

# Galway and Mayo Regional Industry Briefing

The Galmont Hotel & Spa, Galway





# Agenda

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National Context & Regional Plans

Paul Keeley & Miriam Kennedy

Enterprise & Product Development

Helen McDaid & Ruairí Deane

Panel Discussion

Marketing & Commercial Development

Kathrin Chambers & Paul Mockler

Q&A



Fáilte  
Ireland

DRIVING  
SUSTAINABLE

*Recovery*

# 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



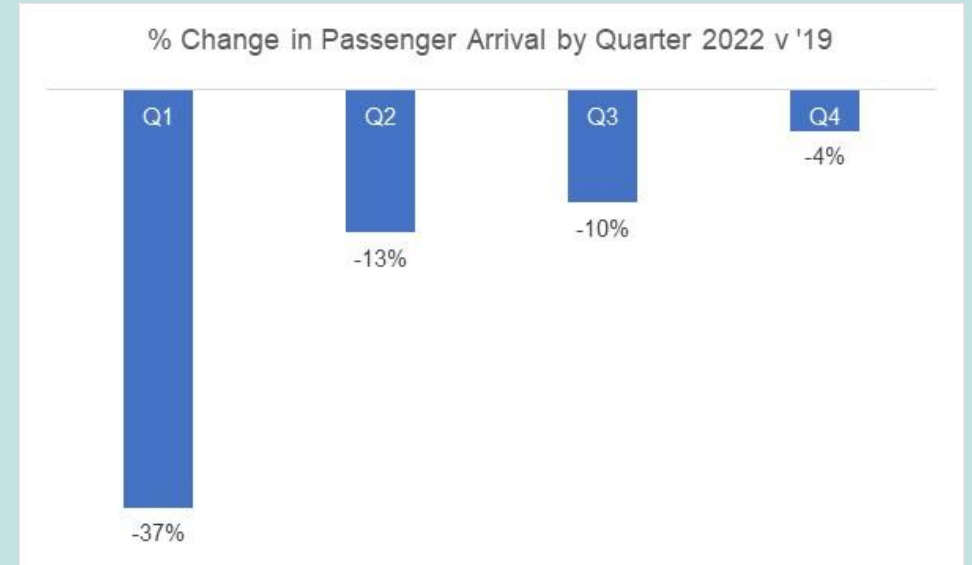
*Keem Bay*



# 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

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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



*Keel, Achill*



# Demand Side Opportunities

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## 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

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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



*Clifden*



# Supply Side Challenges

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

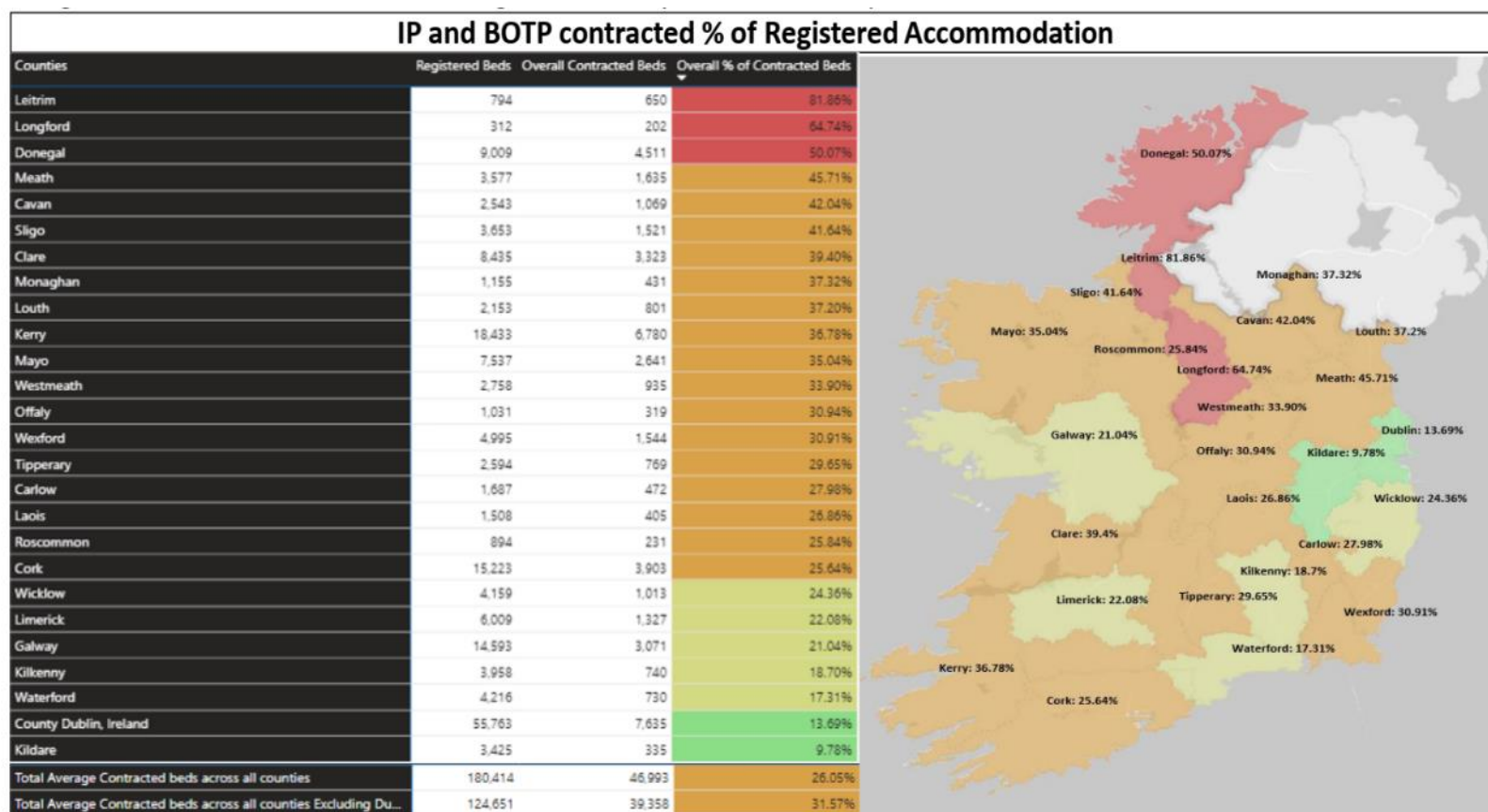


1. Pressure on margins
2. Price pressure/lost business
3. Pressure to maintain standards
4. Regional mobility impacted
5. Long-term reputational risk

