

**Judith Cassidy**  
**David Wood**



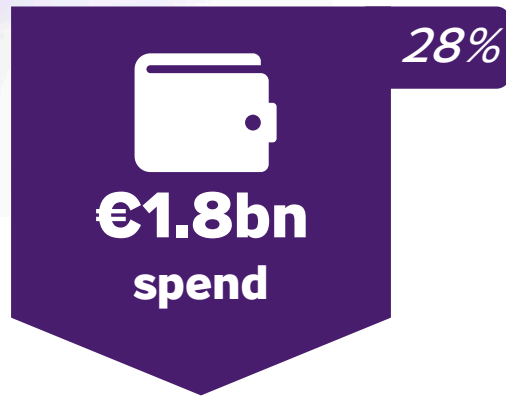
**Tourism Ireland**

**MARKETING PLANS 2025**

**Great Britain**

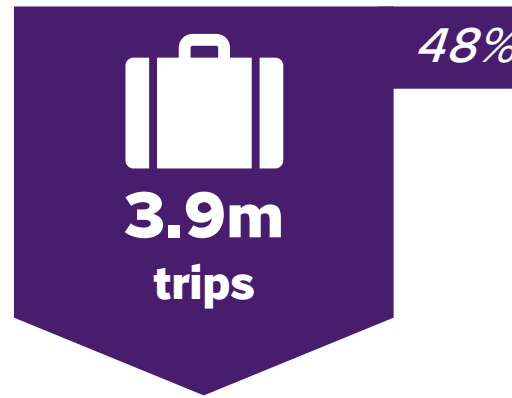
# Why the Great Britain market matters

Island of Ireland  
2023



Average spend per trip

€449



Average spend per night

€89

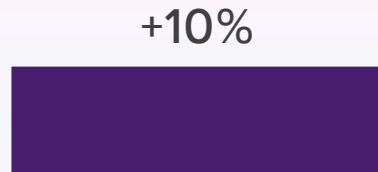


Average stay

5 nights

Ireland  
Jan-Nov 2024

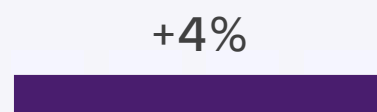
Jan-Nov 2024 vs. 2023



spend

Average spend per trip

+6%



trips

Average spend per night

+15%



nights

Average stay

-0.4

# Why the Great Britain market matters

## Key holiday needs:

- Exploring new places, landscapes and cultural activities – 80%
- Disconnecting, unwinding and enjoying special moments together – 71%
- Building lasting memories with those closest to them – 66%
- Enjoying energetic and fun experiences – 36%
- Catching up with family or old friends – 32%

## Drivers to visiting Ireland:

- Beautiful landscapes and scenery – 22%
- Never been before / somewhere new – 14%
- Family and friends there – 13%
- Already been and want to go back – 12%
- Great culture – 8%
- Rich history – 4%

