



Tourism Ireland

**MARKETING PLANS 2024**

# United States

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and**

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# Value of Overseas Tourism: Importance of US market



Number one source market by revenue



73%+ are holidaymakers



Long stay, high spend



Consumer premium products and experiences



Travel to the regions



# Value of Overseas Tourism: State of the Season and 2024 Outlook



**Strong recovery in 2023; consumer demand for 2024 remains robust**



**Premium market resilience**



**Consumers spending more and staying longer**



**Consumers prioritising expenditure on travel**



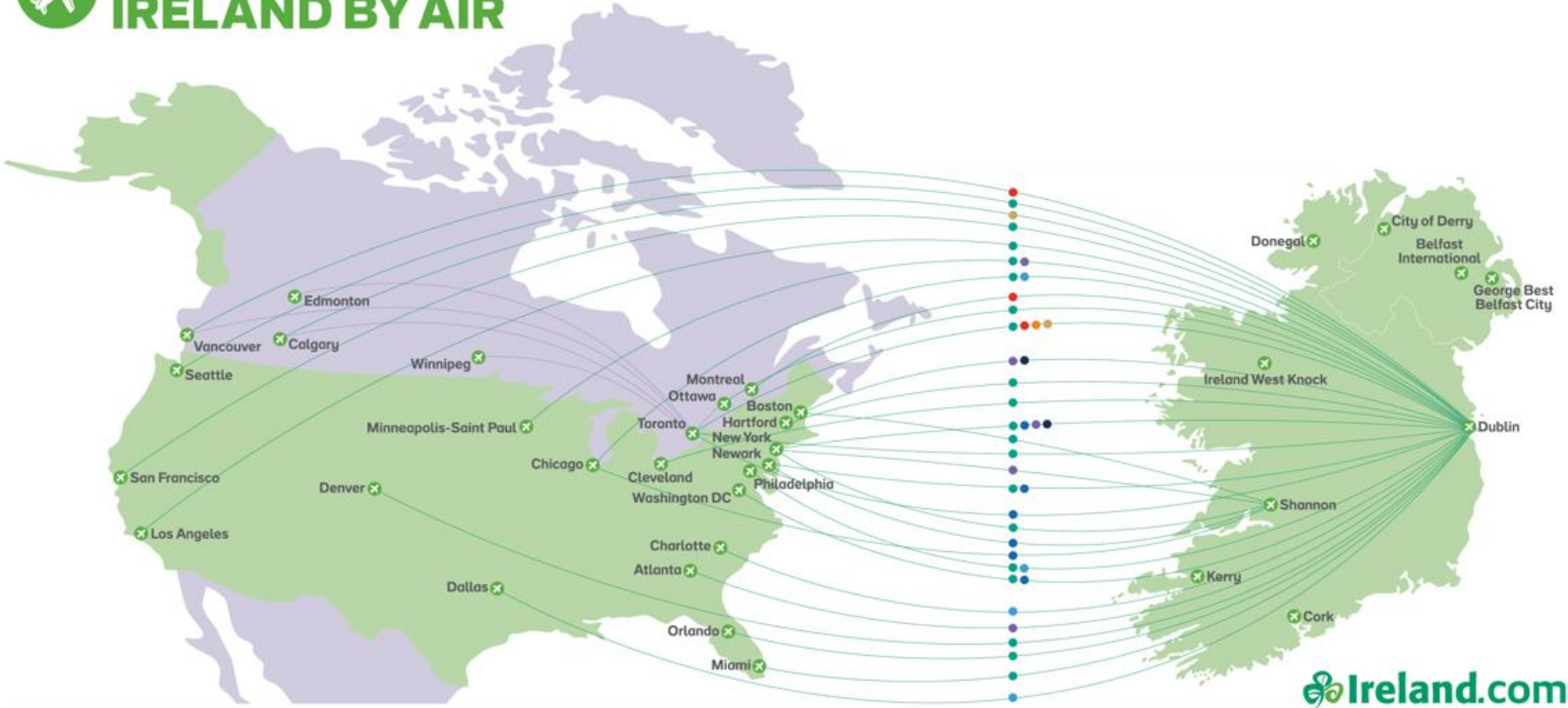
**Booking windows returned to pre-Covid levels**



