

DRIVING
SUSTAINABLE
Recovery



Agenda



- 1 2022 in Review and 2023 Outlook
- 2 Developing the Region
 - RTDS / DEDPs
 - Enterprise Supports
- 3 Panel Discussion
- 4 Promoting the Region
- 5 Providing Routes to Market

Panel Discussion



1. Open the camera on your phone and scan the QR code on this slide. This will bring you directly to the Slido event page where you can enter your question.
2. Go to www.slido.com. Enter code **#1683259** in the box. Click on the link to the event and enter your question.



A screenshot of the Slido website's landing page. At the top, the Slido logo is on the left, and navigation links for "Product", "Solutions", "Pricing", "Resources", and "Enterprise" are in the center. On the right, there are links for "Contact sales", "Log In", and a green "Sign Up" button. Below the navigation is a promotional banner: "Want to cut down on meetings in 2023? Learn how on Feb 28. Register for free". Underneath the banner is a blue button that says "Joining as a participant?" followed by a search input field containing "# Enter code here" and a right-pointing arrow. The main headline reads "The easiest way to make your meetings interactive". Below the headline, a sub-headline states: "Engage your participants with live polls, Q&A, quizzes and word clouds — whether you meet in the office, online or in-between."



• Paul Kelly
CEO, Fáilte Ireland



Fáilte
Ireland

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Topics



1. National Highlights – 2022 and 2023

2. Supply side challenges to overcome

3. Regional Outcomes & Perspectives – 2022 and 2023

Section 1

2022 Review

- Overseas
- Domestic

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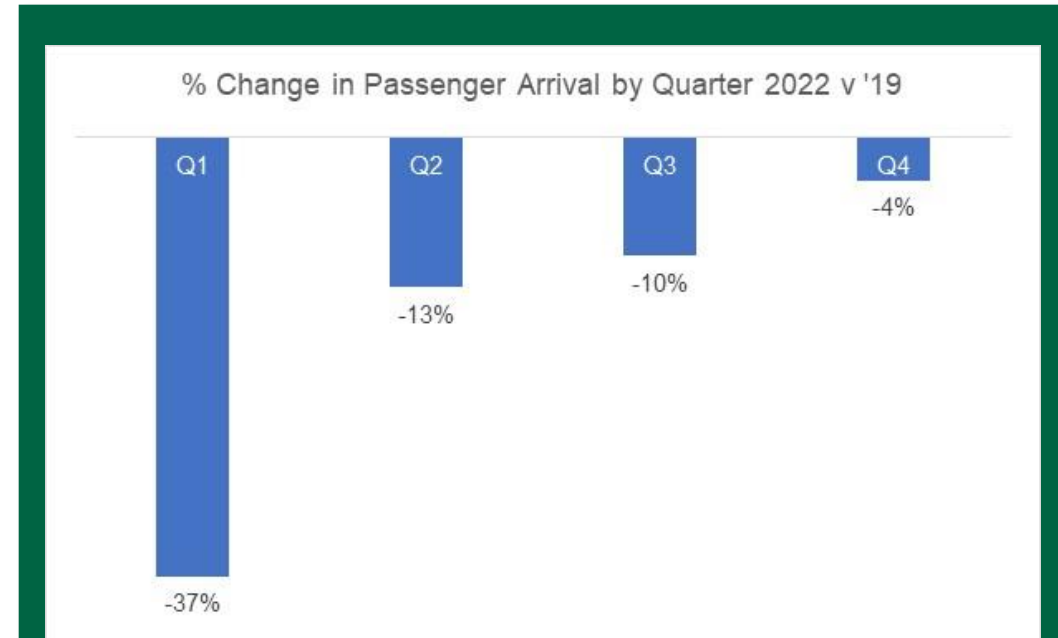
IRELAND'S
ANCIENT EAST®
Wander Through Time



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



Jan - Dec Arrivals	2022 v 2019
Great Britain	-21%
Mainland Europe	-8%
North America	-20%
Other Long Haul	-15%
Total	-14%

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

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

Section 2

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



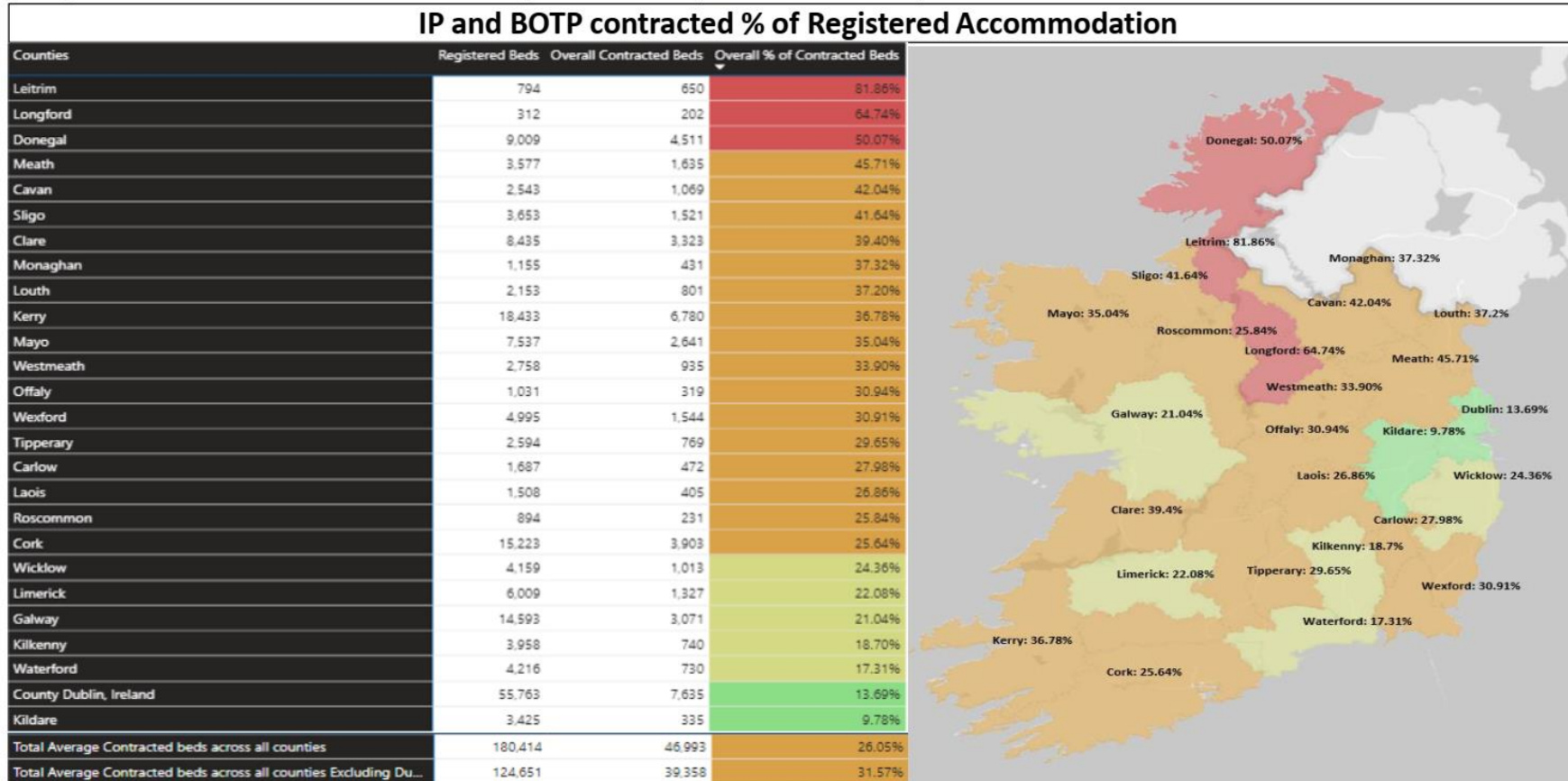
Combined IP and BOTP contracted beds in all Fáilte Ireland registered accommodation

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)



Sustainability Targets

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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

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VICE Framework



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

VISITOR

Destination Attitude Survey

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Visitor Destination Attitudes Survey

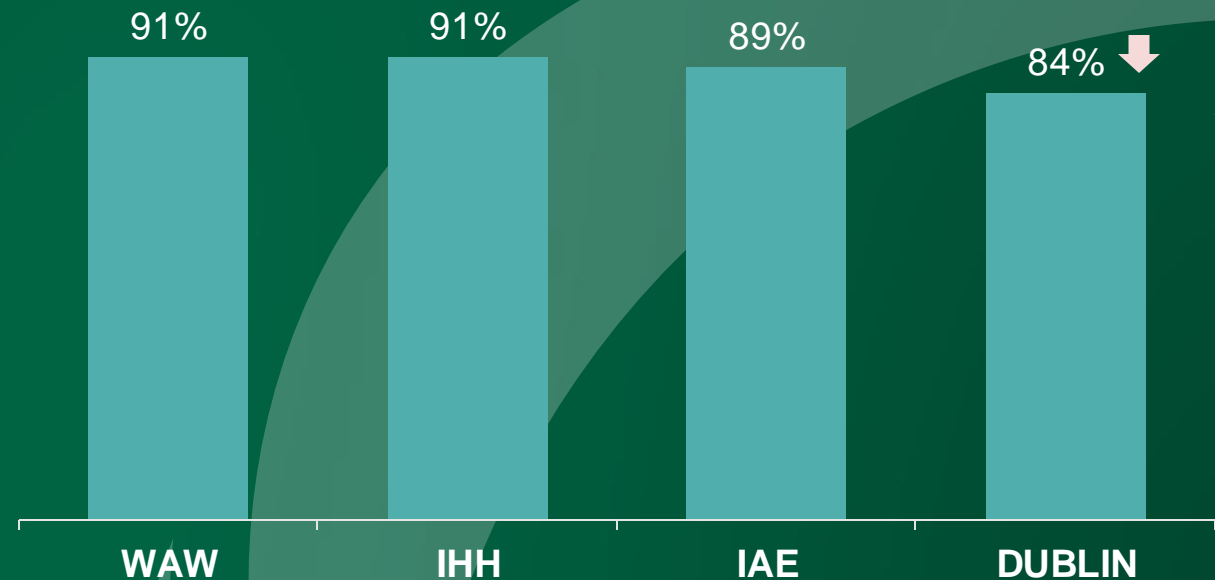
- 8,283 interviews across 56 locations between July and September 2022
- Visitor satisfaction is exceptionally high, indicating experiences are delivering against expectations.

