



**Alison Metcalfe
Barbara Wood**



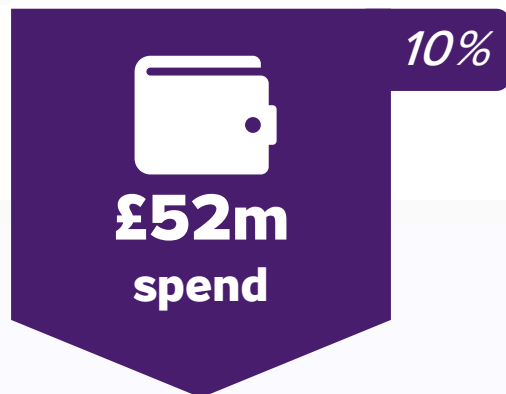
Tourism Ireland

MARKETING PLANS 2025

United States

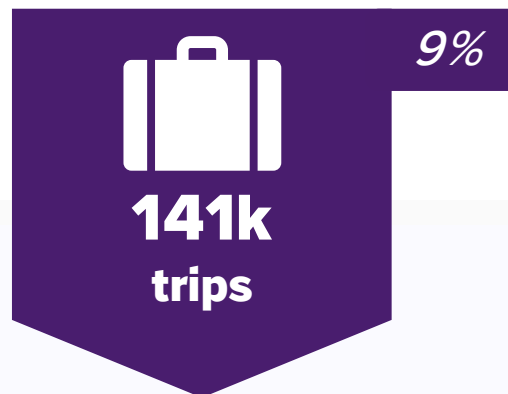
Why the US market matters

Northern Ireland
2023 –
United States



Average spend per trip

£366



Average spend per night

£82



Average stay

4.4 nights

Why the US market matters

Key holiday needs:

- Exploring new places, landscapes and cultural activities – 82%
- Building lasting memories with those closest to me – 68%
- Enjoying energetic and fun experiences – 65%
- Disconnecting, unwinding and enjoying special moments together – 57%
- Engaging in exciting and challenging experiences – 49%

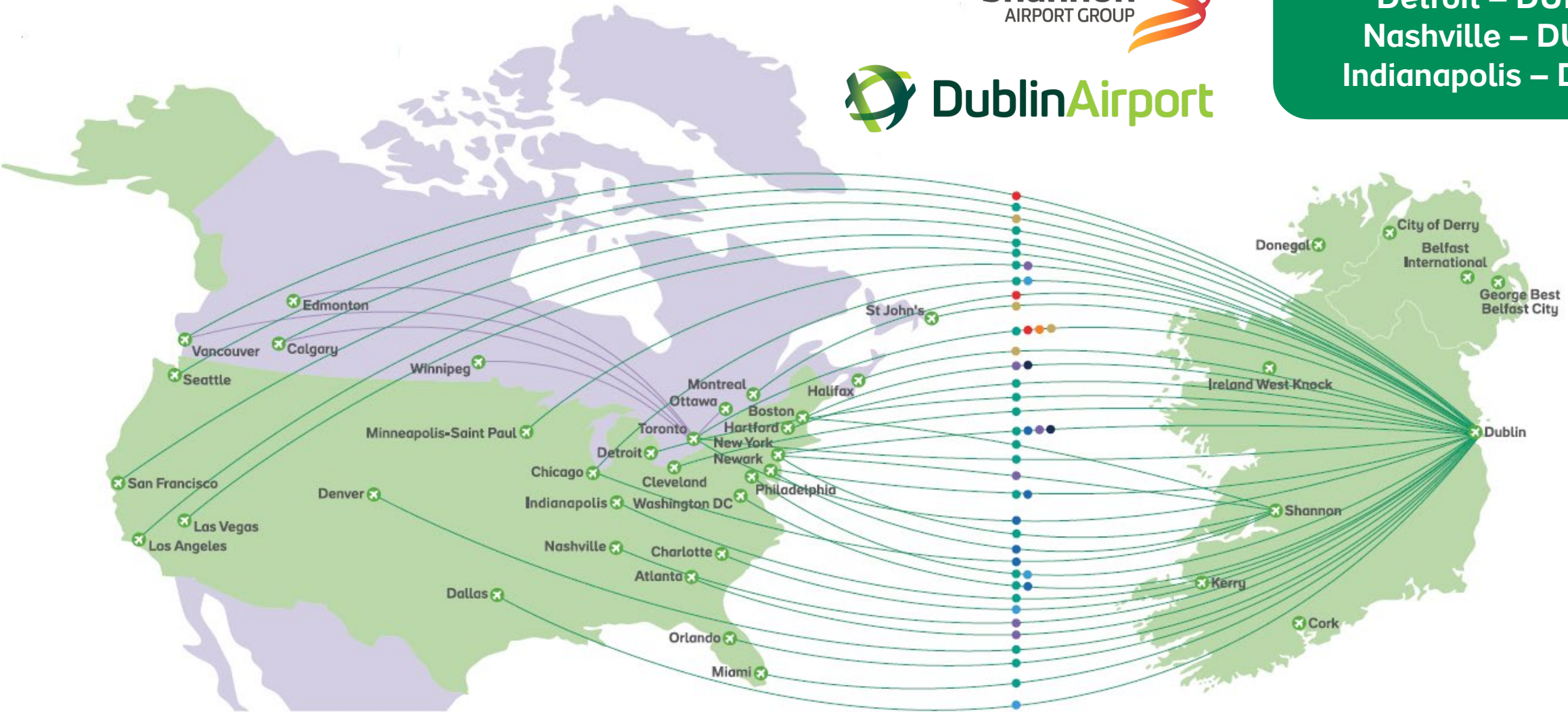
Drivers to visiting Northern Ireland:

