



Tourism Ireland

Marketing Plans 2023



The background is a solid purple color with large, stylized, light purple floral or leaf-like patterns on the left and right sides. The patterns are composed of thick, rounded lines.

ANTON SAVAGE



#TI2023

The background is a solid purple color with large, stylized, light purple floral or leaf-like patterns on the left and right sides. The patterns are composed of thick, curved lines.

CHRISTOPHER BROOKE

Chairman

The background is a solid purple color with large, stylized, light purple floral or leaf-like patterns on the left and right sides. The patterns are composed of thick, curved lines.

CATHERINE MARTIN TD

**Minister for Tourism, Culture, Arts,
Gaeltacht, Sport and Media**

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NIALL GIBBONS

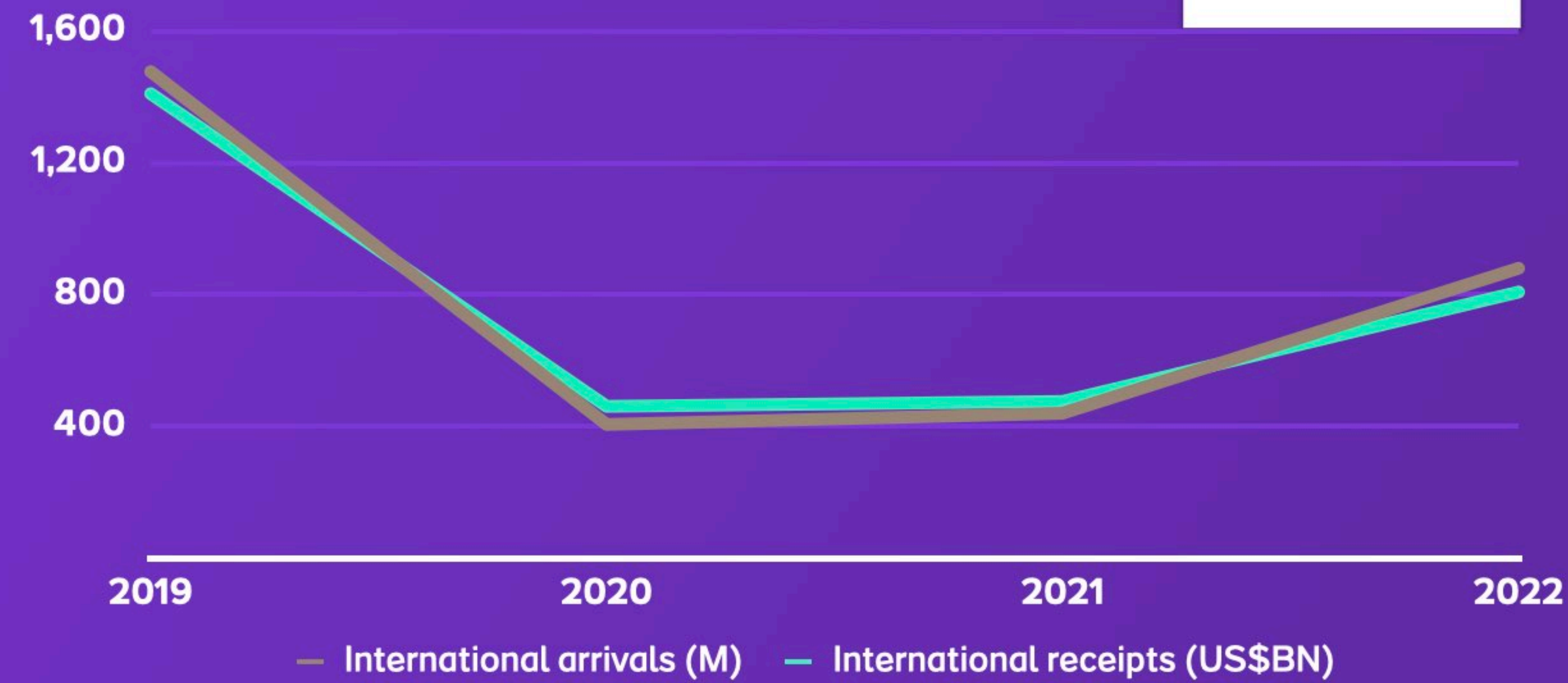
Chief Executive



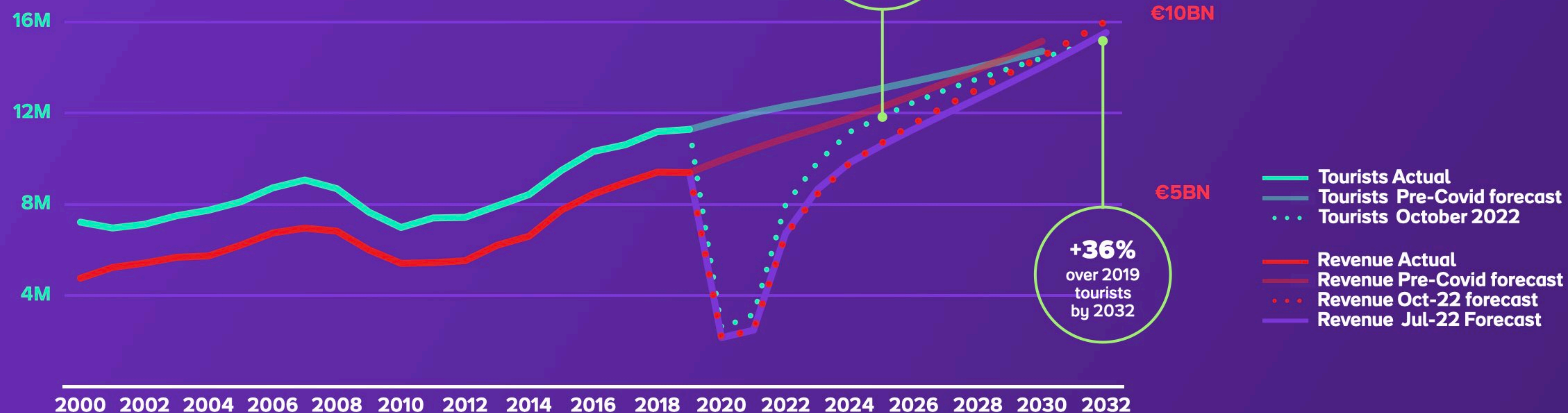
RECOVERY FRAMEWORK

RESTART REBUILD REDESIGN

GLOBAL TOURISM



ISLAND OF IRELAND TOURISTS





Outturn:
75%
of 2019 business

2022

**YEAR OF
RESTART**

2022 HIGHLIGHTS



RESEARCH PROGRAMME 2022

10th
wave

10 Key Revenue Markets

Great Britain

Spain

The Netherlands

USA

Italy

Denmark

Germany

Canada

Switzerland

France

 In-depth Research Top 4



RESEARCH PROGRAMME

Key Findings

Desire to travel stronger than ever

Cost of living concerns greatest risk to travel

Many still planning for 2023

Opportunity to influence



CONTEXT

10 years of growth

Geopolitical unrest

COVID-19

Sustainability



OUR AMBITION



Rebuild holidaymaker revenue to pre-pandemic levels



Focus on attracting value-adding tourists



CHALLENGES

Cost of doing business

War in Ukraine

UK ETA

Labour shortfalls

Currency fluctuations

Competitive landscape

Agility and
Flexibility:
'Always On'

