

DRIVING
SUSTAINABLE
Recovery

Dublin Industry Day

23rd February



Fáilte
Ireland

Dublin

Agenda



- 1 2022 in review and 2023 outlook
- 2 Enterprise Development
- 3 Dublin Regional Tourism Development Strategy
- 4 Panel discussion – Addressing the strategic priorities
- 5 Translating the priorities into plans
- 6 Demand and routes to market



Paul Kelly

CEO, Fáilte Ireland



**Fáilte
Ireland**

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Topics



1. National Highlights – 2022
2. 2023 Outlook
3. Regional Outcomes & Perspectives

Section 1

2022 Review

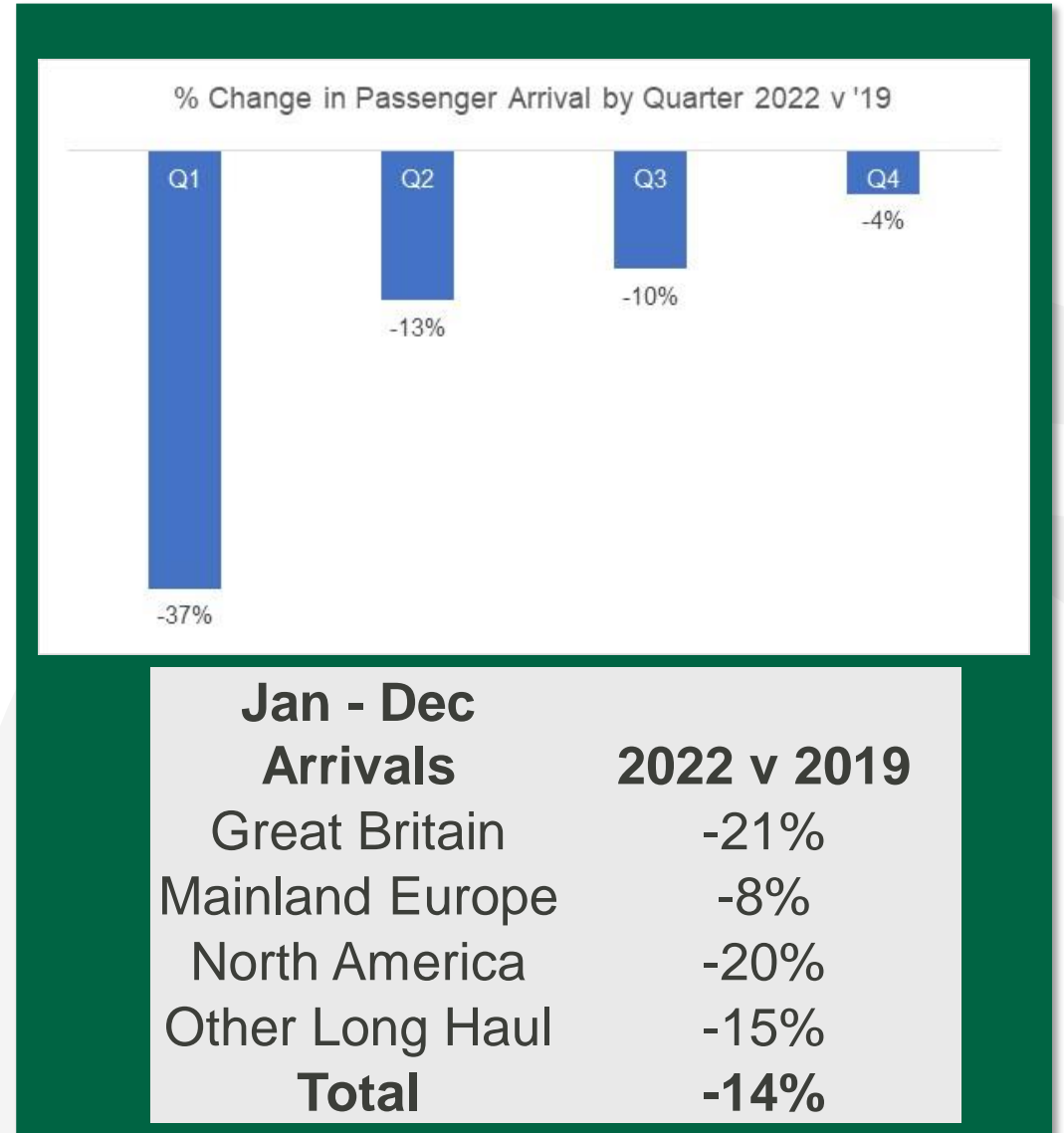
- Overseas
- Domestic



Overseas Market - Fast Recovery



- Progressive recovery in total inbound arrivals
- Continental Europe led the recovery
- Q3/4 good return of North American visitors.
- Great Britain was more challenged



Domestic Market - Strong Performance



January to September 2022 vs 2019:

10.2 million total trips +14% ↑

Holiday trips + 19% ↑

Holiday nights + 21% ↑

Domestic holidays increased
share of total trips by Irish
residents to

51% in 2019

57% in 2022

Section 2

2023 Outlook

- Demand side opportunities
- Supply side challenges
- Sustainability targets



1. Demand Side Opportunities

Opportunities in Overseas Market: Air Access Forecast 2023

Changes in Seat Capacity	Summer 2023 vs. 2019
Great Britain	+2%
Mainland Europe	+4%
North America	-2%
Rest of World	+8%
All Markets	+3%

1. Demand Side Opportunities

Positive Domestic 2023 Outlook

- Consideration for taking a domestic trip in 2023 is 82% on par with 2019
- 23% intend to take a break in the next 3 months
- Visitor satisfaction high at 79%
- Value for money critical for domestic

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Supply Side Challenges



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Supply Side Challenges

1. Rising Operating Costs
2. Accommodation Capacity
3. Staffing
4. Car Hire
5. Value for Money



1. Pressure on margins
2. Price pressure/lost business
3. Pressure to maintain standards
4. Regional mobility impacted
5. Long-term reputational risk

Government Contracts



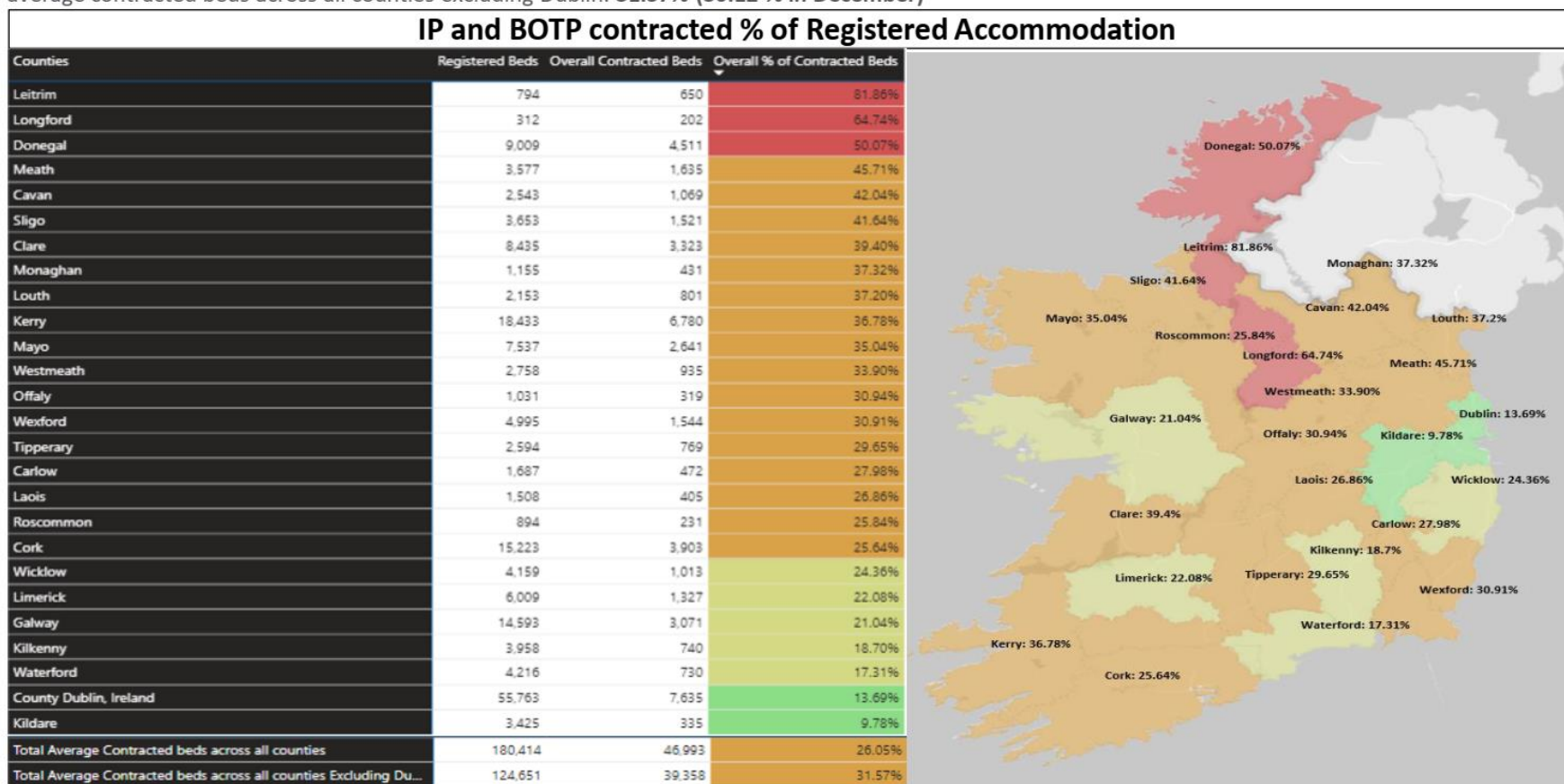
Combined IP and BOTP contracted beds in all Fáilte Ireland registered accommodation

The graphic below details the percentage of IP and BOTP contracted beds in Fáilte Ireland registered accommodation.

For comparison purposes, the relative positions this month and last month are as follows:

Total average contracted beds across all counties: **26.05%** (25.19 % in December)

Total average contracted beds across all counties excluding Dublin: **31.57%** (30.12 % in December)



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Sustainability Targets



Sustainability Targets

- Government Commitment to carbon neutrality no later than 2050
- Sector target is a 35% reduction in emissions by 2030
- Collective effort from every business and stakeholder

Section 3

A Closer Look at Regional Performance



VICE Framework



- **Visitor:** Destination Attitude Survey
- **Industry:** Barometer, Occupancy and Rate
- **Community:** Tourism Approval Rating
- **Environment:** SEA/Environmental Monitoring

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Destination Attitude Survey



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Visitor Destination Attitudes Survey

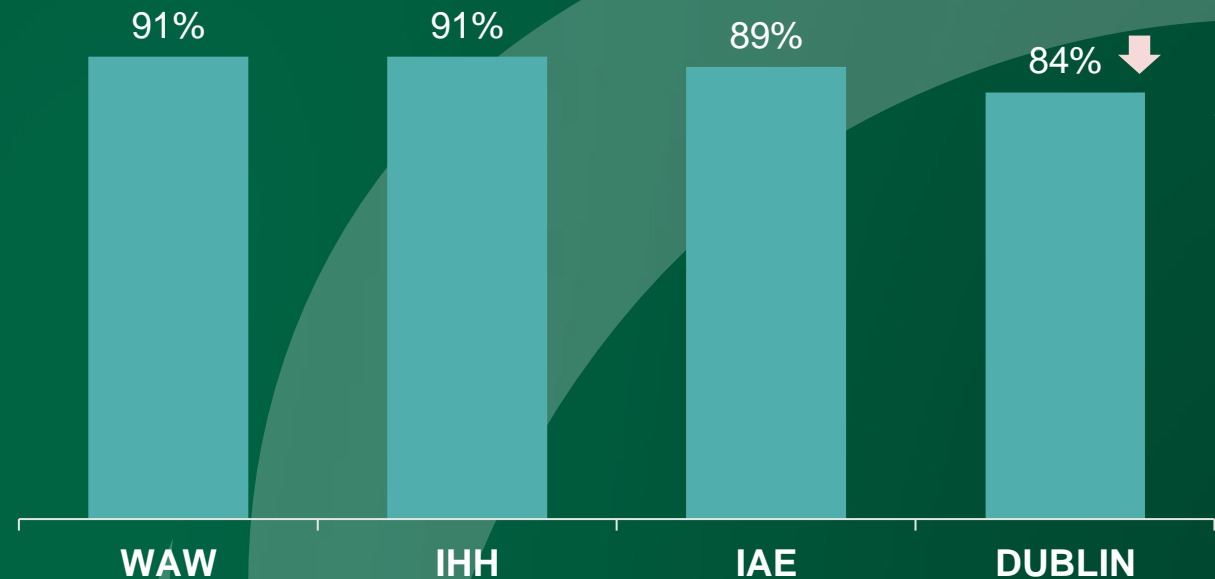
- 8,283 interviews across 56 locations between July and September 2022
- Visitor satisfaction is exceptionally high, indicating experiences are delivering against expectations.

“VERY SATISFIED”

(6 or 7 on 7pt scale)

90%

(NAT. ave.)





- Dublin visitors have a distinct profile with overseas cohorts dominating. Visitors are younger, more likely to be first time visitors, and in adult groups; Social Energy motivations are significantly higher among Dublin visitors.
- While performing strongly overall, Dublin is rated slightly below the national average on overall satisfaction and behind other brands on VFM.
- While Dublin leads national rankings on evening activities and shopping, there are relative issues on a range of criteria from cleanliness, a sense of personal safety and crowd management.