- Beautiful landscapes and scenery – 22%
- Never been before / somewhere new – 18%
- Great culture – 12%
- Rich history – 10%
- Northern Ireland interests me – 9%
- Sightseeing / tourist attractions – 6%

Air Access 2025



NEW for 2025
Detroit – DUB
Nashville – DUB
Indianapolis – DUB



USA KEY MOMENTS 2025

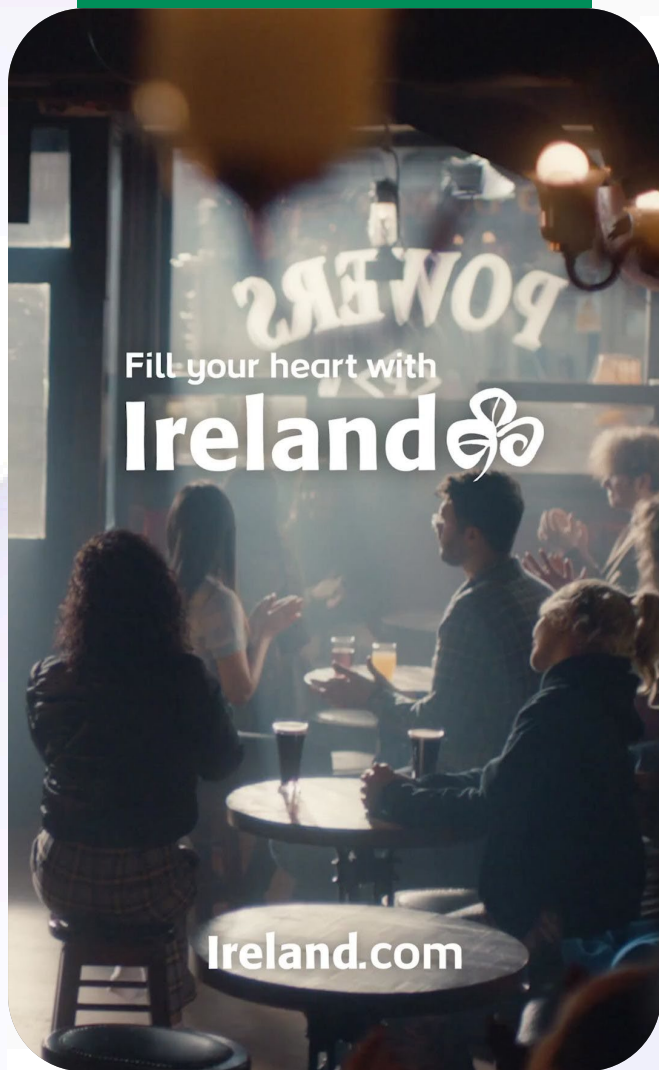
Jan-Mar	PGA Show Fill your heart with Ireland campaign – TV and digital	St Patrick's Day Riverdance 30th anniversary sponsorship	Sales Mission – Western USA
Apr-June	Sales Mission – new gateways/Mid-West LTA Ultra Summit Successful Meetings University	Business Events showcase ATTA AdventureELEVATE	Slow Tourism Month World Pride, Washington DC Golf campaign
Jul-Sept	GTM West and GTM Virtuoso Travel Week	ILTM North America Aer Lingus College Football Classic	Fill your heart with Ireland campaign – TV and digital
Oct-Dec	Home of Halloween campaign	Luxury Summit Engage!25 Summit	Signature conference
All year	'Always on' digital and social Trade webinars	Airline and tour operator co-op Media and influencer visits	Press releases Consumer and trade ezines

