



THE US MARKET

New York – April 2012



2011 was a year of strong recovery and growth in visitors from the United States. The recovery started in earnest during the 4th quarter of 2010 and continued with significant momentum through September, after which time we recorded a slowdown in visitor growth.

However, the good news is, that in 2011 the island of Ireland increased its share of the US outbound market to Europe to approx. 8.6% its highest level ever.

The prospects for growth by leisure travellers from the United States in 2012 remain good, with the general industry sentiment being summed up as one of 'cautious optimism'.

The improvement in consumer confidence, retail spending and the general pace of economic recovery in recent months should have a positive impact on outbound travel, and more specifically our target market. However, the market remains very competitive and it is vital that we continue to work together in rolling out a well targeted and impactful marketing and industry promotional programme to ensure we maintain Ireland's share of business.

We are also fortunate that Ireland continues to enjoy a high level of positive brand awareness in the United States in so far as 'Everyone wants to go sometime in the future', and it is our job to 'convert' that interest into business. We also have literally, millions of very satisfied past visitors whom we plan to put to work to help spread the word to their friends and relatives as part of an expanded 'word of mouth' campaign.



The overwhelming sentiment among our best prospects is that Ireland is a fun, worthwhile, world-class vacation destination. So there is business to be won this year and a real opportunity for everyone involved in Irish Tourism to work together to remind prospective visitors of what a great destination the island of Ireland is and why they should travel now.

Tourism Ireland's new advertising campaign 'Jump into Ireland', direct marketing, publicity and promotional campaigns to deliver these messages are already in full swing and the initial response is very encouraging. Feedback from our key partners is also almost universally positive, so there is everything to play for.

We thank you for your involvement to date and look forward to working with you to deliver a record year for Irish tourism from the United States in 2012.

”

Joe Byrne

Head of North America

Why should I target the US market?

- US tourists are high spenders who like to travel around the country so they are very important for regional distribution of revenue and bednights.
- Strong cultural and ancestral links – Irish Americans are the 2nd largest ancestry group in the US with 36 million Americans claiming Irish ancestry. This is a big motivator for travel to Ireland with 4 out of 10 of our current holidaymakers having links.
- We speak the same language, so, no translation costs for brochures or website, and your staff can fully engage with them when they're here. Remember, you should still internationalise your website for currency, imagery and search engine optimisation.
- Easy to promote to as 79% of the population uses the internet and 132 million US adults have a Facebook account.
- 68% of the US outbound holiday market are interested in visiting the island of Ireland in the future.



Have a nice day.

Questions to ask yourself:

- What do these facts about the US market tell me about who I'm targeting?
- How can I use them to help me increase my US business?
- Look at Ireland through the eyes of the US holidaymaker - does your product match what they are looking for?

Interesting facts about the US travel market:

- World's second largest outbound travel market, after Germany.
- 22% of the population will be over 60 by 2020.
- Someone turns 50 every 7 seconds in the US.
- The usual retirement age is 65 but it is gradually increasing to 67.
- US workers have low annual leave entitlements - an average of just 10-15 days per year. Because time off is so valuable, they really research their holiday.
- The recession has resulted in the emergence of a value conscious holidaymaker, with 53% of US holidaymakers now seeking value offers.
- When asked to name destinations which offer similar holidays to Ireland, 25% said Scotland, 17% said Wales and 15% said England.





What are the prospects for the US Market?

After GB, the US market is the most valuable source market for Irish tourism. US travellers spend more and stay longer than other travellers, and are heavy consumers of serviced accommodation and premium products. They also have a high propensity to tour into the regions.

The availability of sufficient direct, competitively priced air access remains vital to delivering growth. There will be more than 100 weekly departures from 8 US gateways to Ireland in 2012, which will also include the introduction of a new Washington DC – Dublin service by United Airlines in early June. However, following strong growth in 2011, there is likely to be some capacity constraint during the peak summer period.

US tourists to the island of Ireland give high satisfaction ratings to their experience here so this, coupled with the value for money now being offered by the Irish industry, should sustain the ongoing recovery. The recent strengthening of the dollar against the Euro will also help make Ireland more attractive.

The US is the world's second largest outbound tourism market after Germany and ahead of the UK, China and France. Favourite destinations for US holidays in Europe:

1. UK
2. France
3. Italy
4. Germany
5. Spain
6. Ireland is placed 6th amongst our target market as a destination they would like to visit one day.

The importance of exchange rates

The recent drop in value of the euro against the US dollar - combined with the better value now available on the ground means that the cost of a holiday in many parts of the island is more attractive for US visitors than it has been for some time.





