



# GB CONNECT A TOURISM TOOLKIT

## SUMMARY








# INTRODUCTION

## SALES CONNECT GB

Future tourism growth will come from the overseas markets. While many overseas markets remain lucrative, **Great Britain** is the largest single source market for visitors to the **I**sland of Ireland and represents a significant opportunity for Irish **T**ourism. In 2011 alone, the GB market provided almost 50% of visitors to the Island of Ireland (45% of visitors to the Republic of Ireland and 65% of visitors to Northern Ireland) and delivered a total of €1.113 billion/£0.9 billion in tourism revenue and 3.6 million visitors.

Sales Connect GB is an industry focussed business support which has been developed to enable you to better understand, target and grow business from Great Britain (GB). It provides new and unique insights into the GB visitor and offers a range of practical supports and advice for you the Irish Tourism Industry. The interactive nature of Sales Connect GB, facilitates a 'hands on **a**pproach' to tackling many of the challenges involved in attracting visitors from GB to Ireland, whether you are trying to break into the market for the first time or whether you simply want to grow your existing business.

Sales Connect GB is part of a dedicated market development support resulting from the detailed GB market review undertaken by Fáilte Ireland, Tourism Ireland, NITB and the industry under the auspices of the Tourism Recovery Taskforce. It is the first in a series of dedicated GB business supports, specifically designed to aid you in the Irish Tourism industry to better target and penetrate the GB market and achieve growth. You will find a range of dedicated business supports can  be located on [www.failteireland.ie](http://www.failteireland.ie)

Note: Great Britain covers England, Scotland and Wales and will be referred to as the GB market from here on in this document.

*Sales Connect GB  
has been developed to enable  
you to better understand,  
target and grow business  
from Great Britain !*



MARKET SNAPSHOT

- 60 million people.
- Strong cultural and ancestral links with Ireland.
- Good air access to lots of different airports around the island of Ireland. Good ferry access also.
- Someone turns 50 every 40 seconds in the UK.
- South East is most populous region and also the region from which Ireland gets most of its holiday visits.
- Minimum holiday entitlement is 28 days annually.
- Surfing the internet is more popular than watching television.

THE CURRENT GB MARKET TO IRELAND

How Do They Get Here?

- Four of every five arrive by air.
- 1 in 5 bring their own car, 1 in 5 hire one here, 3 in 5 don't use a car.

How Long Do They Stay?

- Average stay is 5 nights. 7 out of 10 stay 5 nights or less. Longer holidays more likely in June – August period.

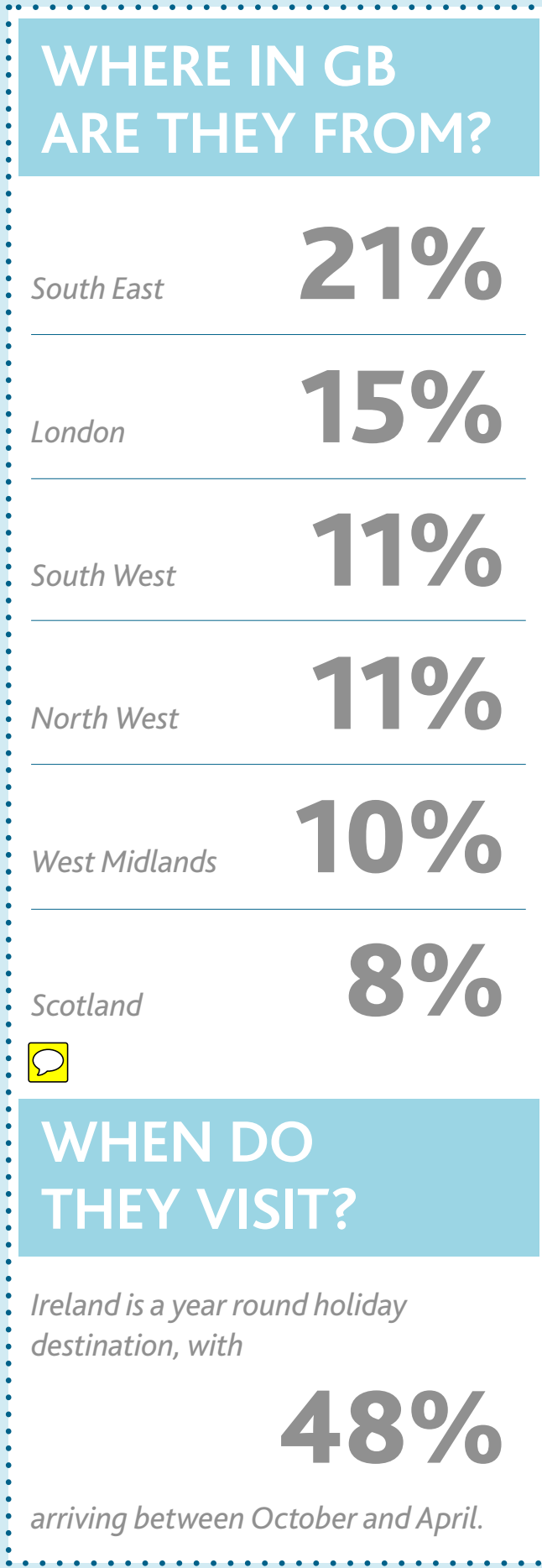
What Age Are They?

- Almost two thirds are 35+, but with a trend toward a younger profile in recent years. The majority of the 35-54 year olds travel as a couple.

Is It Their First Visit?

Almost three out of every five (59%) are repeat visitors.

