

Limerick & Clare Regional Industry Briefing



Agenda



National & Local Context

Paul Keeley & Miriam Kennedy

Product & Enterprise Development

Miriam Kennedy & Aileen Deasy

Panel Discussion

Marketing & Commercial Development

Deirdre O'Brien & Paul Mockler

Q&A



Fáilte
Ireland

DRIVING
SUSTAINABLE

Recovery

Topics



1. National Highlights – 2022 and 2023
2. Supply side challenges to overcome
3. Regional Outcomes & Perspectives – 2022 and 2023

Kilrush, Clare

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



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



Fanore Beach



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%

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



Doolin, Clare

Supply Side Challenges

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

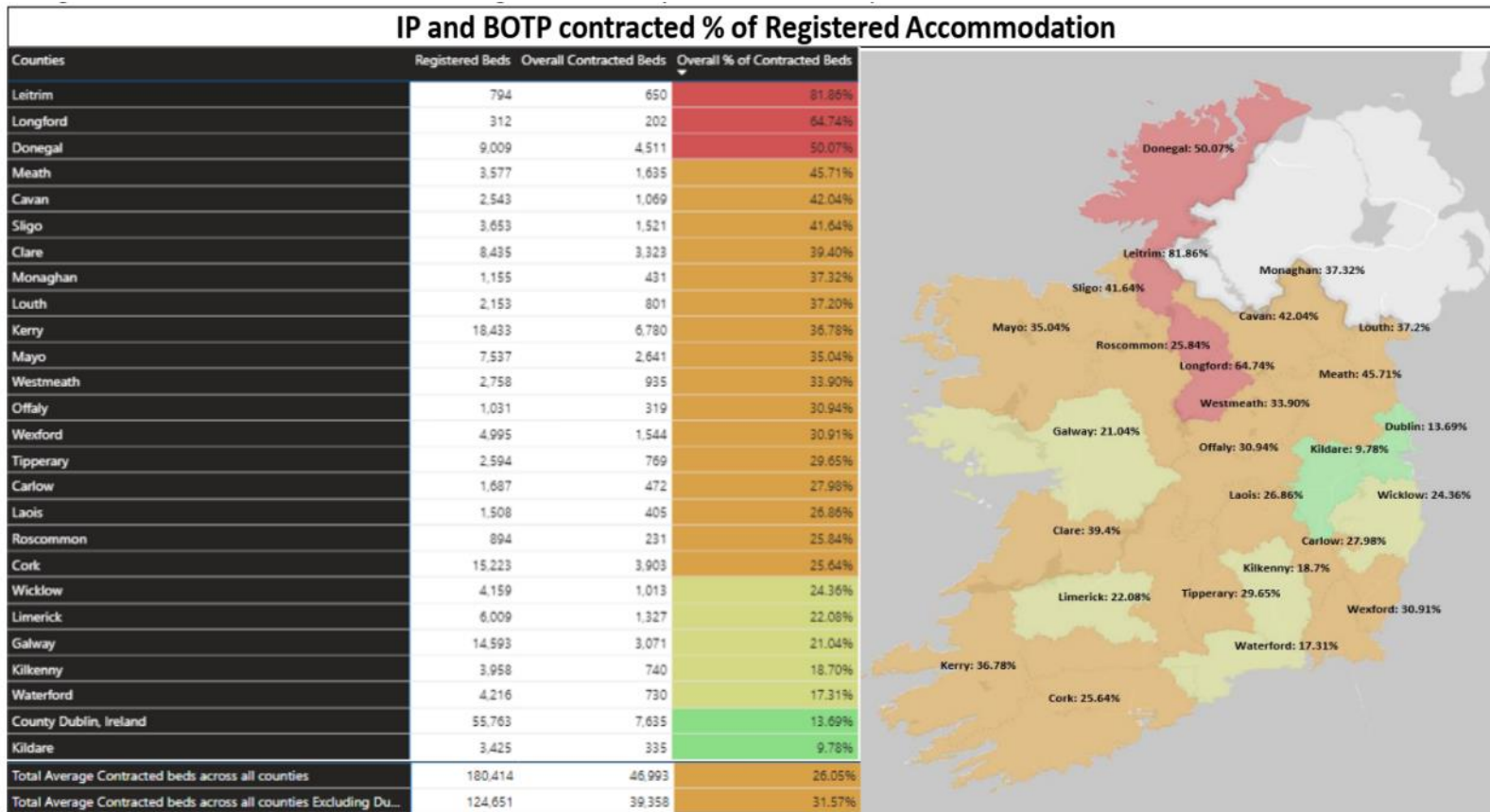


1. Pressure on margins
2. Price pressure/lost business
3. Pressure to maintain standards
4. Regional mobility impacted
5. Long-term reputational risk

Government Contracts



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



- The Graphic here details the percentage of IP and BOTP contacted 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)

Spanish Point



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

Lough Gur

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

VISITOR

Destination Attitude Survey

Flaggy Shore



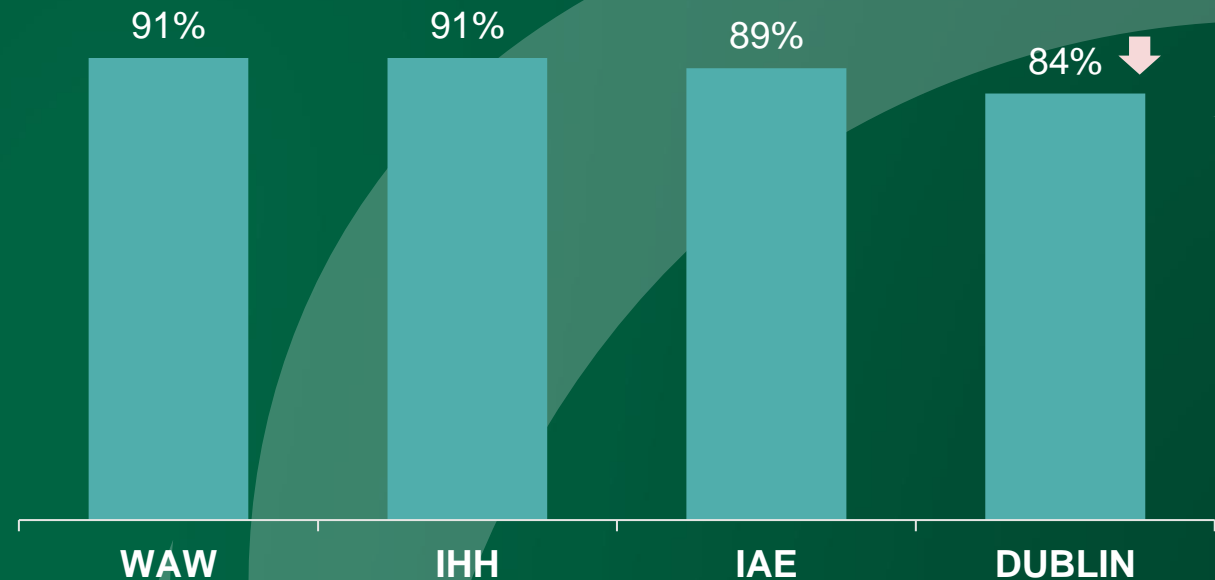
Visitor Destination Attitudes Survey

- 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.)



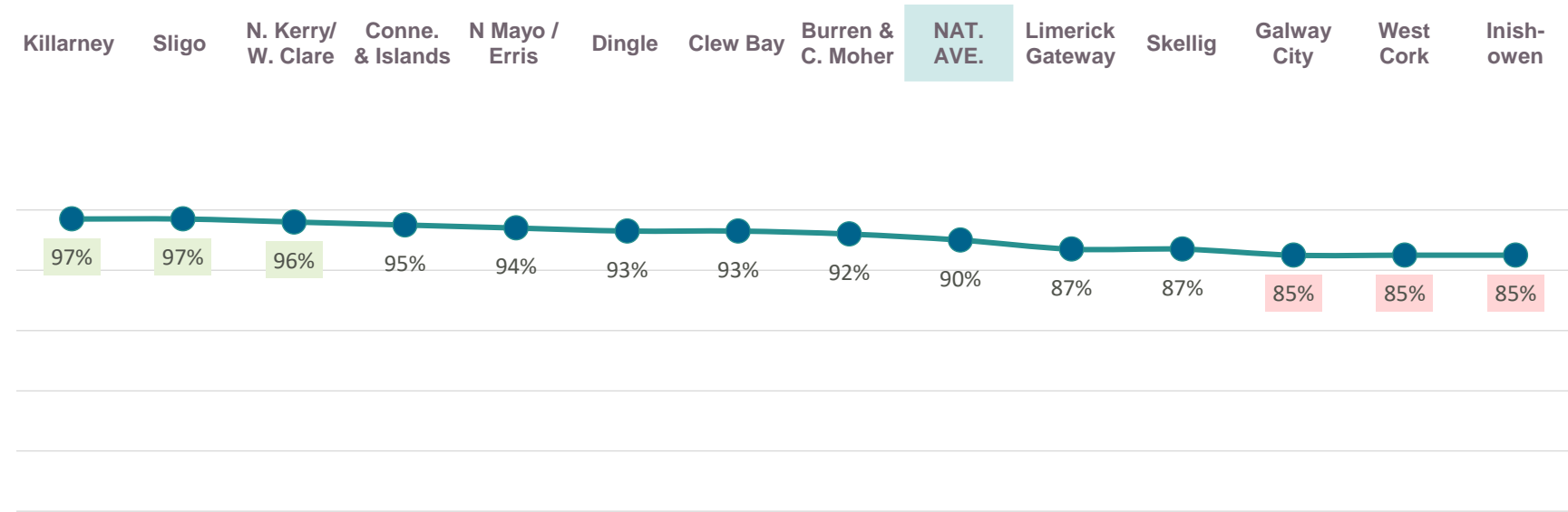
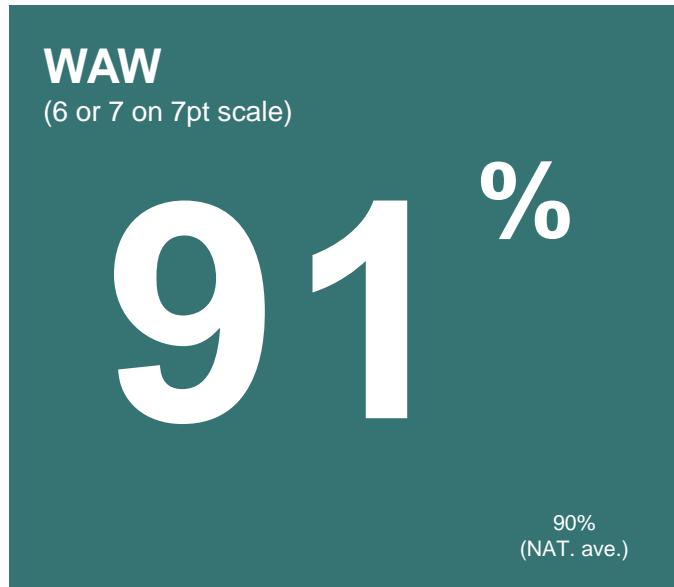
Base: 8283

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

The majority of WAW DEDPs deliver high quality experiences. Galway, West Cork and Inishowen require improvement in look and feel elements, as well as food and activity offerings.



