

Julie Wakley, Head of Great Britain
9th January 2024



Tourism Ireland

MARKETING PLANS 2024

Great Britain

Value of Overseas Tourism: Great Britain

GB visitors to the island of Ireland:

- Align well with Valued Adding Tourism Traits
- Visit all year round
- Visit our regions
- Lifetime value of the 'repeat visitor'
- Sustainable travel



Opportunities

- Desire to travel is strong
- Good air and sea access
- Common Travel Area
- VFR and repeat visitors

Challenges

- Competitive market
- Cost of living
- Booking windows are short
- Hotel rates and availability



Key Moments 2024

January – March



Kickstart and Fill your heart with Ireland campaign – burst 1

- TradFest
- St Brigid's Day
- Valentine's Day
- St Patrick's Week
- Celtic Connections

April – May



Fill your heart with Ireland campaign

- Season of Green
- Wild Atlantic Way
- BTTS

June – August



Fill your heart with Ireland: Always on – digital and social

September – December



Fill your heart with Ireland – burst 2

- Home of Halloween
- BMW PGA
- World Travel Market
- Ireland Meets the West End

Inspiring Visitors



Inspiring Visitors: Fill your heart with Ireland campaign

Kickstart: TV, broadcast video on demand, cinema, digital, social

Feb and Mar: TV, broadcast video on demand, digital, social

Sep and Oct: Driving season extension



Inspiring Visitors: Organic Social Channels

Discover Ireland @GoToIreland

🍀 HAPPY ST.PATRICKS DAY! 🍀

We hope everyone is having just a stunning day, whether you are out celebrating or taking it easy at home! Its a day for everyone 🍀

📍 Croagh Patrick, County Mayo -
📷 @croagh_patrick_ireland



9:01 AM · Mar 17, 2023 · 43.5K Views

👁️ View post engagements

🗨️ 7 🔄 214 ❤️ 1.2K 📌 9 📤

Discover Ireland 28 Jul · 🌐

The buzz of the streets of Dublin is like nothing else! 🍀

Dont you agree!

Check out other amazing locations in Dublin 📍 <http://ow.ly/bPsJ50K3JyE>

📍 Temple Bar, Co. Dublin
📷 [instagram.com/benoitbouchez/](https://www.instagram.com/benoitbouchez/)



👍❤️ 10.5k 668 comments 486 shares

👍 Like 🗨️ Comment 📧 Send 📤 Share

Discover Ireland 1 Aug · 🌐

Sure that's one way to get to the office 🍀❤️

📍 Gap of Dunloe in County Kerry 🐎😂
📷 [instagram.com/toms_tours/](https://www.instagram.com/toms_tours/)



👍❤️ 19.8k 1.1k comments 1.9k shares

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Inspiring Visitors: Regional Air Access Partnerships



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TO THE WILD ATLANTIC WAY

Fly to Cork, Shannon & Ireland West Airport Knock

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A photograph of a person in a red kayak on a body of water, splashing water. The background shows a coastline under a cloudy sky.



Fly to Cork, Shannon or Knock on the Wild Atlantic Way.

Fill your heart with **Ireland**

from **£59.99**
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A photograph of a person standing on a rocky cliff overlooking a blue sea and a bay. The sky is blue with some clouds.



Inspiring Visitors: TikTok Partnership Promoting Regional Access



Inspiring Visitors: Online Travel Agents and Metasearch Partnerships



 Expedia

AG

Discover Dublin this winter

From delicious food and drink to exciting live events, Dublin truly comes alive in winter.



Sightseeing



Food and drink



Culture



Natalie & Karen
Bean and Goose Chocolate
Wexford, Ireland



Dublin: a delightful winter city break

By Krystina Rees | Source: Travelzoo



Dublin is a great choice for a cosy winter escape. Traditional pubs teem with life as the sound of Irish music spills out into the cobbled streets, its intimate size means you're never far away from where you need to be next, and it's oyster and salmon season for some of the best seafood you'll find anywhere.

