



Tourism Ireland
MARKETING PLANS 2024

Germany and France

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and
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9th January 2024

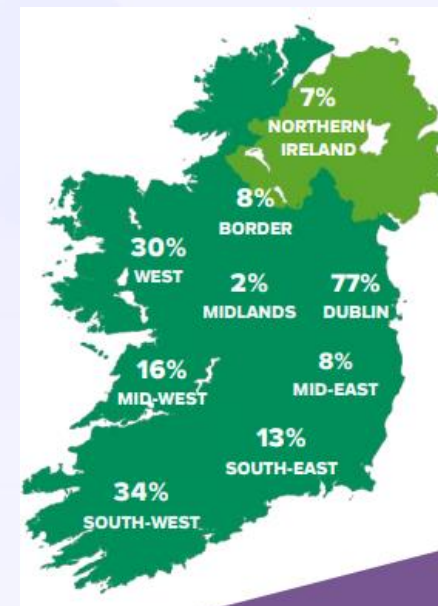


Value of Overseas Tourism: State of the season

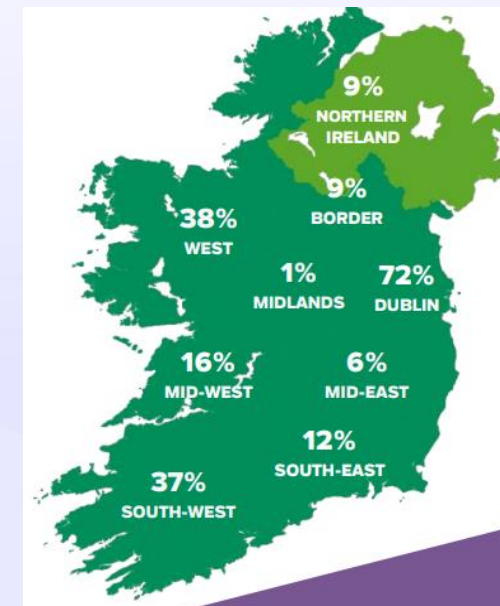


- April – October 2023:
 - 316,000 German tourists
 - 263,000 tourists from France
- Mainland Europeans average stay 9.4 nights
- Average spend per trip €912
- Germany is 3rd largest market and represents 21% of Mainland European tourists
 - 64% travel already during shoulder season
 - 33% repeat visitors
- France is 4th largest market and represents 18% of Mainland European tourists
 - 70% outside Dublin, 65% shoulder season
 - 30-40% repeat visitors