# 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)



# Sustainability Targets



*Derryclare Lough*

# 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



Fáilte  
Ireland



WILD ATLANTIC WAY  
SLÍ AN ATLANTAIGH FHIÁIN



*Roundstone*

# 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

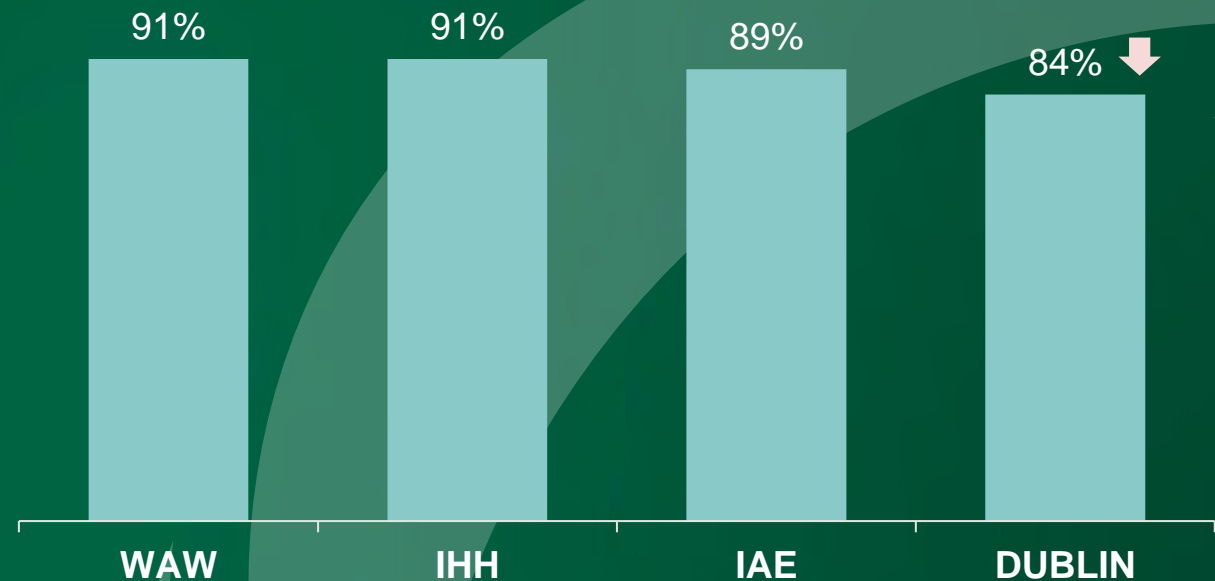


*Cathair na Gaillimhe*



# 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.

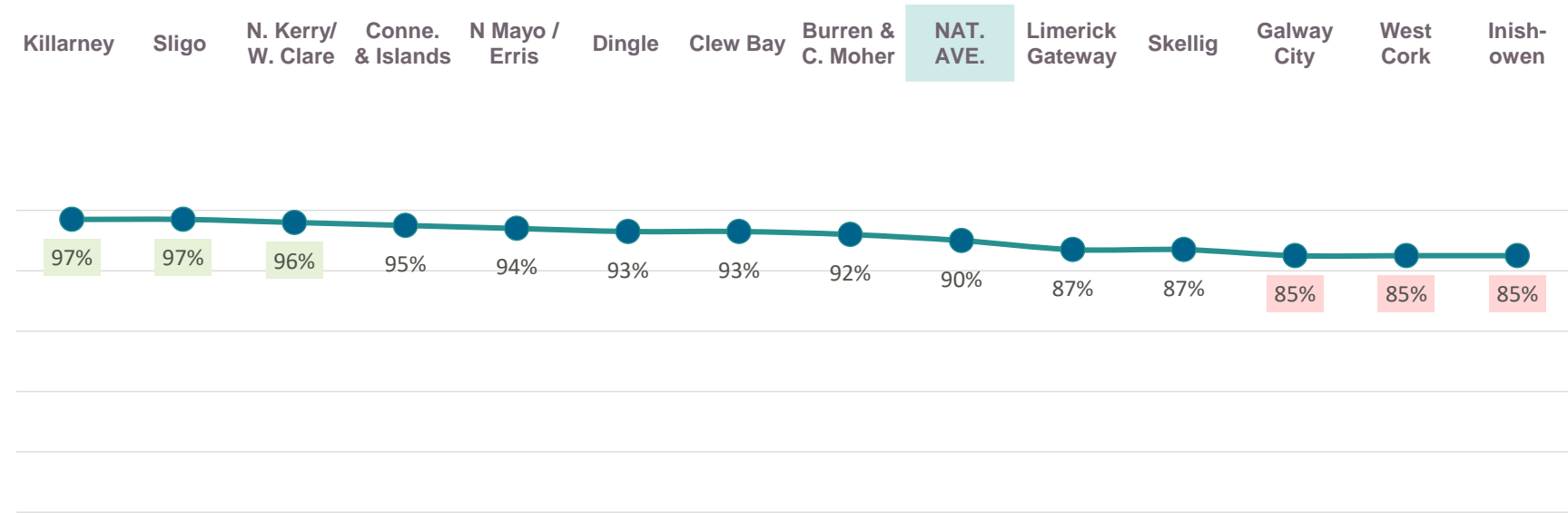
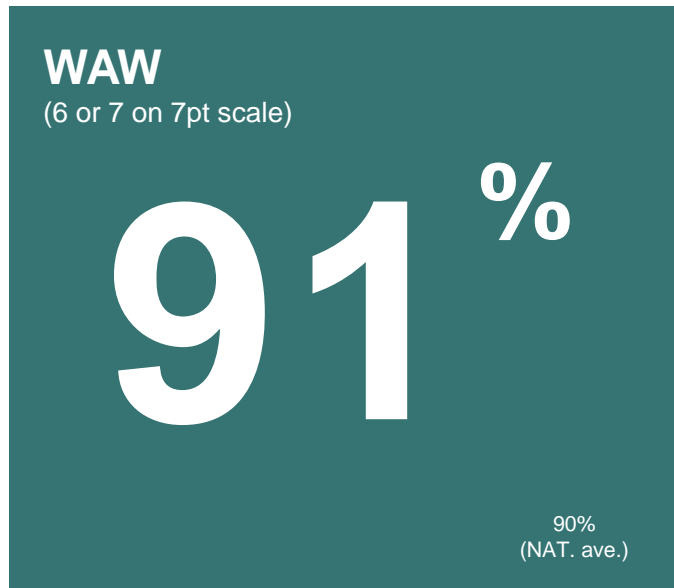




# The majority of WAW DEDPs deliver high quality experiences. Galway, West Cork and Inishowen require improvement in look and feel elements, as well as food and activity offerings.



## TRIP SATISFACTION - "VERY SATISFIED"



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

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





**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.



INDUSTRY

# Industry Sentiment



*Kildavnet Castle, Achill*



# Good Optimism within Wild Atlantic Way

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**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



# *Gortmelia Strand*

## Occupancy and Rates



# 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 pts	160	128	25%	117	98	19%
Galway	71	74	-3 pts	142	107	32%	100	80	26%
Mayo*	68	75	-7 pts	190	129	47%	128	97	32%

\* Small sample size



COMMUNITY

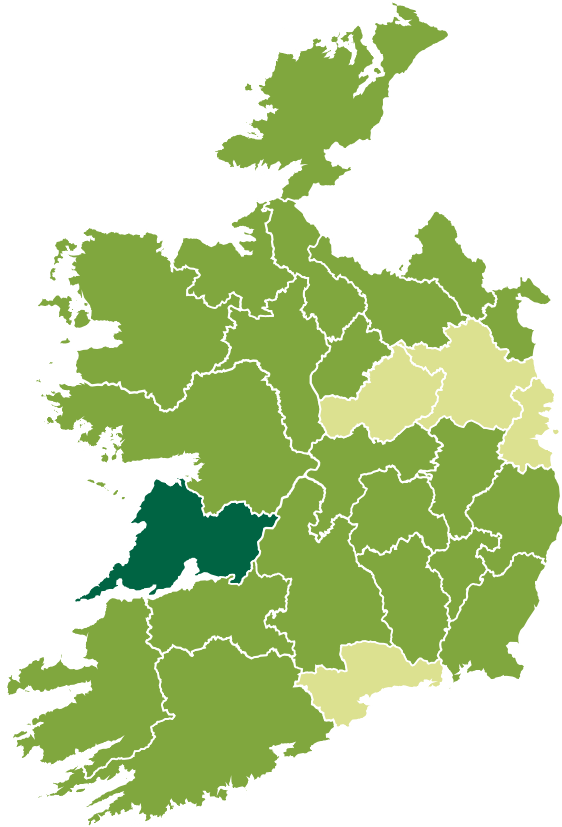
# Tourism Approval Rating



*Inishturk Island*



# 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

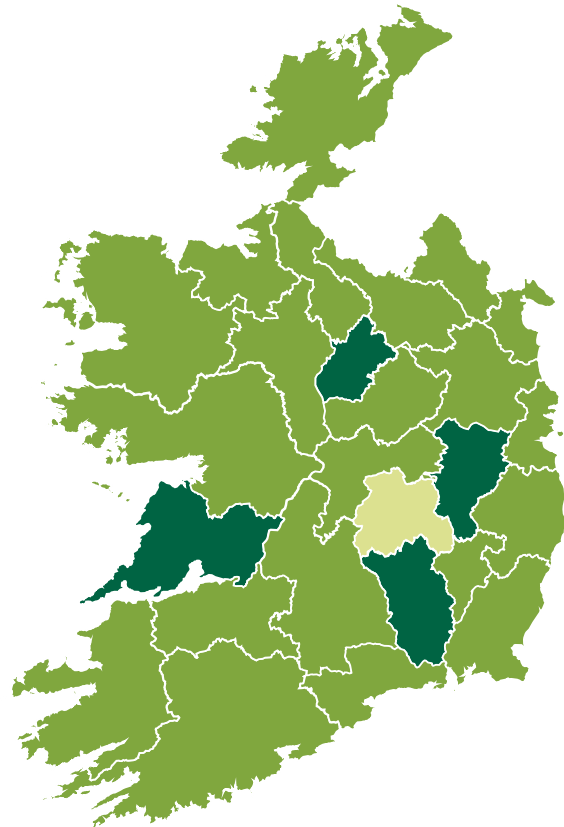
County	TAR Score
Clare	80
Kildare	77
Longford	75
Kilkenny	74
Donegal	72
Monaghan	72
Tipperary	72
Leitrim	72
Limerick	70
Cavan	70
Sligo	68
Mayo	68
Offaly	68
Wicklow	68
Cork	67

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)

# *Blacksod Lighthouse*

ENVIRONMENT

Environmental  
Sustainability





# 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

*Mulranny*





# 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





# Wild Atlantic Way Regional Tourism Development Strategy

Miriam Kennedy



# What you said...

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“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 authenticity & 'wildness'

Create flourishing destinations & thriving communities.





1

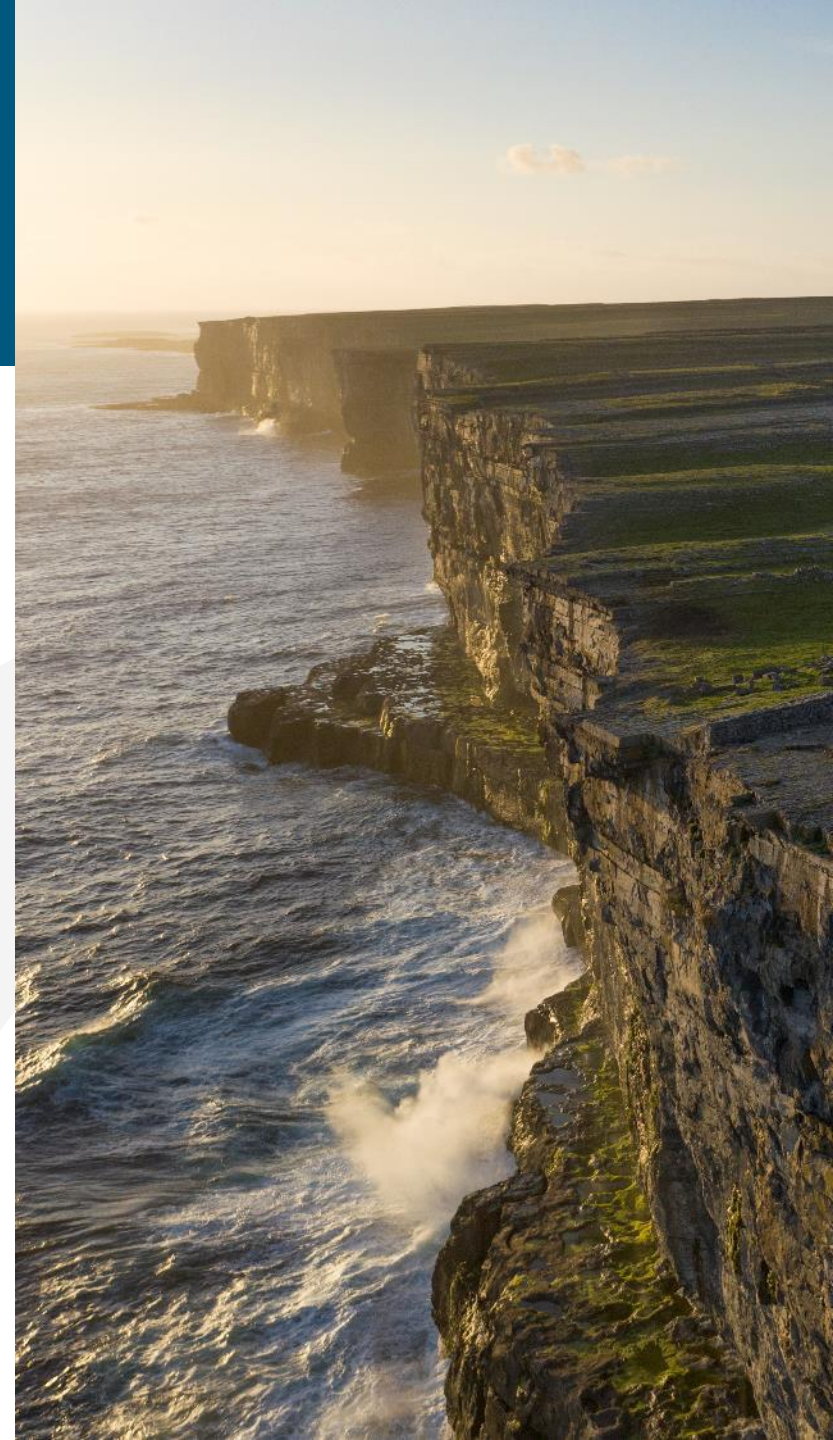
## Grow year round appeal of WAW, Attract & disperse high value visitor.

