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What's new in 2010

- **Budget €4.8m plus - significant increase on 2009 €3.5m**
- **Generate more trade leads – Meitheal and UK sales development role**
- **New Golf Brand Ireland**
- **New Golf Events programme – maximise Irish Open activation**
- **Value Message – Special offers campaigns**
- **Stronger focus on Ladies golf– key markets**
- **Golf standards – service quality delivery.**
- **Focus on selling Domestic golf Passes and Classics**

Irish Open – a new approach

- **Developing an Irish Open with a wider appeal**

- Move to a family offering
- Increase attendance
- Top class field
- Create a “Golf Plus” event
- Showcase Irish golf to an international audience
- Deliver a sustainable event



Bigger Trade Events in 2010

Meitheal 2009

The Irish Travel Trade Fair

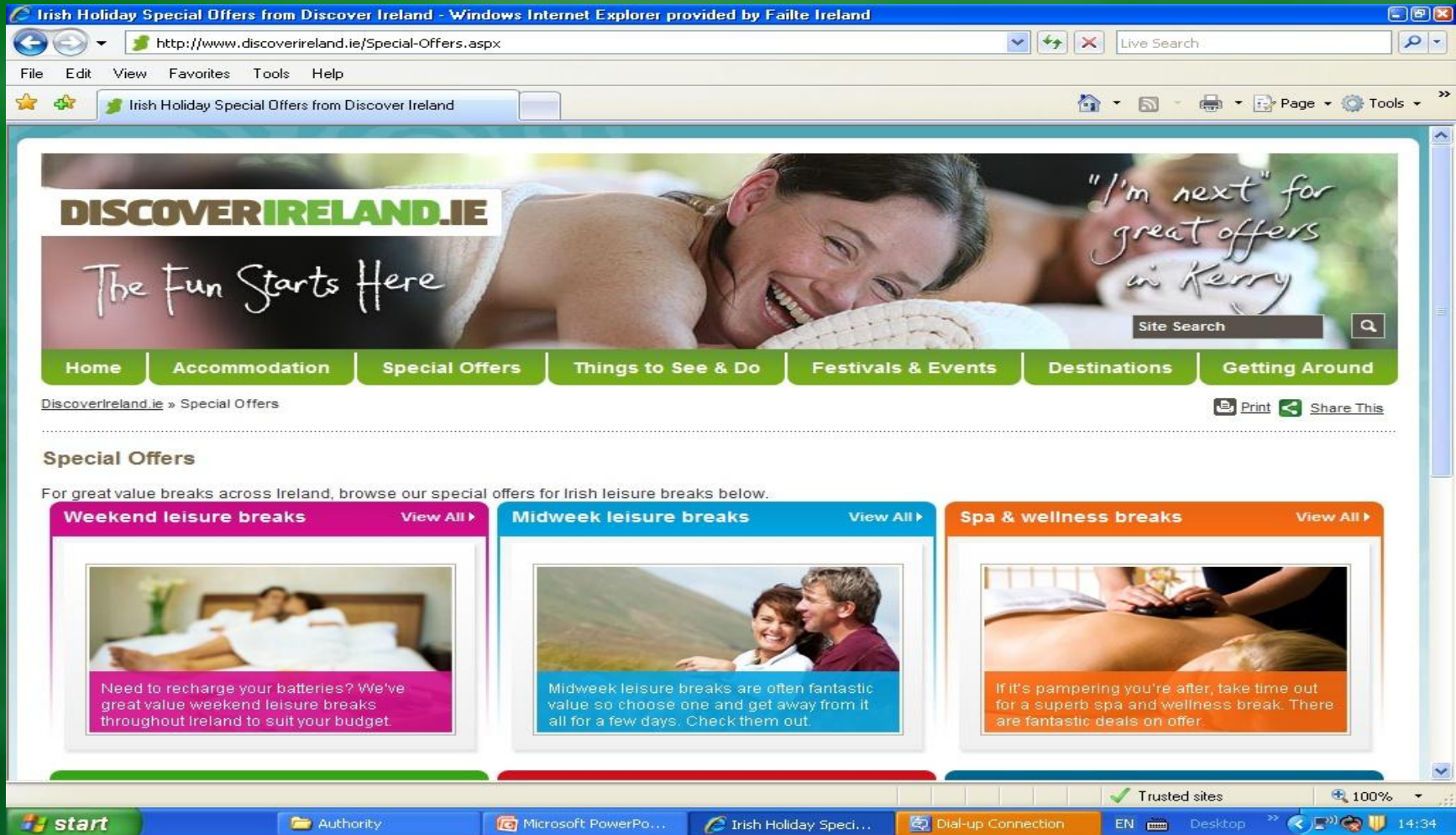


More Communications and Advertising

- Domestic Golf Publications
- New 2010 Golf Guide
- Solheim Cup Brochure
- Radio
- Print Advertisements
- Competitions/Database collection