German travellers to regions

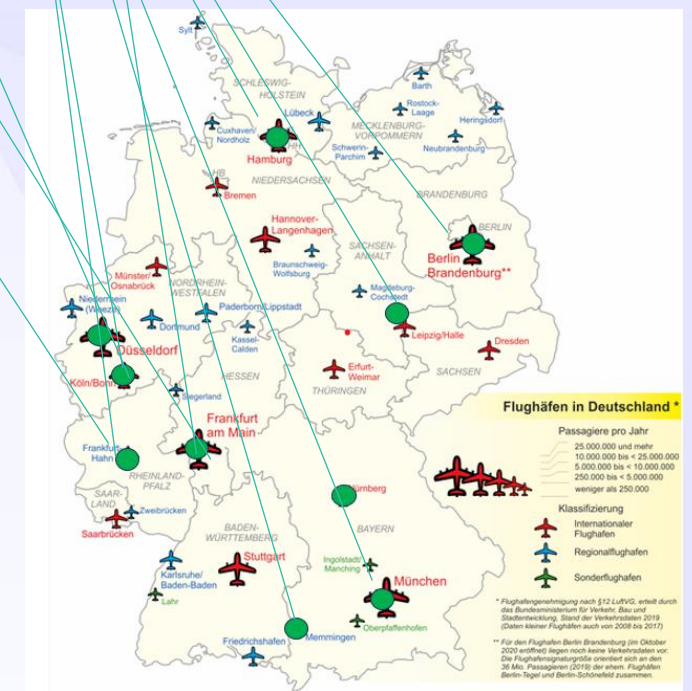
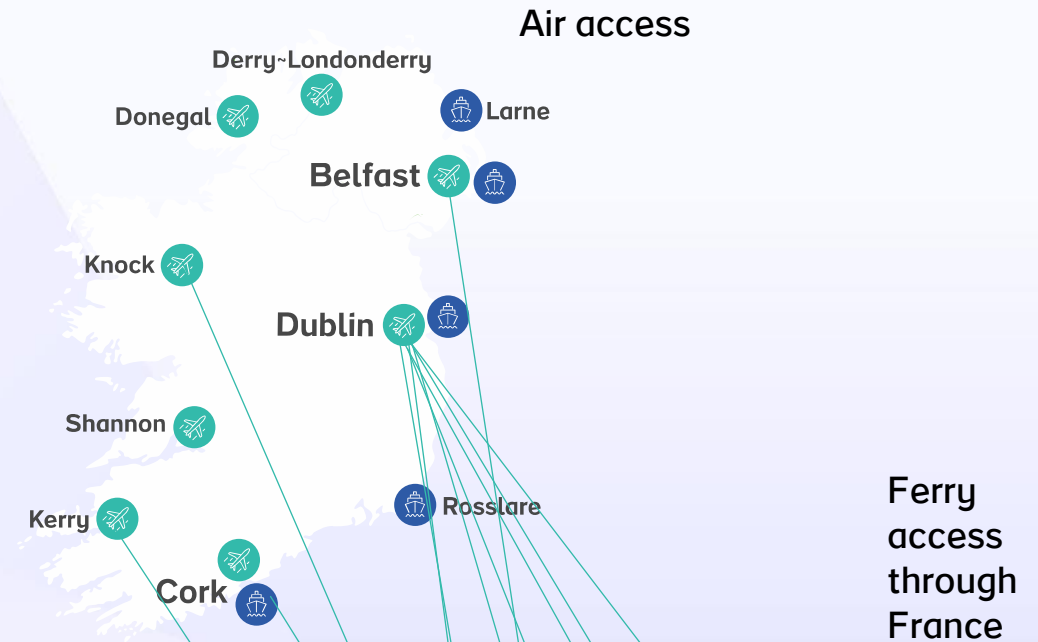


