



Nadine Lehmann



Tourism Ireland
MARKETING PLANS 2025

Germany

Why the German market matters

**Northern Ireland
2023 – Germany**



**£11m
spend**

Average spend per trip

£325



**34k
trips**

Average spend per night

£79



**139k
nights**

Average stay

4.1 nights

Why the German market matters

Key holiday needs:

- Disconnecting, unwinding and enjoying special moments together – 78%
- Exploring new places, landscapes and cultural activities – 75%
- Building lasting memories with those closest to me – 61%
- Catching up with family or old friends – 56%
- Enjoying energetic and fun experiences – 42%

Drivers to visiting Northern Ireland:

- Beautiful landscapes and scenery – 35%
- Never been before / somewhere new – 17%
- Northern Ireland interests me – 13%
- Great culture – 7%
- Rich history – 7%
- Sightseeing / tourist attractions – 4%

GERMANY KEY MOMENTS 2025

Jan-Feb

CMT Stuttgart

DERTOUR roadshow

Mar-June

**Fill your heart with
Ireland campaign**

St Patrick's Day

ITB Berlin

Loop luxury roadshow

**Regional access
campaigns**

**Campaign with
Uke Bosse**

Activities campaign

July

**BMW International Open,
Munich**

Sep-Oct

**Fill your heart with
Ireland campaign**

**Home of Halloween
campaign**

Nov-Dec

**Ireland Meets Germany
Kickstart campaign**

All year

**'Always on' digital and
social**

**Trade fam trips and
training**

**Media and influencer
visits**

**Publicity / press content
push**



Inspiring Visitors

Inspiring Visitors

Fill your heart with Ireland campaign

Plane deinen Nordirland-
Urlaub und entdecke
Highlights, wie zum Beispiel
den Giant's Causeway.



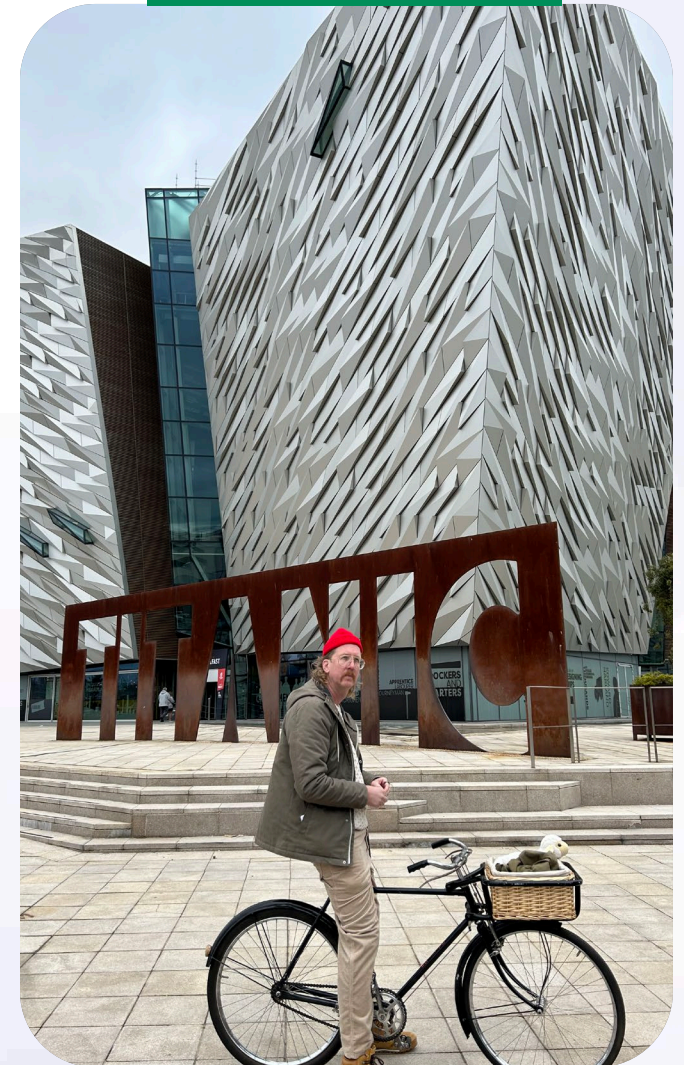
[LEARN MORE](#)

- Fill your heart with Ireland campaign
- Award-winning Uke Bosse campaign
- Activities campaign
- Halloween campaign
- Irish Tastival Cologne

Northern Ireland campaign



Uke Bosse campaign



[LEARN MORE](#)

Inspiring Visitors

- Group and individual media trips
- Influencer and blogger trips
- Podcasts
- Advertorials
- Halloween event in Hamburg

Media visit

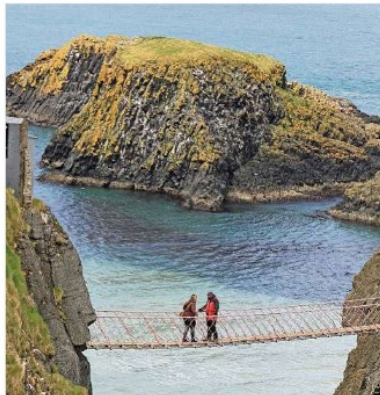
An Nordirlands Nordküste entlang

Eine Woche lang folgen wir den Wundern, die die Natur geschaffen hat. Eines zählt heute zum Unesco-Welterbe.