“VERY SATISFIED”

(6 or 7 on 7pt scale)

90%

(NAT. ave.)



Base: 8283

Q.17 To date, how satisfied are you with your trip to this area?



**IRELAND'S
ANCIENT EAST®**
Wander Through Time

- Consistently strong performer with overall satisfaction and VFM in line with the strong national performance.
- Some destinations could benefit from improvements to functional elements of the visitor experience, but the scale of actions are more incremental as opposed to mitigating poor perceptions.
- Significant day tripping behaviour into the destinations, from both domestic and overseas visitors, suggests accommodation hubs outside of areas and a concentration in specific locations.



WILD ATLANTIC WAY

SLÍ AN ATLANTAIGH FHIÁIN

- WAW is the template for retaining visitor movement within its brand area and is also the most 'connected' brand – with the highest incidence of awareness and visitation to nearby attractions.
- While trip satisfaction is consistently high, there is wide variation in the VFM ratings across destinations, with Galway City a clear concern.
- WAW leads the national ratings on 'look & feel' and excels on outdoor activities and sightseeing. The evaluation of food and ease of travel does however vary significantly across the brand's destinations.

INDUSTRY

Industry Sentiment

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Plenty of Optimism



Volume of business
in 2022 up on 2021

WAW 66%

IAE 68%

Volume in 2022 better
or equal to 2019
levels

WAW 58%

IAE 57%

WAW 78%

IAE 74%

Believe 2023 will surpass or
match 2022 volume

Biggest concern:

Costs

Occupancy and Rates

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Fáilte Ireland Hotel Performance



Year to Date December 2022

	Occupancy			Ave. Daily Rate			RevPAR		
	2022	2019	Variance 2022 vs 2019	2022	2019	Variance 2022 vs 2019	2022	2019	Variance 2022 vs 2019
National	73	77	-5 pts	160	128	25%	117	98	19%
Cork	73	78	-6 pts	149	113	31%	109	88	24%

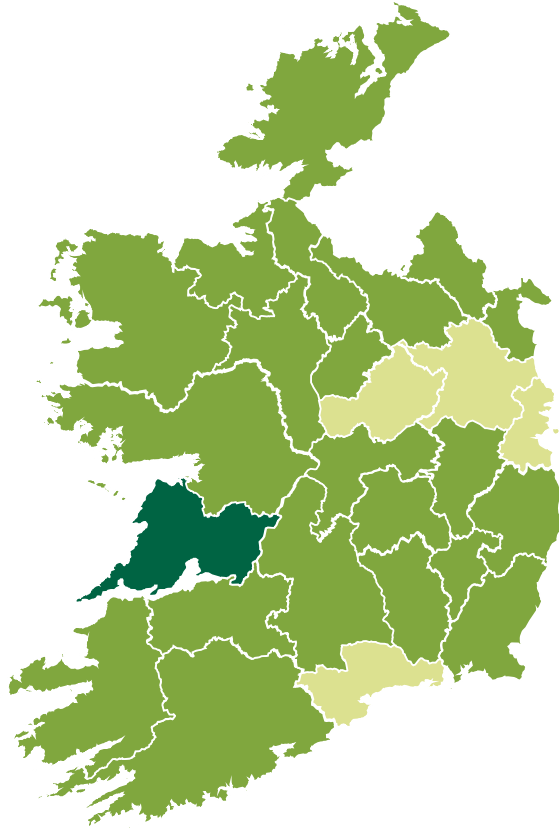
COMMUNITY

Tourism Approval Rating

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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



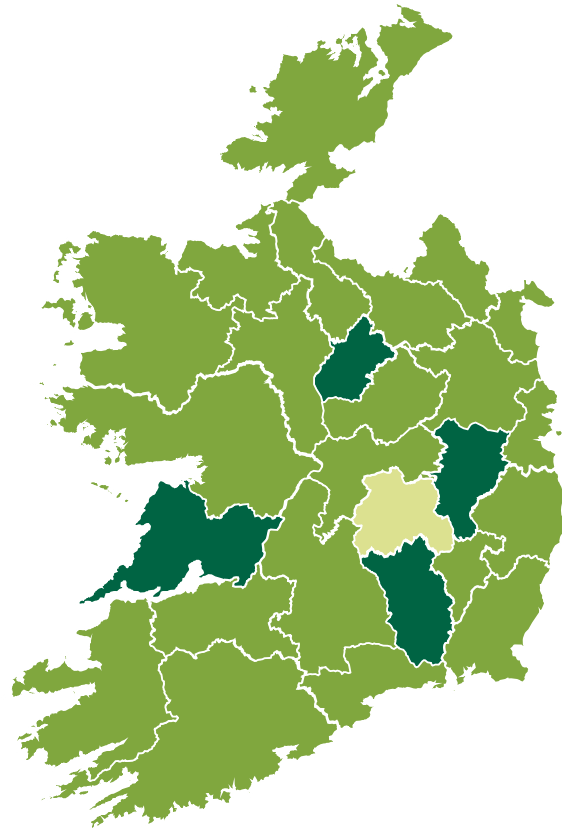
Region	TAR Score
Mid-West	73
Border	71
South-West	67
Mid-East	67
West	67
South East	66
Midlands	63
Dublin	59

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

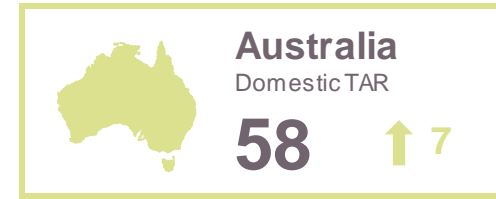
County	TAR Score
Roscommon	67
Kerry	67
Wexford	67
Galway	66
Carlow	65
Louth	61
Laois	60
Dublin	59
Meath	59
Waterford	57
Westmeath	57
None	
None	
None	

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

Domestic Tourism



↑↓ Shows change from Apr - Sep 2021



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

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

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

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%

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

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%

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)

ENVIRONMENT

Environmental Sustainability

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Environmental Sustainability



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

Industry Recovery Strategy

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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



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JAMESON
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Brian O'Flynn

Regional Development

IAE RTDS 5 Strategic Objectives



1

Motivate the domestic and international consumer to visit Ireland's Ancient East.

2

Provide the visitor with more reasons to stay, increasing the economic impact of tourism in Ireland's Ancient East.

3

Ensure the region is easy to access, navigate and consume.

4

Enable and assist the industry to grow its capacity and capability to ensure that it can thrive and create sustainable jobs in local communities.

5

Build committed stakeholder and industry partnerships to guide sustainable destination development.

What are the Aims of a DEDP?



- 5 year sustainable tourism development plan aligning all stakeholders
 - Focus on the strengths of the area
 - Identify projects that will make a difference
 - Maximise their opportunity for success
-
- Motivate visitors to visit, stay and spend
 - Extend the season
 - Disperse visitors across the destination
 - Generate economic return for the area



DESTINATION PROPOSITION



SHARED VISION



STAKEHOLDER ALIGNMENT



COMMUNITY ENGAGEMENT



ACCOMMODATION



VISITOR EXPERIENCES



PRODUCT INVESTMENT



EVENING ECONOMY



SAFETY



BUSINESS TOURISM FACILITIES



SKILLED WORKFORCE

DISTINCTIVE DESTINATIONS



VISITOR INFORMATION AND CUSTOMER SERVICE



FOOD & DRINK



RETAIL



FESTIVALS & EVENTS



MANAGED PUBLIC REALM



SIGNAGE & ORIENTATION



ENVIRONMENTAL QUALITY



VISITOR INFRASTRUCTURE & FACILITIES



ACCESS FOR ALL



ACCESS & TRANSPORT



SUSTAINED SALES & MARKETING

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Cork DEDP

(City, Harbour and
East Cork)

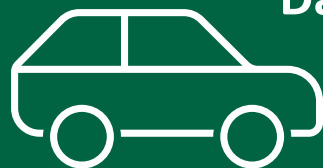
Q1 Launch

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What the plan addresses...