TRIP SATISFACTION - "VERY SATISFIED"



■ Significantly higher than National ave. (99% CI)
■ Significantly lower than National ave. (99% CI)

Base: 2461
Q.17 To date, how satisfied are you with your trip to this area?



WILD ATLANTIC WAY

SLÍ AN ATLANTAIGH FHIÁIN

- Wild Atlantic Way 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 DEDPs, 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 offering and ease of travel does however vary significantly across the brand’s DEDPs.

Limerick City

INDUSTRY

Industry
Sentiment



Good Optimism within Wild Atlantic Way



66%

Stated 2022 volume of business was ahead of 2021

58%

Stated 2022 volumes were up or at least equal to 2019

78%

2023 volume will surpass or match 2022

85%

Costs are key concern

Occupancy and Rates



Loop Head Lighthouse

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%
Limerick	76	69	+7ppts	157	136	16%	119	94	27%

COMMUNITY

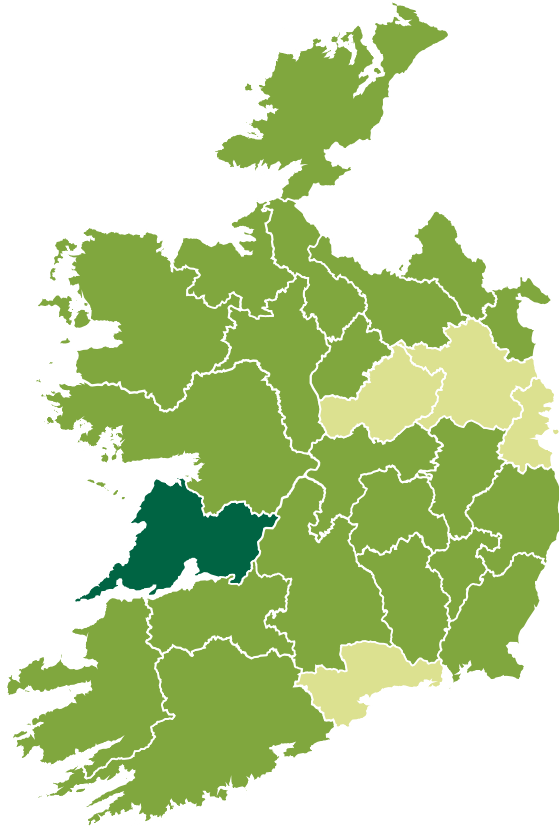
Tourism Approval Rating



Limerick Greenway



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



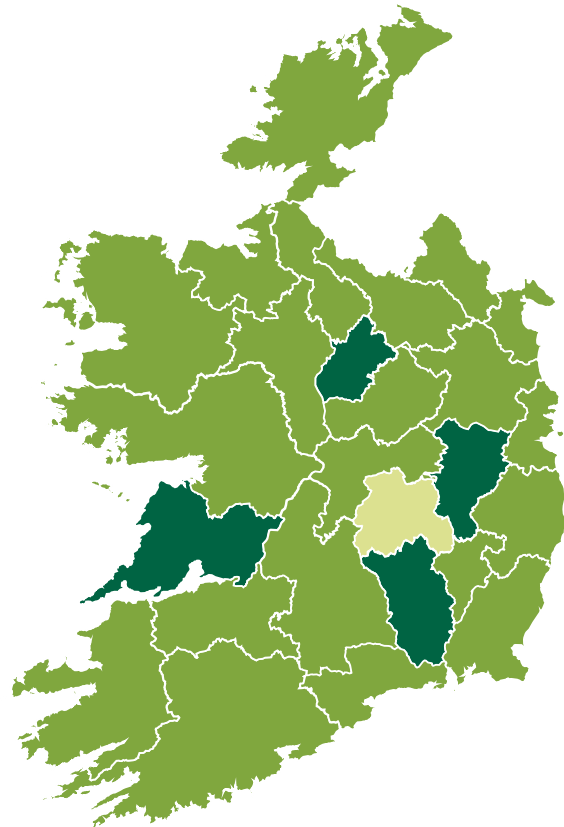
Region	TAR Score
Mid-West	73
Border	71
South-West	67
Mid-East	67
West	67
South East	66
Midlands	63
Dublin	59

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 of 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



The Burren



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




Limerick City

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

Wild Atlantic Way Regional Tourism Development Strategy

Miriam Kennedy



Fáilte
Ireland



WILD ATLANTIC WAY
SLÍ AN ATLANTAIGH FHIÁIN

What you had to say ...



“Appropriate and sustainable facilities and infrastructure are needed to “open up” the outdoors”

“The importance of protecting the “wildness” of the west coast”

“The volume and value of tourism to the Wild Atlantic Way is uneven leading to cold spots and hot spots

Our Strategic Challenges



Grow year round appeal of WAW

Raise intl. profile of northern half of WAW & increase revenue

Increase revenue, dispersion & season extension across southern half

Enable & assist industry growth

Protect cultural authenticity & 'wildness'

Create flourishing destinations & thriving communities.



1

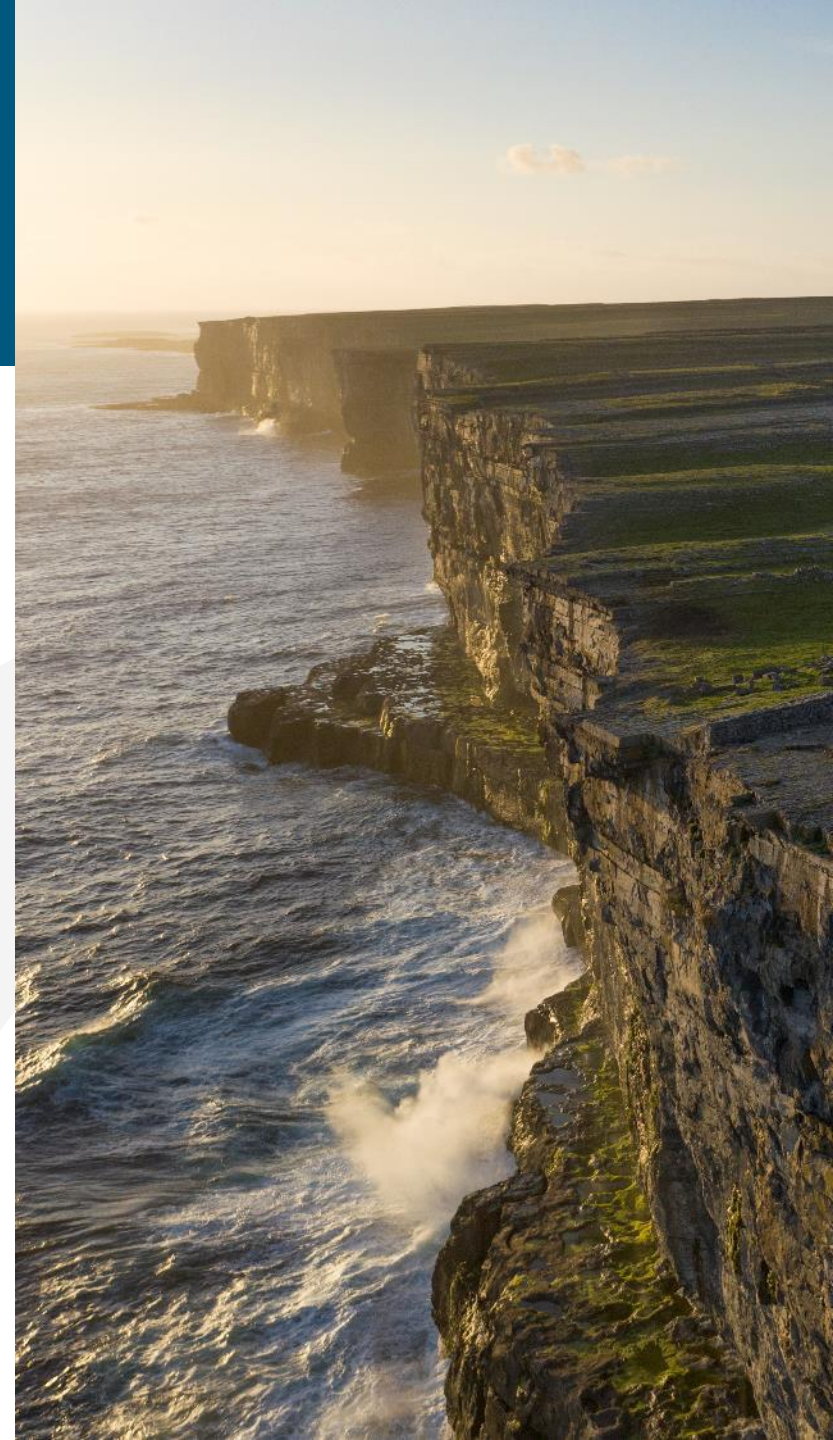
Grow year round appeal of WAW, Attract & disperse high value visitor.

- Create a more differentiated approach to marketing the WAW
- Improve the online presence & bookability
- Invest in the route to ensure a consistent and quality experience.
- Improve public transport



Raise the international profile of the Northern half of the Wild Atlantic Way to increase visitation and revenue.

- Address need for iconic attractors in the northern half.
- Drive incremental tourism revenue through sustained promotion domestically and internationally.
- Create a more sustained partnership and focus with TNI and TI to better partner on Wild Atlantic Way and Causeway Coast.





3

Increase tourism revenue, visitor dispersion and season extension across the Southern half of the Wild Atlantic Way

- Develop new, refreshed offerings in established destinations to maintain competitiveness.
- Address the need for strong supporting all weather attractions to retain the visitor and extend the season
- Enhance and improve the visitor experience at a range of existing signature and iconic visitor attractions
- Provide strong visitor management plans

Protect the cultural authenticity and “wildness” of the Wild Atlantic Way

- Provide more appropriate visitor facilities
- Build and substantiate the reputation of the region as a sustainable tourism destination.
- Protect and share cultural authenticity of west
- Ensure that “wildness” remains at the core of the Wild Atlantic Way





5

Enable and assist the industry to grow

- Provide appropriate supports and interventions to enable businesses to thrive

6

Create flourishing destinations and thriving communities.