BUILDING BLOCKS FOR SUCCESS

Economic



Social



Environmental



SUSTAINABILITY

**Embed sustainability
in consumer, trade
and media activity**

Increase focus in publicity and digital marketing

Increase focus in trade and media visits

Sales opportunities





TARGET MARKETS

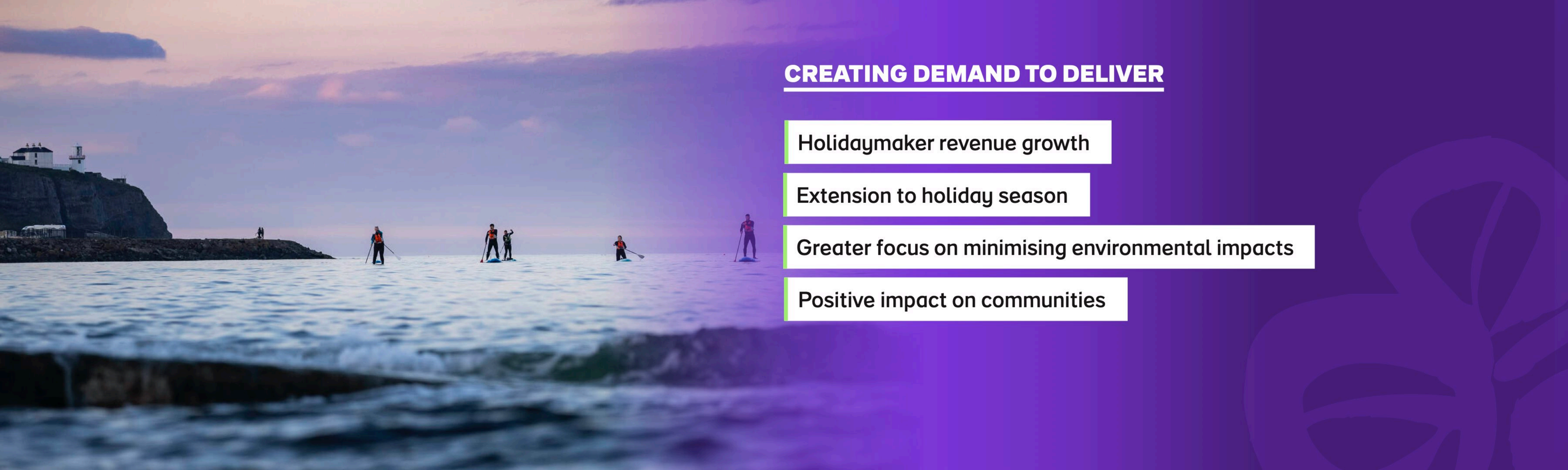
**Focus on markets that
deliver greatest revenue**

North America

Great Britain

Mainland Europe

Segmentation
Research



CREATING DEMAND TO DELIVER

Holidaymaker revenue growth

Extension to holiday season

Greater focus on minimising environmental impacts

Positive impact on communities



SIOBHÁN McMANAMY

Director of Markets



2023

YEAR OF REBUILD

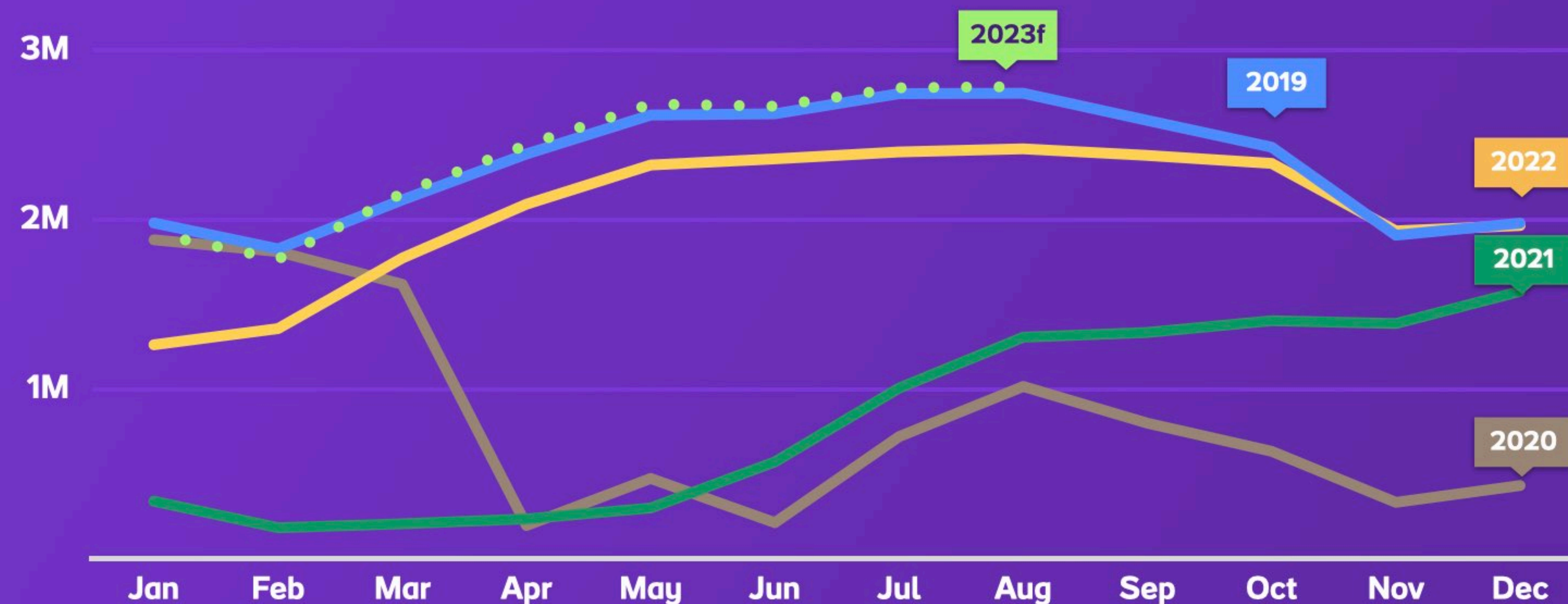


2023 MARKETING EXPENDITURE

▲
€25m
on 2019

€78m

ACCESS OUTLOOK FOR SUMMER 2023



June 2023
air capacity

102%
of June 2019

NEW ROUTES

	Aer Lingus	Cleveland – Dublin
	United	Chicago – Shannon
	Stena Line	Cherbourg – Rosslare
	Ryanair	Leipzig/Halle – Dublin
	Ryanair	Rome – Cork
	Brittany Ferries	Bilbao – Rosslare
	Lufthansa	Frankfurt – Belfast
	Widerøe	Bergen – Dublin

NEW GLOBAL CAMPAIGN

A celebration of **WHAT FILLS YOUR HEART WITH IRELAND**

March

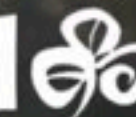
17th

Sharon Horgan



**NEW GLOBAL
CAMPAIGN**

What fills your heart with Ireland?

