



Tourism Ireland  
**MARKETING PLANS**

**2024**





**Karen Patterson**





**#T12024**





# Ian Snowden

Department for the Economy



A wide-angle photograph of a coastal landscape. In the foreground, a modern, light-colored metal walkway with a railing featuring diagonal cross-bracing extends from the right side towards the center. The walkway is built on a dark, jagged rock formation. To the left, the ocean is a vibrant blue, with white foam from waves crashing against the rocks. In the background, a steep, rocky cliffside rises, covered in patches of green grass and shrubs. The sky is a clear, pale blue. The overall scene is bright and sunny.

# Alice Mansergh

Chief Executive Designate



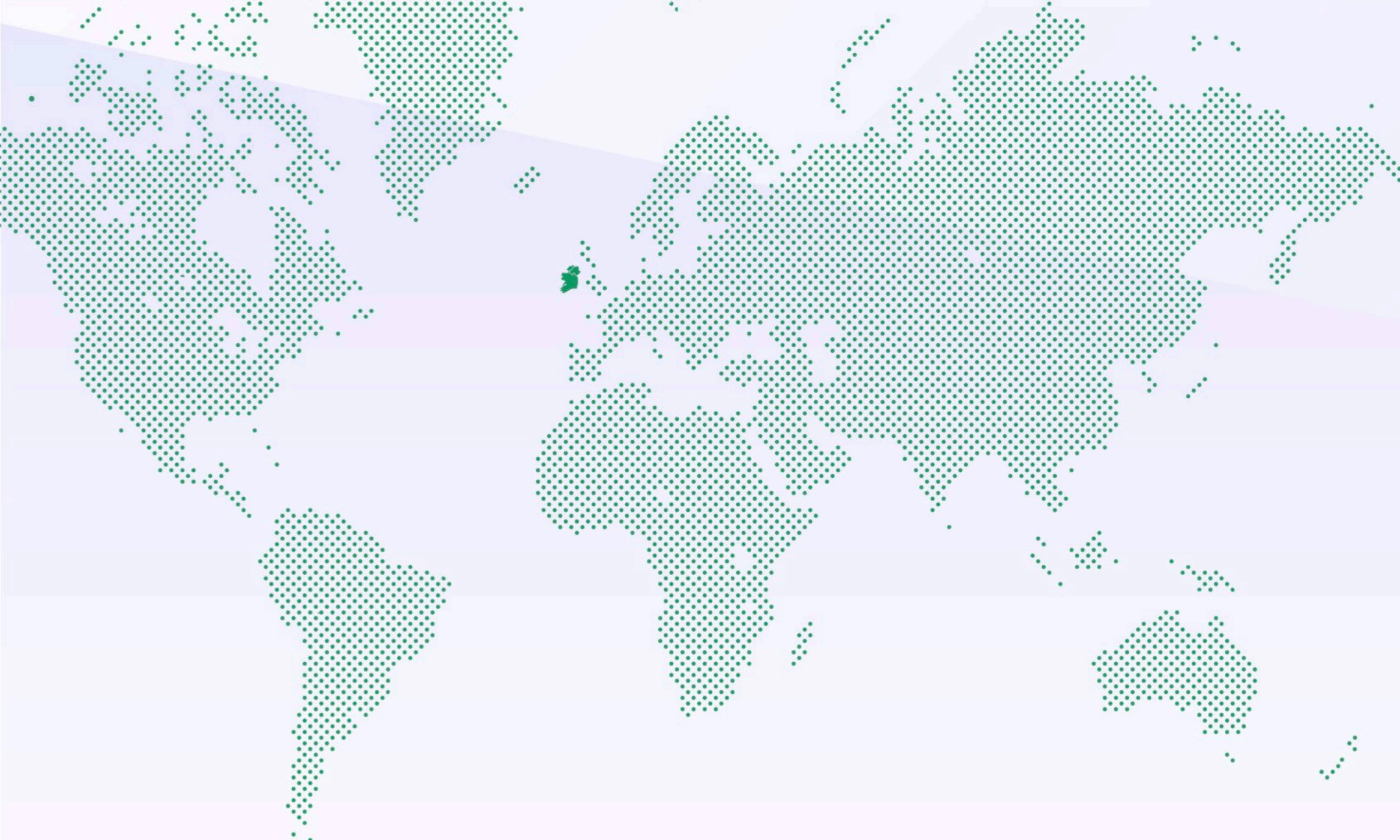






THANK YOU





## 2023 Highlights

**Awareness**

**Year-on-year recovery**

**Hotel occupancy**

**Air access**

**Award-winning destination**

lonely  planet

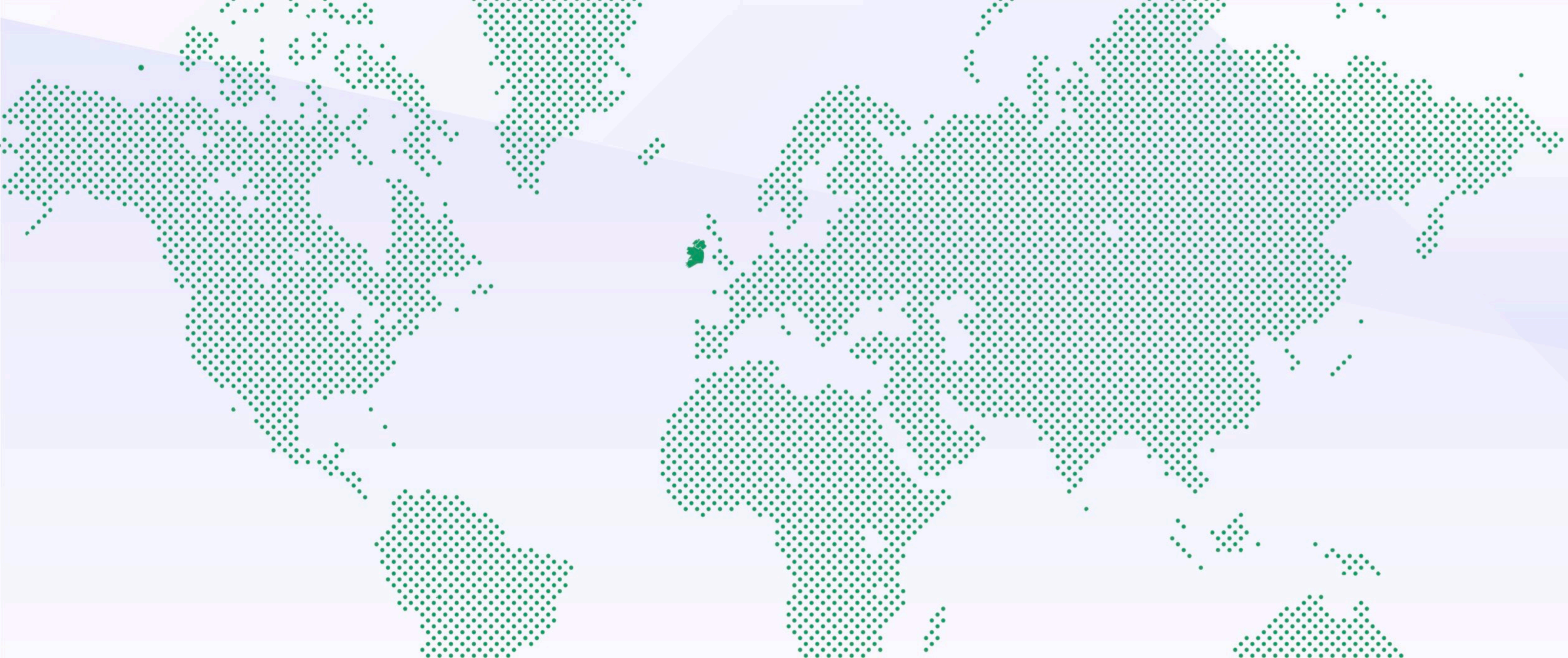
NATIONAL  
GEOGRAPHIC  
**TRAVELLER**

*Wanderlust*

**Group**  
Leisure & Travel  
AWARDS

 **Global Traveler**





## **2023 Challenges**

**Cost of living**

**Competitiveness**

**Global uncertainties**

**Capacity**

**Ease of travel**





## **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

Northern Ireland revenue growth

