



**Tourism Ireland**  
**MARKETING PLANS 2024**

# United States

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and**

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**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



Travel to the regions



# 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**

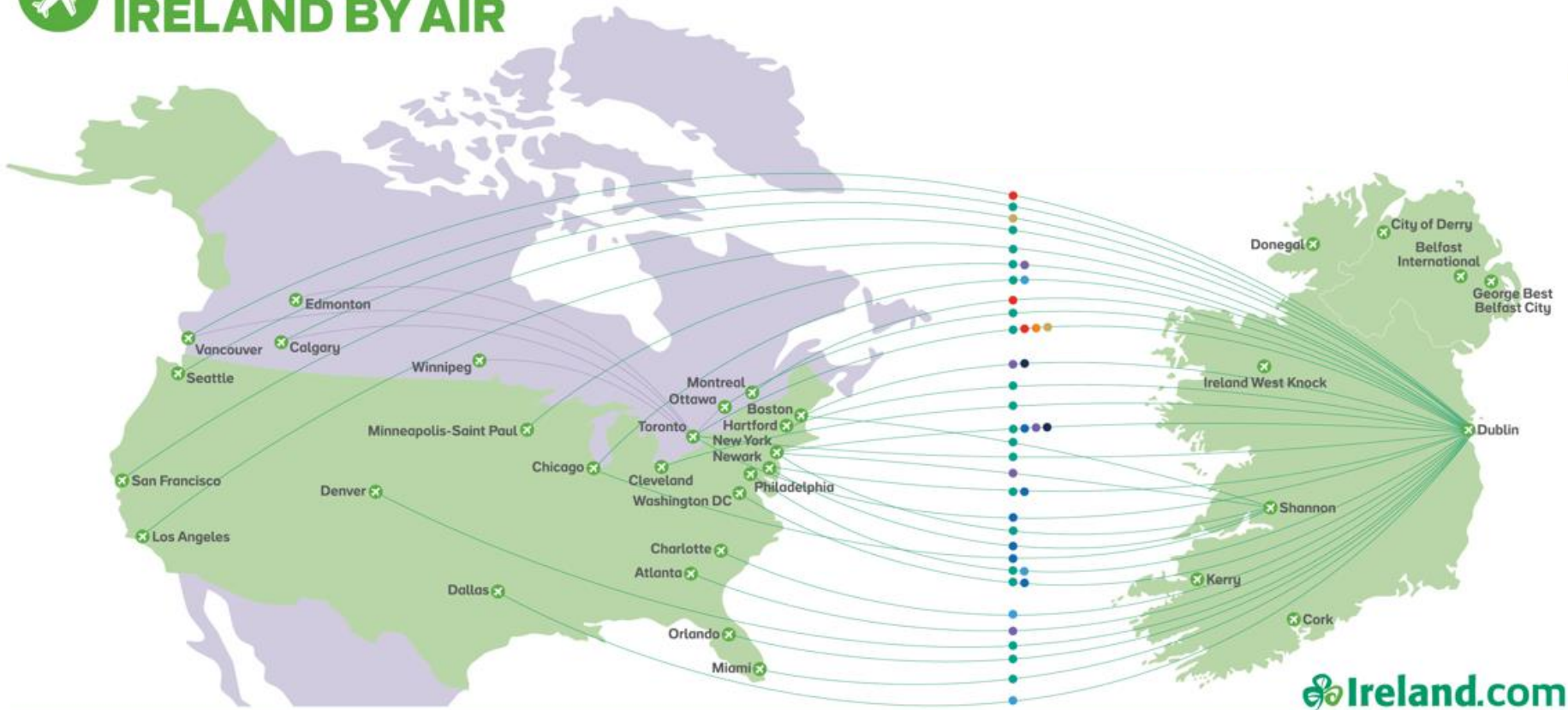


**Booking windows returned to pre-Covid levels**



**Competitiveness and inflation – impacting mid-market and group travel segments**

# TRAVELING TO IRELAND BY AIR



18 US Gateways

+108%

- 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**
  - united.com
  - 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<sup>th</sup> '24)
  - New York (JFK) > Dublin (starting March 13<sup>th</sup> '24)

- AIR CANADA**
  - aircanada.com
  - Toronto (YYZ) > Dublin
  - Vancouver (YVR) > Dublin (Seasonal)
  - Montreal (YUL) > Dublin (Seasonal)
- Air transat**
  - airtransat.ca
  - Toronto (YYZ) > Dublin (Seasonal)
- WESTJET**
  - westjet.com
  - Toronto (YYZ) > Dublin (Seasonal)
  - Calgary (YYC) > Dublin (Seasonal)