Inspiring Visitors

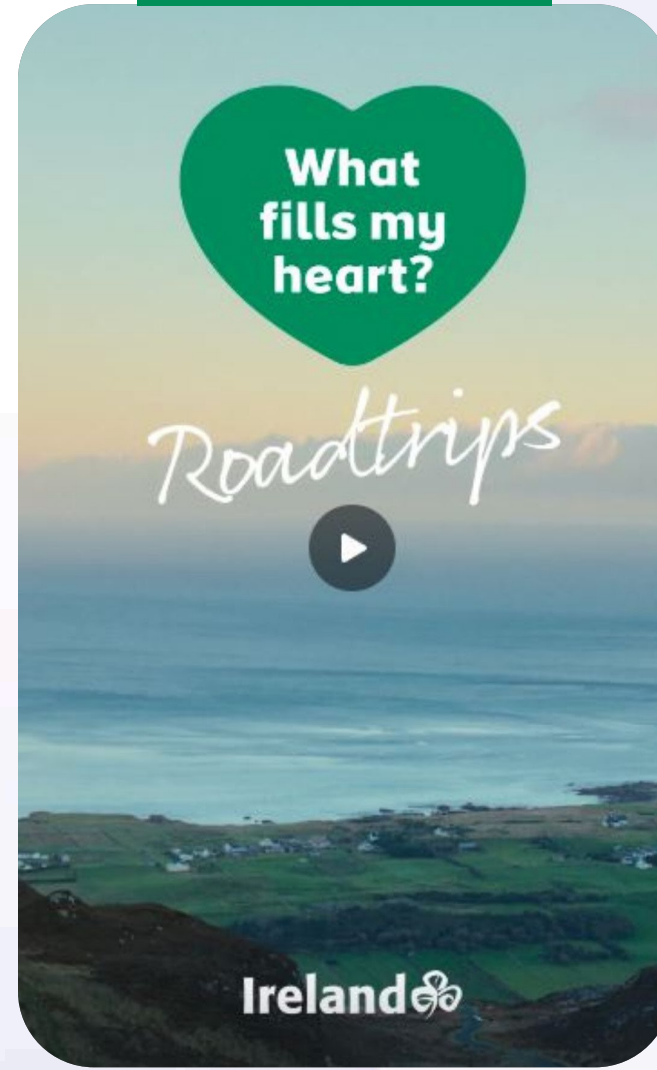
An aerial photograph of a coastal landscape. The left side of the image shows a deep blue sea with numerous dark, rocky islands and peninsulas. The water near the rocks is a lighter, turquoise color. On the right side, there is a lush green landscape with rolling hills, a large brown plowed field, and a small cluster of white buildings. The sky is clear and blue. The text "Inspiring Visitors" is overlaid in the center in a large, white, sans-serif font.