Ireland 

NEW GLOBAL CAMPAIGN

March

17th

Top 4 Markets

TV

Media partnerships

Multiple bursts of digital



9 other Markets

Digital

Outdoor

Radio



Right Message



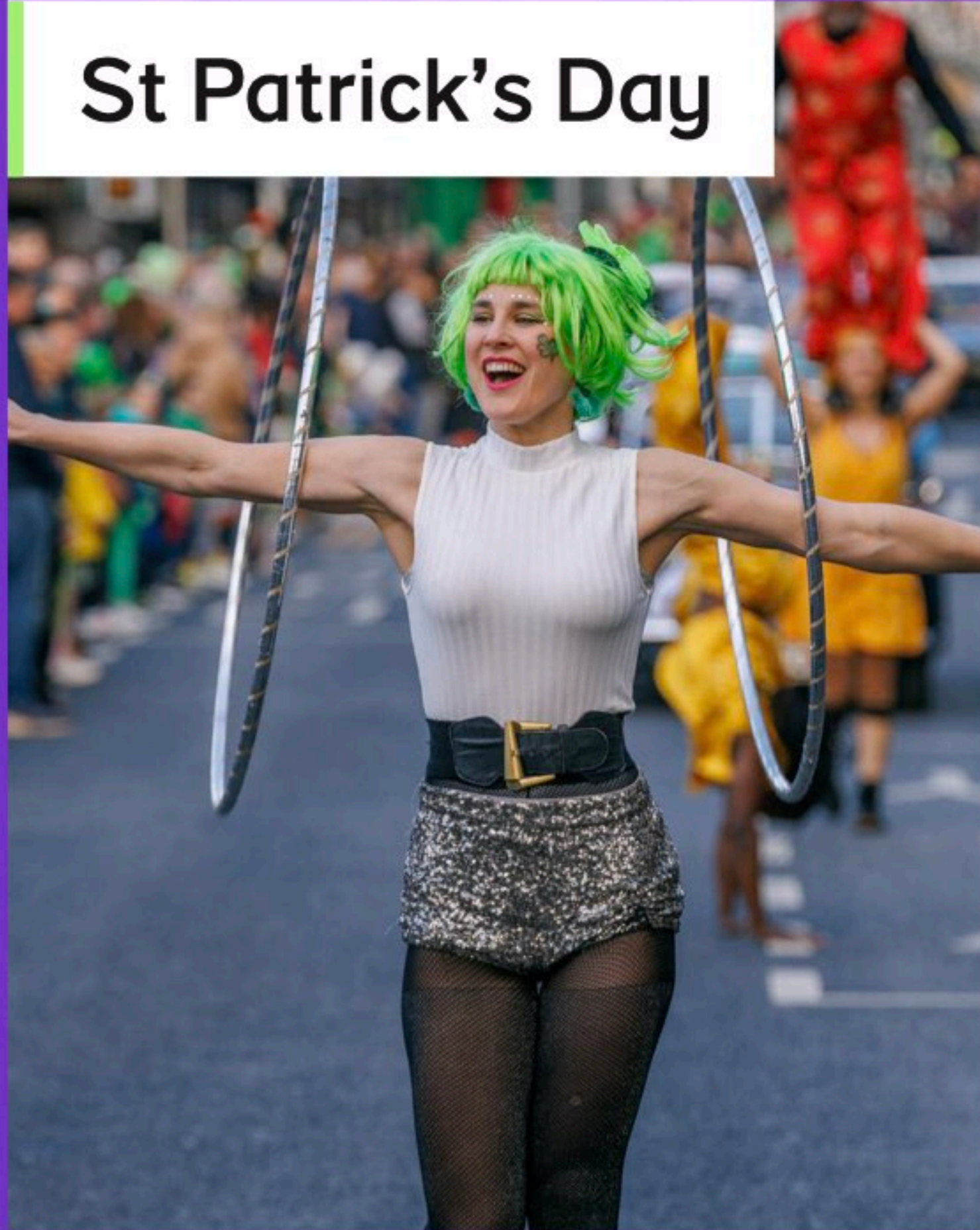
Right Time



Right Channel

SUPPORTING CAMPAIGNS

St Patrick's Day



Halloween



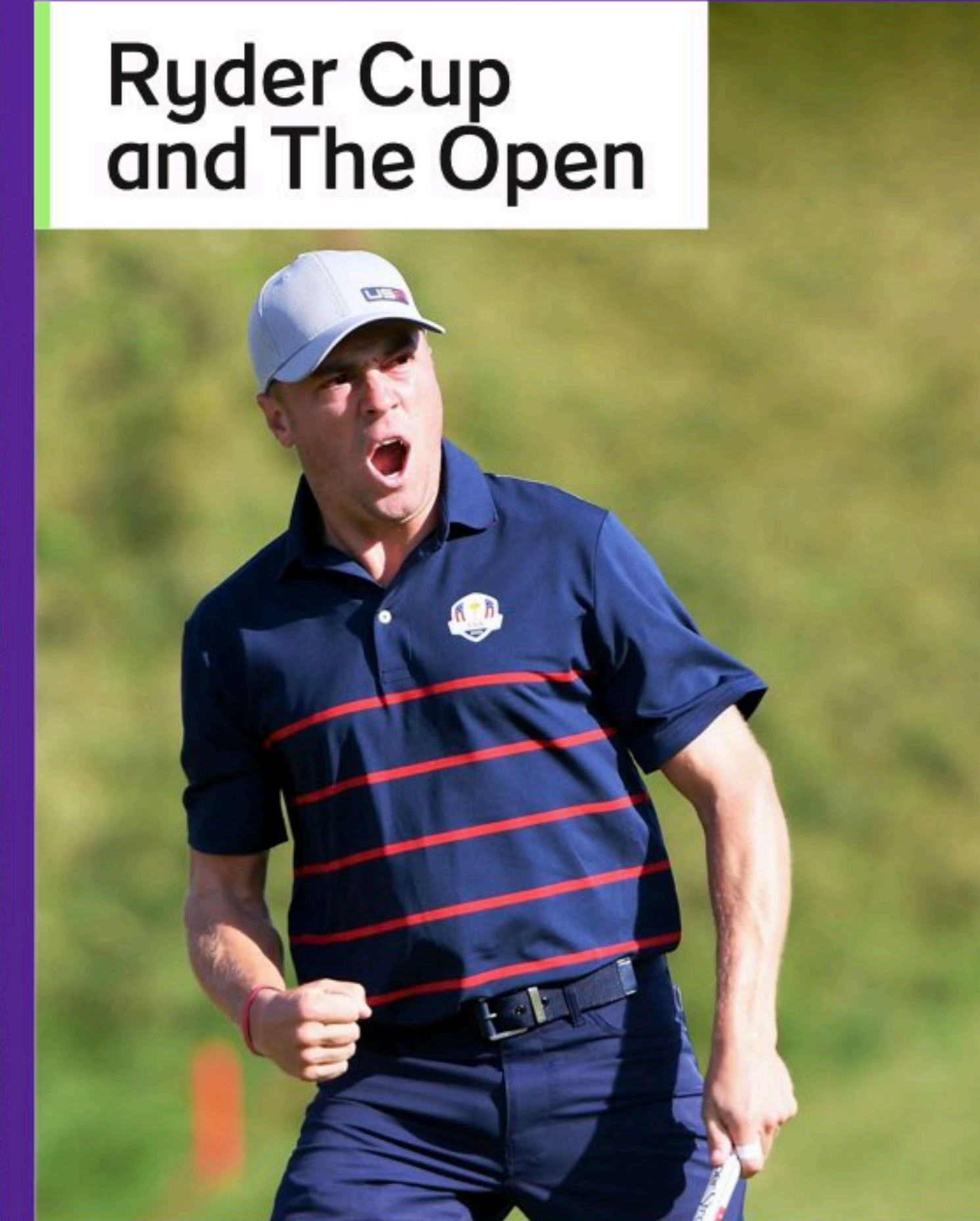
Luxury



**Activities and
Adventure**



**Ryder Cup
and The Open**



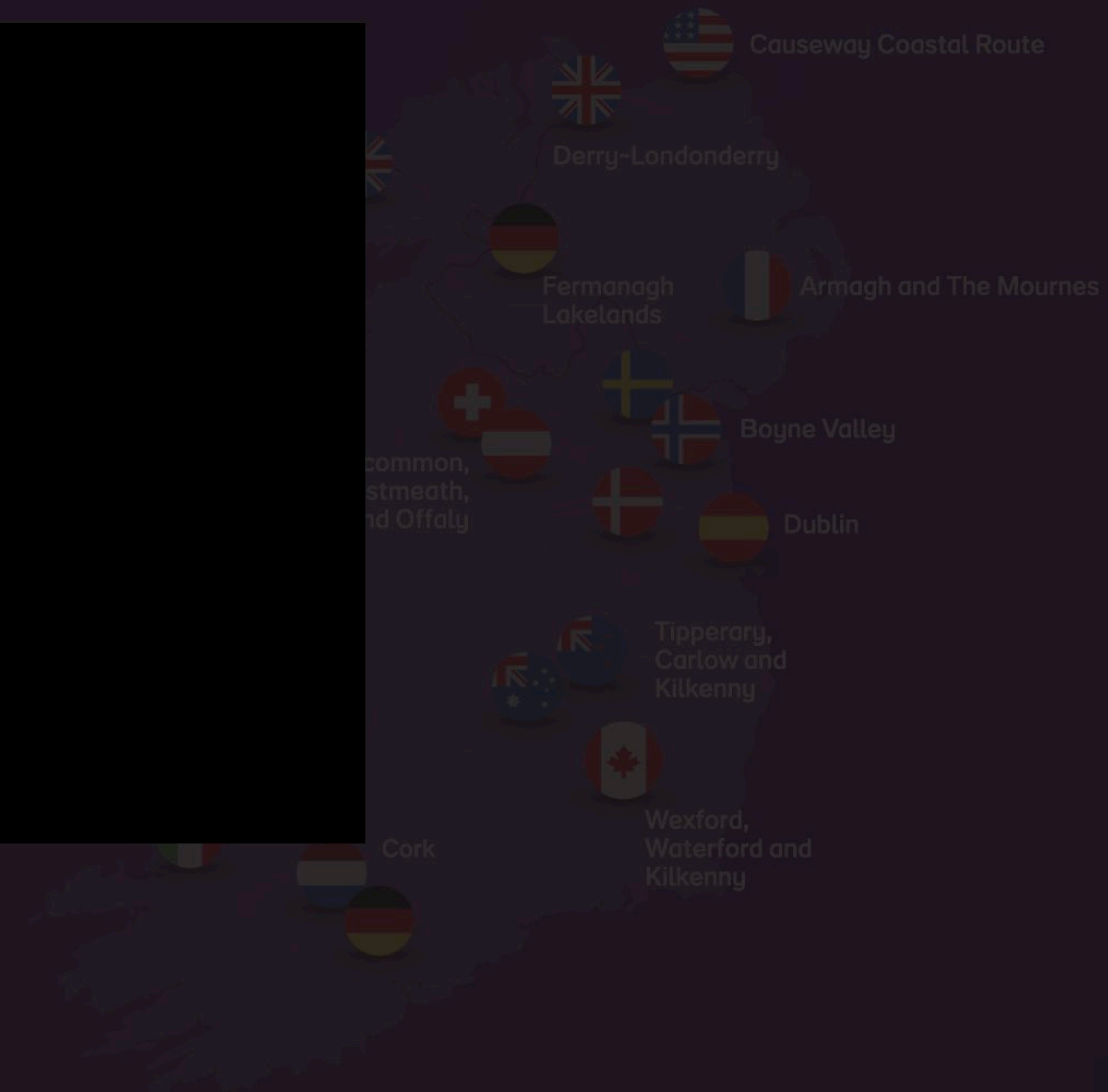
TWINNING PARTNERSHIPS



TWINNING PARTNERSHIPS



DONEGAL &



MARKET OPPORTUNITIES

Notre Dame v Navy



Kerrygold 50



Sports Tourism



Riverdance

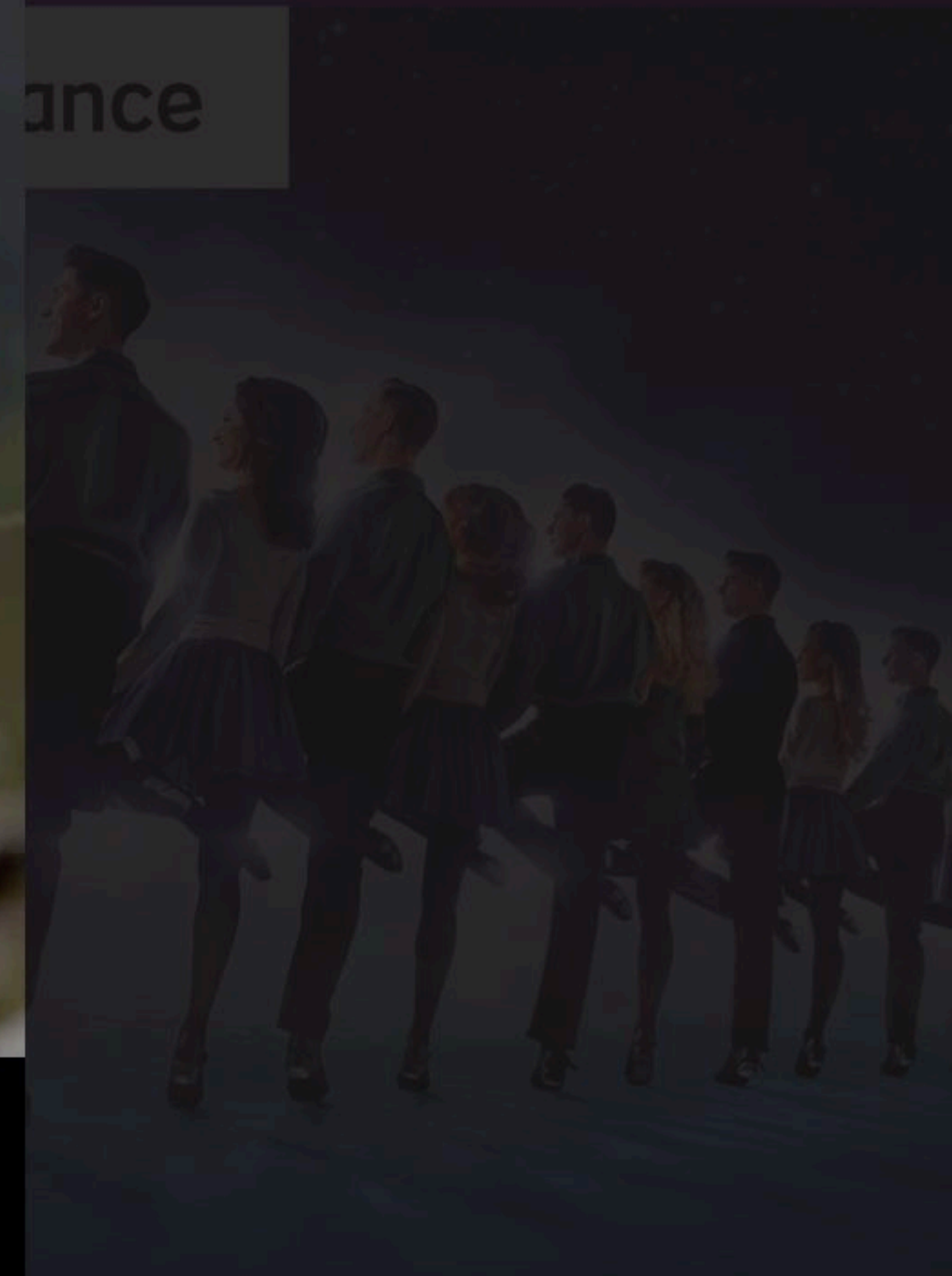


MARKET OPPORTUNITIES

Notre Dame v Navy



ance



OVERSEAS PUBLICITY

Reach
1.7bn
(2022)



DONEGAL LA IRLANDA INDÓMITA

La Wild Atlantic Way descubre los paisajes y la fascinante cultura gaélica de este condado del noroeste irlandés.

Donegal, la esquina noroeste de Irlanda, reúne todo lo que se busca en un viaje a la isla esmeralda, pero a lo salvaje. Si no fuera porque Derry se halla en territorio británico, ni ciudad grande le faltaría. La ruta por el litoral atravesaría