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



**UNITED STATES**

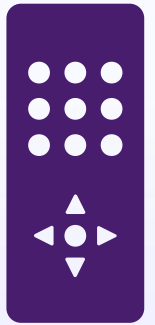
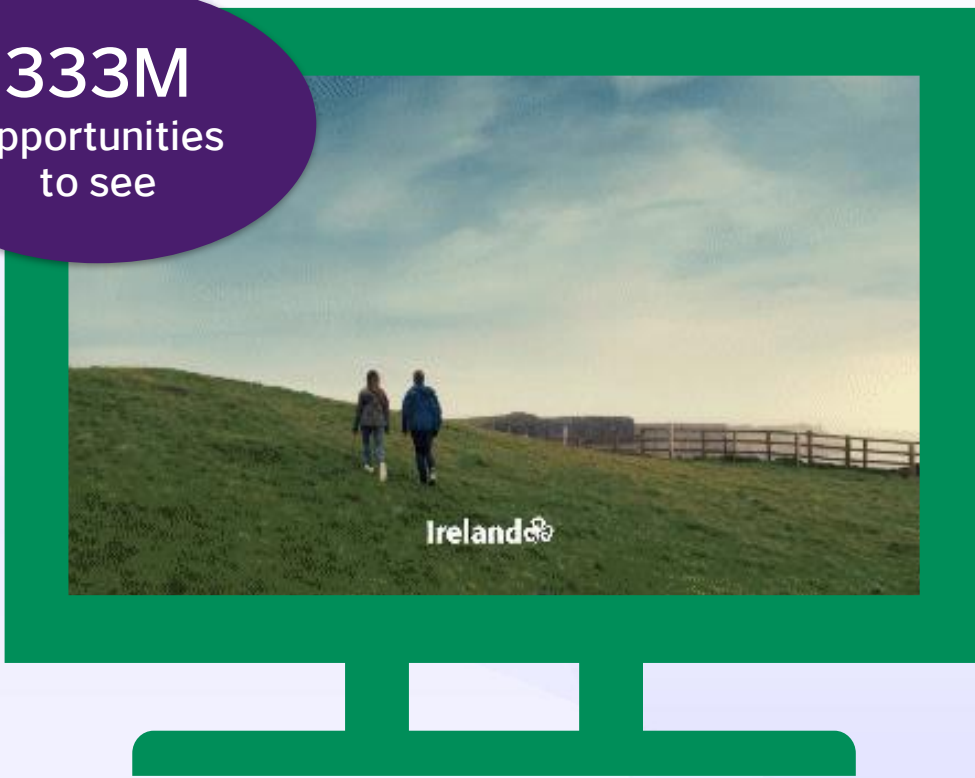
# Inspiring Visitors



# 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

333M opportunities to see



FYHWI TV and CTV

**FOOD & WINE** 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



Irish Arts Center Partnership



ESPN GameDay live from Dublin



Reaching CC+ audience in new ways



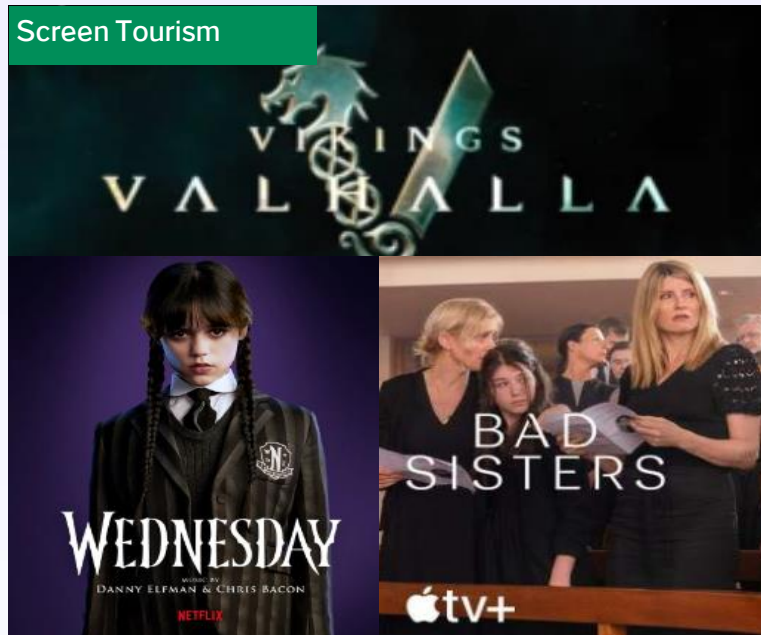
# Inspiring Visitors – Publicity

- Top tier broadcasts: PBS, NBC, ABC, CBS
- Satellite media tours – SPD and Halloween
- Year-long programme of media/influencer trips: sustainability, off-season, 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