Inspiring Visitors

Fill your heart with Ireland campaign

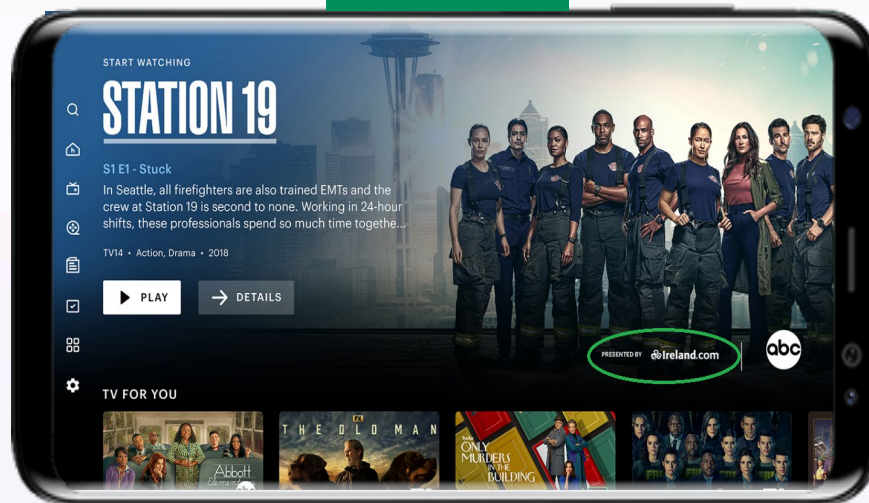


Season extension campaign



- 2025 target: 289m OTS (+3%)
- Hybrid TV – linear and connected TV in key DMAs
- ‘Always on’ digital and social
- Brand partnerships

Hulu partnership



ILG15U9E0

Inspiring Visitors – Aer Lingus Football Classic

5m
audience



ESPN partnership

24k+ US travellers in 2024

In-stadium advertising

Official game app



Golf tour operator co-op



HOME ABOUT US CUSTOM TOUR QUOTE



Golf in Ireland

Golf the Legendary Links of Southwest Ireland

Southwest Ireland is a golfer's paradise, where dramatic cliffs meet rolling fairways and centuries of history echo through the greens. Hidden Links invites you to explore this stunning region, home to some of the world's most iconic golf courses.

Whether you're teeing off with the Atlantic Ocean as your backdrop or unwinding in a cozy seaside village after a day on the links, your Irish golf adventure awaits.

START PLANNING YOUR TRIP

Inspiring Visitors – Golf

- Golf Channel campaign – 20m+ OTS
- PGA Show Orlando
- Digital partnerships – LPGA
- Golf tour operator co-op activity
- Golf media fam trips

Golf Channel campaign



Digital partnerships

Eggsplorations Podcast: Northern Ireland

Northern Ireland
EGGSPORATIONS

a
Fried Egg Golf
Travel Podcast



Eggsplorations
By Fried Egg Golf

Inspiring Visitors – Publicity

- Top tier broadcast outlets
- St Patrick's Day and Halloween
- Riverdance / Where Eagles Fly sponsorship
- Diversity and inclusion / LGBTQ+
- Screen tourism opportunities

Derry Halloween broadcast



Cultural sponsorship



Diversity and inclusion



IRELAND: THE BIRTHPLACE OF HALLOWEEN



EXPERIENCES





Supporting Economies and Communities

Supporting Economies and Communities

Tour operator co-op – season extension



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Off-season festivals



@derryhalloween is a 4 night event that takes over the entire city of Derry 🧛🧟

@tourisofireland

Reply to staysandgetaways...

Media visits

exploring northern ireland

PASSPORT
TRAVEL • CULTURE • STYLE • ADVENTURE • ROMANCE

Recently, when doing a family tree DNA test on my father's side, no one was more surprised than myself when the tests came back revealing that he was 100% Irish. I immediately had thoughts of traveling back to Ireland and searching for relatives and towns we may have lived in.

Simultaneously, and just as surprising, was my editor contacting me and asking if I'd like to represent PASSPORT magazine on a press trip to Dublin, Belfast, and the northern coast of Ireland. Hosted by Tourism Ireland, Fáilte Ireland (Tourism of the Republic of Ireland) and Tourism Northern Ireland, I jumped at the chance and before I knew it I was on a direct flight to Dublin.

We, (myself and three other travel journalists from the USA plus our overall host, Jenna Chapman from Tourism Ireland) were treated to an amazing several days of dining, entertainment, and culture. In the past I have reported on Dublin and the Republic of Ireland, but in regards to Northern Ireland this would be my first trip there and I wanted to share the incredible journey we had.

Lincoln Mill Studio also housed the actor's dressing room, costume and make-up departments, and catering. This was a boon to the local economy and work for crafts people all over Northern Ireland. In fact, our tour guide was an extra in the TV series, as were many more of the town folk.