**Competitiveness and inflation – impacting mid-market and group travel segments**



# TRAVELING TO IRELAND BY AIR



[Ireland.com](http://Ireland.com)

Aer Lingus

DELTA

UNITED

jetBlue

American Airlines

18 US Gateways

+108%

## NEW FOR 2024

Minneapolis (MSP) – DUB  
Denver (DEN) – DUB  
New York (JFK) – SNN

JetBlue:

Boston (BOS) – DUB  
New York (JFK) – DUB

### Aer Lingus

[aerlingus.com](http://aerlingus.com)

- Boston (BOS) > Dublin
- Boston (BOS) > Shannon (Seasonal)
- Chicago (ORD) > Dublin
- Cleveland (CLE) > Dublin
- Denver (DEN) > Dublin (Starting April '24)
- Hartford (BDL) > Dublin (Seasonal)
- Los Angeles (LAX) > Dublin
- New York (JFK) > Dublin
- New York (JFK) > Shannon
- Miami (MIA) > Dublin
- Minneapolis-Saint Paul (MSP) > Dublin (Starting April '24)
- Newark (EWR) > Dublin
- Orlando (MCO) > Dublin
- Philadelphia (PHL) > Dublin
- San Francisco (SFO) > Dublin
- Seattle (SEA) > Dublin
- Washington (IAD) > Dublin
- Toronto (YYZ) > Dublin

### American Airlines

[aa.com](http://aa.com)

- Charlotte (CLT) > Dublin (Seasonal)
  - Chicago (ORD) > Dublin (Seasonal)
  - Dallas (DFW) > Dublin
  - Philadelphia (PHL) > Dublin
- UNITED**
- [united.com](http://united.com)
  - Chicago (ORD) > Dublin (Seasonal)
  - Chicago (ORD) > Shannon (Seasonal)
  - Newark (EWR) > Dublin
  - Newark (EWR) > Shannon (Seasonal)
  - Washington (IAD) > Dublin (Seasonal)

### DELTA

[delta.com](http://delta.com)

- Atlanta (ATL) > Dublin (Seasonal)
- Boston (BOS) > Dublin (Seasonal)
- Minneapolis-Saint Paul (MSP) > Dublin (Starting April '24)
- New York (JFK) > Dublin
- New York (JFK) > Shannon (Seasonal)

### jetBlue

[jetblue.com](http://jetblue.com)

- Boston (BOS) > Dublin (starting March 13<sup>th</sup> '24)
- New York (JFK) > Dublin (starting March 13<sup>th</sup> '24)

### AIR CANADA

[aircanada.com](http://aircanada.com)

- Toronto (YYZ) > Dublin
- Vancouver (YVR) > Dublin (Seasonal)
- Montreal (YUL) > Dublin (Seasonal)

### Air transat

[airtransat.ca](http://airtransat.ca)

- Toronto (YYZ) > Dublin (Seasonal)

### WESTJET

[westjet.com](http://westjet.com)

- Toronto (YYZ) > Dublin (Seasonal)
- Calgary (YYC) > Dublin (Seasonal)

# Key Moments 2024

Jan-Mar	<b>PGA Show</b> <b>Fill your heart with Ireland campaign – TV and digital (burst 1)</b>	<b>Sales Mission – Western USA</b> <b>St Patrick’s Day promotions</b>
Apr-Jun	<b>Sales Mission – East/Mid-West USA</b> <b>Proud Experiences, Los Angeles</b>	<b>ATTA AdventureElevate</b> <b>Golf campaign</b>
Jul-Sep	<b>GTM West and GTM</b> <b>Virtuoso Travel Week</b> <b>ILTM North America</b>	<b>Aer Lingus College Football Classic / ESPN</b> <b>College GameDay</b> <b>Fill your heart with Ireland campaign – TV and digital (burst 2)</b>
Oct-Dec	<b>‘Home of Halloween’ activity</b> <b>Luxury Summit</b>	
All year	<b>‘Always on’ digital and social media activity</b> <b>Trade webinars</b> <b>Media and influencer visits</b>	<b>Press releases</b> <b>Consumer and trade ezines</b>