- 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 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.
- Recognise sustainable destination development
- 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



*Árainn*

DEDP  
Development

Pleananna  
Forbartha





# DEDPs on the Wild Atlantic Way

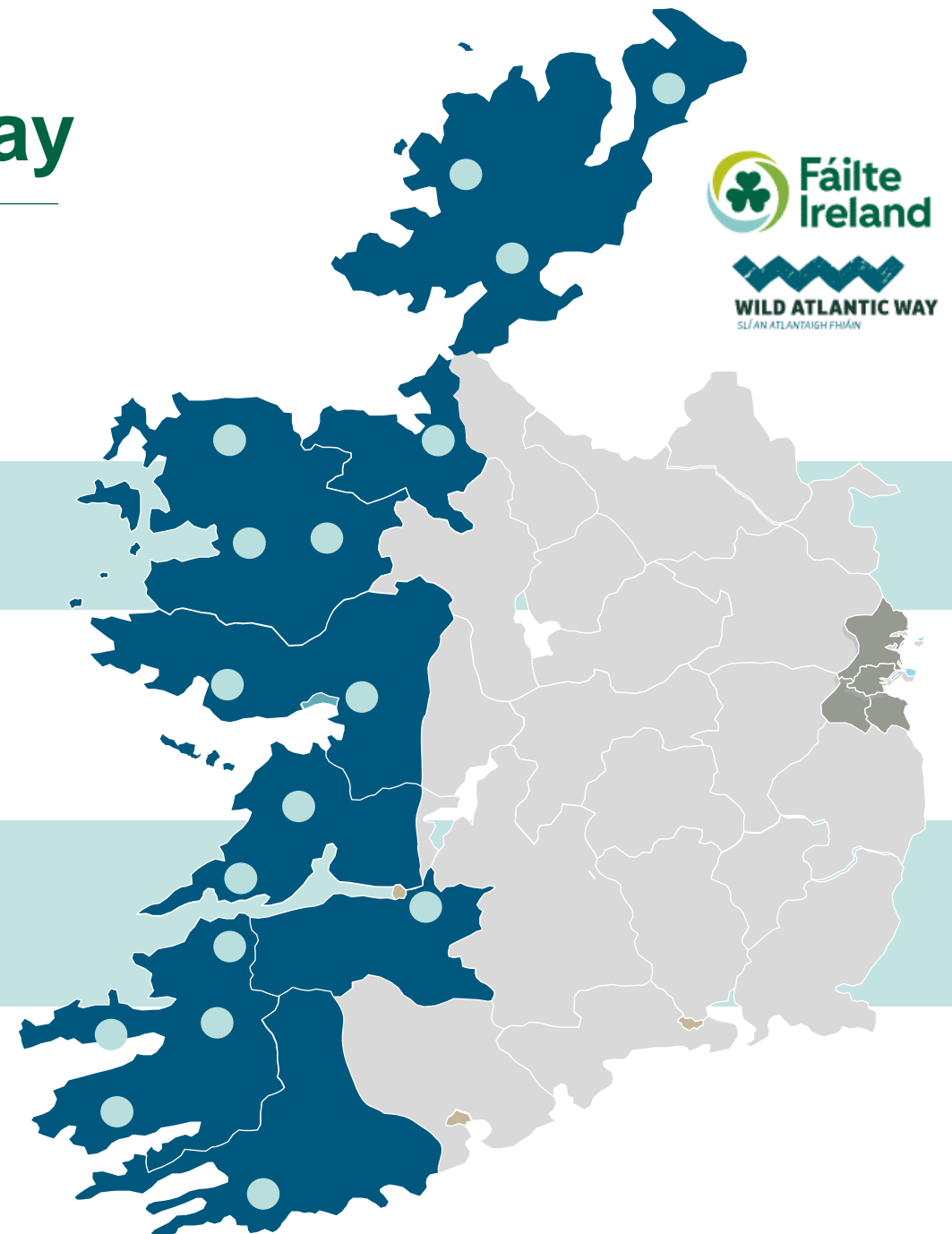
## 16 DEDPs

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





# Conamara & na hOileáin



*Leitir Mealláin*





# Why the plan was needed ...

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1

Hero attractions exist but no stickiness with a deficit of product in South Connemara

2

Distribution channels weak & poor online presence

3

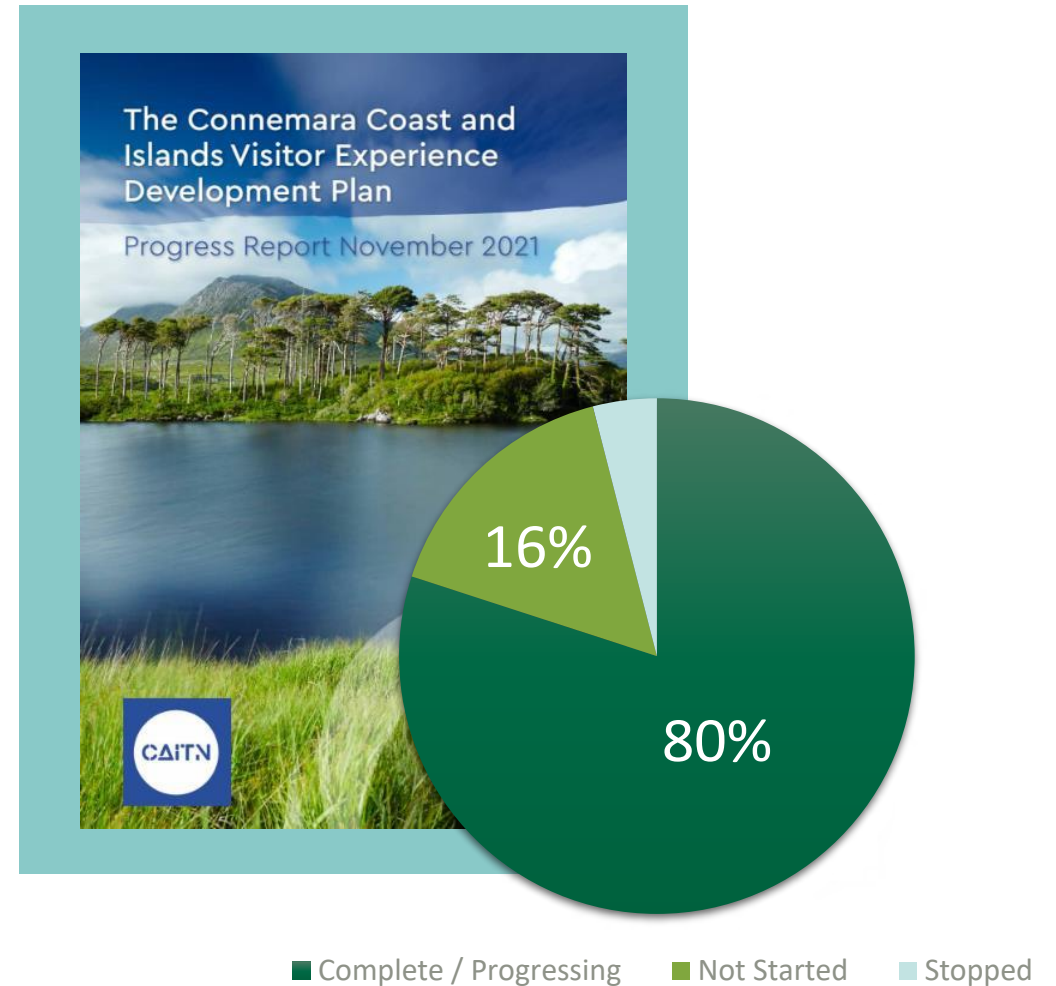
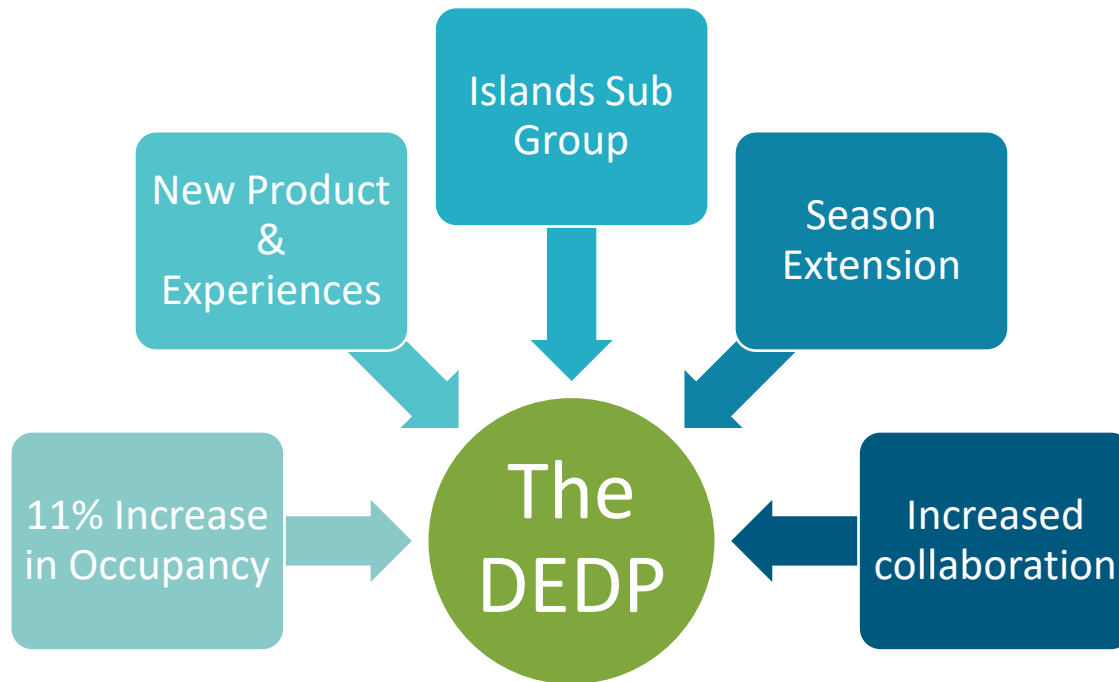
Industry partners and agencies working in isolation & to different agendas

