



Tourism Ireland

MARKETING PLANS

2024



Anton Savage



#TI2024

A wide-angle photograph of ancient stone ruins, likely a monastery or castle, built on a cliffside. The structures are made of rough-hewn grey stones and feature rounded, domed roofs. In the foreground, a large, well-preserved stone wall curves across the left side. The background shows a vast blue ocean with a prominent, jagged rock formation in the distance. The sky is a clear, bright blue. The overall scene is serene and historic.

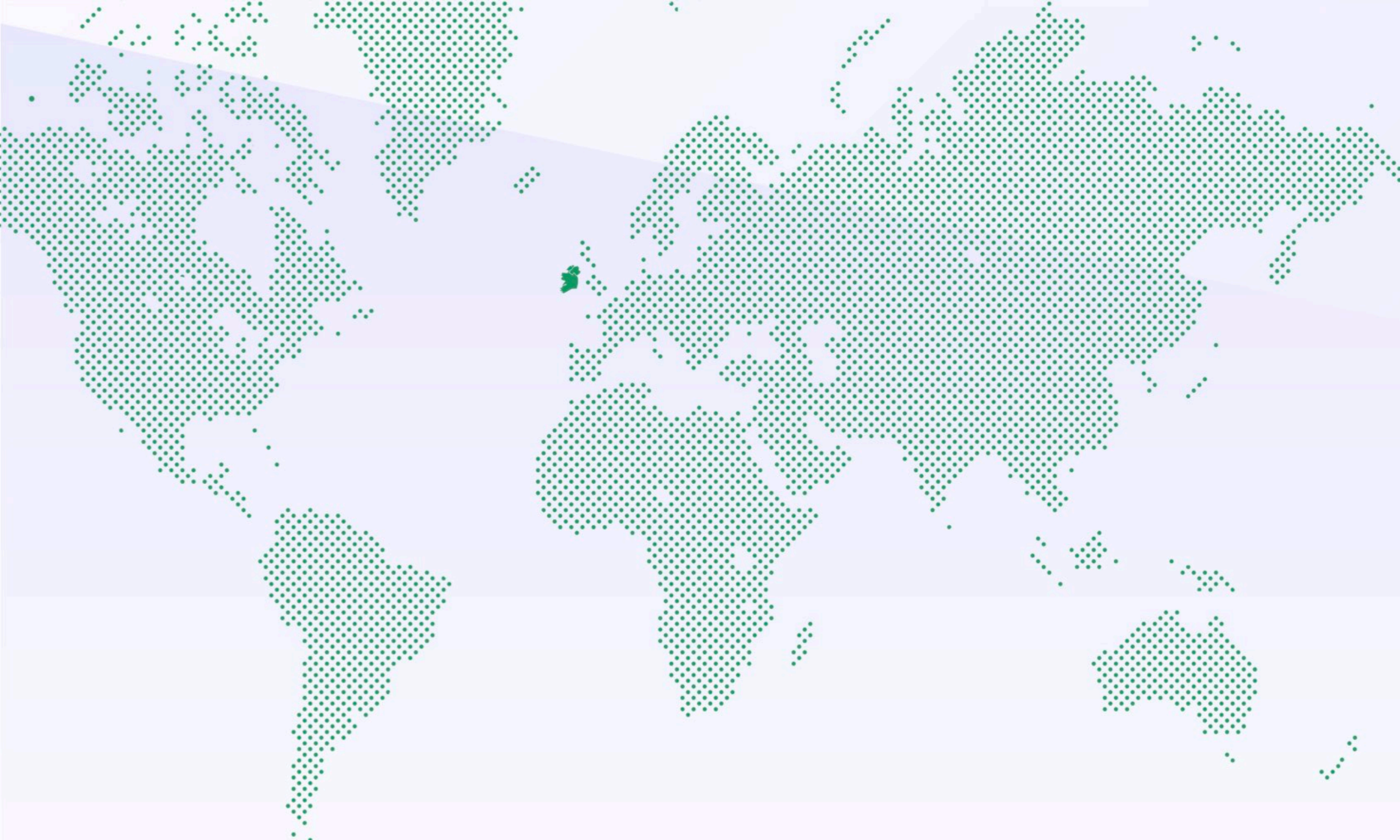
Alice Mansergh

Chief Executive Designate





THANK YOU



2023 Highlights

Awareness

Year-on-year recovery

Hotel occupancy

Air access

Award-winning destination

lonely  planet

NATIONAL
GEOGRAPHIC
TRAVELLER

Wanderlust

Group
Leisure & Travel
AWARDS

 **Global Traveler**

2023 Challenges