French travellers to regions

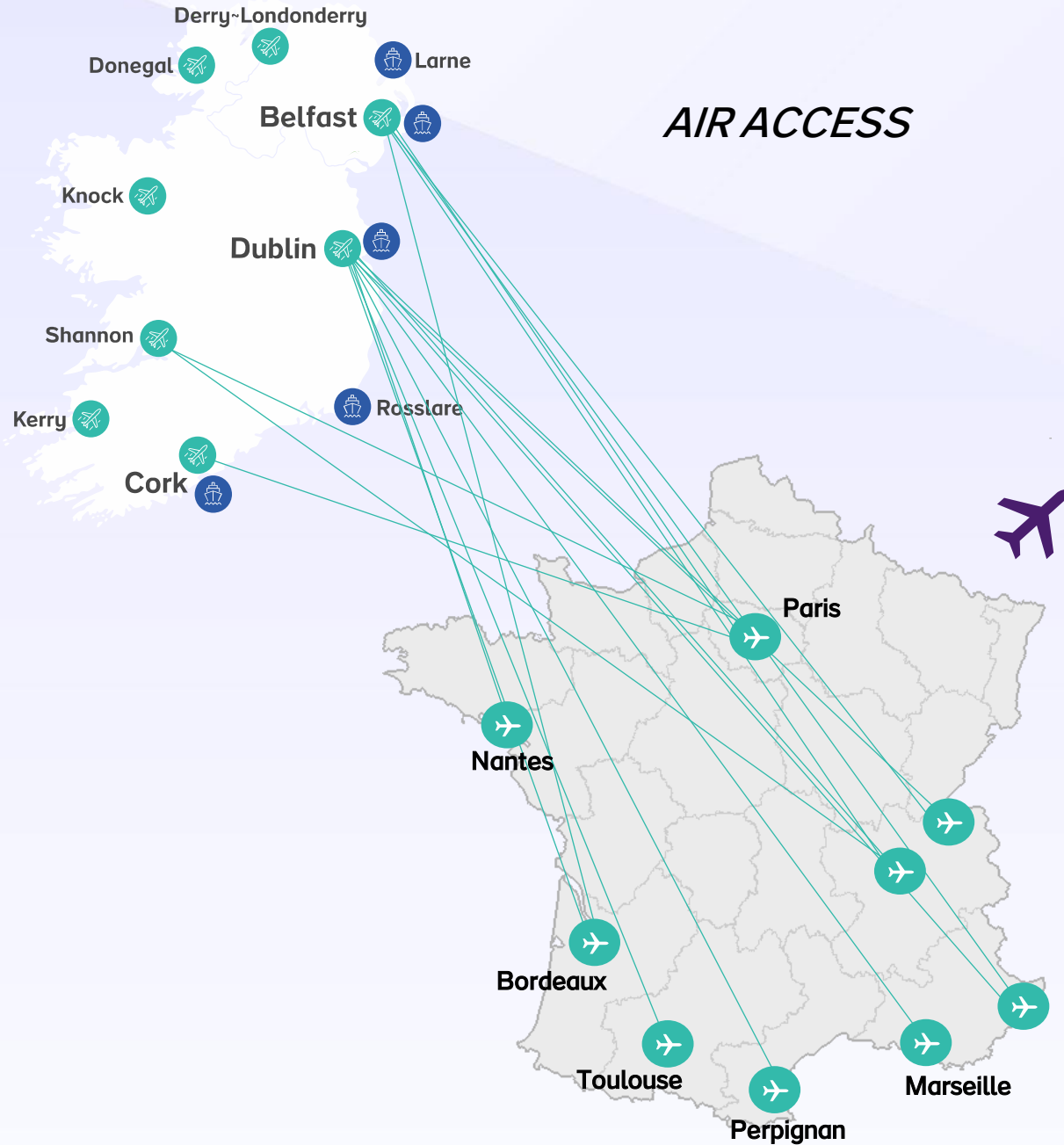


Germany: 2024 Outlook

- Advance bookings already significantly higher
- High competition
- Access remains same
- Demand still strong for trips within Europe
- Value for money important – price sensitivity
- Higher costs for flights and hotels – higher revenue
- Lack of availability
- Potential for luxury and golf – CCircle award



France: 2024 Outlook



Key Moments 2024

Jan-Feb	Fill your heart with Ireland campaign (burst 1) CMT Stuttgart	Northern Ireland campaign with Lufthansa
Mar-May	ITB Berlin Wild Atlantic Way campaign	Boating campaign Luxury & Golf Workshop
Sept-Oct	Fill your heart with Ireland campaign (burst 2) 'Home of Halloween' activity	
Oct-Dec	Ireland Meets Germany Kickstart campaign	
All year	Culture Ireland's 'Ireland in Germany' campaign and events 'Always on' digital and social media activity Media and influencer visits	Trade visits and training Publicity / press content push



GERMANY

Key Moments 2024

Feb	Fill your heart with Ireland campaign (burst 1) Six Nations France v Ireland, Marseille	St Brigid's Day promotions Co-operative activities
Mar-June	La Semaine d'Irlande – Ireland Week Trade roadshow (Paris, Lyon, Nantes) Wild Atlantic Way campaign – celebrating 10 years	Sail-Rail Belfast 2024 Bloomsday Virtual trade workshop
Sep-Oct	Fill your heart with Ireland campaign (burst 2) Paris Paralympic Games IFTM, Paris	'Home of Halloween' activity Cazoo Open de France Luxury event
Nov-Dec	Winter activity / kickstart campaign	
All year	'Always on' digital and social media activity Media and influencer visits	Trade visits and training Publicity / press content push



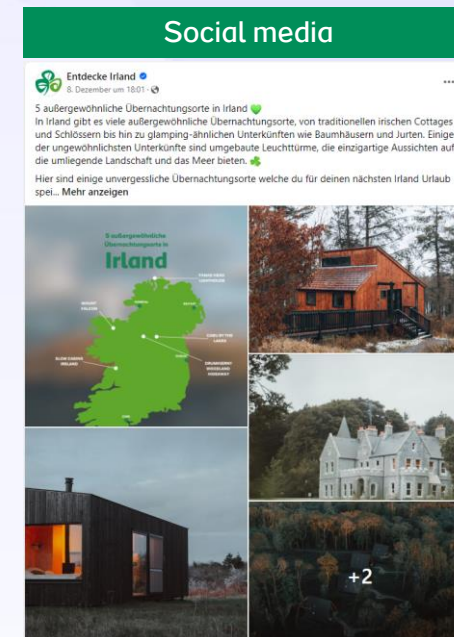
FRANCE



Inspiring Visitors

Germany – Advertising

- Fill your heart with Ireland campaign
- Passion points
- Uke – part 2
- Luxury and golf



