Patrick's Way in Co Down





Supporting Economies and Communities



NI EAGS: The Telegraph Partnership ~ featuring Rory Best



The Telegraph

RORY BEST'S FAVOURITE SPOTS IN NORTHERN IRELAND

Allow Ireland rugby legend Rory Best to introduce you to his Northern Ireland – a magical place of little stories and a giant spirit

Advertiser content for **Ireland**

The Telegraph News Sport Business Opinion Ukraine Money Life Style Travel Culture Puzzles

UK holidays Dream Tips Destinations City guides Hotels Cruises Rail Adventure Luxury Ask the experts

Chef Dan Doherty enjoys perfection on a plate in Belfast

When it comes to incredible local produce, restaurants and gastro pubs, Northern Ireland dishes up the best, as chef Dan Doherty discovers

20 December 2022 - 10:00am

Advertiser content for **Ireland**

Rory Best on Northern Ireland

VIDEO
Rory Best welcomes you to his Northern Ireland
The legendary Irish rugby player shows off some of his favourite spots near his home in County Down

VIDEO STORY
Rory Best's favourite spots in Northern Ireland
Allow Ireland rugby legend Rory Best to introduce you to his Northern Ireland – a magical place of little stories and a giant spirit

Latest

A visual feast: a photographer's road trip in Northern Ireland

The unmistakable taste of Northern Ireland
Chef and recipe developer Jordan Ezra King talks for the flavours

The perfect city tour with an original Derry Girl

A screenshot of a website page for The Telegraph. The page features a large image of Rory Best in a pub, with the headline "RORY BEST'S FAVOURITE SPOTS IN NORTHERN IRELAND". Below the headline is a sub-headline and a short paragraph. The page also includes a navigation menu, a search bar, and several article teasers. One article is titled "Chef Dan Doherty enjoys perfection on a plate in Belfast" and another is "Rory Best on Northern Ireland". There are also video thumbnails and social media icons.

Supporting Economies and Communities: Partnerships with Sea Carriers

GREAT TIMES

Northern Ireland
Embrace a Giant Spirit

JAW DROPPING COASTLINES

JUST 2 HOURS AWAY

SO YOU'RE ALREADY NEARLY HERE

**CAIRNRYAN TO LARNE
BOOK NOW
FROM £123PP ▶**

P&O FERRIES

Stena Line

NORTHERN IRELAND IS CALLING

Northern Ireland Embrace a Giant Spirit



Supporting Economies and Communities: Golf



**GOLF
MONTHLY**

NATIONAL CLUB
Golfer.com



GolfMagic



Golfbreaks.com

**GOLF
TODAY**



Strengthening Partnerships

Strengthening Partnerships: Trade and Industry Platforms



Ireland Meets the West End

Celtic Connections

World Travel Market



Strengthening Partnerships: how you can work with us



[About Us](#) [Careers](#) [Register for Updates](#) [Contact Us](#)

[What We Do](#) [Overseas Markets](#) [Opportunities](#) [News and Press Releases](#) [Research and Insights](#)

Discover our overseas opportunities and how you can get involved

[Learn more](#)

 Stephens Green, Co Dublin





Tourism Ireland

MARKETING PLANS 2024

Great Britain



Questions and Answers