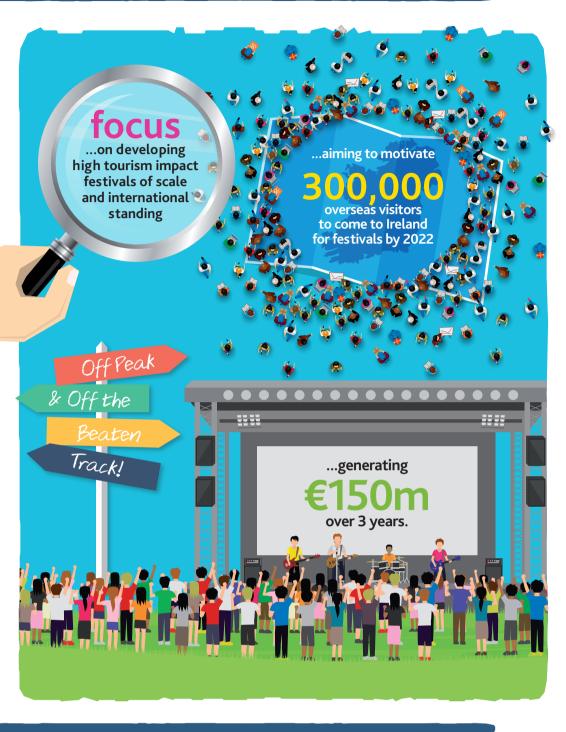# FESTIVAL INSIGHTS

FESTIVALS AND PARTICIPATIVE EVENTS ARE IMPORTANT COMPONENTS OF THE IRISH TOURISM OFFERING

Our Strategic Vision for Festivals 2020-2022

focus
...on developing high tourism impact festivals of scale and international standing

...aiming to motivate
300,000
overseas visitors to come to Ireland for festivals by 2022

Off Peak
& Off the
Beaten
Track!

...generating
€150m
over 3 years.

What Makes a High Tourism Impact Festival?

A review of the
33
Fáilte Ireland funded festivals was carried out to help identify indigenous festivals and events with the greatest potential **for attracting international visitors**

This research identified **key success factors** of high tourism impact festivals that motivate international visitors to come to Ireland.

- USP and Programme
- Overseas "Fanbase"
- International Networks
- International Profile
- Immersive Experiences
- Website
- Social Media
- Organisational Structure
- Customer Experience
- Financial Sustainability

FESTIVAL INSIGHTS

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Key Success Factors

1 Clear USP & Programme Focus

A festival proposition that is unique to the place and the people, that reflects the destination brand and is hard to replicate internationally

2 Overseas "Fan Base"

Clear understanding of the type of overseas visitor who is motivated to travel to the festival to fulfil a desire, interest or passion

3 International Networks

Clearly identifiable international channels and networks to reach the festival's overseas fans e.g. international cultural centres, associations, colleges etc.

4 International Profile

Strong international reputation and profile that can be generated through international publicity, prestigious awards or competitions

5 Immersive Experiences

Opportunities for immersive and participatory experiences for overseas fans to meet other like-minded people

6 Website

Mobile friendly website, that reflects the festival brand identity, clear and consistent layout with inspiring visual content and strong call to action

7 Social Media

A social media strategy with engaging content (regular posts, photographs, video etc.)

8 Customer Experience

A positive customer journey all the way through the festival, from initial contact to after the event, to foster great memories and positive word of mouth

9 Organisational Structure

Experienced and professional team with international focus

10 Financial Sustainability

A balanced funding model of private, public and commercial income

Festival Innovation Programme

The Festival Innovation Programme Fund is an open, rolling call for new ideas for festivals that have the potential to deliver high tourism impact and reflect the key success factors outlined above.

MORE INFORMATION IS AVAILABLE AT:

www.failteireland.ie/Supports/Identify-Available-Funding/Festivals-and-Participative-Events.aspx