Did you know there are 8 million pet dogs in GB and 23% of households in Great Britain have at least one dog?



WHO ARE IRELAND'S COMPETITORS?

4 Interesting Facts

1. The Island of Ireland's primary competitors for short break holidays are domestic British destinations, Scotland, the Lake District, Wales and Devon/Cornwall.
2. Holidays in Scotland, England (Lake District and Devon/Cornwall) and Wales are seen as similar to holidays in Ireland, with Scotland the most similar.
3. 'Staycations' are a growing trend with 70% of GB holidaymakers taking domestic holidays instead of and/or in addition to foreign holidays. For more than two thirds of those who visit Ireland, it's a trip in addition to their main holiday.
4. They don't really regard other European holiday destinations as being comparable to Ireland apart from Amsterdam which is a competitor for city breaks.

WHAT DOES THIS TELL US?

- Our many natural resources and tourism assets could be focussed and positioned to better compete against GB destinations.
- Our mountains, lakes, islands, coast, gardens, hiking and walking, surfing, golf, cities, arts, culture, literary heritage, food and drink could be further developed both as standalone and bundled experiences.
- Cities (Belfast, Dublin, Derry/Londonderry, Cork and Galway) can compete against certain GB cities for city breaks. Ireland's main GB competitors are Edinburgh, Glasgow and Manchester e.g. Manchester for sport and shopping, Edinburgh for arts and festivals and Glasgow for shopping, entertainment, culture.
- Future focus will be on specific target segments that are receptive to what Ireland has to offer.
- Ireland can be positioned as a unique short break holiday destination brand.
- Ireland's accommodation offering is superior: better quality, service, consistency, range and value.
- Value has increased in the domestic GB holiday market so expectations are higher. We need to improve the perception of value and get the message across that there is better value to be had.

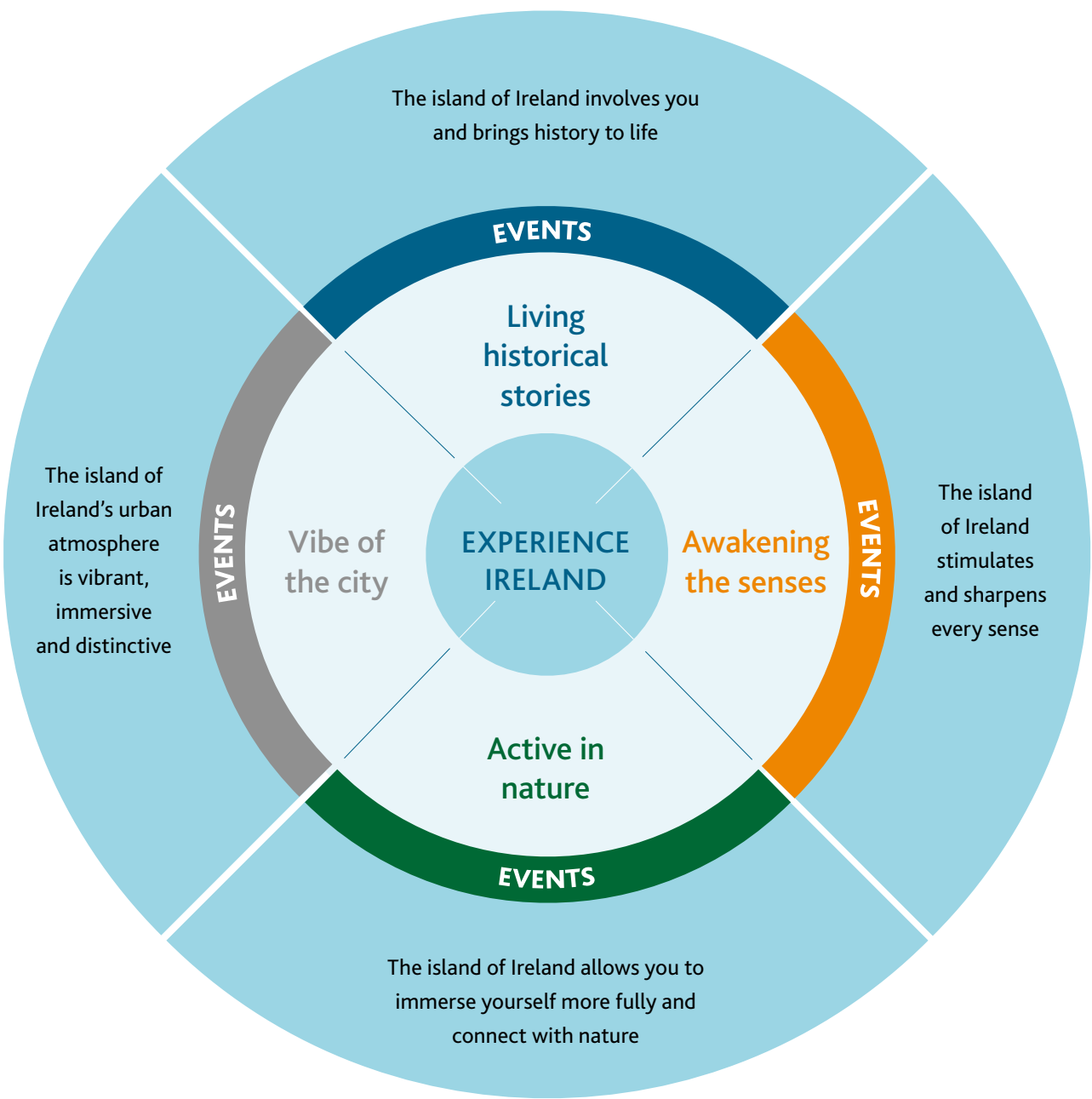




# BRAND IRELAND

Putting 'experience' at the heart of the holiday:

We need to appeal to the key market segments (Social Energisers, Culturally Curious and Great Escapers) with relevant and targeted experience based propositions. Research indicates that there are four different types of holiday experiences which are highly motivating for GB consumers; Vibe of the City, Living Historical Stories; Awakening the Senses and Active in Nature. Within each experience based proposition, distinctive visitor experiences specifically tailored to the interests, needs and motivations of the GB visitor are essential. By bundling experiences together, we can give holidaymakers from Great Britain a fresh perspective on Ireland, meet their value-for-money requirements and importantly convert them to travel.



# TARGET SEGMENTS

A new segmentation model for the GB market has been developed to give a clear view of who we should target and how best to reach them.

Seven distinct customer segments have been identified, three of which are prioritised as showing the best potential.

Target segments:

- 1. Social Energisers
- 2. Culturally Curious
- 3. Great Escapers

Other target segments:

- 4. Top Tanners
- 5. Nature Lovers
- 6. Spoil Us
- 7. Easy going socialisers

A detailed profile of the three main segments is presented below, along with some highlights of the other segments. See [www.failteireland.ie](http://www.failteireland.ie) for the full profiles.







Main Target Segments

	Social Energisers	Culturally Curious	Great Escapers
How many in GB	4.3mn (11%)	4.3mn (11%)	5.1mn (13%)
Current market share	3.4%	2.9%	1.7%
Who are they?	<ul style="list-style-type: none"><li>Young (15 – 34).</li><li>Holidays in groups or as couples.</li><li>Long weekends in city destination.</li><li>Looking for a cool, exciting trip somewhere new and vibrant.</li></ul>	<ul style="list-style-type: none"><li>Older. 45+, a quarter are 65+.</li><li>Travel as couples or on their own.</li><li>Want to explore new landscapes, history and culture.</li><li>Curious about everything. Discovery.</li></ul>	<ul style="list-style-type: none"><li>Around 30, often couples, some with babies or young children.</li><li>In serious need of time out from busy lives and careers.</li><li>Interested in rural holidays, nature, and travel as a couple or family.</li></ul>
What they want from a holiday	<ul style="list-style-type: none"><li>Having a laugh.</li><li>New experiences. Exploration.</li><li>Don't like to plan too far ahead.</li><li>Like when there's lots to do in relatively small area.</li><li>Spontaneity.</li><li>Want to be at the heart of it all – social, wherever it's happening.</li><li>Not just partying - interesting events, fun activities, gigs.</li><li>Explore city by day, enjoy nightlife.</li></ul>	<ul style="list-style-type: none"><li>Want it to be authentic.</li><li>Won't choose a place to visit just to follow the herd.</li><li>Discover history and get real insight.</li><li>Independent, 'active' sightseers.</li><li>Like to broaden their mind and immerse themselves in a place.</li><li>Like to give their senses a holiday too –sights, sounds, smells, tastes.</li><li>Enjoy connecting with nature.</li><li>Connect with people.</li></ul>	<ul style="list-style-type: none"><li>Connect with landscape, feel the earth beneath their feet.</li><li>Sense of history, of their place in nature – they want to feel part of it.</li><li>Quality time bonding with those closest to them.</li><li>Rebalance themselves.</li><li>Peace and quiet between activities.</li><li>'Down time', off the beaten track.</li><li>Want 'wow' moments without effort.</li><li>Come home with batteries recharged.</li></ul>
What they don't want	<ul style="list-style-type: none"><li>Peace and quiet – they want to get back home revitalised not rested.</li></ul>	<ul style="list-style-type: none"><li>To party.</li><li>Packaged or 'laid on' activities.</li></ul>	<ul style="list-style-type: none"><li>To make connections with others on the holiday – locals or other tourists.</li></ul>
Most likely to be seen doing	<ul style="list-style-type: none"><li>Latest energetic, popular activities.</li><li>Lively pubs, good food, music and conversation with locals.</li><li>Festivals and entertainment.</li><li>Live music, comedy tours, street art.</li><li>'In' places to shop, cool places to eat, best sightseeing opportunities.</li><li>Visiting attractions where fun is part of the deal.</li></ul>	<ul style="list-style-type: none"><li>Exploring landscapes - Megalithic or early Christian relics.</li><li>Castles, gardens, museums, country houses and art galleries.</li><li>Literary tour, World Heritage Sites, Visitors Centre, browsing for books to deepen their experience.</li><li>Enjoying good food and wine, particularly local specialties.</li><li>Unique local festivals and events.</li></ul>	<ul style="list-style-type: none"><li>Escaping to breathtaking landscapes.</li><li>Actively exploring more remote and exciting places, on foot or by bicycle.</li><li>Standing enveloped in each other's company on the top of a mountain or cliff.</li><li>Visiting a castle or a landmark.</li><li>Relaxed meal of fresh local produce, or a fun evening in an authentic pub.</li></ul>
Holiday behaviour – how long and where?	<ul style="list-style-type: none"><li>Stay in a hotel close to the action.</li><li>Some stay in B&amp;Bs / guesthouses, as long as there's lots going on around them that's new and different.</li><li>Short break most likely (2-3 nights).</li></ul>	<ul style="list-style-type: none"><li>Most likely to stay in a hotel, self-catering or a B&amp;B as long as there's a lot to see.</li><li>Will usually choose somewhere with access to scenery and good walks.</li><li>Take more short breaks than average.</li></ul>	<ul style="list-style-type: none"><li>More likely to take short breaks.</li><li>More likely to stay in England and less likely to go to Europe or further afield on holiday.</li><li>Ireland doesn't really appear on their radar right now, though it offers plenty of what they are looking for.</li></ul>
			

How do Social Energisers and Culturally Curious compare?