After our visit to the Studio we stopped off at Steensons Jewellers, the exclusive creators of the pendants, pins, and jewelry for the *Game of Thrones* show. We saw the Kings Hand which is a pin given to second in command. We also saw the crown worn by Sansa Stark at her coronation. The shop is full of brilliant jewelry and everything is made on site, painstakingly created by hand. We had the privilege of watching three craftspeople working on pieces while we visited.

Not far from Steensons is Dark Hedges, a stunning road embraced by ancient beech trees lining both sides and bending towards each other as if to protect whomever travels through and beneath her. This spot was used as a location shoot in the show.

As we headed north on our first day out of Dublin we stopped at The *Game of Thrones* Studio Tour located in the Linen Mill Studios. The building was originally constructed for the linen trade, but with the linen industry in decline it was fortuitous that in 2011 HBO approached them with the idea of building an all-encompassing film studio. Many indoor sets were created and scenes shot here like The Great Hall in Winterfell and Castle Black. In fact, the studio tour was built around these sets. The Studio tour is fascinating, immersive, interactive, educational, and beautiful to walk through. The actual sets used for the TV series like the Red Keep and Castle Black are recreated and there's even an archery video game where you, the visitor, try to aim and destroy the zombie like creatures, the White Walkers in Winterfell. There are rooms dedicated to production design, costume design and props, and there's the opportunity to try on costumes from the show and have your photo taken sitting on the Iron Throne. And of course, there's an extensive gift shop and cafe.

After that day, we headed to Hillsborough Castle, Northern Ireland's Royal Residence. Although it's referred to as a castle it's more of a manor house, due to its size. We lucked out because we were given a tour by James. His knowledge was almost overwhelming. We knew that we were going to discover the centuries old history of the Castle and its occupants and their strong connection with the LGBTQ+ community, but what he shared was extremely fascinating.