Irland: Eine Lovestory



Germany – Publicity

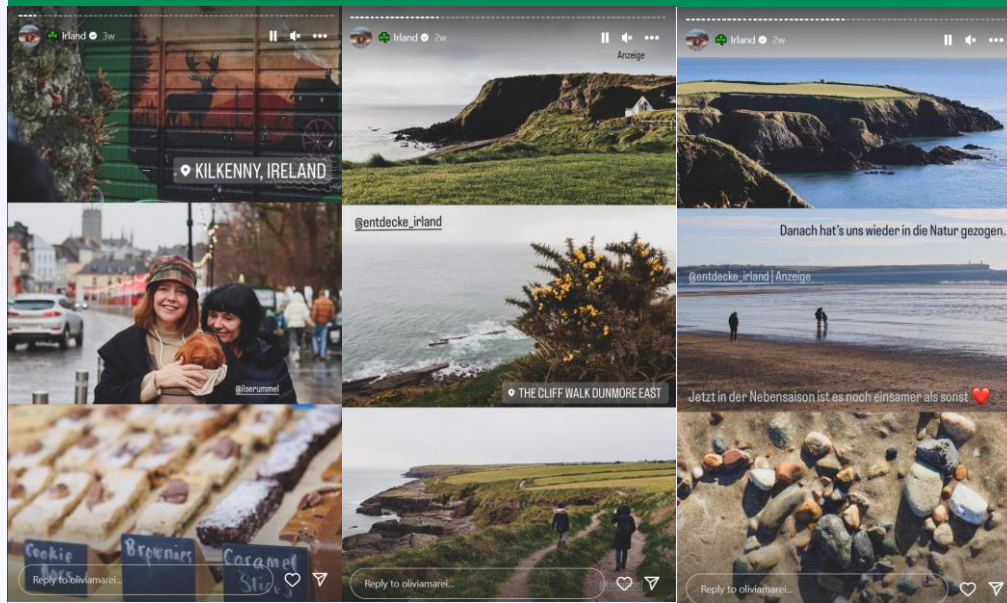
- Influencer trips
- Content push
- Media visits
- Media partnerships
- Advertorials

Culture content push – Zeitgeist Irland 2024

ZELEBRIERE
DEN REICHTUM



Influencer and actress Olivia Marei, 180K followers



Camping and caravanning content push

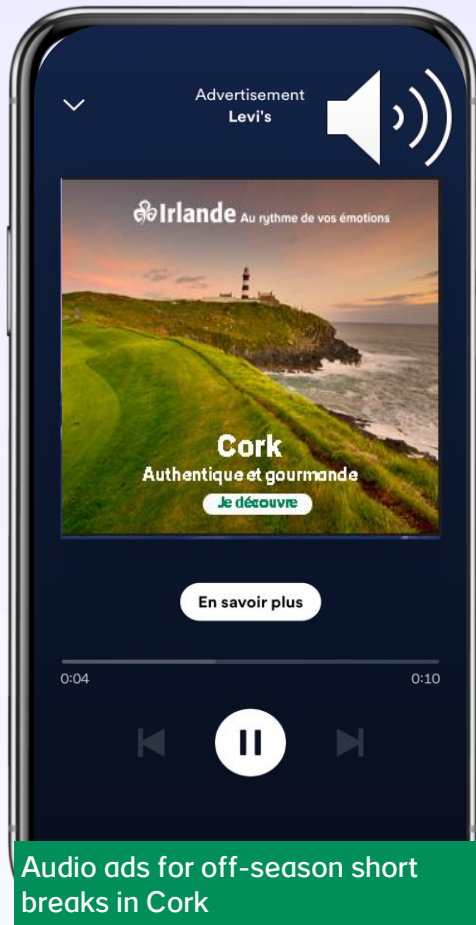
Camping Content Focus – maximising exposure in DE