Social Energisers	are different or alike in this way to	Culturally Curious
Excitement, New Experiences, Fun social. New different places.		Independent active sightseeing, exploration, mind broadening, culture, landscape, beauty, newness. Most likely to have specific ideas of places they want to go.
Under 34	younger than	Over 45 (most female group 60%)
Single	still enjoying options Vs settled	Retired couple
Sub-professional	not as wealthy as	Professional
Meet new people for fun and more. In the buzz of the moment.	More social adventure than companionship.	Share discovery with partner. Gentle exploration.
Mosh pit	Both in the heart of the atmosphere in age appropriate ways.	Front row seat
Sensory: Wow factor, noisy, fun, laughter, adrenalin.	more visceral becomes more considered	Sensory: Enjoy beauty, nature, food and drink.
Things to do: Pubs, street, festivals, attractions.	All you can eat buffet becomes connoisseur	Things to do: Sites, man made and outdoor, exploration, intimate shared experience.
Niche considerations: Laid on entertainment - led activities.	opposites	Niche considerations: Averse to packaged and controlled activities - don't want to be told what to do - want to do their own thing in their own way.
Meet the locals: Socially.	same need different context	Meet the locals: To be informed to learn and experience the place through them.

How do Social Energisers and Great Escapers compare?

Social Energisers	are different or alike in this way to	Great Escapers
Excitement, New Experiences, Fun social. New different places.		Active exploration of the more remote countryside, experiencing an off the beaten track wow factor. Rejuvenate through peace and quiet – landscape.
Under 34	young only Vs any age	Under 45
Single	still enjoying options Vs settled	40% couples 20% young families
Sub-professional	slightly less wealthy than	Professional/sub-professional
Meet new people for fun and more. In the buzz of the moment.	expanding social circle Vs deepening relationships	Spend quiet time and bonding time with the people they care about. Escape the crowd.
Mosh pit	excitement of people Vs excitement of the natural world	Connect to nature, landscape and experience the wow of it.
Sensory: Wow factor, noisy, fun, laughter, adrenalin.	visceral Vs spiritual. Adrenalin fuelled exuberance Vs wonder filled vitality	Sensory: Broaden mind, stimulate, refresh, revitalise.
Things to do: Pubs, street, festivals, attractions.	searching for joy Vs going where you know you'll find it	Things to do: Energetic off the beaten track experience.
Niche considerations: Laid on entertainment - led activities.	self challenging Vs protective	Niche considerations: Physical health.
Meet the locals: Socially.	opposites	Meet the locals: Stay with companions.







How do Culturally Curious and Great Escapers compare?

Culturally Curious	are different or alike in this way to	Great Escapers
Independent active sightseeing, exploration, mind broadening, culture, landscape, beauty, newness. Most likely to have specific ideas of places they want to go.		Active exploration of the more remote countryside, experiencing an off the beaten track wow factor. Rejuvenate through peace and quiet – landscape.
Over 45 (most female group 60%)	young only Vs any age	Under 45
Retired couple		40% couples; 20% young families
Professional	slightly <b>less</b> wealthy than	Professional/sub-professional
Share discovery with partner. Gentle exploration.	expanding social circle Vs deepening relationships	Spend quiet time and bonding time with the people they care about. Escape the crowd.
Front row seat	excitement of people Vs excitement of the natural world	Connect to nature, landscape and experience the wow of it
<b>Sensory:</b> Enjoy beauty, nature, food and drink.	visceral Vs spiritual. Adrenalin fuelled exuberance Vs wonder filled vitality	<b>Sensory:</b> Broaden mind, stimulate, refresh, revitalise.
<b>Things to do:</b> Sites, man made and outdoor, exploration, intimate shared experience.	searching for joy Vs going where you know you'll find it	<b>Things to do:</b> Energetic off the beaten track experience.
<b>Niche considerations:</b> Averse to packaged and controlled activities - don't want to be told what to do - want to do their own thing in their own way.	self challenging Vs protective	<b>Niche considerations:</b> Physical health.
<b>Meet the locals:</b> To be informed to learn and experience the place through them.	opposites	<b>Meet the locals:</b> Stay with companions.



Other segments offering potential ...

While Social Energisers, Culturally Curious and Great Escapers will be the priority targets for Ireland, the other four segments, which offer **potential** for the island of Ireland are:

<b>Top Tanners</b>	<ul style="list-style-type: none"><li>Typically in their early 30s with 2 children</li><li>Only goal on holiday is to enjoy it together</li><li>Want a fun, sociable holiday with plenty to do, don't want to be bored</li><li>Tend to take a 'traditional' long single summer holiday, most likely in the sun</li></ul>	
<b>Nature Lovers</b>	<ul style="list-style-type: none"><li>Typically about 60, retired, on holiday with partner</li><li>Taking it easy, getting some peace and quiet, and doing some exploring</li><li>Simple pleasures, quiet rural retreat, natural beauty, peace and tranquillity</li><li>Tend to want to stay closer to home – especially England, but also Wales and Scotland. Less likely to travel to Europe or further afield and will need a strong reason to travel outside their comfort zone or to take on the hassle of overseas travel</li></ul>	
<b>Spoil Us</b>	<ul style="list-style-type: none"><li>Typically a 44 year old couple, holidaying without kids</li><li>Quality couple time together, away from the cares and the chores of everyday life</li><li>Pampering, to be spoilt, to relax through chilling out and being taken care of</li><li>Take most of their short breaks in England and enjoy longer breaks in Europe and further afield. Shorter holidays are often prompted by special occasions with friends and family</li></ul>	
<b>Easygoing Socialisers</b>	<ul style="list-style-type: none"><li>Typically 60, and wants a relaxing time</li><li>Quality time with their other half / children and grandchildren</li><li>Slow down, soak up a slightly different atmosphere, enjoy good food and good company, conversation and sunsets, and dinner with friends</li><li>Apart from a hotel, easygoing socialisers are most likely to stay in a holiday centre or resort. They are deal-sensitive, and especially like an 'all-in' deal</li></ul>	





# TRAVEL DISTRIBUTION IN THE GB MARKET

## How and Where Does the Holidaymaker Buy?

There are 5 key stages in the customer journey, from first thinking about a holiday to sharing post-holiday memories with friends. Stages 3 and 4, namely planning and booking, are when the customer actively enters the marketplace to buy their holiday. Where will they go to look for and find your business?

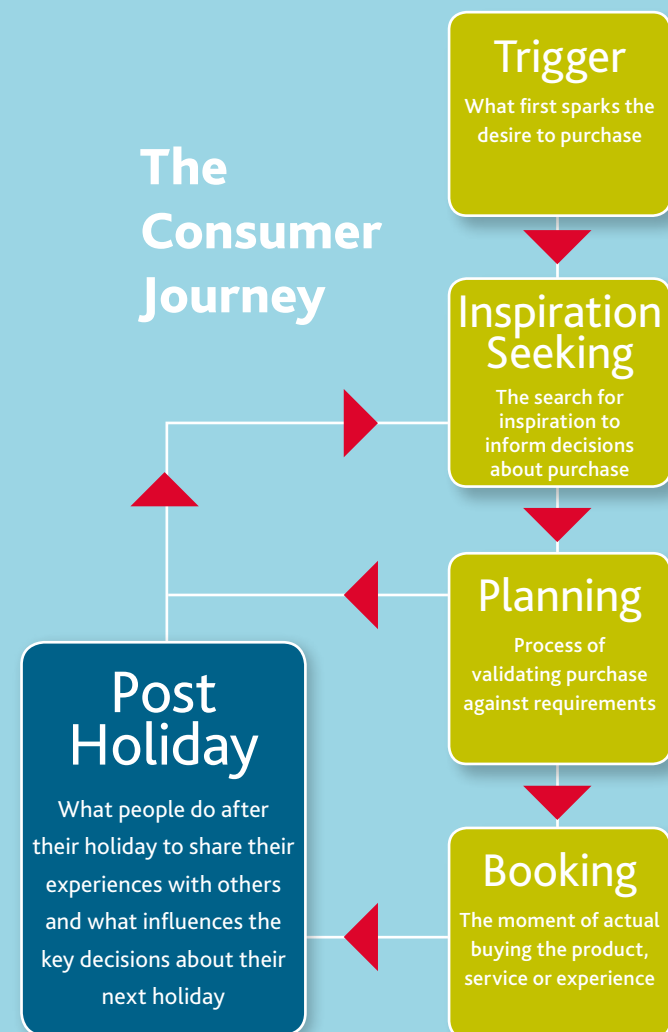
### 2 main travel distribution channels:

- 1. Direct channels**  
primarily your website
- 2. Indirect channels**  
online tour operators (OTAs), tour operators, travel agents, group organisers and other travel websites

This section presents an overview of the main distribution channels to help decide which ones are right for your business.



## The Consumer Journey



## SOME IMPORTANT INSIGHTS ...

- At stage 3, the planning stage, **83% of Social Energisers, 84% of Culturally Curious and 90% of Great Escapers use the internet to find information** for all or some elements of their holiday.
- Moving on to the booking stage, **83% of Social Energisers, 87% of Culturally Curious and 88% of Great Escapers use the internet to book** all or some elements of their holiday.
- Generally in the GB market, **almost 9 in 10 travel purchases are influenced by digital channels** (websites, social media, peer reviews and smartphone or tablet apps) even if the final purchase isn't made online.
- An average **potential holidaymaker will visit 21.6 sites** before making a purchase.

## DIRECT CHANNELS

Although 96% of GB holidaymakers book air travel online, hotel bookings are more fragmented with nearly 30% booking their most recent hotel stay directly from a hotel's brand or own website, while approximately 30% book through an online travel agency or an online hotels aggregator.

Irish tourism businesses must therefore ensure that their websites are fully optimised to be compelling to the GB customer segments with best potential for their business.

### Key considerations include:

- Messages about value, price and experiential offers are very important to convert potential visitors to purchase directly from you. For tips and advice on developing successful, compelling offers, and attractive bundles / packages visit [www.failteireland.ie](http://www.failteireland.ie)
- Include content developed specifically to "talk to" the key segments you are trying to target.
- Provide your prices in pounds sterling.
- Make sure your website is accessible across all platforms – PC, smartphone and tablet.
- The GB market is motivated by good value online deals so ensure you present a variety of value offerings.

