

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](https://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 this, 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



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Ireland

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# Topics

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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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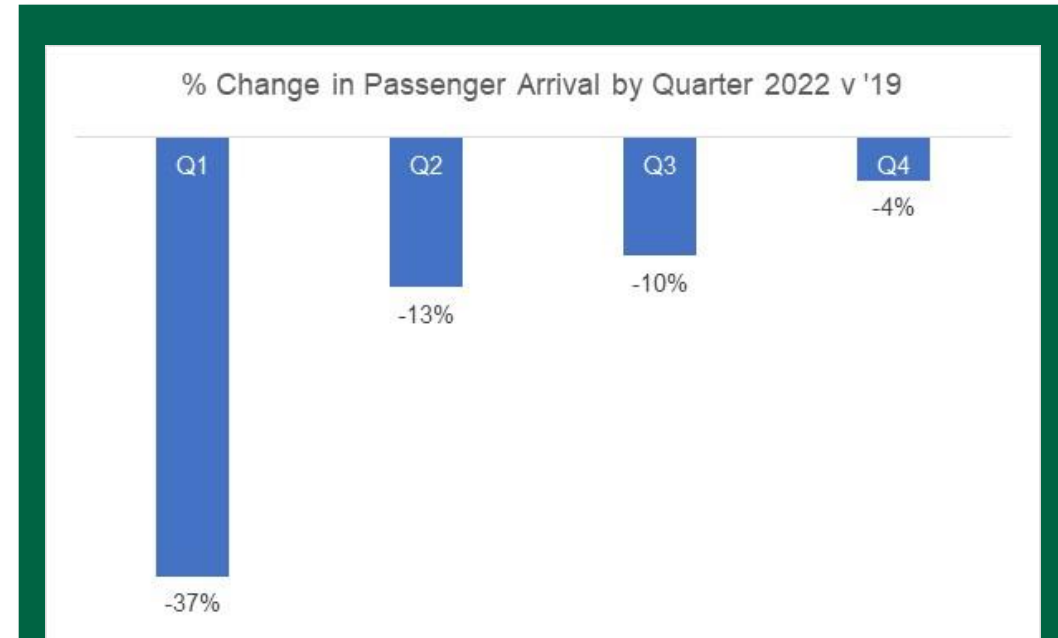
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*Wander Through Time*



# 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%
<b>Total</b>	<b>-14%</b>

# 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

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## 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



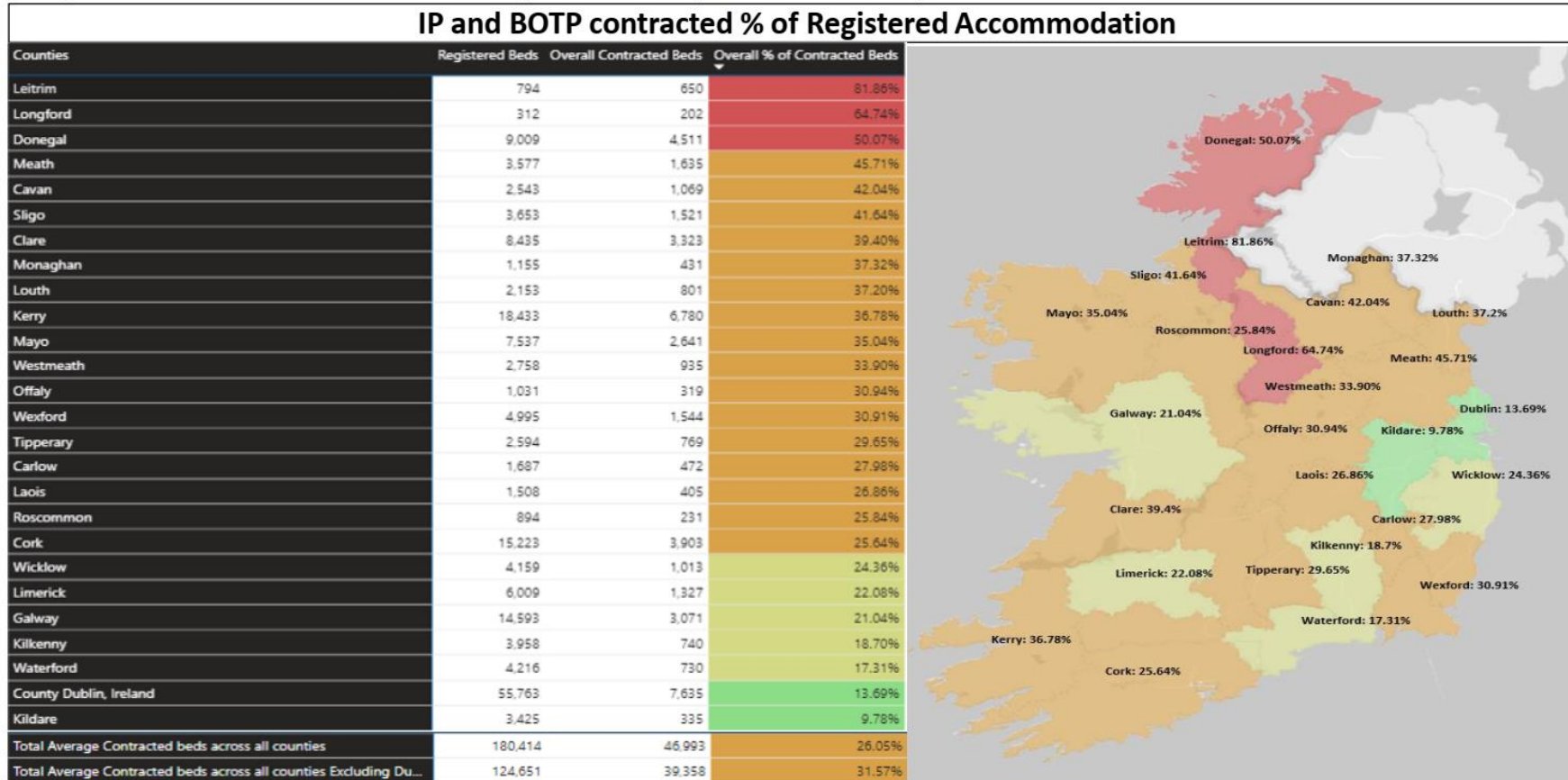
## Combined IP and BOTP contracted beds in all Fáilte Ireland registered accommodation

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

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- 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

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- **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

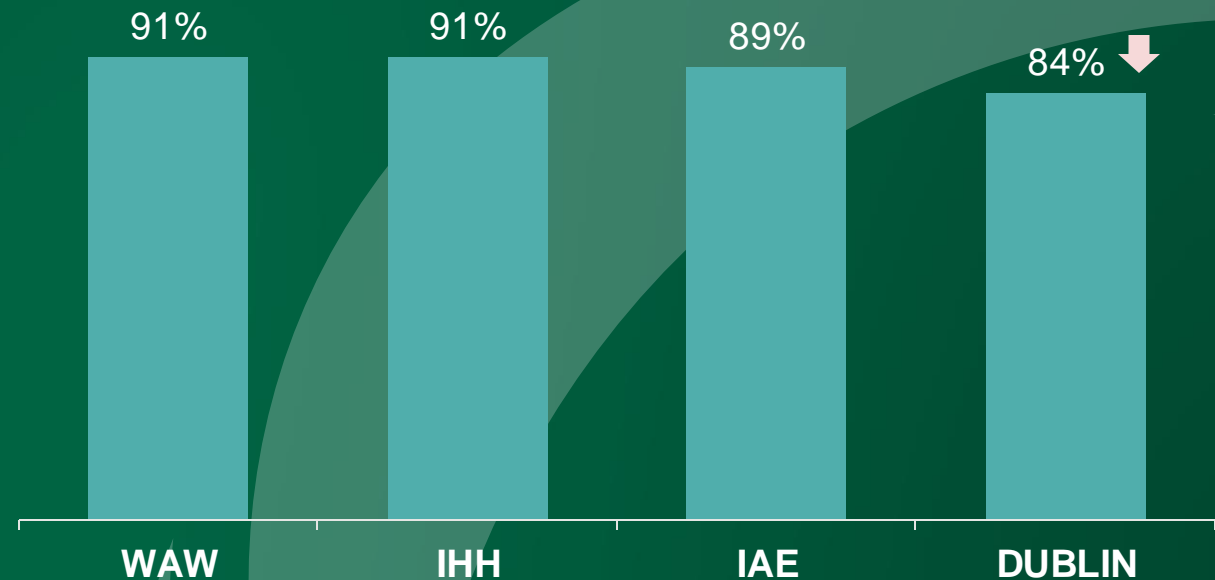
- 8,283 interviews across 56 locations between July and September 2022
- Visitor satisfaction is exceptionally high, indicating experiences are delivering against expectations.