Over
Reliance



Day Trippers



Corporate travel &
Business Tourism

Under
Indexing

Family



Attraction of Scale

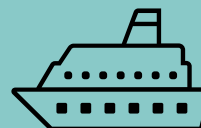


Water Access



Harbour Destination

Access

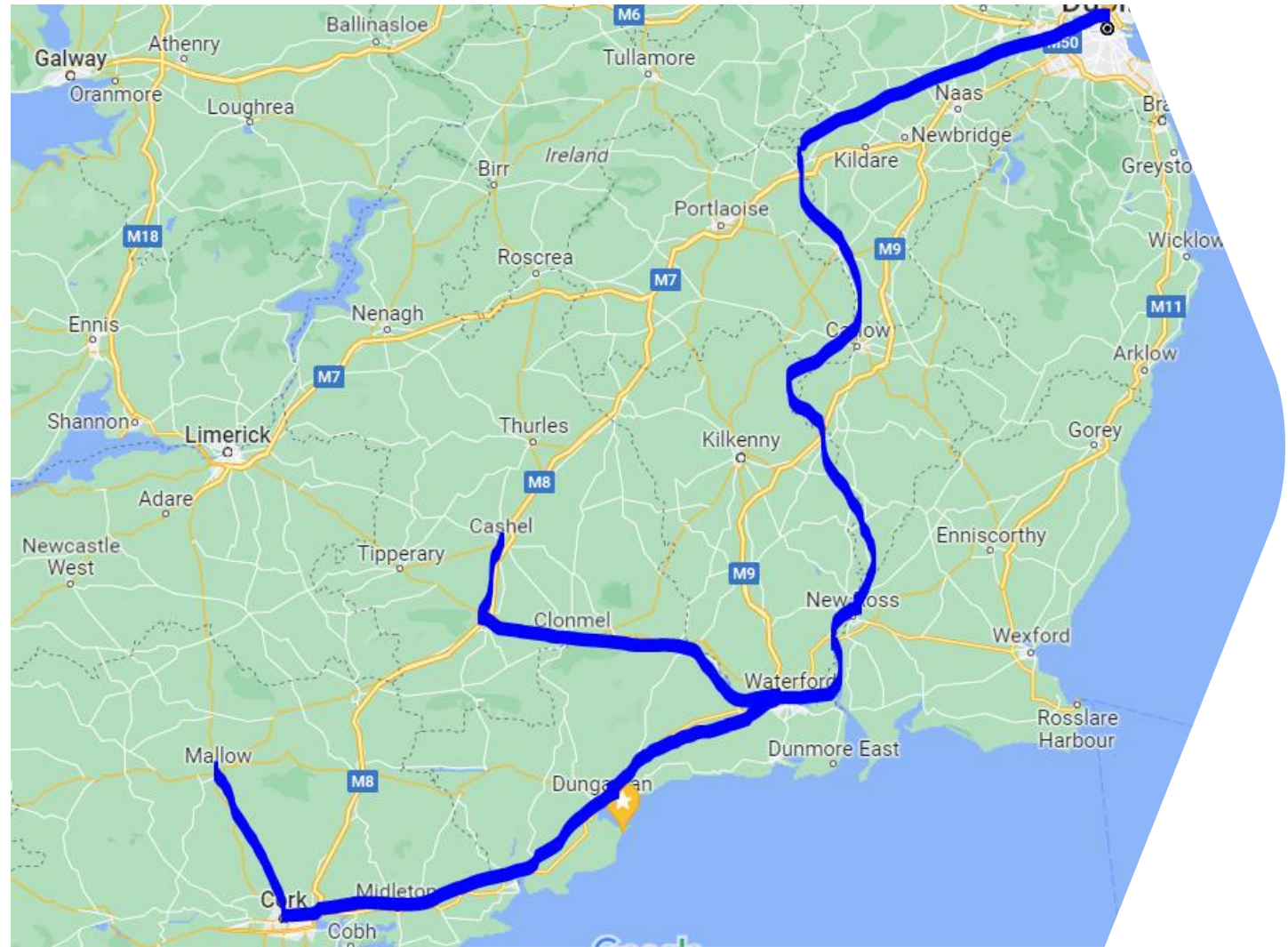


Focus areas



1. Develop the Cork City and Docklands Urban Experience
2. Create World Class Harbour Experiences
3. Grow East Cork Experience Gateways
4. Cork - Food Capital of Ireland





3 Ensure region is easy to access, navigate and consume.

Cork DEDP Projects



Food Plan –
Build on Food
Provenance

Identify
Attraction of
Scale

Attractions
Cluster

Orientation
Map

Cork Harbour
Masterplan





Blue Spine

Cork Harbour - Islands & Communities

Cork's greatest natural Asset

- Eco-system of Islands,
- Centuries of stories
- Maritime links to City

West Cork DEDP

Q2 Launch

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What the plan addresses...



1

Seasonality and uneven visitor distribution

2

Overnights

- Day Trippers
- Indoor Experiences
- Bookability
- Evening economy

3

Strengths / USP

- Land and Water
- Food

4

Coordination

- Marketing / USP
- Infrastructure

Cork as Ireland's Food Capital



- +60% of Ireland's artisan food producers
- Build on Cork's food provenance
- Sustainable food practices
- Enhance & extend food in tourism experiences
- Food networks & itineraries
- Food markets
- Outdoor dining





Jenny De Saulles

**Director of Sector
Development**



**Fáilte
Ireland**

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Enterprise Supports Driving Recovery



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WILD ATLANTIC WAY
SLÍ AN ATLANTAIGH FHIÁIN



**IRELAND'S
ANCIENT EAST**
Wander Through Time

2022 Supports



469 Businesses &
1114 Employees
from *Ireland's Ancient East* businesses
attended
Fáilte Ireland training
workshops and
webinars in 2022

852 Businesses &
1928 Employees
from *Wild Atlantic Way* businesses at-
tended Fáilte
Ireland training
workshops
and webinars in 2022

Most popular Programme Areas:

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

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**

**Exceptional
Customer
Value
Experience**

2023 Strategic Priorities



Reduction of Operational Costs

- To reduce Costs
- To drive Efficiencies
- To deliver VFM and great customer experiences



Digitalisation

- Increase customer reach and engagement
- Drive sales revenue online using web, social & connected & 3rd party distribution
- Data analytics & tech adaptations for big impact with small investment



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

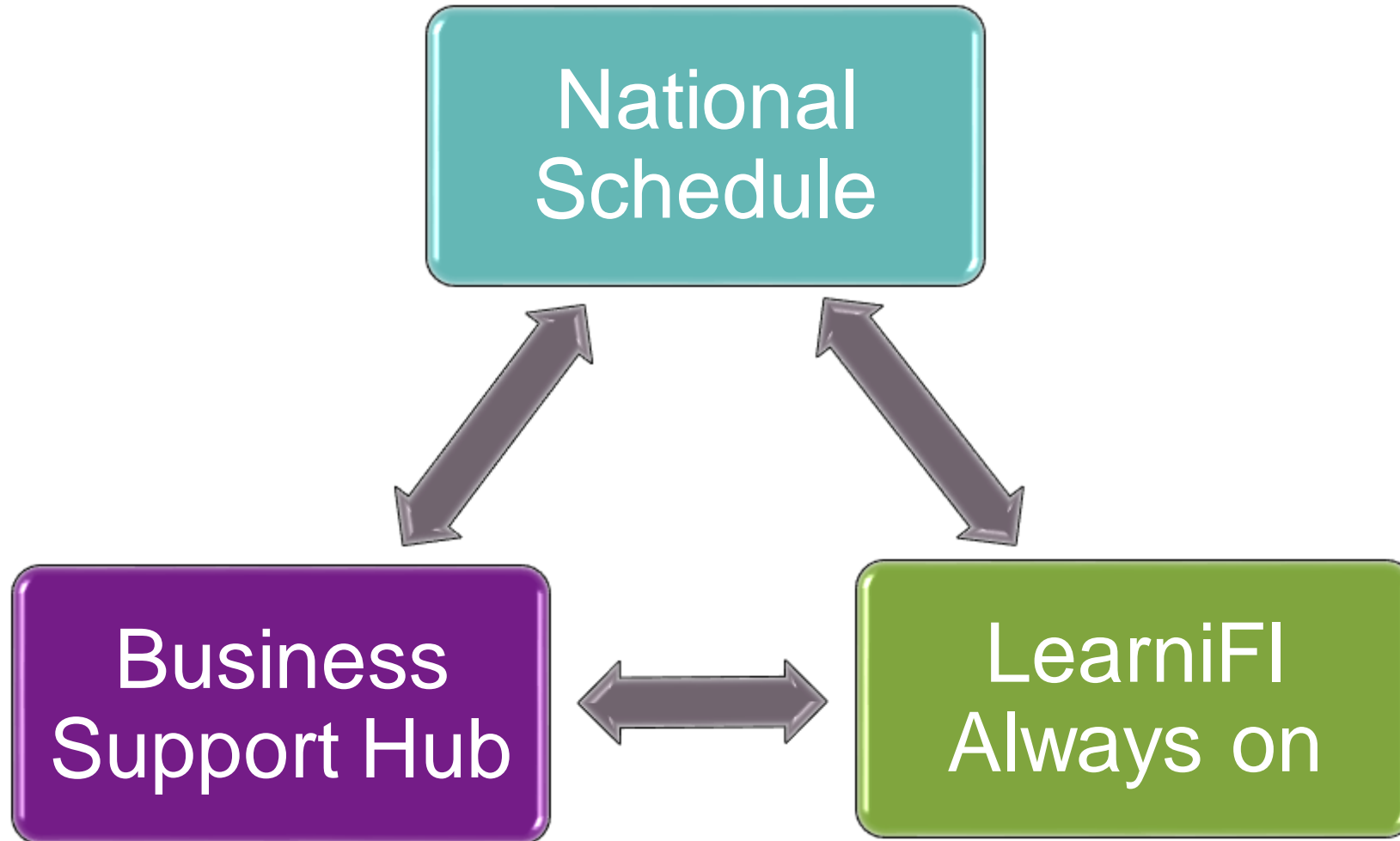
Revenue
Generation

Accessibility in
Tourism

Energy, Water and
Food Waste
Reduction

Finance

Engaging with Supports



So our ask of you...