- Implement DEDPs
- Build strong tourism networks
- Involve local communities in decisions

Lahinch

DEDP Development



DEDPs on the Wild Atlantic Way

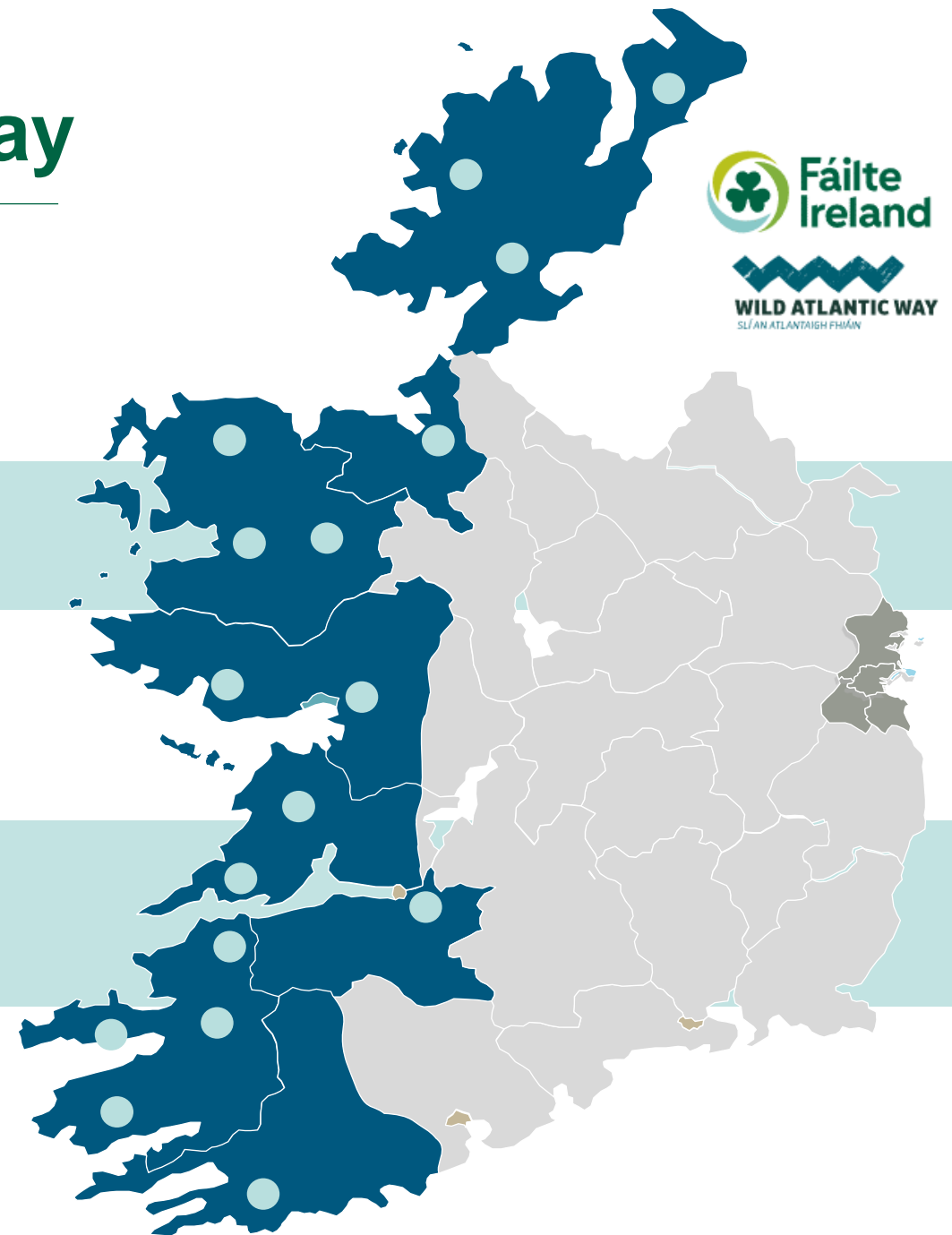
16 DEDPs

Launched or in development across the Wild Atlantic Way

600+

Industry and stakeholder champions engaged with across the WAW

1. Inishowen Peninsula
2. West Donegal & Islands
3. South Donegal
4. Sligo
5. North Mayo/Erris
6. Clew Bay
7. East Mayo
8. Connemara & Islands
9. Galway City
10. Burren and Cliffs of Moher
11. Limerick
12. Cliff Coast (North Kerry/West Clare)
13. Dingle Peninsula
14. Skellig Coast
15. Killarney
16. West Cork, Three Peninsulas & Kenmare



Burren & Cliffs of Moher DEDP



The Burren

Why the plan is needed ...



1

Highest number of visitors per County -
Lowest spend per head

2

Uneven Dispersal of visitors

3

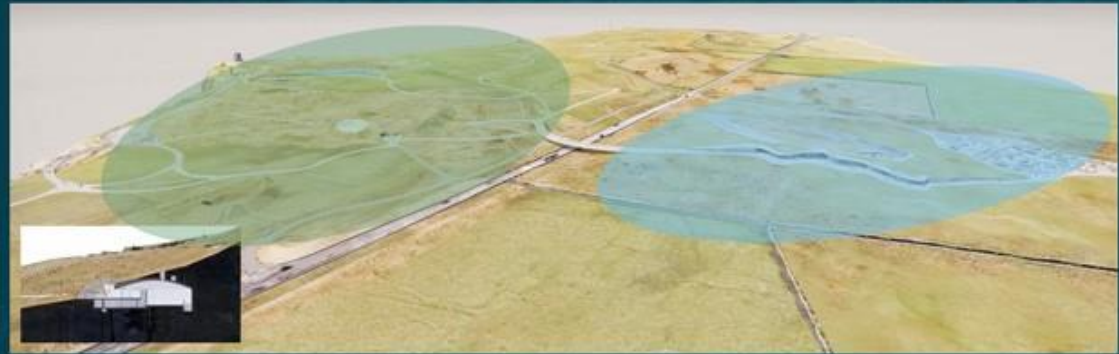
Traffic management issues-uneven dispersal of visitors

Catalyst Projects



*Cliffs of Moher
Masterplan & Walking Trail*

CLIFFS OF MOHER 2040 MASTERPLAN –
A STEP CHANGE TO A WILDER VISITOR EXPERIENCE



If you would like to make a contribution please email com2040@haleysharpe.com
Please visit www.cliffsofmoher.ie for more information including a detailed
Consultation Document and a Feedback Questionnaire.



Catalyst Projects



Limerick



King John's Castle

Why the plan is needed ...



1

Not perceived as a
leisure tourism
destination

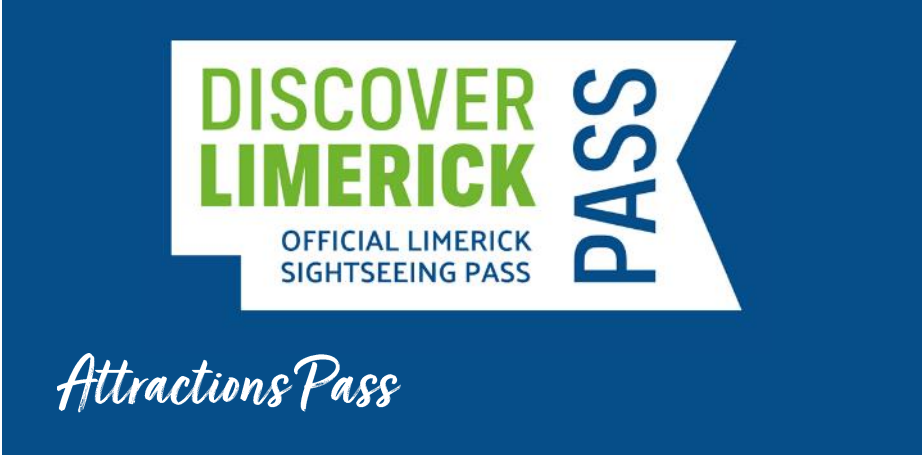
2

Lack of industry
co-operative
approach

3

Poor Visitor
Orientation &
Placemaking

Catalyst Projects





Destination Attitude Survey - 2022



	Nat. Ave.	Wild Atlantic Way	Inish-owen	N Kerry/ W Clare	Sligo	N Mayo / Erris	Clew Bay	Conne & Islands	Galway City	Burren & C. Moher	Limerick Gateway	Dingle	Killarney	Skellig	West Cork
Helpfulness of local people	92%	94%	89%	97%	98%	94%	98%	98%	90%	92%	96%	95%	98%	94%	79%
Sense of safety and security while walking around the area	90%	91%	84%	98%	98%	92%	97%	96%	90%	86%	95%	95%	85%	87%	79%
Cleanliness of the area	83%	86%	74%	90%	89%	91%	94%	95%	63%	94%	93%	89%	89%	82%	80%
Overall visual appearance of the towns in the area	82%	86%	49%	92%	91%	72%	95%	90%	81%	96%	95%	96%	88%	88%	81%
Uniqueness of the area	81%	89%	82%	90%	92%	93%	87%	90%	83%	95%	94%	93%	95%	90%	78%
Not overcrowded/ not too many visitors	78%	74%	53%	93%	84%	81%	64%	62%	60%	68%	91%	86%	81%	72%	73%
Initiatives / behaviours aligned to environmental protection sustainability	64%	65%	19%	83%	82%	52%	61%	59%	40%	55%	89%	77%	75%	62%	67%
Quality of shopping options	60%	64%	34%	86%	81%	45%	66%	53%	57%	60%	93%	76%	59%	38%	62%
Information on the area being available in your own language	52%	53%	18%	58%	59%	44%	35%	40%	40%	74%	84%	73%	56%	47%	65%

■ Significantly higher than National ave. (99% CI)
■ Significantly lower than National ave. (99% CI)

Base: 2461 (excl DK)

* Base in European & ROW visitors: 851 (excl DK)

Q.22 Now I would like to ask you to rate a series of specific aspects of your visit to this area. SHOW MAP. For each one I read out, I would like you to rate it on a ten-point scale where ten means you think it was extremely good, and 1 means you think it was extremely poor. Please be as honest as you like. All comments, whether positive or negative, will help inform how this area is developed for visitors.