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Industry Sentiment



Plenty of Optimism in Dublin



91%

Businesses stating
2022 volumes up on
2021

58%

Stating levels of
business are up or at
least equal to 2019

86%

Expect 2023 volumes to
be ahead of 2022 levels

79%

Costs are key concern

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Occupancy and Rates



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Fáilte Ireland Hotel Performance Year to Date December 2022



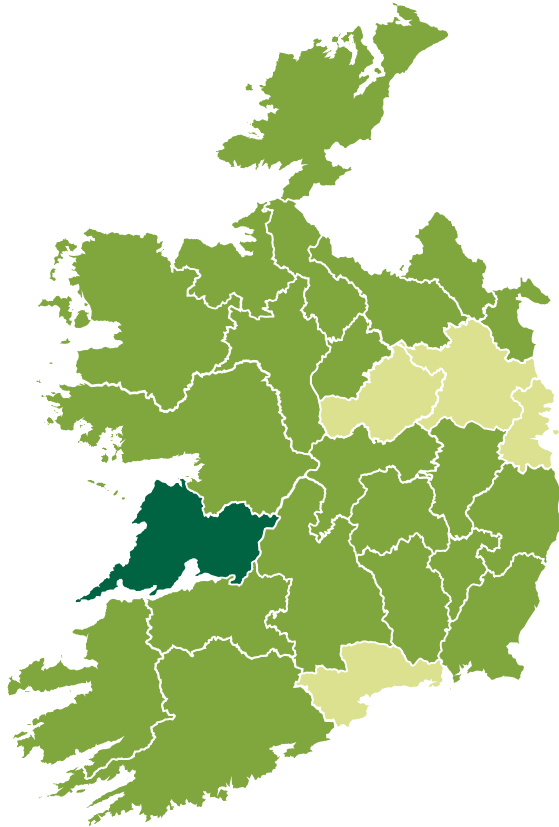
	Occupancy			Average Daily Rate			RevPAR		
	2022	2019	Variance 2022 vs 2019	2022	2019	Variance 2022 vs 2019	2022	2019	Variance 2022 vs 2019
National	73	77	-4 ppts	160	128	25%	117	98	19%
Dublin	77	82	-5 ppts	173	143	21%	134	117	14%

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Tourism Approval Rating



International Tourism



↑↓ Shows change from Apr - Sep 2021

(Base: Apr 2022 - Sep 2022 – Irish residents n=1,771)

Caution: all counties except Cork, Donegal, Dublin and Galway have a low sample size



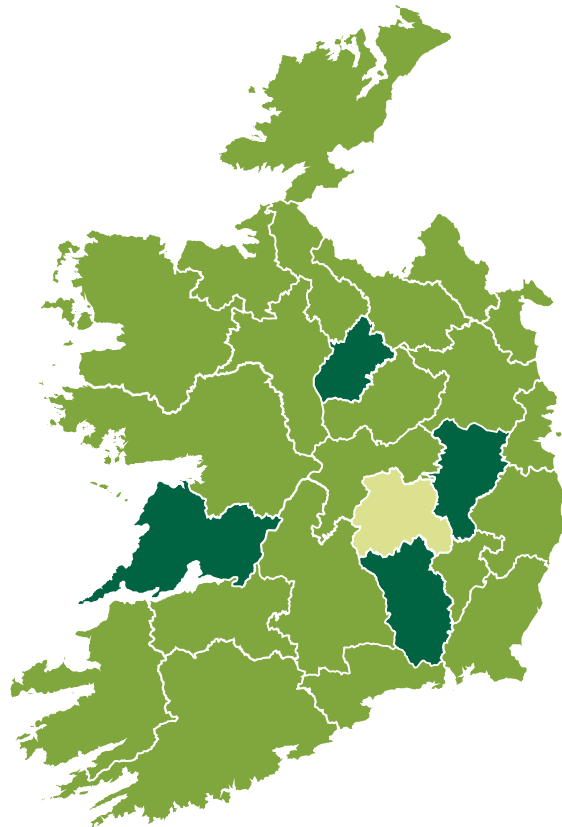
Region	TAR Score
Mid-West	73
Border	71
South-West	67
Mid-East	67
West	67
South East	66
Midlands	63
Dublin	59

County	TAR Score
Clare	80
Kildare	77
Longford	75
Kilkenny	74
Donegal	72
Monaghan	72
Tipperary	72
Leitrim	72
Limerick	70
Cavan	70
Sligo	68
Mayo	68
Offaly	68
Wicklow	68
Cork	67

County	TAR Score
Roscommon	67
Kerry	67
Wexford	67
Galway	66
Carlow	65
Louth	61
Laois	60
Dublin	59
Meath	59
Waterford	57
Westmeath	57
None	
None	
None	

- Advocacy
- Approval
- Acceptance
- Limited Acceptance
- Threatened Acceptance
- Disapproval

Domestic Tourism



↑↓ Shows change from Apr - Sep 2021

(Base: Apr 2022 - Sep 2022 – Irish residents n=1,771)

Caution: all counties except Cork, Donegal, Dublin and Galway have a low sample size



Region	TAR Score
Mid-West	76
Border	73
Mid-East	72
South-West	71
West	70
South East	69
Midlands	67
Dublin	64

County	TAR Score
Longford	83
Kilkenny	81
Clare	81
Kildare	80
Leitrim	78
Tipperary	75
Donegal	74
Limerick	74
Mayo	74
Kerry	73
Roscommon	73
Cavan	73
Wicklow	72
Monaghan	71
Cork	71

County	TAR Score
Sligo	70
Offaly	70
Galway	68
Waterford	67
Carlow	67
Louth	67
Meath	67
Westmeath	67
Wexford	65
Dublin	64
Laois	58
None	
None	
None	

- Advocacy
- Approval
- Acceptance
- Limited Acceptance
- Threatened Acceptance
- Disapproval

Benefits from tourism activity in local area



In which of the following ways, if any, would you say you/your family benefit from tourism activity in your local area?



The (↑/↓) indicate statistically significant differences vs Apr – Sep 2021 at 95% confidence level


(Base: Apr 2022 - Sep 2022 – Irish residents n=1,771)


* Answer added in Q4 2021 - significant difference test not possible

Ensuring tourism benefits Irish communities





What more, if anything, do you think could be done to ensure tourism benefits communities in Ireland?

Growing Tourism		35%
	Increase promotion of individual Irish counties	13%
	Create new attractions and activities	8%
	Greater investment/funding for county development	7%
	More events and festivals	4%

Community Focused		35%
	Reduce costs of living (including domestic travel)	15%
	Increase provision of local facilities	7%
	Community beautification	5%
	Greater celebration of Irish culture, language and heritage	3%
	Encouraging residents (and tourists) to support local	3%

Infrastructure		23%
	More public transport	9%
	Infrastructure development (generally)	7%
	Better overall transport solutions	5%
	More roading	3%

Managing Tourism		7%
	Public consultation and collaboration	3%

Tourism Accommodation		11%
	Cheaper accommodation options	8%
	More/greater diversity of accommodation options	4%

(Base: Apr 2022 - Sep 2022 – Irish residents n=1,771)

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Environmental Sustainability



Environmental Sustainability



- Environmental Monitoring Plan – all regions
- SEAs – Regional Strategies & DEDPs
- Reducing Businesses' Carbon Footprint
 - Climate Action Roadmap
 - Business Capability Toolkits
 - Carbon Calculator

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Industry Recovery Strategy



Dublin



7 Areas of Transformational Change



Sustainable Business Recovery



Supporting Tourism Careers



Accelerate Domestic Tourism



Opening the Outdoors



Industry Digitalisation



Destination Development and Distribution



Driving Climate Action

Thank You



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Jenny De Saulles

Director of Sector
Development



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2022 Supports



384 Businesses &
878 Employees from
Dublin businesses
attended Fáilte Ireland
training workshops and
webinars in 2022

Most popular Programme Areas:

- Climate Action Supports
- Saleable Experience Development
- Digital
- Sales & Marketing

Challenges



Employer Excellence Programme



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Employer Excellence To Date in Numbers



170

Businesses
registered to date

2,100

People Managers
completing the
Fundamentals of People
Management Learning

20,000

Tourism and Hospitality
employees positively
impacted by the Employer
Excellence Programme

2023 Plans



Roll Out Employer Excellence Certification to participating businesses



Launch Micro Programme for businesses with fewer than 20 employees



Host Employer Excellence Gala Awards Event April 2023



Comprehensive Communications Campaign
raising awareness and encouraging participation



Targeted support for businesses to drive implementation of action plans

Fáilte Ireland new Online Learning Platform



learn*i*FI





150+ Modules available Accessible anytime, anywhere and on any device



Competitiveness



**Reducing
Costs**

**Increasing
Revenues**

**Value for
Money &
Exceptional
Customer
Experience**

2023 Strategic Priorities



Reduction of Operational Costs

- To reduce costs
- To increase efficiencies
- To deliver VFM and great customer experiences



Digitalisation

- Ensuring your shop window is easy to navigate for your customers
- Byte-sized digital enhancements for your website
- How can you use your website as a sales engine to drive more revenues.



Climate Action

- Measuring your carbon footprint
- Practical supports to develop and implement your action plan
- Supported by case studies and expert guides

National Schedule & Support Hub



Sales and
Marketing

Digital Marketing
Skills

HR Supports

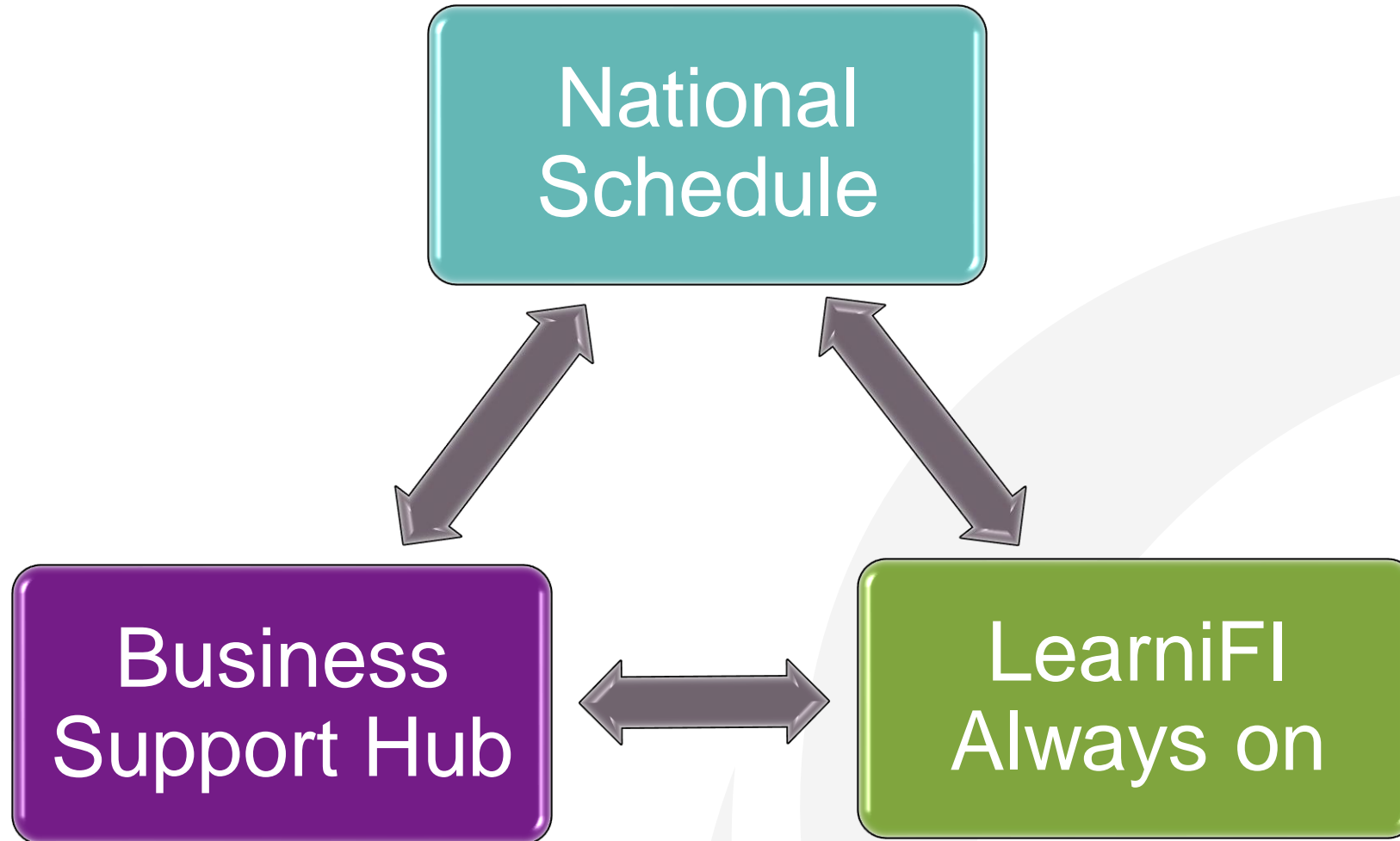
Revenue
Generation

Accessibility in
Tourism

Energy, Water and
Food Waste
Reduction

Finance

Engaging with Supports



So our ask of you...



1. Sign up to Excellent Employer Program
2. Engage with supports to drive your business growth
 - Speak to your local contact for further information on the programmes available to support your business in 2023
 - Engage with Fáilte Ireland's National Calendar of supports and the Business Support Hub
3. Encourage your staff to upskill and engage with the New **learniFI** – always on learning **to support your teams**

Introduction: Regional Tourism Development Strategy



The Vision



What did 200+ businesses say?