1. Sign up to the Climate Actions and 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**

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Panel Discussion



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Claire Cadogan
Head of Digital Marketing
Marketing Overview



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Communications Journey



Ireland - 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 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

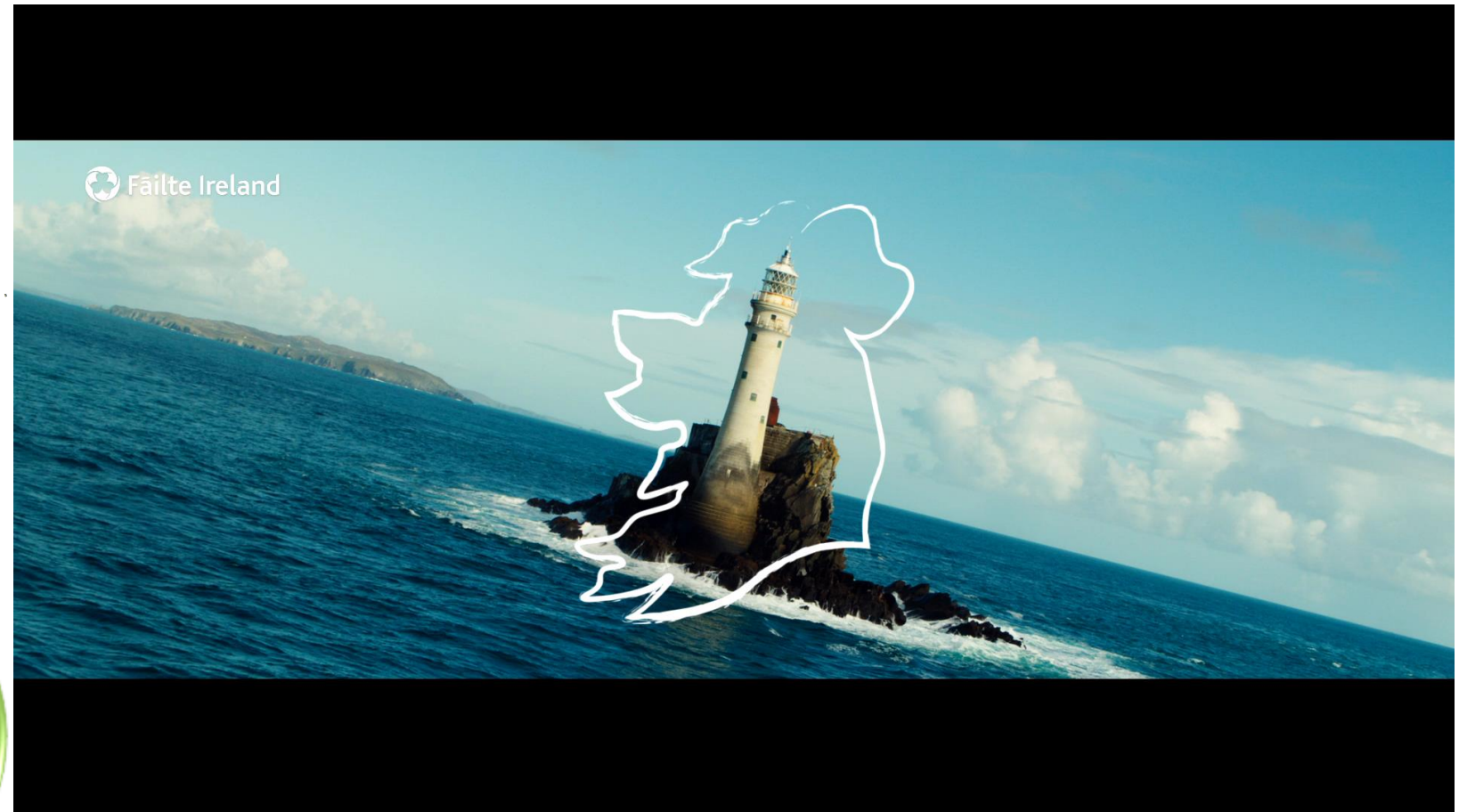
SUPPORTED BY BUSINESS & MARKETING TOOLKIT