- Maintaining a positive Trip Advisor rating is imperative as there are 6 million users in GB. Ensure that comments (especially negative ones!) are addressed in a timely manner. For tips and advice on working with TripAdvisor and other social media sites visit [www.failteireland.ie](http://www.failteireland.ie)
- Identify potential good value advertising and promotional opportunities that will allow you to present your offering to consumers at key stages in the consumer journey.

## INDIRECT CHANNELS

### Online Tour Operators/Online Travel Agents (OTAs)

OTAs are an important channel for the internet-savvy GB consumer. There has been much debate in recent times about the commission rates payable to OTAs; however, this should be weighed up against the cost of targeting customers directly and not to ignore the fact that being listed with an OTA is a shop window opportunity for your business, helping you reach consumers you might not be able to reach on your own. Some of the main OTAs are Booking.com, Expedia, Travelocity, Lastminute.com and Late Rooms.

OTAs have an average conversion rate of 3.5%. However, we know that consumers look at multiple sites and shop around. Research shows that consumers who visit an OTA site are very likely to also visit the tourism provider website, so there are opportunities for you to convert 'lookers' to 'bookers' when someone visits your site via an OTA site.

It's also important that you plan strategically with OTAs by ensuring that rates are loaded far enough in advance. Tourism Ireland runs a number of campaigns with OTAs in the GB market, so it's important that you upload your best value offers during these promotional campaigns when there is an increased focus on Ireland e.g. campaigns around St. Patrick's Day, city break campaigns etc.

For tips and advice on working with OTAs visit [www.failteireland.ie](http://www.failteireland.ie)

Tour Operators

Although less than one in ten GB holidaymakers to Ireland come on a package or inclusive holiday, this is still a considerable number given the size of the market. There are opportunities to grow additional business, particularly special interest groups.

Tourism Ireland’s particular focus in working with the travel trade will include:

- Targeting the Easygoing Socialisers segment
- Working with non-traditional operators such as special interest group organisers
- Increasing the number of Ireland programmes by specialist operators with a particular focus on value golf and group golf trips, as well as walking and equestrian holidays










Top 10 GB tour operators programming the Island of Ireland:



IMAGINE IRELAND	ALBATROSS
HOGAN COTTAGES	GB TOURS
SUPERBREAKS	JUST GO HOLIDAYS
ACTION TOURS	CALEDONIAN
NATIONAL HOLIDAYS	SHEARINGS HOLIDAYS

For more tips and advice on working with Tour Operators and for a full list of GB tour operators programming Ireland visit [www.failteireland.ie](http://www.failteireland.ie) or contact the Tourism Ireland office in London or Glasgow.

Most Popular GB Travel Sites and OTA's (Online Tour Operators)

	TRIP ADVISOR	User-generated travel review site – travel information, reviews and interactive forums. Covers hotels, activities, restaurants etc. 6mn unique users in GB.
	BOOKING.COM	World’s leading OTA. Focuses on hotel bookings. Site attracts over 120mn unique visitors each month. As well as deals and special offers, it also features a lot of user-generated reviews.
	EXPEDIA	OTA that sells packaged holidays, flight and hotel bookings, car rental, attractions etc.
	TRAVELOCITY	OTA that sells flights, hotels, car rental and city breaks. They feature discount hotels on the home page but focus mainly on 4* and 5* properties.
	LASTMINUTE.COM	UK based OTA provides flights, hotels, car rental and city breaks, theatre tickets, experiences and spas. Owned by Travelocity.
	LATEROOMS.COM	UK based OTA focussing on hotel bookings, primarily in European destinations. Also features city guides and a special area for corporate customers.
	TRAVEL SUPERMARKET	Essentially an OTA that offers pricing on holidays, hotels, flights, car hire and travel insurance.
	LONELY PLANET	Travel guide site featuring articles and features on various holiday locations. Large amount of user generated content.
	YAHOO TRAVEL	OTA that includes travel related editorial content including guides and articles.

MEDIA CONSUMPTION OF THE TARGET SEGMENTS

Media Consumption of the Target Segments

	Social Energisers	Culturally Curious	Great Escapers
How many in GB	4.3mn	4.3mn	5.1mn
Average age	27	60	37
TV	Relatively light <b>TV</b> viewers, catch up on programmes using online players and video on demand. They talk on social media about the programmes they watch and 40% use their mobile/ laptop whilst watching TV.	Medium to heavy viewers of <b>TV</b> which drives some online search activity but they’re less likely to go online directly after seeing a TV ad than other groups.	Light-medium <b>TV</b> viewers, mainly due to busy family life and work. Children tend to dictate programmes and catching up on programmes online or recorded is important.
Newspaper	60% prefer to get news online than through <b>newspapers</b> . Heavy users of newspapers or none at all.	<b>Newspapers</b> are prominent – over 50% are heavy users. Many would feel lost without it and will later go online to search after seeing an ad.	50% are light-medium readers of <b>newspapers</b> . Catching up on news online whilst on the go is popular.
Radio	Relatively light users of <b>radio</b> (42%) which they access in the car, on their smartphone or online. BBC Radio 1 is most trusted station but lots of channel switching too.	63% are medium-heavy users of <b>radio</b> , especially news, current affairs and breakfast.	Almost three quarters of them are medium-light consumers of <b>radio</b> , mostly in the car and more of them listen to radio online than their 18-24 year old counterparts.
Outdoor	Spend lots of time outside the home so interactive <b>outdoor</b> advertising can be effective.	<b>Outdoor</b> is not quite as important for reaching them as it is for younger audiences.	Quite active outside the home so <b>outdoor</b> advertising (roadside and rail side) provide greater coverage of this working audience.
Cinema	High users of <b>cinema</b> .	<b>Cinema</b> is not a regular activity	Visit the <b>cinema</b> every 2-3 months, often with kids.
Online	Being able to access the <b>internet</b> wherever they are is vital. 81% own a smartphone and Facebook and Twitter are the most trusted social network brands.	Smartphone penetration is 18% and although <b>online</b> is growing, they stick to a select number of sites.	<b>Internet</b> is key source of information (both at work and on the go) and social networking is prominent but they engage less than younger audiences do.
Favourite Brands	Absolut Topshop Apple Blackberry H&M Expedia 20th Century Fox O2 Mini	M&S Waitrose British Airways Mercedes Eurostar Bosch Nivea Dyson John Lewis	Fosters BMW Adidas Strongbow Harvey Nichols Ikea Guinness 3 Diesel