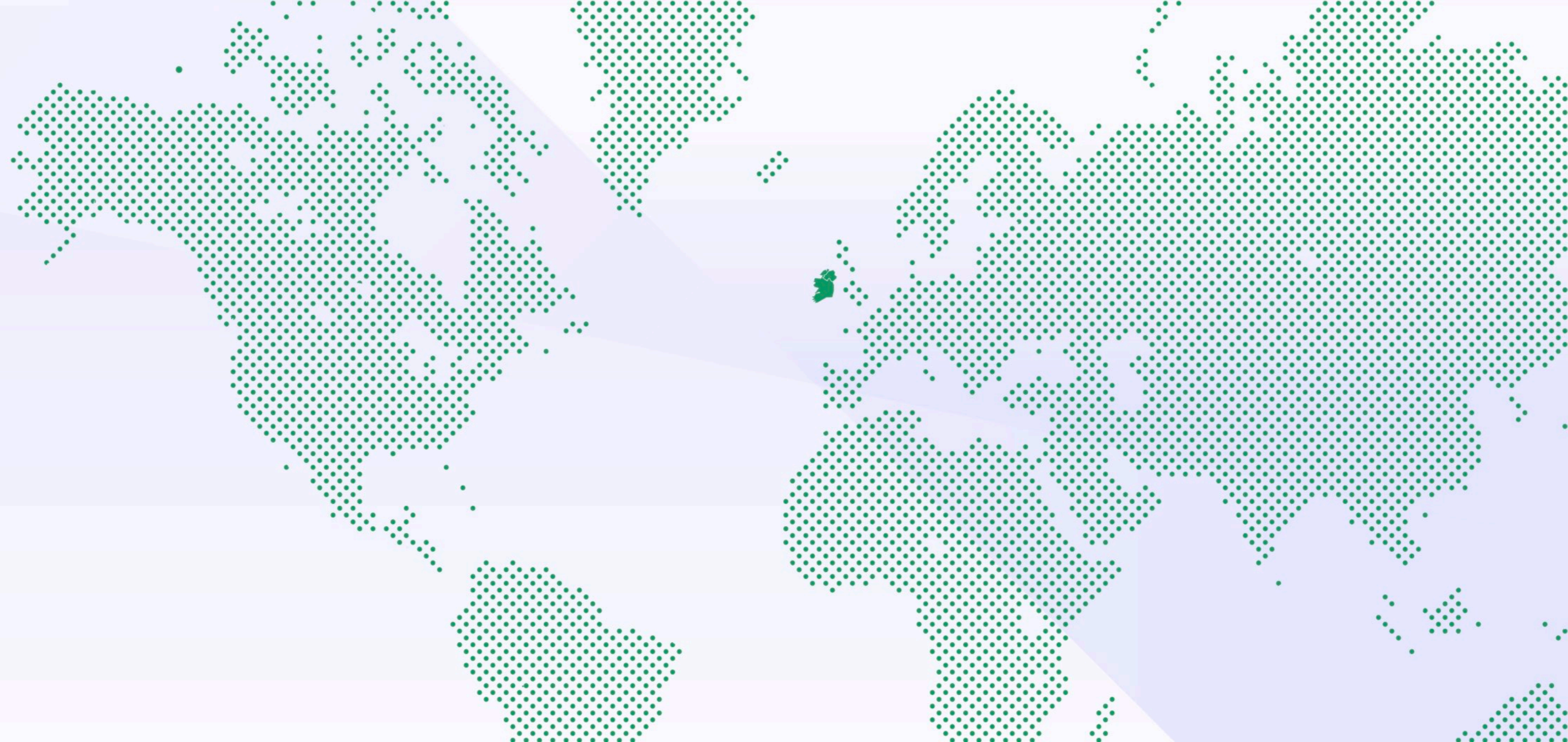
Cost of living

Competitiveness

Global uncertainties

Capacity

Reputation





Vision

Increase the **value of overseas tourism** to the island of Ireland, sustainably supporting **economies, communities** and **the environment**.

Do so by **inspiring visitors** and **strengthening strategic partnerships**, always with a values-led approach.



Increase value of overseas tourism

Revenue growth

+5.6%

average
year on year
to 2030



Supporting economies and communities



Seasonality: landmark moments

Grow seasonal spend across the island of Ireland

+6.5%

average year on year to 2030



Regions

Grow regional revenue faster than whole, product/capacity allowing



Expand bucket lists



Cross-sell nearby hidden gems



Regional access



Regional festivals





Shane Clarke

Director of Corporate Services, Policy & Northern Ireland



Sustaining environment



All-island Sustainable Tourism Assurance Scheme



**Fáilte
Ireland**



**TOURISM
NORTHERN
IRELAND**



**Tourism
Ireland**



Sustainable travel and experiences

Promote sustainable ways to enjoy the island of Ireland



Agile approach to global partnerships based on revenue per carbon footprint



Promote lower-carbon access routes



Inspire with sustainable itineraries on the island

A panoramic landscape featuring a large, dark mountain peak with patches of snow or light-colored rock on its slopes. In the foreground, there is a calm body of water reflecting the sky. The surrounding hills are covered in vibrant green grass. In the lower right foreground, there are several bushes with bright pink flowers. The sky is filled with large, white, fluffy clouds against a blue background.