**+6.5%**

average  
year on year  
to 2030

Island of Ireland revenue growth  
+5.6% average year on year to 2030





# Supporting economies and communities

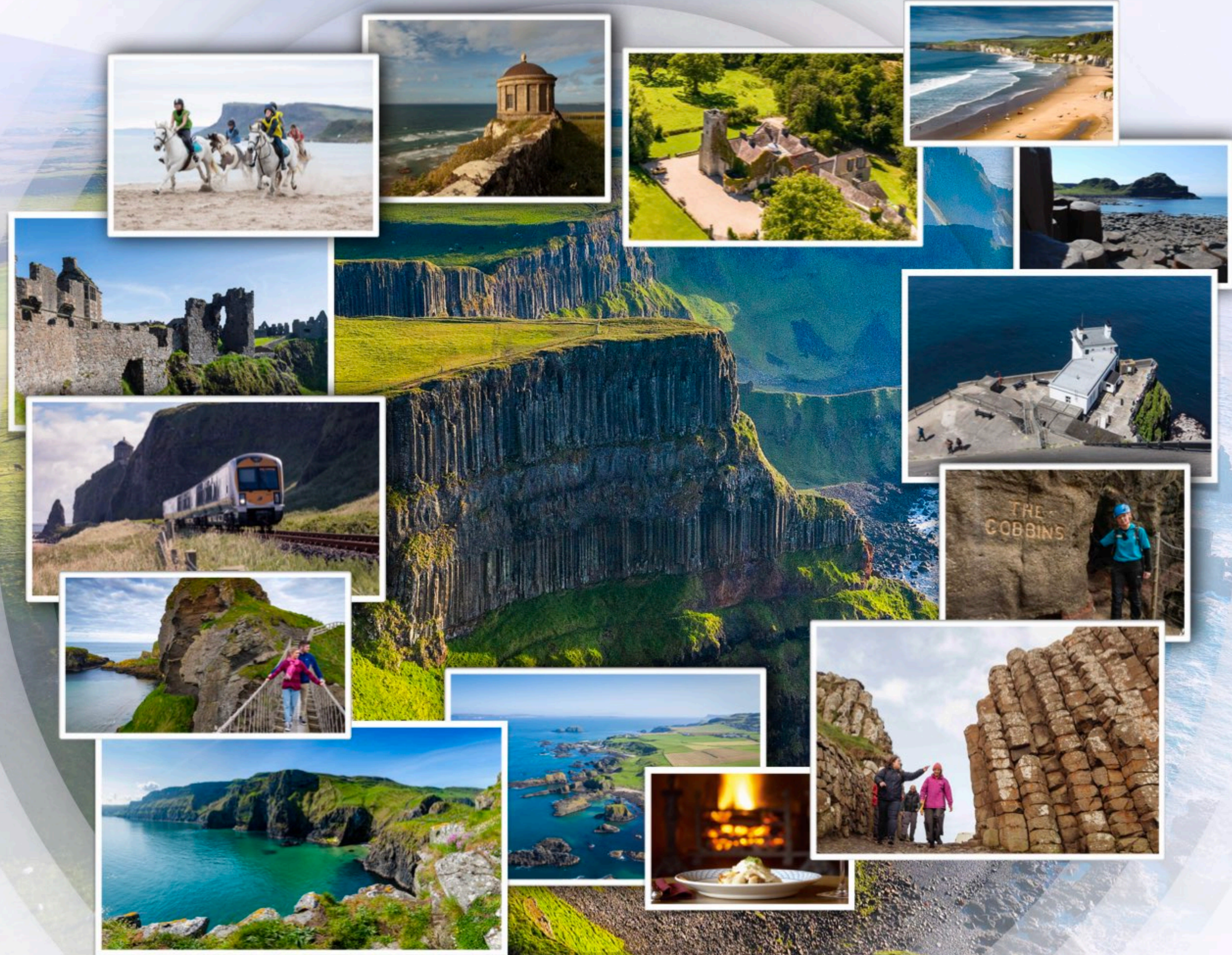




**Seasonality: landmark moments**

**Grow non-peak  
seasonal spend**





## Northern Ireland

# Spread the benefit of overseas tourism across Northern Ireland



Expand bucket lists



Cross-sell nearby hidden gems



Northern Ireland access



Festivals







# Shane Clarke

Director of Corporate Services,  
Policy & Northern Ireland





# **Sustaining environment**





## All-island Sustainable Tourism Assurance Scheme



TOURISM  