“Make the city and its attractions more compelling for domestic visitors”

“High yield is key –don’t need more volume, just high spenders”

“We want fresh positioning – away from just a weekend drinking party location”

“Differentiate Dublin internationally to attract high yield visitors”

“Festivals and events are a sure way to attract visitors, both domestic and international”

“Extending season is an attractive prospect for businesses”

“Make the city and county easy to navigate through smart ticketing & integrated public transport”

“Easier transport system would enable visitors to see attractions more easily”

Strategic priorities - Dublin



1

Increase destination resilience by **optimising visitor mix** and maximising revenue

2

Reignite **business tourism**, positioning Dublin as a leader internationally

3

Develop differentiating experiences, providing domestic & international tourists with **reasons to visit and to stay longer**

4

Build a committed stakeholder & industry partnership to develop **Destination Dublin**, encompassing the whole region

KPIs



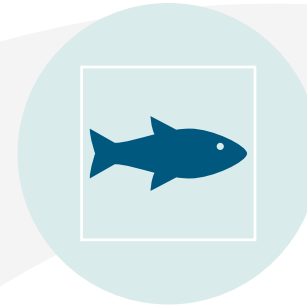
VISITOR
DESTINATION ATTITUDE
SURVEY



INDUSTRY
BAROMETER, OCCUPANCY
AND RATE



COMMUNITY
TOURISM APPROVAL
RATING



ENVIRONMENT
SEA/ENVIRONMENTAL
MONITORING

Panel Discussion



Fáilte
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Dublin



PANEL DISCUSSION



Paul Kelly

CEO
Fáilte Ireland



Richard Shakespeare

Assistant Chief Executive
Dublin City Council



Ronan Walsh

Managing Director
Ashling Hotel



Susanne Reid

Head of Development
Christ Church Cathedral



Stephen Meehan

Chief Executive
The Convention Centre
Dublin

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Dublin Plans



Highlights of 2022



11 Surprising stories
€1.7 million investment



New VisitDublin.com
Investment €1m+



Dublin Coastal Trail launched
11 locations across 3 local authority areas



Winter in Dublin
5+million campaign reach

Celebrating Success



World Travel Awards 2022

- Jameson Distillery
- Guinness Storehouse
- Convention Centre Dublin
- The Shelbourne

Tripadvisor “best culture destinations” ranked #4 in the list of 25 cities

Global Tourism Innovation Award

Dublin's Smart Tourism programme “Best Digital and Innovation”

Lonely Planet’s Top 30 Destinations For 2022 – “Top 10 cities”

TripAdvisor's Travellers' Choice 2022

- 3 of 10 best restaurants
- 7 out of 10 best overall experiences



Capel Street 33 coolest streets in the world by TimeOut

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Development Focus

Optimising visitor mix



Strategic Priorities - Dublin



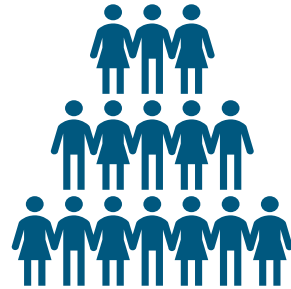
- 1 Increase destination resilience by **optimising visitor mix** and maximising revenue
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Visitor numbers



Overseas

75% of 2019



Domestic

57% v 51% in 2019



Feedback from industry



Focus on yield with upgraded tours; increased retail & F&B

Importance of continued focus on **digital capability**

Many maintaining higher **share of domestic**

Many seeking to **cross promote** on leisure packages

Focus moving forward



Drive domestic market – particularly NI

Visitor experience & satisfaction

New/high yield segments

Digital focus

Optimising Visitor Mix

New/high yield segments



**11% of golf
tourism
spend** on tee
times

Developing **Luxury**
saleable experiences

Maximise the
outdoors

Developing the **family**
offering

Digital that Delivers

Progress to Date



43

Participating
Industry

€1.15m

Investment grant
funding approved

21

New / Improved
websites launched

11

Connected Online
Booking Systems
Launched

23

Website Content
Improvement
projects completed

24

Digital marketing
projects completed

10

Data Measurement
& Analytics Projects
Completed



Digital
that Delivers.

Optimising Visitor Mix

Channel & visitor mix

Business supports



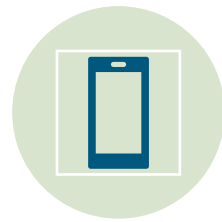
Retail business supports



Ticketing strategy



Marketing supports



Digital capability

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New for
2023



New for 2023



Motivations Framework

A transformational and sustainable *consumer understanding* driving demand creation.

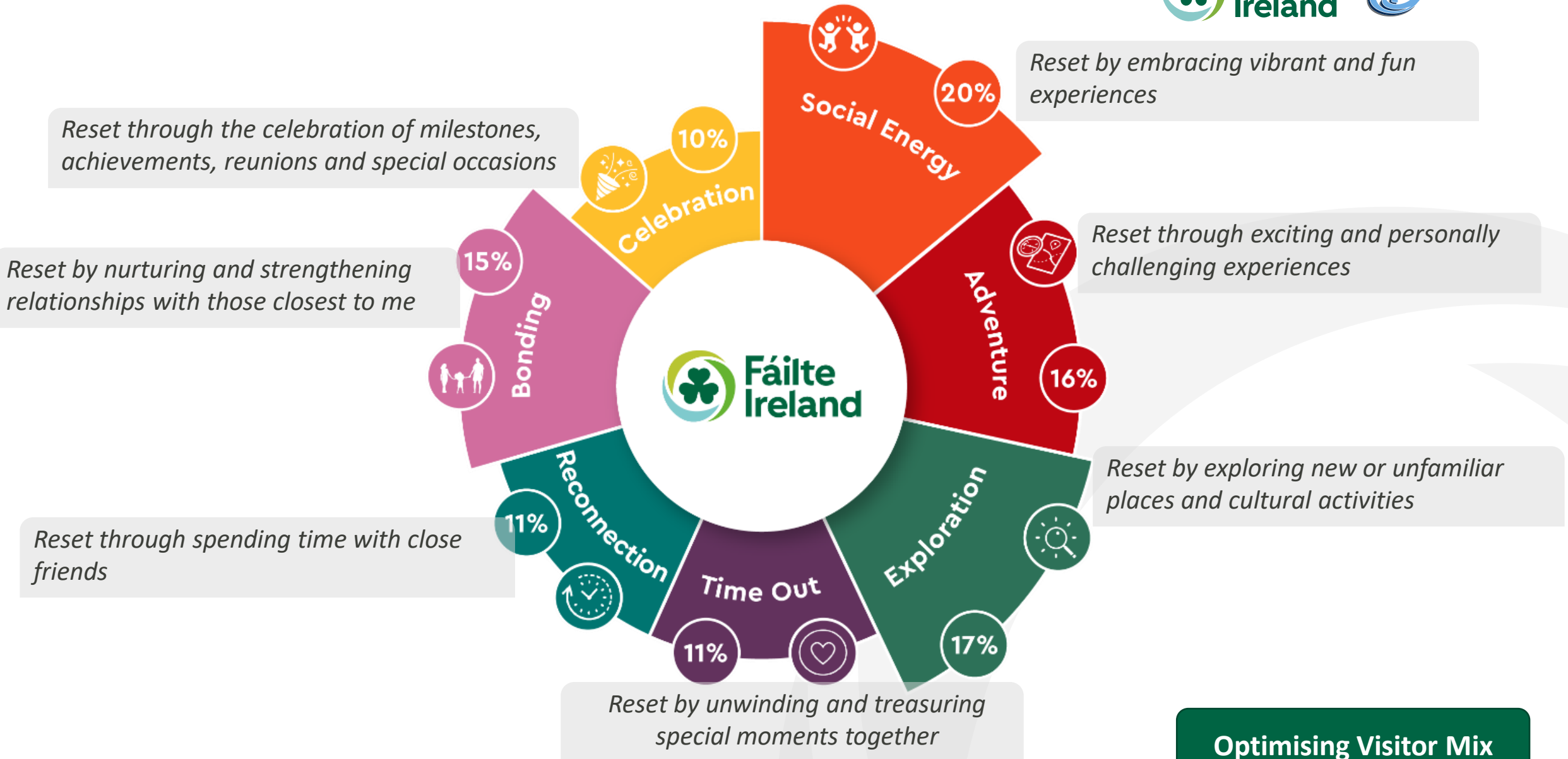
The importance of motivations:

- They tap into the emotional structures and needs which subconsciously drive our decision making.
- Different motivations for different travel occasions.
- Allow us to identify how to best shape travel experiences and provide for long term domestic growth.



Optimising Visitor Mix

The Travel Motivations Framework



Optimising Visitor Mix

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Business Tourism Ciara Gallagher



Strategic Priorities - Dublin

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Build a committed stakeholder & industry partnership to develop **Destination Dublin**, encompassing the whole region

How will we achieve this?

1. Invest in **capital projects** to ensure Dublin remains relevant to changing business visitor needs
2. Achieve **industry sustainability standards** to ensure Dublin is a recognised global leader as a sustainable events destination
3. Deliver a **world class end-to-end delegate experience**
4. Ensure Dublin **wins its share of business** from leads generated
5. **Leverage Dublin's knowledge economy**, sectoral strengths, and wealth of FDI companies to attract business events

Dublin 2017-2022 – Back with a Bang!



**€900m + confirmed
business**



**589,774 international
delegates**

- Working with industry to generate and convert opportunities
 - Dublin specific sales generation activities
 - Membership structure

Post Covid Landscape



Shorter lead times - 63% Meeting and Incentive lead enquiries made in the year for the year in 2022, compared to 47% pre-covid.



Price - cost was 2nd highest reason for losing business events for Ireland last year, compared to 4th in 2019.

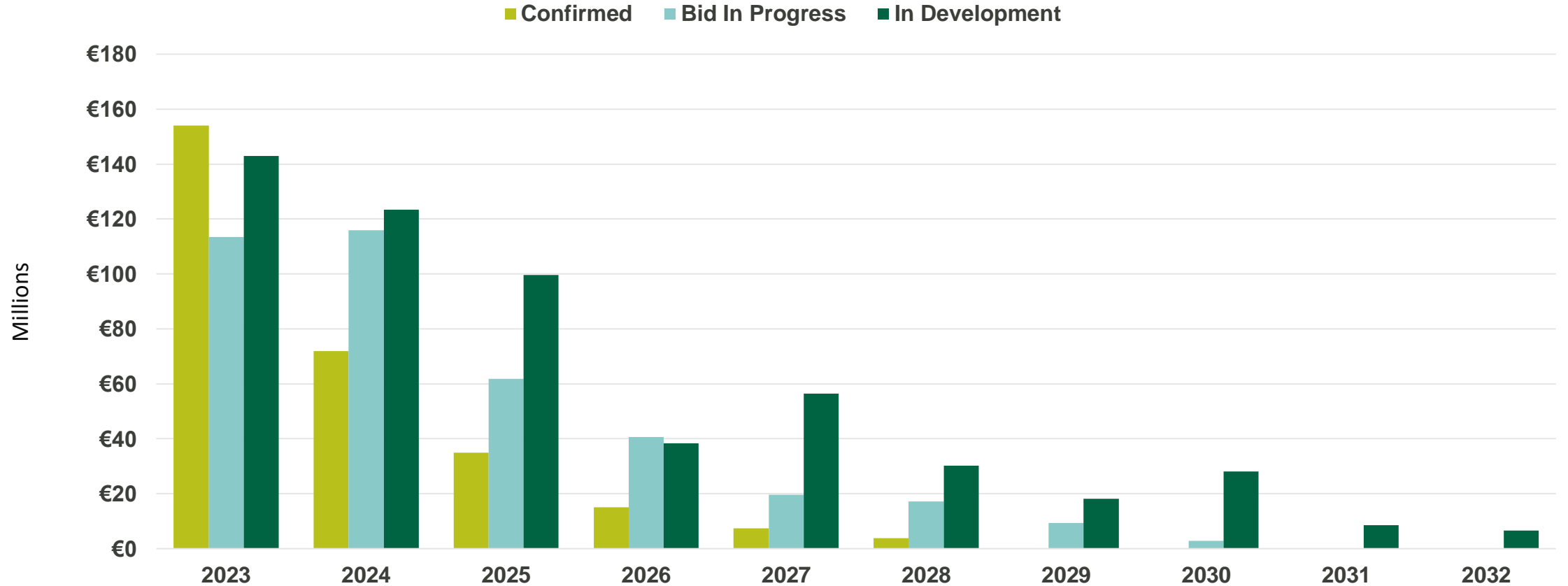


Number of conferences reduced by 41% - average of 166 conferences in 2022 compared to 281 pre-covid.



Meeting size reduced by 21% - average of 193 delegates in 2019 versus 152 last year. 9% reduction in conference delegate numbers in same timeframe with average of 381 delegates v 347.

Looking Ahead - Pipeline 2023 - 2032



€1.22bn
Events Value

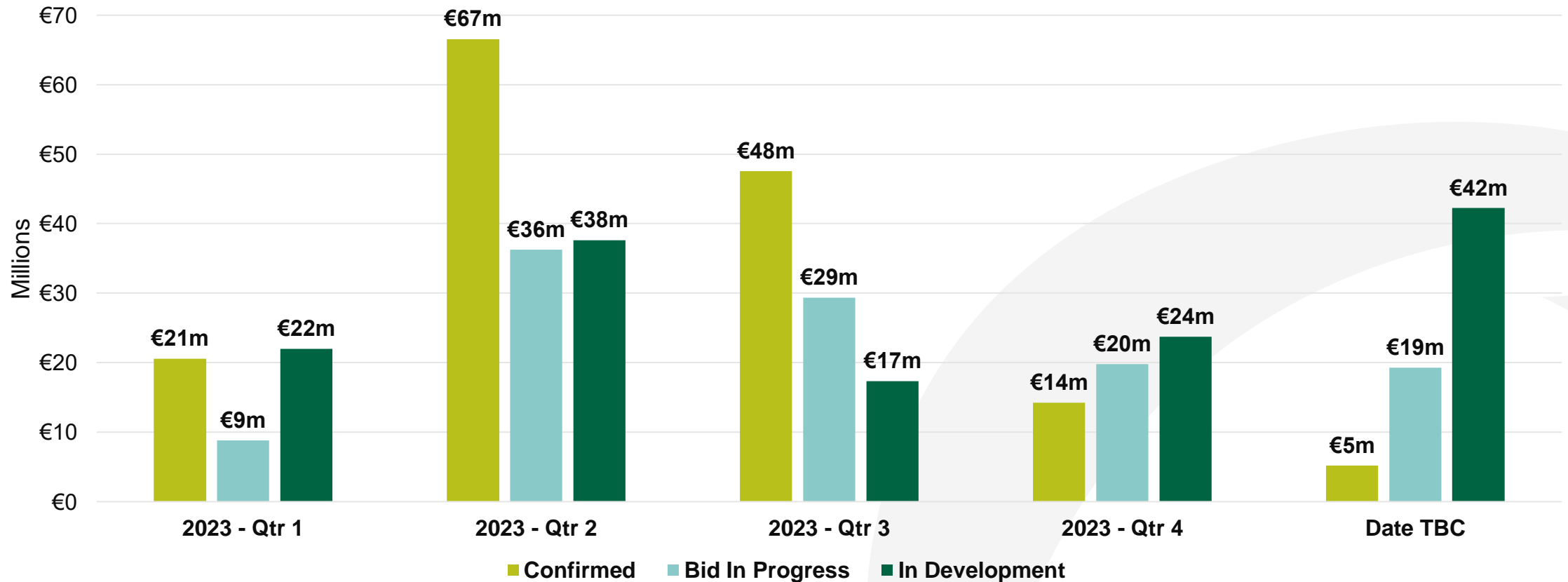
€287m
Confirmed (24%)

€381m
Bid Pending (31%)

€552m
Bus. Dev (45%)

718k
Int. Delegates

Looking Ahead - Pipeline 2023 - 2032



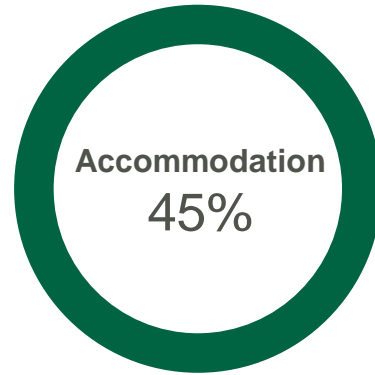
€410m
Value Pipeline

€154m
Confirmed (38%)

€113m
Bid Pending (28%)

€143m
Bus. Dev (35%)

Business Events Value



2023 Calendar



1

- **3 Headline Events**
- **80 BCD M&E Leadership Conference**
- **30 HPN Presidents Club**

2

- **4 Fams with 40 Buyers**
- **DMC & Industry FAMs**
- **Meet Dublin in London**

2023 Priority Projects



**Gala Dinner Venues
Scheme**



Sustainability



Legacy & Impact



Meetings for All



Ambassador Club

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Differentiating Experience

 **Fáilte
Ireland**



Strategic priorities - Dublin



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What our visitors are saying...