# GB KEY MOMENTS 2025

Jan-Mar

**TradFest**

**Fill your heart with Ireland campaign**

**Celtic Connections, Glasgow**

**St Patrick's Day**

**British Tourism & Travel Show, Birmingham**

Apr-May

**Fill your heart with Ireland campaign**

**Golf promotion in run-up to The Open at Royal Portrush**

**Shared Island media partnership**

**Golf B2B workshop, Edinburgh**

June-Aug

**Slow Tourism Month**

**Advertising and publicity around The Open**

**A Taste of Ireland B2B event, Glasgow**

**Luxury B2B workshop, London**

Sep-Dec

**Fill your heart with Ireland campaign**

**BMW PGA Championship**

**Home of Halloween campaign**

**World Travel Market**

**Ireland Meets the West End**

**Shared Island campaign**

**Kickstart campaign for 2026**

# Inspiring Visitors



# Inspiring Visitors

## Fill your heart with Ireland campaign

- Drive awareness and consideration

## Channels

- TV, BVOD, SVOD, social and digital

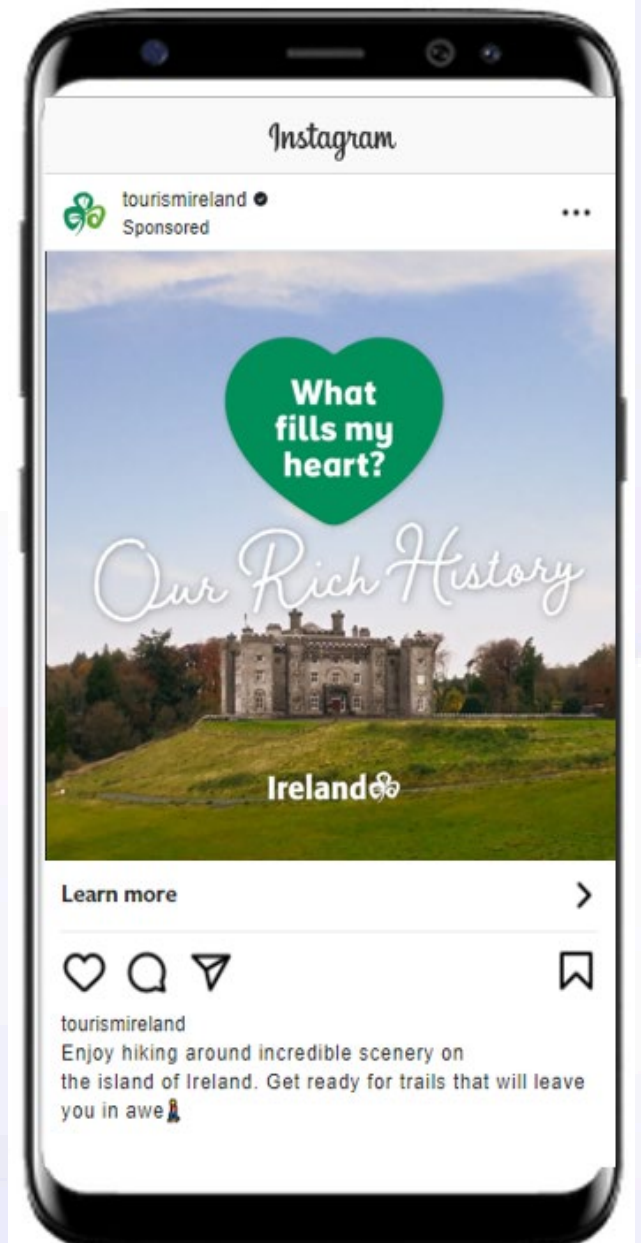
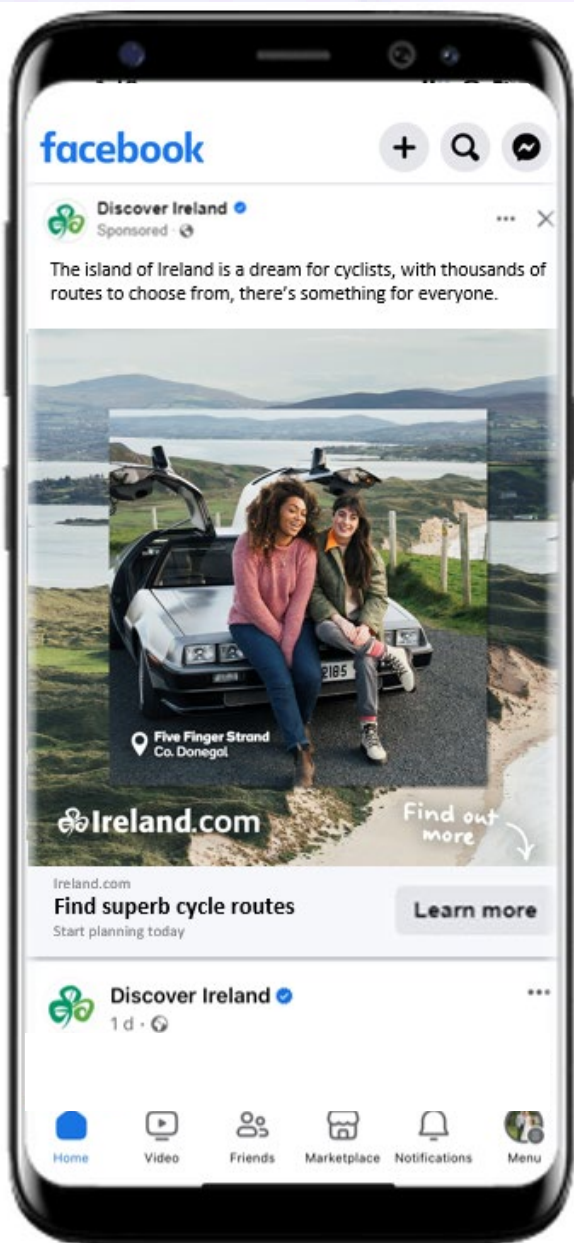
## Timings

- Kickstart: 24<sup>th</sup> – 31<sup>st</sup> December
- Burst 1: Jan – May 2025
- Burst 2: Sept – Nov 2025

Target:

230m

Opportunities  
to see

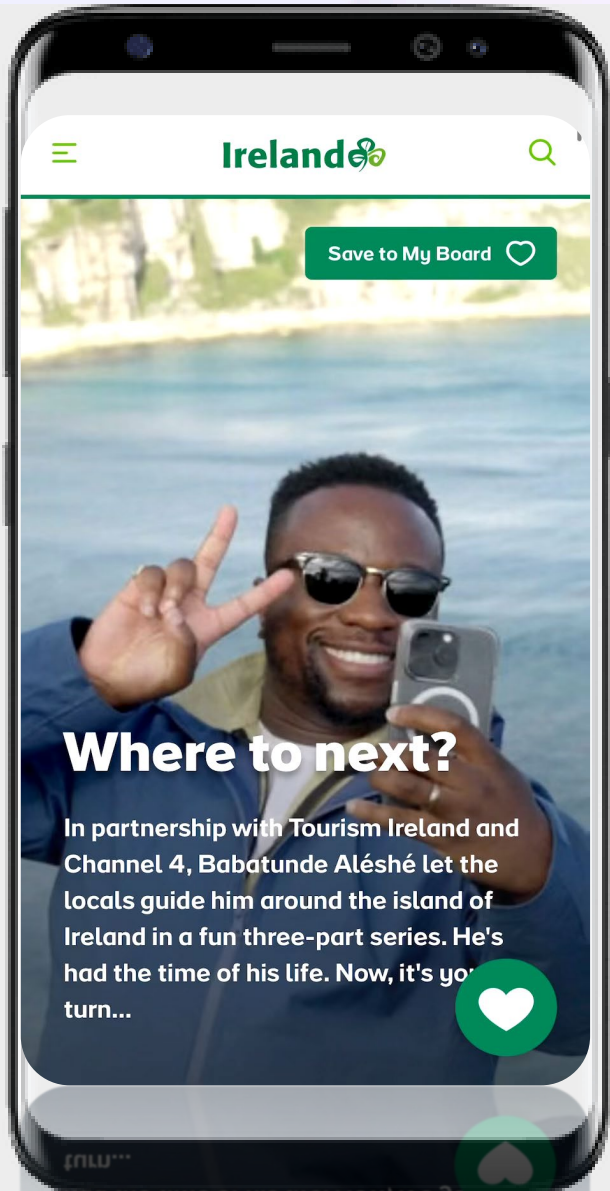


# Inspiring Visitors

**Media partnerships: Where to next?**

Digital-first mini-series on Channel 4 platforms – C4 Streaming, TikTok, Instagram, Facebook and YouTube.

>7m  
Opportunities to see (YTD)



# Inspiring Visitors – Publicity



## Return To Carrick On Shannon

Neil McAllister makes an overdue journey back to this charming riverside town.

WHEN peering at a map of Ireland a few years ago, County Leitrim stood out as being an interesting place to visit.

Our visit was filled with lovely scenic drives, friendly rural villages, history galore and Carrick on Shannon – a highlight to where we vowed to return.

So while I planned a route, Hazel booked the Stena Line ferry from Holyhead to Dublin, which carried us across a milpond-flat Irish sea in what seemed like minutes.

Despite being Leitrim's county town, a bit less in neighbouring Roscommon, as the border runs along the River Shannon.

We discovered Carrick's Landmark Hotel on the very helpful Ireland.com website. It proved a perfect base in the heart of town, with our airy, comfortable room overlooking the moorings.

It turned out that we had

missed Daniel O'Donnell performing at the hotel by two weeks. I'll let you decide if that's a good or bad thing. We knew from our first fleeting visit that the town centre is compact, so the best way to get around is on foot – even on the water.

Just down from the boat pontoon, the elevated walkway is the perfect place for a child to feed the swans.

It leads to Saint Eidin, a chanams sculpture by Will Fogarty in Linear Park.

In the past, the Shannon brought trade to the town. Today it brings visitors, mooring their floating accommodation in the marina, where once working boats would have unloaded goods.

A few boats are moored on this side of the bridge by the old town quay and information centre, but under the arches another walkway runs through the marina crammed with boats to rent for a holiday stay.

With the famine came starvation and emigration, but as river trade increased, bringing timber, raw materials and Guinness, the town flourished once again – until the 1960s, when the closure of the Grand Canal to commercial traffic provided another setback.

A consequence of this snakes-and-ladders past is a town where past and present mingle in a combination of old and new, with plenty to please the eye.

We reached one of the

The blueway, which runs along a floating boardwalk in Drumshanbo, is a route equally accessible by foot, bike or boat, passing through Leitrim's loveliest landscapes.

Sitting by the marina with river traffic enjoying the Shannon-Erne Waterway, our view changed as the sun came and went.

The Moon River cruise boat, filled with day trippers, made its leisurely way under the arches.

Carrick's name comes from Anglicised versions of the Irish "Cora Droina Ruiséir" and reflects its watery environs, as it means "weir of the mousty ridge".

The town's fortunes have been on a rollercoaster ride over the years.

It is ironic that when the Jamestown Canal was created, Carrick became busier and the bridge and quay were built.