un paisaje que alterna prados, páramos y montes tapizados de brezo con una costa de acantilados, playas de arena o de cantos rodados. En los pueblos, tranquilos y de pocas calles, se oye hablar gaélico y la música tradicional llena de ritmo los pubs por la tarde.

La ciudad que da nombre al condado, con su castillo del siglo xv en pleno centro, se asienta a la orilla de una bahía que es un mundo aparte. En Bundoran y las playas de Rosnagallagh y Murravagh, el surf y la pesca son las actividades de verano más populares, cuando la fría agua atlántica apenas es soportable para

Una carretera estrecha -como casi todas, en realidad- bordea la costa que delimita la bahía de Donegal por el norte. Sobre el mapa, los nombres parecen anunciar grandes poblaciones que en realidad son pequeños núcleos con casas esparcidas por prados que cuelgan sobre el mar.

Hay rincones de gran belleza que no se anuncian y permanecen ocultos hasta que baja la marea, como la cascada de Largin, que cae dentro de una cueva marina cerca de Killybegs. Cerca de ahí se halla el acantilado de Slieve League (Slia-bh Liag), de 601 m, uno de los más espectaculares de Irlanda, junto a los de Moher, al sur.

Al otro lado de esta península, tras cruzar el solitario y a la vez hipnótico páramo interior, se alcanza el pueblocito de Ardara, especializado en la confección de prendas



PUNTA FANAD
La carretera Wild Atlantic Way recorre toda la costa oeste de Irlanda y alcanza los cabos más septentrionales del país: Horn, Fanad y Malin.



Van Bantry Bay tot Galway **ROADTRIP IN WEST-IERLAND**

Wandelende lange ruige kliffen met uitzicht over de Atlantische Oceaan en overnachten in stille kustplaatsjes, waar altijd wel een pub te vinden is: de Wild Atlantic Way voert langs de mooiste plekken van de Ierse westkust.



IRLANDE DU NORD **Faites le mur dans les Mourne!**

Dans le sud de l'Ulster, un mur de pierres sèches ondule en une longue boucle de 35 km au cœur d'un petit massif montagneux. Il suffit de le suivre - et de payer un peu - pour découvrir un monde de landes, un grand vent qui flote encore les échos des anciens Celtes.



A long weekend in Dublin

GILLY PICKUP TAKES YOU ON A TOUR OF THE FAIR CITY OF DUBLIN, FOR A BREAK FULL OF FOOD, DRINK, ART AND MUSIC.