# Catalyst Projects





# Progress to date ...



# Galway City

## Cathair na Gaillimhe



Fáilte  
Ireland



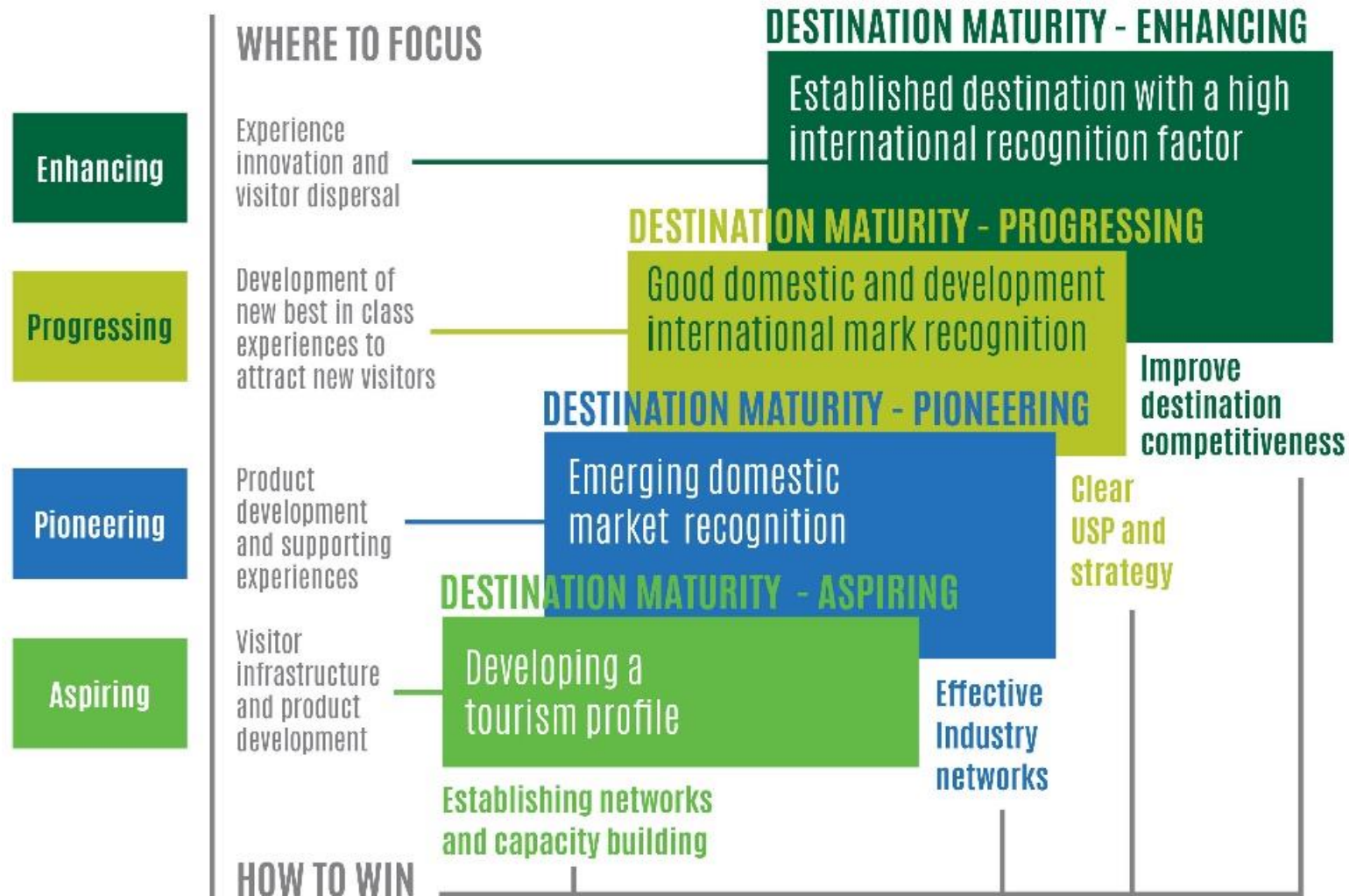
WILD ATLANTIC WAY  
SLÍ AN ATLANTAIGH FHIÁIN



*Long Walk, Gaillimh*



# Destination Maturity Model



# Why the plan is needed ...

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1

Lack of Focus on Day  
time economy

2

Need for all-weather  
indoor experience

3

Hotspot developing  
in peak season



# Clew Bay

## Cuan Mó



*Clew Bay*



# Why the plan is needed ...

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1

Overreliance on domestic market

2

Low international profile, short season

3

Lack of indoor, rainy day attractions & supporting outdoor facilities



# Catalyst Projects





*Cuan Oilí*

**North Mayo**

**Tuaisceart  
Mhaigh Eo**





# Plan to launch in 2023





# *Atlantic Drive, Acaill*

**Product  
Development**  
Ruairí Deane





# Céide Fields



OPW



Fáilte Ireland Funding: **€1,128,750**

Total Project Costs: **€2,600,000**

Opened: **Q2 2022**





# Inis Mór: Dún Aonghasa



OPW



Fáilte Ireland Funding: **€450,000**

Total Project Costs: **€910,000**

Expected Completion: **2024**



# Galway City Museum



Fáilte Ireland Funding: **€6,644,000**

Total Project Costs: **€11,712,247**

Expected Opening Date: **2025**



# Westport Estate



Fáilte Ireland Funding: **€20,245,000**

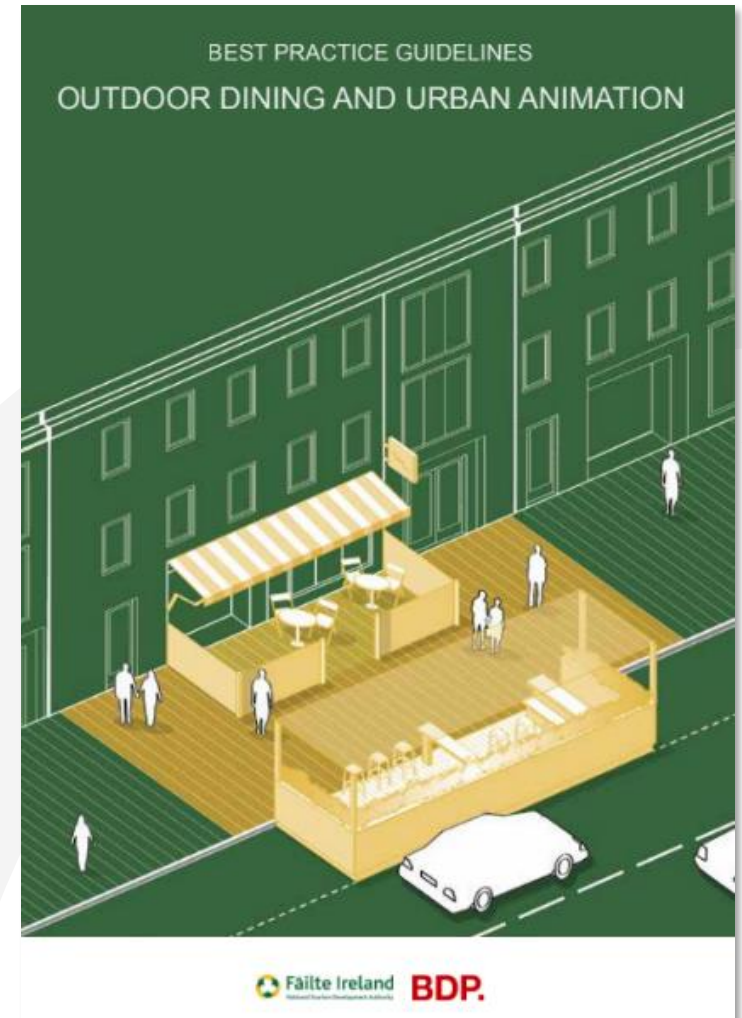
Total Project Costs Est: **€39,185,000**

Expected Opening Date: **Q2 - 2026**





# Vibrant Town Centres



## National Funding Programme

Outdoor Dining: €9,400,000

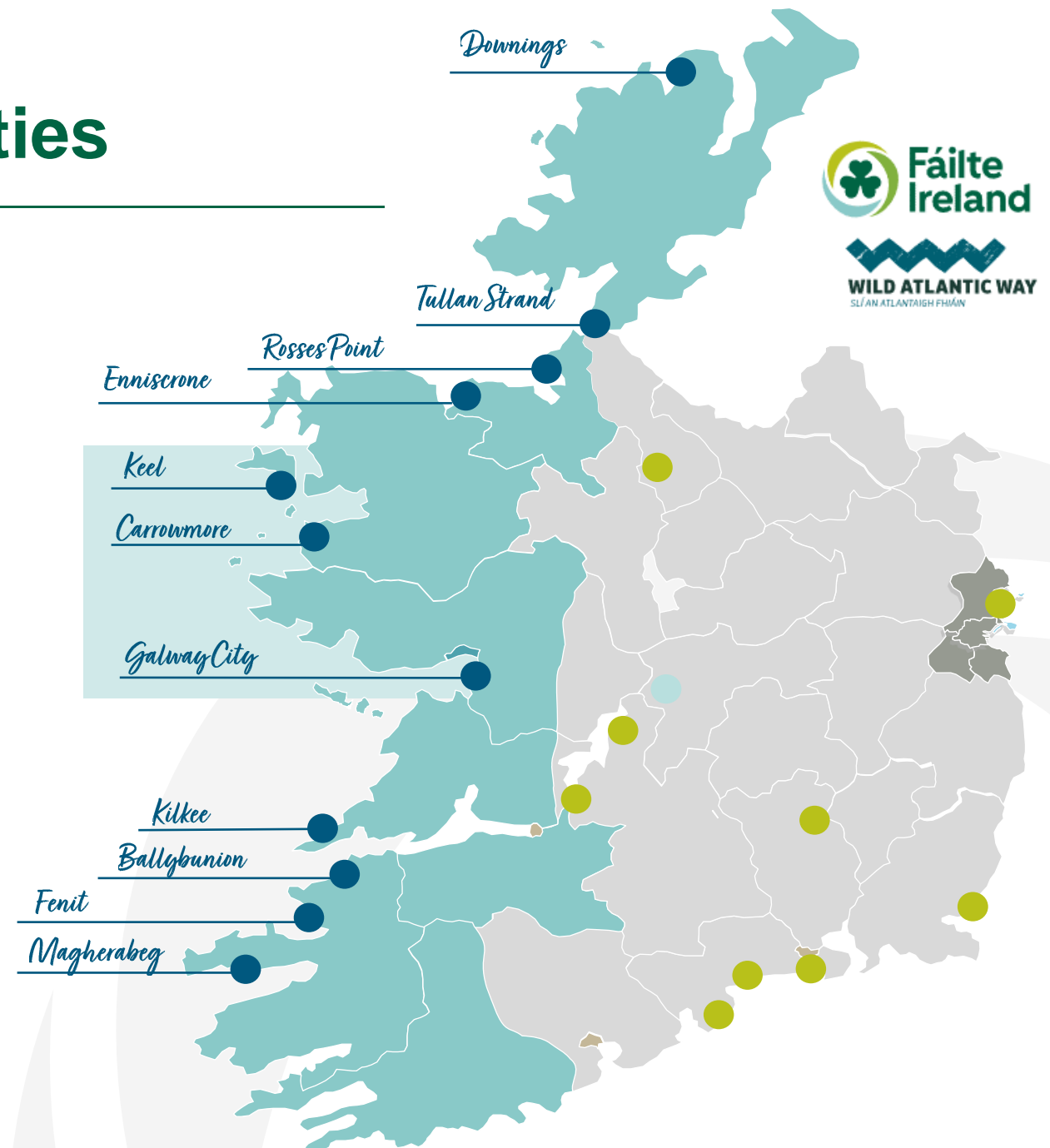
Urban Animation: €5,000,000

Delivery: 2022-2024

# Shared Water Sports Facilities



Co. Galway & Co. Mayo  
Fáilte Ireland Funding: € 2,550,000  
Total Project Costs: € 2,550,000  
Expected Opening Date: 2024 / 2025