SHOW CARD SCALES. Please begin by thinking about the look and feel of the area how would you rate: Information on the area being available in your own language

Cliff Coast



Kilkee Cliffs



Plan to launch in 2023



The Cliffs of Moher

Product Development



Fáilte
Ireland



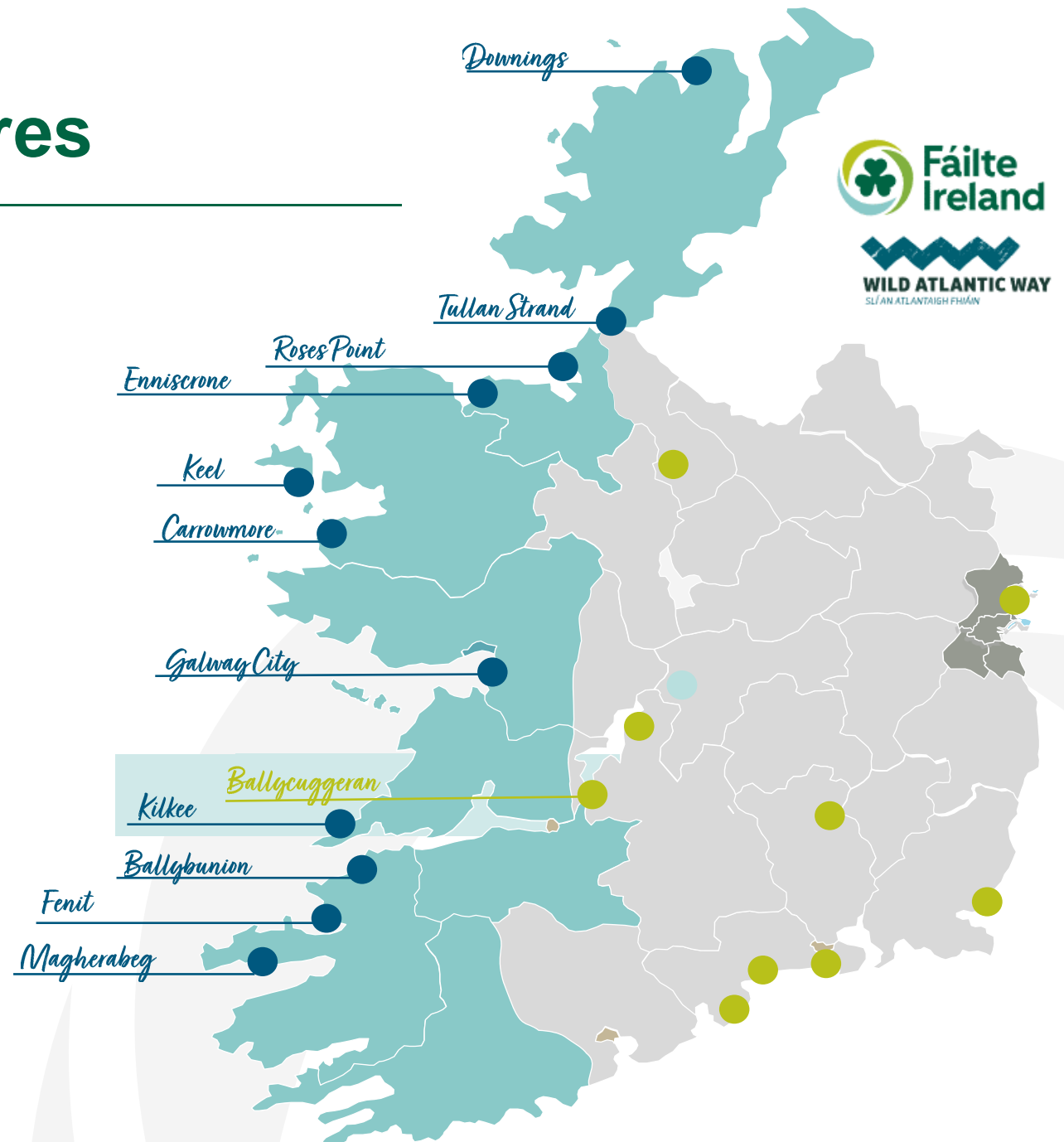
WILD ATLANTIC WAY
SLÍ AN ATLANTAIGH FHIÁIN

Water Sports Facility Centres



Ballycuggeran & Kilkee

Fáilte Ireland Funding: € 1,700,000
Expected Opening Date: 2024 / 2025



Mountain Bike Trail Centre - Ballyhoura



**Joint RRDF Project with
Coillte**

Total Project Costs:

€13.68 million

Expected Opening

Date: **2024 - 2025**



Enterprise Supports

Aileen Deasy



Limerick Greenway

2022 Supports



852 Businesses &
1928 Employees from
Wild Atlantic Way businesses
attended Fáilte Ireland
training workshops and
webinars in 2022

Most popular Programme Areas:

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

Challenges



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



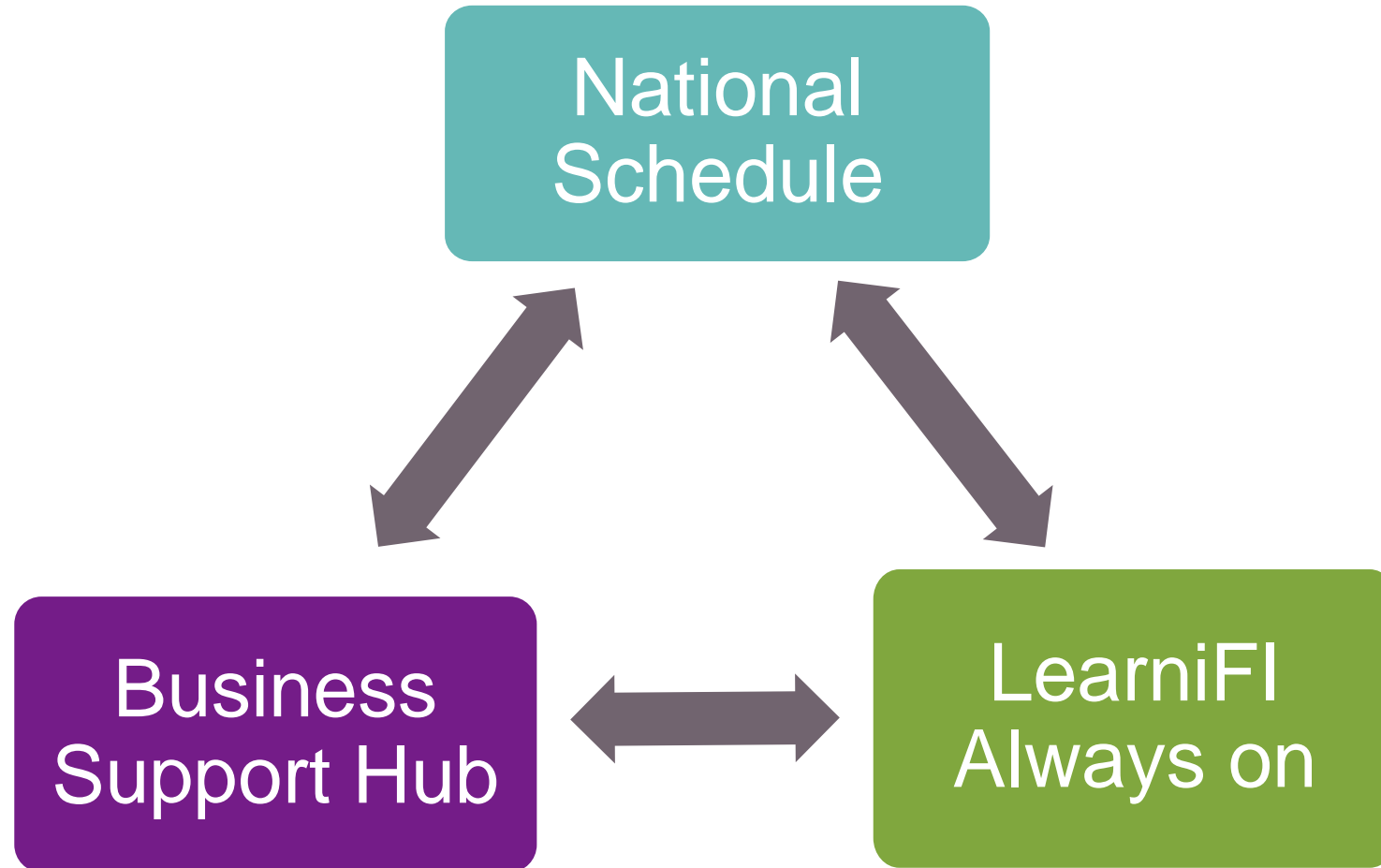
- Shop window is user friendly and easy to navigate for your customers
- Byte sized digital enhancements deliver big impacts with small investments
- Your website as a sales engine to drive more revenues.

Climate Action



- Measuring your carbon Footprint
- Practical supports to develop your Action plan
- Supported by case studies and expert guides

Engaging with Supports



National Schedule & Support Hub



Sales and
Marketing

Digital Marketing
Skills

HR Supports

Revenue
Generation

Accessibility in
Tourism

Energy, Water and
Food Waste
Reduction

Finance



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



Our ask of you today...



- 1. Help your Business grow** – Speak to your local contact for further information on the programmes best suited to support your business grow in 2023.
- 2. Focus in on developing your business** commercially through 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**