Among Dublin's overseas visitors, satisfaction is high (national average is 90%)



Differentiating Experiences

Evaluation of visitor themes

Scores of 70%+; with sightseeing the highest at 85%



Differentiating Experiences

Source: Destinations Attitudes Survey, 2022
Q. Please rate your satisfaction on a seven-point scale where seven means you are Extremely Satisfied, and 1 means you are Extremely Dissatisfied.

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Differentiating Experiences

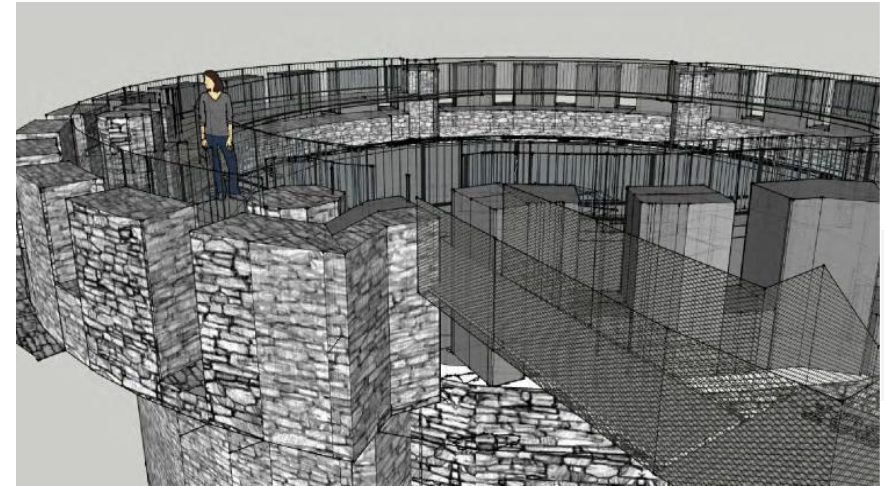
Capital investment



Dublin Castle Records Tower



OPW



Fáilte Ireland Funding: €2.8m

Total Project Costs: €3.8m

Expected Opening Date: 2024

Differentiating Experiences

Outdoor Water Sports Facilities Killiney



Fáilte Ireland Funding: €850,000

Total Project Costs: €850,000

Expected Opening Date: Q4 2024

Differentiating Experiences

Little Museum of Dublin



Fáilte Ireland Funding: €1m

Total Project Costs: €5.1m

Expected Opening Date: 2024

**Differentiating
Experiences**

Destination Towns



Fáilte Ireland
funding:
€1.7m

Expected
completion
Q3 2023



Differentiating
Experiences

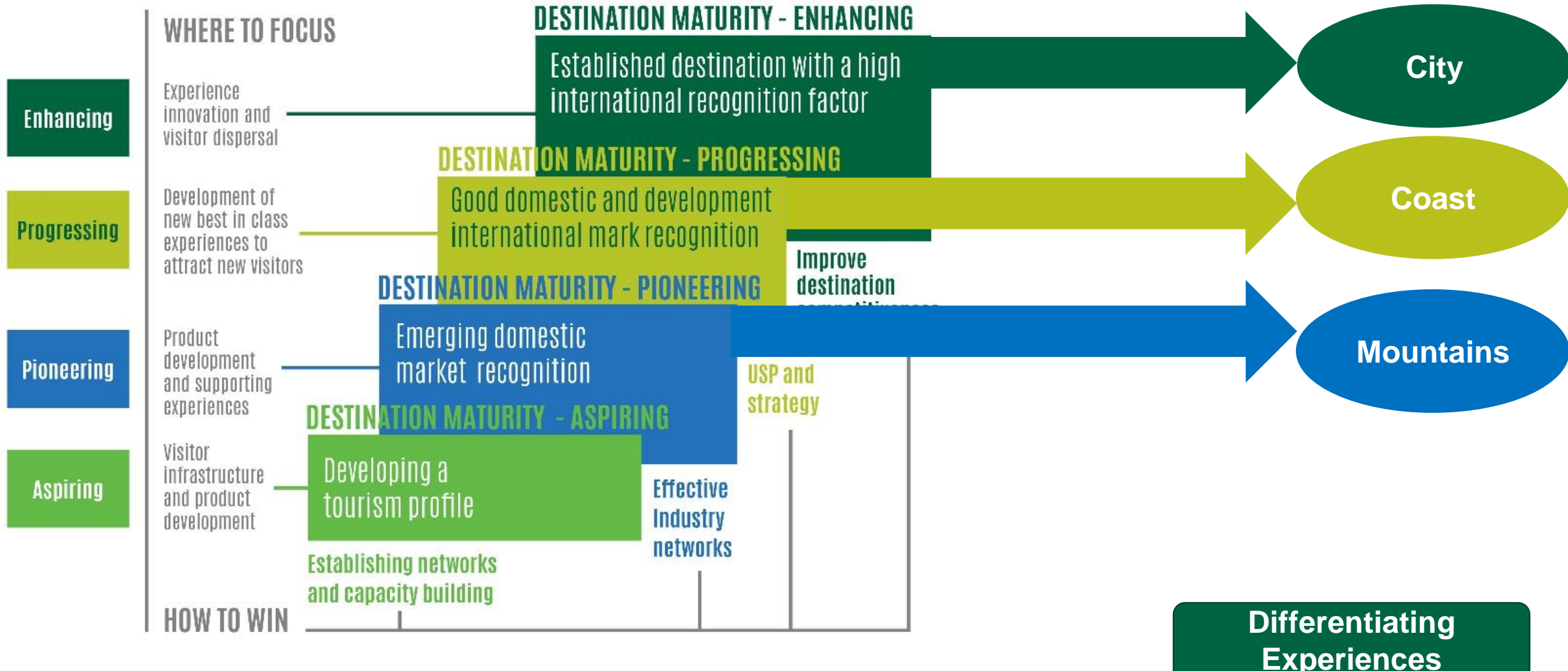
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Differentiating experiences

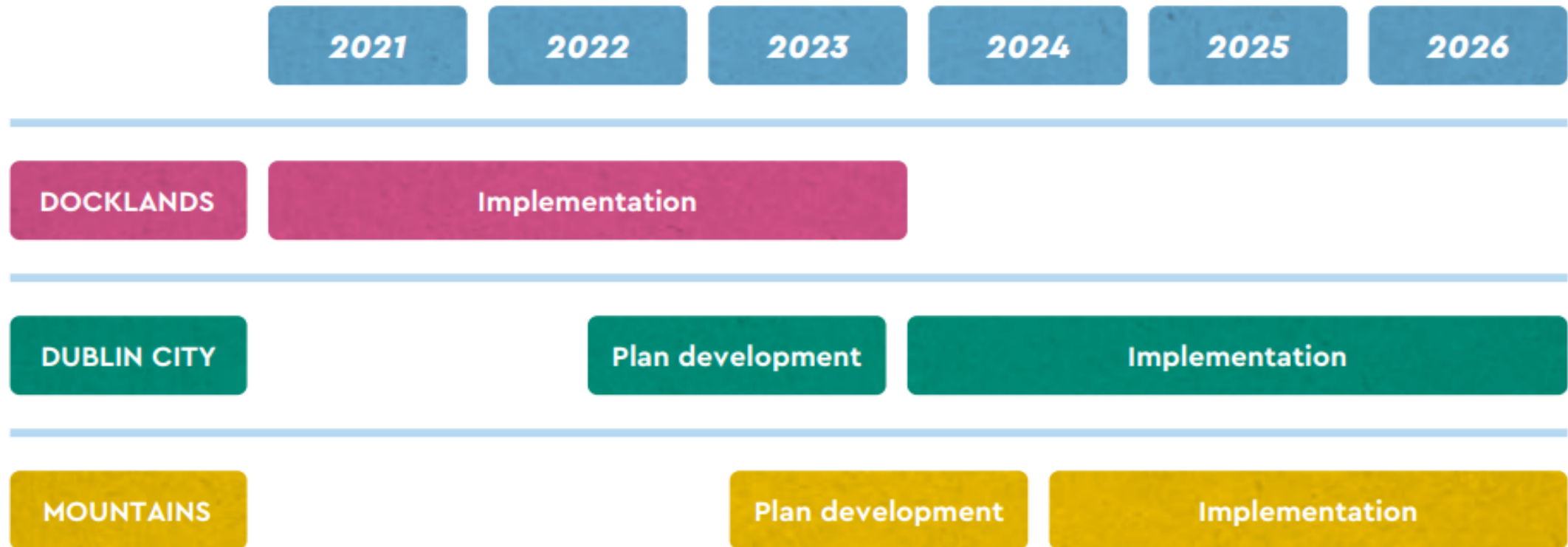
DEDPs



Destination Development Framework



DEDPs for Dublin



Differentiating Experiences

Docklands DEDP



Differentiating Experiences

Dublin Coastal Trail



**Differentiating
Experiences**

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New for
2023

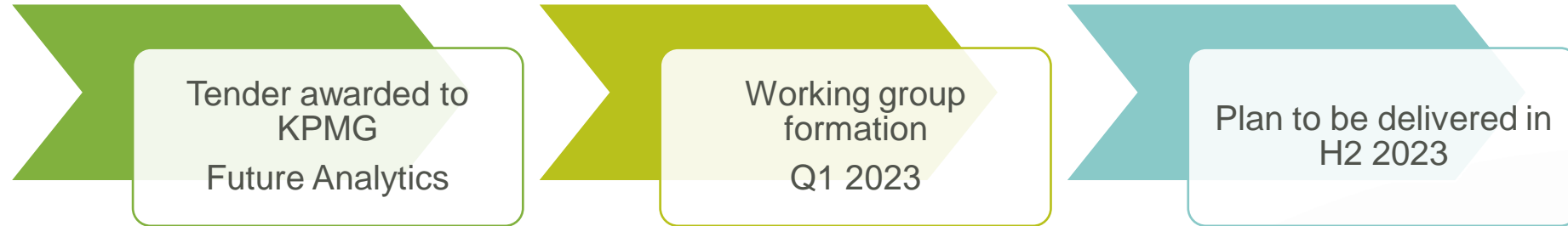


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Dublin City DEDP



Approach

- Visitor insights & trends
- Product audit of city offering
- Distribution audit via key sales channel
- International best practise case studies
- Capital investment roadmaps
- Character mapping of urban villages
- Visitor orientation

Differentiating Experiences

Dublin Mountains DEDP



Collaborate

With SDCC on
Dublin mountains
capital project



Tender

Q4 2023



Establish

Establish cluster
groups



Development

Continue to work to
develop industry
offering & saleable
experiences



National Cultural Institutions



Alignment strategic tourism priorities

Provide bespoke tailored supports

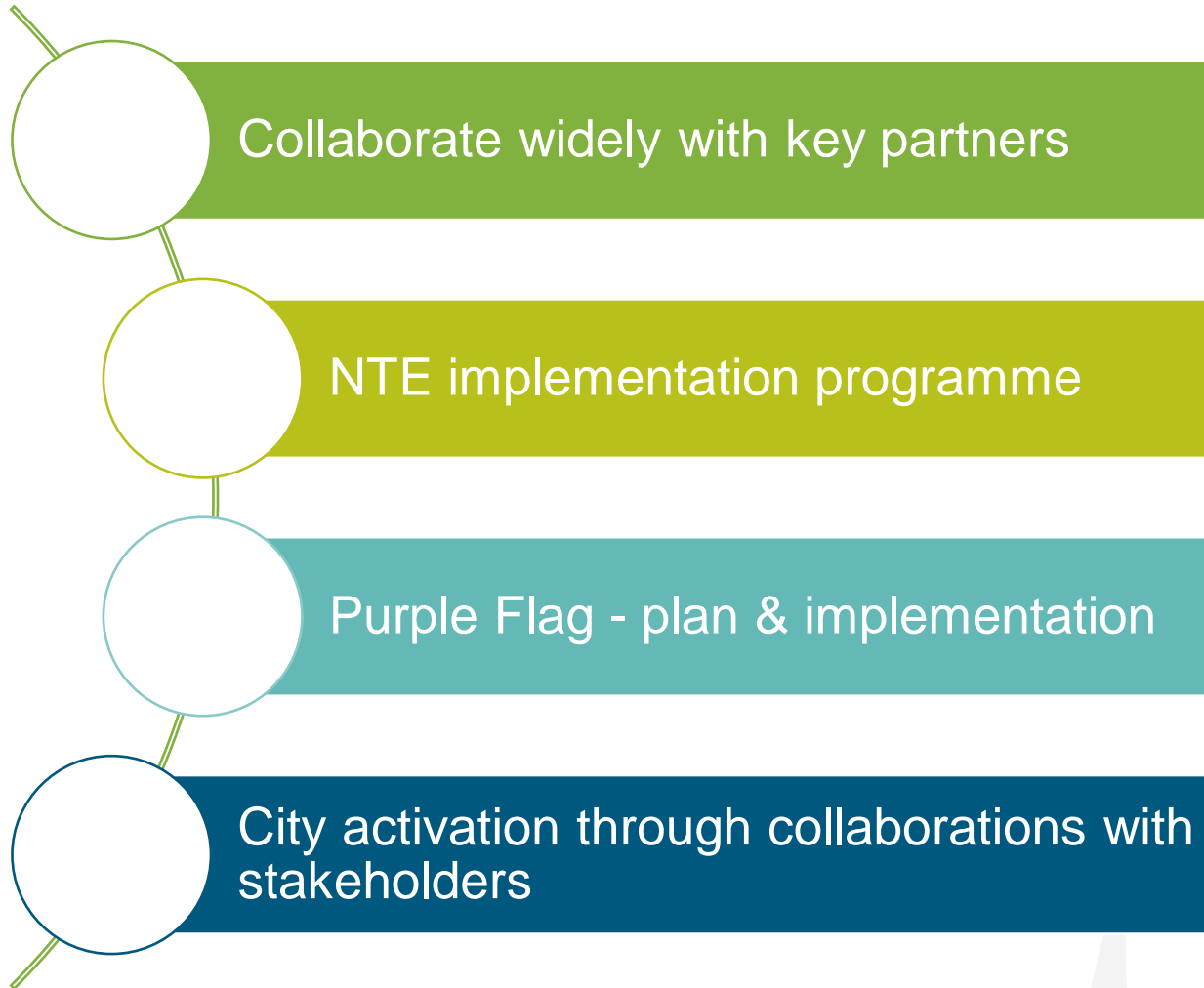
Deliver a symposium to develop clear roadmap of supports