*Minaun, Achill*

# Enterprise Development

Helen McDaid



# 2022 Supports

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**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

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# Competitiveness

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**Reducing  
Costs**

**Increasing  
Revenues**

**Exceptional  
Customer  
Value  
Experience**



# 2023 Strategic Priorities

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## Cost Reduction

- Reduce operational costs
- Drive business efficiencies
- To deliver VFM and great customer experiences



## Digitalisation

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

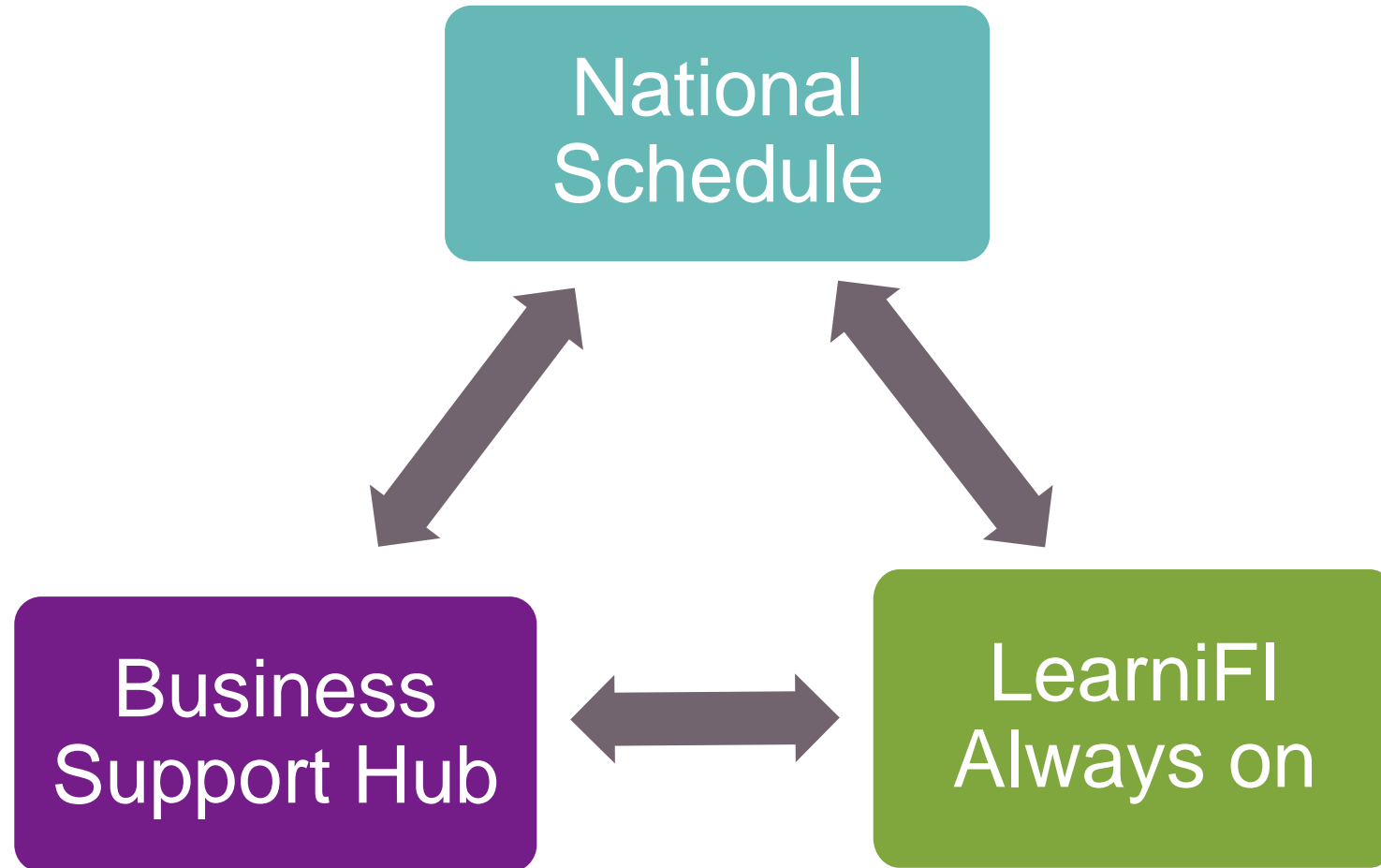


## Climate Action

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

# Engaging with Supports

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# 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



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





# Next Steps...

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- 1. Help your business grow** – Speak to your local regional contact for further information on the programmes best suited to support your business in 2023
- 2. Maximise the opportunity to develop your business** commercially through the resources on the Fáilte Ireland's National Schedule and the Business Support Hub
- 3. Encourage your staff to upskill and engage** with the New **learnFI** – always on learning **to support your teams**

# Panel Discussion

**Chris McCarthy**

Achill Tourism

**Ruairí Lehmann**

Galway County Council

**Carol Hinch**

Ballynahinch Castle Hotel & Estate



*Twelve Bens*





# CLEW BAY TRAIL

**OVERALL DISTANCE:** 105km  
Great Western Greenway (Westport - Murrisk): 9km  
On-road section, Murrisk - Roonagh Pier: 20km  
Roonagh Pier - Clare Island: 5km  
Loop of Clare Island: 10km  
Clare Island - Cloughmore (Achill) 9km  
On-road section, Cloughmore - Achill Sound: 8km  
Great Western Greenway (Achill - Westport): 44km