NORTHERN  
IRELAND



Fáilte  
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





# Elmagh Killeen

Head of Brand & Marketing Communications





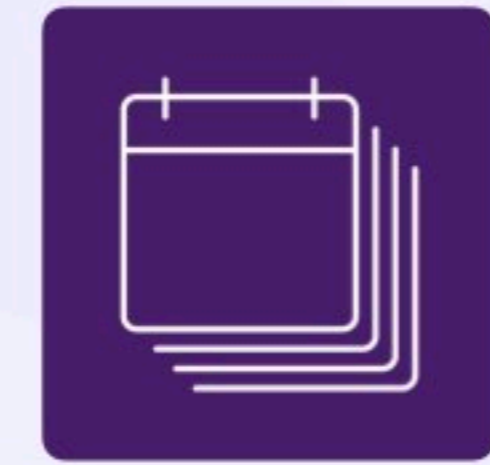
# Inspiring visitors





## 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









## Inspiring visitors

Awareness: Advertising



**1bn**  
opportunities  
to see









## Inspiring visitors

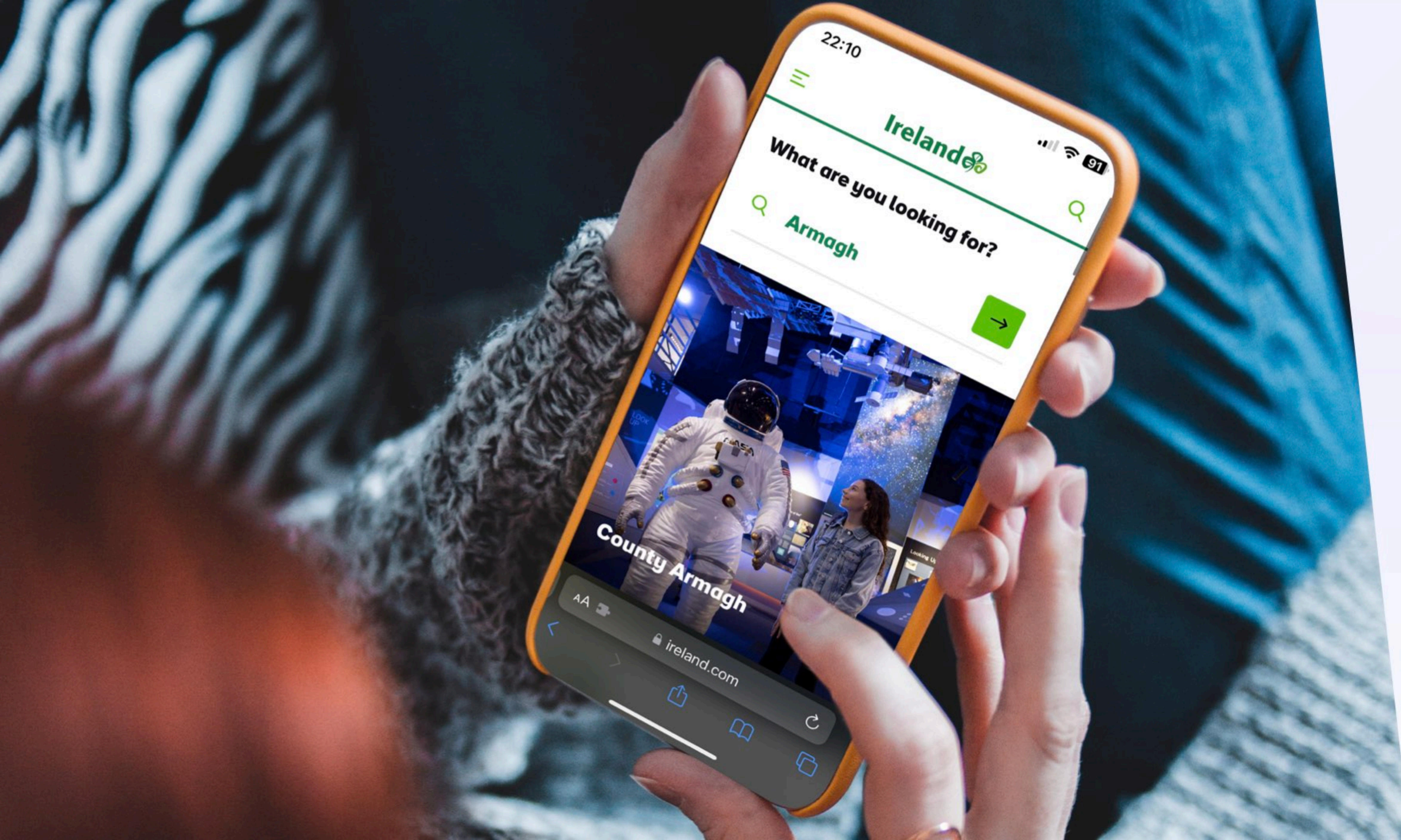
Awareness

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

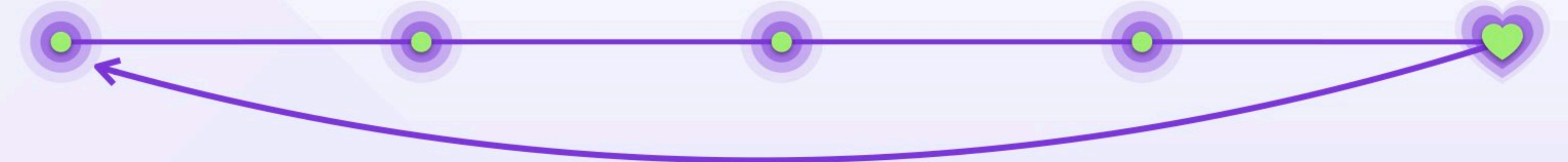
Awareness

Consideration

Research

Purchase

Advocacy



**+7%** followers  
year on year

**2+bn** connections





# Siobhan McManamy

Director of Markets





# Strengthening partnerships



Northern Ireland Embrace a Giant Spirit

**easyJet**

Belfast from **£24.99**

**SEE THE GIANT'S CAUSEWAY YOUR WAY.**

Go to Northern Ireland a visitor, come back a local.

The Giant's Causeway, County Antrim

**RYANAIR**  
Low fares, great care

**REVEL IN NORTHERN IRELAND'S GIANT SPIRIT FLY TO BELFAST FROM £19.99**

Northern Ireland Embrace a Giant Spirit

Northern Ireland Embrace a Giant Spirit

Fly Glasgow ⇌ City of Derry Airport

For scenic routes time, breathtaking views time or, off the beaten track time.