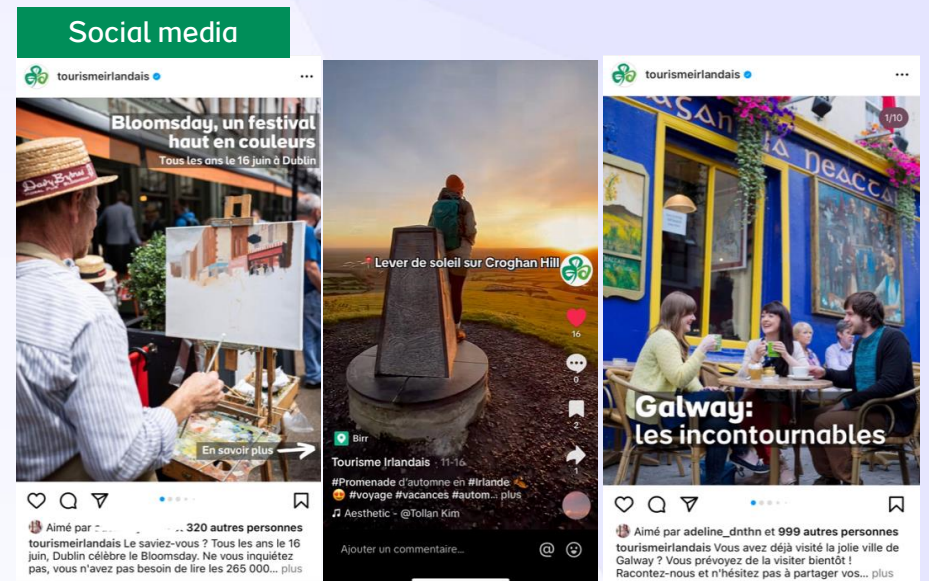
- Storytelling & camping photo shoot with brand partnership
- Consolidated content pack for media story pitch
- Integrated approach
- Huge number of media publications in quality & special interest media, despite an increasingly difficult media market
- Carma results: 3.6m impressions, 131 articles

France – advertising

- Fill your heart with Ireland campaign (spring and autumn bursts)
- Wild Atlantic Way campaign



Endorsement by well-known figures: actress Audrey Fleurot and Stade Rochelais manager Ronan O'Gara



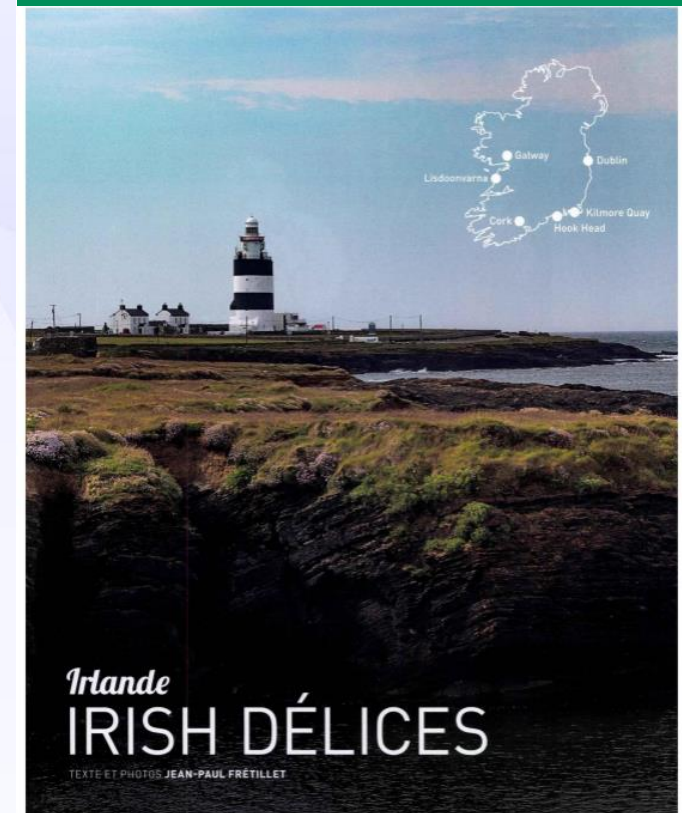
France – Publicity

- Media and influencer visits
- Content push
- Advertorials

Report on France 2 (TV) about Sail Rail – 2.7M opportunities to see



11-page article on Irish food and local producers – 441K opportunities to see



TF1 (TV): Weekend in Cork





Supporting Economies and Communities

Germany – Supporting Economies and Communities

- Wild Atlantic Way campaign
- Boating campaign
- Trade and media visits
- Trade and media partnerships

