



**Nadine Lehmann**

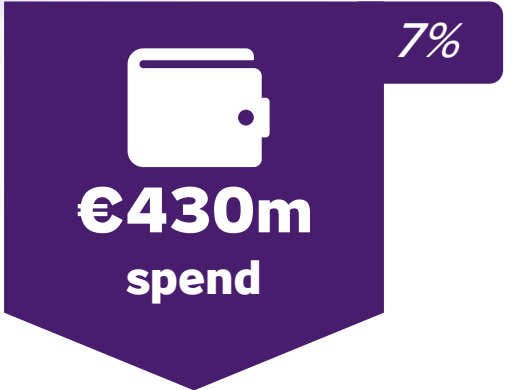


**Tourism Ireland**  
**MARKETING PLANS 2025**

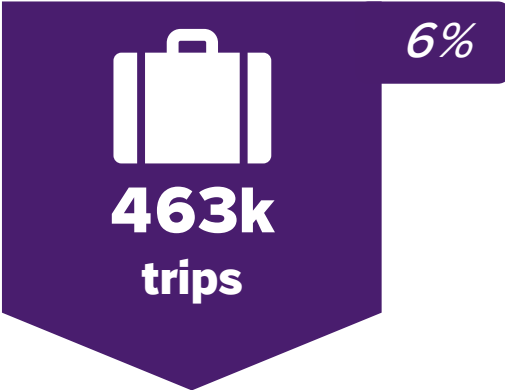
**Germany**

# Why the German market matters

Island of Ireland  
2023



Average spend per trip  
**€929**



Average spend per night  
**€107**

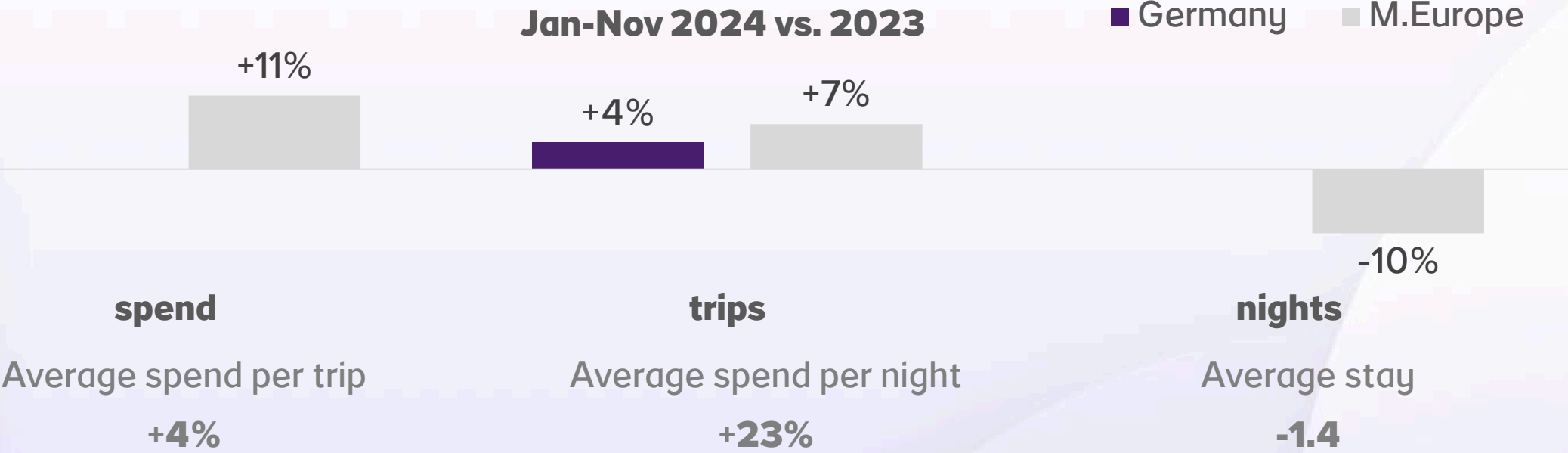


Average stay  
**8.6 nights**

Ireland  
Jan-Nov 2024

Jan-Nov 2024 vs. 2023

■ Germany ■ M.Europe



# 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 Ireland:

- Beautiful landscapes and scenery – 46%
- Never been before / somewhere new – 14%
- Great culture – 8%
- Ireland interests me – 8%
- Already been and want to go back – 4%