The US Market to Ireland

Size and value of the US market

- The US is the second most important tourism market for Ireland. As its economy strengthens, this is likely to have a positive impact on the overseas holiday market.
- In 2011, there were 846,000 visitors.
- The US accounts for around one sixth of all overseas visits but generates one fifth of all tourism revenue.
- It is our most affluent market as one quarter of our US holidaymakers are from the highest AB social class.

Where do they go?

- The incidence of US visitors including Dublin in their itineraries has been on the increase but the market is very important for regional distribution as they enjoy touring.
- While almost 4 of every 5 US holidaymakers visit Dublin, they also tour the island with the south west (48%) the next most visited region, followed by the west (35%) and mid-west (32%).
- Just over one third of all US holiday bednights are in Dublin, followed by a quarter in the south west, around 15% in the west and 11% in mid-west.

Where are they from and how do they get here?

The top 5 states for visitors to Ireland are:

1. New York
2. California
3. Massachusetts
4. Florida
5. Illinois

- 99% arrive here by air and around one third combine Ireland as part of a Europe trip, arriving here via Britain or mainland Europe.
- 46% hire a car and 54% do not use a car when they are here.

How long do they stay?

- The average length of stay is 8 nights (higher than GB, on a par with France and lower than Germany).

What age are they?

- US holidaymakers tend to be older, with just over 60% aged over 35.
- Of those who holiday here, two fifths are couples, one fifth are travelling with family, one fifth are in an adult group and one fifth are on their own.

Is it their first visit?

The US holidaymaker is the most likely to be a first time visitor with almost 3 out of 4 US holidaymakers visiting for the first time.

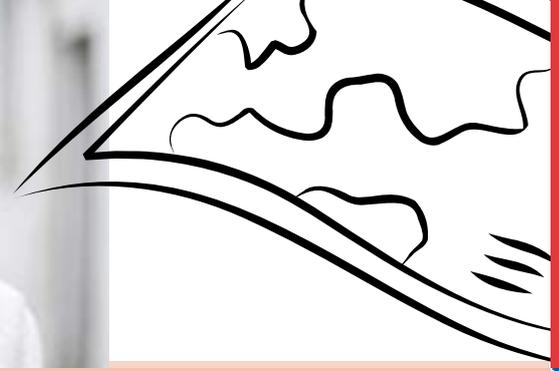
What do they do when they're here?

- Over two-thirds of US holidaymakers stay in a hotel during their visit here and hotels account for around half of all US holidaymaker bednights. Their use of hotels is higher than the other three main markets.
- Guesthouses and B&Bs are also popular and account for a quarter of US holidaymaker bednights. 7% of nights are in rented accommodation and 8% in hostels.
- Visits to historical and cultural sites are popular for almost 90% of US holidaymakers.
- After hiking/walking (22%), golf is the most popular activity for American holidaymakers (6%).

How do they rate their holiday here?

- 51% say that their pre-trip holiday expectations were exceeded and 49% say they were matched. The US figure for Ireland exceeding pre-trip expectations is higher than for the other main markets; GB (25%), Germany (29%) and France (31%).





- For those whose holiday expectations were exceeded, the main reasons were the Irish people, the scenery and the fact that the weather was better than expected! These three reasons were common for the 4 main markets.
- When asked on a scale of 0-10 if they'd recommend Ireland as a holiday destination, 73% gave a score of 9 or 10, where 10 was 'definitely recommend'. These people are likely to be strong advocates of holidays in Ireland.
- Possibly reflecting the distance, two in four US holidaymakers say they would definitely visit Ireland again in the next few years. This is lower than for GB (76%), Germany (54%) or France (50%).
- 61% are satisfied that they got 'good all round value for money' from their holiday. This is higher than GB (56%), Germany (48%) and France (49%).

Ireland's top 5 advantages for North American holidaymakers:

Irish people	49%
Scenery	38%
Culture/history	33%
English speaking	30%
Ancestral/family connections	17%

When do they visit?

Just over half of US holidaymakers visit the island of Ireland during the May-August peak season

Jan – Apr	18%
May – Jun	27%
Jul – Aug	24%
September	14%
Oct – Dec	16%

Ireland's top 5 disadvantages for North American holidaymakers

Weather	20%
High cost of living	14%
Exchange rates	14%
Driving is difficult	12%
High costs i.e. souvenirs/shopping	10%



Note: Statistics are drawn from a number of sources including the Fáilte Ireland 2011 Visitor Attitudes Survey, Fáilte Ireland Tourism Facts 2010 (Preliminary) and Fáilte Ireland Preliminary Estimates for 2011. Keep up to date with the latest tourism statistics on www.failteireland.ie and www.tourismireland.com. If you're interested in data for Northern Ireland, please see www.tourismireland.com





Access to Ireland from US

Direct Air Access U.S.A. to Ireland

Getting to Ireland has never been easier, for information on up-to-date access routes, and great value airfares visit discoverireland.com