 Existing Greenway  
 On-road section





# Panel Discussion

**Anna Connor**

Mayo County Council

**Ruairí Lehmann**

Galway County Council

**Carol Hinch**

Ballynahinch Castle



*Twelve Bens*



DRIVING  
SUSTAINABLE  
*Recovery*

# Marketing Overview

Kathrin Chambers

# Communications Journey



## CATEGORY BUILDING

### THINK ABOUT GOING

Making Ireland salient in the minds of the domestic audience

**Role: Inspiration**

## REGIONAL EXPERIENCE BRAND



### 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



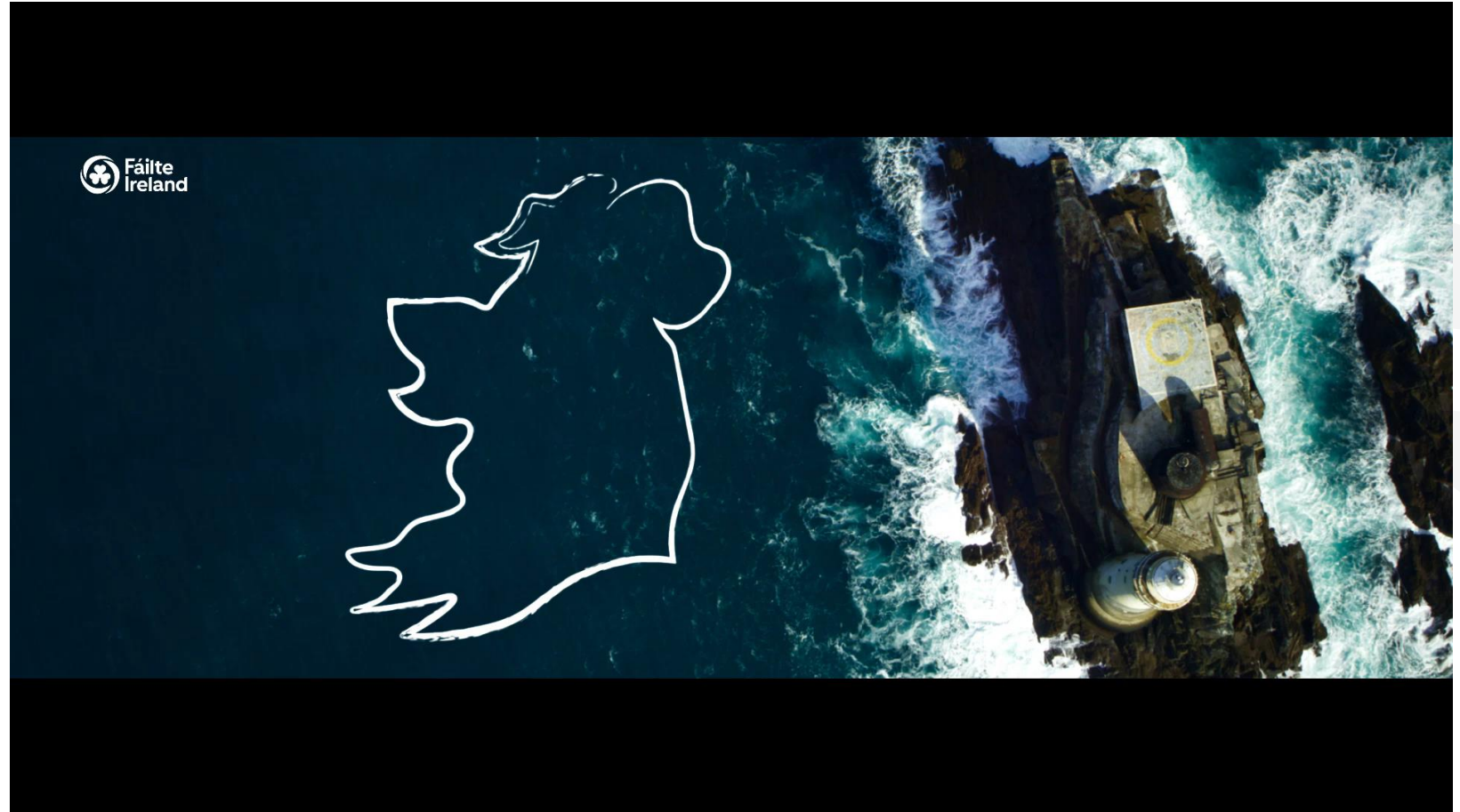
DOMESTIC  
SALES

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<sup>tw</sup>**



# 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





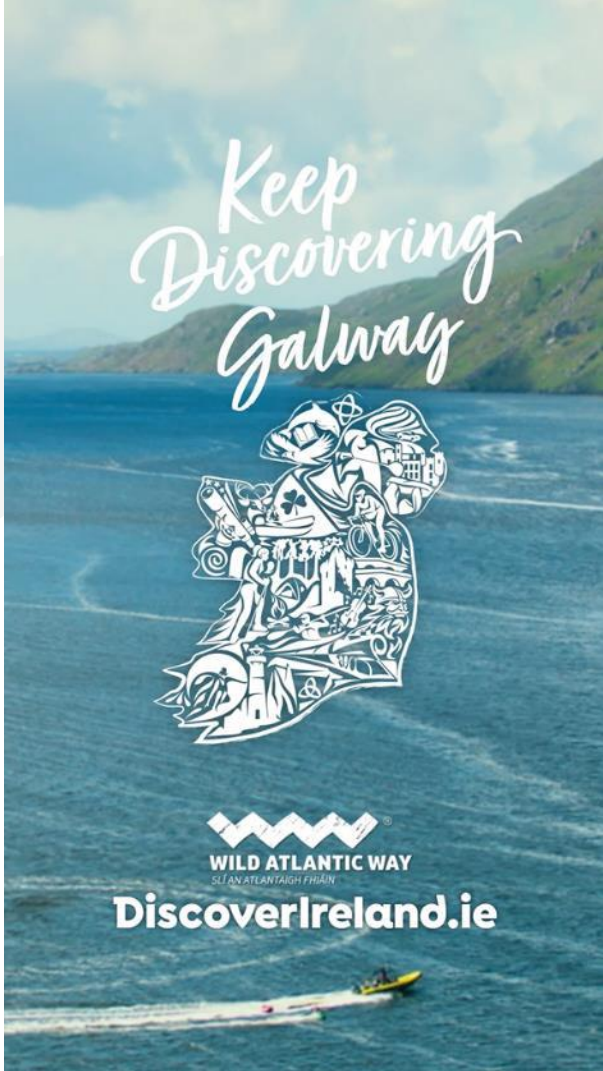
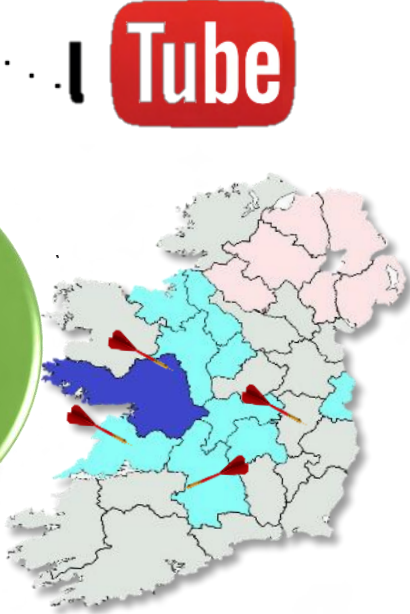
# Driving relevancy through digital & social



Geo-targeted ads

Within 2-hour radius

Always-on social





# Showcasing experiences via TV Partnerships...



**159K  
Reach  
per segment**



**130K  
Reach  
per segment**



**Total  
Partnership  
Reach  
1.6M**



# ...and Digital Partnerships



Lovin.ie

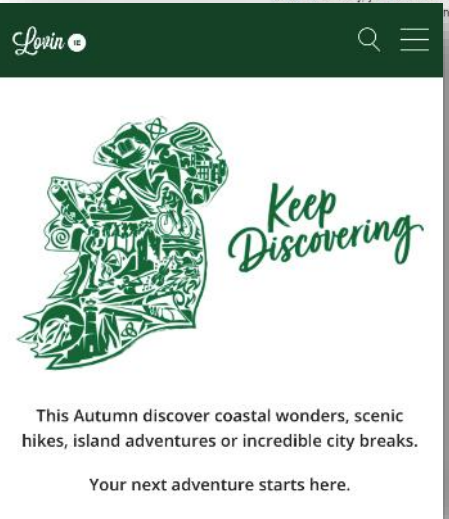


22 Weeks  
58 items of  
content

Connemara's landscape is rugged and rocky, but during autumn, colourful wildflowers carpet the headlands, and the hedgerows are ablaze with fiery-orange montbretia, scarlet fuchs...

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

Planning a weekend away? Here are 5 fun family attractions to visit in Mayo this summer



5.8M  
Total social  
Reach



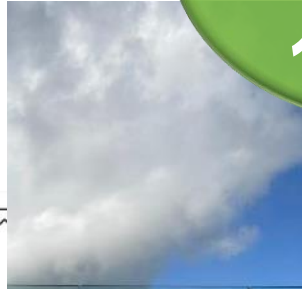
**Kickstart the ultimate Irish adventure with these 90 unmissable attractions and activities**



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



Influencer Programme Reach 13.5M +



Jo Linehan Reach 13K+



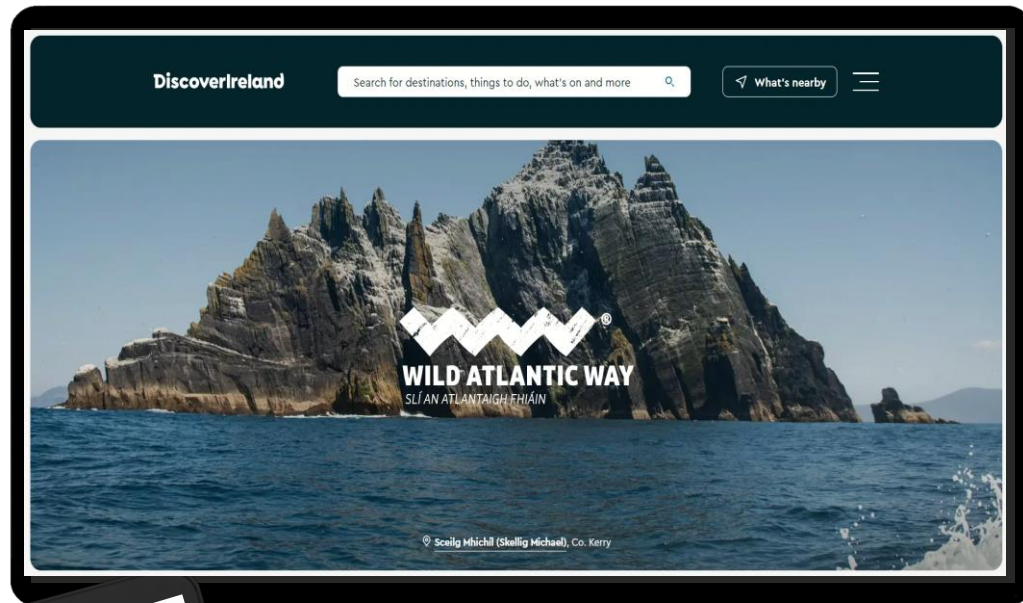
Roz Purcell Reach 2.5M+

- ### Mayo
- EAT/STAY/HIKE/DO
- |  |   |
|--|---|
| <p><b>Eat</b></p> <ul style="list-style-type: none"> <li>• Blasta- Achill (I have more places in my Achill highlight!)</li> <li>• Seven wanders cafe, Louisburgh</li> <li>• Talbots seafood bar, Belmullet</li> <li>• Ginger &amp; wild cafe, Ballycroy National park</li> <li>• Cian's on Bridge street Westport</li> <li>• This must be the place Westport</li> <li>• The Tavern bar &amp; restaurant @ the foot of Crough Patrick</li> <li>• Jack Fenns Cafe in Belleek Castle</li> <li>• Marys Cottage Kitchen, Milltown.</li> </ul> | <p><b>Do</b></p> <ul style="list-style-type: none"> <li>• Belmullet tidal pool</li> <li>• OMI Irish goat sanctuary</li> <li>• Ballycroy National park (cave and forest)</li> <li>• Downpatrick head</li> <li>• Portlough beach</li> <li>• Achill - seven and keel bay</li> <li>• Borta beach</li> <li>• Nephin National park</li> <li>• Silver strand beach - the best spot!</li> <li>• Surf Big Style</li> </ul> |
| <p><b>Hike</b></p> <ul style="list-style-type: none"> <li>• Benwee head loop- hard also Carronbeg loop walk is there too which is beginner</li> <li>• Mweelrea- hard</li> <li>• Nephin- hard</li> <li>• Cleggan boardwalk - beginner</li> <li>• Croaghnaun cliffs / mountain- hard</li> </ul>  | <p><b>Stay</b></p> <ul style="list-style-type: none"> <li>• Broad haven hotel, Belmullet</li> </ul>   |



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

Discover  
Ireland.ie



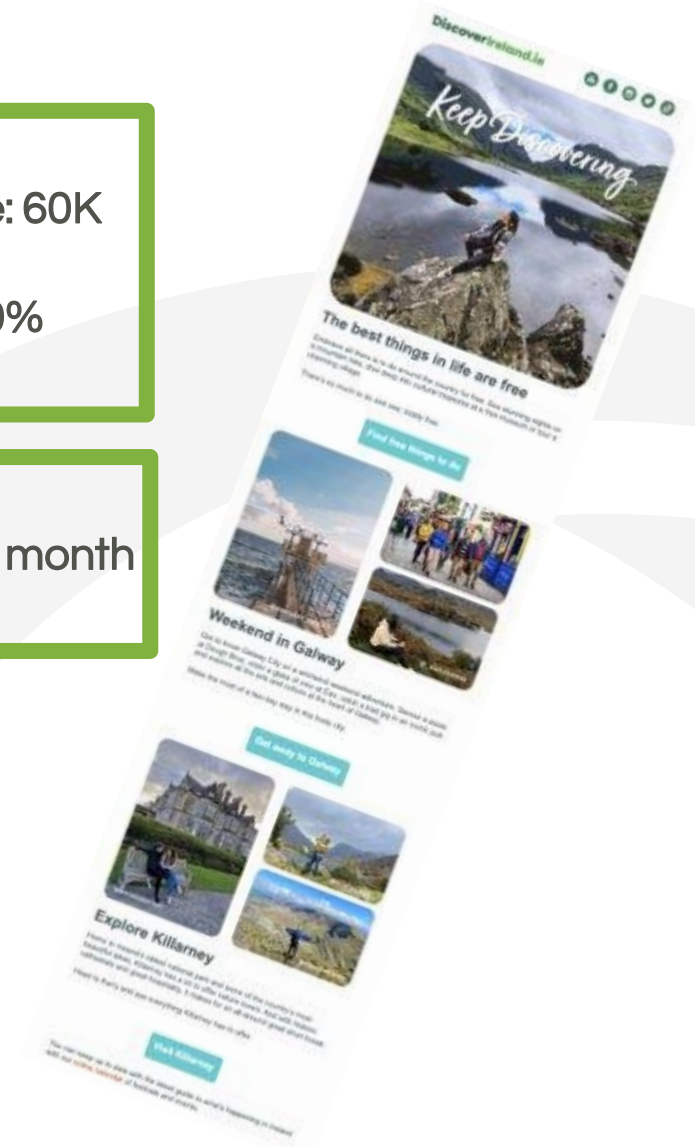
Emails Database: 60K

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

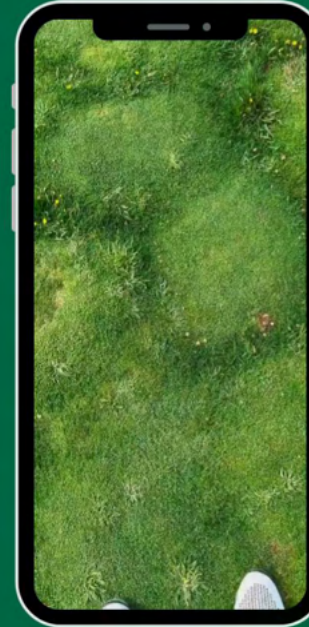
## Top Performing Posts



**Kylemore Abbey**  
Views - 73k



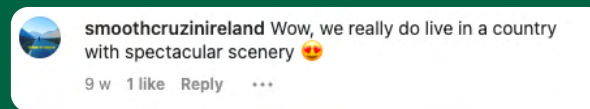
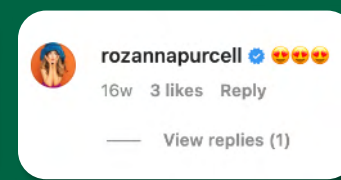
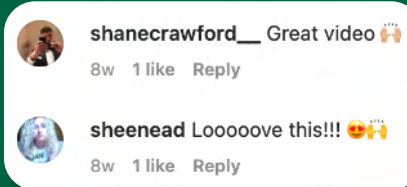
**Croagh Patrick**  
Views - 80k