Better Special Offers



The screenshot shows a Windows Internet Explorer browser window displaying the 'Irish Holiday Special Offers from Discover Ireland' page. The browser's address bar shows the URL 'http://www.discoverireland.ie/Special-Offers.aspx'. The website's header features a large banner with a smiling woman and the text 'DISCOVERIRELAND.IE The Fun Starts Here'. A navigation menu includes links for Home, Accommodation, Special Offers, Things to See & Do, Festivals & Events, Destinations, and Getting Around. Below the menu, there are links for 'Print' and 'Share This'. The main content area is titled 'Special Offers' and contains a sub-header: 'For great value breaks across Ireland, browse our special offers for Irish leisure breaks below.' Three offer cards are displayed: 'Weekend leisure breaks' (purple header), 'Midweek leisure breaks' (blue header), and 'Spa & wellness breaks' (orange header). Each card includes a representative image and a short description of the offer. The browser's taskbar at the bottom shows the Start button, several open applications, and the system clock set to 14:34.

Irish Holiday Special Offers from Discover Ireland - Windows Internet Explorer provided by Fáilte Ireland

http://www.discoverireland.ie/Special-Offers.aspx

File Edit View Favorites Tools Help

Irish Holiday Special Offers from Discover Ireland

DISCOVERIRELAND.IE
The Fun Starts Here

"I'm next" for great offers in Kerry

Site Search

Home Accommodation **Special Offers** Things to See & Do Festivals & Events Destinations Getting Around

Discoverireland.ie » Special Offers


Print Share This

Special Offers

For great value breaks across Ireland, browse our special offers for Irish leisure breaks below.

Weekend leisure breaks


View All



Need to recharge your batteries? We've great value weekend leisure breaks throughout Ireland to suit your budget.

Midweek leisure breaks


View All



Midweek leisure breaks are often fantastic value so choose one and get away from it all for a few days. Check them out.

Spa & wellness breaks

View All



If it's pampering you're after, take time out for a superb spa and wellness break. There are fantastic deals on offer.

Trusted sites 100%

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New Digital Marketing Programme

CRM Programme

- Event details
- Competitions
- Database collection – ezine programme
- Product Bundling offers

Better Media Programme

- Domestic FAM trips
- Press Releases
- Solheim Cup 2011
- Ladies Irish Open
- 3 Irish Open
- Irish Senior Open

Lawrence Bate

Tourism Ireland

Director - Britain

Overseas Golf Plans

Carton House – 9 Mar 2010

Summary of Plans

- Focus spend on 4 key markets
 - GB: €550,000
 - US: €400,000
 - Germany: €100,000
 - Nordics: €150,000
 - TOTAL: €1.2 million
- Increase of 50% vs 2009
- Focus on 4 key themes

1. Excite and inspire golfers about golf in Ireland through new Golf Brand Ireland

- Print and radio advertising
- Advertorials
- Online activity
- Golf Channel TV

- Campaigns kick off during April

2. Showcase Ireland in front of media and potential visitors at promotions and events

- Events
 - US Masters Media event
 - BMW PGA Wentworth
 - The Open Media event
 - Nordea Scandinavian Masters
- Promotions
 - PGA Orlando
 - Golf Live (Stoke Park)
 - Best of Britain & Ireland
 - IGTM
 - 3rd party link ups



3. Reinforce the Value message

- Communication
 - Tactical advertising
 - Direct Marketing
- Co-operative marketing activity
 - Market based operators
 - Golfers' Associations

Golfbreaks.com



4. Exploit the potential of the Solheim Cup

- Comprehensive publicity programme
 - Press trips and media events
 - Golf pros fam trips
- In-market events
 - Audi German Ladies PGA open
 - Kraft/Nabisco Championship (California)
 - WEGMANS Championship (New York)
 - Ricoh Ladies British Open (Royal Birkdale)
 - Sponsorship agreement with Qtee Ladies Golf Association (Sweden)



In summary

- 4 key markets
- 50% increase in overseas investment
- 4 key themes

Overseas Golf Plans

Carton House – 9 Mar 2010