The Hills family purchased the land that this castle sits on back in



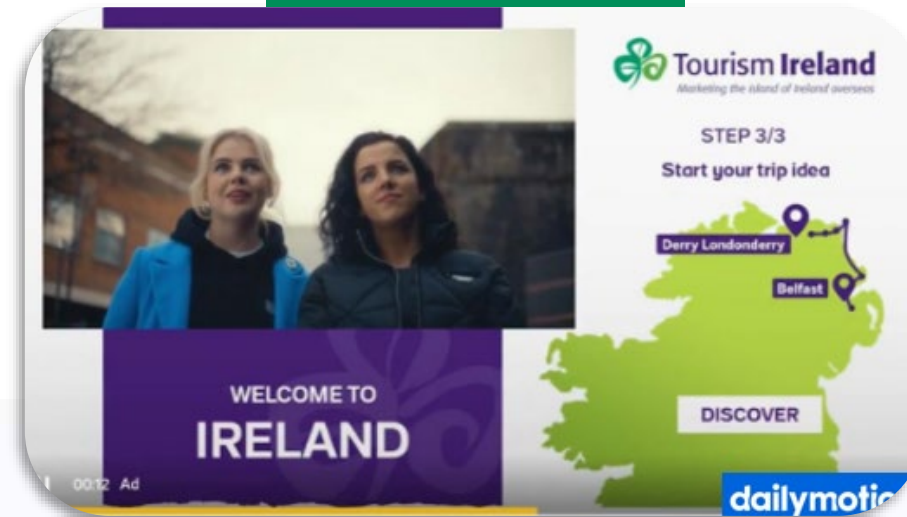
PASSPORT • DECEMBER 2024

Supporting Economies and Communities

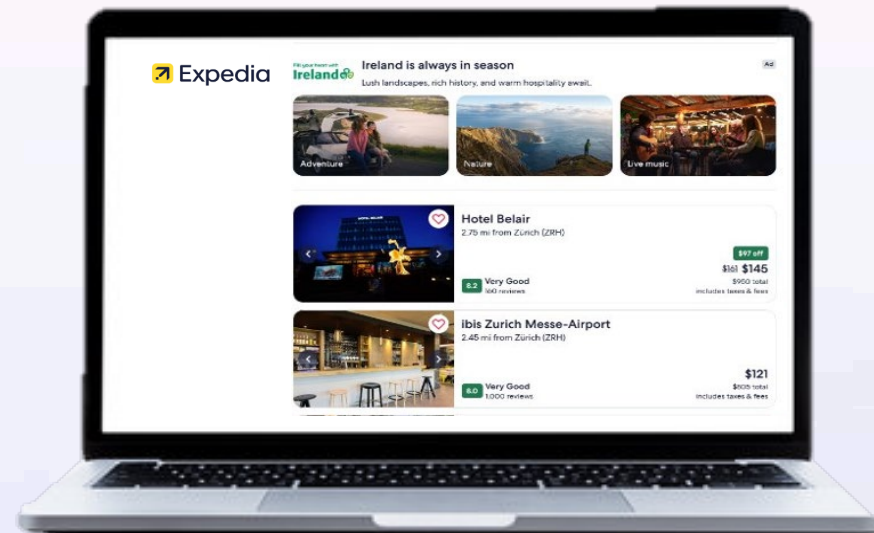
ATTA AdventureELEVATE



Northern Ireland ad campaigns



Season extension – Expedia



Sustainability



Sustainability

- Highlight car-free, active travel options and sustainable ways to experience the island of Ireland, e.g. cruising
- Twinning: Fermanagh
- Slow Tourism Month

TV broadcast – PBS



Custom content – Matador



Always on – digital and social

Tourism Ireland
Based in Ireland · Published by Hootsuite
October 12 at 8:00 AM

Discover the magic of Finn Lough, a hidden gem in County Fermanagh that offers an unforgettable escape just driving distance from the City of Derry or Belfast Airport! 🌿

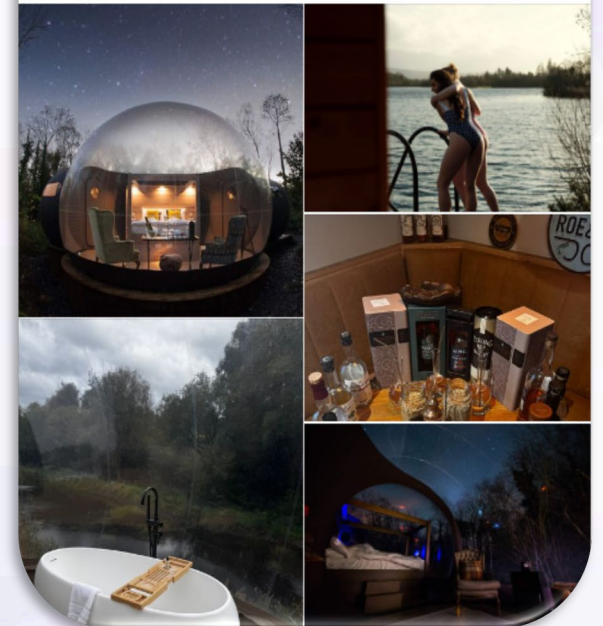
Whether you're dreaming of staying in a cozy lakeside cabin or sleeping under the stars in their signature Bubble Domes, this is luxury reimagined.

Immerse yourself in nature with their free kayak and bike rentals, explore the beautiful lakes or relax at their spa. For spirit enthusiasts, their bespoke whiskey & gin masterclasses are a must. Movie buffs can unwind and get cozy in the private cinema after a day of adventure.

But the real showstopper? The culinary experience at The Barn, where everything served is handcrafted, grown, foraged, and locally sourced. With a menu that spectacularly caters to all dietary needs and allergies, it's a feast for everyone and a perfect example of all of the great produce from beautiful county Fermanagh.

Looking for the perfect blend of adventure and relaxation? Finn Lough is calling! Perfect for a short break or as a base for your wider journey with surfing, golf and history nearby.

<https://www.finnlough.com>
Finn Lough



Strengthening Partnerships

A photograph of a modern building with a faceted, metallic facade, set against a dramatic sunset sky with scattered clouds. The sun is low on the horizon, casting long shadows and a golden glow. In the foreground, two people are riding bicycles on a paved road. The building's facade is composed of many small, triangular panels that create a complex, crystalline pattern. A large, stylized logo is visible on the building's facade. The overall scene is vibrant and dynamic, capturing a moment of transition in the day.