Routing by Carrier

	DEPARTS	DESTINATION
1 Aer Lingus <small>Great Care, Great Fare.</small>	JFK	DUB
	BOS	SNN (seasonal)
	BOS	DUB
	ORD	SNN (seasonal)
	MCO	DUB
2 American Airlines	ORD	DUB (seasonal)
3 UNITED	EWR	DUB
	EWR	SNN
	EWR	BFS
	IAD	DUB
4 DELTA <small>AIR LINES</small>	JFK	DUB
	JFK	SNN (seasonal)
	ATL	DUB
5 U-S AIRWAYS	PHL	DUB
	CLT	DUB (seasonal)

United Airlines sell flights to Ireland on services operated by code-share partners Continental and Aer Lingus, while flights to Ireland can also be booked on JetBlue services connecting to Aer Lingus services from New York (JFK) and Boston.





Why is access so important?

- As well as encouraging new routes, sustaining existing air access routes into Ireland is a key priority for Tourism Ireland.
- New for 2012 is the introduction in early June of a new daily service from Washington, DC – Dublin by United Airlines.
- In 2012 there will be approximately 111 weekly flights leaving from 8 gateways cross the United States to the island of Ireland (Dublin, Shannon and Belfast). Overall air capacity is down by -5% since 2011..

Depart	Arrive	Airlines	Note
Atlanta	Dublin	DELTA	
Boston	Dublin	Aer Lingus	
Boston	Shannon	Aer Lingus	(seasonal)
Charlotte	Dublin	US AIRWAYS	(seasonal)
Chicago	Dublin	Aer Lingus	
Chicago	Dublin	American Airlines	(seasonal)
New York (JFK)	Shannon	Aer Lingus	(seasonal)
New York (JFK)	Shannon	DELTA	(seasonal)
New York (JFK)	Dublin	Aer Lingus	
New York (JFK)	Dublin	DELTA	
Newark	Belfast International	UNITED	
Newark	Dublin	UNITED	
Newark	Shannon	UNITED	
Orlando	Dublin	Aer Lingus	
Philadelphia	Dublin	US AIRWAYS	
Washington	Dublin	UNITED	

Note: Flight schedules can change frequently. For up to date information check with your local airport or [www.discoverireland.com/us/ireland-plan-your-visit/getting-there/by air](http://www.discoverireland.com/us/ireland-plan-your-visit/getting-there/by-air)

What should I do now?

- If you're targeting the US market, be sure to let your customers know how easy it is to get to your premises from the airport – include the journey times e.g. 2.5 hours from Dublin airport, 3 hours from Shannon airport, 2 hours from Belfast airport.
- Create links on your website to Dublin, Shannon or Belfast International airports as well as links to the carriers; Aer Lingus, American Airlines, Continental Airlines, Delta Air Lines and US Airways.
- If it's easy to get to your property by train, remember to provide information on train services to your customers.

Airport websites	
Dublin Airport	www.dublinairport.com
Shannon Airport	www.shannonairport.com
Belfast International	www.belfastairport.com

Fact

Readers of Frommer's travel guides voted Ireland as the top tourist destination for 2011 on its website Frommers.com. Ireland knocked Paris off the top spot and was described by the guide as "The very tourist-friendly nation".

What did people have to say about Ireland?

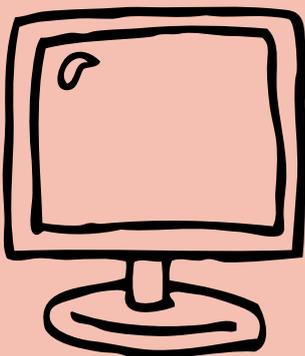
"The rugged beauty of the island and its historic past enchant me"
"I have family there. But I also love being out in the country, rambling around, exploring megalithic sites, and having tea in small shops. Love it all"

"Beer, castles, lush landscapes, and small enough to explore via bicycle or car"

"Love the scenery, love the people. Had an excellent time when I was last there, but need more time"