Inspiring the nation through TV

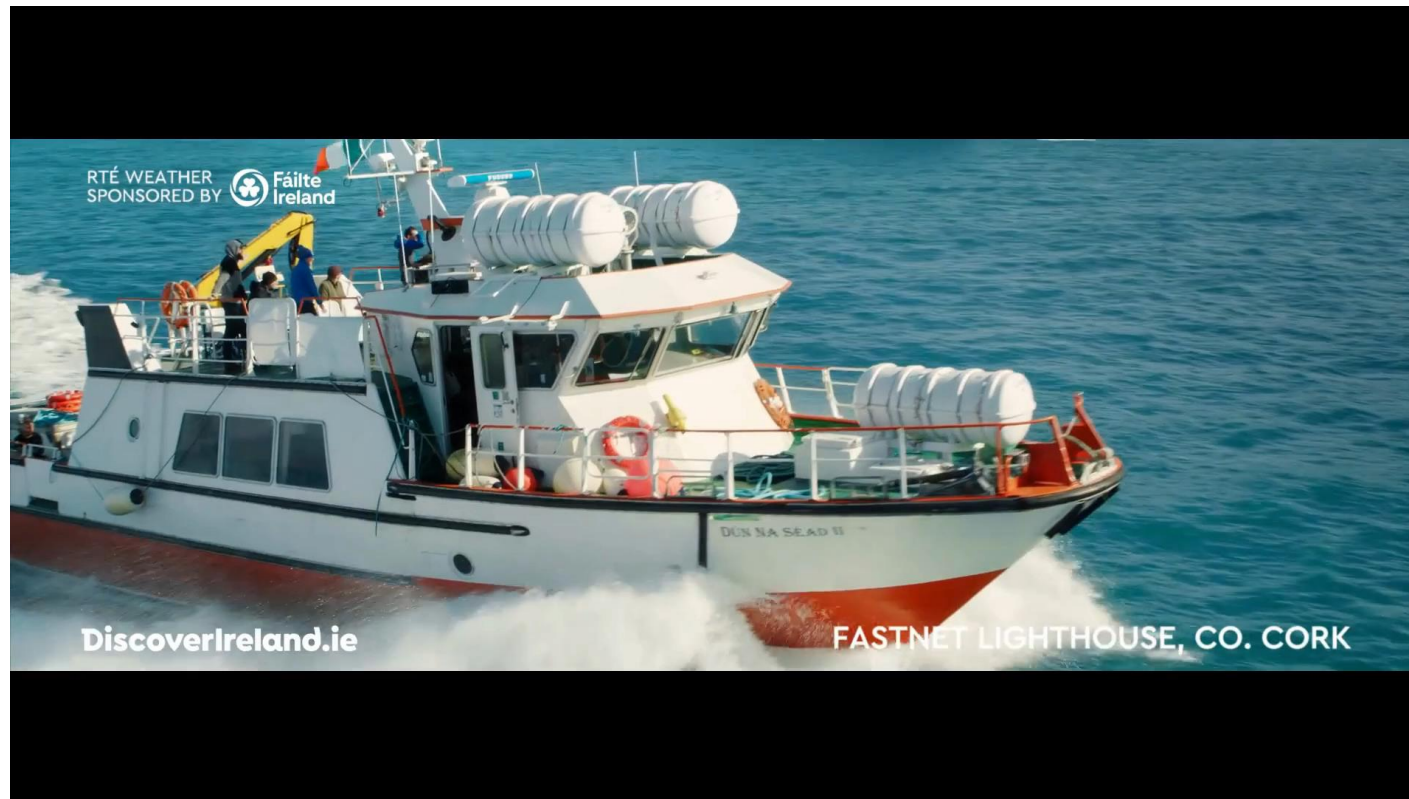


National
TV
across
ROI & NI

Reaching
55% of
adults
weekly



Building salience through Ireland's largest broadcast sponsorship



120
Stings per week

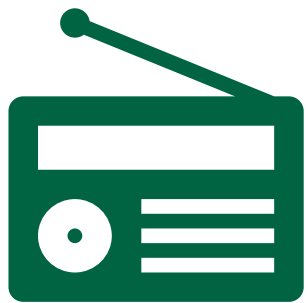
1.6 Million
Average Weekly Reach

8.3
Average Weekly Frequency

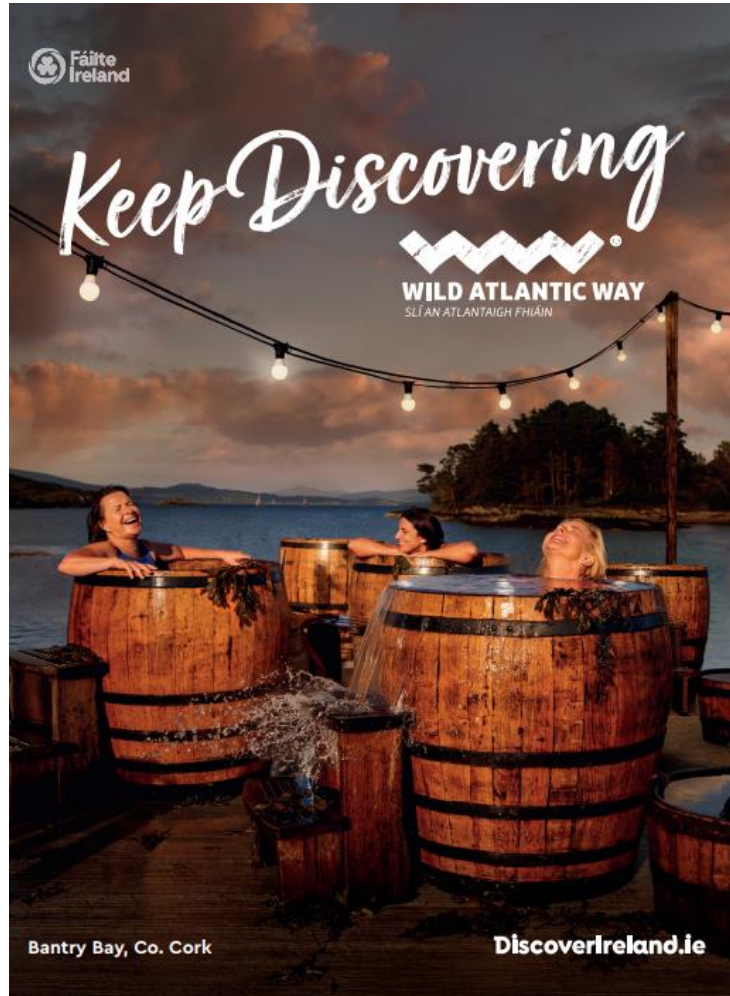
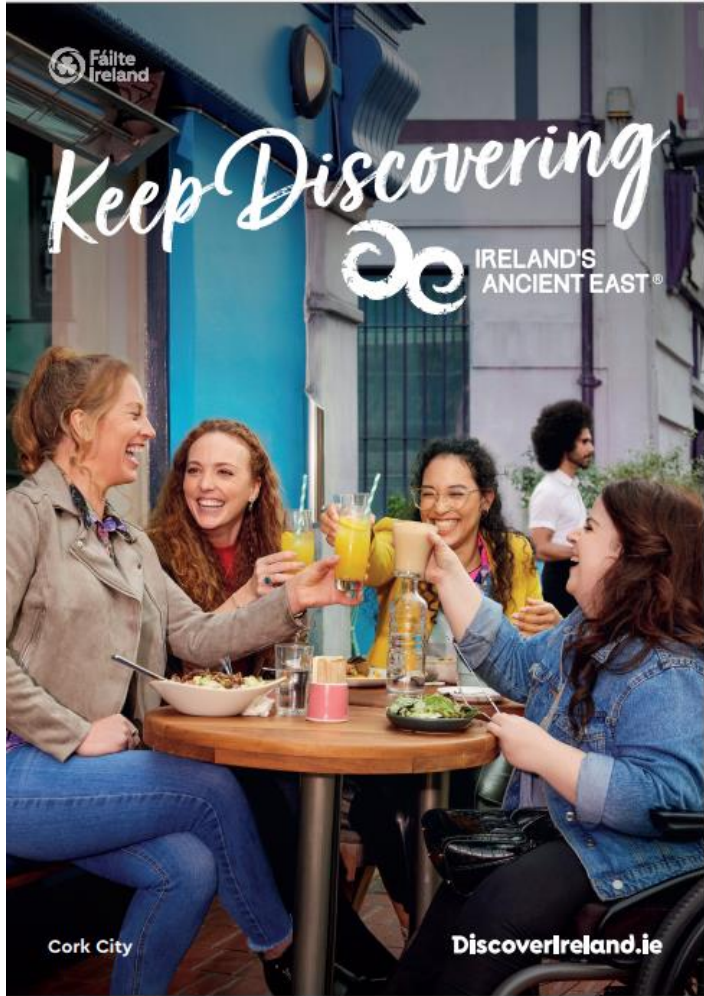
Driving national reach via audio & press



National radio targeting ROI & NI



Online audio for extended reach



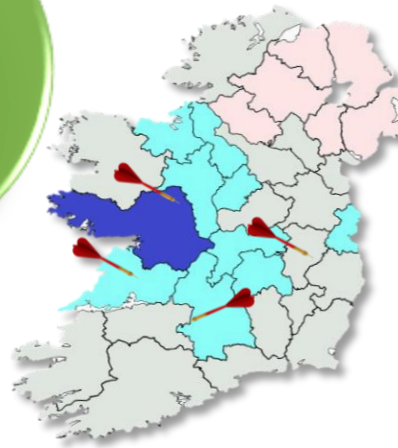
Driving relevancy through digital & social



Geo-targeted ads

Within 2-hour radius

Always-on social



Showcasing experiences via TV Partnerships...



159K
Reach
per segment

12
Weeks



1.6M
Total Partnership
Reach



130K
Reach
per segment



...and Digital Partnerships



6 exciting wildlife experiences for families to visit in Ireland this summer

HERFAMILY / 9 SHARES



9 of the best outdoor family experiences in Ireland's Ancient East



Planning your next adventure? Here are 7 Irish attractions you need to visit this summer

JOE / 9 SHARES



Making summer plans? These any-weather trips and activities are perfect for your next day out