“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?



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- 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	<b>-5 pts</b>	160	128	<b>25%</b>	117	98	<b>19%</b>
<b>Cork</b>	73	78	<b>-6 pts</b>	149	113	<b>31%</b>	109	88	<b>24%</b>

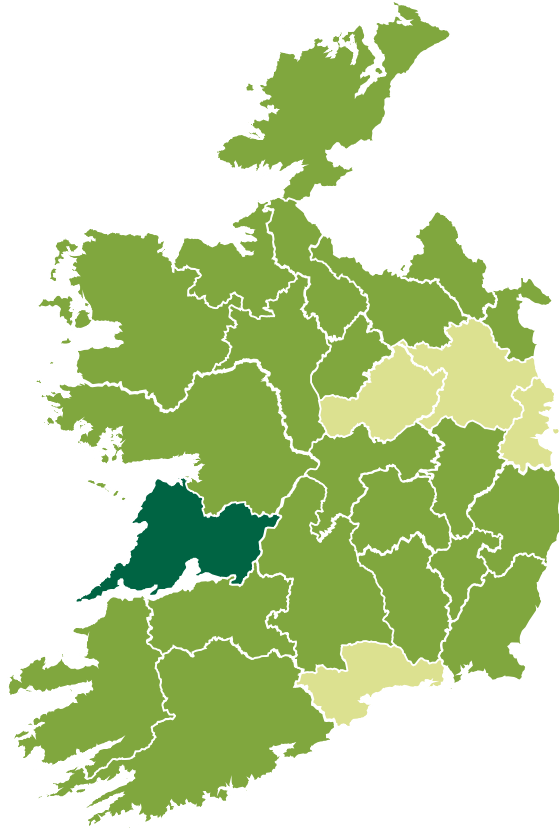
COMMUNITY

# 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



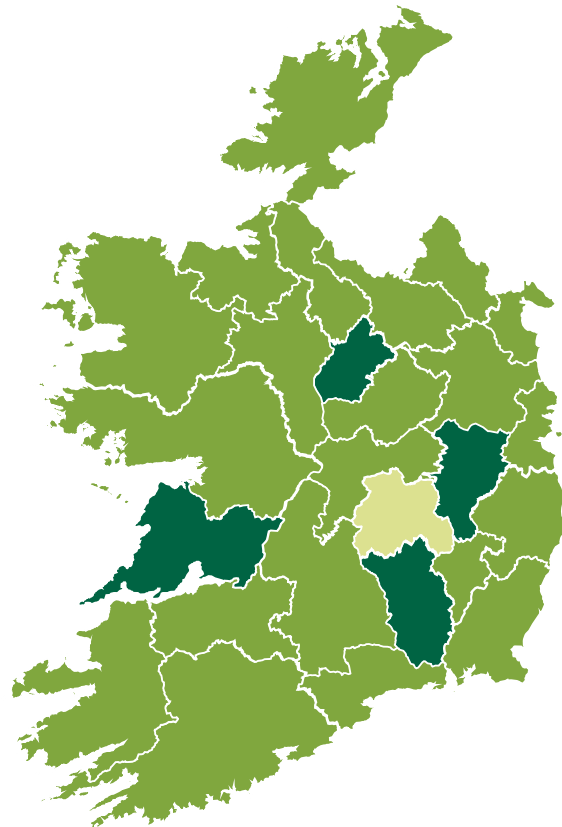
Region	TAR Score
Mid-West	73
Border	71
South-West	67
Mid-East	67
West	67
South East	66
Midlands	63
Dublin	59

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

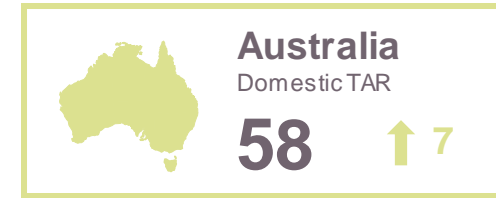
# Domestic Tourism



↑↓ Shows change from Apr - Sep 2021

(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?

<b>Growing Tourism</b>		<b>35%</b>
	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%

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

<b>Community Focused</b>		<b>35%</b>
	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%

<b>Managing Tourism</b>		<b>7%</b>
	Public consultation and collaboration	3%

<b>Tourism Accommodation</b>		<b>11%</b>
	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

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- 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

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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?

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- 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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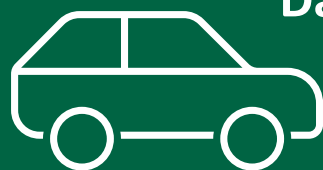
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# What the plan addresses...