There's an incredible energy in the air in this compact 'Fair City' split in two by the River Liffey. It has it all, literary heritage, lively music scene, glut of parks, excellent shopping, world class galleries and museums - many of which are free - and impossibly friendly people. Then there's the craic, although the charismatic Irish didn't invent good cheer, they might as well have done. Just think about it, the very fact there is a word for the general concept says it all. Dublin's neighbourhoods or 'quarters' all have something different

Cultural Quarter
Known for its live music, bustling atmosphere and palpable sense of energy, this infectious upstart neighbourhood brims with bold street art, picturesque cobbled streets and quirky cafes and bars.

WHAT TO DO: Get your vintage clothes fix at Con's Lane Designer Market, where besides glorious apparel, boutique blue awaits you in the shape of more than 60 stalls piled high with everything from locally made jewellery and bejewelled candles to prime buy-up-and-coming graphic artists. While here, join a Street Art Walking Tour or visit the Legation Museum. Not only are its rooms full of eye-popping furniture

WHERE TO EAT: There's a food hall, cafe and glass restaurant on the ground floor of Duffell & Co, part of the historic Duffell Printing House building. The food court has a central open kitchen serving ferociously tasty pizzas from wood fired ovens and if you order pasta you can watch it being rolled and filled.

WHERE TO STAY: The Morgan Hotel is in the thick of things, a great base to explore the city. Stylish rooms and show-stopping suites are sure to bowl you over, all offer 24-hour room service and Nespresso coffee machines. All day dining and cocktails can be found in the hotel's 10 First Street

The Liberties

So-called because around the time of the Anglo-Norman invasion the streets in this, one of Dublin's oldest neighbourhoods, were free of lewys. Historically associated with market trading, whiskey distilling and the textile industry, the days the area houses with a mad mix of vintage attractions, cafes, pubs and plenty of places to stay up late. This slice of lively, down-to-earth old Dublin lies south-west of the inner city.

WHAT TO DO: In Marsh's Library, see the cages that were once locked in to prevent them from stealing books! What's more, it's haunted by an Archbishop (so they say). Depending on when you visit The Liberties, you might catch one of the many festivals that the area loves so much. The Liberties Summer Festival is where to catch an 'opera in the open' or you could even roll up at the Blue Rince Ball. These streets are made for walking, so sign up for a 90-minute Secret Street Tour. The non-profit organisation employs homeless people as guides.

WHERE TO EAT: On New Year's Eve 1759, Arthur Guinness signed a 9,000-year lease on a disused brewery at St James's Gate, now the Guinness Storehouse, home of Ireland's world-famous brew (guinness-storehouse.com). Step inside to discover the art of brewing and pause to enhance the experience while savouring a complimentary glass of the 'Black Stuff' in the rooftop Gravity Bar. From there, stroll along to the 1837 Bar & Brasserie which serves gastrified pub grub to visitors and Dubliners in the know.

WHERE TO STAY: The 234-room Hyatt Centric The Liberties is bursting with character and offers sumptuous food and cocktails in The Liberties Gate Bar & Restaurant (below). If you're one of those people who really can't exercise enough there's a 24-hour gym to keep you happy and toned, while for the rest of us a galaxy of relaxation areas awaits including the private, landscaped Poddie Garden. From 4120 a night. ➔



Travel

EAV
€610m
(2022)