Panel Discussion

Stephen O'Connor

The Strand Hotel

Gordan Daly

Limerick City & County Council

Geraldine Enright

Cliffs of Moher

Deirdre O'Shea

Clare County Council



Cliffs of Moher

DRIVING
SUSTAINABLE
Recovery

Marketing

Limerick and Clare



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



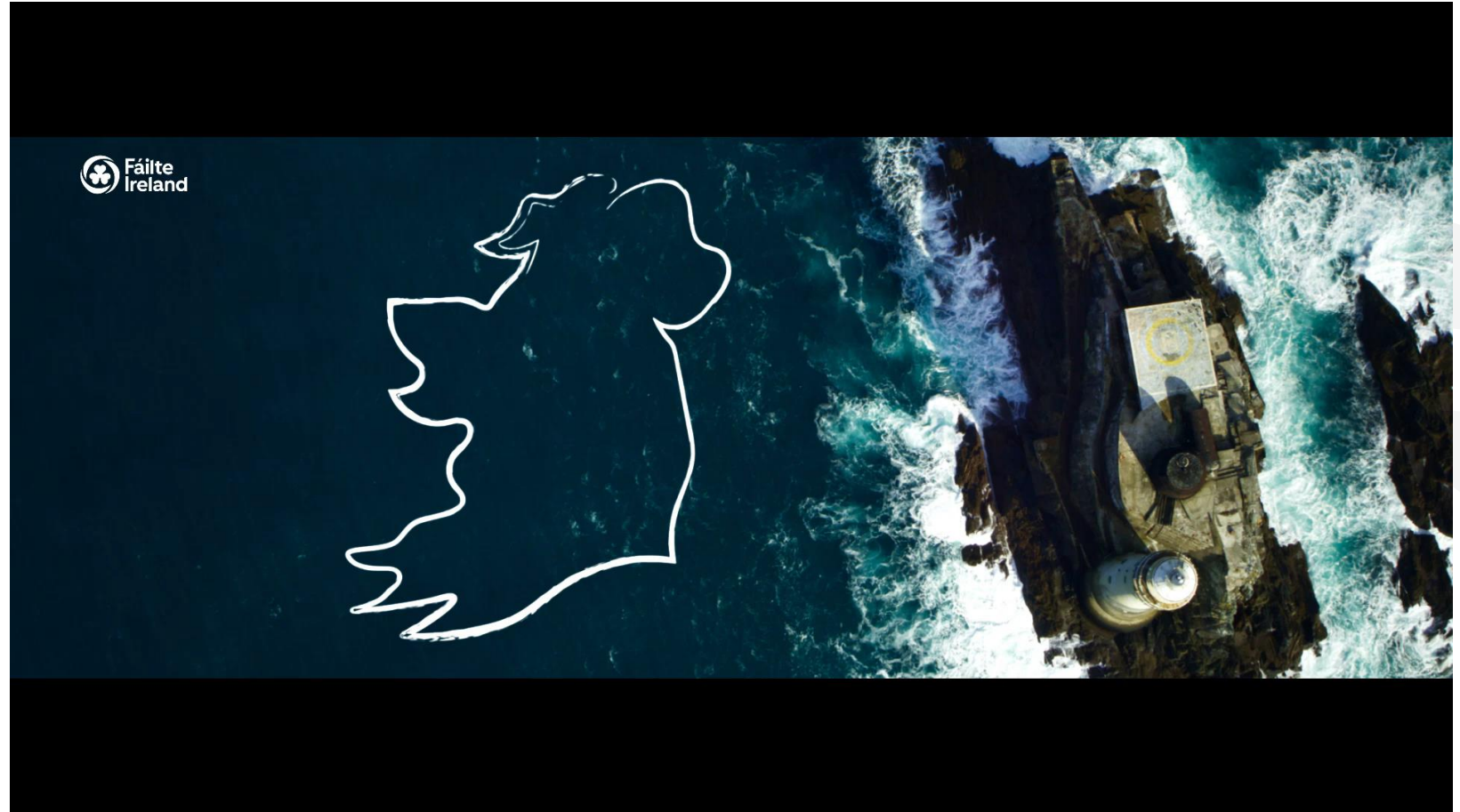
DOMESTIC
SALES

SUPPORTED BY BUSINESS & MARKETING TOOLKIT

Inspiring the nation through TV

National
TV
across
ROI & NI

Reaching
55% of
adults
weekly



RTÉ

Virgin
media

TG4



sky

U^{tw}

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



A promotional brochure for Limerick, Ireland. The title 'Keep Discovering Limerick' is written in a white script font on a teal background. Below the title are several featured attractions with photos and text: 'Nesait Watersports' (www.nesaitwatersports.ie), 'The People's Museum of Limerick' (www.peoplesmuseum.ie), 'Fynes Flying Boat and Maritime Museum' (www.flyingboatmuseum.com), and 'Treaty City Brewery' (www.treatycitybrewery.ie). At the bottom, it says 'For great ideas of things to see and do, visit DiscoverIreland.ie'. Logos for Fáilte Ireland and 'Love the Voice' are also present.

A large advertisement for the Wild Atlantic Way. The headline 'Keep Discovering' is in a large, white, handwritten-style font. Below it is the 'WILD ATLANTIC WAY' logo and the tagline 'SET AN ATLANTAIGH FHIÁIN'. The main image shows a man and a woman sitting at a wooden table outdoors, enjoying a meal and wine. The background is a scenic view of a coastline with a boat. At the bottom, it says 'New Quay, Co. Clare' and 'DiscoverIreland.ie'. The Fáilte Ireland logo is in the top left corner.

Driving relevancy through digital & social

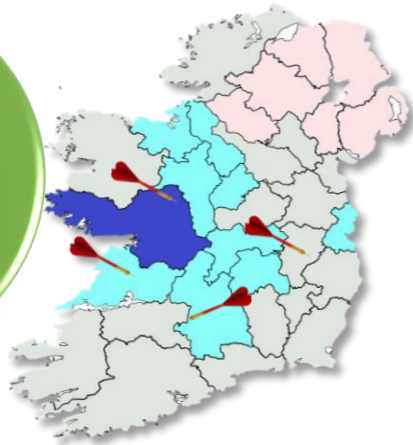


Geo-targeted ads

Within 2-hour radius

Always-on social

YouTube



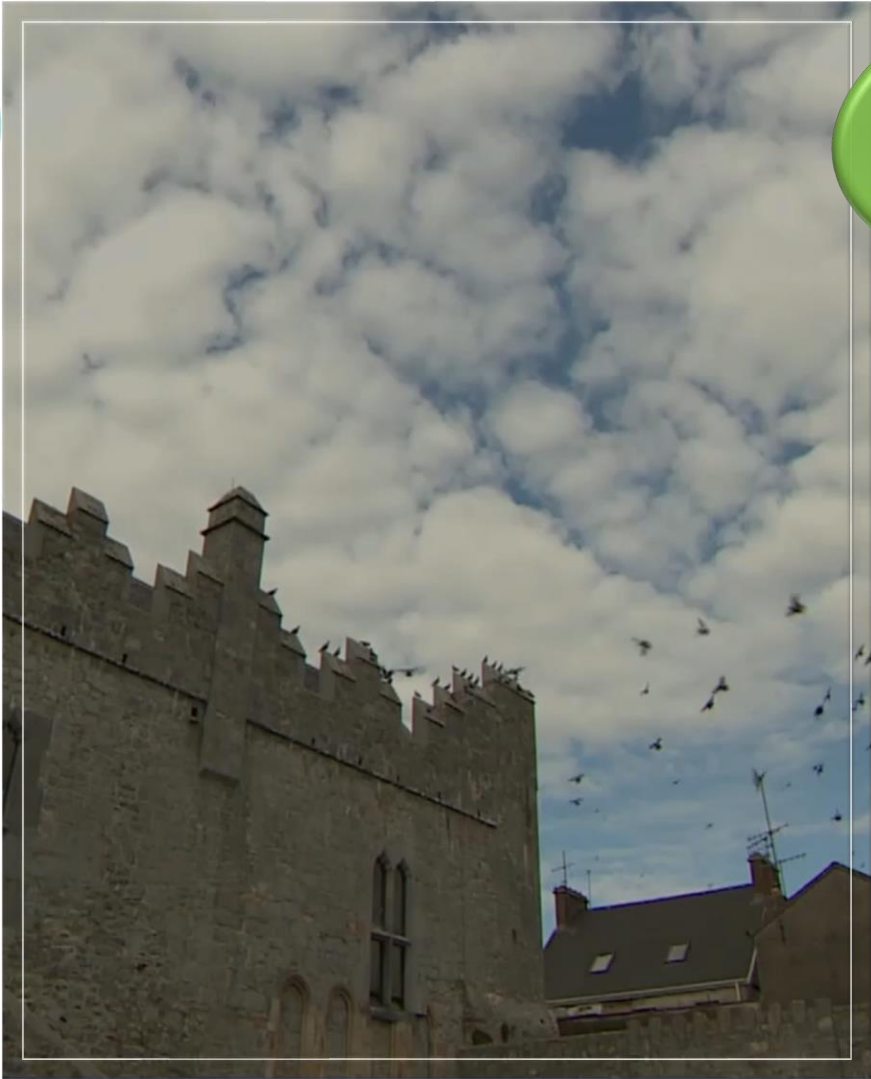
Showcasing experiences via TV Partnerships...



12
Weeks

159K
Reach
per segment

130K
Reach
per segment



1.6M
Total Partnership
Reach

Ireland:
am

...and Digital Partnerships



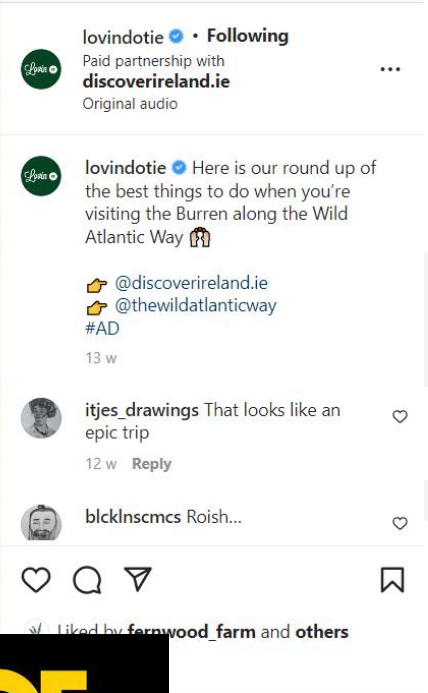
Lovin.ie

Food And Drink Counties Entertainment Sustainability Keep Discovering Music More +

Discover Ireland's Wild Atlantic Way

DiscoverIreland.ie

22 Weeks
58 items
of content



County Clare and its surrounds is an outdoor playground for thrill-seekers and... and with its dramatic location along the Wild Atlantic Way, you'll also... stunning scenery and spe...



Keep Discovering

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

Your next adventure starts here.

5.8M
Total social
Reach

JOE

HOME NEWS JOE player MUSIC MOVIES & TV SPORTS JOE QUIZ PO

TRENDING: Keep Discovering Jobs Ireland Funny Sex Jobs Earth

15. Limerick Street Art Trail

If you're spending some time in Limerick this summer, take a stroll along Limerick and discover 17 new and exciting pieces of urban art, created by a number of international artists.

16. Hunt Museum, Limerick City

Looking for your fix of art and culture in Limerick? Take a journey back in time through a fascinating collection of art and artefacts. You can also explore the during your visit, and be sure to keep an eye out for any upcoming events or

Limerick Christmas Markets, 27 November, 11 December and 17

This festive season, Limerick will be host to a number of Christmas m the city and county, selling handmade crafts and offering live enterta you in the festive spirit.