## Over Reliance



Day Trippers



Corporate travel &  
Business Tourism

## Under Indexing

Family



Attraction of Scale

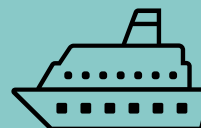


Water Access



Harbour Destination

Access



# Focus areas

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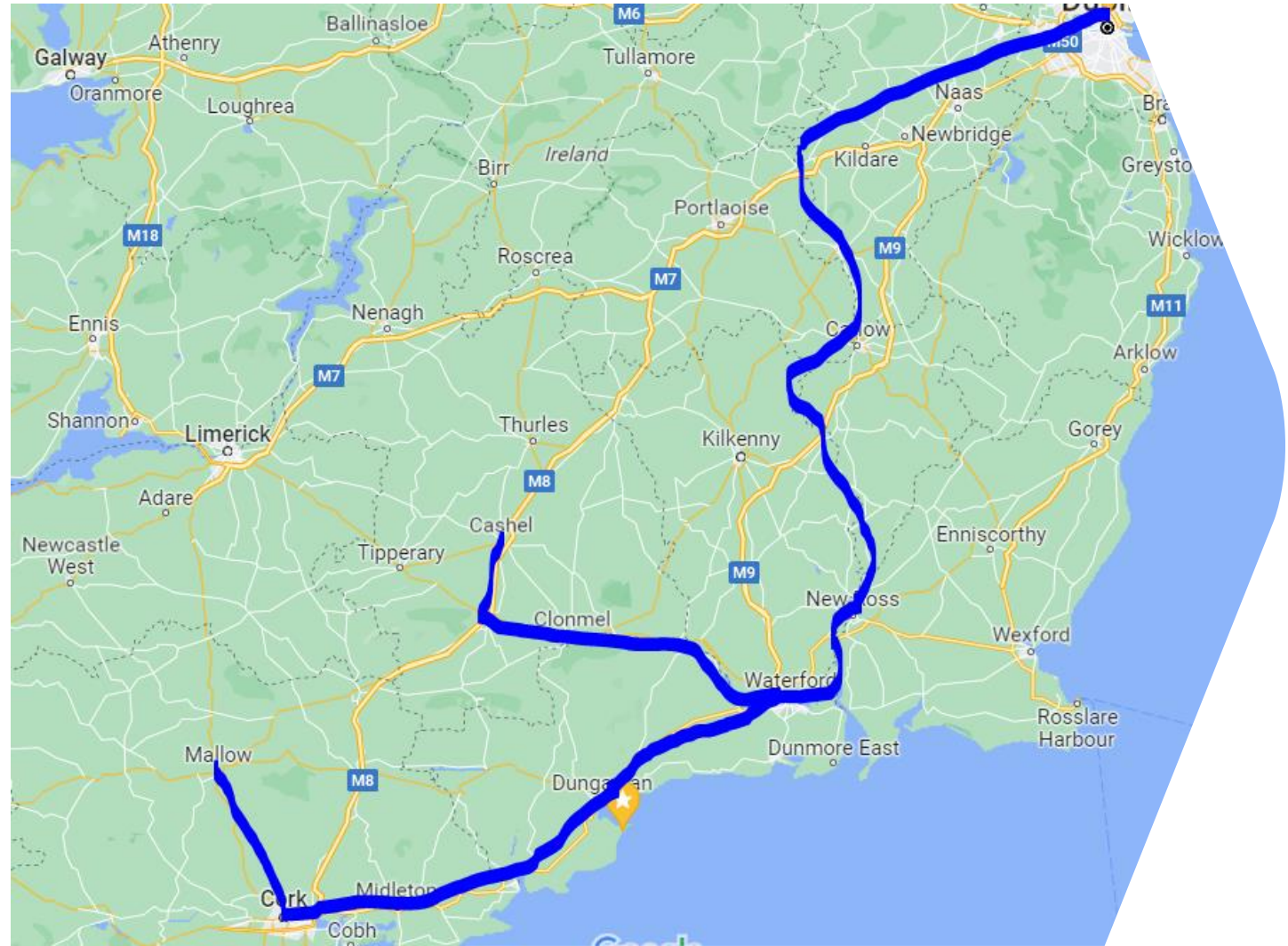
1. Develop the Cork City and Docklands Urban Experience
2. Create World Class Harbour Experiences
3. Grow East Cork Experience Gateways
4. Cork - Food Capital of Ireland



# Lee, City and Harbour Way

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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...

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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

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- +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**



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# Enterprise Supports Driving Recovery



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SLÍ AN ATLANTAIGH FHIÁIN



**IRELAND'S  
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*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

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# 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

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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

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Sales and  
Marketing

Digital Marketing  
Skills

HR Supports

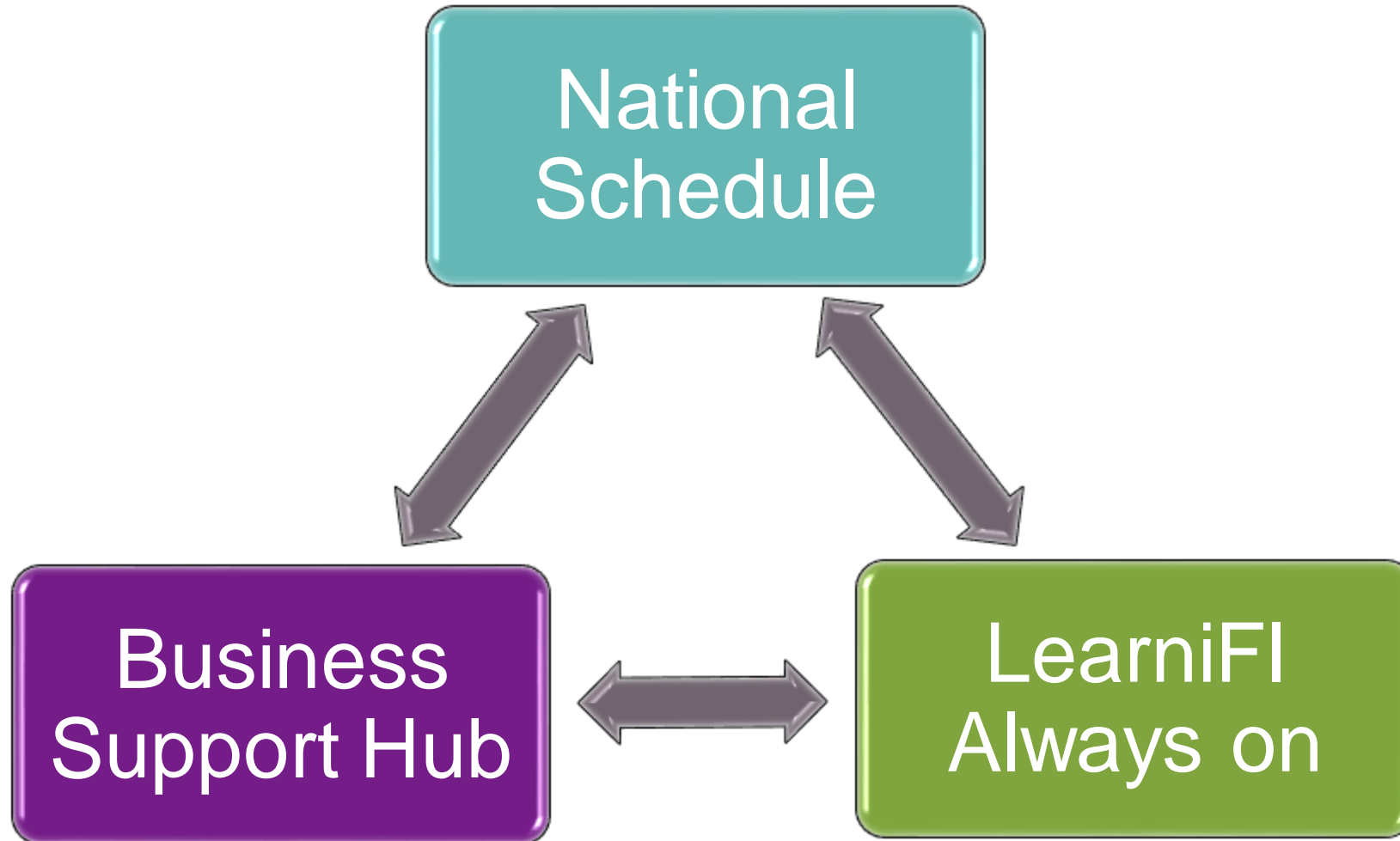
Revenue  
Generation

Accessibility in  
Tourism

Energy, Water and  
Food Waste  
Reduction

Finance

# Engaging with Supports



# So our ask of you...

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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 **learn*i*FI** – 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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SLÍ AN ATLANTAIGH FHIÁIN