JOE / 8 SHARES



7 new and exciting Dublin attractions you need to try this summer

JOE / 48 SHARES

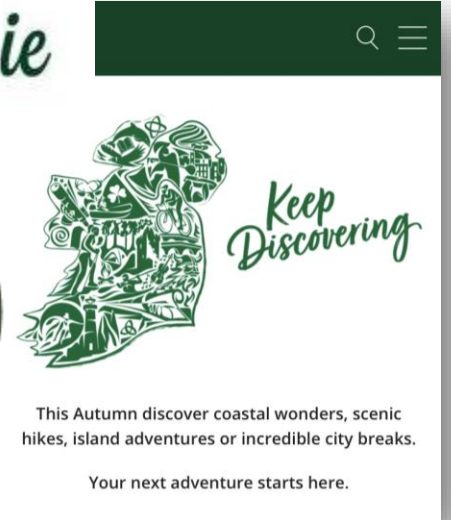


7 delicious food experiences to try out in West Cork this summer

JOE / 32 SHARES

Lovin.ie

22 Weeks
58 Pieces
of Content



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

5.8M
Total social
Reach

Building positive word-of-mouth through influencers & PR



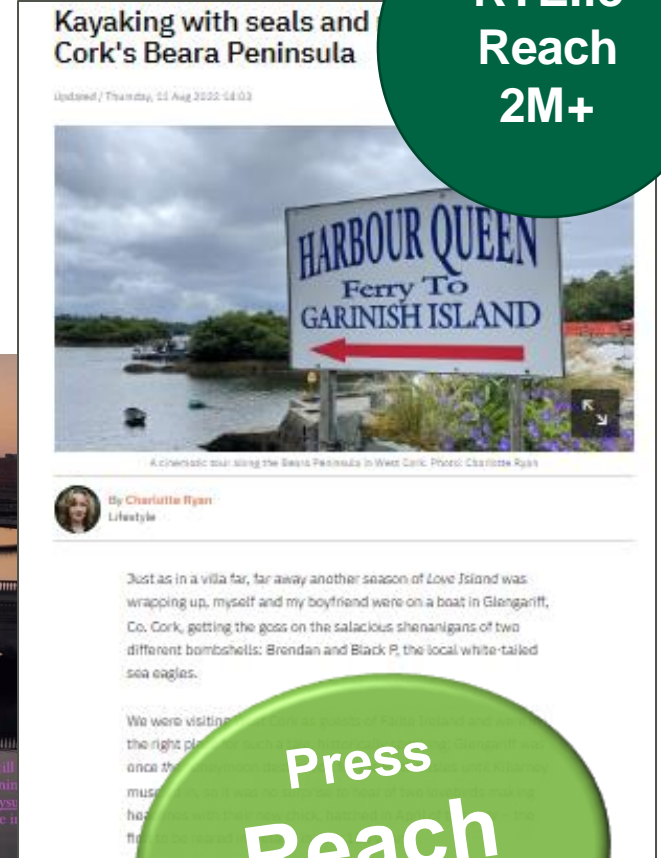
Influencer Programme Reach 13.5M +



Kieran Corrigan Reach 460K+



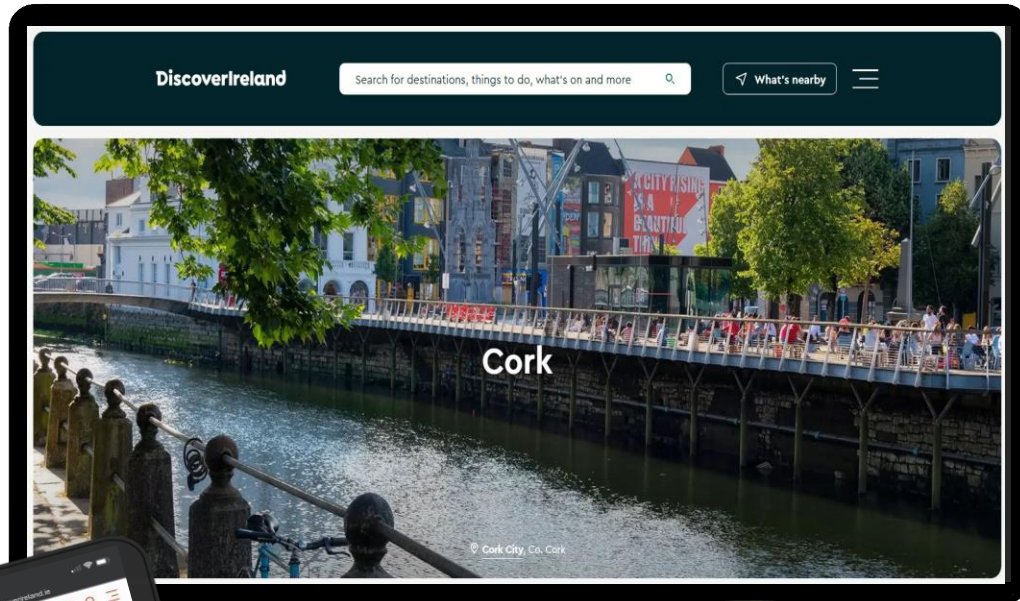
Roz Purcell Reach 2M+



Press Reach 16M +

RTE.ie Reach 2M+

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



Discover
Ireland.ie

200K
Sessions
YTD

Referrals
+180% v's
2019

Emails Database: 60K

Open Rate: 30% (22%
industry avg)

Published Twice a month



Building communities on Social Media



1.5M

Community Size

↑ 10%



4.3%

Average Engagement Rate



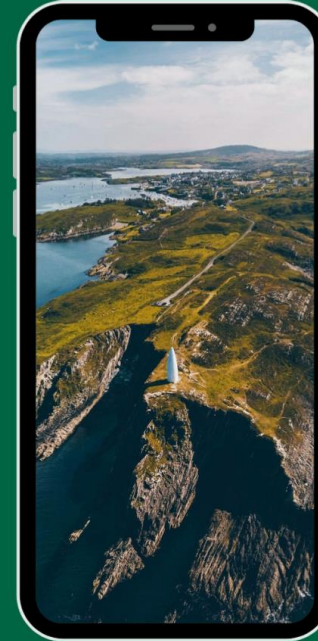
Top Performing



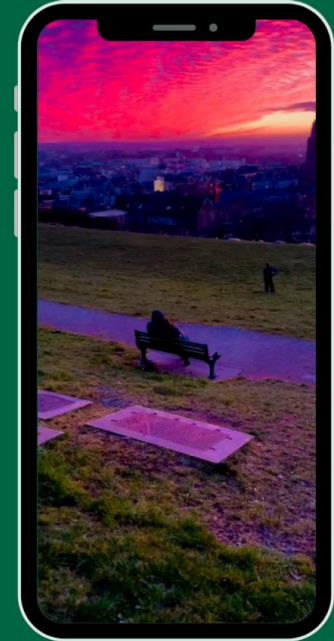
Gougane Barra
Views - 58k



Kinsale
Views - 32k



Baltimore
Views - 50k



Cork City
Upcoming



shanecrawford_ Great video 🙌

8w 1 like Reply



sheenhead Looooove this!!! 🥰🙌

8w 1 like Reply



rozannapurcell 🌟👍👍👍

16w 3 likes Reply

— View replies (1)



smoothcruzinireland Wow, we really do live in a country with spectacular scenery 🥰

9w 1 like Reply ...



15M

Total Impressions

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How you can
get involved



Keep Discovering Industry Toolkit



Free
Marketing
Content



Save
Time



**UPSKILL AND
GET PRACTICAL
MARKETING
ADVICE**



Save
Money



Digital – Ireland's Content Pool



Key Takeaway



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

Ireland's **CONTENT** POOL

Commercial Development

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WILD ATLANTIC WAY
SLÍ AN ATLANTAIGH FHIÁIN



Commercial Development



Leisure Tourism

- Destination Development
- B2B Routes to market
- Itinerary Development
- Buyer programming
- Golf & Luxury



Trade Team

- In Ireland Platforms - Meitheal
- Buyer FAM trips
- Recruitment for overseas leisure events
- Management of trade portal



Business Tourism

- Generate Business Event Leads
- Lead conversion & distribution
- Pipeline management
- Supporting industry conversions
- Regional Convention Bureaux

Impact in 2022



Leisure Tourism

- **€36.5m** Incremental Revenue, In Year
- Bed nights delivered across 26 Counties
- **6,000** Overseas Golf Travel Trade Campaign With Regional Messaging



Trade Team

- **11** In Ireland Platforms providing **12,500+** contracting opportunities
- **900+** Industry recruited for In Ireland platforms
- Recruited **670+** Industry for **80** Overseas Platforms



Business Tourism

- **€202m** of Events Took Place
- **€271m** of Leads Generated
- **€183m** of Leads Converted
- **€660m** of Leads Added to Pipeline