JOE

9 MARKETS & FESTIVALS TO VISIT THIS WINTER

Christmas Markets, Limerick

JOE.IE

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

Building positive word-of-mouth through influencers & PR



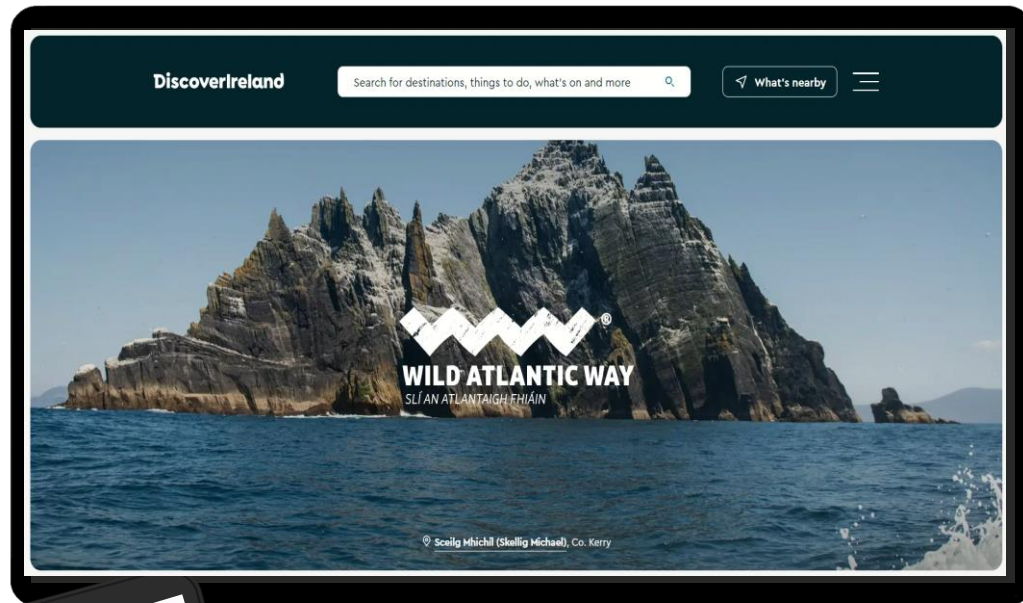
Influencer Programme
Reach
13.5M +

Paddy Smyth
Reach 45K



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

Discover
Ireland.ie



Emails Database: 60K

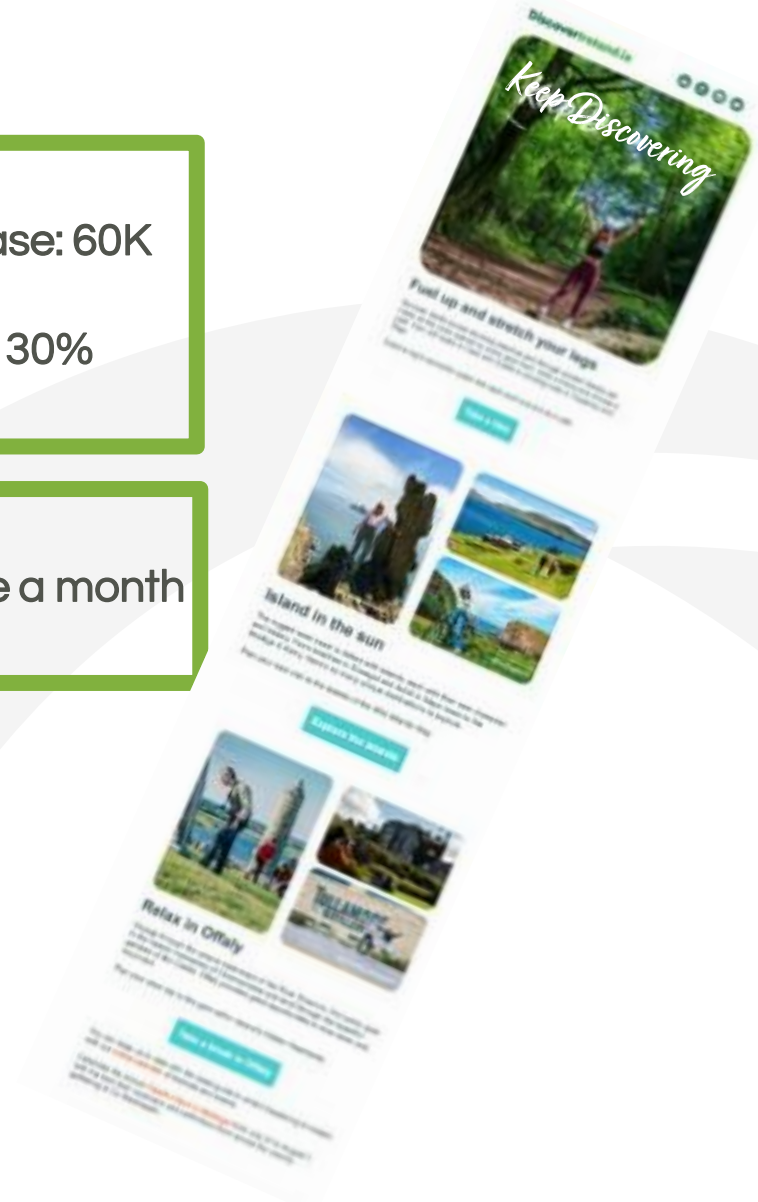
Open Rate: 30%

Published Twice a month



685,574
Sessions

107,211
Referrals



Building communities on Social Media



1.5m
Community Size



4.2%
Average Engagement Rate

Top Performing Posts



Limerick
Views - 23k



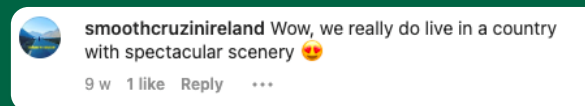
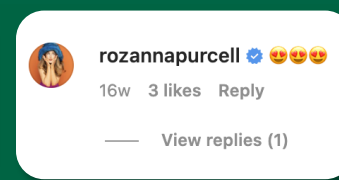
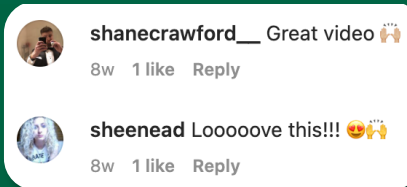
Cliffs of Moher
Views - 80k



Limerick Greenway
Views - 21k



Loop Head
Views - 24k



12.2M
Total Impressions



DRIVING
SUSTAINABLE
Recovery

How you can
get involved



Keep Discovering Industry Toolkit



Free
Marketing
Content



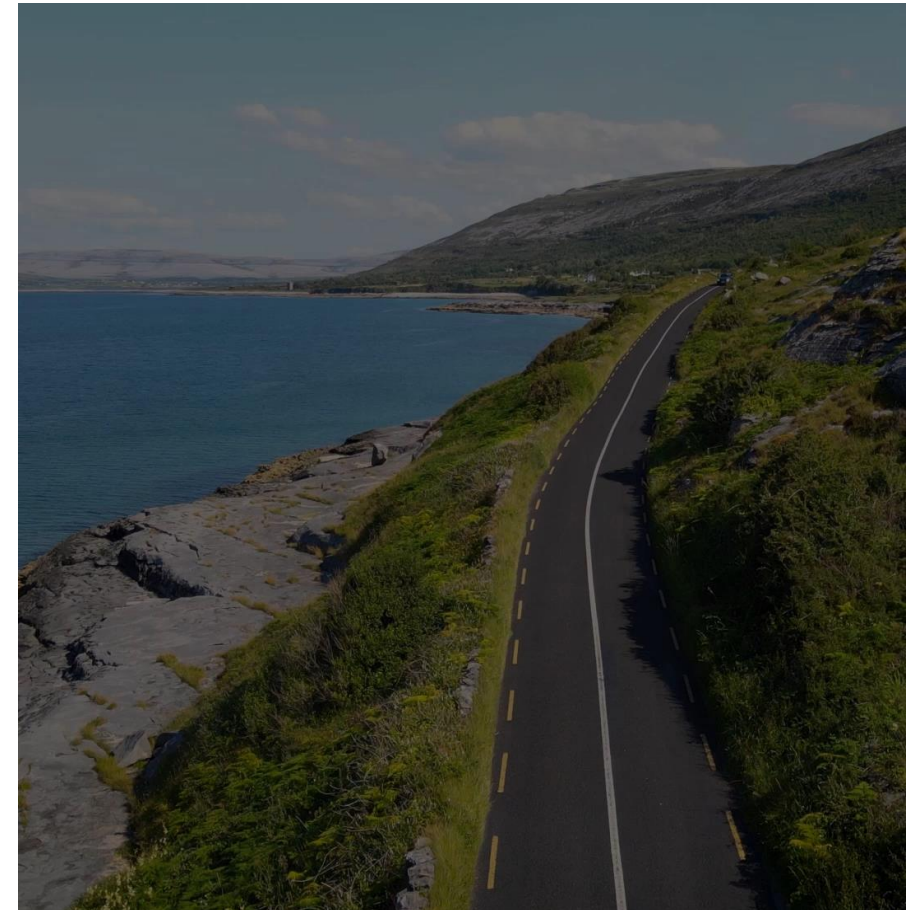
Save
Time



UPSKILL AND
GET PRACTICAL
MARKETING
ADVICE



Save
Money



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**50,000 images and videos Free to use on
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Key Takeaway