increased
activity with
influencers



Il Sabato e la Domenica alle 19:30

PROGRAMMING

3-year

TV programming fund



7,000+
Broadcasts



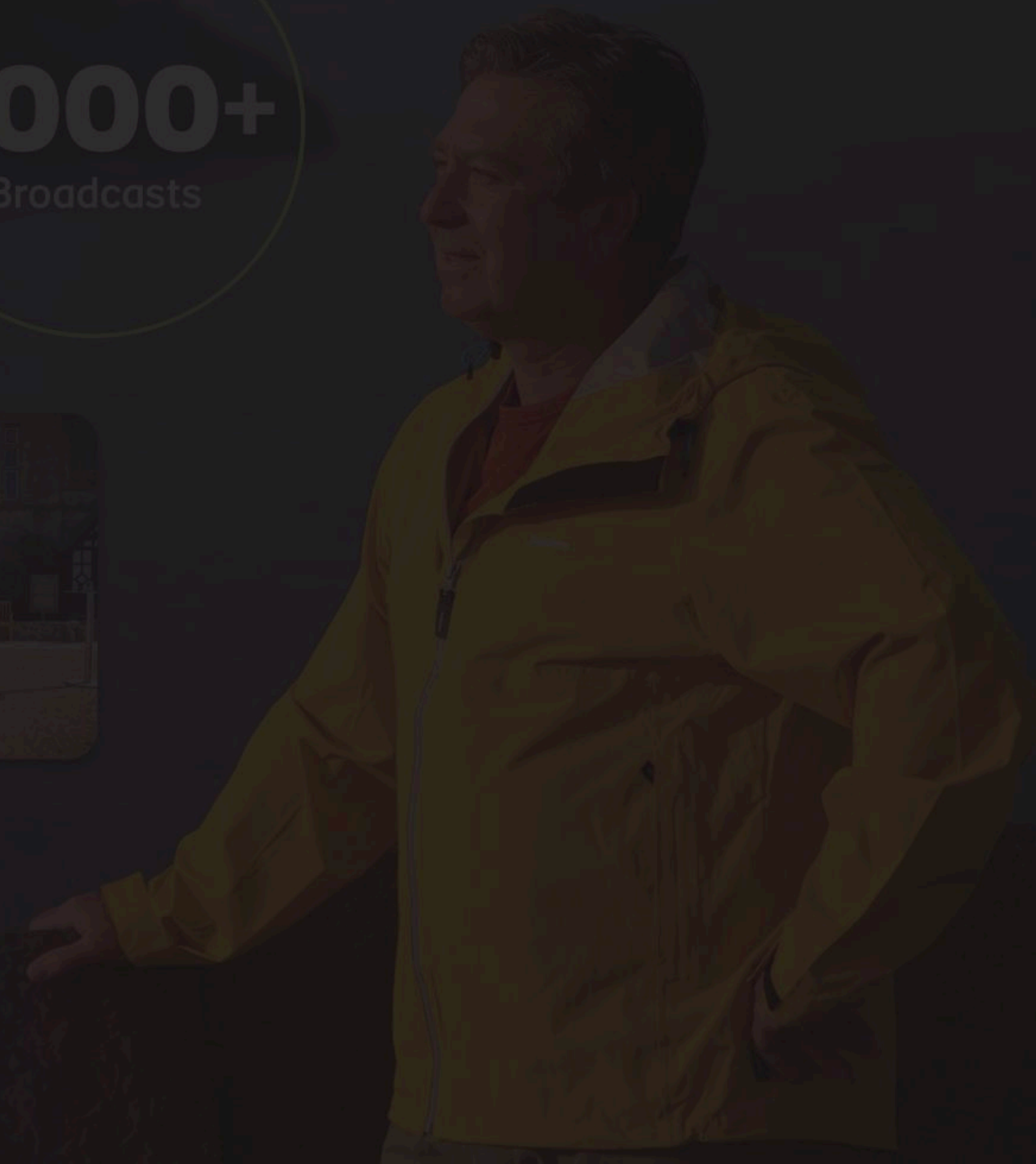
PROGRAMMING

3-year

TV programming fund



7,000+
Broadcasts



SCREEN TOURISM

The Banshees of Inisherin



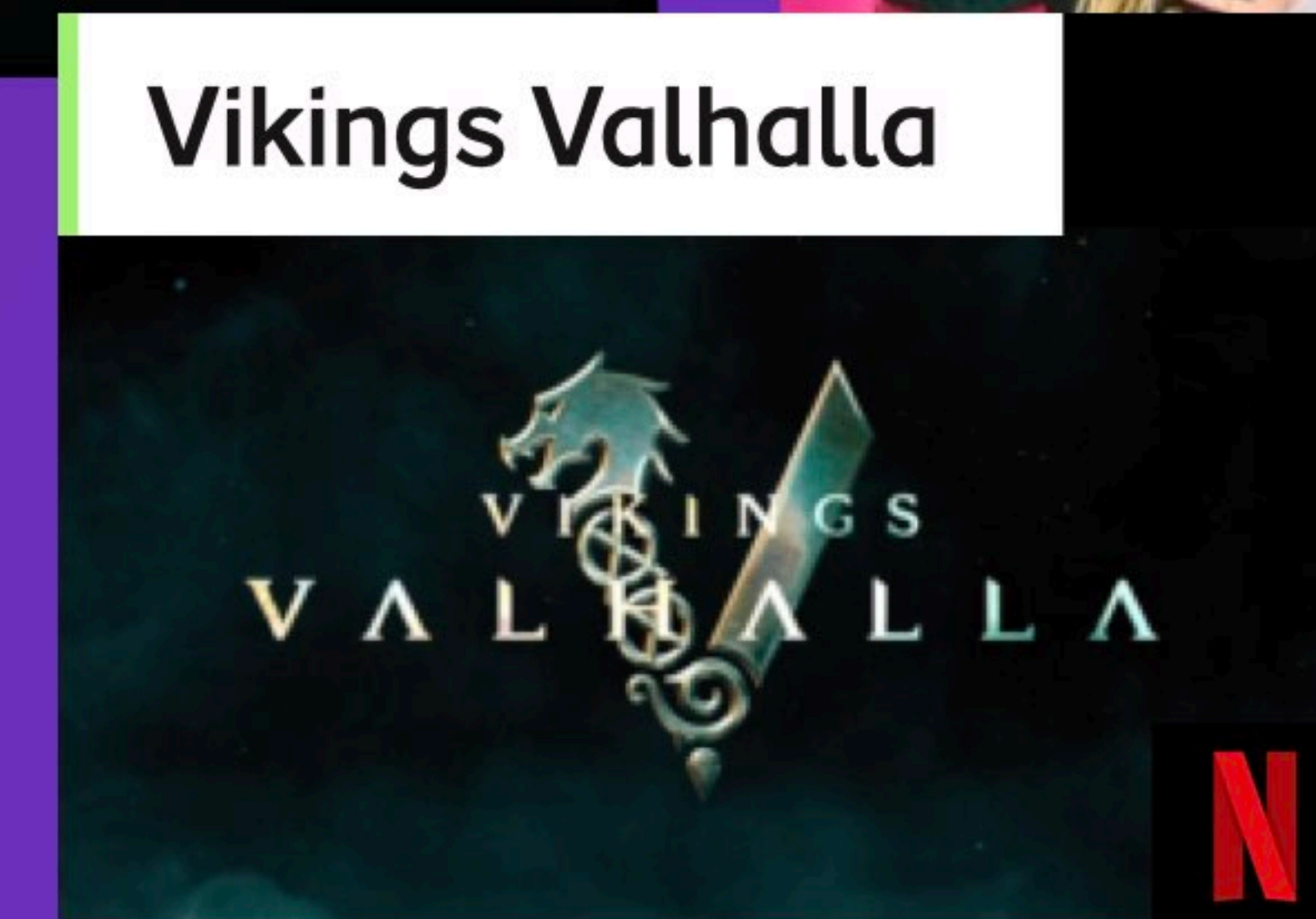
Dungeons & Dragons: Honor Among Thieves



Derry Girls



Vikings Valhalla



SCREEN TO

The Banshees



& Dragons:
ong Thieves

LEONS
AGONS
OR AMONG THIEVES

Derry Girls



Vikings Valhalla



N

DIGITAL FOOTPRINT

348m

Engagements
(completed video views,
clicks, other engagements)



2.872bn

Opportunities to see
(digital ad impressions)



6m

**Social Media
Followers**



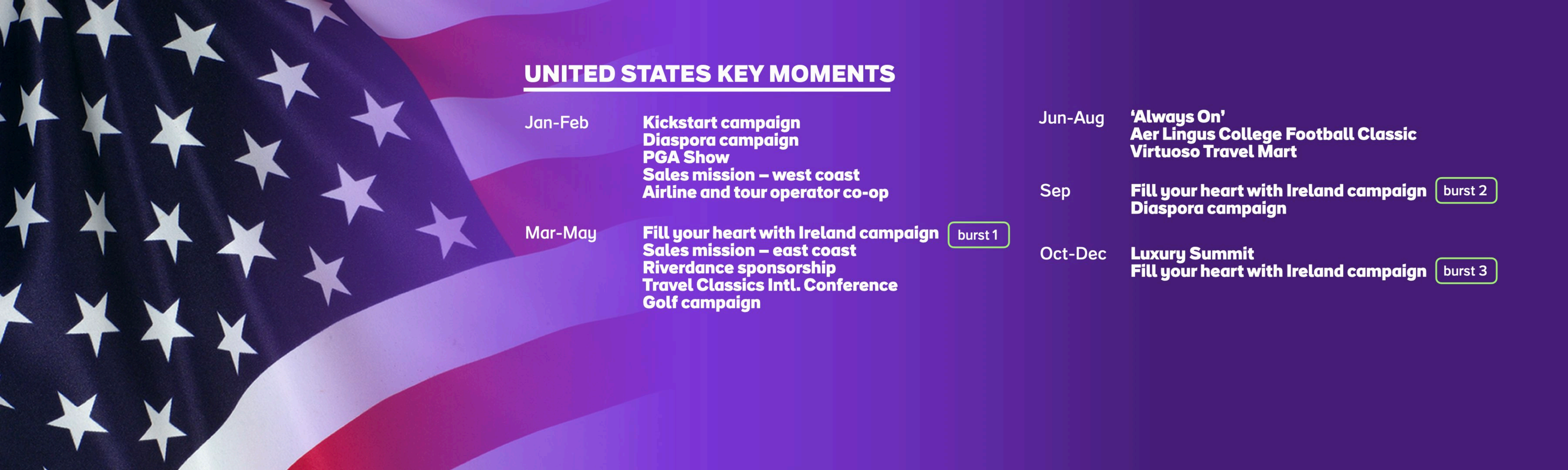
1.1m

**Email
Subscribers**



12.2m

**Visits to
Ireland.com**

The background of the entire page is a stylized American flag. The stars are white on a dark blue field, and the stripes are red and white, set against a purple gradient background.

