Tourism Ireland MARKETING PLANS 2024 United States

Alison Metcalfe, EVP & Head of North America & Australia, and Barbara Wood, VP Consumer Marketing, USA 9<sup>th</sup> January 2024

# 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** 









# 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



#### Aer Lingus 🚜

#### 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 Charlotte (CLT) > Dublin (Seasonal) Chicago (ORD) > Dublin (Seasonal) Dallas (DFW) > Dublin Philadelphia (PHL) > Dublin

#### UNITED

Chicago (ORD) > Dublin (Seasonal) Chicago (ORD) > Shannon (Seasonal) Newark (EWR) > Dublin Newark (EWR) > Shannon (Seasonal) Washington (IAD) > Dublin (Seasonal)

#### 🔍 📥 DELTA

#### 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 Boston (BOS) > Dublin (starting March 13\*\*24) New York (JKF) > Dublin (starting March 13\*\*24) AIR CANADA (aircanada.com)
 Toronto (YYZ) > Dublin
 Vancouver (YVR) > Dublin (Seasonal)
 Montreal (YUL) > Dublin (Seasonal)

airtransat.ca Toronto (YYZ) > Dublin (Seesonal)

#### VVESTJET #

westjet.com Toronto (YYZ) > Dublin (Seasonal) Calgary (YYC) > Dublin (Seasonal)

# Aer Lingus 📌 *ietBlue* American Airlines 18 US +108% Gateways

### **NEW FOR 2024**

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

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

# Key Moments 2024

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

# **Inspiring Visitors**

TIL

# **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





#### FYHWI TV and CTV

#### FOOD&WINE

Q 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







'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

# IAC NYC





## **COLLEGE GAMEDAY**

# THANKS FOR A GREAT SEASON!

# WE RETURN AUGUST 24, 2024 LIVE FROM DUBLIN, IRELAND

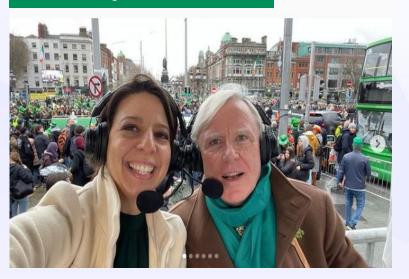


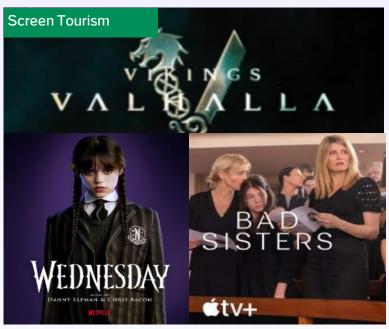


# **Inspiring Visitors – Publicity**

- Top tier broadcasts: PBS, NBC, ABC, CBS
- Satellite media tours SPD and Halloween
- Year-long programme of media/influencer trips: sustainability, offseason, outdoor activities, luxury
- LGBTQIA The Outing, partnership with San Francisco Pride
- Screen Tourism Wednesday, Vikings Valhalla, Bad Sisters 2

St Patrick's Day satellite media tour













# Supporting Economies and Communities

and a state of the state

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

- Promoting off-season festivals – SPD and Halloween
- PR 'content push' and press trips
- '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!



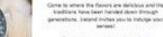


what prevent come for the level travel information on the leand of invent

#### Dallas to Dublin, Year Round

facility revers: Eacheri Indené servity extenses more Span Anexican Alfree adread Ib prove to especie Des carroest excepter any daity services between Daites Fort Wenh International Angest (DPW) and Bullet Alfred La grane reasond excision, studring into October. This development marks a significant electrone for US transmiss, marking times to be submit of internet ones somewhert and assemblies throughout the part.

The deviation is explaint built services comes in inscisme in keyls demand from assessigner on table with all the branchilders's realist. The move net only strangtowers the connectivity between instance and the brind factors to a data presents approximation for assessing travel to carries deployment on formage. Non discuss on new loss formed to your control connectivity between factors during their and the brind of the second connectivity between factors during their and the brind.



Owek out more at instead com base Desmost image base

Food & Drink in Ireland

Commitment to Sustainability Own and the lot before to such more should

Interface Affree constituent to automatility and tasking the the challenge of childle interge. See near on American Affree's website tors

#### Dublinto Selfast, a Double City Break

Fact of the meet peopler (by bream in the lobed are Existin and Beffel, and lead of all they're marphilogy along to aust other - joid year 2 hours at the train door to door. Perfect for your cliental

> End to Instantious best Exercised image best

#### Ireland's Outdoor Adventure

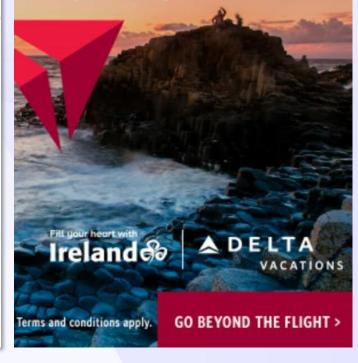
the your cherta ready for an advertory? Take among lenteropes, add in tob of advertory fixed activities and here we got Verticers to the great (and year) subcolum.