**IRELAND'S  
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*Wander Through Time*

# 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

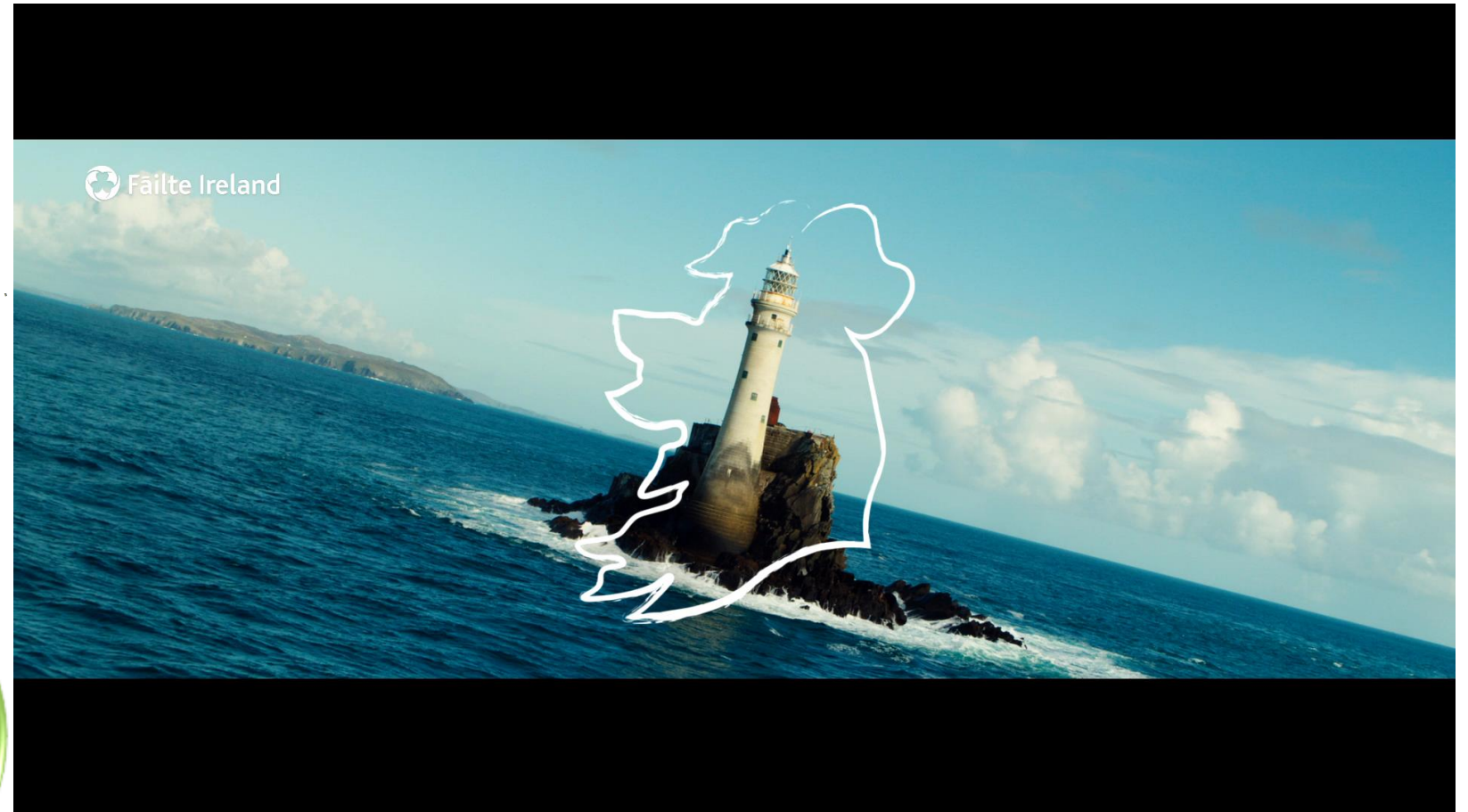
SUPPORTED BY BUSINESS & MARKETING TOOLKIT