Yet at the same time the country was undergoing its greatest catastrophe.

With the famine came starvation and emigration, but as river trade increased, bringing timber, raw materials and Guinness, the town flourished once again – until the 1960s, when the closure of the Grand Canal to commercial traffic provided another setback.

A consequence of this snakes-and-ladders past is a town where past and present mingle in a combination of old and new, with plenty to please the eye.

We reached one of the



Many boats are moored at river Gael estate marina.



The bridge mosaic is made from bottle tops.

THIS WEEK'S COVER feature

### Factfile

Carrick holds many festivals. Phase One in April celebrates modern electronic music. The Carnival in June is a five-day extravaganza, and the Water Music Festival in July draws thousands of visitors.

Priests Lanin's name comes from the time when the priest fathers were related, allowing Catholic worship, as it leads to where priests were allowed to live.

The famous songwriter Percy French, grandson of the rector of St George's Church in the mid-1800s, was born nearby.

As well as drawing tourists enjoying a holiday abroad, Carrick draws anglers fishing in the 40-plus lakes around the town.



A stick library for dogs at Linear Park.

newest developments on the Roscommon side of the bridge, the lower Gael estate, built with both river and road access, via the stainless-steel pedestrian walkway that hangs off the bridge.

It's the Leitrim side that we found most interesting. We paused at the dock first, which today dispenses culture where once justice was meted out.

Our route took us through People's Park, past the old parochial hall, emerging at a line of water-themed mosaic murals and the

father and son sculpture. As we discovered, Carrick has no shortage of art – some professional, some amateur, all interesting.

Down near the bridge we discovered a colourful mural depicting the bridge made from plastic bottle tops.

Someone had left a dog library of sticks near St Eidin, and on Bridge Street we found one of many philosophical paintings.

There was also a coffee shop where I rested my legs through which you can see their coffins might not appeal to everyone, but this unique chapel means that both have a permanent place in Carrick's history.

An appealing characteristic of Irish town centres is how streets are rarely uniform.

St George's Street emerges at a tiny building sandwiched between two tall buildings, dubbed the

Irish Taj Mahal. Edward Costello created the compact chapel in memory of his wife, Mary.

When he passed away, he was interred next to his love. It must be said that the glass-topped tombs through which you can see their coffins might not appeal to everyone, but this unique chapel means that both have a permanent place in Carrick's history.

An appealing characteristic of Irish town centres is how streets are rarely uniform.

## 'A journey and an adventure': driving Ireland's Wild Atlantic Way



295m Opportunities to see (Q1-3)

The Wild Atlantic Way at Slieve League, County Donegal

## My cultural weekend in Dublin

Melissa Denes explores museums, galleries and a new immersive Book of Kells exhibition

Three boats climb steep waves on a stormy sea, making their way south from the island of Iona to the coast of Ireland. It is AD806 and they carry a precious cargo: a copy of the gospels, lavishly

Rosalind Franklin, the mathematician Ada Lovelace, the writer Mary Wollstonecraft and Augusta Gregory, the dramatist and founder of the Abbey Theatre in Dublin. In late 2025 the library will close for a decade to allow for restoration, making now a great time to visit the city: already most of the shelves have

Georgian, neogothic and elegant 1960s brutalist. Today the museum is a busy teaching department; a poster in one window reads "Without geography we'd be nowhere".

Dublin's geography is easily managed on foot, and I stayed ten minutes' walk away at the Linsinger, a chic new base for

### Travel City breaks

The winding River flows into the port in Galway. In the city, the river flows into the port in Galway. In the city, the river flows into the port in Galway. In the city, the river flows into the port in Galway.

DAY ONE Among the pubs and Aran sweater vendors, the city is a mix of old and new. In the heart of the city, the river flows into the port in Galway.



48 HOURS IN GALWAY Revel in the Irish city's super-seated pubs with rivers and green views, says Chris Allop

### The quieter, culture-packed riverside alternative to Dublin

Vikings, whiskey, live music and cool bars and restaurants make up the sparkling city of Waterford – and you can get there by ferry