VON EKKEHART EICHLER (TEXT UND FOTOS)

Die Nordküste Nordirlands ist atemberaubend spektakulär. Kein Wunder also, dass die 193 Kilometer lange Causeway Coastal Route zwischen Belfast und Deery zu den aufregendsten Autostraßen der Welt zählt. Ein epischer Weg geradezu, auf dem Uferwelt und Gestaltungskraft der Natur auf praktisch jedem Meter spür- und erlebbar sind.

Eine Woche geben wir uns, um dieses Wunder in aller Ruhe und in alle Richtungen zu erkunden. Unser Cottage liegt dafür strategisch hervorragend in der Nähe des kleinen Städtchens Bushmills. Ein legendärer Name zumindest für die Fans von exquistem Whiskey. „Old Bushmills“ nämlich ist Irlands älteste lizenzierte Brennerei, in der seit 1608 aus Malz, Hefe und Wasser goldene Tropfen wie Bushmill Original, Blackbush oder Single Malt gezaubert werden – allesamt übrigens ohne den rauchigen Torfgeschmack der schottischen Konkurrenz. Gleich hinter Bushmills Richtung Westen taucht unvermittelt hinter einer Kurve die vielleicht malerischste Ruine ganz Irlands auf: Dunluce Castle, das im Nachmittags-Gegenlicht wie ein verkoltes Fabrikgerippe auf steilem Felsen hockt. Einst eine der wichtigsten Burgen im Land, wurde sie Mitte des 17. Jahrhunderts aufgebaut, nachdem ein heftiger Sturm Teile der Klippe zum Einsturz brachte und den Ort samt Personal und Abende-



Dieser Säulenhügel ist ein beliebtes Fotomotiv.



Dunluce Castle bei Bushmills ist eine malerische Burgruine.

Podcasts and advertorials



GAME OF THRONES -
BESUCH IN WESTEROS

Halloween trade and media event



Marco Polo TV during St Patrick's Day



Supporting Economies and Communities



Supporting Economies and Communities

- Media and trade fam visits
- Influencer and blogger fam visits
- Media content push
- Boating
- Outdoor activities campaign
- Twinning: Derry-Londonderry

Content creator campaign – Derry Halloween



Group media visit



TV production highlighting regionality



Sustainability

A photograph of an orchard at sunset. The sun is low on the horizon, creating a warm, golden glow and lens flare. In the center, a large, mature tree stands prominently. The ground is covered with many green apples, some of which are in sharp focus in the foreground. The background shows more trees and a fence line under a clear sky.

Sustainability

- Slow tourism itineraries / media content push
- Trade partnerships
- Futouris membership and projects
- Boating popular among Germans
- Media and trade fam trips
- Influencer and blogger visits

Content creator boating trip, Lough Erne (@uberding)



Uke Bosse shoot – highlighting slow tourism



Strengthening Partnerships

A wide-angle, high-angle photograph of a lush green golf course. The course is characterized by rolling hills, sand traps, and several golfers scattered across the fairways. In the background, a coastal town with a prominent red-roofed building is visible, situated between the golf course and a large, rugged mountain range under a clear blue sky. The overall scene is bright and scenic, suggesting a high-quality golfing environment.

Strengthening Partnerships

- ITB Berlin, March 2025
- Fam trips and webinars
- Social media
- E-learning
- Partnerships / co-op activity
- Halloween trade and media event, Hamburg
- Ireland Meets Germany
- Twinning: Derry-Londonderry

Lufthansa City Center trade fam



ITB Berlin



Ireland Meets Germany



E-learning for trade media Touristik Aktuell



Irland – Kurs 5: Neugierig auf Nordirland

Ab in den Norden! Nordirland ist immer noch ein **Geheimtipp** unter Urlaubern – deshalb widmen wir dem kleinen Land ein eigenes Kapitel. Es geht um **berühmte Drehorte** (Stichwort Game of ...)