Screen Tourism



Media and influencer trips



SPONSORED BY

Fill your heart with  
**Ireland**

## Unique & Iconic Places To Visit In Ireland

[CATIEKEOGH.COM](http://CATIEKEOGH.COM)



**DAYTIME  
CHICAGO**

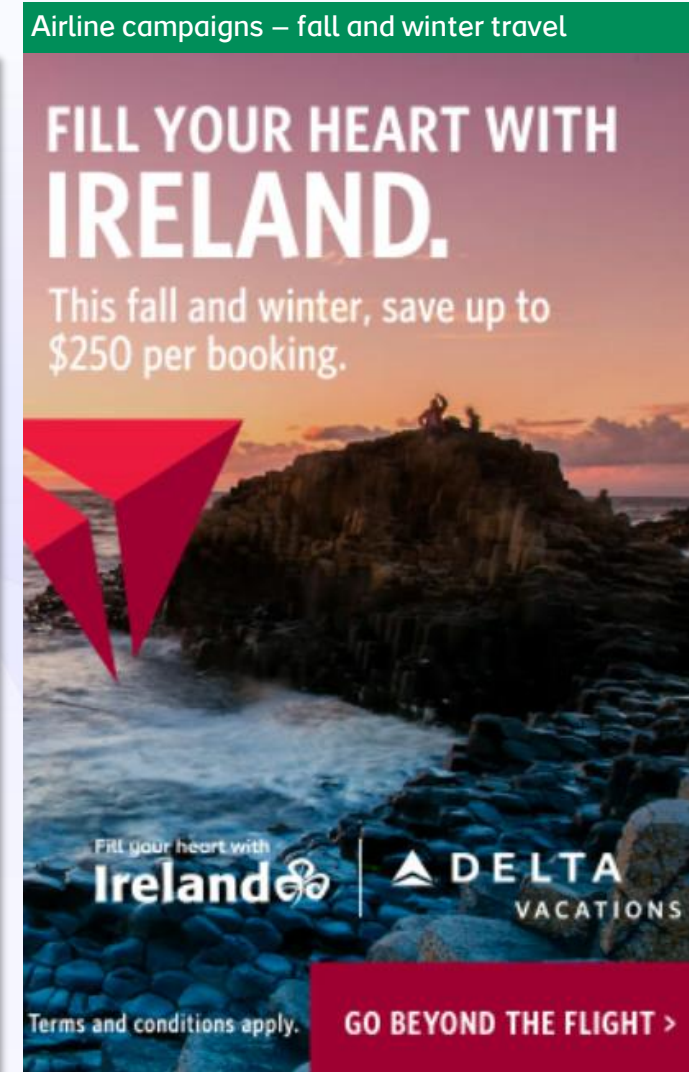
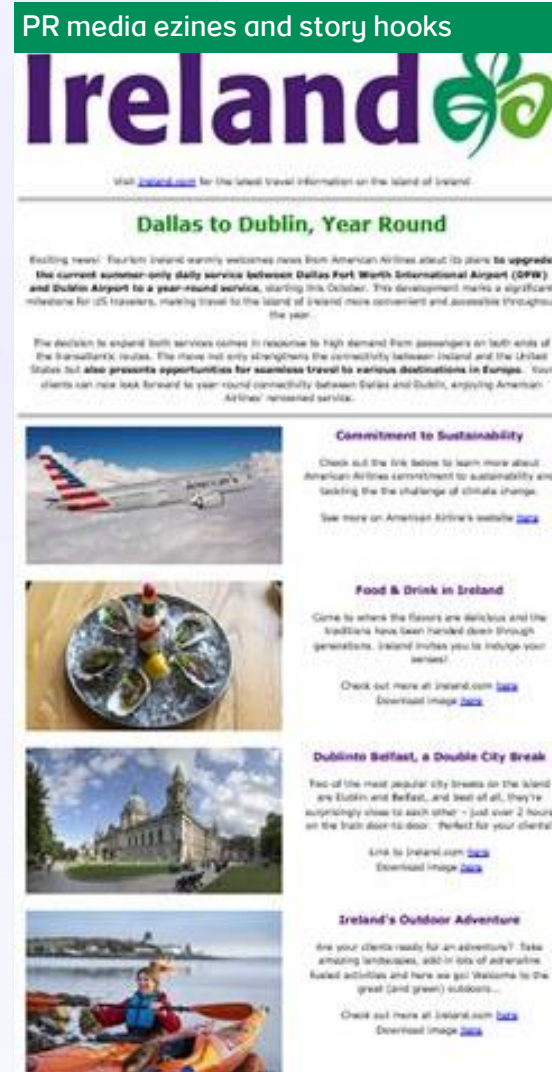
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# Supporting Economies and Communities