THE TIMES



# Inspiring Visitors – Broadcast

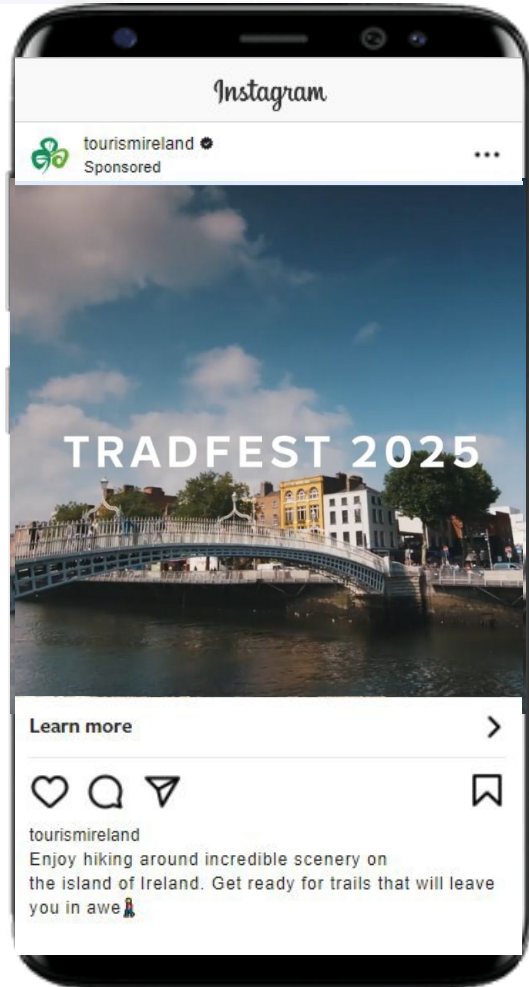


**Dermot's** —  —  
**Taste of Ireland**

# Supporting Economies and Communities



# Supporting Economies and Communities – Season Extension



Regional / seasonal festivals including TradFest, St Brigid's Day



St Patrick's Day knitwear stunt  
7m OTS



Halloween  
@Kellyprincewright 1.3m followers

# Supporting Economies and Communities – Regions

escapes

## Explore the Aran Islands



Boasting jaw-dropping landscapes, a rich heritage and the warmest of Irish welcomes, the enchanting Aran Islands will cast a spell on you...



### Fabulous food

Galway is the ideal base to explore the Aran Islands. It's also a foodie haven, with plenty of unique drinking and dining places to explore.

Daróg Wine bar is an award-winning spot, where you can sample artisan wines, local cheeses and dishes, such as kingfish crudo with yuzu.

In Inish Mór, delicious homemade fare, such as fish

pie awaits you at the family-run cafe, Teach nan Phaidi. For dinner, stroll to Joe Watty's Bar and Restaurant for crab, oysters and chunky chips as talented traditional musicians serenade you.

Inishbofin, serves up succulent lobster and buttery chips at The Saltbox, while The Beach Bar restaurant's creamy veggie soups and tender salmon come with a waterfront view.

### Rest your head

Before setting sail to the Islands, spend a memorable evening in buzzing Galway.

The Park House Hotel is in the heart of the city and has charming décor. It's a short hop from Eyre Square, where US president John F. Kennedy made a rousing speech to 100,000 people in 1963. Don't miss a visit to

the iconic O'Connell's pub, where superstar Ed Sheeran shot his video for *Galway Girl*.

In Inish Mór, you couldn't ask for a more peaceful hideaway than one of the Seaview Chalets at the Aran Islands Hotel, with views of the Atlantic. The timber-beamed restaurant has a crackling fire and atmospheric Irish music sessions at night.

Inishbofin House is surrounded by scenic harbour views, and many of the rooms look out onto the turquoise water. We loved unwinding there after a busy day of exploring.



### Other gems

You must take home an Aran jumper from Inish Mór, one of the Islands where the gorgeous knits get their name. They'll keep you cosy, and you'll be supporting an age-old Irish craft, too.

Go seal spotting at the resident colony close to Kilmurvey beach – at low tide, you might be lucky enough to see up to 20 basking on the rocks. Watch goat farmer Gabriel make cheese, meet the friendly herd and sample his award-winning products on a tour at Aran Goat's Cheese in Inish Mór.

Inishbofin is a birdwatchers' paradise, with rare corncrakes and skylarks to look out for. Or try sea kayaking in the peaceful harbour, it's a magical way to discover the secluded golden beaches and ancient ruins.

### Need to know

- Stay at the Park House Hotel, Galway, from £227 per night with full Irish breakfast and parking. Book at [Parkhousehotel.ie](http://Parkhousehotel.ie).

- The Aran Islands Hotel, Inish Mór, starts at £154 per night. Book at [Aranislandshotel.com](http://Aranislandshotel.com).

- Inishbofin House Hotel costs from £114 per night, including breakfast. Book at [Inishbofinhouse.com](http://Inishbofinhouse.com).

- There isn't a direct ferry between the Islands, so you need to catch one from the mainland.

- Return ferry tickets, from Rossaveal to Inish Mór, are £26pp via Aran Island Ferries.

- Return ferry tickets, from Cleggan to Inishbofin, are £22pp via Inishbofin Ferry.

- Ryanair flies from London Stansted to Dublin and Knock, from £19.99pp.

- For more information, visit [ireland.com](http://ireland.com).