**Downpatrick Head**  
Views - 59k



**Inis Mór**  
Views - 75k



**12.2M**  
Total Impressions





DRIVING  
SUSTAINABLE  
*Recovery*

How you can  
get involved

*Mulranny*





# Keep Discovering Industry Toolkit



**Free**  
Marketing  
Content



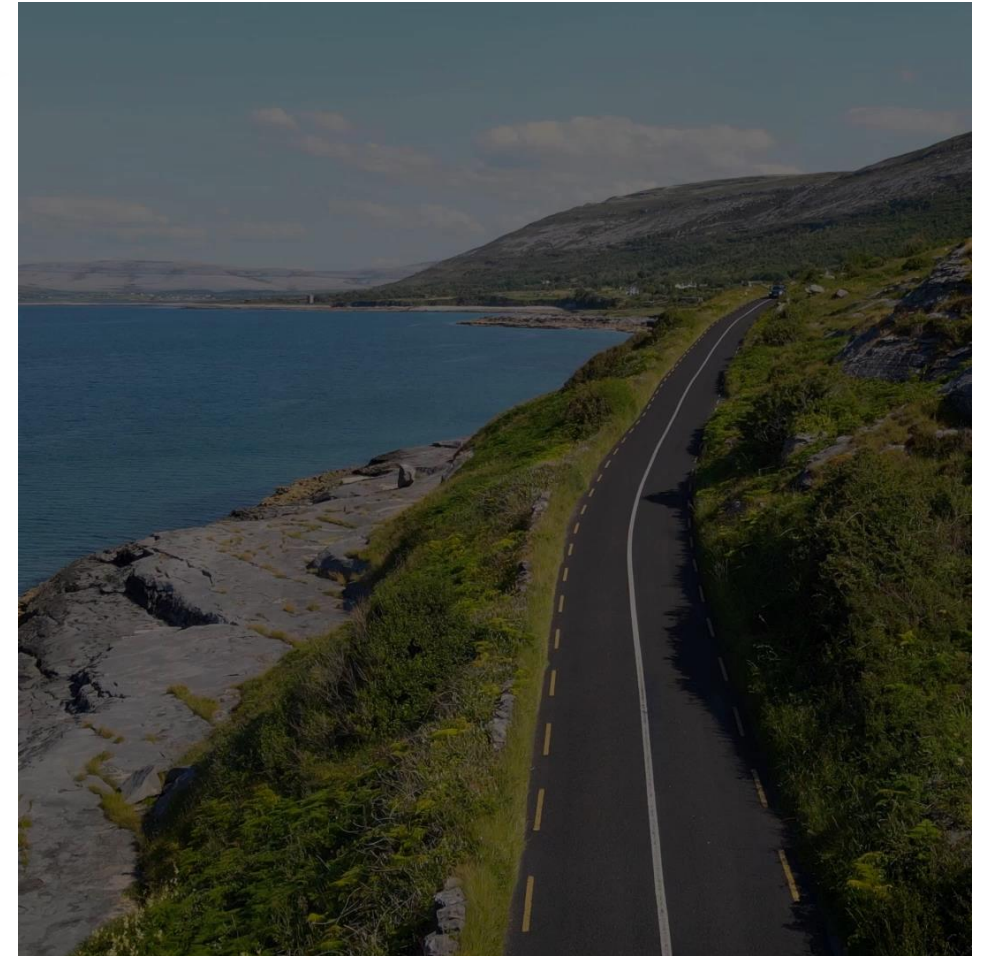
Save  
**Time**



**UPSKILL AND  
GET PRACTICAL  
MARKETING  
ADVICE**



Save  
**Money**







**50,000 images and videos FREE to use on  
Ireland's Content Pool**

# Key Takeaway

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[www.failteireland.ie](http://www.failteireland.ie)

Ireland's **CONTENT** POOL



*Croagh Patrick*

# Commercial Development

Paul Mockler



# Commercial Development

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## 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

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## 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



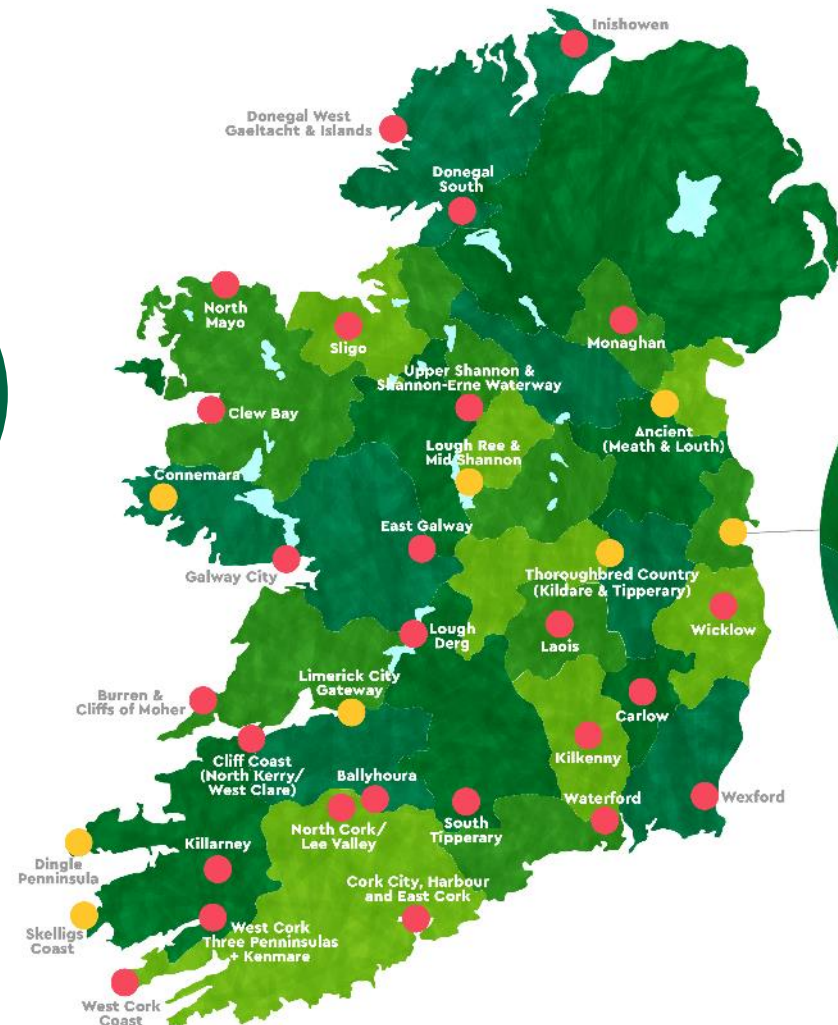
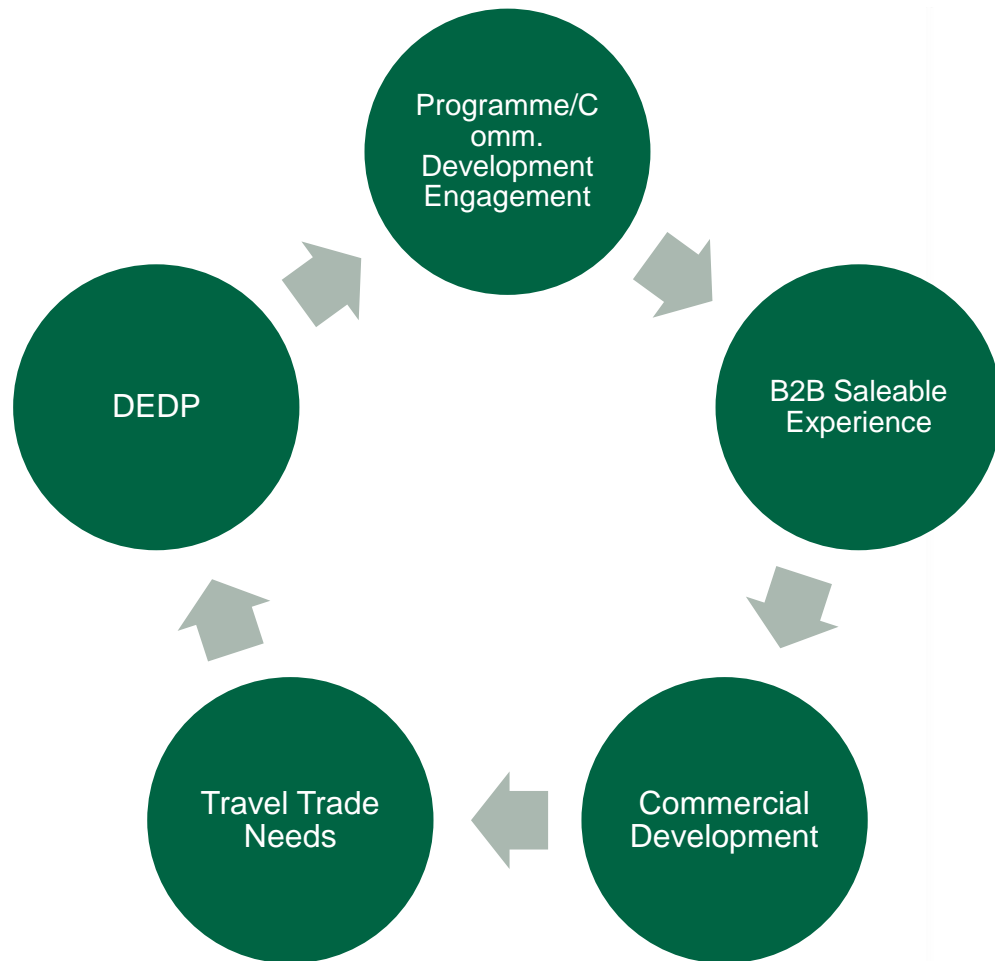
## Business Tourism