Travelzoo Wild Atlantic Way Campaign



Ein epischer Roadtrip

Der Wild Atlantic Way schmieg sich an Irlands Westküste und verläuft von Inishowen im County Donegal bis nach Kinsale im County Cork. Auf 2500 Kilometern führt er vorbei an hochaufragenden Meeressklippen, einsamen Stränden, zauberhaften Dörfern, atemberaubenden Landschaften – und dient nicht umsonst seit Jahrhunderten als Inspiration für Dichter und Maler.

Reisende finden hier das Beste, was Irland zu bieten hat: freundliche Entenwälder, köstliches Essen, eine lebendige Kulturszene und eine spannende Geschichte. Tatsächlich gibt es so viel zu entdecken, dass es möglicherweise für eine einzige Reise zu viel ist. Deshalb präsentieren wir Ihnen den **Wild Atlantic Way** in drei Teilstücken und zeigen Ihnen, was Sie dort jeweils sehen, unternehmen und essen sollten.

Mit dabei sind sowohl die bekannten Highlights als auch ein paar Geheimtipps sowie Empfehlungen, wo Sie während Ihres Roadtrips übernachten können. Natürlich kommt auch „craft“ nicht zu kurz – das galische Wort bedeutet so viel wie Spaß oder Vergnügen.



ADAC Reisen partnership WAW and Boating 2024

Celebrity chef Claudia Poletto – podcast and media coverage regions and food

France – Supporting Economies and Communities

Initiatives for regions and seasons

Co-op to promote new Chalais flight:
Quimper > Brest > Kerry



Votre été en Irlande
Rejoignez **Kerry** depuis la Bretagne

Kerry

Brest → Quimper

Tous les **samedis**
du 1er Juillet 2023
au 2 Septembre 2023

Infos Réservations
dans votre agence de voyages
ou sur **chalais.fr**



Compagnie Aérienne Française

Wild Atlantic Way workshop with partners Cork Airport, Visit Cork,
Burren Ecotourism Network and Galway Food Tours



Soirée Irlande Wild Atlantic Way
20 avril 2023



- Sail Rail initiatives promoting sustainable travel to Ireland.
- Year of the Normans 2027 – opportunities with IAE



Strengthening Partnerships



Germany – Strengthening Partnerships

- ITB Berlin
- Ireland meets Germany
- Trade fam trips



France – Strengthening Partnerships

- IFTM
- Luxury Workshop
- Roadshow Paris, Nice, Lyon



Luxury workshop with 15 partners



Roadshow in Paris, Nice and Lyon with 19 partners



Strengthening Partnerships: how you can work with us



- Campaigns, newsletters, social media offers and competitions
- Offers for Ireland.com
- Trade training and webinars
- Ireland Week France
- Ireland meets Germany Luxury & Golf
- Support for trade and media visits
- German and French speakers for podcasts and radio interviews
- Ireland meets Germany
- Influencer offer codes

The screenshot shows the 'Opportunities' page on the Tourism Ireland website. The page features a navigation menu with 'About Us', 'Careers', 'Register for Updates', and 'Contact Us'. Below the navigation, there are links for 'What We Do', 'Overseas Markets', 'Opportunities', 'News and Press Releases', and 'Research and Insights'. The main content area is titled 'Overseas Opportunities' and includes a sub-headline: 'Discover our industry opportunities to help you promote your business overseas.' A large image of a rocky coastline with a small building is visible on the right side of the page. At the bottom of the page, the text 'Types of Opportunities' is displayed.

Questions and Answers

An aerial photograph of a coastal landscape. In the foreground, there are dark, layered rock formations meeting the sea. A white lighthouse with a black top section stands on a small, elevated area enclosed by a stone wall. The background consists of a vast, green landscape divided into a grid of fields by stone walls, extending to the horizon.

 **Tourism Ireland**
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