What's more, there are plenty of events—the huge New Year Festival has live music, lights shows, and family-friendly entertainment, while Tradfest in January sees historic landmarks host concerts ranging from folk to hip hop.

Click below to find out more and to explore our range of offers to get you there while saving up to 36%.

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Inspiring Visitors: Publicity

Boards, bikes and hikes: my family adventure in West Cork, Ireland



Surfers enjoy the waves at Garretstown, West Cork. Photograph: David Creedon



Harnessing the wild west

The rugged, picturesque Atlantic coast of Ireland has always opened an abundance of excellent produce and, as modern farmers, fishermen and artisans make full use of wild power and ancient foraging and distilling skills, today's kitchens are pushing the boat out more than ever.

WORDS BY ROSEMARY BARON. PHOTOGRAPHS BY GAV LATHAM



FOOD and TRAVEL MAGAZINE

With surfing, e-biking, kayaking, hiking and history, we join an all-action family break around County Cork's spectacular bays, headlands and beaches

At first, there is some fussing from my 10- and 12-year-old sons. "Will the water be too cold?", "I don't want to wear a wetsuit", "Are there even any decent waves?"... But once their young surf instructor, Josh Mahony, appears with two boards under his arms and the kind of shoulders that suggest he could paddle south to Spain and back in his lunch break, there is only silence as they follow him into the waves.



COAST DISCOVERY

HAVING A SWELL TIME...

VICTORIA SCARLETT heads for a newly-opened destination which is putting Ireland on the surfing map

A someone who grew up within striking distance of the surfing beaches of Cornwall and Devon, the south west of England always comes to hitting the waves. However, with apologies to my home turf, I may just have to content to being teased by another.

And that's because I am just back from a visit to the brand's new National Surf Centre at Strandhill, in Sligo, a wonderful spot which forms part of the Wild Atlantic Way coastline, well known for its rugged and unspoiled scenery, calling out to surfers worldwide to come and enjoy the levels of the sea and a coasted tree surf.

The newly opened centre firmly cements County Sligo's reputation as a world famous surfing hub on Ireland's west coast. Open to surfers of all levels, the beaches of Strandhill are beautiful and a range of waves gives the opportunity for everyone to visit and try out surfing throughout the year.

And having tried those epic 'granny' waves for myself I can vouch for the fact that the area of coastline is a fabulous experience for surfers, both in and out of the water.

My visit started with a tour of the new business courtesy of Mick Maloney, chairman of the National Surf Centre and, remarkable for a man who doesn't surf himself, a passionate advocate of the project. Mick, a pivotal figure in the local community, helped to manage the creation of this stunning mecca for all things surfing which offers a lot more besides time out in the waves.

The aim is to see Strandhill emerge as a world class surfing

coast

RING OF KERRY ROUTE HIGHLIGHTS

- 1. KILBARNY**
A lively town where tourism meets tradition on the doorstep of the National Park. Nearby must-sees include Ross Castle, MacDermot House, Ladies View and Tor Waterfall.
- 2. KENMARE**
A great alternative base, full of colourful streets brimming with traditional shops, pubs and places to eat. In fact, it's a foodies' favourite, but also attracts plenty of golfers, horse riders and kayakers.
- 3. VALENTIA ISLAND**
Connected to the mainland by both bridge and ferry (and once connected to Newfoundland by the first transatlantic cables). The cafes at Fingertown Coffee House are unmissable.
- 4. DERRYVANE**
Home to a Caribbean style beach, and Derrynane House

Opposite Jerry Moriarty serves the finest Irish coffee from the world's 15th-century Ross Castle on the shores of Lough Leane - best seen from the water on a late evening or from a boat morning boat.

plays in the background. "Mary's called in. A cow's been hit by a car in Killarney. It's covering medical attention by the roadside, so that's grand." Maybe they mean a cow's head in a bowl - the local secret is a lovely fish as they come. Either way, we fire up the X-Trail and hit the road, sooner or on the nearby Gap of Dunloe.