# Inspiring the nation through TV

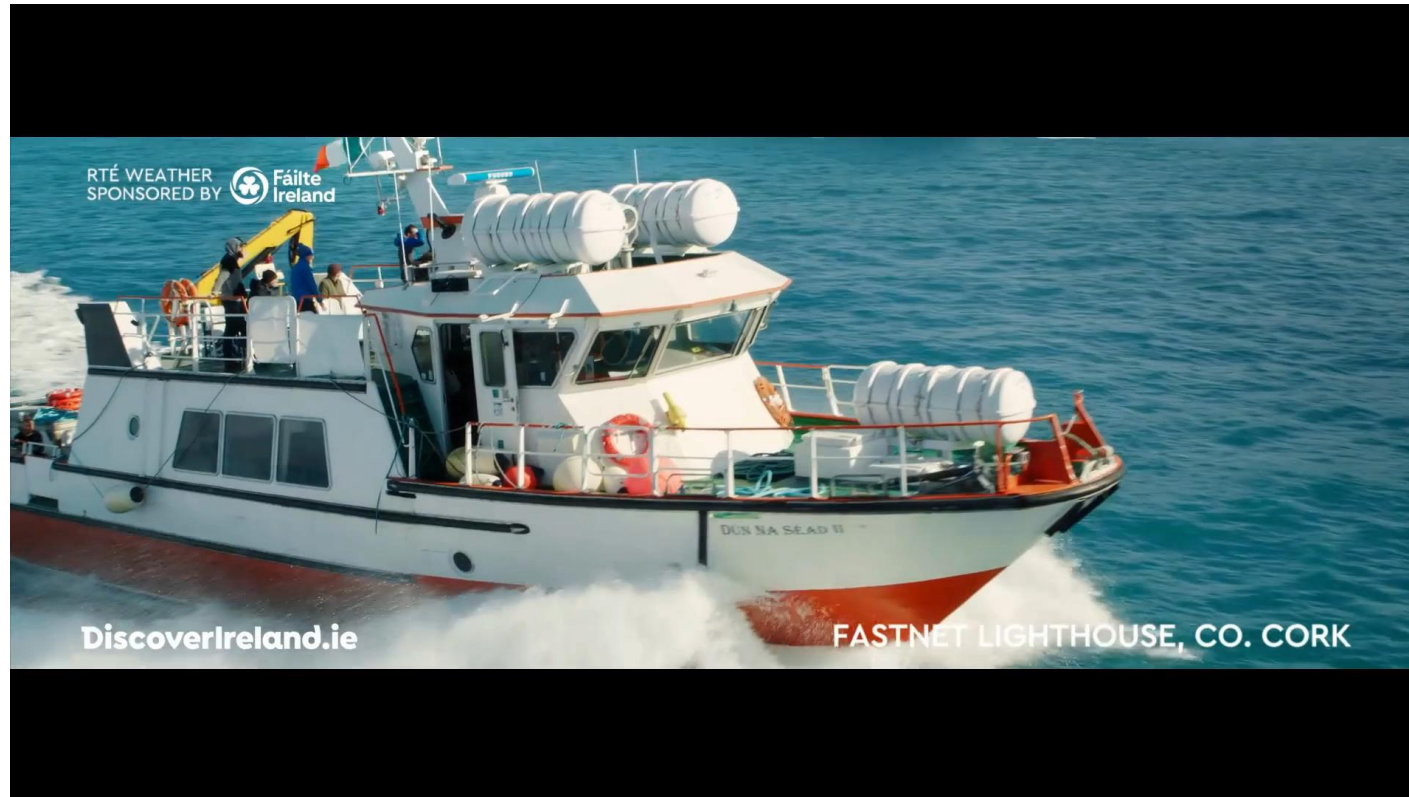


National  
TV  
across  
ROI & NI

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

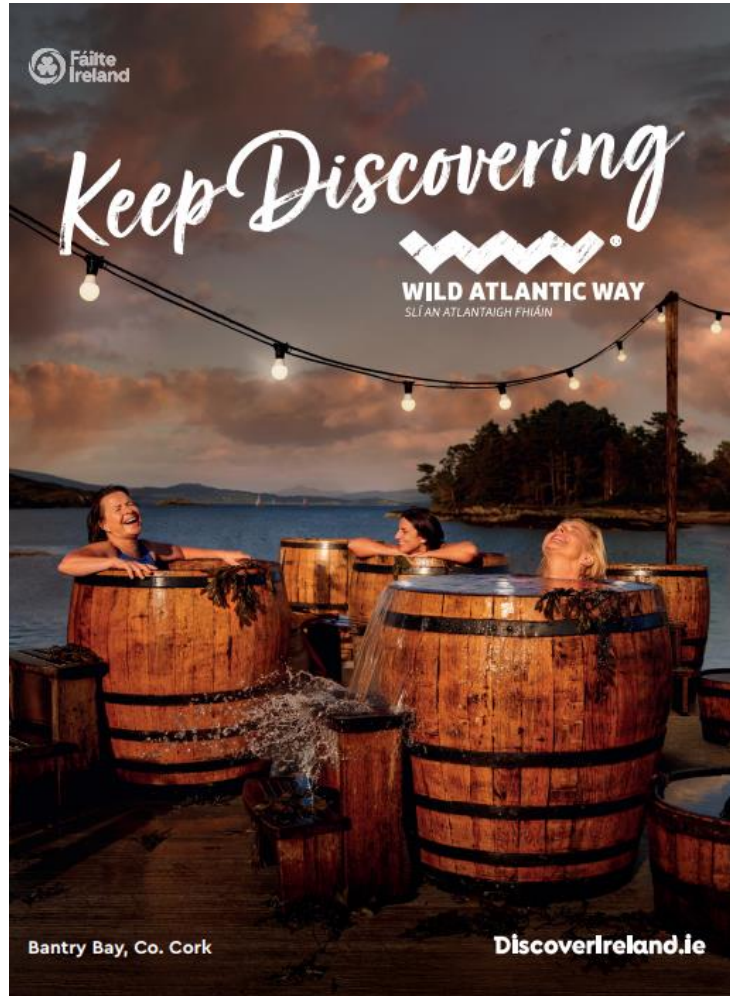
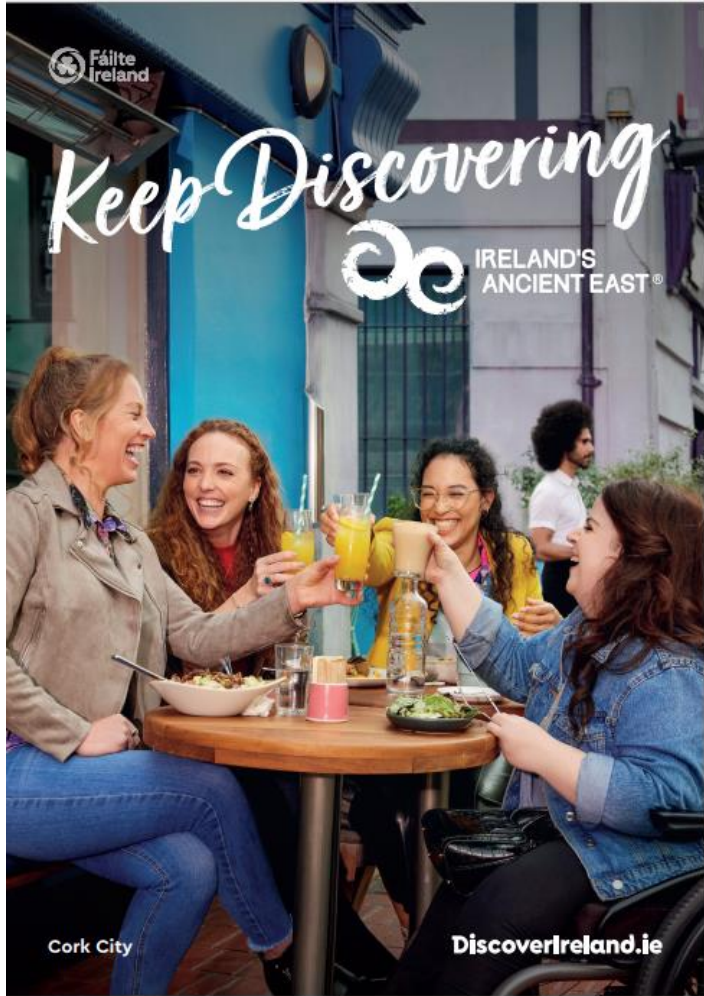
# Driving national reach via audio & press



National radio targeting ROI & NI



Online audio for extended reach



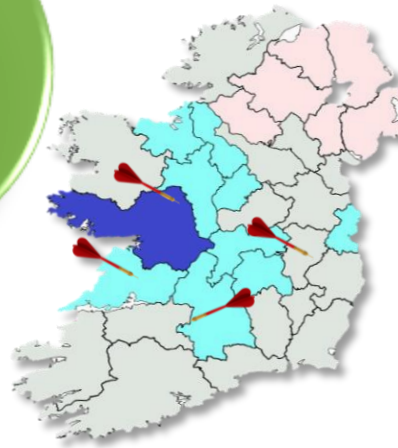
# Driving relevancy through digital & social



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



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

Your next adventure starts here.