# ACCESS OVERVIEW

## Why is Access So Important?

Being an island people can't drive here, so understanding and sharing information on air and ferry access is critical

- In Summer 2012 there were over 1,600 flights each week from GB to the island of Ireland.
- Reflecting the growth in short breaks, air access now accounts for 78% of GB visitors. Arrival by ferry is 22% (down from 38% in 2004).
- With people taking shorter breaks, easy access into the regions is important for a regional spread.
- For those in the pre-family life stage, the availability of discounted flights can determine the choice of holiday destination.
- Bringing your own car is also becoming less popular as is using a car while here (67% now do not use a car – up from 54% in 2004).
- Overall, these insights reflect the growth in urban based holidays with less regional touring.



# SOCIAL MEDIA IN GB

51 million  
people are online

65%  
of those are on Facebook

23%  
are on Twitter







# GETTING ACTIVE IN THE GB MARKET

## Advertising in the GB Market – How Far Will Your Budget Go?

Whether you decide to work directly in the GB market running your own campaigns or want to work in co-operation with the tourism agencies there are lots of ways to get involved and to grow your business from GB.

At all stages in planning your campaigns in the GB market please keep in touch with the Tourism Ireland team based in London. For those who don't wish to operate directly in the market, Tourism Ireland also offer a huge range of no cost and low cost opportunities for the industry. For details on all the opportunities and to register to receive alerts when new opportunities are added please visit [www.tourismireland.com/industryopportunities](http://www.tourismireland.com/industryopportunities)



## Advertising in the GB Market – How Far Will Your Budget Go?

Here are some examples of what different advertising budgets would buy if you wanted to advertise your business directly to potential customers in the GB market. Please note that these are just examples; every business is unique and any advertising should be specifically selected to meet your own business objectives.

€0-€1,000	€1,000-€10,000	€10,000-€30,000	€30,000 -€100,000	€100,000+
<ul style="list-style-type: none"><li>• Send information for media, trade and consumer releases, via 'Have you got a Story to tell?'</li><li>• Submit experiential offers for use on <a href="http://www.discoverireland.com">www.discoverireland.com</a>.</li><li>• Ensure your information is on the Fáilte Ireland TCS system is optimised.</li><li>• Sponsor competition prizes.</li><li>• Work with Fáilte Ireland to attract media and trade familiarisation visits.</li><li>• Attend trade workshops in Ireland.</li><li>• Increase your inventory on tour operator and online travel agent sites in the GB market.</li><li>• In market consumer events and shows.</li><li>• Work with group operators to attract business to your property.</li></ul>	<p>For smaller advertising budgets, the main focus should be on directing consumers who are at the planning or booking stages (stages 3 and 4 as seen earlier) to your website.</p> <p><b>Search</b> is the best way to do this. The most important elements to decide upon are:</p> <ul style="list-style-type: none"><li>• Where should the advert appear?</li><li>• What would potential customers be likely to look for?</li></ul> <p>For more help, go to <a href="http://support.google.com/adwords">http://support.google.com/adwords</a></p>	<p>Although <b>search</b> should remain a key element, when more budget is available you can also consider other channels and partners.</p> <p>Look at websites that people use close to, or when booking. Options include <b>OTAs</b> (online travel agents) or travel sites like TripAdvisor.</p> <p>Remember that you will need to <b>design advertising</b> to appear on these sites and steps should be taken to make sure you track the impact of the advertising (e.g. a unique URL)</p>	<p>As budgets increase, consider <b>social media</b> advertising and <b>print</b> in selected titles. However, <b>search</b> and <b>display</b> should also be included.</p> <p><b>Social media advertising</b> can be used to drive traffic to your Facebook page or promote videos on YouTube.</p> <p><b>Print advertising</b> should focus on travel titles or in geographical areas that have a high likelihood to drive business (e.g. with easy transport links). Publicity should also be considered.</p>	<p>If your budget is in this region, it may be worth speaking to a professional media agency to help you decide on how best to spend the money to accomplish your business needs. The agency can also handle rate negotiation.</p> <p><b>Search</b> should remain at the heart of your activity. Other channels to consider include <b>digital display, print, radio advertising, outdoor</b> advertising and even small amounts of <b>TV</b>.</p> <p>Make sure that you have sufficient amounts of advertising to <b>make an impact</b>, and that you speak to best potential audiences</p>
search	search	search OTAs	search OTAs Social Media Print Advertising	search OTAs Social Media Print Advertising Radio & TV







## GETTING INVOLVED - OPPORTUNITIES FOR IRISH INDUSTRY

Fáilte Ireland and Tourism Ireland provide a range of promotional opportunities, many at little or no cost. Be sure to get involved.