Elmagh Killeen

Head of Brand & Marketing Communications



Inspiring visitors



Inspiring visitors

Focus: value adding tourism traits



Stay longer



Enjoy spread of
regions and seasons



Memorable experiences
vs low cost



Inspiring visitors

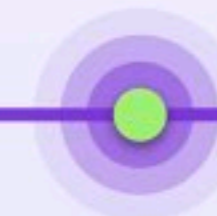
Awareness



Consideration



Research



Purchase



Advocacy





Inspiring visitors

Awareness: publicity



1.5bn
opportunities
to see

IRELAND
WITH
— MICH  VEL







Inspiring visitors

Awareness: advertising



1bn
opportunities
to see





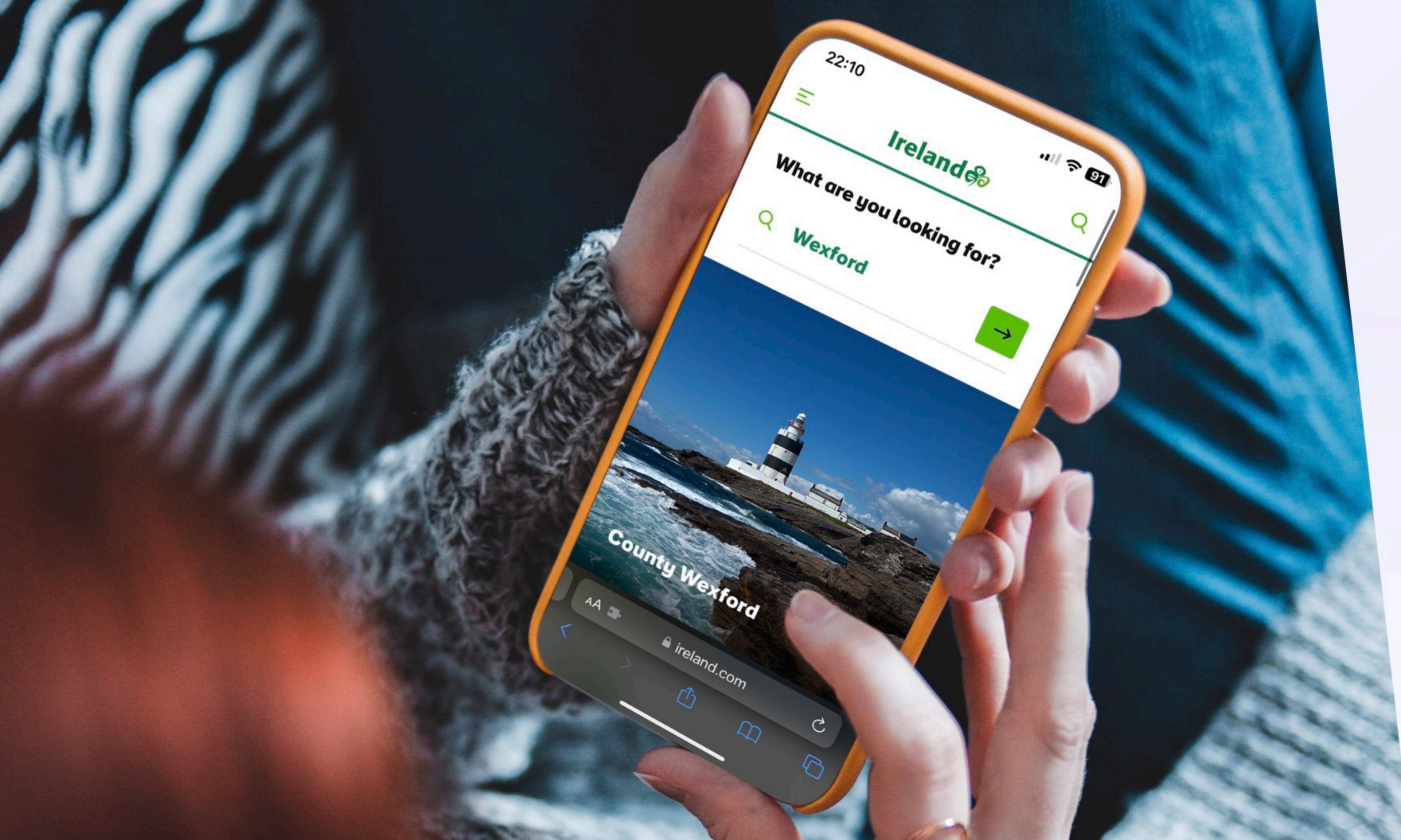
Inspiring visitors

Awareness

Consideration



Drive brand uplift **+5%**



Inspiring visitors

Awareness

Consideration

Research



+9%

deep research visits
to Ireland.com



Inspiring visitors

Awareness



Consideration



Research



Purchase



Industry



Inspiring visitors

Awareness

Consideration

Research

Purchase

Advocacy



+7% followers
year on year

2+bn connections

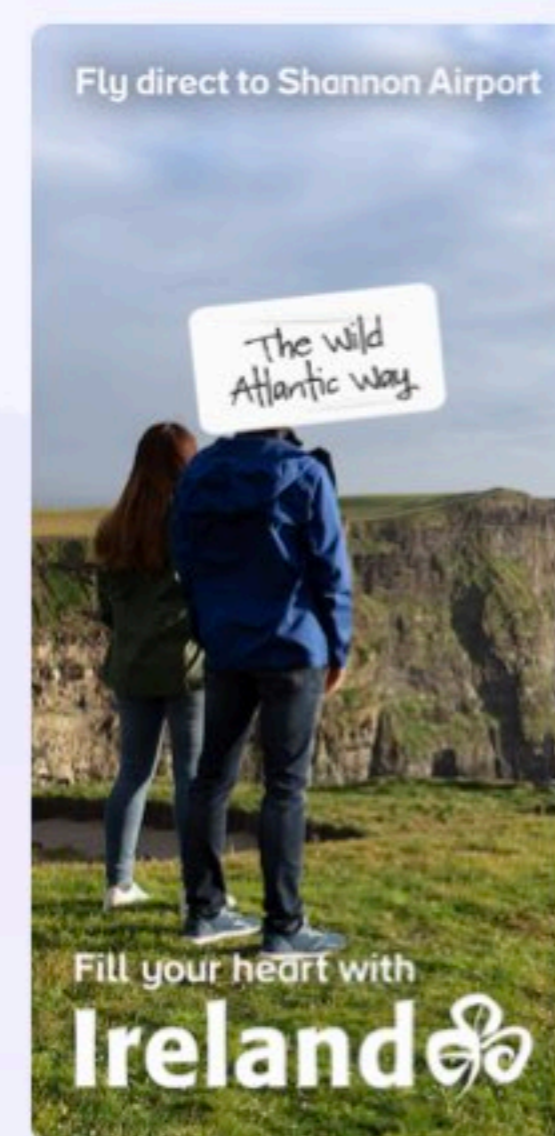
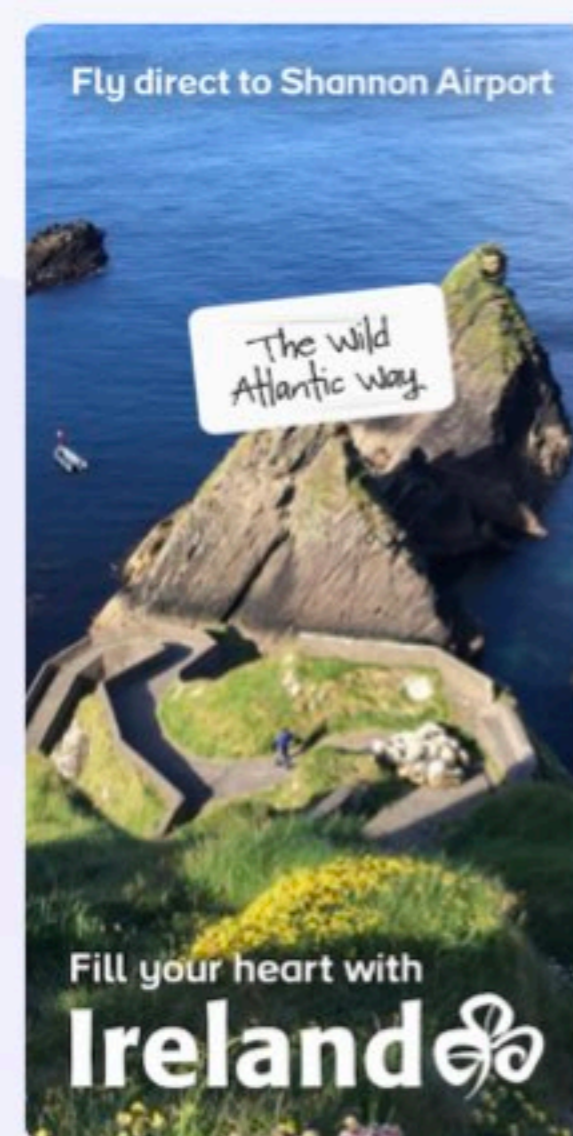