UNITED STATES KEY MOMENTS

Jan-Feb

Kickstart campaign
Diaspora campaign
PGA Show
Sales mission – west coast
Airline and tour operator co-op

Mar-May

Fill your heart with Ireland campaign
Sales mission – east coast
Riverdance sponsorship
Travel Classics Intl. Conference
Golf campaign

burst 1

Jun-Aug

'Always On'
Aer Lingus College Football Classic
Virtuoso Travel Mart

Sep

Fill your heart with Ireland campaign
Diaspora campaign

burst 2

Oct-Dec

Luxury Summit
Fill your heart with Ireland campaign

burst 3



GREAT BRITAIN KEY MOMENTS

Jan-Feb

**Kickstart campaign
Celtic Connections
NI Embrace a Giant Spirit campaign**

Mar-May

**Fill your heart with Ireland campaign
Regional campaign
BTTS**

burst 1

Jun-Aug

**Regional campaign
'Always On'
Royal Highland Show**

Sep

**Fill your heart with Ireland campaign
BMW PGA Championship**

burst 2

Oct-Dec

**Fill your heart with Ireland campaign
World Travel Market
Classic Motor Show
Ireland Meets the West End**

burst 3

GERMANY KEY MOMENTS

Jan

Kickstart campaign
CMT Stuttgart

Jun-Aug

'Always On'

Feb-Mar

NI Embrace a Giant Spirit campaign
Riverdance
ITB Berlin
Galeria partnership
Fill your heart with Ireland

Sep

Fill your heart with Ireland

burst 2

Oct

DRV fam and workshop
Halloween
Ireland Meets Germany

Apr-May

Wild Atlantic Way roadshow and campaign
Kerrygold 50

burst 1



FRANCE KEY MOMENTS

Feb

Kickstart campaign
NI Embrace a Giant Spirit campaign

Mar-Apr

Fill your heart with Ireland **burst 1**
Wild Atlantic Way roadshow and campaign
South-East showcase in Normandy

May-Aug

'Always On'

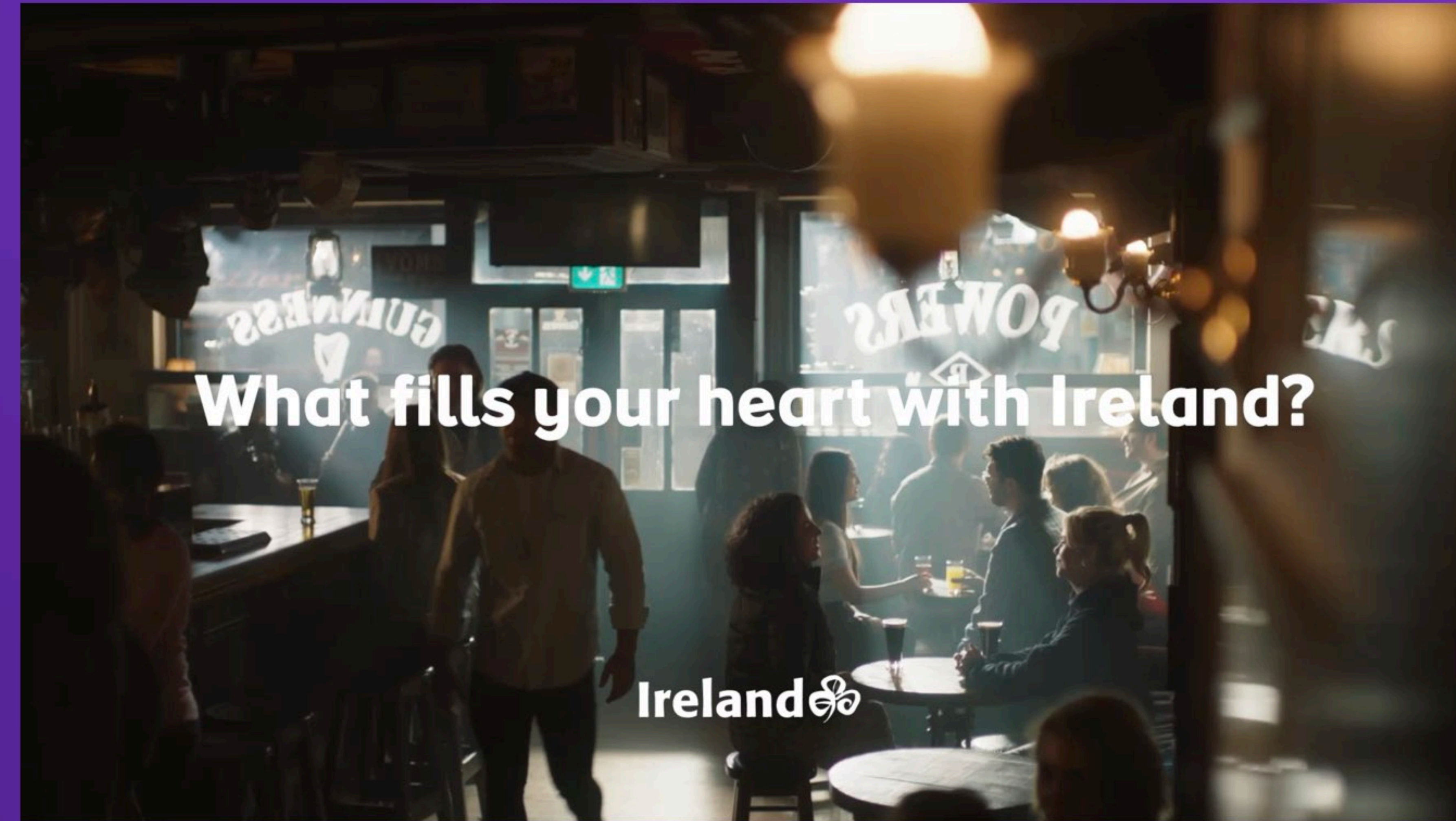
Sep

Fill your heart with Ireland **burst 2**
Rugby World Cup
IFTM
Festival Interceltique de Lorient

Nov

Fill your heart with Ireland **burst 3**





What fills your heart with Ireland?

Ireland 

2023

**YEAR OF
REBUILD**



Tourism Ireland

THANK YOU