For all the times...  
**Loganair**  
Scotland's Airline

**BOOK NOW**

Northern Ireland Embrace a Giant Spirit

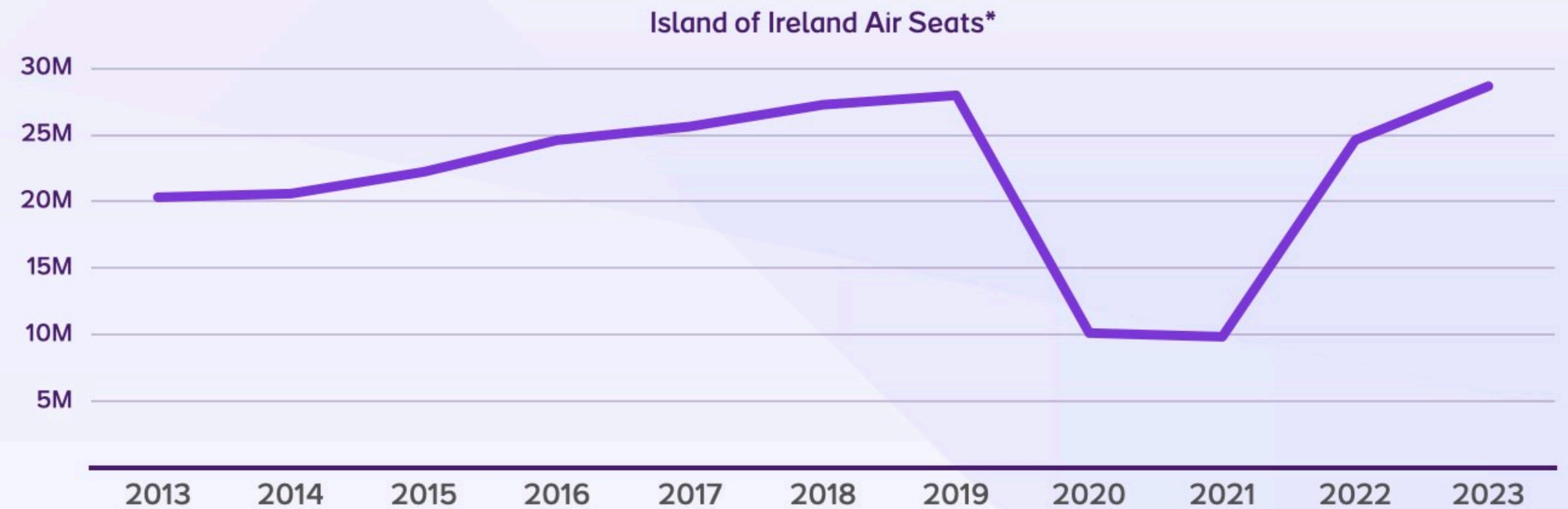
**NORTHERN IRELAND FROM £129 SINGLE CAR & DRIVER**

**Stena Line**

Northern Ireland Embrace a Giant Spirit Stena Line

## Access

# Air and sea access sets the stage



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

Source: OAG





Putting Northern Ireland tourism businesses on global stage

**25,000** Meetings







**Growing Business Events**

**6,000**

**Business Events  
Meetings**





# Golf and Activities



Golf, food and the great outdoors:

# Rory Best's





# INDUSTRY

**250**  
NI industry  
partners







**How you can work with us**

**Share your offers**

**Share your stories and content**

**Join us at overseas platforms**

[TourismIreland.com/opportunities](https://TourismIreland.com/opportunities)