MIND THE GAP
Pan Ken Kearney's Cottage (an old inn where landlady served fish, whiskey and goats' milk, as a lover), the road threads up a glacier-carved valley with terraced hills separating the Purple Mountains on one side and the impressively named MacCarthy's Rocks (Ireland's highest peaks) on the other. If you want to drive it, arrive early, as it quickly fills with walkers, cyclists and those horse-drawn cartwheels mounted earlier - they call them janting cars - carrying sightseers the old-fashioned way. Jerry Moriarty and his family have farmed this land since 1877 - they run the carriage rides, and now a coffee shop, too, beside the more archaic Whiting Bridge about halfway up the pass (see photos on page 48-49). "Mind your car," he says cheerfully. "It might up the gap."

Driving uphill, the X-Trail's 1.5 litre petrol engine seems to be to boost the battery - you only really have to show your foot down once or when the road gets steep. It's a slightly odd sensation as the engine revs don't always correspond to your speed, but overall the power sharing agreement between petrol and electric is smooth. Mindy finds the road gliding along in an EV, and it's an accomplished cruiser - quiet, comfy, refined. It comes sweetly enough, though we can't EV (D) (charge) or (E) (EV), which adds an additional 100 miles to the rear axle, and even goes into the back of the range at 130% and you feel it in the back.

Reaching the main Ring, we head south through Moll's Gap. Another blockbuster pass, it's named after Moll Kinnear, who - from her small, unadorned pub in the 1820s - supplied the muleworkers with jars of plain (unsweetened) buttermilk, a sort of local mozzarella. This could explain the quiet, unassuming path of the road as it flows down towards Kenmare - a truly little town packed with highly painted buildings and bars at the head of the bay. This is where the Ring comes following the coast.

BOUNDLESS.CO.UK

"THE ROAD THREADS UP A GLACIER-CARVED VALLEY WITH THE PURPLE MOUNTAIN ON ONE SIDE, MACGILLYCUDDY'S REEKS ON THE OTHER"

boundless

Half of heaven

THE SOUL OF IRELAND. BELIEVES STANLEY STEWART. RESIDES IN THE DARK LOUGHS, GRAND, UNRENOVATED HOUSES, MOUNTAINS AND WILD ATLANTIC WATERS OF CONNEMARA

PHOTOGRAPHS BY TORY MITCHELL

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(TEASER TRAILER)**

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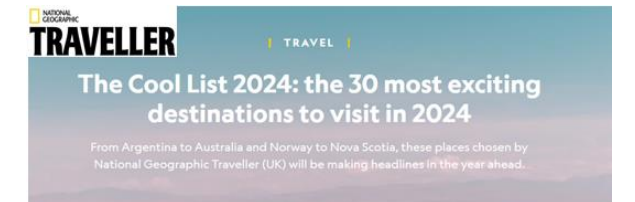
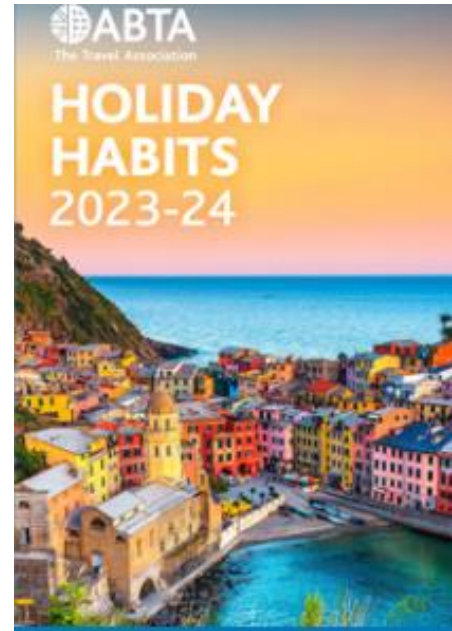
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Inspiring Visitors: ★ Awards ★



Supporting Economies and Communities



Supporting Economies and Communities: Shameless Plugs

We teamed up with six local business owners who describe what fills their heart while shamelessly plugging their own business ...