Limerick Greenway

Commercial Development



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

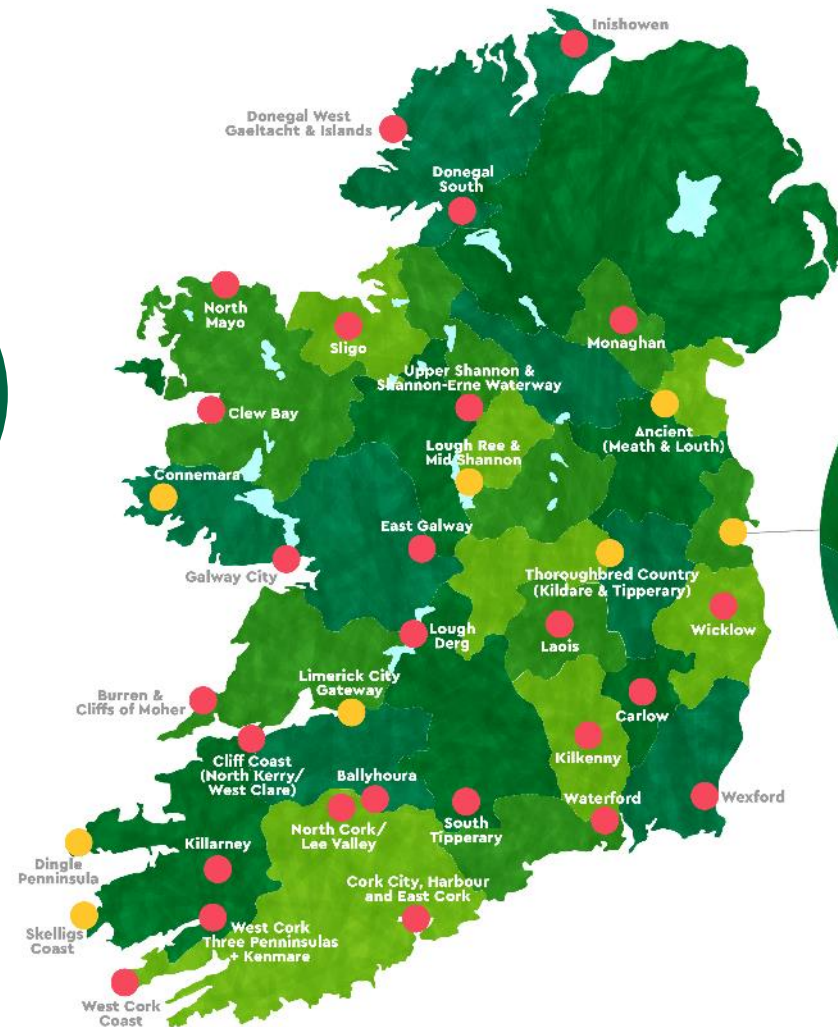
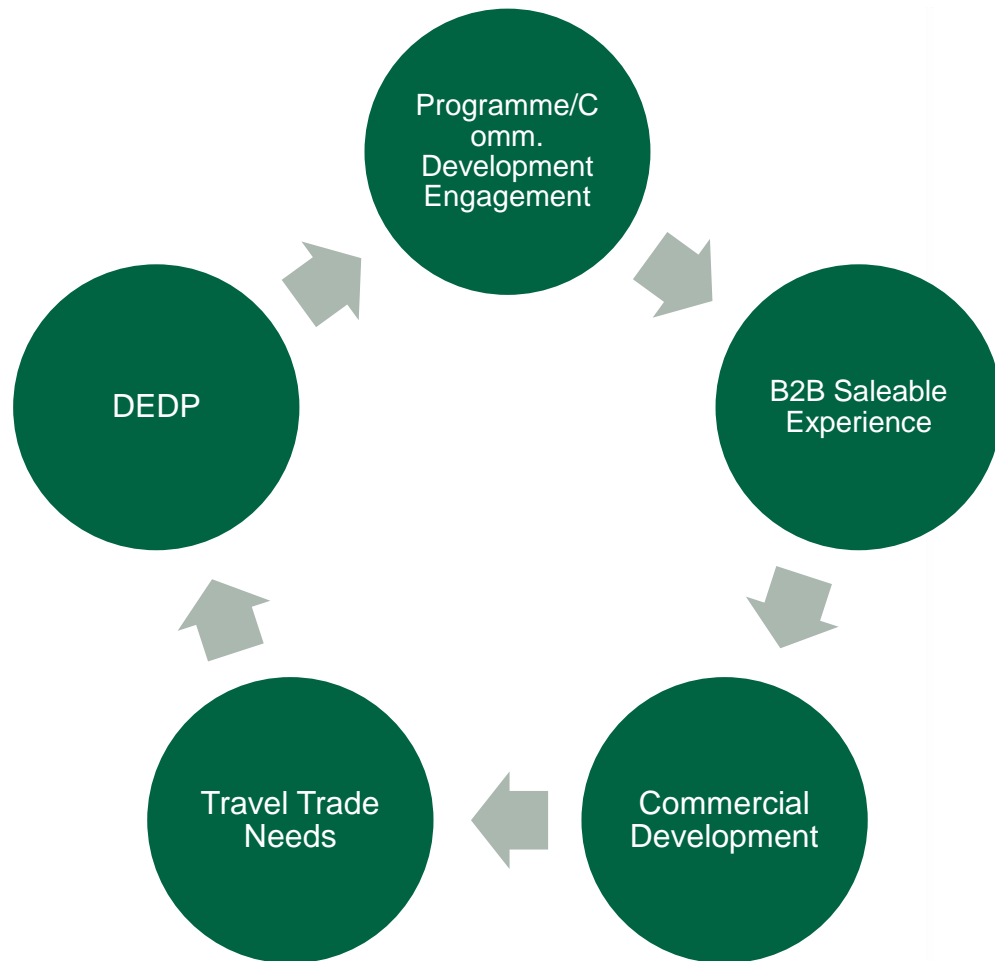


Business Tourism

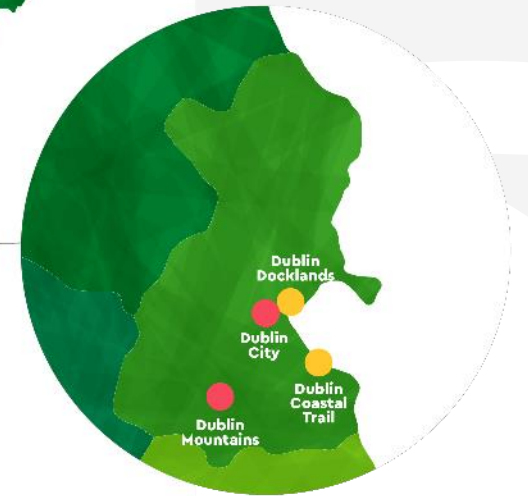
- **€202m** of Events Took Place
- **€271m** of Leads Generated
- **€183m** of Leads Converted
- **€660m** of Leads Added to Pipeline



B2B Saleable Experiences

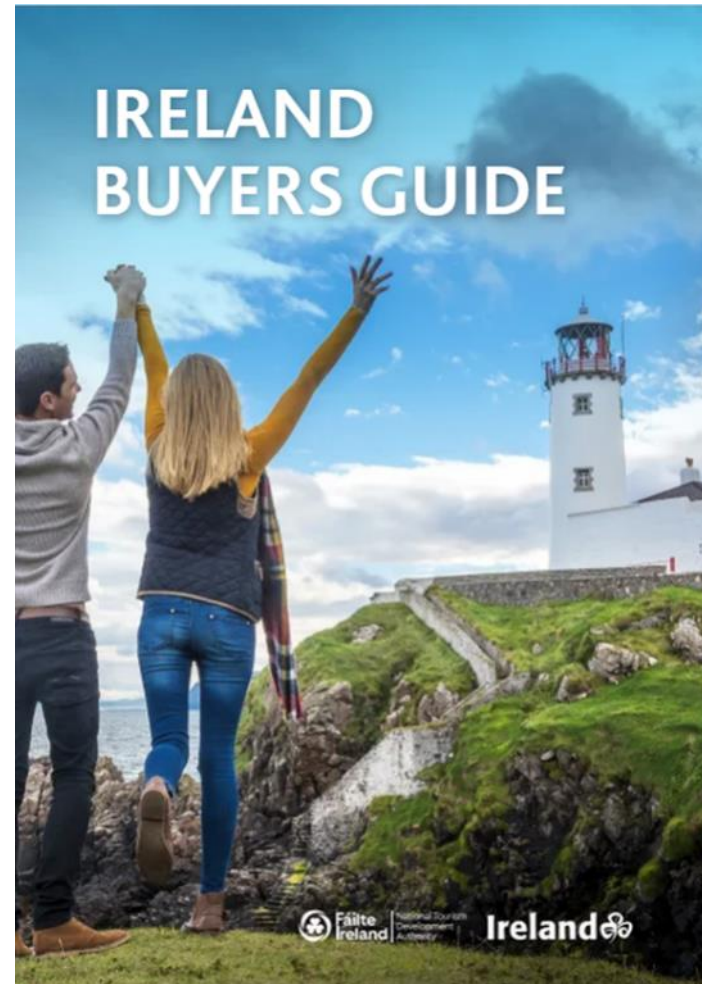
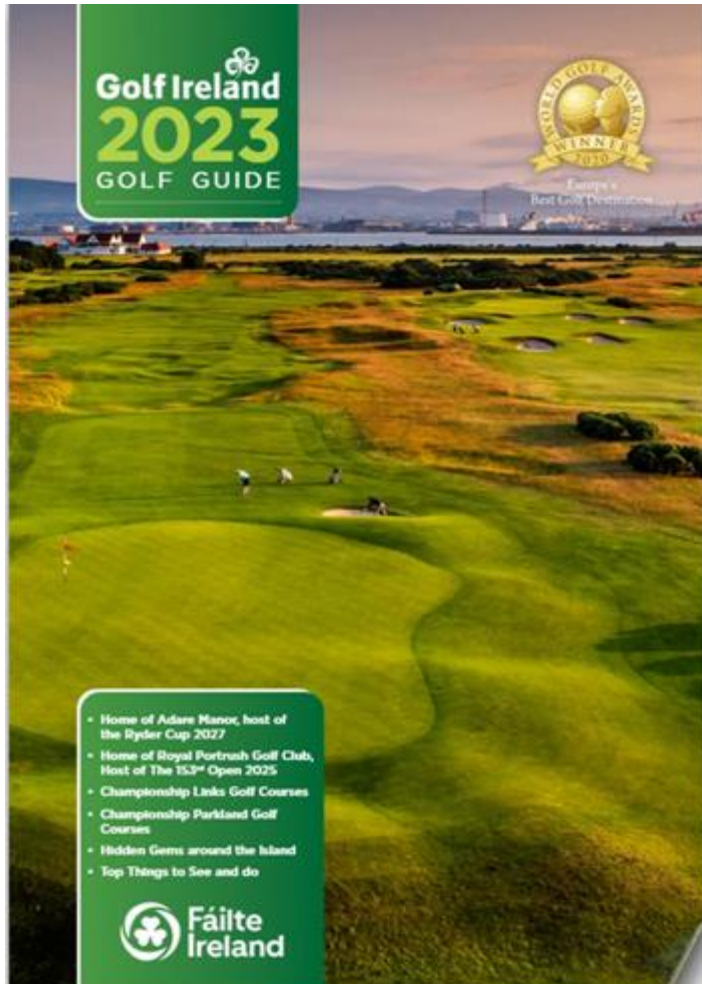