### Why go?

The ruggedly beautiful Aran Islands are the perfect Irish escape, and this year marks the 10th anniversary of the Wild Atlantic Way, an idyllic 1,600-mile coastal road, so there's no better time to explore some of the route's isles.

Inish Mór, the largest of the three Aran Islands, has 800 inhabitants and showstopping scenery. While Inishbofin, home to just 180 people and lying 69km

from the Aran Islands, is also a gem. It has sandy beaches, rolling hills, and panoramic views.

But there's more to the islands than their natural beauty.

History buffs will adore Inish Mór's array of ancient sites, such as the prehistoric cliff-top hill fort, Dún Aonghasa. In Inishbofin, explore the 17th century Cromwellian fortress, a symbol of the island's resilience over adversity. Wildlife lovers are catered for too, with a chance to spot seals and birds.

Refuel with unbeatable, locally sourced seafood in the wonderful restaurants, for an unforgettable experience.

### Spectacular scenery

After stepping off the ferry at Inish Mór, take a tour with a local guide. We spent an engaging couple of hours in the company of Cyril O'Flaithearta. A font of knowledge, and with roots on the island stretching back generations, he took us to spectacular geological features such as the Worm

Hole, a natural wonder which carves a rectangular pool crevice right into the rock.

Cyril also showed us the sacred well of the salmon. We walked around it nine times, sending

love to someone we knew who needed it in a moving ritual.

Then you can either hire a bike or set off on foot to marvel at the island's many archaeological treasures.

However, the terrain can be hilly so make sure to watch your step.

Over in Inishbofin, expert local guide, Tommy Burke, led us on a trek past quaint whitewashed houses, inquisitive sheep and to the top of a hill for spectacular coastal views.



# Supporting Economies and Communities – Shared Island



# Sustainability

A large waterfall cascades down a rocky cliffside, surrounded by lush green trees and a clear blue sky. The word "Sustainability" is overlaid in large white text on the left side of the image. The waterfall is the central focus, with water splashing and creating mist at the base. The surrounding forest is dense and vibrant, with various shades of green. The sky is a clear, bright blue. The overall scene conveys a sense of natural beauty and environmental health.

# Sustainability

The Telegraph

## 25 places you must visit in 2025

From charming seaside towns to dazzling tropical hideaways, our experts reveal the tourist-free destinations that will tempt you next year

### South Kerry Greenway

IRELAND



The South Kerry Greenway on the Iveragh peninsula | CREDIT: Alamy Stock Photo

#### 'Offering views that rival the Amalfi coast'

For almost 75 years, trains on Ireland's Great Southern and Western Railway puffed their way along Europe's most westerly railway line. The last locomotive clattered down the tracks in 1960, but now a section of the route is getting a new lease of life. It will play host to puffing of a different kind - from the hikers and bikers who will descend on a new walking and cycling trail: the South Kerry Greenway.



## Going with the flow

On a quest for peace, quiet and excellent stout, Richard Collett decides to follow the route of the River Shannon - Ireland's longest waterway - in the country's 'Hidden Heartlands'

Meandering south for 224 miles from its source on the slopes of Mount Cullinagh on the internal Irish border, the River Shannon carves a path through the island's rural heart. A welcome chance to escape the congested roads of the Wild Atlantic Way or the crowded streets of Dublin, the reed-lined banks of Ireland's longest waterway offer a slow route to the Emerald Isle's less-visited interior. Starting in the riverside town of Banagher in County Offaly, I planned to head upriver over three days to Carrick-on-Shannon. Along the way, I hoped to find peace, quiet and some excellent joints of Irish stout in the so-called 'Hidden Heartlands'. The best way to explore the river's intricate network of lagoons and tributaries is by boat. "They drive themselves," said Noel Coughlan, a Carrickcraft captain who gave me a crash course in nautical knots so I that could help to moor the six-berth boat when we launched upriver from Banagher. "They don't go very fast, only 10kph or so."

Trees turned to golden brown while mellow mallards floated past me



Lough Key Forest Park in Co Roscommon (top), Glasheen Lakehouse in Co Westmeath (above), Sean's Bar in Athlone (inset) | ALTE HILAND

You don't need any prior experience for a self-drive boat tour with Carrickcraft, which has bases in Banagher and Carrick-on-Shannon, where you are shown the ropes (literally) before being let loose on the Shannon. Carrickcraft's 112-strong fleet runs on hydroretreated vegetable oil (HVO), a fuel made from recycled vegetable oils. Noel explained that it produces 90 per cent fewer emissions than diesel. Green trawls were turning to shades of golden brown as I set off, while mellow mallards floated past me, and nonchalant cows lined the riverbanks. The most stressful part of the day was deciding whether to have fish and chips or a hummus wrap at the River Cafe in Shannonshelke. Here, an 18th-century bridge crosses the river next to a Napoleonic-era fortress built by the British, a lay 90-minute journey north of Banagher. "You can tell the story of Ireland in Athlone," said Vincent Harney, a former postmaster who now runs Athlone Guided Tours. "We are right in the heart of Ireland. People have lived here for thousands of years. The town got its name from an innkeeper, which says a lot about Athlone."