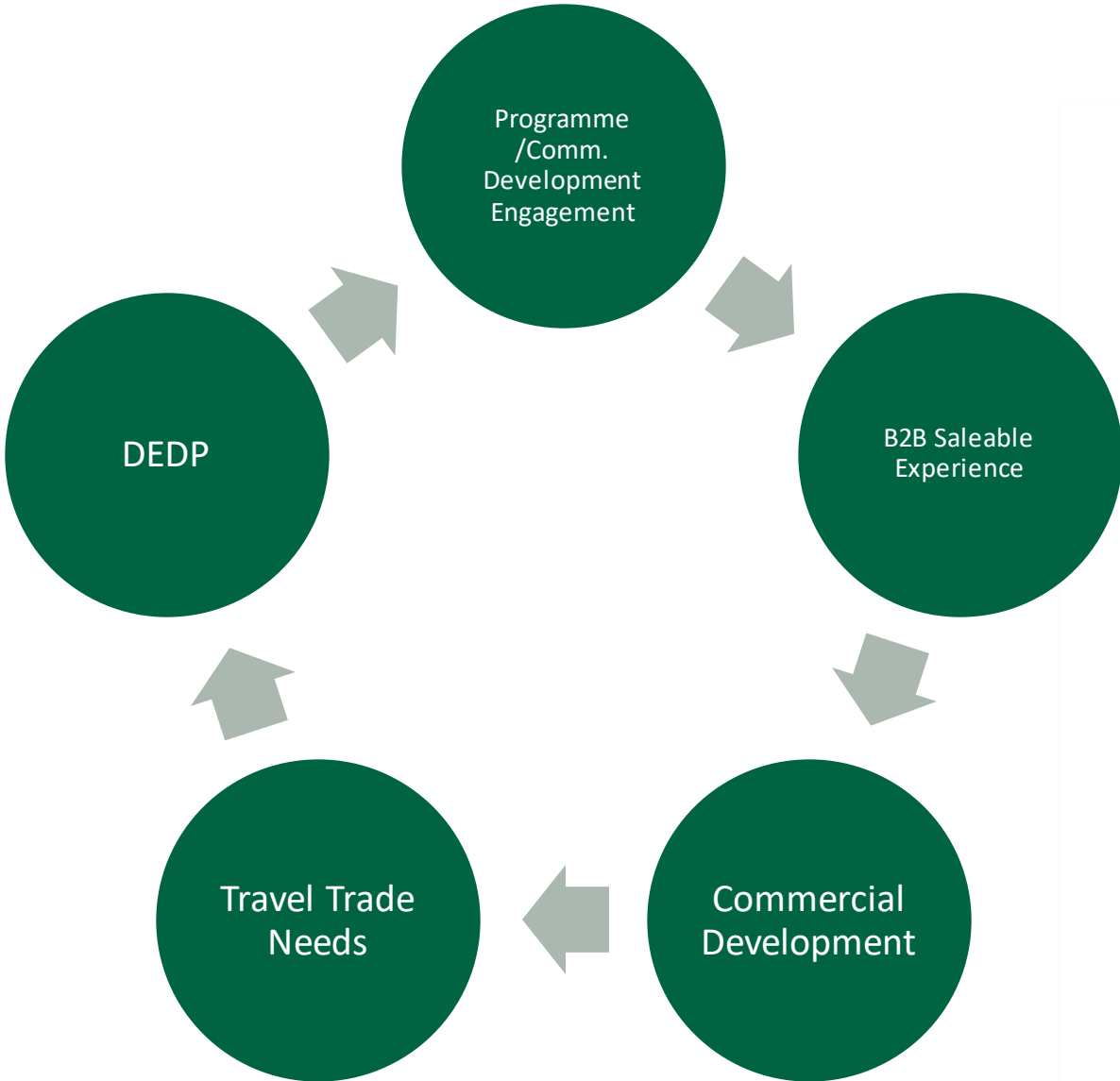
Leisure Tourism

DRIVING
SUSTAINABLE
Recovery

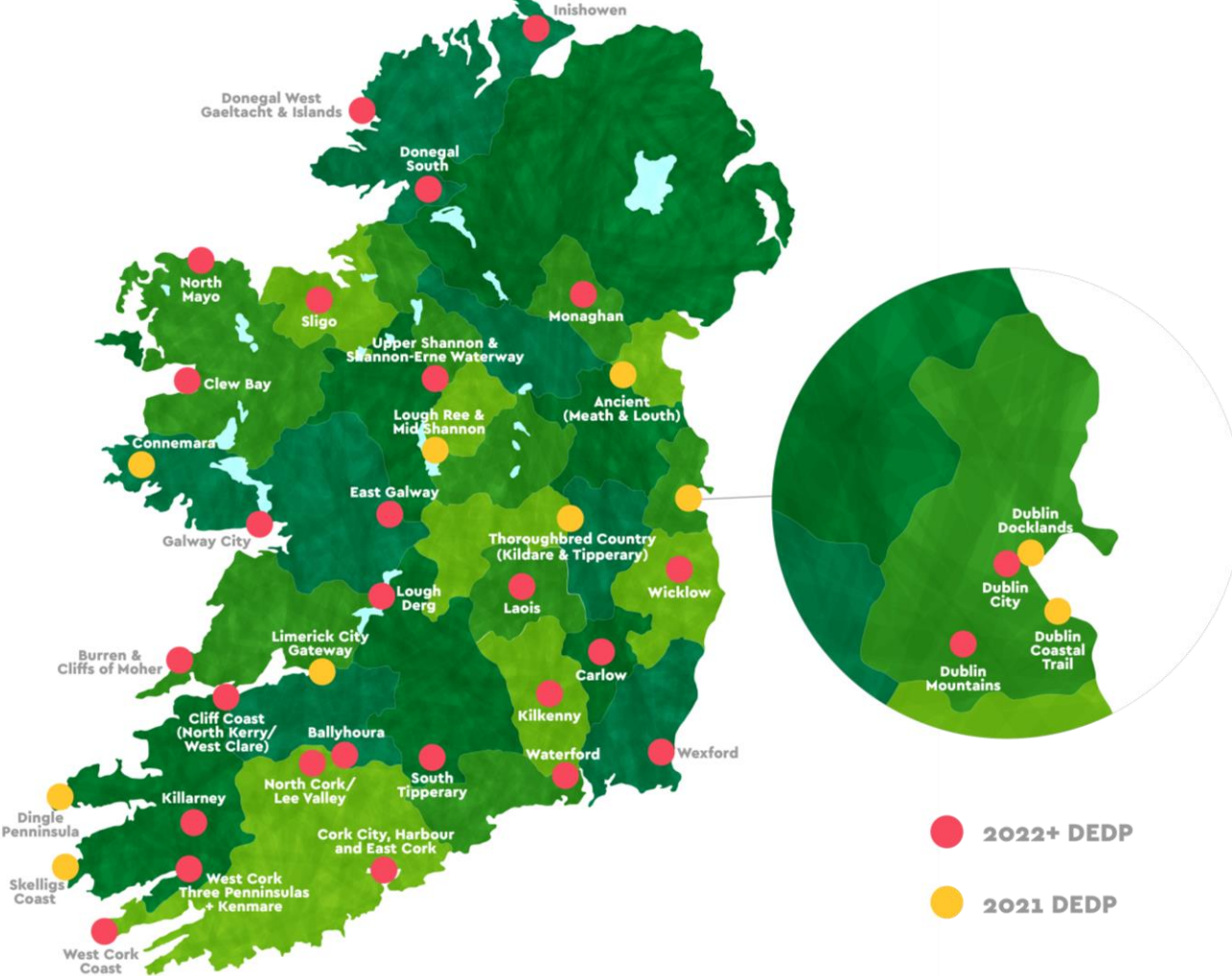




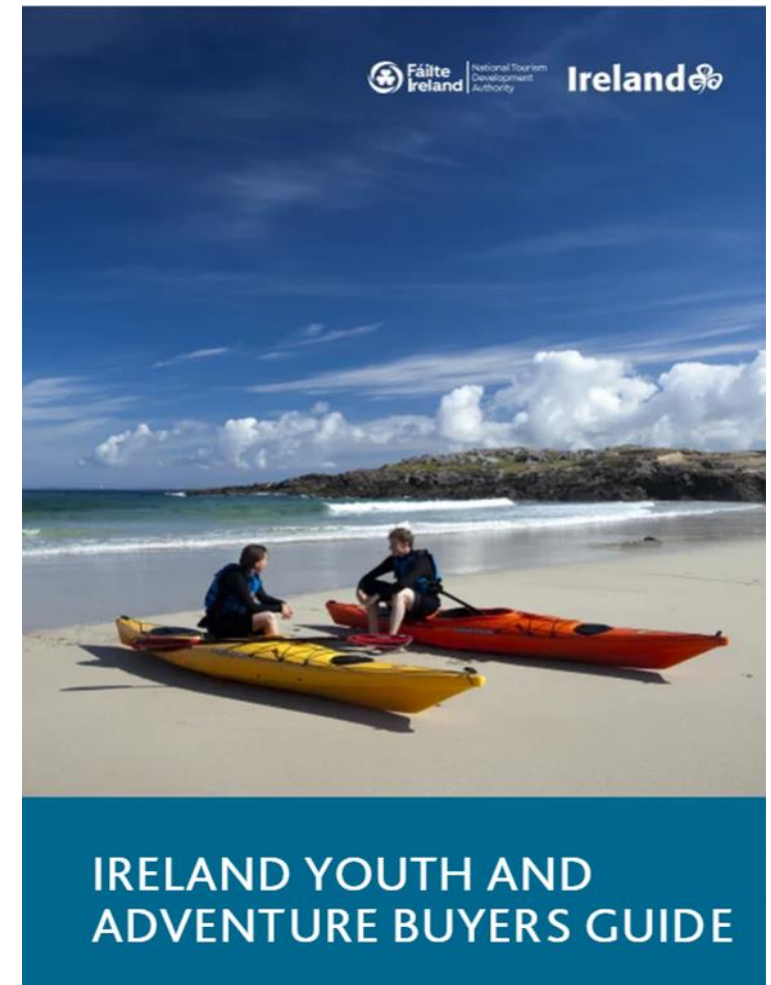
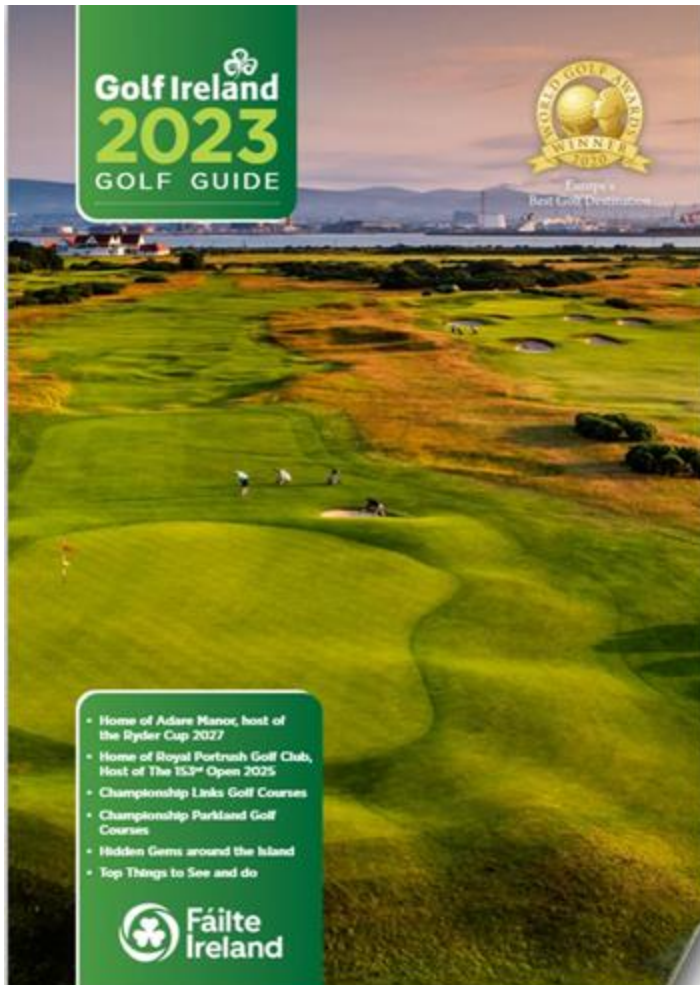
B2B Saleable Experiences



