



**Tourism Ireland**

*Marketing the island of Ireland overseas*



# AUSTRALIAN MARKET REVIEW



**A STRATEGY  
FOR GROWTH  
2015-2017**

# VALUABLE MARKET FOR OUR TOURISM INDUSTRY



50%  
ABOVE  
AVERAGE



\* Exchange rate €1 = £0.80848

- Visitors from Australia stay longer and spend more than other overseas visitors.
- Australia has delivered huge growth in recent years, with potential for major growth in the future.

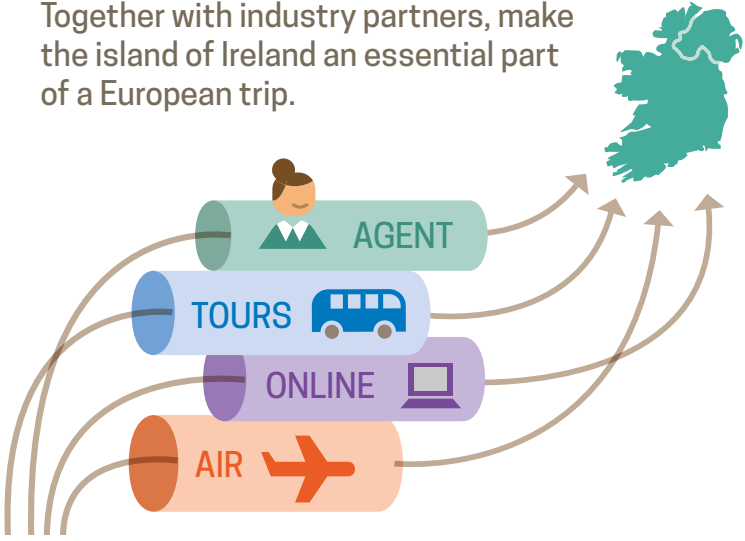
## AUSTRALIA TO NORTHERN IRELAND



- Australia is the third most important overseas market for Northern Ireland.

# STRATEGIC PARTNERSHIPS

Together with industry partners, make the island of Ireland an essential part of a European trip.



Trade partners will deliver our re-framed messages and match experiences to best prospects.

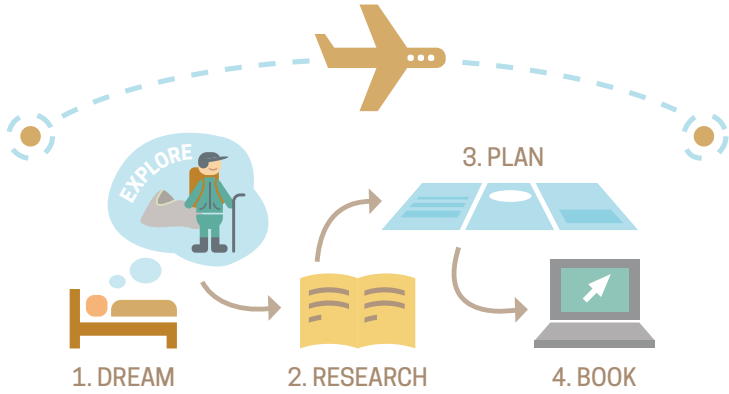


## EVOLVING COMMUNICATION INSPIRING ADVOCACY



- Stimulate word-of-mouth recommendations from advocates in the market.
- 'Real people' on influential platforms.

# WHAT MAKES AUSTRALIA DIFFERENT?



## CHOOSING A DESTINATION TAKES LONGER



## THE TRAVEL TRADE IS MORE INFLUENTIAL

- Consumers rely heavily on the travel trade in this market; they influence and facilitate travel decisions significantly.

## OUR PLAN OF ACTION:

# THE EDGE OF EUROPE

- Stand-out from competitors.
- Highlight unique journeys and memorable experiences.



# FOCUSING ON OUR BEST PROSPECTS



## KEY STAGES OF DECISION JOURNEY



- Target consumers at the best possible time.



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For more details on  
Tourism Ireland visit:  
**[www.tourismireland.com](http://www.tourismireland.com)**

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