Siobhan McManamy

Director of Markets

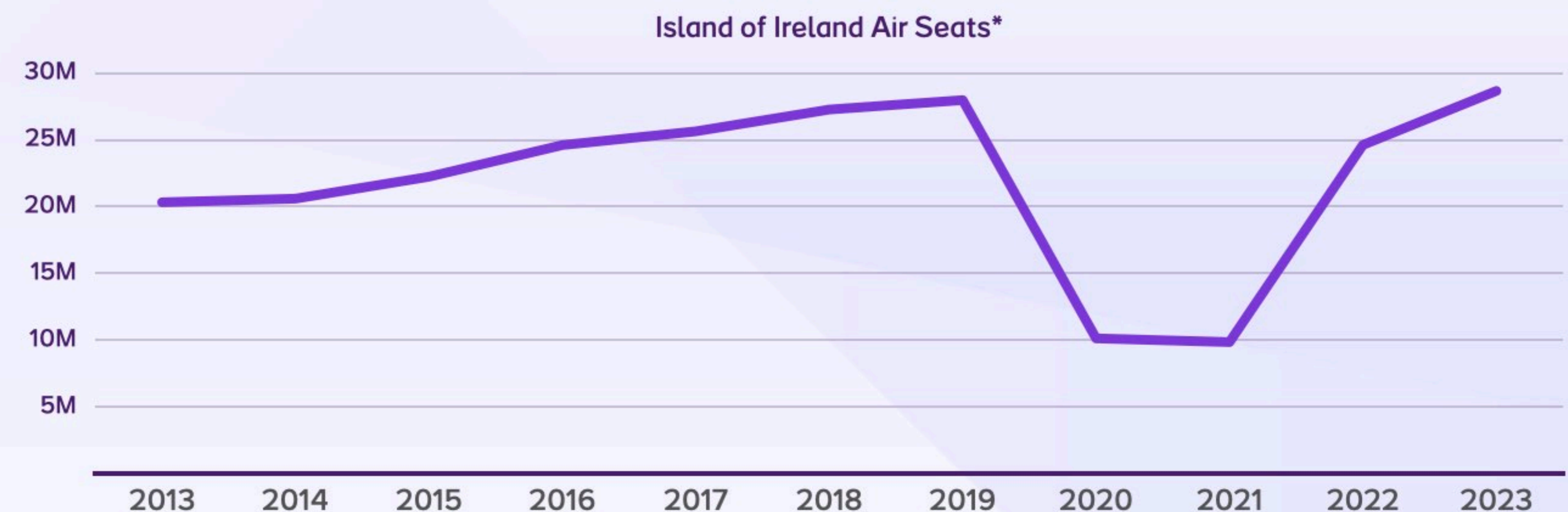


Strengthening partnerships



Access

Air and sea access sets the stage



* Direct one-way seats available to the island of Ireland

Source: OAG



Putting Irish tourism businesses on global stage

25,000 Meetings





Growing Business Events

6,000

**Business Events
Meetings**



Golf and Activities



INDUSTRY

750
industry
partners
in 2024

#LoveIreland

SAVOUR
THE BEST OF
THE ATLANTIC





**What
fills my
heart?**

Ireland 



How you can work with us

Share your offers

Share your stories and content

Join us at overseas platforms

TourismIreland.com/opportunities



Paul Kelly

Chief Executive, Fáilte Ireland



Enhancing the visitor experience



Mount Congreve House and Gardens, Co Waterford



National Surf Centre, Strandhill, Co Sligo



Enhancing the visitor experience

Queen Maeve Square, Co Sligo



Record Tower, Dublin Castle



Carrowmore Visitor Centre, Co Sligo