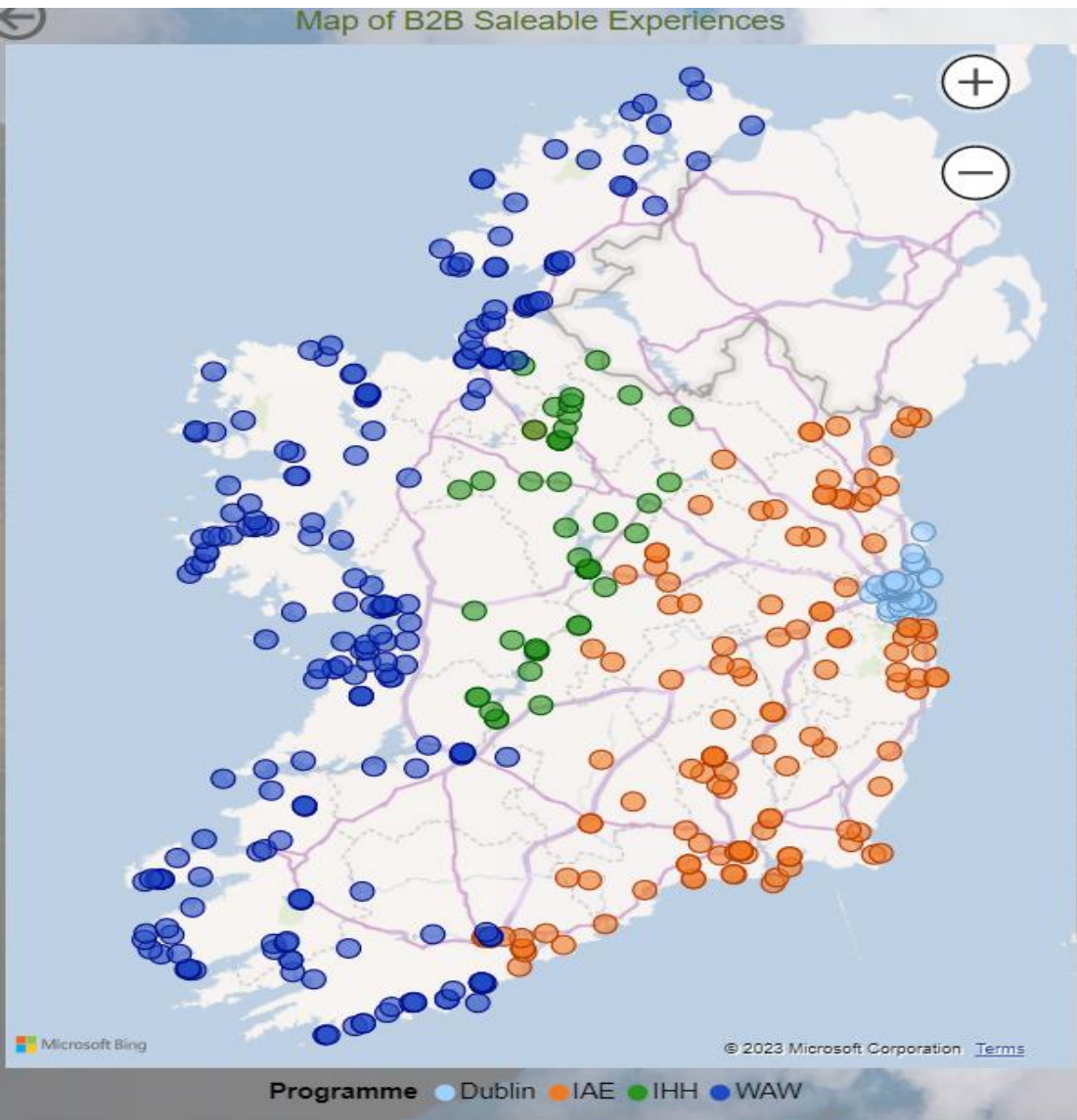
37 Local DEDPs



Buyer Guides and Presentations Fáilte Ireland



Buyer Portal



Saleable Experiences by Signature Programme

WAW	IAE	Dublin	689
289	269	66	Number of Saleable Experiences
		IHH	488
		51	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

Platforms and FAM's



266
Buyers



490
Industry



15
Markets

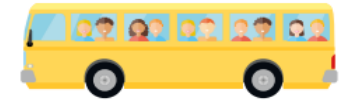


12,480
Estimated Contracting Opportunities



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



Golf, Luxury & Business Tourism

DRIVING
SUSTAINABLE
Recovery



Fáilte
Ireland



WILD ATLANTIC WAY
SLÍ AN ATLANTAIGH FHIÁIN



Golf



IGTOA Fam Trip



DP World Tour Events



Caddie Programme



Golf Tourism
Development Strategy



300+
Industry places will
be available to
participate in these
platforms across
2023



Luxury



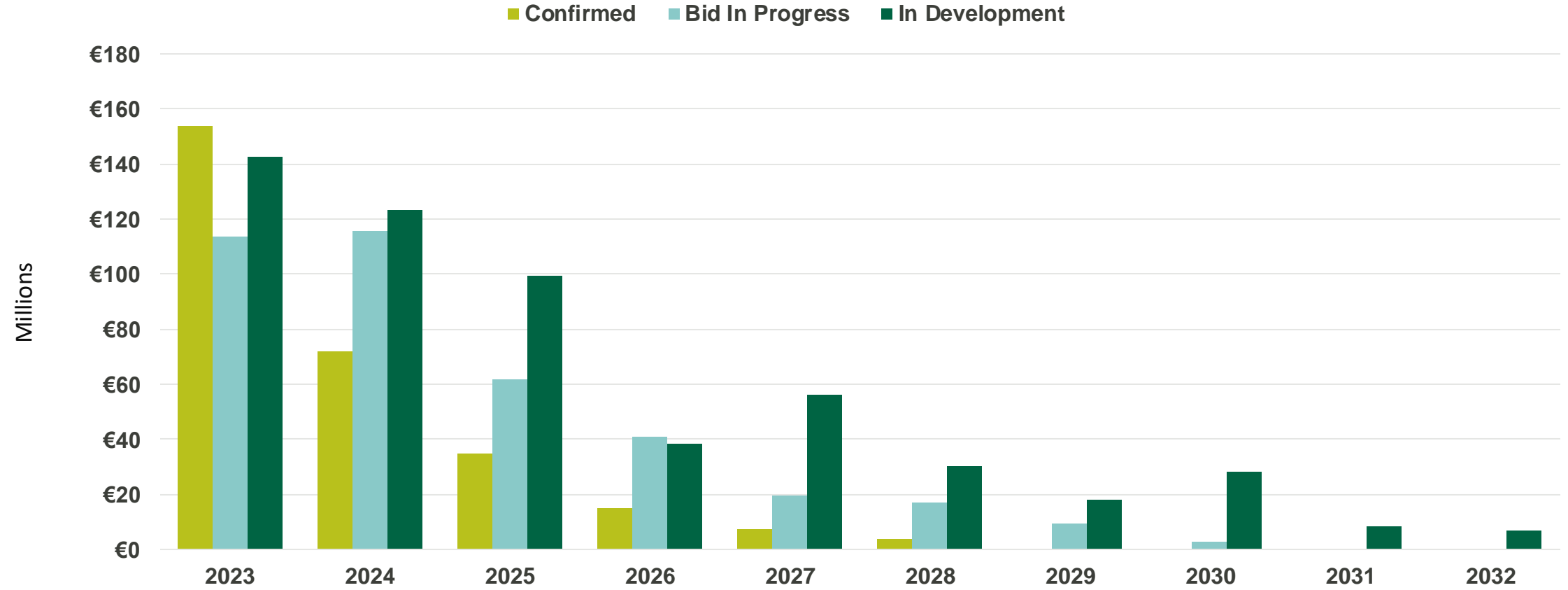
Luxury Strategy

Master Connections

Luxury FAMs & Platforms

Luxury Event - Engage

Business Events Pipeline 2023 - 2032



€1.22bn
Events Value

€287m
Confirmed (24%)

€381m
Bid Pending (31%)

€552m
Bus. Dev (45%)

718k
Int. Delegates

2023 Priority Projects



Gala Dinner Venues Scheme



Sustainability



Legacy & Impact



Meetings for All



Ambassador Club

Cork Convention Bureau



€45m + confirmed business
30,479 international delegates



Financial Supports



2-year Service Level Agreement



Practical and Operational Supports

Commercial Development 2023



Leisure Tourism

- Providing distribution opportunities for saleable experiences from **37 DEDPs**
- Routes to market via 96 **IBIA**
- Presenting B2B experiences at **48** overseas platforms
- **New Golf & Luxury** Strategies



Trade Team

- **8** In Ireland Platforms providing **15,500** contracting opportunities
- **900+** Industry recruited for In Ireland platforms
- **400+** to be recruited for Industry for **50** Overseas Platforms



Business Tourism

- **€274m** Leads Generated
- **€192m** Leads Converted
- **€700m** Added to Pipeline
- **€211m** of Events Taking Place
- New **Business Tourism** Strategy

Digital that Delivers

DRIVING
SUSTAINABLE
Recovery



Digital that Delivers



Scale, investment & economic impact:



Visitor Experiences



Total Investment



Total Impact



Job Creation

Positioning Ireland for Success



1

2

3

4

Consumers

Industry

Destinations

Ireland

Thank you
Ní neart go cur le chéile