Strengthening Partnerships – Co-operative campaigns

Delta Airlines



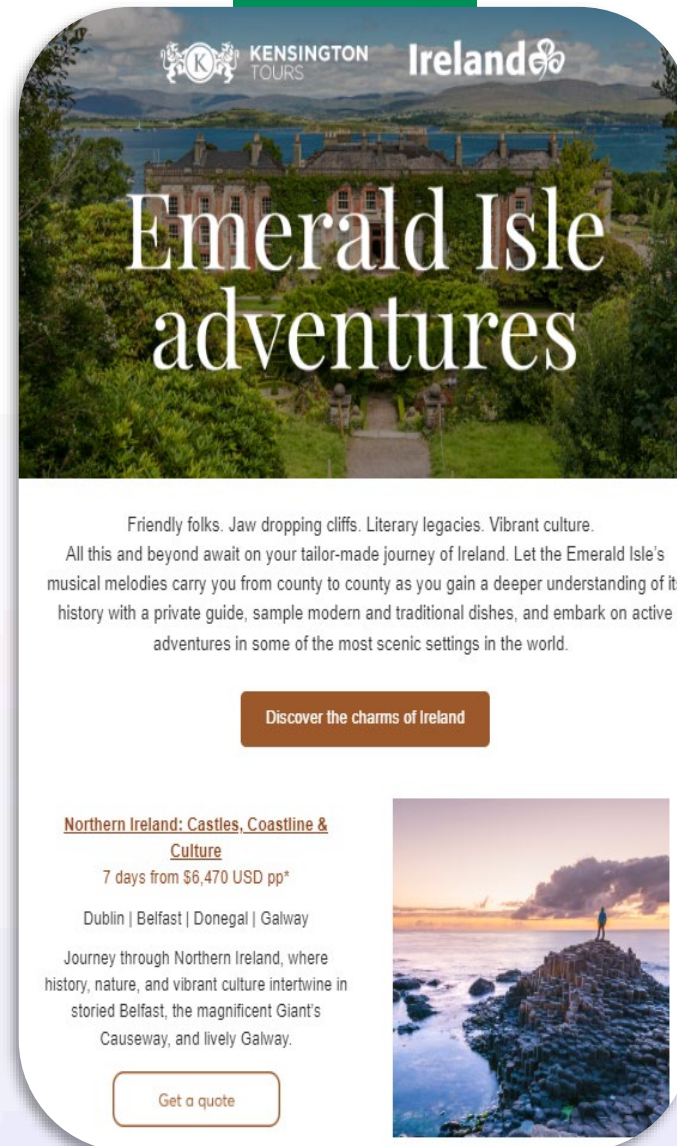
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Collette



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DISCOVER IRELAND

[LEARN MORE](#)