Suzanna, Kinsale

Ireland.com/ShamelessPlugs 



Nevin, Kilkenny

Ireland.com/ShamelessPlugs 



Roger, Kilkenny

Ireland.com/ShamelessPlugs 

Supporting Economies and Communities: Channel 4 Regional Partnership

Digital-first mini-series starring comedians Seán Burke and Suzi Ruffell



Supporting Economies and Communities: Ferry Partnerships



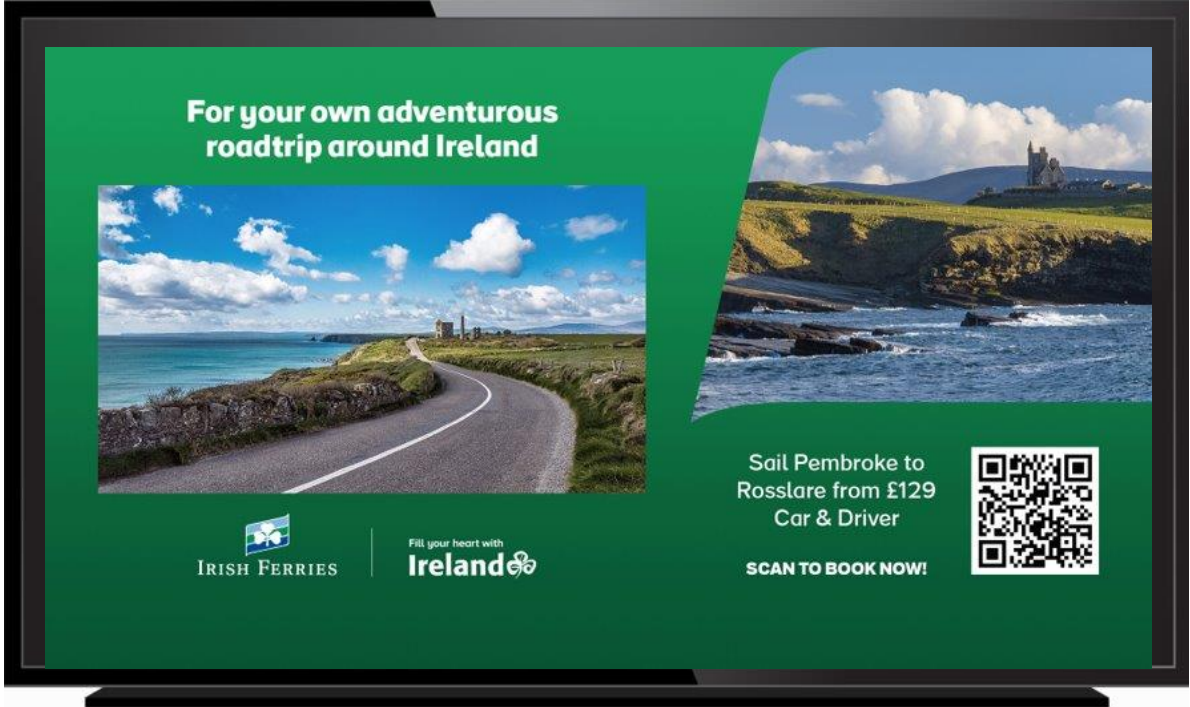
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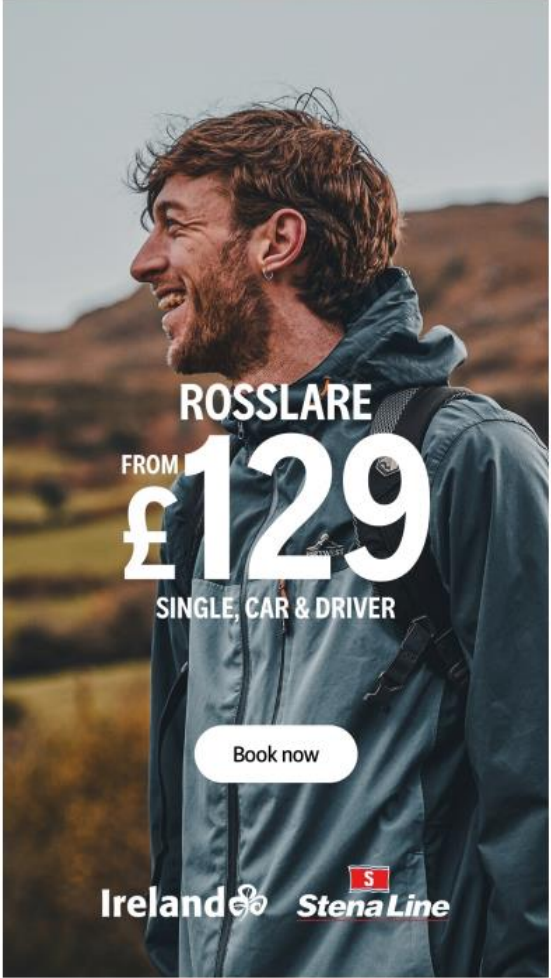
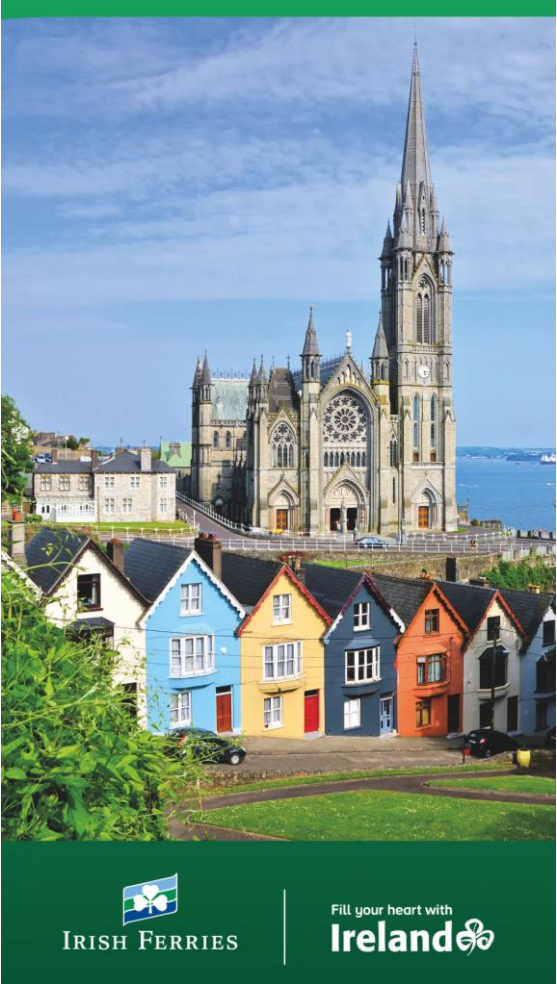
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Supporting Economies and Communities: Ferry Partnerships