INFO 

Strengthening Partnerships (Golf / Luxury / Business Events)

- IMEX Frankfurt (MICE)
- Loop Fair (Luxury)
- Webinars (Luxury / Golf)
- BMW International Open
- Business Events networking events
- Partnerships and advertorials

Talk & Dine luxury event



IMEX Frankfurt



Golf / Luxury workshop, Frankfurt



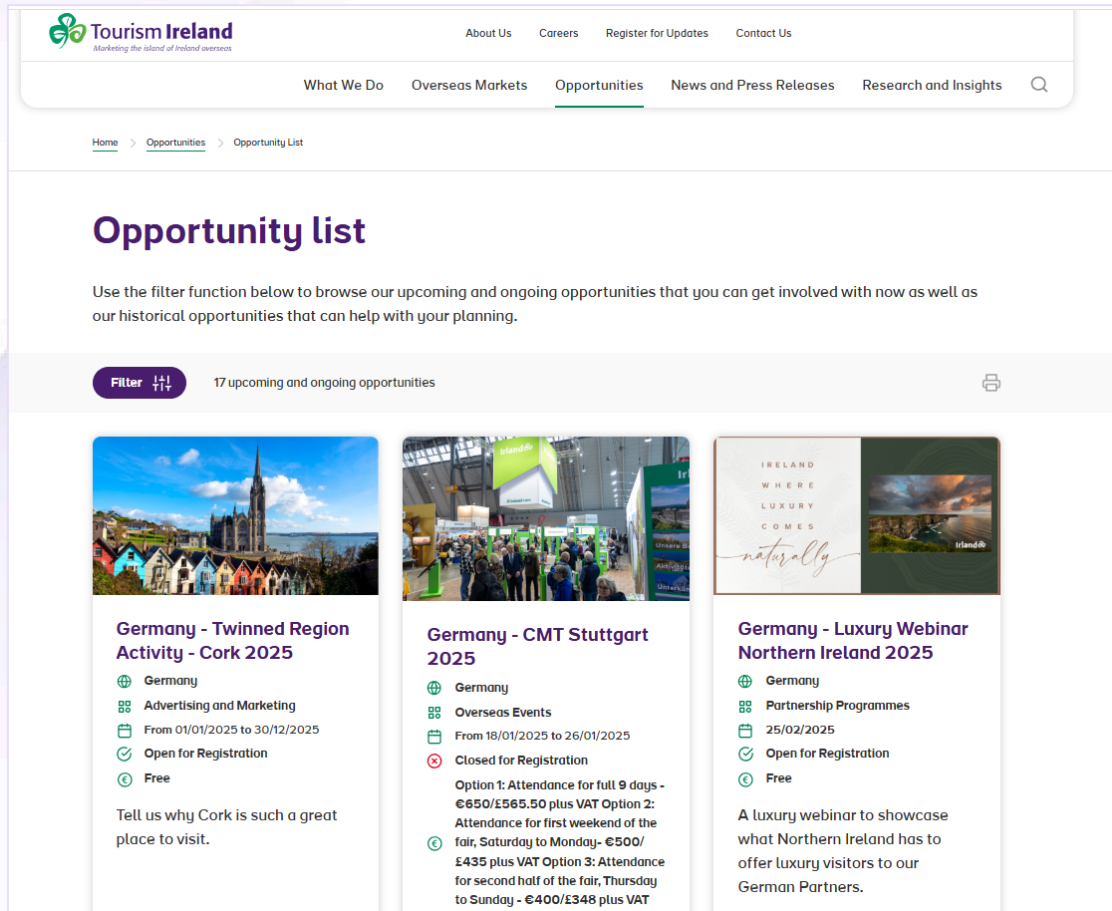
Business Events workshop, Hamburg



BMW International Open



Industry Opportunities – how to work with us



The screenshot shows the 'Opportunities' page on the Tourism Ireland website. The page features a navigation bar with 'About Us', 'Careers', 'Register for Updates', and 'Contact Us'. Below the navigation, there are tabs for 'What We Do', 'Overseas Markets', 'Opportunities', 'News and Press Releases', and 'Research and Insights'. The main heading is 'Opportunity list', followed by a brief instruction on using the filter function. A filter button shows '17 upcoming and ongoing opportunities'. Three opportunity cards are displayed:

- Germany - Twinned Region Activity - Cork 2025**
 - Germany
 - Advertising and Marketing
 - From 01/01/2025 to 30/12/2025
 - Open for Registration
 - Free
 - Tell us why Cork is such a great place to visit.
- Germany - CMT Stuttgart 2025**
 - Germany
 - Overseas Events
 - From 18/01/2025 to 26/01/2025
 - Closed for Registration
 - Option 1: Attendance for full 9 days - €650/£565.50 plus VAT Option 2: Attendance for first weekend of the fair, Saturday to Monday - €500/£435 plus VAT Option 3: Attendance for second half of the fair, Thursday to Sunday - €400/£348 plus VAT
- Germany - Luxury Webinar Northern Ireland 2025**
 - Germany
 - Partnership Programmes
 - 25/02/2025
 - Open for Registration
 - Free
 - A luxury webinar to showcase what Northern Ireland has to offer luxury visitors to our German Partners.



www.tourismireland.com/opportunities



Tourism Ireland

MARKETING PLANS 2025

Germany

Questions and Answers