Unlock compelling cultural proposition for Dublin

Commission audience research and insights

Differentiating Experiences

NTE



Differentiating Experiences

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Development Focus

Destination Dublin



Strategic priorities - Dublin

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Destination Dublin

- Working together to develop product, experiences and messaging



Festivals

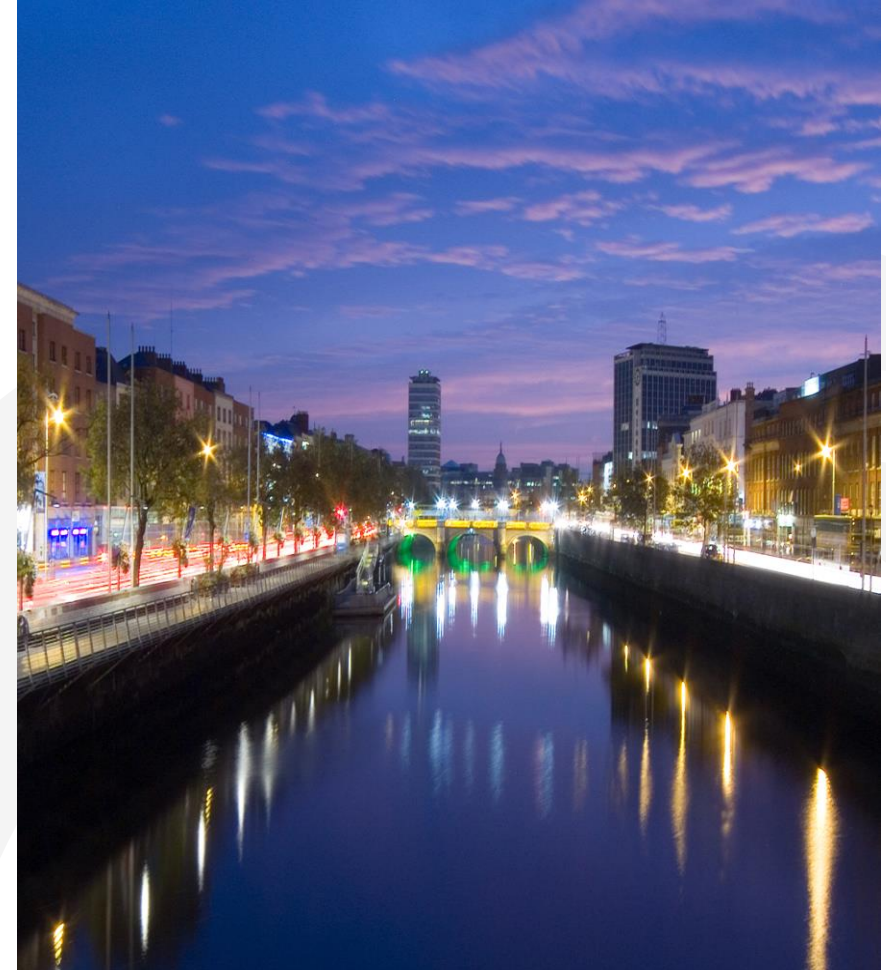


Large Events



Winter in
Dublin

All supported by domestic and
international marketing



Festivals throughout the year



St.
Patrick's
Festival



New
Years
Festival



Tradfest

- Dublin Horse Show
- Dublin Theatre Festival
- Bloomsday
- Dublin Book Festival

Total
spend for
Dublin
€4m

Activation

St Patrick's Festival and Aer Lingus College Football Classic



Dublin Airport arrivals

Welcome staff for key events



Hotel activation

Collateral to hotels



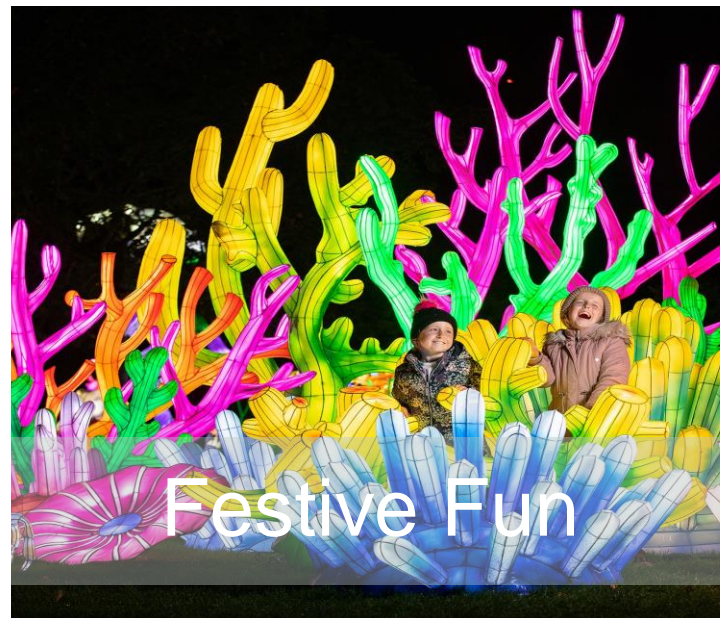
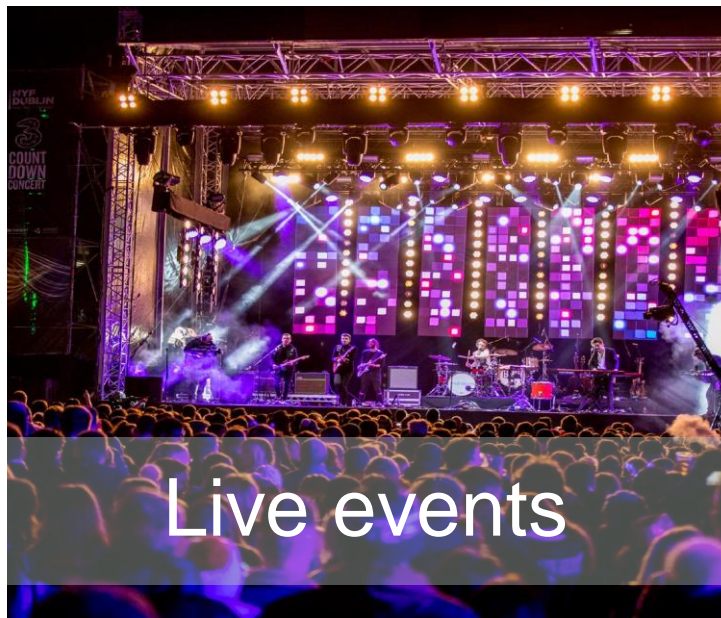
City activation

Dublin letters displayed across the city



Destination Dublin

Winter in Dublin



Winter in Dublin

Trade Activation



Industry briefings

100+ attendees



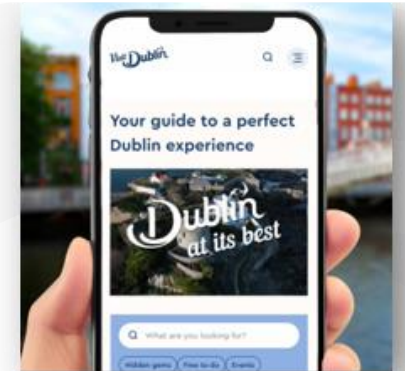
Hotel flyer distribution

70 + hotels



Pop up events

8,000+



VisitDublin.com

700+ published events

Destination Dublin

Destination Dublin Highlights 2022/3

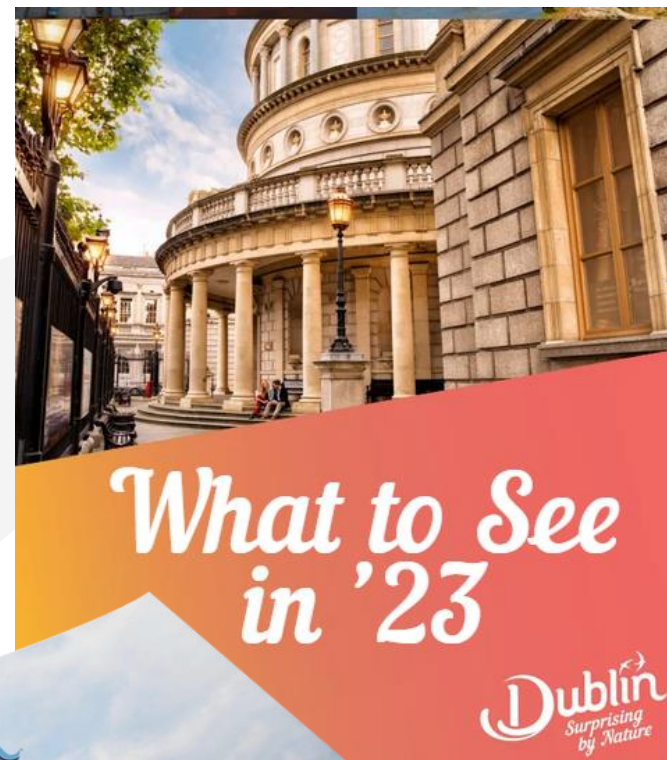


Bespoke Dublin ezines

I ❤️ Dublin event - 70 attendees

Dublin Experts – 140+ FOH staff

What to See in '23



Destination Dublin

Industry Events



70 industry at Meitheal 2022

30+ at refresher programmes

20+ at B2B buyers' roadshow



Destination Dublin

Trails & wayfinding

VisitDublin.com

Music trails

Talking Statues

Heritage trail app

5 new information kiosks



Destination Dublin

New for 2023



DUBLIN CHAMPIONS



BREAKFAST BYTES

Thank you

DRIVING
SUSTAINABLE
Recovery



Fáilte
Ireland

Dublin

DRIVING
SUSTAINABLE
Recovery

Driving Demand

Ciara Gallagher

Emma Woods



Dublin



Driving Buyer Demand



Leisure Tourism

- Saleable experiences in front of buyer
- Support itinerary creation & programmes
- More contracting opps



Trade Team

- Gets you in f2f with buyers in Ire or overseas
- Organise Meitheal
- Plan buyer FAM trips
- Manage recruitment for all leisure platforms

How did we do in 2022?



Leisure Tourism

- **€36.5m** Incremental Revenue, In Year
- 360,000 bed nights across 26 Counties