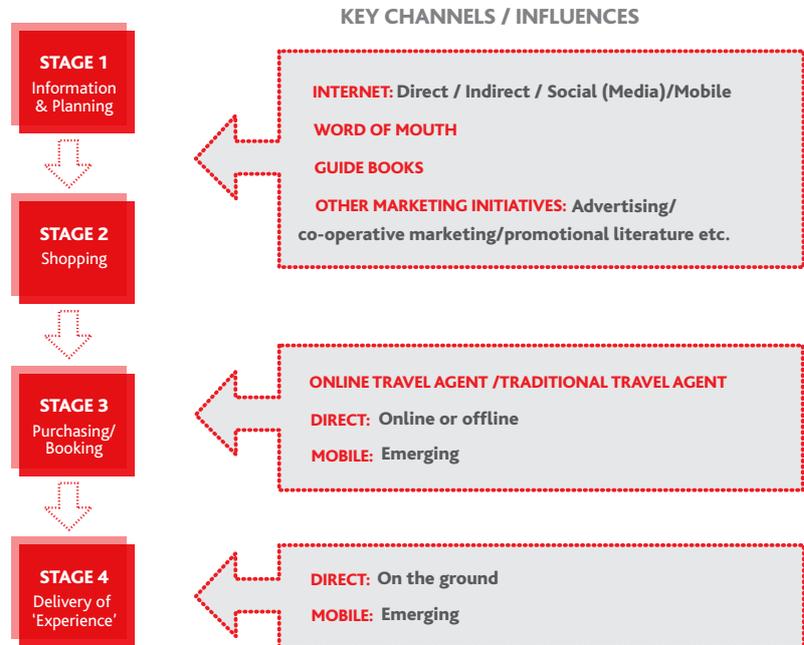
"A magical destination in nearly every way"

Have
a nice
day



How do US Holidaymakers Plan and Purchase their Holiday?

There are 4 key stages from first deciding where to go on holiday through to experiencing it at the chosen destination:



At the information and planning stages, which can take weeks, people are likely to visit a variety of websites including:

- General search query websites such as Google.
- Destination marketing websites such as DiscoverIreland.com.
- Online Travel Agent (OTA) sites such as Expedia, Travelocity and Orbitz.
- Travel community sites such as TripAdvisor and also Tourism Ireland's Facebook page; www.facebook.com/discoverireland.
- Metasearch sites such as kayak.com and travelsupermarket.com which search multiple individual search engines/websites to make product and price comparisons.





How do US holidaymakers arrange their holiday to the island of Ireland?

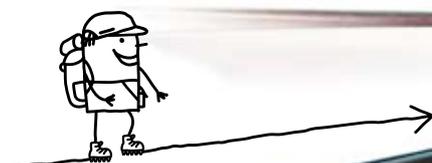
- Around 70% make independent arrangements but tour operators and travel agents are also very important. Just under one third of US holidaymakers (31%) travel here on an arranged package. US holidaymakers are the most likely of our main overseas markets to travel here on a package or inclusive holiday where an inclusive price for fares to/from Ireland and at least one other element, such as accommodation, car hire, etc. was paid fully or partly in advance.
- Nearly 1 in 5 American holidaymakers read online guest reviews of hotels before booking and 1 in 10 holidaymakers write a review after their stay. There is a rising importance of user generated content using sites such as Trip Advisor, Facebook, YouTube, Flickr and TravBuddy.
- As well as using the internet, American holidaymakers have a strong tendency to make phone calls or personal visits to tourism specialists when planning their holiday.
- 70% of US holidaymakers to Ireland purchase some element of their trip online with air or sea tickets the most common purchase followed by accommodation
- Guidebooks are important for holiday planning among our US holidaymakers.

The most popular US guidebooks are:

1. Lonely Planet
2. Frommer's
3. Fodor's
4. Rough Guide
5. Rick Steves



If the US market is important for you, you should buy copies of these popular guide books to see if you are listed or featured. If the guidebooks are not stocked in your local book shop, they are available for purchase online. If you are listed, then keep in touch with the editor / publisher if you have news on any product developments, new services you offer US visitors etc. If you're not listed but you feel you have an interesting product that really appeals to US holidaymakers, then contact the editor / publisher to provide information for possible inclusion in the guide when they are next updating it. Also invite the editor or researcher to visit you when they are in Ireland doing research for their next edition.



Who does Tourism Ireland Target in the US Market?

A Sightseer & Culture Seeker (S&CS) is someone for whom "exploring a country's sights and finding out about its culture" is the key motivator for going on holiday.

US Sightseers and Culture Seekers

Who they are: Baby Boomers, concentrated around New York, Los Angeles, Washington DC, Boston, San Francisco, Chicago, Baltimore, Sacramento / Modesto, Philadelphia, Atlanta, Tampa / St. Pete, Dallas, Houston, Miami / Fort Lauderdale and Orlando.

Needs: Enjoy themed guided tours, museums and art galleries, touring the countryside, castles and heritage sites.

Holiday Types: Tour several regions, by coach or hire car including Dublin, North & West coast for up to 2 weeks.

Reaching them: All major TV and radio channels and print publications. Increasingly use the internet but use travel agents for long-haul trips.