37 Local DEDPs

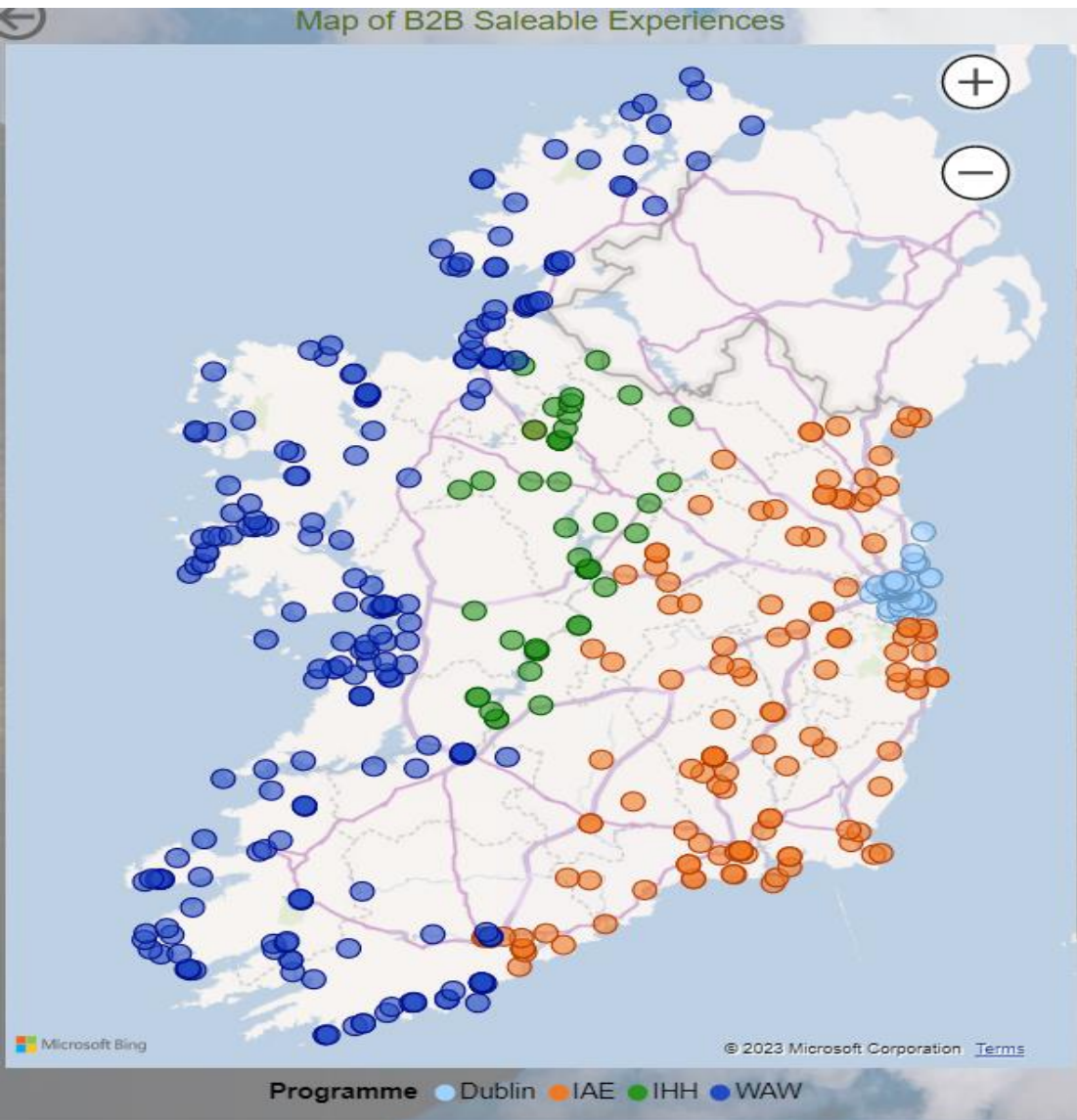


● 2022+ DEDP
● 2021 DEDP

Buyer Guides and Presentations



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

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



Adare



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 FAM



Engage

1
Luxury
strategy

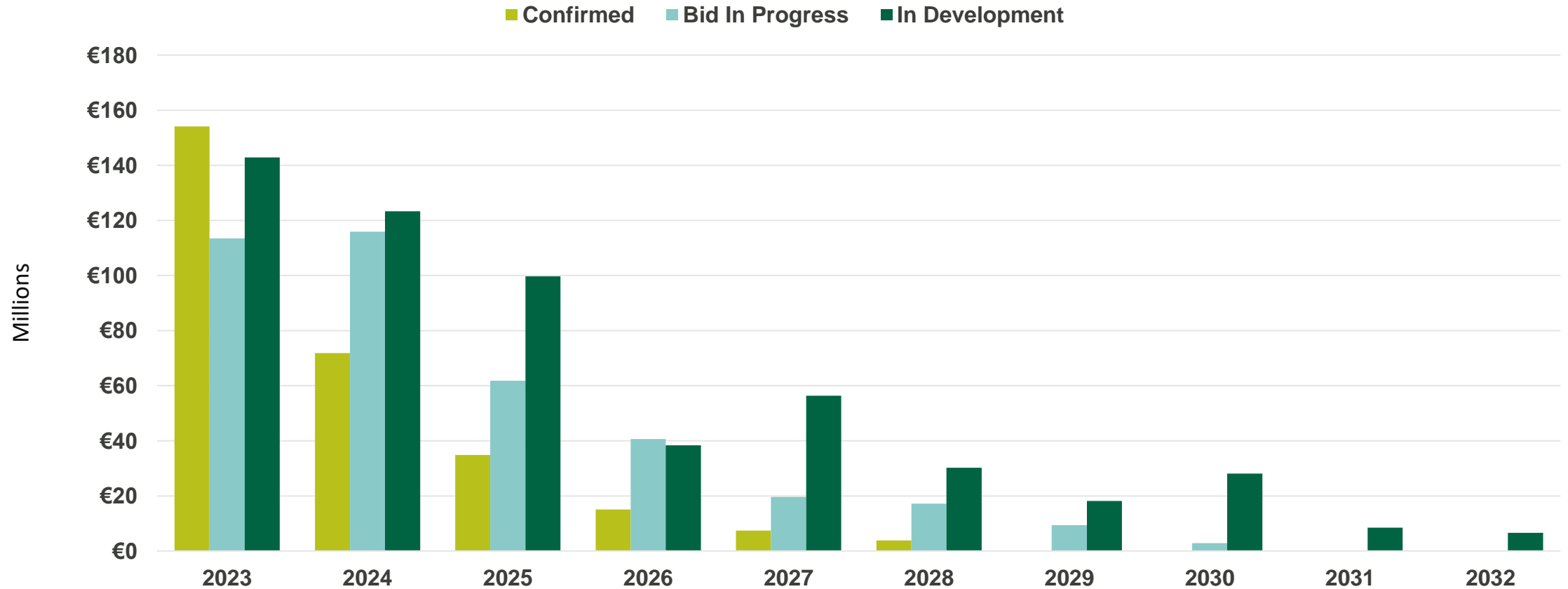
117
Master
Connections

4
Fams
30+ buyers

20
Overseas
sales
platforms

1
Luxury
Destination
Showcase
40 buyers

Business Events Pipeline 2023 - 2032



€1.22bn
Events Value

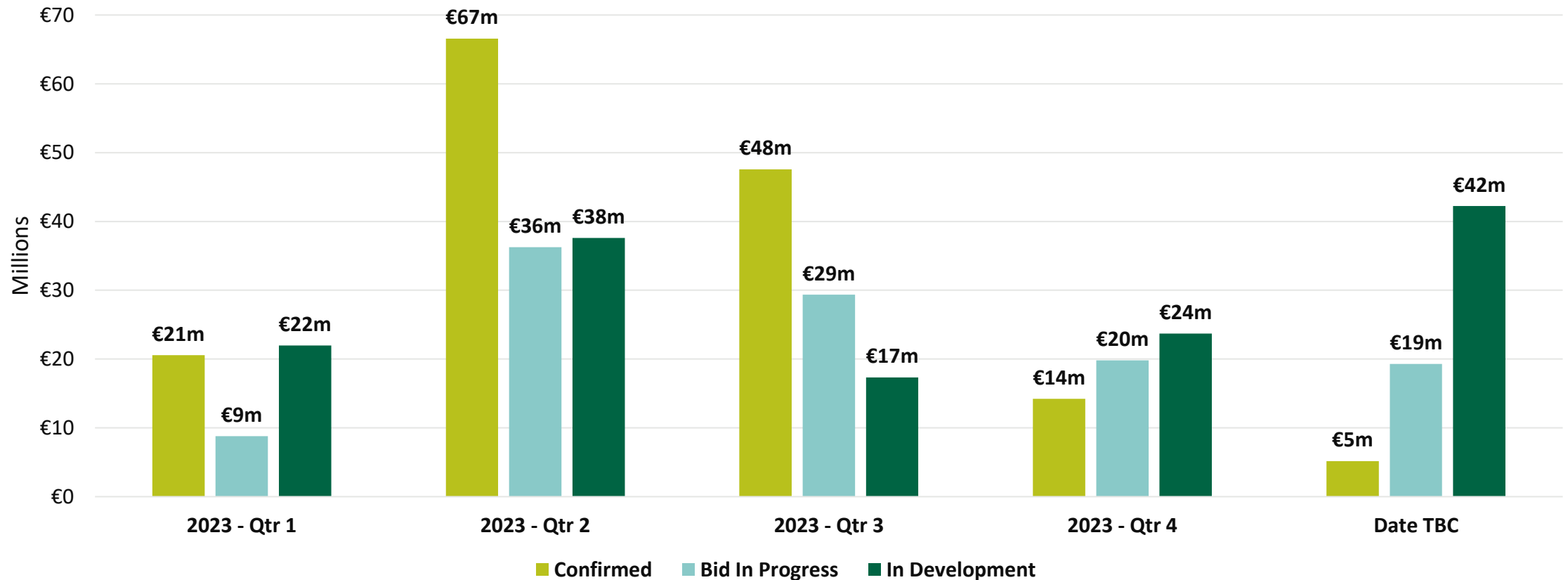
€287m
Confirmed (24%)

€381m
Bid Pending (31%)

€552m
Bus. Dev (45%)

718k
Int. Delegates

Business Events: Event Year 2023



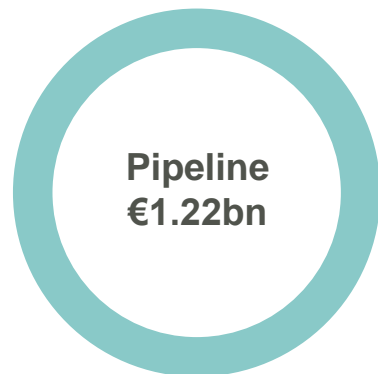
€410m
Value Pipeline

€154m
Confirmed (38%)

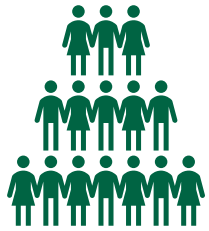
€113m
Bid Pending (28%)

€143m
Bus. Dev (35%)

Business Events Value



Shannon Region Conference & Sports Bureau



€59m + confirmed business
47,163 international delegates



2-year Service Level Agreement



Financial Supports



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



Scale, investment & economic impact:



Visitor Experiences



Total Investment



Total Impact



Job Creation

Who benefits?



1

Consumers



2

Industry



3

Destinations



4

Ireland

Go Raibh Maith Agaibh