# John McGrillen

Chief Executive, Tourism Northern Ireland





## Collaborative activity

B2B promotional platforms  
– Meet The Buyer 2024

Wild Atlantic Way-  
Causeway Coastal Route  
connections

City and Growth Deals





## New programmes

MyTourismNI

Make it Here in Tourism  
and Hospitality

Innovate tourism

Tourism data hub

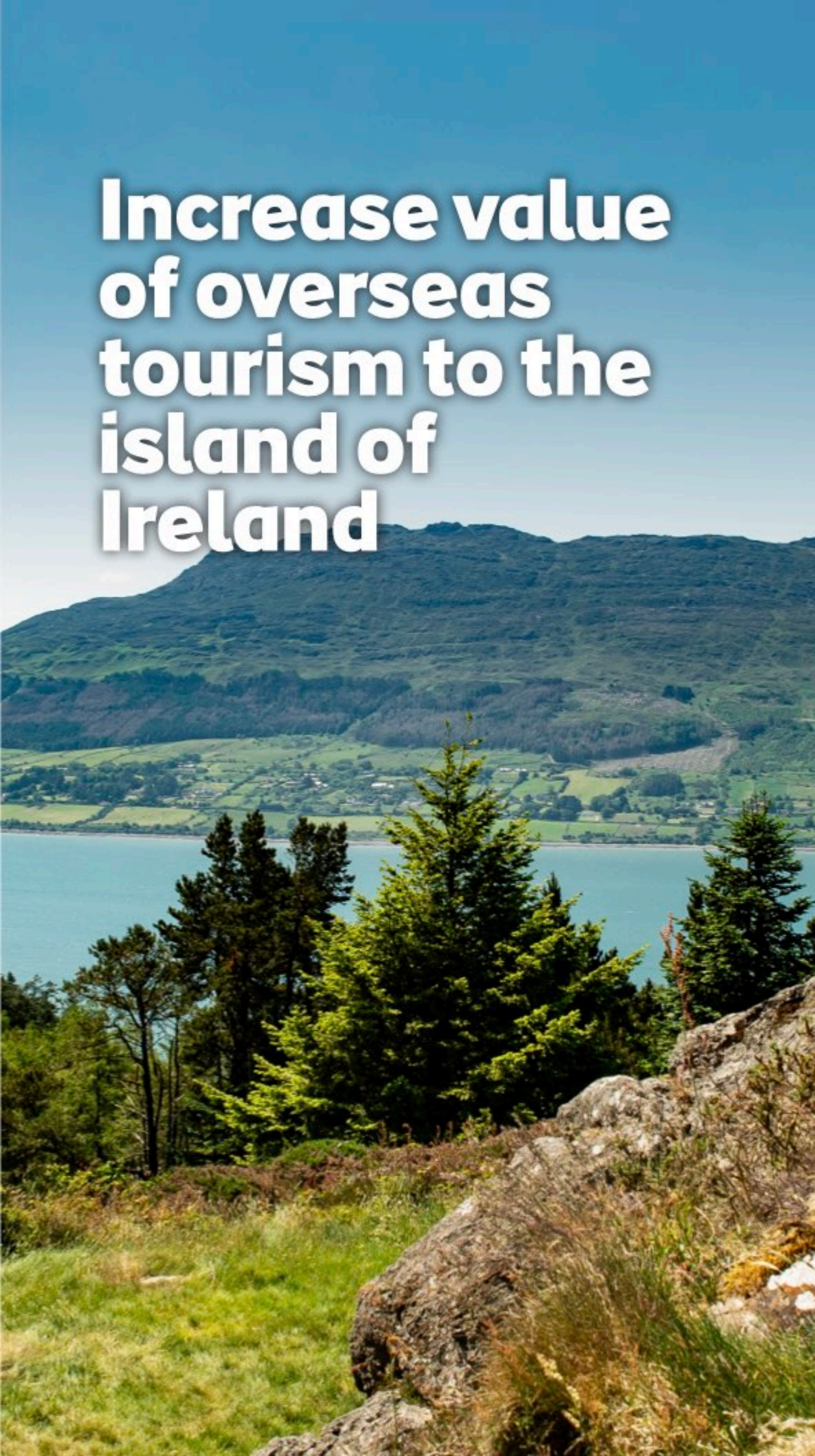