Carolyn (55) and Barry (58) live in the upscale Connecticut town of Greenwich. Barry works as an investment banker and Carolyn retired early as a pre-school teacher. They enjoy travelling and take two international trips annually as well as short breaks and trips to visit their children studying at University. Barry & Carolyn are not avid TV viewers but do tune in to keep abreast of current affairs, the major golf tournaments and the odd documentary. Both enjoy regular visits to the theatre and on Sundays they like to relax and catch up on their reading.

The American Sightseer and Culture Seeker...In the US

How many in US? 5.0 million

Heart of segment. They want authentic experiences that give them a lasting connection to a destination.

Who is the US S&CS? College-educated Americans, over the age of 35+, with a household income of \$75,000. They tend to be married and are concentrated in key cities New York, Boston, Philadelphia, Baltimore, DC, Chicago, Atlanta, Orlando, Miami, Tampa/St. Pete, Dallas, Houston, LA, San Fran, and Sacramento. Most have visited Europe previously. They like exploring towns and villages, visiting natural attractions and historic houses, visiting national parks and gardens and enjoying traditional music & folklore.

What matters on holiday? Beautiful scenery, and having lots to see and do are key considerations for S&CS, value for money and safety and security are important to the older S&Cs. While on holidays in general this group like to visit natural attractions and to experience local food, drink and cuisine. Exploring small towns and villages and visiting historic houses, castles and gardens is also important. Getting under the skin of a destination is really important to this group.



Perceptions of Island of Ireland The US S&CS has a very strong affinity to the island and they perceive it to be beautiful, welcoming, natural, mystical and authentic. The emotional perception is very strong but the image of some of the practical elements of a holiday (lots to see and do, good service, variety of food, good shopping) are still lacking. This is a matter of perception and most visitors actually rate the island higher on these aspects once they have experienced them.

Visitation Almost 80% of inbound US holidaymakers are Sightseers & Culture Seekers.

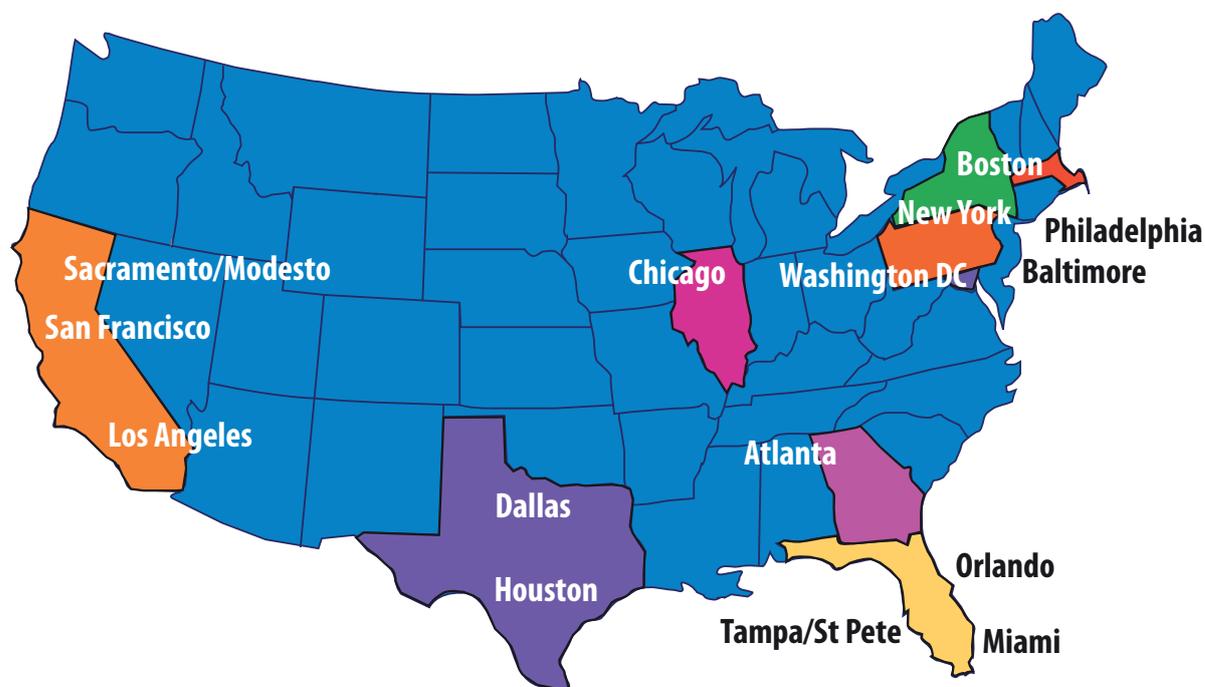
Holiday behaviour US holidaymakers stay an average of 8 nights on the island and travel mainly in the summer months. As it is the first visit for many the majority will spend some time in Dublin and tour the regions also. Hotels are very popular with American S&CS. They are more likely to be female, they tend to not have dependent kids but will travel with their family (grown up kids or grandkids). The majority will take in urban and rural experiences.