**UNITED STATES**



# Inspiring Visitors

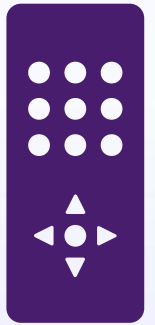




# Inspiring Visitors – Advertising

- FYHWI TV and digital in key DMAs and gateways – building on strong Dec/Jan kickstart campaign
- ‘Always on’ digital and social activity
- Custom content partnerships’ key themes: sustainability, off-season, regions, diversity
- St Patrick’s Day integrated programme

333M opportunities to see



FYHWI TV and CTV

**FOOD&WINE** Magazine Sweepstakes

RECIPES INGREDIENTS WINE DRINKS SPIRITS NEWS COOKING TECHNIQUES TRAVEL WHAT TO BUY ABOUT US SUBSCRIBE

FILL YOUR HEART WITH IRELAND

## Ireland’s Gin Revival Is Yet Another Reason to Visit the Emerald Isle

The island of Ireland is having a ginaissance. Crafting a distinctly Irish spirit from native botanicals, local distillers share how you can fill your heart, and your glass, with Ireland.



Custom content partnerships

## 10 TOP AMAZING PLACES IN NORTHERN IRELAND

‘Always on’ digital and social



# Inspiring Visitors – Brand Partnerships

- Targeted brand partnerships to reach our CC+ audience in new ways
- Aer Lingus College Football Classic – ESPN GameDay show LIVE from Dublin
- Irish Arts Center partnership



Irish Arts Center Partnership



ESPN GameDay live from Dublin



Reaching CC+ audience in new ways



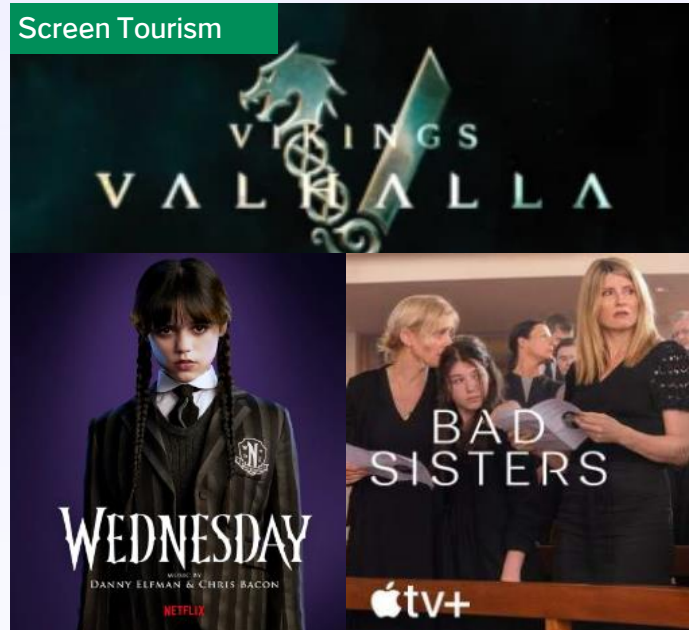
# Inspiring Visitors – Publicity

- Top tier broadcasts: PBS, NBC, ABC, CBS
- Satellite media tours – SPD and Halloween
- Year-long programme of media/influencer trips: sustainability, off-season, outdoor activities, luxury
- LGBTQIA – The Outing, partnership with San Francisco Pride
- Screen Tourism

Halloween satellite media tour



Screen Tourism



SAY  
ATION  
IRELAND





# Supporting Economies and Communities





# Supporting Economies and Communities – Driving off-season and regional visits

- Promoting off-season festivals – SPD and Halloween
- PR ‘content push’ and press trips
- Belfast UNESCO City of Music
- ‘Always on’ digital and social activity
- Consumer campaigns
- Airline campaigns
- Trade communications programme promoting off-season, regional and sustainable travel experiences
- Travel trade fam trips – seeing is believing!