# GERMANY KEY MOMENTS 2025

Jan-Feb	<b>CMT Stuttgart</b>	<b>DERTOUR roadshow</b>	
Mar-June	<b>Fill your heart with Ireland campaign</b> <b>St Patrick's Day</b> <b>ITB Berlin</b>	<b>Loop luxury roadshow</b> <b>Regional access campaigns</b>	<b>Campaign with Uke Bosse</b> <b>Activities campaign</b>
July	<b>BMW International Open, Munich</b>		
Sep-Oct	<b>Fill your heart with Ireland campaign</b>	<b>Home of Halloween campaign</b>	
Nov-Dec	<b>Ireland Meets Germany</b> <b>Kickstart campaign</b>		
All year	<b>'Always on' digital and social</b> <b>Trade fam trips and training</b>	<b>Media and influencer visits</b> <b>Publicity / press content push</b>	

# Inspiring Visitors



# Inspiring Visitors

Fill your heart with Ireland campaign



- Fill your heart with Ireland campaign
- Award-winning Uke Bosse campaign
- Outdoor activities campaign
- Home of Halloween campaign
- Irish Tasting Cologne

Uke Bosse campaign



Outdoor activities campaign



# Inspiring Visitors

- Group and individual media visits
- Influencer and blogger visits
- Podcasts
- Advertorials
- Halloween trade and media event, Hamburg

Freundin (magazine) – nine-page article



Podcast collaboration with WELTWACH



Media visit



# Pro Sieben "Taff" City Trip Dublin





# Supporting Economies and Communities



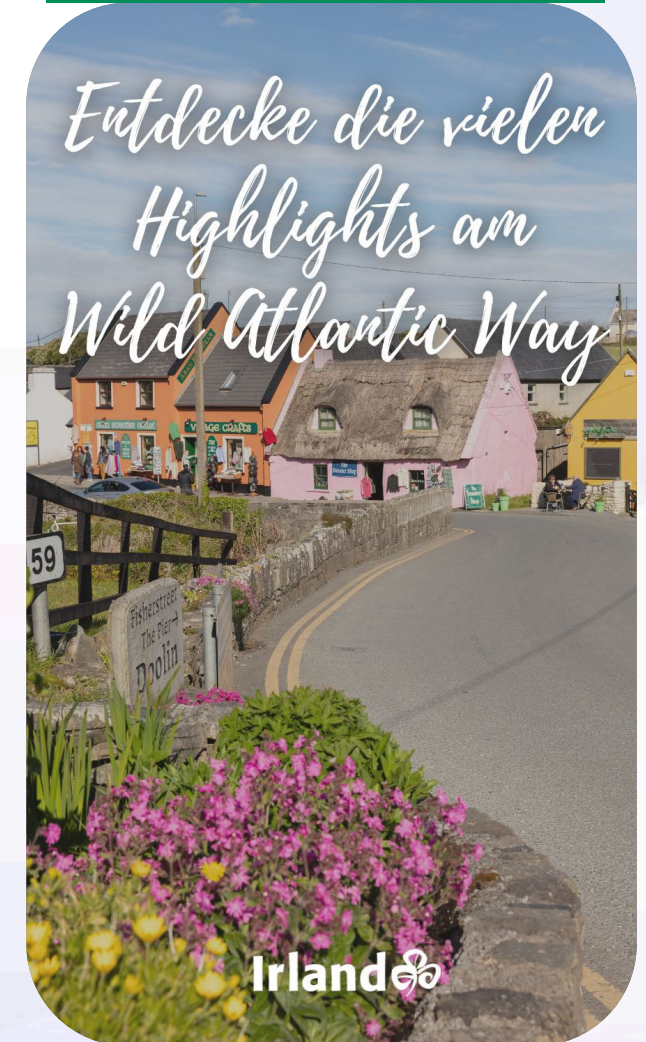
# Supporting Economies and Communities

- Media and trade visits
- Influencer and blogger visits
- Media content push
- Inland Cruising
- Regional access campaigns
- Twinning: County Cork