5.8M  
Total social  
Reach

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

# Building positive word-of-mouth through influencers & PR



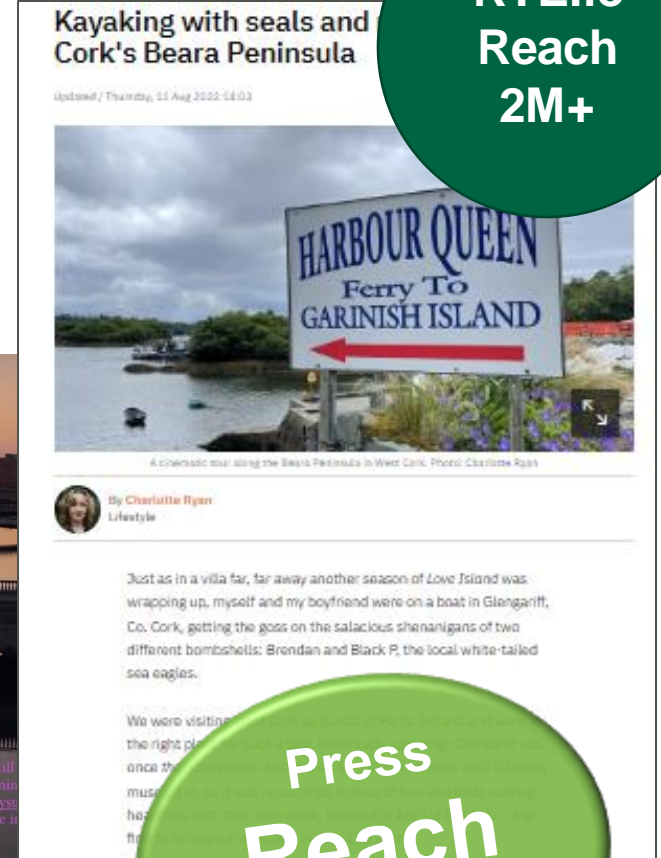
Influencer Programme Reach 13.5M +



Kieran Corrigan Reach 460K+



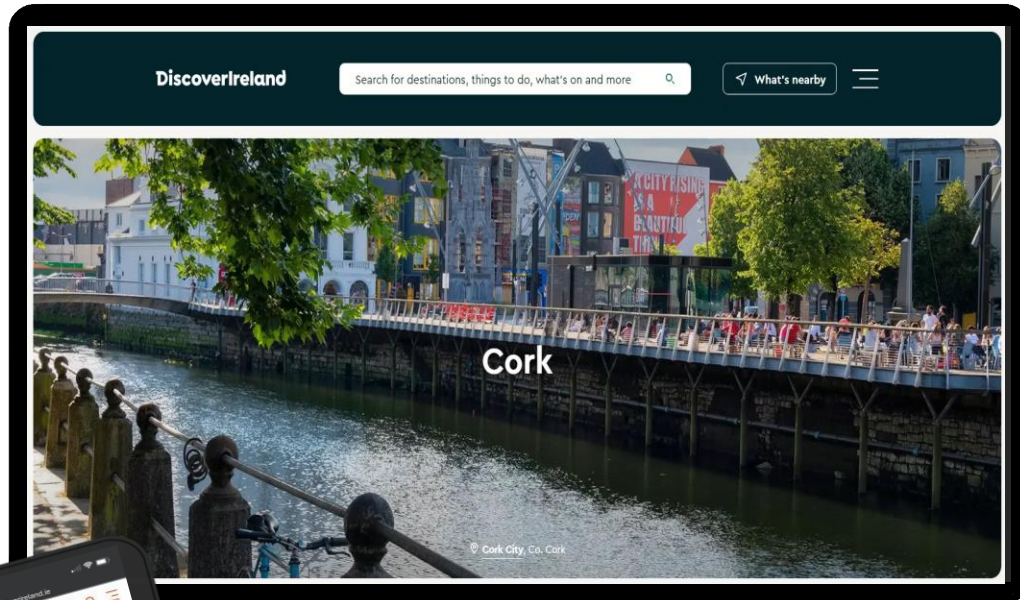
Roz Purcell Reach 2M+



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%

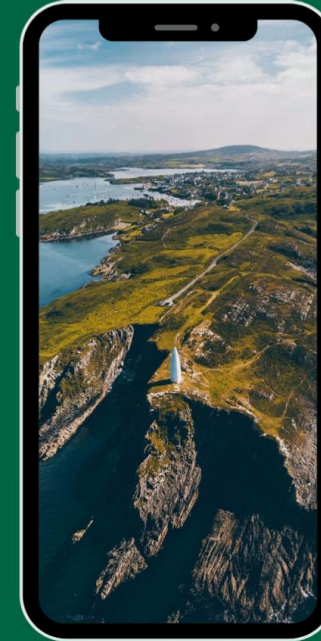
Average Engagement Rate



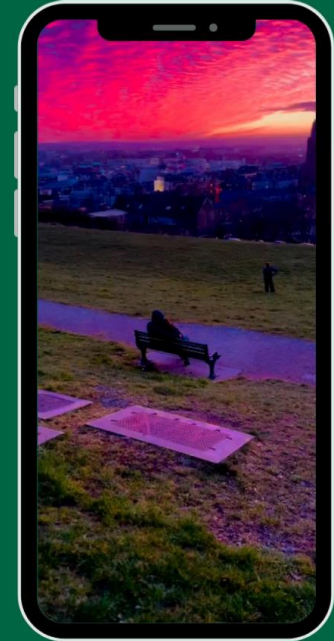
Gougane Barra  
Views - 58k



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