When we moored further north at Clonmacnoise, where a Norman castle towers on its crumbling riverbank foundations next to a sixth-century abbey, I was almost a rope-tying pro. Around 90 minutes further on, we arrived in Lough Ree. Here, I tied up the boat to spend the night at Glasheen Lakehouse, a grand estate turned luxury hotel with hot tub, a spa and a heated outdoor pool. Off-season prices are surprisingly reasonable given all the amenities, and start at €176 (£147). The next morning, I went off for a wander around Athlone (population: 25,000), a metropolis compared with Banagher and Shannonshelke on the southern edge of the Lough. "You can tell the story of Ireland in Athlone," said Vincent Harney, a former postmaster who now runs Athlone Guided Tours. "We are right in the heart of Ireland. People have lived here for thousands of years. The town got its name from an innkeeper, which says a lot about Athlone."

pub's storied past. While much of it probably dates back to the 17th century, there is wattle and daub preserved behind a glass cabinet that is said to be from the original inn established by Liam himself, more than 1,000 years ago. Sean's Bar makes its own whiskey, too (I try a dram, of course) because Timmy - a fanatic lover of history - claims that the spirit was first distilled by Irish monks on island monasteries in Lough Ree. Don't tell the Scot that. The river is the gentlest way to travel, but you need time: it is either a one-hour drive north to Carrick-on-Shannon - the gateway to Lough Key - or 11 hours on the boat. I chose road and in the morning met another Carrickcraft captain, Paul Farrell, for a taster of the Shannon's northern stretches. The pace was slow as we navigated onto the River Boyle, a tributary of the Shannon, meandering through a maze of islands, inlets and locks among a sparsely rocky landscape framed by rising mountains to the north. The weather soon turned. It was drizzling as we moored up outside Lough Key Forest Park, where you can tackle trestle park walkways and explore the ruins of the Rockingham Estate. Paul surprised me by describing Carrick-on-Shannon as the local party town in an otherwise rural part of Ireland. With a population of 5,000, it was buzzing later that day, with McElhugh's Bar playing traditional music all night. I opted for a final pint at the quieter Flynn's Bar, which claimed to pour the best Guinness in County Leitrim - the perfect end to a slow trip through Ireland's Hidden Heartlands.

Travel essentials  
How to get there  
The region can be accessed from Dublin, Shannon or Galway airports, or by ferry from Dublin and Rosslare  
How to do it  
Carrickcraft offers boats from Banagher and Carrick-on-Shannon. Week-long hire for a two-berth starts from €750. carrickcraft.com  
More information  
Ireland.com/en-GB/destinations/experienced-islands-hidden-heartlands



## Shipwrecks, sea birds and whale spotting: exploring Ireland's first marine park



The beehive cells of the ruined monastery echo the rugged island outline of Little Skellig. Photograph

A vast swathe of the rugged Kerry coast and its Atlantic isles is now a protected haven for wildlife, and the occasional Jedi knight

I'm crouching in a windowless stone cell, peering at a ball of fluff stuffed into a crack in the floor. The cell is a beehive hut, or clochan; 1,400 years ago, it offered sleeping quarters to monks. The fluff is a baby seabird - to be precise, the chick of a European storm petrel. As my eyes adjust, I make out the glint of a tiny eye. After dark, the parents will return with food. For now, the chick sits tight.

Storm petrels nest only on remote, uninhabited islands, so seeing a chick is a rare privilege. I give the bird its privacy and crawl back outside - gasping anew at my surroundings. I'm high on a vertiginous rock outcrop in the Atlantic, just south-west of Ireland's south-west corner.

Atlanhtic's first south-west of Ireland's south-west corner. Storm petrels nest only on remote, uninhabited islands, so seeing a chick is a rare privilege. I give the bird its privacy and crawl back outside - gasping anew at my surroundings. I'm high on a vertiginous rock outcrop in the Atlantic, just south-west of Ireland's south-west corner.

Subscribe now to our exclusive newsletter  
Great Escapes  
A weekly dose of inspiration for trips that are closer than you think  
news.co.uk/sign-up

# Strengthening Partnerships

A group of four people, including a child and three adults, are walking away from the camera on a gravel path through a garden. The path is flanked by dense, vibrant pink azalea bushes. In the background, there are large, mature trees with dark green foliage and a clear blue sky. The overall scene is bright and colorful, suggesting a pleasant day in a park or botanical garden.