**Belfast City of Music**

PRESENTED BY TOURISM IRELAND

**Sound Out Belfast**  
Celebrating music & culture from Northern Ireland

**JOSHUA BURNSIDE  
NEW PAGANS  
ANDREA MAGEE  
WINNIE AMA**

HOSTED BY TARA LYNNE O'NEILL (DERRY GIRLS)  
DJ SET: KWAME DANIELS (DJ/BROADCASTER - INNA RHYTHM - BBC RADIO ULSTER)

**Ireland**

Web [ireland.com](#) for the latest travel information on the island of Ireland.

### Dallas to Dublin, Year Round

Exciting news! Tourism Ireland warmly welcomes news from American Airlines about its plans to upgrade the current summer-only daily service between Dallas Fort Worth International Airport (DFW) and Dublin Airport to a year-round service, starting this October. This development marks a significant milestone for US travelers, making travel to the island of Ireland more convenient and accessible throughout the year.

The decision to expand both services comes in response to high demand from passengers on both ends of the transatlantic routes. The move not only strengthens the connectivity between Ireland and the United States but also presents opportunities for seamless travel to various destinations in Europe. Your clients can now look forward to year-round connectivity between Dallas and Dublin, enjoying American Airlines' renowned service.

#### Commitment to Sustainability

Check out the link below to learn more about American Airlines' commitment to sustainability and tackling the challenge of climate change.

See more on American Airlines' website [here](#)

#### Food & Drink in Ireland

Come to where the flavors are delicious and the traditions have been handed down through generations. Ireland invites you to indulge your senses!

Check out more at [ireland.com](#) [here](#)  
Download image [here](#)

#### Dublino Belfast, a Double City Break

Two of the most popular city breaks on the island are Dublin and Belfast, and best of all, they're surprisingly close to each other - just over 2 hours on the train door-to-door. Perfect for your client!

Link to [ireland.com](#) [here](#)  
Download image [here](#)

#### Ireland's Outdoor Adventure

Are your clients ready for an adventure? Take amazing landscapes, add in lots of adrenaline-fueled activities and here we go! Welcome to the great (and green) outdoors...

Check out more at [ireland.com](#) [here](#)  
Download image [here](#)

**Airline campaigns – fall and winter travel**

## FILL YOUR HEART WITH IRELAND.

This fall and winter, save up to \$250 per booking.

Fill your heart with **Ireland**

**DELTA VACATIONS**

Terms and conditions apply. **GO BEYOND THE FLIGHT >**



# Supporting Economies and Communities – Golf Marketing

- PGA Show, Orlando
- NBC Golf Channel TV/digital campaign
- Golf media fam trips
- Digital radio sponsorships
- Print and digital media partnerships



TV and Digital Campaign



PGA Show



Golf Media Personalities



# Strengthening Partnerships





# Strengthening Partnerships

- Tour operator and airline co-op
- Best of Ireland sales missions
- Third-party travel trade events: Travel Leaders, Signature, Virtuoso, GTM and GTM West
- ATTA AdventureElevate
- Expanded luxury programme: LTA Ultra, ILTM North America, Luxury Summit, curated lunches and B2B digital comms
- Affinity group travel
- Trade communications educational programme and in-market events





# Strengthening Partnerships: how you can work with us

In-market third-party events

Webinars

Luxury programme



### Today's Presenters

- Anna Cahill
- Micheál Stapleton
- Cheryl Cleworth
- Elizabeth Fox
- Ciara McCaughey



Trade communications

Third-party digital opportunities



Media communications







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# United States