Supporting Economies and Communities: Golf

THE IRISH TIMES
Weekend September 16 | 2023
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Golf Ireland
Find the fairway
 Professionals and amateurs are drawn to the world-class courses of Ireland — now's the time for aspiring Shane Lowrys to discover their dream drive

54 Travel
 Pampering or privacy? Get the
 Why choose between an idyllic self-catered villa and an all-inclusive fly-and-flop when you can combine the two asks James Palmer

Best of both worlds. If you're looking for a holiday that's all-inclusive, you'll want to consider a self-catered villa or an all-inclusive resort. Both offer the convenience of having everything you need in one place, but they also offer the flexibility of being able to tailor your holiday to your own preferences.

Round off your golf tour in style
 Drive through Ireland's Hidden Heartlands — for lakeside greens and off-course adventure

1 **Legends' design**
 The course was designed by the legendary duo of Harry Colt and Charles Alison. It's a masterpiece of golf course architecture, with its unique layout and challenging holes.

2 **Lakes and links**
 The course is set in a beautiful landscape of lakes and links. The views are stunning, and the atmosphere is peaceful.

3 **Plan your trip**
 The course is a must-visit for any golfer visiting Ireland. It's a great way to combine your golf with a scenic holiday.

Find out more at ireland.com/golf

16 Travel 41
Outside
 The best shrubs for fabulous autumn berries

From classic red to metallic blue — Joe Swift picks his favourites for vibrant colour and gives expert growing tips

1 **Platanus Orientalis**
 This shrub is a classic choice for autumn berries. It has a long history of being used in gardens and is known for its vibrant red berries.

2 **Prunella vulgaris**
 This shrub is a great choice for autumn berries. It has a long history of being used in gardens and is known for its vibrant blue berries.

3 **Salix caprea**
 This shrub is a great choice for autumn berries. It has a long history of being used in gardens and is known for its vibrant yellow berries.

Ireland's Ancient East.
 Ireland's legends were scribed centuries before its first rain

1 **Plan your trip**
 The Ancient East is a beautiful region of Ireland. It's a great way to combine your golf with a scenic holiday.

2 **Lakes and links**
 The Ancient East is a beautiful region of Ireland. It's a great way to combine your golf with a scenic holiday.

3 **Legends' design**
 The Ancient East is a beautiful region of Ireland. It's a great way to combine your golf with a scenic holiday.

Tee off on the Wild Atlantic Way
 A great four-day road trip — one of myriad golf adventures on the 1,600-mile coastal route

1 **Plan your trip**
 The Wild Atlantic Way is a beautiful region of Ireland. It's a great way to combine your golf with a scenic holiday.

2 **Lakes and links**
 The Wild Atlantic Way is a beautiful region of Ireland. It's a great way to combine your golf with a scenic holiday.

3 **Legends' design**
 The Wild Atlantic Way is a beautiful region of Ireland. It's a great way to combine your golf with a scenic holiday.

Find out more at ireland.com/golf

Strengthening Partnerships

An aerial photograph of a grand estate. A wide, light-colored gravel path leads from the foreground towards a lake in the middle ground. The path is flanked by meticulously manicured gardens, including several large, dark mulched beds with white flowers, smaller beds with red and orange flowers, and several perfectly rounded topiary trees. In the background, a large, dark mountain with a prominent peak rises against a clear blue sky. The surrounding landscape is lush with green fields and dense forests of tall evergreen trees.

Strengthening Partnerships: Trade and Industry Platforms



Strengthening Partnerships: World Travel Market



Strengthening Partnerships: Trade and Industry Engagement

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WHY THE ISLAND OF IRELAND IS GREEN BY NATURE

10 JUL 2023 BY CHARLOTTE CULLINAN

SPONSORED ARTICLE

Ireland exemplifies a green way of life, from its lush rolling hills, to preserved community traditions, rich local cuisine and organic produce. Here are some of the ways your clients can embrace sustainability and fill their heart with Ireland.



The Great Western Greenway in Co. Mayo is the ideal spot for visitors to cycle, walk or hike, and immerse themselves in Ireland's great outdoors. Credit: Fáilte Ireland / Outlier

Fill your heart with Ireland

DISCOVER DERRY-LONDONDERRY AND DONEGAL IN 72 HOURS

Day 1
Take a tour of Derry-Londonderry's 400-year-old walls
Derry-Londonderry is the only remaining completely walled city on the island of Ireland and one of the finest examples of Walled Cities in Europe.
Tour the Guildhall
Originally built in 1887 by The Honourable The Irish Society, the Guildhall is fashioned in a neo-gothic style and contains stunning examples of stained-glass windows.
Enjoy a Derry Girls Afternoon Tea
Enjoy an afternoon tea with a Derry Girls twist, including fresh cream horns, cones of chips, freshly baked scones and a cocktail.
Take a walk over the Peace Bridge
The Peace Bridge is a short walk from the Guildhall and the city's famous 400-year-old walls. It is renowned for both its beautiful design and the symbolic story it represents.
Dinner at The Walled City Brewery
This multi award-winning restaurant and brewery offers a delicious menu with flavours of the north west at the forefront, as well as a great range of delicious signature brews.