Dún Aonghasa Visitor Centre, Inis Mór





Enhancing the visitor experience

48

Public Realm projects
complete in 2023 / 2024

120

new saleable experiences
developed in 2023 / 2024



Working with Tourism Ireland

Meitheal, Killarney – April 2024

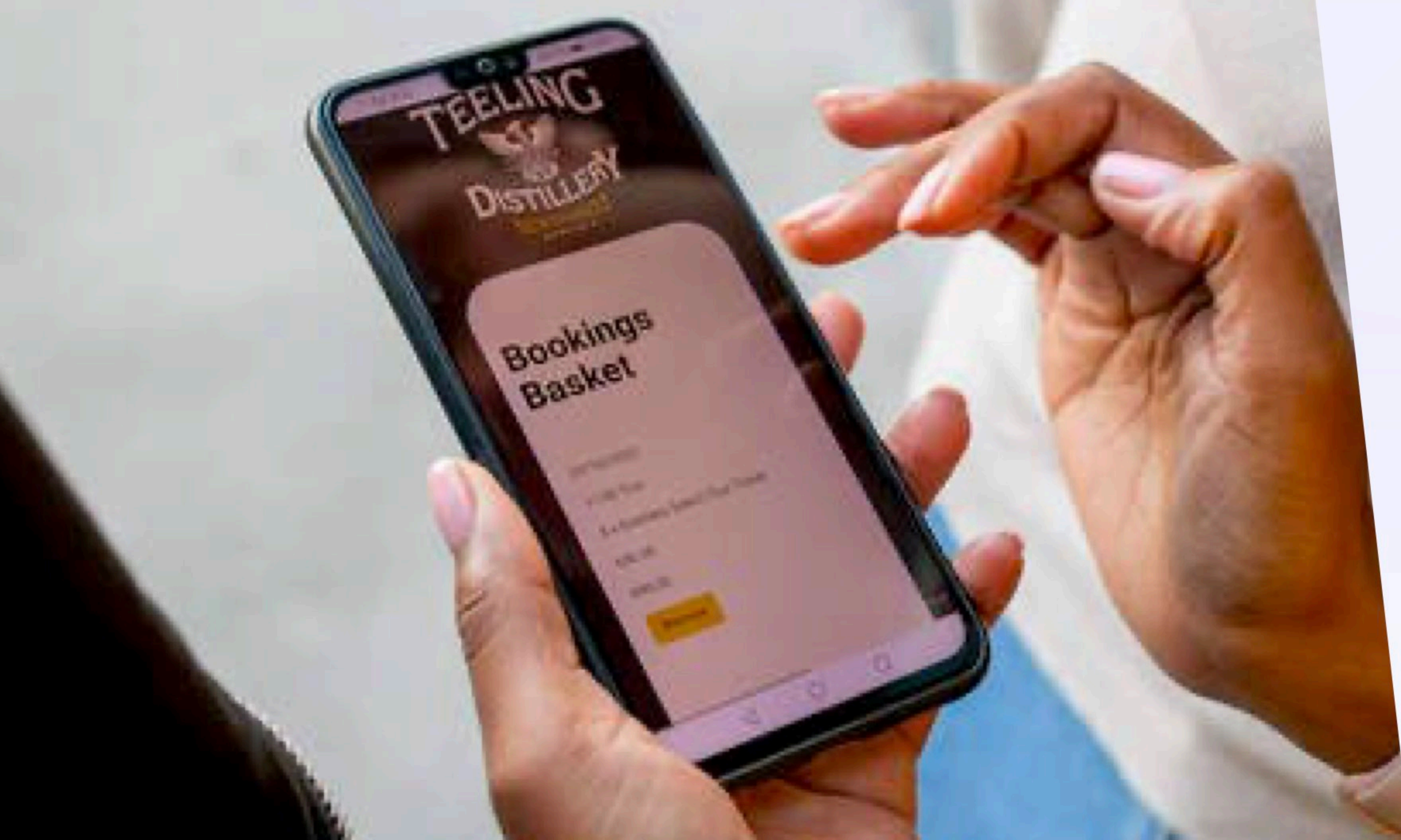


New Business Events strategy



Host 750+ international media





Industry development

Sustainability

Digitisation

Staffing and Skills



Summary

**Increase value
of overseas
tourism to the
island of
Ireland**



**Supporting
economies and
communities**



**Sustaining
environment**



**Inspiring
visitors**



**Strengthening
partnerships**



**World-class
team and
culture**






Looking to 2024 ...



What
fills my
heart?

Ireland 



Tourism Ireland

MARKETING PLANS 2024

Thank You



Tourism Ireland

MARKETING PLANS

2024



Catherine Martin TD

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



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