# Summary



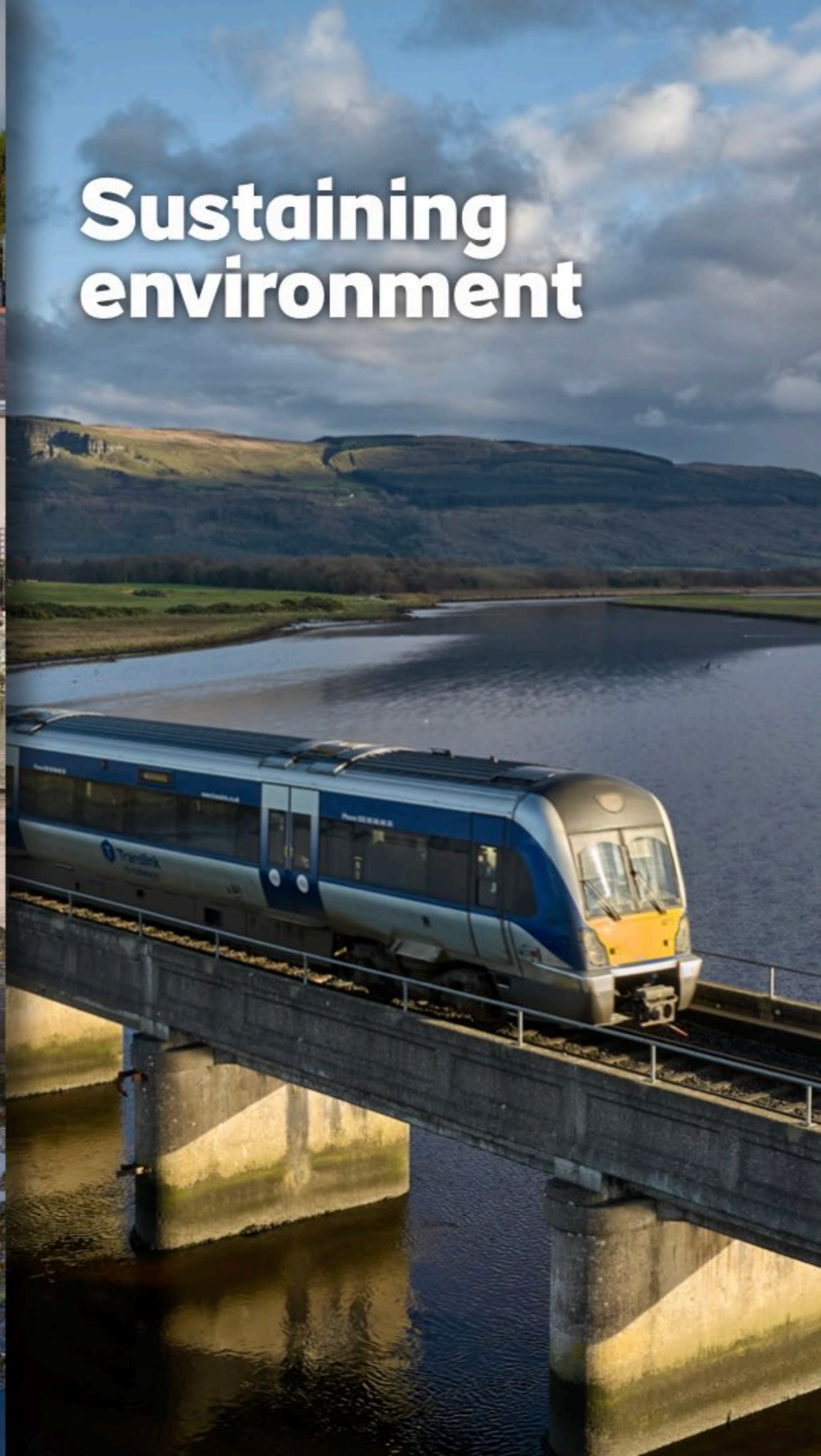
**Increase value  
of overseas  
tourism to the  
island of  
Ireland**



**Supporting  
economies and  
communities**



**Sustaining  
environment**



**Inspiring  
visitors**



**Strengthening  
partnerships**



**World-class  
team and  
culture**







Tourism Ireland

**MARKETING PLANS 2024**

**Thank You**





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