Day 2
Stand up paddle boarding on the River Foyle
Take to the water with a two-hour City Paddle Boards tour, beginning on the banks of the River Foyle in Derry-Londonderry.
Explore Malin Head
Embrace the wild beauty of County Donegal as you head to Malin Head, the most northerly point of Ireland and a place renowned for its dramatic landscape and beautiful beaches.
Sample seafood chowder at Nancy's Barn
Nancy's Barn is a quirky and innovative restaurant housed in an authentic 18th century converted barn. Their award-winning seafood chowder is a must!
Walk the Wild Alpaca Way
Take in spectacular scenery while exploring the hills of Donegal with your very own friendly Alpaca to guide you.
Enjoy a Trad Music Session at McGroarty's
Enjoy drinks, drinks and some of the best live music around!

Day 3
Visit Fanad Lighthouse
Climb to the top of the tower for breathtaking views of land and sea and learn about the lives of the lighthouse keepers. For a truly unique experience you can even stay over in one of the lighthouse cottages.
Discover Glenveagh National Park
At the heart of Glenveagh National Park is the tranquil Lough Veagh and the gorgeous Glenveagh Castle and gardens. Look out for the red deer which call the park home.
Take in the views at Slieve League
One of the highlights of any visit to Donegal are the Slieve League sea cliffs, among the highest sea cliffs in Europe at 601m. Enjoy the walk to the viewing platform, where spectacular views await.

Getting here:
The island of Ireland benefits from quick and easy access from Great Britain with plenty of air and sea routes to choose from. You can fly directly to City of Derry Airport and Donegal Airport from Glasgow with Loganair. What's more, the continuation of the Common Travel Area (CTA) means British and Irish citizens can travel between the two islands without a passport or visa restrictions, subject to ID requirements from the travel provider. Visit tradeireland.com

TRAVELWEEKLY

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EXPANDING THE BOUNDARIES

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IRELAND'S GREAT GOLF ROAD TRIPS —

Tee off on the Wild Atlantic Way

A great four-day road trip – one of myriad golf adventures on the 1,600-mile coastal route

DAY 1 **Take it from the top**
In north County Donegal, Ballyliffin Golf Club has two of the finest links courses in the world. Playing them is the stuff of golfers' dreams – they're expertly designed with guile and variety.

DAY 2 **Start cruising southwest...**
Begin your second day with a breathtaking walk at Malin Head, Ireland's northernmost tip, then head down to Crut Island Golf Club – a nine-hole course on a rocky outcrop in west County Donegal.

DAY 3 **On to Sligo Bay**
It's just a couple of hours' drive to Strandhill Golf Club, which lies beneath "Moon Mountain" overlooking County Sligo's surfer's paradise. After sunset why not go stargazing at Mayo Dark Sky Park?

DAY 4 **A silver-screen finish**
Once you've played Carne Golf Links' two splendid courses on the remote Mullet Peninsula in County Mayo, and your epic road trip on Achill Island, where *The Banshees of Inisherin* was filmed.

SPONSORED CONTENT

OR

Find out more at ireland.com/golf



Strengthening Partnerships: MICE and Luxury



Dear David,

We hope you all had a wonderful summer and are enjoying the transition into Autumn.

We are getting ourselves ready for a busy quarter ahead, with lots of exciting events coming up, such as the Meet in Ireland exhibition at both IMEX America in October and BTM in November. Will we see you there? Do pop along to our stand and say hello!

M&IT Awards

At the recent Meetings & Incentive Travel (M&IT) Awards 2023, the Meet in Ireland team were honoured to have been presented with the Bronze Award for Best Overseas Convention Bureau.



Strengthening Partnerships: how you can work with us



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 Stephens Green, Co Dublin





Tourism Ireland

MARKETING PLANS 2024

Great Britain

Thank you for joining us today
Q&A