# Strengthening Partnerships



**6,000**  
Meetings  
facilitated



**135**  
Industry  
partners

# Strengthening Partnerships – Golf

## GOLF IN IRELAND



ADARE MANOR  
LIMERICK, IRELAND



### ADVERTISER CONTENT FOR TOURISM IRELAND

## A magnificent seven must-play courses on the island of Ireland

Seasoned golf writer **Brian Keogh** selects some of the best greens and fairways in the Republic of Ireland

#### Adare Manor

You may never play Augusta National, but the golf course at Adare, the venue for the 2027 Ryder Cup, might be the next best thing. Rough? There's none of that, just acres of manicured greens and fairways in a setting by the banks of the River Maigue in County Limerick.

#### County Sligo

A visit to Rosses Point is a golfing pilgrimage for the



faithful and you can tee up on the links where Rory McIlroy became a star at the tender age of 15 by becoming the youngest winner of the annual West of Ireland Amateur Championship.

#### Carne Golf Links

Set among massive, unspoilt sand dunes rising 450ft above sea level, Carne Links offers breathtaking views across Blacksod Bay to the wild Atlantic. As the original designer, Eddie Hackett, put it: "If ever the Lord intended land for a golf course, Carne has it."

#### Ballyliffin

The Old Links, with crumbled fairways, is magnificent, but the excellent Glashedy Links is the pride of this Donegal club. As top Spanish Jon Rahm said: "The views from the seventh and 14th tees are probably some



Green miles Adare, above; The K Club, below right; Druids Glen, below; Ballyliffin, bottom left; Portmarnock, top right

of the prettiest sights you'll get in golf. It's really beautiful."

#### The K Club

Host for the 2006 Ryder Cup, this Arnold Palmer-designed

parkland course in the heart of County Kildare remains a classic championship test. The iconic par-five 16th (usually the seventh for guests) along the River Liffey, was made famous



by Rory McIlroy's towering three wood to the green in his 2016 Irish Open win.

#### Druids Glen

This beautiful course is even better now following an £8.3 million renovation project by former Amateur champion Peter McEvoy. The 491-yard 13th played to a fairway

### 10 MORE AMAZING CLUBS TO VISIT



Go online at [xxx](http://xxx) to read Brian's full list of courses to play in Ireland which features these wonders:

Portmarnock	County Leath
Waterville	The European Club
Lahinch	Enniscrone
Ballylunanion	Rosapenna
The Island	Donegal Golf Club

protected by a meandering stream, remains one of the most celebrated holes in Irish golf.

#### Mount Juliet

Designed by Jack Nicklaus, this County Kilkenny parkland was once the home of the Ballylinch Stud, which produced many a champion, and is considered a thoroughbred among Ireland's parkland courses.

Ireland, the home of golfing greatness where there is always a warm welcome on and off the course  
[ireland.com/golf](http://ireland.com/golf)

Golf in Ireland

# Strengthening Partnerships – Co-op

**BRINGING YOU TO KERRY**

Book now

Book by 26/04/2024. Travel from Apr-June. Subject to availability.

FROM **£19.99**

Fill your heart with **Ireland**

on the *Wild Atlantic Way!*

**Ireland** from **£49.99** each way as part of a return trip

T&Cs apply

Fill your heart with **Ireland**

Feel the mystery of legendary landscapes

Learn More

Fill your heart with **Ireland**

Experience Ireland's Wild Atlantic Way and Sea travel differently

Holyhead to Dublin **£70 OFF** Return car sailings up to 16 May '24

**BOOK NOW**

IRISH FERRIES

Fill your heart with **Ireland**

**29:1**  
Average return on investment

**RYANAIR**

Aer Lingus

Loganair  
Scotland's Airline

IRISH FERRIES

**Stena Line**

**KAYAK**

Skyscanner

Expedia

**TRAVELZOO**

secret Escapes

Tripadvisor

\*average ROI is based on all campaigns and is provisional, while waiting for final results on some campaigns

# Strengthening Partnerships – how to get involved

[Home](#) > [Opportunities](#)

## Overseas Opportunities

Discover our industry opportunities to help you promote your business overseas.



### Great Britain - Island of Ireland Co-Operative Campaigns 2025

-  Great Britain
-  Partnership Programmes



### Great Britain - Partnership Programme 2025

-  Great Britain
-  Partnership Programmes
-  From 10/12/2024 to 31/12/2025



### Great Britain - OTA Co-operative Campaign 2025

-  Great Britain
-  Partnership Programmes
-  From 10/12/2024 to 31/12/2025



Tourism Ireland

MARKETING PLANS 2025

# Great Britain

**Questions and Answers**