Trade Team

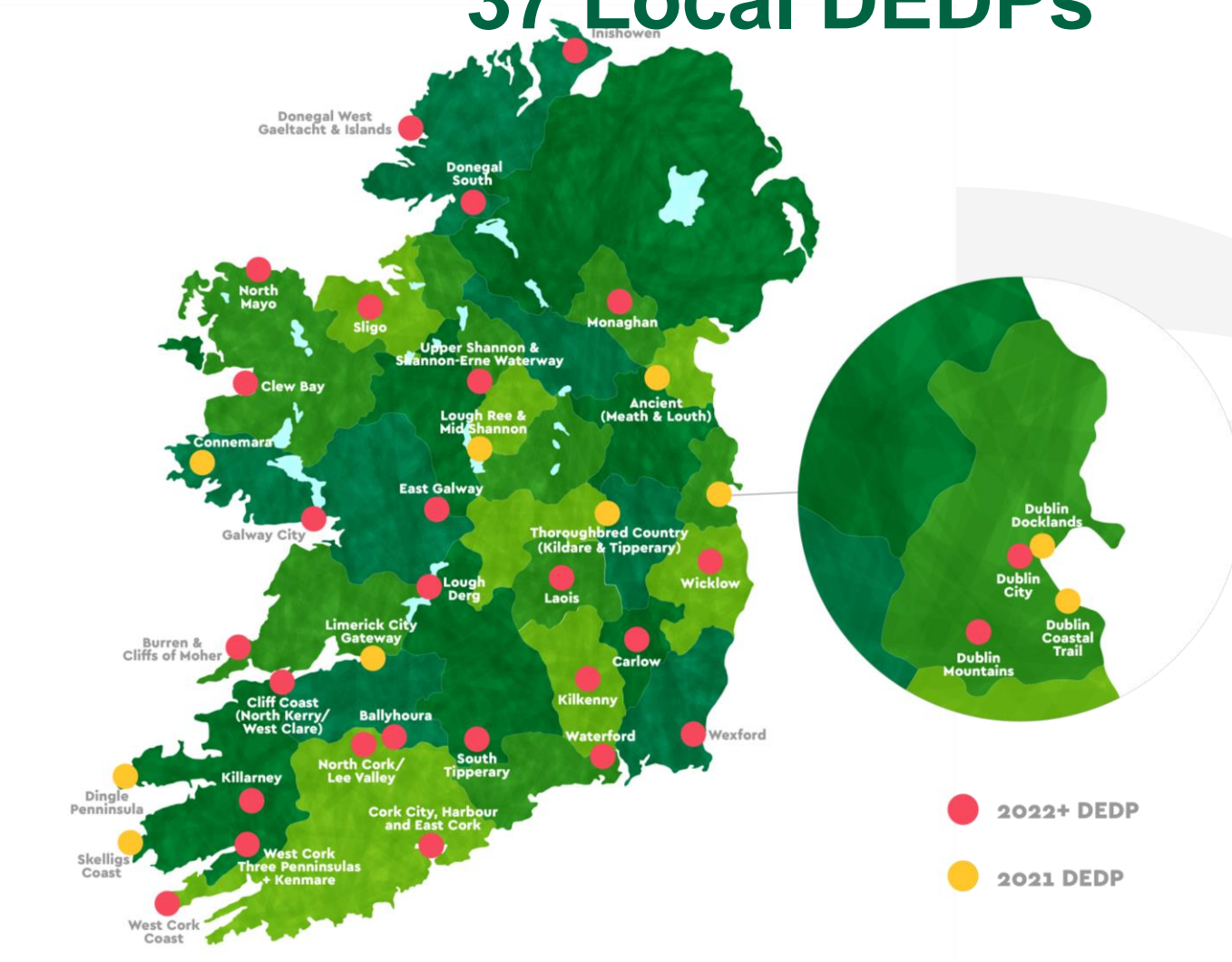
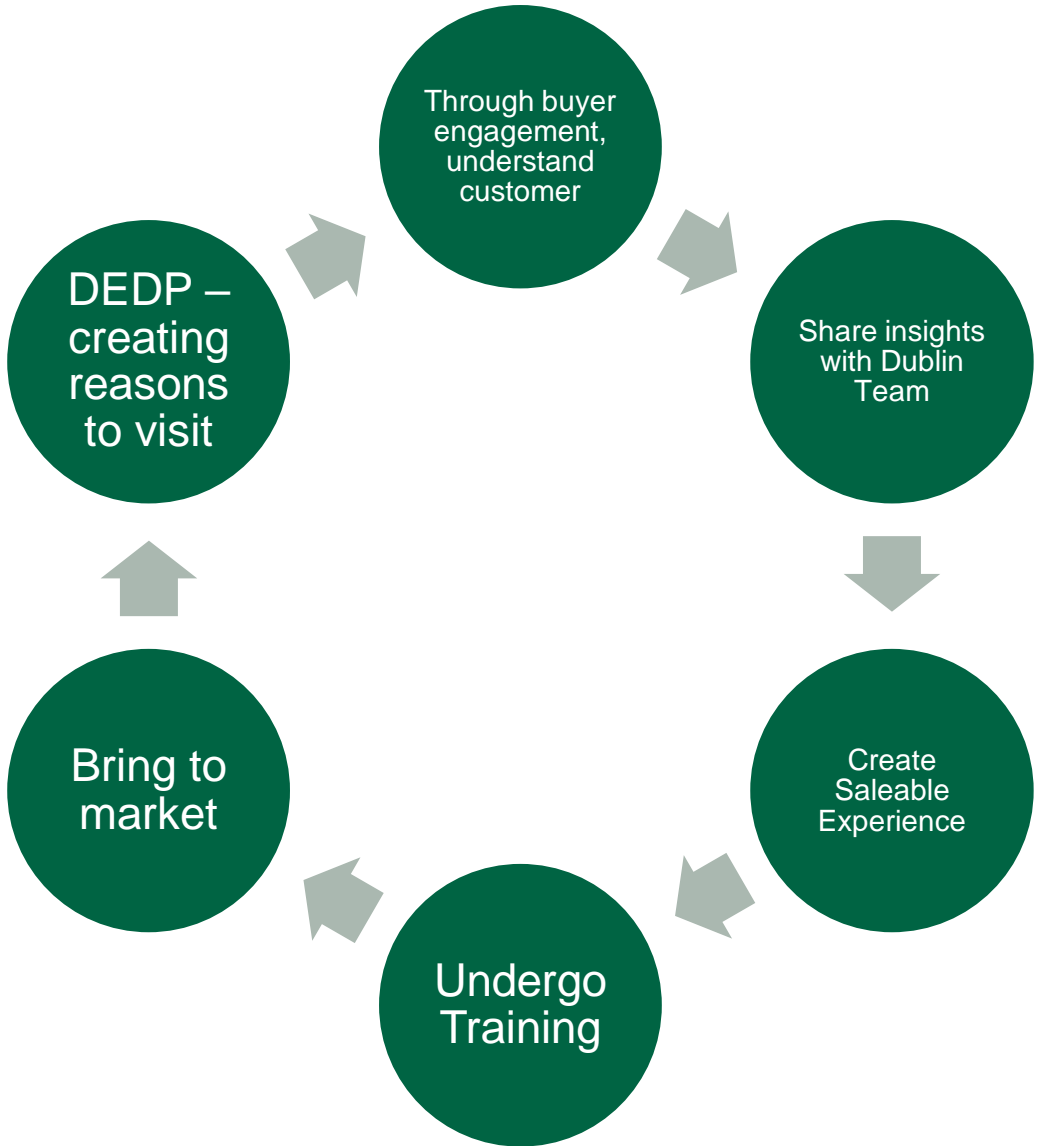
- **900+** Industry recruited for 11 In Ireland platforms
- **670+** Industry recruited for **80** Overseas Platforms



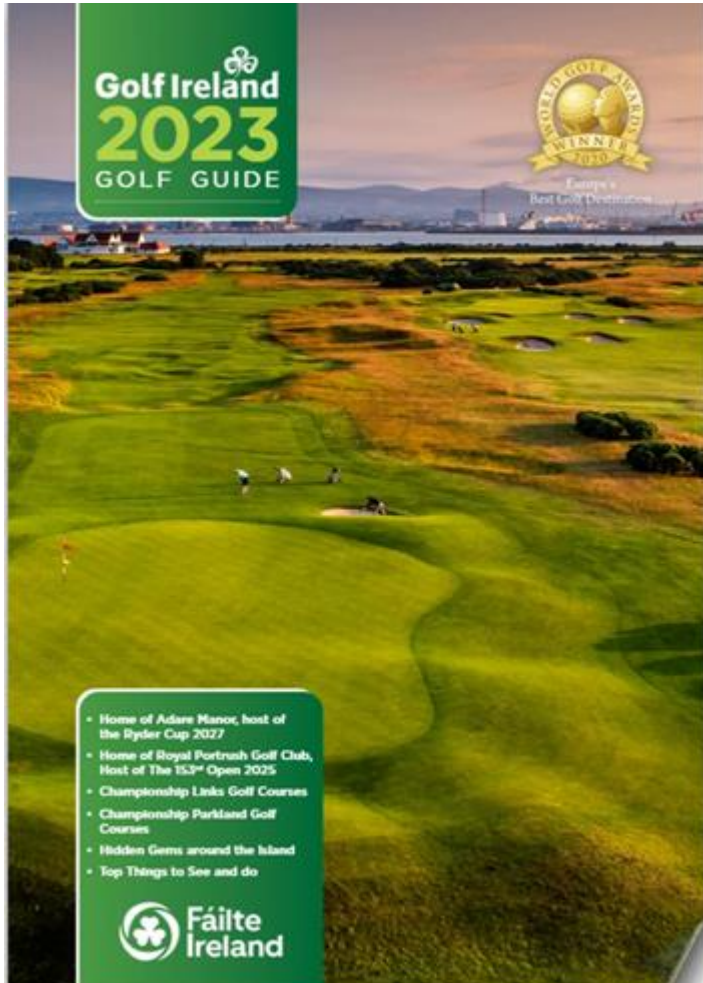
B2B Saleable Experiences



37 Local DEDPs



Buyer Guides and Presentations



Platforms and FAMs



266
Buyers



490
Industry



15
Markets



12,480
Estimated Contracting Opportunities



10
Meitheal Fams



IN-IRELAND CONTRACTING OPPORTUNITIES



44 fams & targeted networking events



CONTINUING OVERSEAS RECRUITMENT IN CONJUNCTION WITH TOURISM IRELAND...

across multi-markets for

50 in-market events



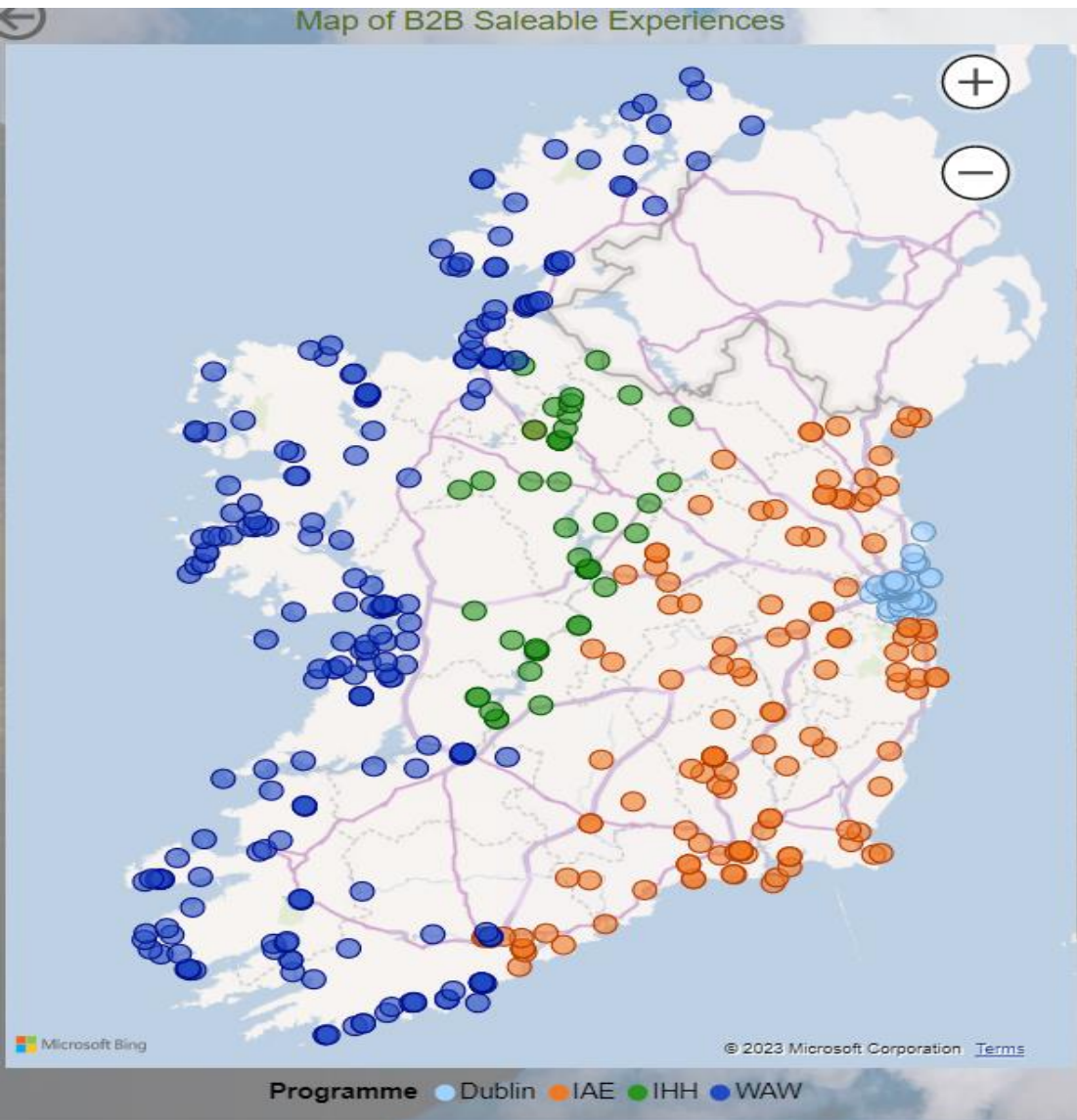
8 IN-IRELAND PLATFORMS



- Meitheal
- GB Coach Workshop
- Global Inbound Workshop
- IBIA Workshop Series/Leisure and Ultraluxe Roadshow
- Clew Bay Event
- Belfast Golf Consumer Event
- Horizon Irish Open
- Golf Ireland Convention



Buyer Portal



Saleable Experiences by Signature Programme

WAW	IAE	Dublin
289	269	66
		IHH
		51

689
Number of Saleable Experiences

488
Number of Companies

Experience Category

Adventure Centre	Castles & Houses	Cruises, Ferries & Boat Hires	Food Experience	Irish Historical & Cultural Experience	National Park	Seafood & Seaweed Experience	Watersports
Arts & Crafts	Cookery School	Cycling Experience	Gardens	Irish Historical & Cultural Festival	On Land Sporting Activity	Signature Point	Wellness
Brewery Experience	Craft Experience	Equestrian Experience	Gin Experiences	Lighthouses	Religious Experience	Theatre & The Arts	Whiskey Experience
Bus Tours	Cruises, Ferries & Boat Hire	Farm Experience	Greenway	Museums, Libraries & Galleries	Sea Angling, Fishing & Boat Charters	Walking Trails & Walking Tours	Wildlife Experience

Experience by County

All

Golf 2023



IGTOA Fam Trip



DP World Tour Events



Caddie Programme



Golf Tourism Development Strategy

Ryder Cup
The Open
Irish Open

GTWG
Strategy

300+
Industry opportunities
8 FAMS
27 Platforms

€2.2k
spend

11%
Tee Time

Optimising Visitor Mix

Luxury 2023



Luxury Strategy

1
Luxury
strategy



Master Connections

117
Master
Connections



Luxury FAM

4
fams
30+ buyers



Engage

1
Luxury
destination
showcase
40 buyers

DRIVING
SUSTAINABLE
Recovery

Marketing Overview



Fáilte
Ireland

Dublin

Communications Journey



CATEGORY BUILDING

THINK ABOUT GOING
Making Ireland salient in the minds of the domestic audience
Role: Inspiration