Once out more at instant out Deserved image 2006

#### Airline campaigns – fall and winter travel

# FILL YOUR HEART WITH

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

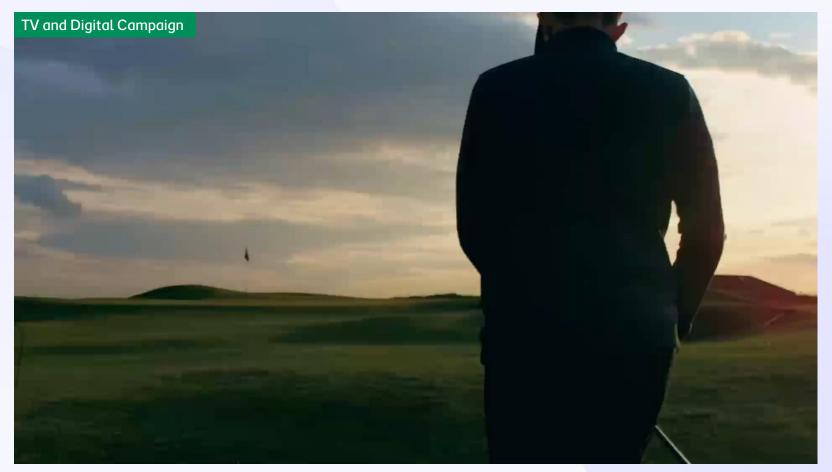


# **Supporting Economies and Communities – Golf Marketing**

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



CHANNEL



# Supporting Economies and Communities – Wild Atlantic Way 10<sup>th</sup> Anniversary

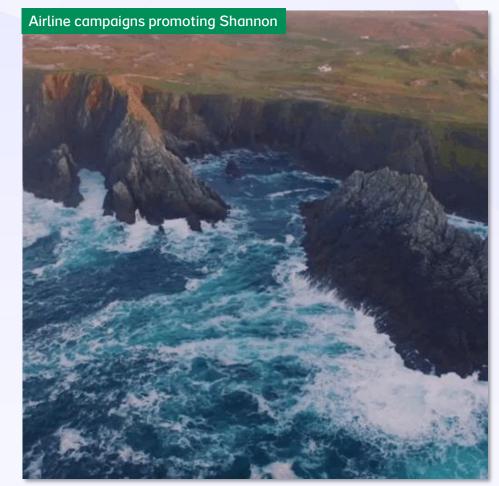
- Spotlighting Shannon as gateway to Wild Atlantic Way from US
- Integrated programme of B2C and B2B activity

Wild Atlantic Way & Outdoor Adventure June 15th 2023

> Anna Cahill
 > Shane Young ADVENTIONED IN
 > Irene Hamilton scatterystand
 > Eimear Ni Mhathúna
 > Clodagh O Bric OVERLAND JELLAND J

Fill your heart with Ireland





Custom content partnerships Ireland's Wild Atlantic Way

WILD ATLANTIC WAY | SOUTHWEST | WEST | NORTHWEST

#### **One Epic Road Trip**

The Wild Aclantic Way hugs the vestern coastilne of Ireland from hishowen in County Donegal to Kinsale in County Cork. These 1.500 memorable miles of soaring sea cliffs, lidden beaches, charming villages and stunning landscapes have long inspired poets and painters. This is where travelers will find the best of Ireland – welcoming locals, delicious custine, vibrant culture and epic history.

There's so much to experience that you may not get to all of it in one trip. So we've grouped the Wild Atlantic Way into three smaller pieces, highlighting what each is known for as well as our recommendations on what to do, see and eat while you explore. We've also included iconic can't-miss stops and hidden gems as well as where to rest your head. And of ocurse, leave pienty of time along the Way for 'the craic', a Gaelic term for fun and enjoyment.

Begin your Wild Atlantic Way journey with a direct flight to **Shannon Airpor** in the west. Closer than Dublin, Shannon is less than 6 hours away from Botson, less than 7 hours away from Botson, less than 7 hours away from Store Store, less than 7 hours away from New York and less than 8 hours from Chicago. Aer Lingus offers nonstop flights to Shannon from both Boston and NYC, and there are seasonal direct flights from Newark and Chicago on United.

In addition to its proximity to the East Coast, Shannon Airport also makes it easy to return home. With its U.S. Customs and Border Protection Preclearance facility, you can take care of immigration and customs before you board; this means that when you land, it's just like you took a domestic flight and you'll avoid the massive lines of fellow incoming passengers. Fill your heart with ireland this year and check out these exclusive deals.



Travel trade education

# 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





#### **Trade communications**



#### Webinars



Anna Cahill

Micheál Stapleton

Cheryl Cleworth

Elizabeth Fox

MARINE HOTEL

Ciara McCaughey

MINIMAGE TATRIES

#### Admin Top contributor - June 5 at 11.53 AM

Scientify revo.



EPIC The Irish Emigration Museum | Home | EPIC Museum Dublin, Ireland EPIC The Irish Emigration Museum, Dublin, a museum experience like no other! Winner of Euro...





py yourself in a winter break in amic Dublin les off the gloem of winter with a cosy in a men political sale inder of events and carey paids. Dublin has weather behaviors for an enabling <u>worter break</u>. Have is a taste

Publicity

INSPIRATION FROM TH

at the theather antwys lots of great theather in Dublin, uphights induste the Abbey Theathers takes on Breaken Bleacher The<u>Abbey</u> executing a cash of all fermale and more clars playing the male roles, while speer at the there there has a theuron to save Roddy consegning of <u>Reguer An</u>.

#### Luxury programme







#### Third-party digital opportunities



Signature Travel Network



### Tourism Ireland MARKETING PLANS 2024

# **United States**