- 1) **Free listing in TCS** (Tourism Content System): The call to action for all campaigns in the GB market is [www.discoverireland.com](http://www.discoverireland.com)\* (\*from Dec. 2012 new website [www.ireland.com/gb](http://www.ireland.com/gb)) where details of your business can be found. Ensure that your listing on the Fáilte Ireland TCS is optimised as this database is used on [discoverireland.com](http://discoverireland.com). Email [weblistings@failteireland.ie](mailto:weblistings@failteireland.ie) for more details.
- 2) **Free listing of experience based offers**: Develop your experience based offers that are tailored to suit the needs of the GB market and supply them to Tourism Ireland via the Industry Opportunities website [www.tourismireland.com/industryopportunities](http://www.tourismireland.com/industryopportunities).
- 3) **Premium placement in e-zines**: A promotional slot on the Tourism Ireland e-zine that goes to 200,000 potential customers. Cost: €100 + vat.
- 4) **Free Publicity**: A great media article or blog post about Ireland and your business can help provide the inspiration for someone to decide to take that trip to Ireland! Tourism Ireland, in conjunction with Fáilte Ireland, operates an extensive publicity programme in the GB market. They engage with media contacts every day so send your story via the 'Have you got a story to tell?' application on [www.tourismireland.com/industryopportunities](http://www.tourismireland.com/industryopportunities) and Tourism Ireland will tell the media via the Media Room and their regular news releases and meetings with journalists.
- 5) **Search Engine Optimisation**: To make the most of your investment you could 'piggyback' on the activities of Tourism Ireland. For example, the Irish Open is held every year and Tourism Ireland uses this opportunity to grow interest and raise awareness of golf holidays in Ireland. To leverage this you could develop special packages for promotion on [www.discoverireland.com](http://www.discoverireland.com)\* (\*from Dec. 2012 new website [www.ireland.com/gb](http://www.ireland.com/gb)). You can build on this opportunity by updating the content on your website to include the 'Irish Open', ensuring that the content is tagged for SEO purposes. When potential visitors search for 'Irish Open' it is more likely that your website will appear high up on the search engine results page (SERP).

6) **Trade Activity**: In 2012, Tourism Ireland invited over 600 travel agents and tour operators to Ireland to offer them first hand experiences of Ireland's diverse tourism products. Their itineraries are organised by Fáilte Ireland. You can get involved by hosting visits from overseas trade partners which will give existing or potential overseas trade partners an opportunity to sample your product. Tourism Ireland also arrange for British Tour Operators and Group Specialists to come to Ireland to meet with the Irish Industry here. Fáilte Ireland organise these workshops and more details can be found on [www.promotionsireland.ie](http://www.promotionsireland.ie).

7) **Sales Connect GB**: Sales Connect GB is an industry focussed business support which has been developed to enable you to better understand, target and grow your business from Great Britain (GB). It provides new and unique insights into GB visitors and offers a range of practical supports and advice for you. The tools and supports have been developed specifically with the GB consumer in mind, and can help you to develop your own bespoke plan for attracting visitors from GB. Details on the full range of dedicated on and offline business supports such as Web Internationalisation, Mobile Readiness, Bundling for GB can be located on [www.failteireland.ie](http://www.failteireland.ie) or contact your local Fáilte Ireland office to find out more.

8) **Trade and Consumer Promotions**: Each year Tourism Ireland participates in over 20 trade and consumer promotions in Britain. All fairs, workshops and events are featured on [www.tourismireland.com/industryopportunities](http://www.tourismireland.com/industryopportunities). Republic of Ireland industry can register via Fáilte Ireland on [www.promotionsireland.ie](http://www.promotionsireland.ie).



## NEXT STEPS

### Fáilte Ireland and Tourism Ireland - Who Does What?

Fáilte Ireland and Tourism Ireland work together in strategic partnership for the development and promotion of the tourism industry in Ireland. Each agency has a distinct role and remit, and each complements the work of the other to expand Ireland's valuable tourism market.





**Fáilte Ireland**, the National Tourism Development Authority was established to guide and promote tourism as a leading indigenous component of the Irish economy. The organisation provides strategic and practical support to develop and sustain Ireland as a high quality and competitive tourist destination. Fáilte Ireland works in strategic partnership with tourism interests to support the industry in its efforts to be more competitive and more profitable and to help individual enterprises to enhance their performance.

**Tourism Ireland** is the agency responsible for marketing the island of Ireland as a holiday destination overseas. They devise and implement world-class marketing programmes and provide industry partners with opportunities to market their own products and services working closely with the Tourism Ireland teams in over 20 markets overseas. In addition, they are a source of information on overseas market trends and consumer needs, which they make available to Fáilte Ireland, the NITB and to other industry partners.

For additional information...

**GO TO**

[failteireland.ie](http://failteireland.ie) | [tourismireland.com](http://tourismireland.com)

*Make sure to have a look!*

#### Business Supports

Fáilte Ireland offers a range of business supports to help you to grow your GB business. Full details can be found on [www.failteireland.ie](http://www.failteireland.ie)

#### Additional sources of research

For additional information on visitor profiles and tourism business performance from all other source markets visit: [www.failteireland.ie](http://www.failteireland.ie) and [www.tourismireland.com](http://www.tourismireland.com)



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**Fáilte Ireland**  
National Tourism Development Authority



**Tourism Ireland**  
*Marketing the island of Ireland overseas*