REGIONAL EXPERIENCE BRANDS



WHY SHOULD I GO (REASONS TO BELIEVE)
Keep Discovering starts the story. It establishes Ireland and its regions in the minds of consumers.
Role: Inspiration & Consideration

DESTINATIONS, OCCASIONS, FESTIVALS & EVENTS

WHERE SHOULD I GO & WHY GO NOW
The creative builds the Keep Discovering story highlighting places to go and significant reasons to travel now. County creative completes the story. It moves consumers to a specific location providing the final pull to encourage that short break.
Role: Conversion

Keep Discovering Campaign



AV-VOD & BROADCAST
INTEGRATION



WEATHER
SPONSORSHIP



AUDIO



PRINT



PUBLISHER
PARTNERSHIPS

HIGH REACH, HIGH FREQUENCY MULTI-CHANNEL CAMPAIGN



SOCIAL



MEDIA RELATIONS



INFLUENCERS



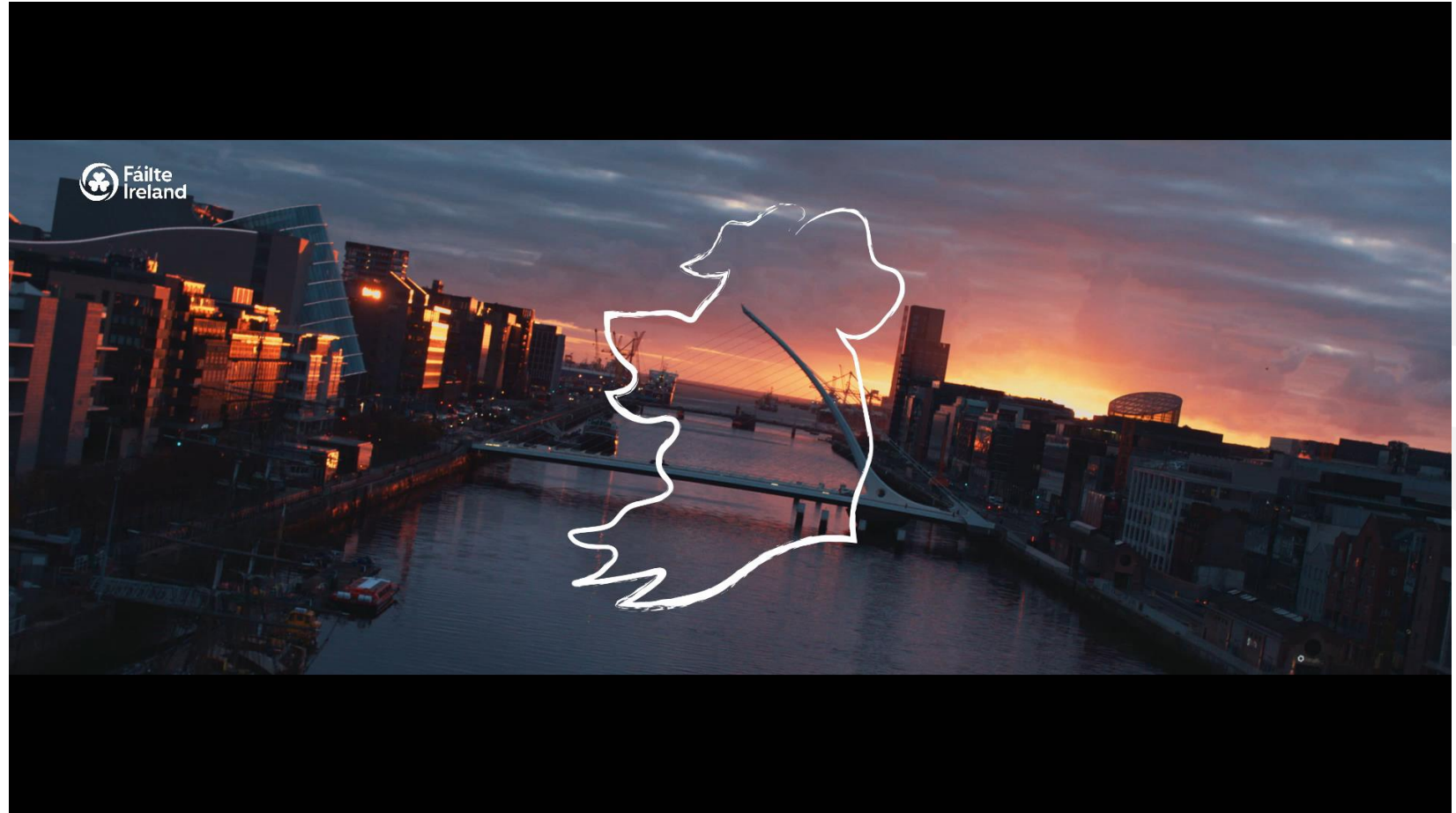
DOMESTIC
SALES

SUPPORTED BY BUSINESS & MARKETING TOOLKIT

Inspiring the nation through TV

National
TV
across
ROI & NI

Reaching
55% of
adults
weekly



Building salience through Ireland's largest broadcast sponsorship



120
Stings per week

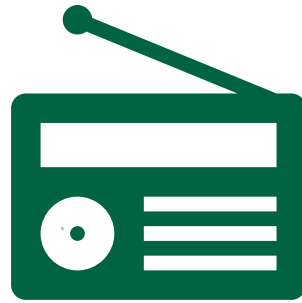
1.6 Million
Average Weekly Reach

8.3
Average Weekly Frequency

Driving national reach via audio and press



National
radio
targeting
ROI & NI



Online audio
for extended
reach



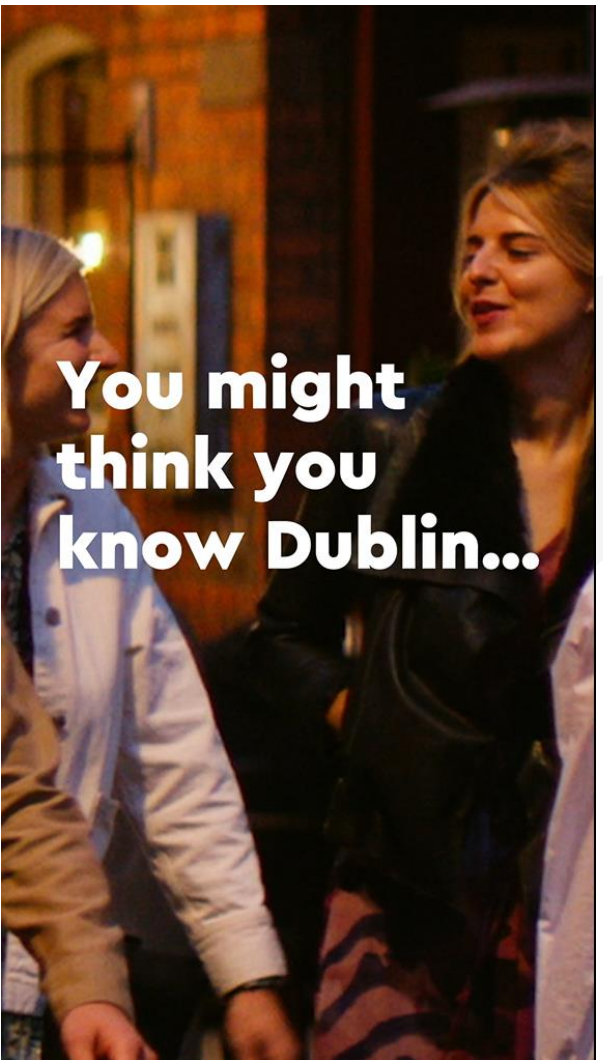
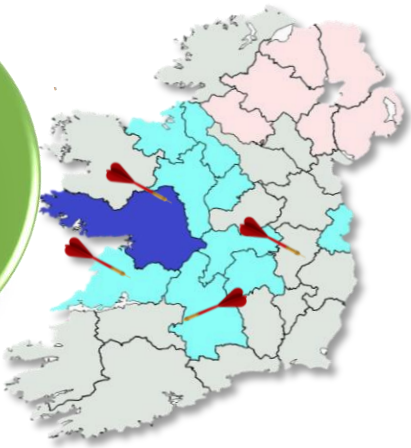
Driving relevancy through digital and social



Geo-targeted ads

Within 2-hour radius

Always-on social



Showcasing experiences via TV Partnerships...



159K
Reach
per segment



130K
Reach
per segment



Total
Partnership
Reach
1.6M

...and Digital Partnerships



Lovin.ie



Lovin



Keep Discovering

This Autumn discover coastal wonders, scenic hikes, island adventures or incredible city breaks.

Your next adventure starts here.

Articles



9 unique spots for a day trip outside of Dublin's city centre



10 spots to get your history and culture fix in Dublin this autumn



Dublin - Get more than you budgeted for!

22 Weeks
58 items of content



Articles



7 Christmas markets and Santa experiences to visit with kids this winter



2 MONTHS AGO



6 fun things to do in Dublin with the kids this winter

3 MONTHS AGO



6 fun things to do in Dublin on your next family day out

7 MONTHS AGO



7 new and you ne



7 MONTHS AGO



Whiskey distilleries and things to try out in Dublin

HERFAMILY / 8 SHARES

HERFAMILY / 8 SHARES



Kickstart the ultimate Irish adventure with these 90 unmissable attractions and activities