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**



# Digital – Ireland's Content Pool



# Key Takeaway

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

Ireland's **CONTENT** POOL



# Commercial Development

DRIVING  
SUSTAINABLE  
*Recovery*



Fáilte  
Ireland



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

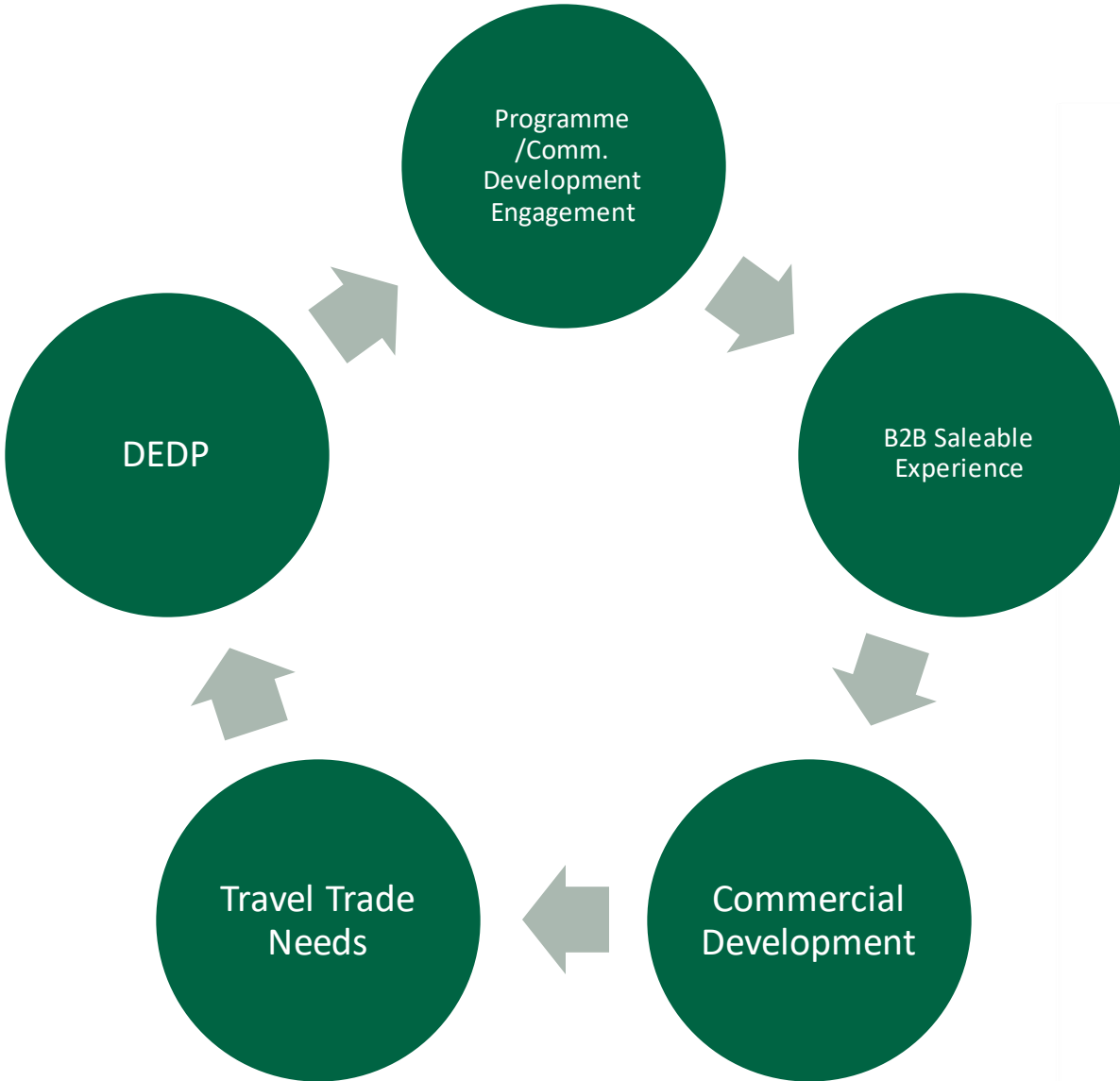
# Leisure Tourism

DRIVING  
SUSTAINABLE  
*Recovery*

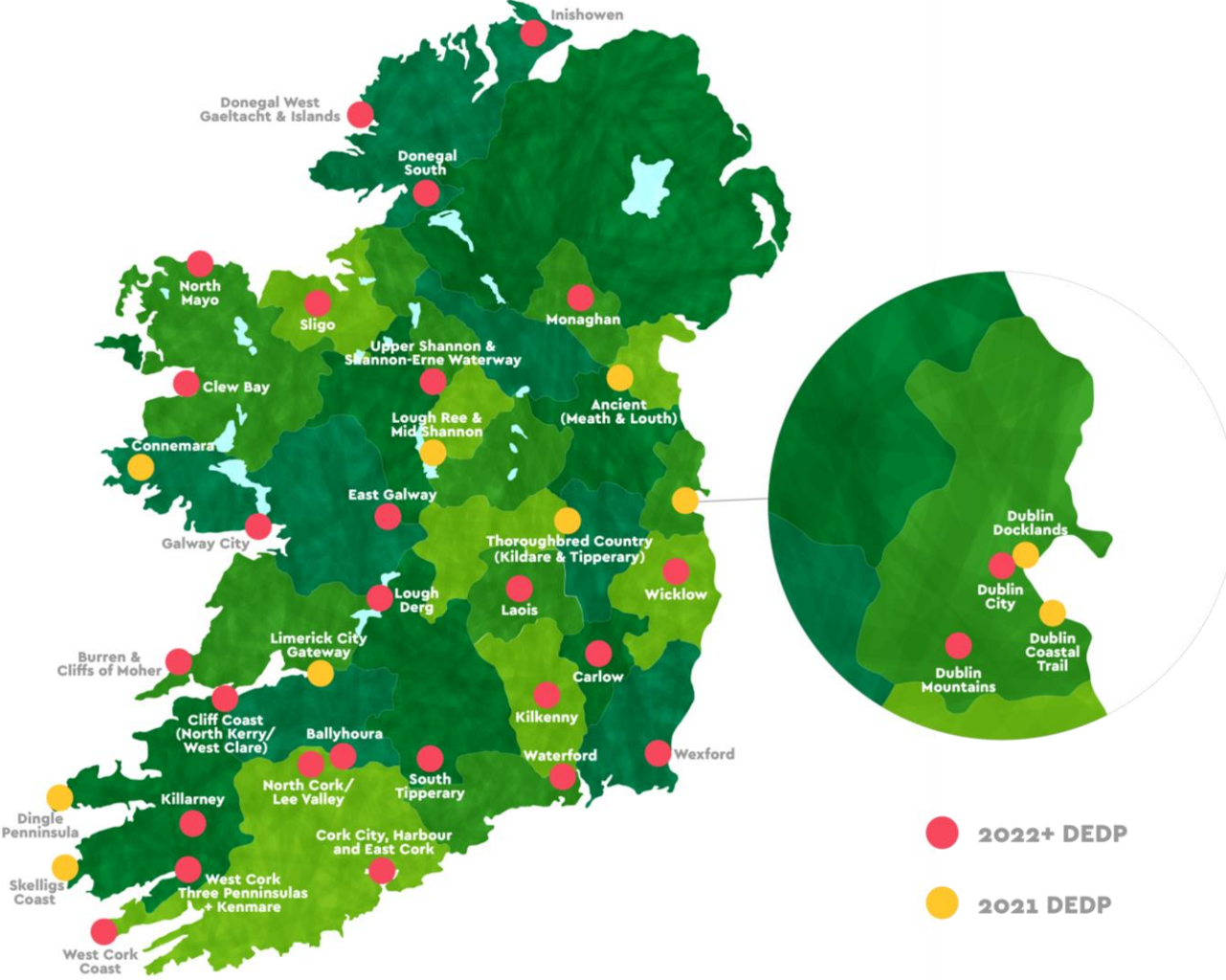




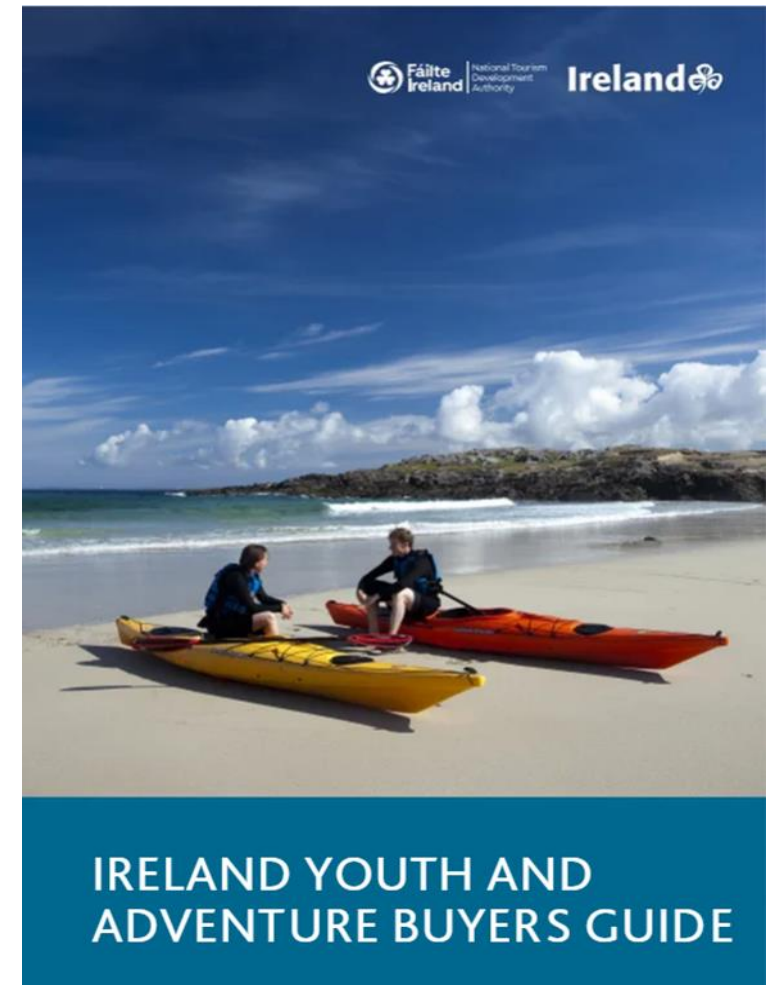
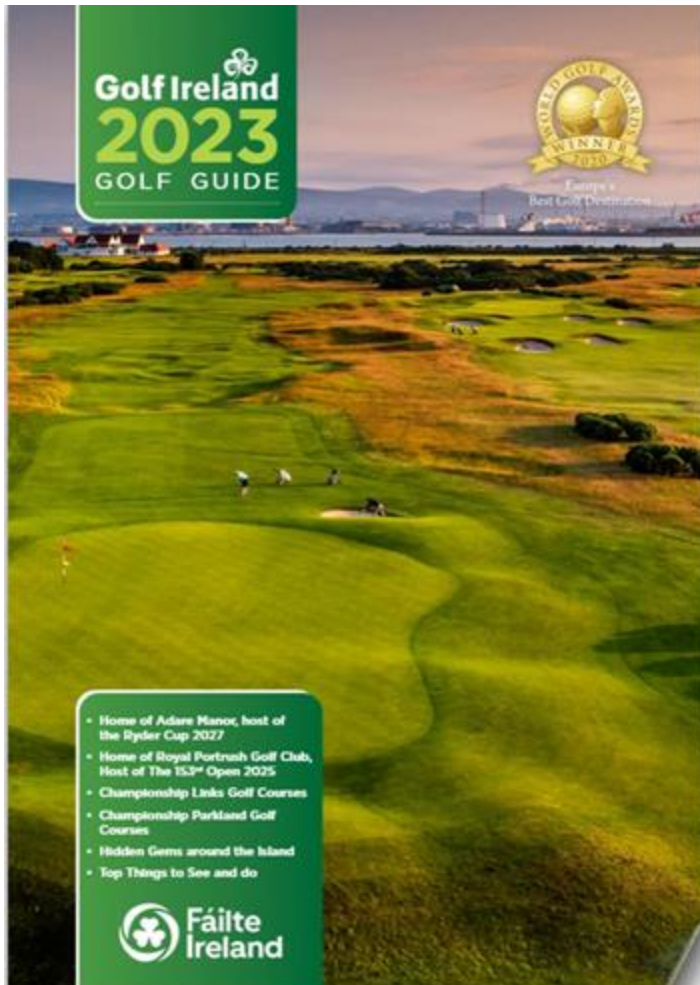
# B2B Saleable Experiences



