

# Fáilte Ireland's Business Tourism & Events Team



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## Meet in Ireland

Fáilte Ireland's Business Tourism and Events Team is a specialist division focusing on promoting Ireland as a world class international business tourism and events destination.

The Business Tourism Unit is the team behind the Meet in Ireland brand which is the official MICE (meetings, incentives, conferences and events) brand for the island of Ireland. It comprises of three tourism authorities: Fáilte Ireland, Tourism Ireland and Tourism Northern Ireland, who work in partnership to promote Ireland as a leading conference and meetings destination.

We provide an extensive range of practical and financial supports which are tailored to secure international business tourism for Ireland.



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## Event Ireland

Event Ireland is a new team within Fáilte Ireland tasked with growing international bed nights through the events sector. This will be achieved by identifying, bidding for and winning events of scale for Ireland in partnership with relevant stakeholders. The team offers a range of practical and financial supports aimed at individuals and organisations bidding for events.



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## Dublin Convention Bureau



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## Dublin Convention Bureau

Dublin Convention Bureau work with international meeting planners and their trade partners every step of the way to secure international conferences, meetings and incentives for Dublin.

A full range of practical supports and trade platforms are available to trade partners.

## Meetings & Incentives



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## International trade platforms

We provided over 40 overseas opportunities for Irish trade to meet face to face with international meeting planners.



The average business tourist spent **5 nights in Ireland in 2015.**

Business Tourism is worth an estimated **€669 million** to the Irish economy.



## Practical Supports

We offer a **range of practical supports** including; access to Ireland's Content Pool [www.irelandscontentpool.com](http://www.irelandscontentpool.com) with new imagery and videos that you can include to help you sell Ireland's Big Brands of Wild Atlantic Way, Ireland's Ancient East and Dublin.



We annually host 80 international buyers from our key markets on fam trips.



Business tourists are worth **€1648** to the Irish economy.

### Website

Through **MeetinIreland.com** we promote Ireland as a world-class business tourism destination. New website launching 2017.

Business tourists spend **2-3 times more** than leisure tourists.

## Ambassador Programme

We have recruited **over 1,500 Conference Ambassadors** to our programme.



Use the **#MakeItIreland** hashtag to help promote your brand awareness internationally to our 5,654 followers.

## Fáilte Ireland's leisure brands;

The Wild Atlantic Way, Ireland's Ancient East & Dublin, Breath of Fresh Air stimulate innovation and improve our international competitiveness in our MICE programmes.

Event Ireland focus on attracting large scale international events to Ireland.

## Regional Convention Bureaux

Four Regional Convention Bureaux across the country work in partnership with Meet in Ireland.

## Our A-Z

will tell you everything you wanted to know about MICE in Ireland but were afraid to ask.

## Financial Supports

We offer funding to international meeting planners for bids, site inspections and a uniquely Irish experience as part of the conference programme for that **extra wow-factor**.

**extra wow-factor**