5.8M
Total social Reach

Bringing to life the magic of Winter in Dublin

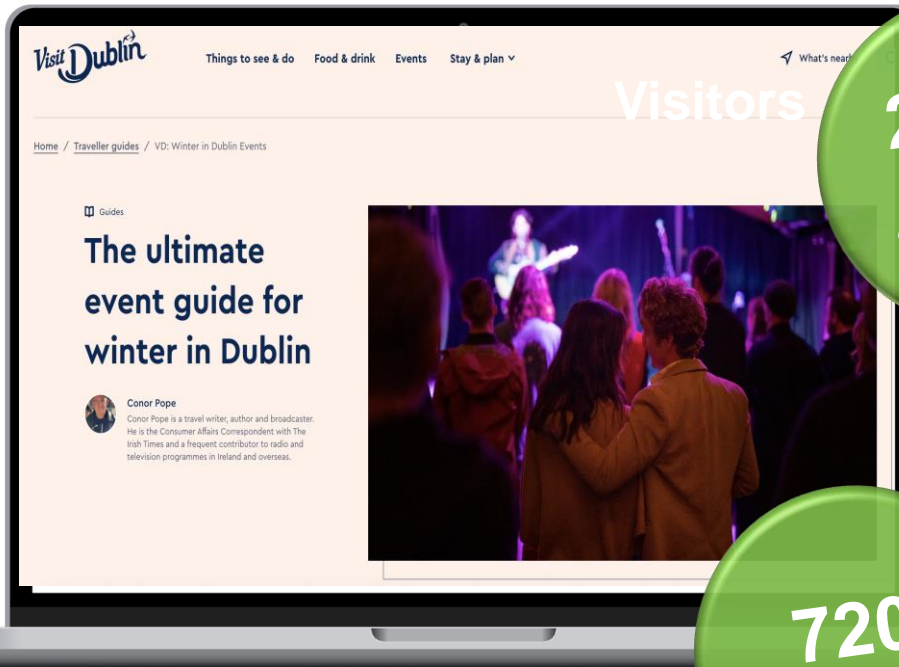


5 Million+ Campaign Reach

Multi-Channel



Bringing to life the magic of Winter in Dublin



240K
Web
Sessions

Email
Open
Rate
31%

56K
Referrals

720
Events



2.4M
Impressions
Social



3.5K
AR
Engagements



3.8k #WinterinDublin

Winter in Dublin Express



Partnership
with Irish
Rail

Six Trains
in Nov &
Dec

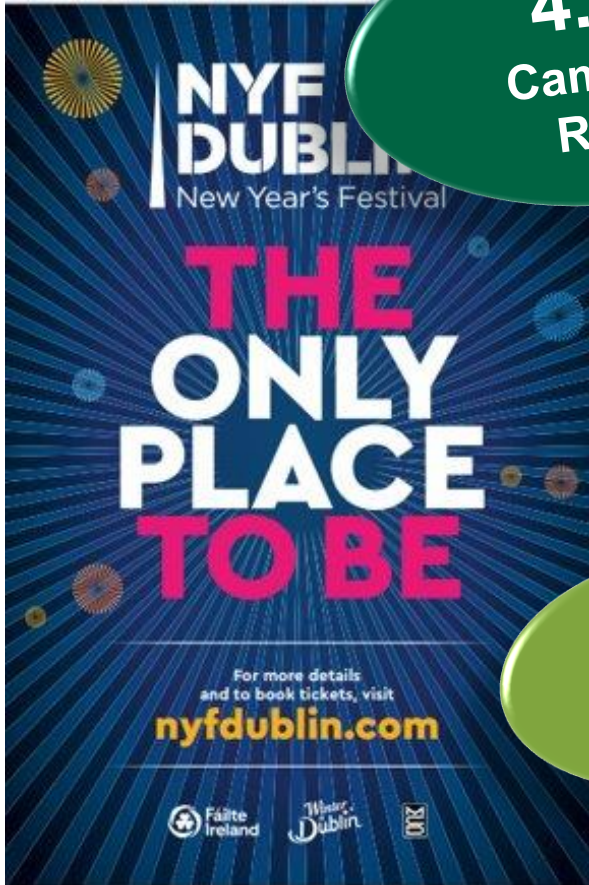
Coverage
Reach
800K+



Counting down to New Year's Festival Dublin



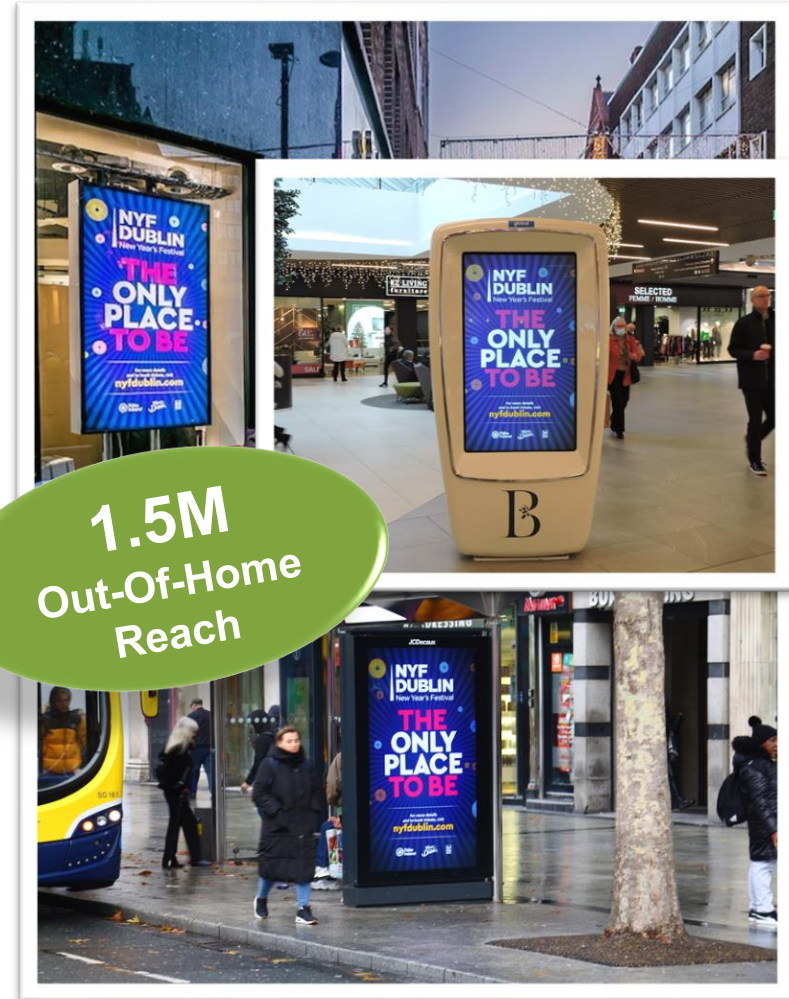
4.7M
Campaign
Reach



3.4M
Video
Views



1.5M
Out-Of-Home
Reach



Building positive word-of-mouth through influencers & PR



Influencer Programme Reach 13.5M +

Trisha Lewis Reach 820K+

RTE.ie Reach 2M+

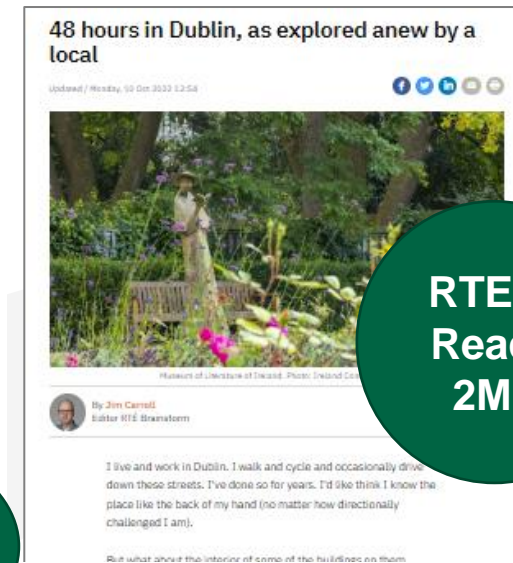
Sunday Independent Reach 800K+

Roz Purcell Reach 2.5M+

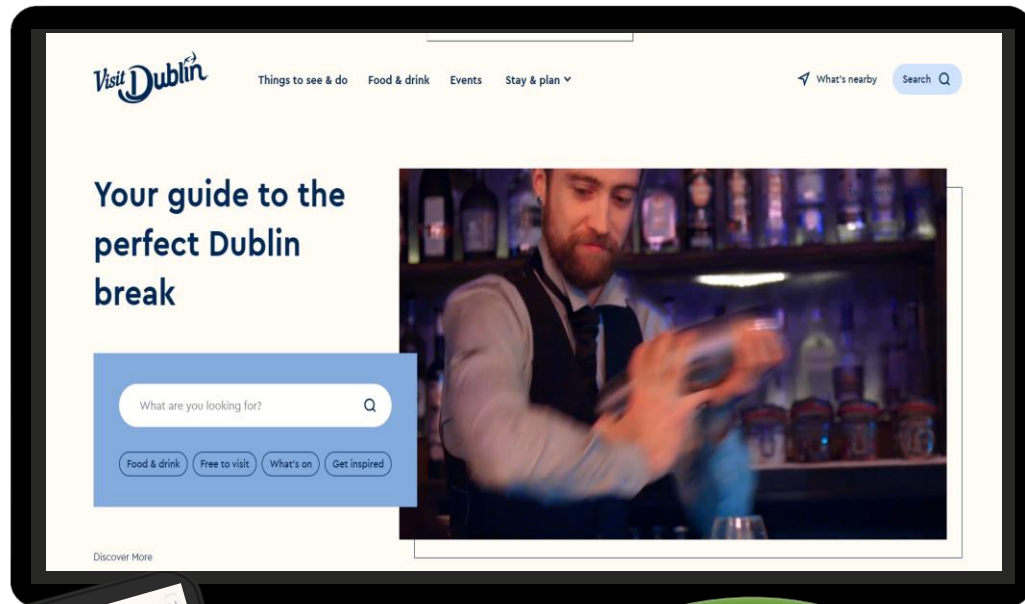
Shane Dan Byrne Reach 83K+

Press Reach 16M +

Irish Daily Mail Reach 38K+

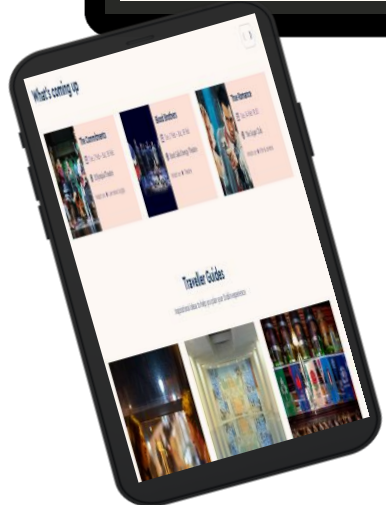
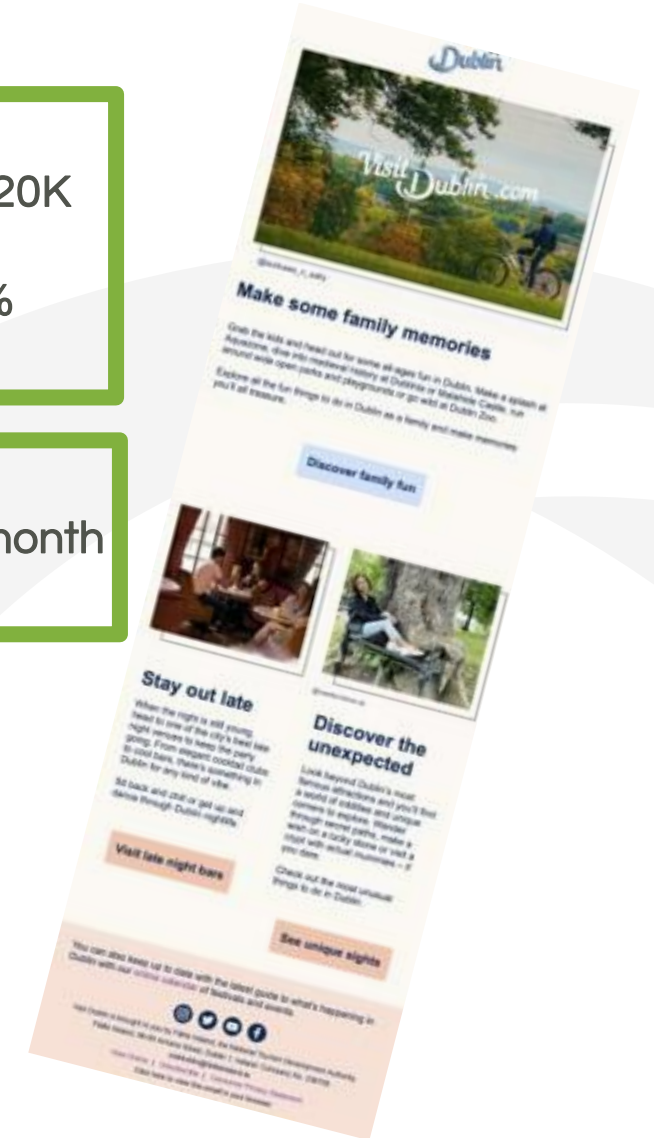


Showcasing the best things to See and Do via website & email



Emails Database: 20K
Open Rate: 32%

Published Twice a month



1.4m Sessions

232k Referrals

Building communities on Social Media



508k
Community Size



6%
Average Engagement Rate



Top Performing



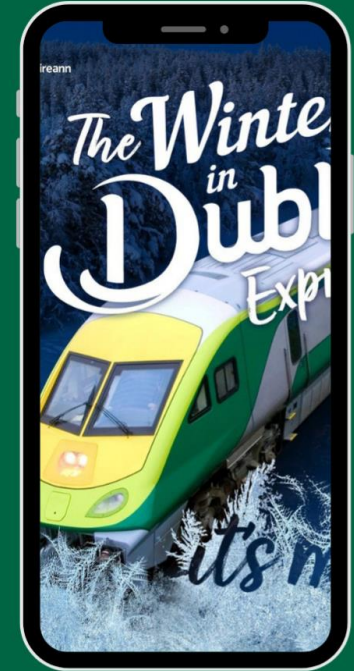
Views - 353k



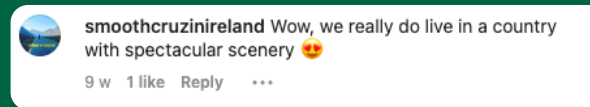
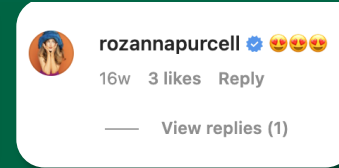
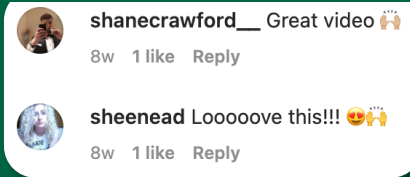
Views - 184k



Views - 98k



Views - 80k



10.4M
Total Impressions

DRIVING
SUSTAINABLE
Recovery

How you can get involved



Dublin



Keep Discovering Industry Toolkit



Free
Marketing
Content

A teal circular button with a white icon of a laptop displaying a graph. Below the icon, the text "Free Marketing Content" is written in white.

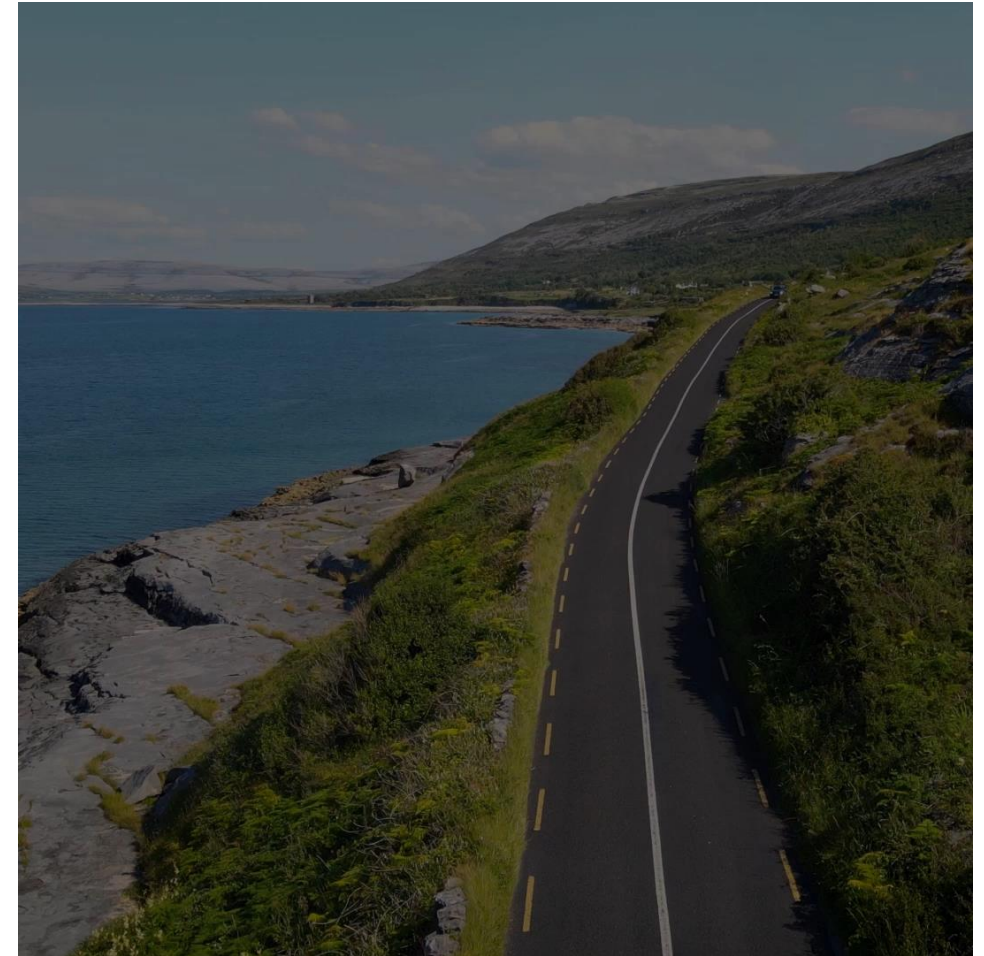
Save
Time

A green circular button with a white icon of a clock. Below the icon, the text "Save Time" is written in white.

**UPSKILL AND
GET PRACTICAL
MARKETING
ADVICE**

A green circular button with a white icon of a person sitting at a computer. Below the icon, the text "UPSKILL AND GET PRACTICAL MARKETING ADVICE" is written in white.

Save
Money

A teal circular button with a white icon of a piggy bank. Below the icon, the text "Save Money" is written in white.



Key Takeaway



[Failteireland.ie](https://failteireland.ie)

Ireland's **CONTENT** POOL

Thank you

DRIVING
SUSTAINABLE
Recovery



Fáilte
Ireland

Dublin