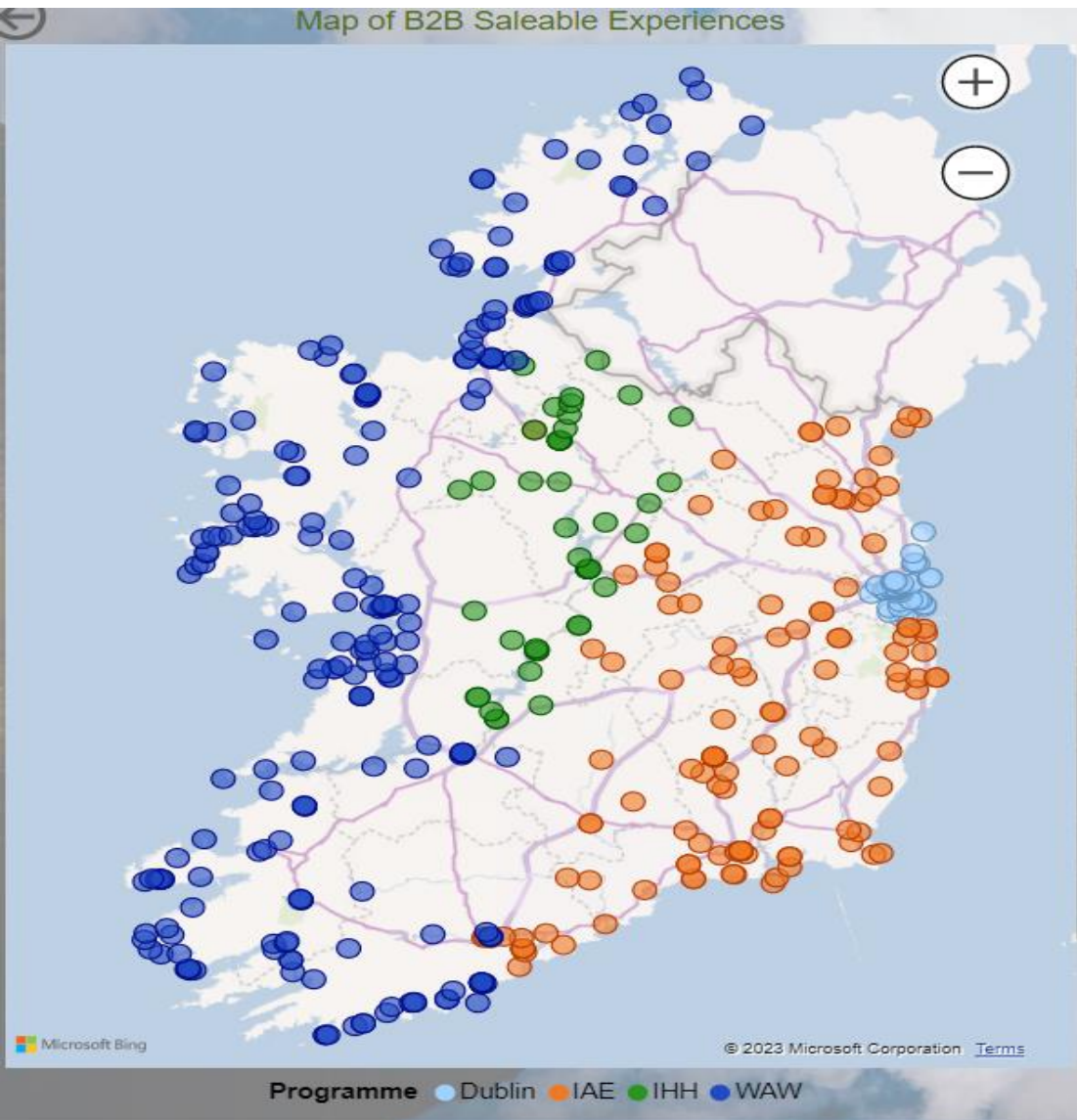
## 37 Local DEDPs



# 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

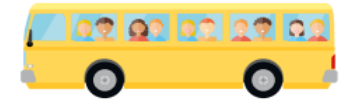


**12,480**  
Estimated Contracting  
Opportunities



**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**

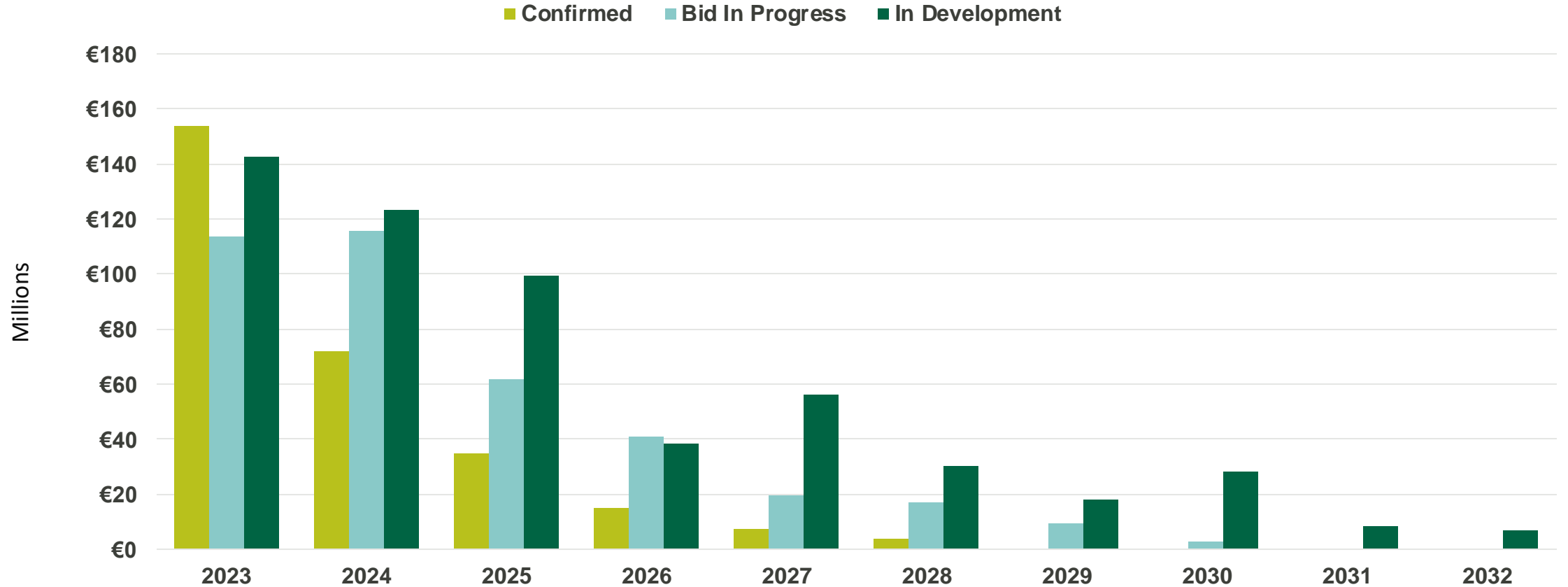


**Luxury FAMs & Platforms**



**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

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**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