How do I reach them? Word of mouth, the Internet and guidebooks are key sources of holiday inspiration for this group. When it comes to planning their holiday the Internet is again key but 3 in 10 still use a travel agent.

What's important for American travellers in choosing their holiday?

1. Feeling safe and secure
2. Getting there for a reasonable price
3. Beautiful scenery
4. Friendly and welcoming people
5. Value for money

Our best prospects in the US market



How do I know if my product will appeal to US holidaymakers?

Before you embark on selling your product overseas, it's important to understand the match or fit between it and the demands of the US holiday-maker. In broad terms, there is potential for every product in every market but ask yourself these questions to help determine which markets offer the best potential for your product and those in your local area;

- Is your product readily accessible to potential customers in the appropriate distribution channel (e.g. your relationships with tour operators, the quality of your website etc.)?
- How does this market perform for you at present / do you have an established track record in servicing it?
- Can you capitalise on or respond to the trends / growth patterns / opportunities in the market?
- How good is access from the market to your product / your region?
- There is widespread belief that the current demand for shorter breaks, city breaks, event tourism, activity and adventure holidays, and culturally motivated trips is likely to gain popularity over the next five to ten years.

US TOUR OPERATOR PROGRAMMES TO IRELAND

Company Name	Company Phone	Company Web Site
Abercrombie & Kent	888 611 4711	www.abercrombiekent.com
Absolutely Golf & Travel	(877) 545-4653	www.absolutely-golf.com
Academic Arrangements Abroad	1 800 221 1944	www.arrangementsabroad.com
ACIS	1-800-888-ACIS	www.acis.com
Across The Pond Vacations	866-4 UK Travel	www.atpvacations.com
Adriatic Pilgrimages	1-800-262-1718	www.adriatictours.com
Adventures by Disney	818 295 4663	www.adventuresbydisney.com
Authentic Ireland	888-771-8350	www.authenticireland.com
Auto Europe	888-223-5555	www.autoeurope.com
Avanti Destinations	(800) 422-5053	www.avantidestinations.com
Back Roads	800-462-2848	www.backroads.com
Back Roads Touring Company	44 208 987 0990	www.backroadstouring.co.uk
Boundless Journeys	(800) 941-8010	www.boundlessjourneys.com
Brendan Vacations	800) 421-8446	www.brendanvacations.com
Britannia Golf	877-249-7354	www.britanniagolf.com
Broach Sports Tours	800-849-6345	www.broachsportstours.com
Cadmus Travel Enterprises	(800)356-8504	no website
Campbell Euro Golf & International Travel	262 786 9225	www.campbelleurogolf.com
Cartan Tours	800-422-7826	www.cartantours.com
Celtic Golf	800 535 6148	www.celticgolf.com
Celtic Journeys	651-291-8003	www.celtic-journeys.com
Celtic Tours	800 833 4373	www.celtictours.com
Ciclismo Classico	800-866-7314	www.ciclismoclassico.com
CIE Tours	800-243-8687	www.cietours.com
Classic Adventures	800.777.8090	www.classicadventures.com
Classic Golf Tours	800-359-7200	www.classicgolftours.com
Classic Journeys	800.200.3887	www.classicjourneys.com
Collette Vacations	401 642 4654	www.collettevacations.com
Contiki Holidays	888-279-1417	www.contiki.com
Costco Travel	1-877-849-2730	www.costcotravel.com
Country Walkers	800-464-9255	www.countrywalkers.com
Crystal Travel	617-327-2700	www.crystal-travel.net
Cultural Heritage Alliance	1-800-323-4466	www.cha-tours.com
Culture Quest Tours	215.923.1415	www.cqtours.com
Destinations Golf & Leisure	1-800-441-9329	www.destinations-golf.com
Destinations Ireland & Beyond	1-800-832-1848	www.destinations-ireland.com
Diamond in the Rough Golf & Luxury Getaways	800-638-6128	www.diamondintheroughgolf.com
Discover Travel & Tours	44 0 870 290 1010	www.discovertravelandtours.com
Discovery Student Adventures	866.963.3417	www.discoverystudentadventures.com
Distinctive Journeys	888-419-6677	www.distinctivejourneys.com
Dooley Vacations	1 877 331 9301	www.dooleyvacations.com
DuVine Adventures	(888) 396 5383	www.duvine.com

Activity Breaks	Angling/Fishing	Cycling	Equestrian	Golf	Walking	Inland & River Cruising	Studying English In Ireland	Special Travel Needs	Culinary Tours	Spa & Wellness	Culture & Heritage	Gardens & Nature	Families And Children	Incentive Travel	Self Drive	Escorted Coach Tours	City Breaks/ Short Breaks	Groups	Chauffeur-Drive	Vacation Packages	
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US TOUR OPERATOR PROGRAMMES TO IRELAND