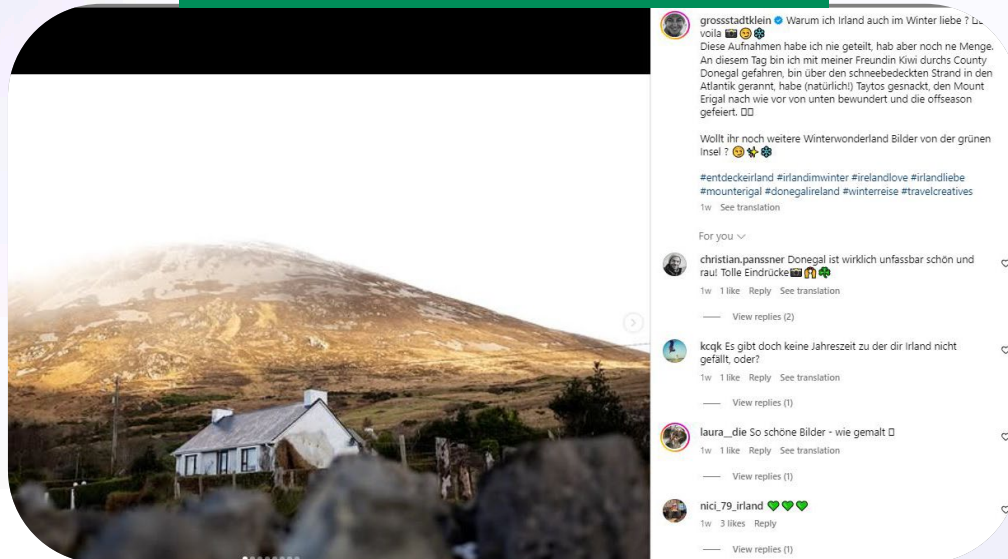
Trade event Ireland West Airport



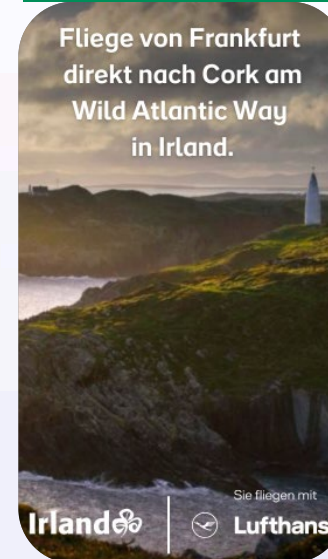
Wild Atlantic Way campaign – Pinterest



Initiative for regions / seasons @Grossstadt Klein



Co-op Lufthansa Cork



# Sustainability



# Sustainability

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

Boating campaign 2024



# Strengthening Partnerships



# Strengthening Partnerships

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

ITB Berlin



Fam visit for ADAC Reisen



Ireland Meets Germany



# 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



BMW International Open



Golf partnership with DERTOUR

**DERTOUR**  
MACHT URLAUB



Golf in  
Ireland

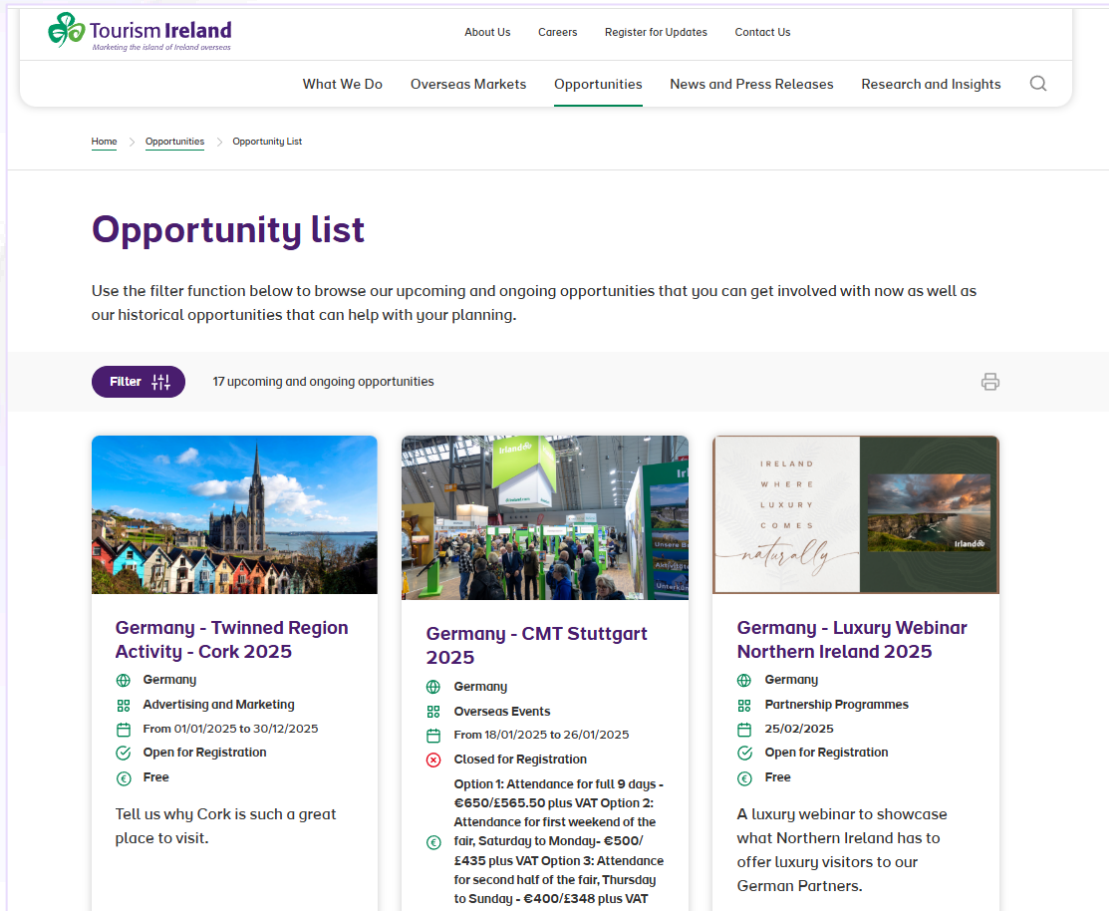
## Golfurlaub genießen

Irland bietet mehr als 400 Golfclubs, darunter ein Drittel der natürlichen Links-Plätze der Welt und dazu eine Reihe sensationeller Meisterschaftsplätze an atemberaubend schönen Standorten.

Hier buchen



# Industry Opportunities – how to work with us



The screenshot shows the 'Opportunities' page on the Tourism Ireland website. The page features a navigation menu with 'Opportunities' highlighted. Below the navigation, there is a section titled 'Opportunity list' with a brief instruction on using the filter function. A filter button indicates '17 upcoming and ongoing opportunities'. Three opportunity cards are displayed, each with a representative image and detailed information.

**Tourism Ireland**  
Marketing the Island of Ireland overseas

About Us | Careers | Register for Updates | Contact Us

What We Do | Overseas Markets | **Opportunities** | News and Press Releases | Research and Insights

Home > Opportunities > Opportunity List

## Opportunity list

Use the filter function below to browse our upcoming and ongoing opportunities that you can get involved with now as well as our historical opportunities that can help with your planning.

**Filter** 17 upcoming and ongoing opportunities

- 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](http://www.tourismireland.com/opportunities)





Tourism Ireland

MARKETING PLANS 2025

Germany

Questions and Answers