Average return on investment

20:1

Strengthening Partnerships

Best of Ireland sales missions

210

Industry partners

9,200

Meetings facilitated



Trade communications

Today's Presenters

➤ Host: Anna Cahill



➤ Phil Ervine

Taste&Tour

➤ Tracey Jeffery



➤ Eimear Lafferty



➤ Amy Patterson



Third-party events



Strengthening Partnerships

Travel trade fam trips



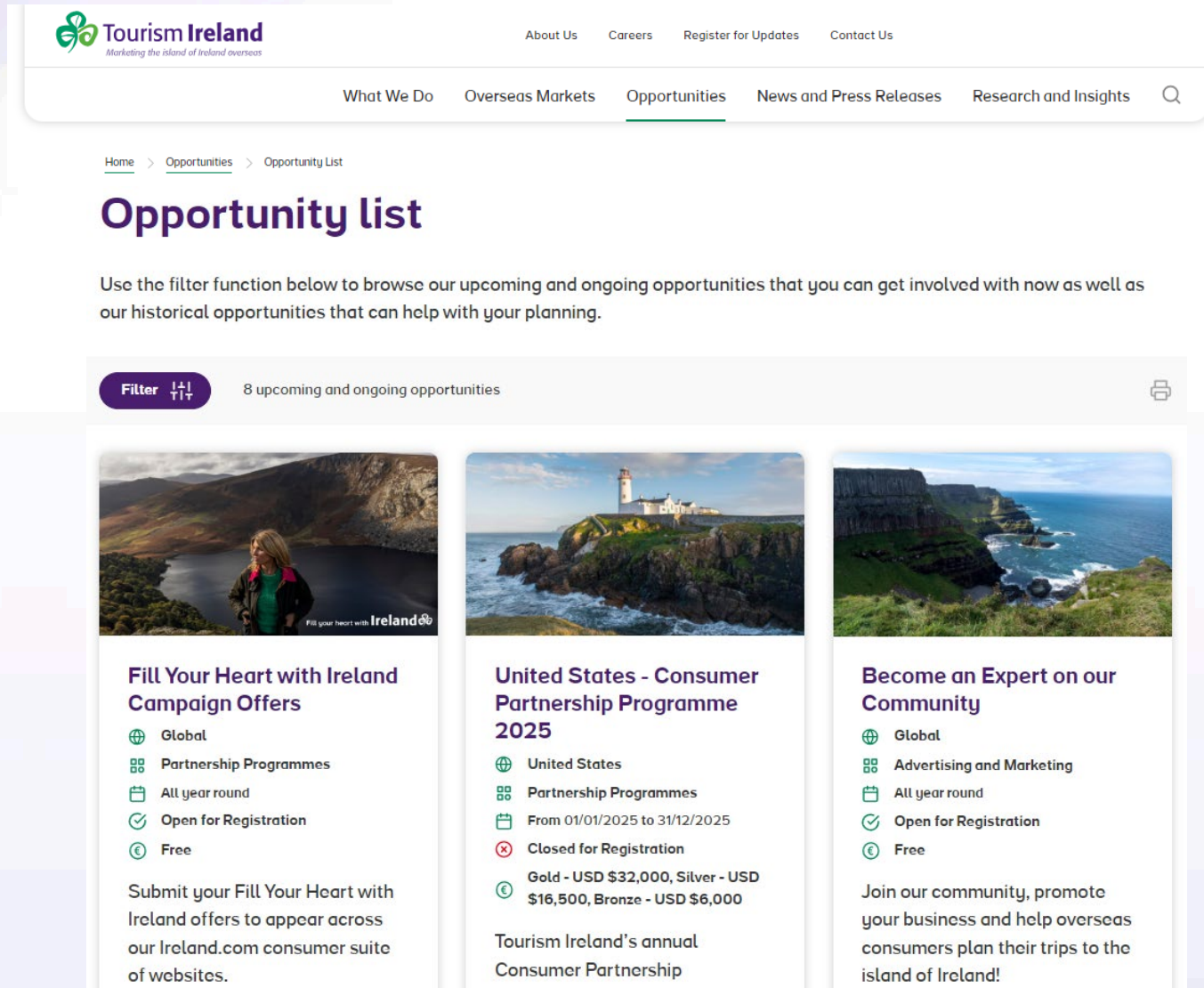
Affinity group travel



Luxury travel



Strengthening Partnerships – how to get involved



The screenshot shows the Tourism Ireland website's 'Opportunities' page. At the top, the Tourism Ireland logo is on the left, and navigation links for 'About Us', 'Careers', 'Register for Updates', and 'Contact Us' are on the right. Below this is a secondary navigation bar with 'What We Do', 'Overseas Markets', 'Opportunities' (highlighted), 'News and Press Releases', and 'Research and Insights'. A breadcrumb trail reads 'Home > Opportunities > Opportunity List'. The main heading is 'Opportunity list'. A sub-heading states: '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.' Below this is a filter bar with a 'Filter' button and a count of '8 upcoming and ongoing opportunities'. Three opportunity cards are displayed:

- Fill Your Heart with Ireland Campaign Offers**
 - Global
 - Partnership Programmes
 - All year round
 - Open for Registration
 - Free

Submit your Fill Your Heart with Ireland offers to appear across our Ireland.com consumer suite of websites.
- United States - Consumer Partnership Programme 2025**
 - United States
 - Partnership Programmes
 - From 01/01/2025 to 31/12/2025
 - Closed for Registration
 - Gold - USD \$32,000, Silver - USD \$16,500, Bronze - USD \$6,000

Tourism Ireland's annual Consumer Partnership
- Become an Expert on our Community**
 - Global
 - Advertising and Marketing
 - All year round
 - Open for Registration
 - Free

Join our community, promote your business and help overseas consumers plan their trips to the island of Ireland!

www.tourismireland.com/opportunities



Tourism Ireland

MARKETING PLANS 2025

United States

Questions and Answers