Company Name	Company Phone	Company Web Site
Easy Rider Tours	800.488.8332	www.easyridertours.com
Elderhostel	(800) 454-5768	www.elderhostel.org
EpicQuest	888-983-3742	www.epicquest.com
Epiculinary	707-815-1415	www.epiculinary.com
Equinox Travel	732 238 7222	www.equinox-travel.com
Equitours	800.545.0019	www.ridingtours.com
Erin Golf Tours	1-800-980-2460	www.eringolf.com
Europe Express	800-927-3876	www.europeexpress.com
ExperiencePlus Bicycle Tours	800-685-4565	www.experienceplus.com
Fairways Golf Vacations	800-876-6405	www.golfhere.com
Fancy Free Holidays	800-421-3330	www.fancyfreeholidays.com
Festive Holidays	800-257-8920	www.festiveholidays.com
Four Seasons Golf Tours	(203) 393 0800	www.fsgtours.com
Forest Luck Equestrian Holiday	240-912-9765	www.horseridingvacations.com
Friendly Planet	800-555-5765	www.friendlyplanet.com
Frontiers International Travel	724 935 2930	www.frontierstravel.com
Gaelic Golf Tours	1-(888) - 423 - 5428	www.gaelicgolftours.com
Gate 1 Travel	800-682-3333	www.gate1travel.com
General Tours	(800) 221-2216	www.generaltours.com
Gindroz and Company Inc.	1-888-446-3769	www.gindrozandco.com
Globus Family of Brands	866.755.8581.	www.globusandcosmos.com
Go Ahead Tours	1.800.590.1170	www.goaheadtours.com
Go Global Travel Group	1- 760 804 9286	www.goglobaltravelgroup.com
Golden Odyssey	1-888-640-8200	www.goldenodysseys.com
Golf Holidays International	858 492 8079	www.golfholidaysintl.com
Golf International	800 833-1389	www.golfinternational.com
Golf Travel Etc	877 934 6531	www.golftraveletc.com
Golfpac	888-848-8941	www.golfpactravel.com
Grand Circle Travel	1-800-221-2610	www.gct.com
Grasshopper Golf Tours	530-273-4500	no website
Hammond Tours	866.486.8772	www.hammondttours.com
Haversham & Baker Golfing Expeditions	800-883-3633	www.haversham.com
Hidden Links	1-877-GOLF-067	www.hiddenlinksgolf.com
Holidaze Ski Tours	800) 526-2827	www.holidaze.com
In Quest of the Classics	(800) 227-1393	www.iqotc.com
Incantato Tours	646-279-1293	www.incantatotours.com
Insight Vacations	888-680-1241	www.inusa.insightvacations.com



Tip

Before you contact a US tour operator to see if they are interested in working with you, you must do your research; Do they currently programme Ireland? Do they feature similar products to what you offer? Do they feature your area or region?

Talk to Tourism Ireland in the US – they can help you with information such as who the main decision makers in the company are, how important Ireland is within their total product portfolio, how Ireland has been performing within that portfolio, the kind of products or services they are looking for, new market entrants etc.

You can save yourself a lot of legwork and costly mistakes by channelling your plans through Tourism Ireland in the market office first. By doing your research first, you won't waste your time or the tour operator's time.

Remember!

If you are sending the tour operator an email there is every chance that they are receiving 100s more from the Irish trade so do your research first and make sure you tailor your approach to suit their needs. Read '10 Steps to Working Successfully with Overseas Tour Operators' to get maximum benefit.