# 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!



# 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



TV and Digital Campaign



PGA Show

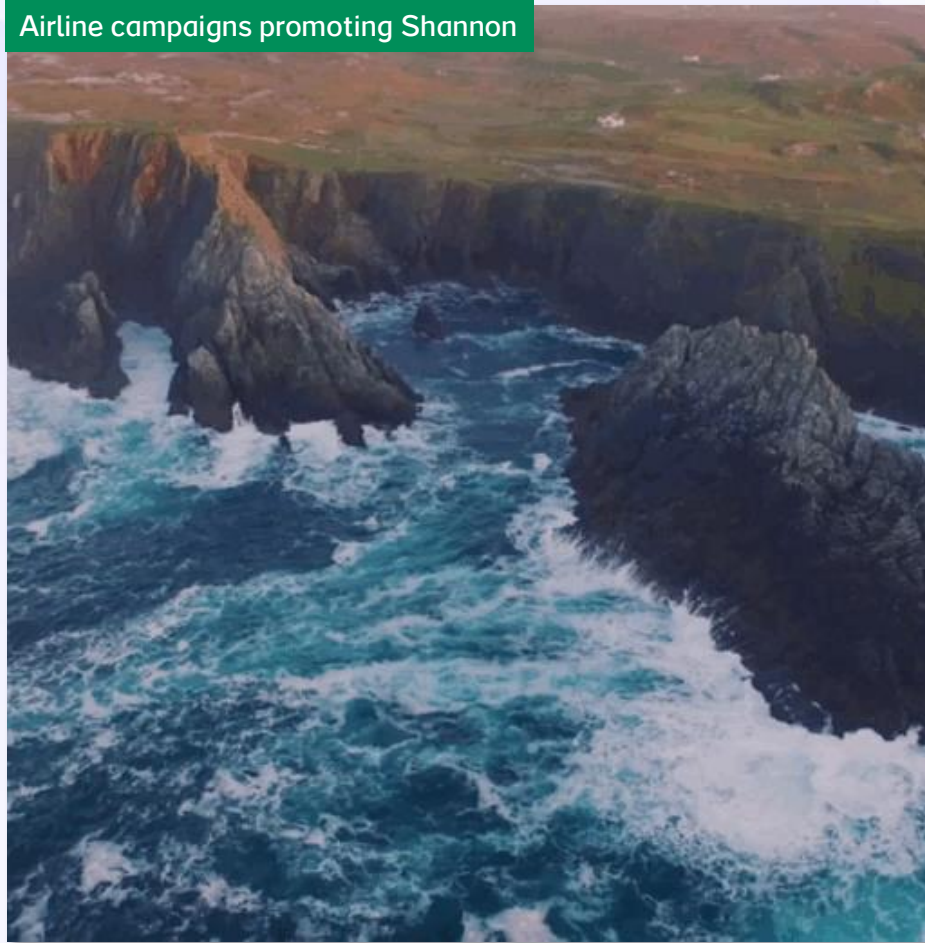


Golf Media Personalities

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

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

Airline campaigns promoting Shannon



WILD ATLANTIC WAY | SOUTHWEST | WEST | NORTHWEST

Fill your heart with **Ireland**

**Wild Atlantic Way & Outdoor Adventure**  
June 15th 2023

Cliffs of Moher, Co. Clare

**Today's Presenters**

- Anna Cahill
- Shane Young
- Irene Hamilton
- Eimear Ni Mhathúna
- Clodagh O Bric

Views over Baltimore, West Cork, Co. Cork

Travel trade education

## One Epic Road Trip

The **Wild Atlantic Way** hugs the western coastline of Ireland from Inishowen in County Donegal to Kinsale in County Cork. These 1,500 memorable miles of soaring sea cliffs, hidden 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 cuisine, 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 course, leave plenty 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 Airport** in the west. Closer than Dublin, Shannon is less than 6 hours away from Boston, 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**.





# Strengthening Partnerships

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- 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



### Today's Presenters

- Anna Cahill
- Micheál Stapleton
- Cheryl Cleworth
- Elizabeth Fox
- Ciara McCaughey



Luxury programme



### Tourism Ireland Luxury Summit



Third-party digital opportunities

Publicity





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# United States

Q&A