US TOUR OPERATOR PROGRAMMES TO IRELAND

Company Name	Company Phone	Company Web Site
Ireland 626	610-285-1868	www.apremiertravelagency.com
Ireland Behind the Scenes	1-855-292-9505	www.irelandbehindthescenes.com
Ireland Vacations.net	1 800-283-7262	www.irelandvacations.net/
Irish Links Tours & Travel	1.800.824 6538	www.irish-links.com
Isle Inn Tours	800-237-9376	www.isleinntours.com
Journey Through Ireland	1-800-828-0826	www.irelandtouring.com
Kenny Tours	1.800.648.1492	www.kenny-tours.com
Le Boat Inc	800-672-1328	www.tuimarine.com
Lismore Travel & Tours	212-685-0100	www.lismoretours.com
Lost in Ireland Tours	217-529-2987	www.gogetlost.com
Lynott Tours	[800] 221-2474	www.lynotttours.com
Maupintour Extraordinary Vacations	800-255-4266	www.maupintour.com
Mayflower Tours	1-800-323-7604	www.mayflowertours.com
Mayflower Tours	630 435 8500	www.mayflowertours.com
MLT Vacations	1-800-727-1111	www.mltvacations.com
Music Celebrations International	1.800.395.2036	www.musiccelebrations.com
O'Leary Tours	1-800-543-6437	www.olearytours.com
Orvis Travel	888-235-9763	www.orvis.com
Owenoak International	(800) 426-4498	www.owenoak.com
Pack and Pedal	877.965.2064	www.tripsite.com
Passages2Ireland	760.729.3300	www.passages2ireland.com
Patrician Journeys	800.344.1443	www.patricianjourneys.com
People to People	866-794-8309	www.peopletopeople.com
Perry Golf	800 344 5257	www.perrygolf.com
Pioneer Golf	800-262-5725	www.pioneergolf.com
Planet Earth Adventures	800-923-4453	www.planetearthadventures.com
Premier Global Sports	800-924-9993	www.premiersports.com
Premier Golf	1-866-260-4409	www.premiergolf.com
Prime Tours	877-289-5554	www.goprimetours.com
ProActive Travel	800-998-9345	www.proactivesoccertours.com
Pure Adventures	800.960.2221	www.pure-adventures.com
Quinlan Tours	800-217-7887	www.quinlantours.com
R Crusoe	1-800-585-8555	www.rcrusoe.com
Refined Journeys	1 877 252 3622	www.refinedjourneys.com
REI Adventures	800-622-2236	www.reiadventures.com
Rick Steves Europe	425-771-8303	www.ricksteves.com
Round Ball Golf Tours	1-800-238-7170	www.roundballgolf.com

Activity Breaks	Angling/Fishing	Cycling	Equestrian	Golf	Walking	Inland & River Cruising	Studying English In Ireland	Special Travel Needs	Culinary Tours	Spa & Wellness	Culture & Heritage	Gardens & Nature	Families And Children	Incentive Travel	Self Drive	Escorted Coach & Equestrian Tours	City Breaks/ Short Breaks	Groups	Chauffeur-Drive	Vacation Packages
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US TOUR OPERATOR PROGRAMMES TO IRELAND

Company Name	Company Phone	Company Web Site
Sceptre Tours	(800) 221-0924	www.sceptretours.com
Seamus Leahy Tours	805 937 2450	no website
Select International	1-800-842-4842	www.selectinternationaltours.com
SGH Golf	1.800.284.8884	www.sghgolf.com
Shamrock Golf Tours	919-215-6236	www.shamrockgolftours.com
Signpost Tours	1.888.755.1460	www.signposttours.com
Solar Tours	1-877-267-2247	www.europeandestinations.com
Special Group Tours	1 866 725 5250	www.specialgrouptours.com
Specialized Travel Services	1-800-66-IRISH	www.special-ireland.com
SportsTours	800 488 0463	www.sportstours.com
Sterling Golf Tour	800-985-0997	www.sterlinggolftours.com
Tauck	800-760-0080	www.tauck.com
Tenon Tours	866 99 TENON	www.tenontours.com
Terry Flynn Tours	1800 678 7848	www.terryflynn.com
The Barge Lady	(800) 880-0071	www.bargelady.com
The Catholic Tour Company	1-877-627-4268	www.thecatholictour.com
The Hidden Ireland Tours	251 478 7519	www.hiddenirelandtours.com
The Irish Connection	1800-420-2569	www.theirishconnection.net/
The Wayfarers	1(800) 249-4620	www.thewayfarers.com
Time Travel	1-877-787-7807	www.timetraveltours.com
Tompkins World Travel Services	(800) 495-8767	www.tompkinstravel.com
Trafalgar Tours	714-937-4900	www.trafalgartours.com
Travcoa	800-992-2003	www.travcoa.com
Travel Bound	800-808-9541	www.booktravelbound.com
Travel Impressions	631-845-8000	www.travelimpressions.com
Travel Professionals	1-800-761-5333	www.travelprofs.com
Undiscovered Britain, Ireland & Beyond	(215) 969-0542	www.undiscoveredbritain.com
Value Holidays	800 867 3805	www.valhol.com
VBT Bicycling Vacations	800-245-3868	www.vbt.com
Virgin Vacations	1-800-888-7292	www.virginvacations.com
Weekend Student Adventures	+1 425 320 3992	www.wsaeurope.com
Westminster Travel	610 328-5300	www.wtvacations.com
Wide World of Golf	800-214-GOLF	www.wideworldofgolf.com
Wild West Irish Tours	571-236-9650	www.wildwestirish.com
Wilderness Travel	1-800-368-2794	www.wildernesstravel.com
YMT Vacations	(800) 922-9000	www.ymtvacations.com