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

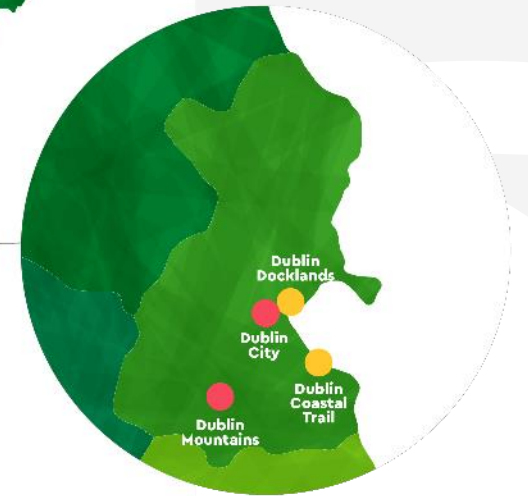




# B2B Saleable Experiences



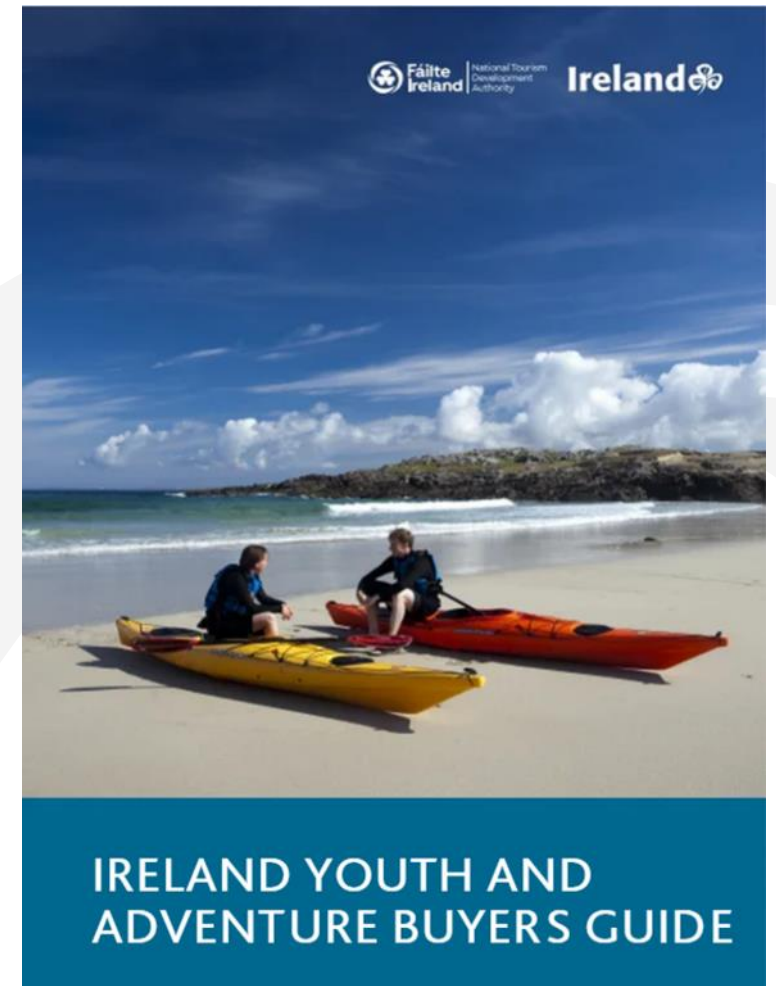
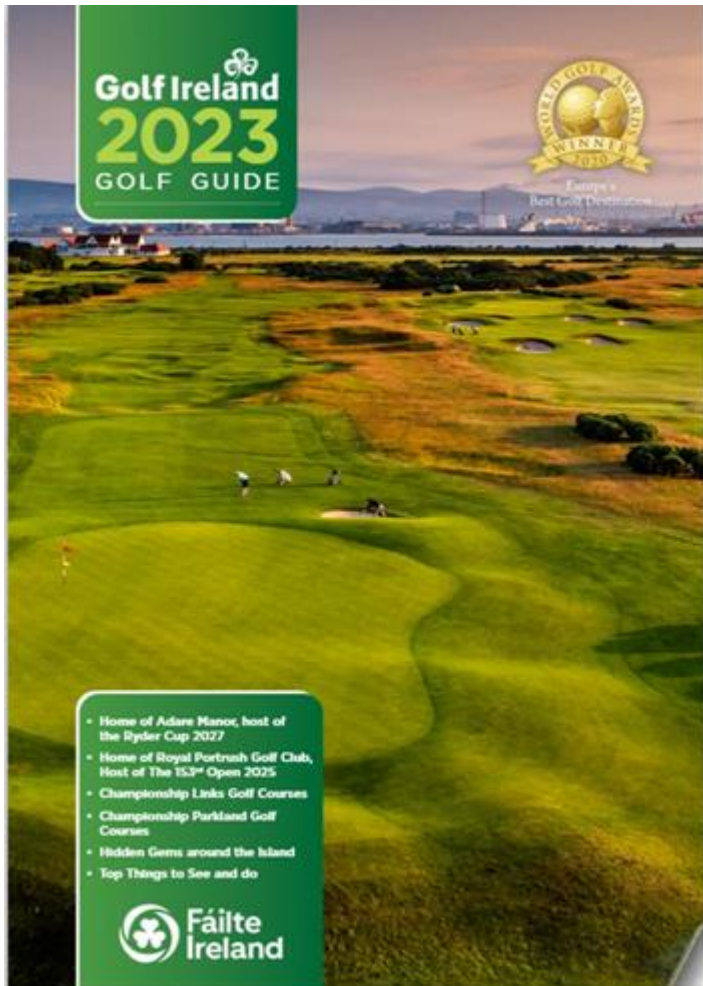
## 37 Local DEDPs



● 2022+ DEDP

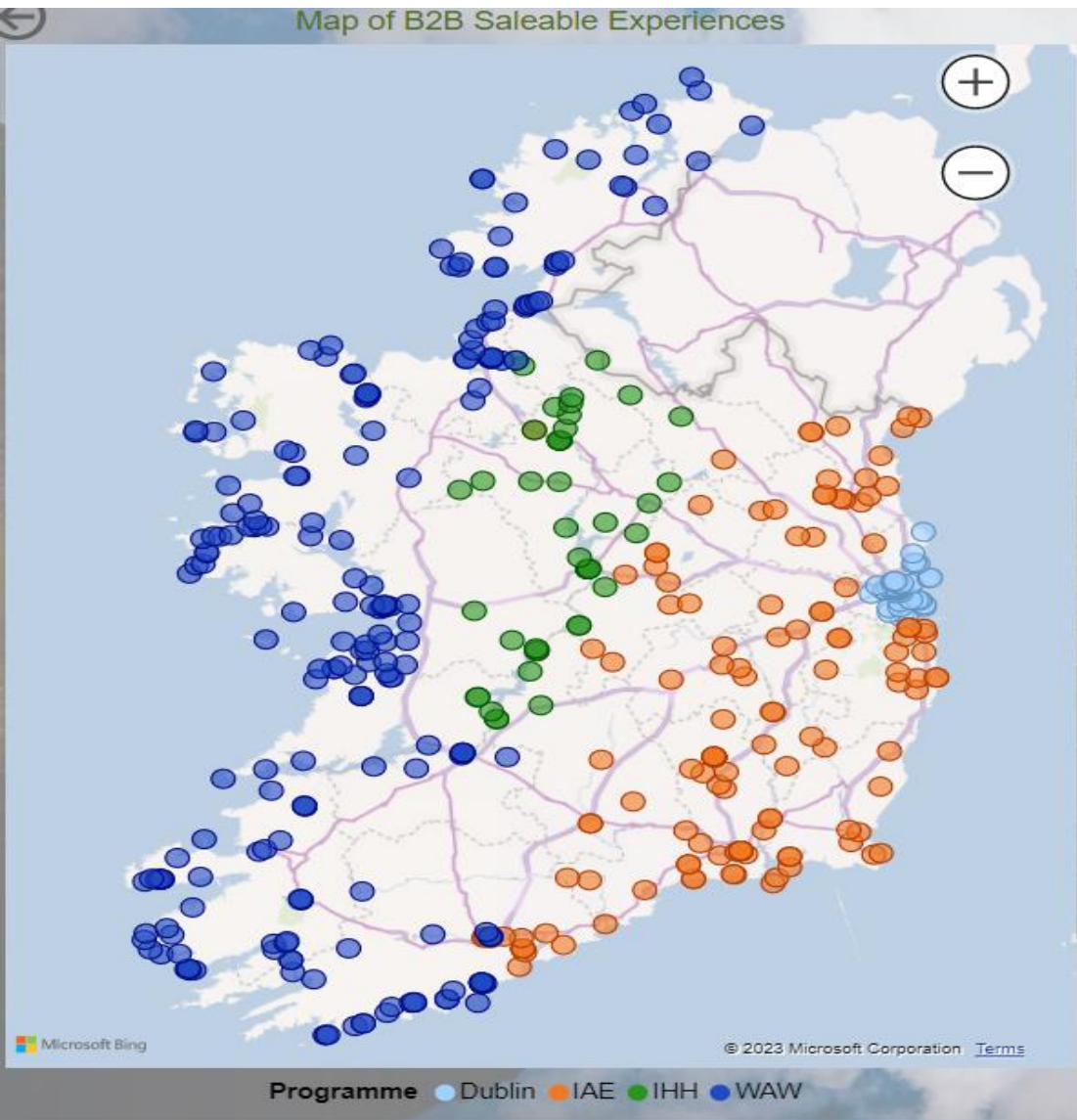
● 2021 DEDP

# Buyer Guides and Presentations





# Buyer Portal



# Platforms and FAM's



**Meitheal**  
Global Travel Trade Fair  
Ireland

**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

**Meitheal**  
Global Travel Trade Fair  
Ireland





# Golf, Luxury & Business Tourism



Fáilte  
Ireland



WILD ATLANTIC WAY  
SLÍ AN ATLANTAIGH FHIÁIN



*Carne Golf Links*



# Golf



IGTOA Fam Trip



DP World Tour Events



Caddie Programme



Golf Tourism  
Development Strategy

12

B2C  
Platforms

9

B2B  
Platforms

300+

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

8

Buyer  
Fams

6

Domestic  
Platforms



# Luxury

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**Luxury Strategy**



**Master Connections**

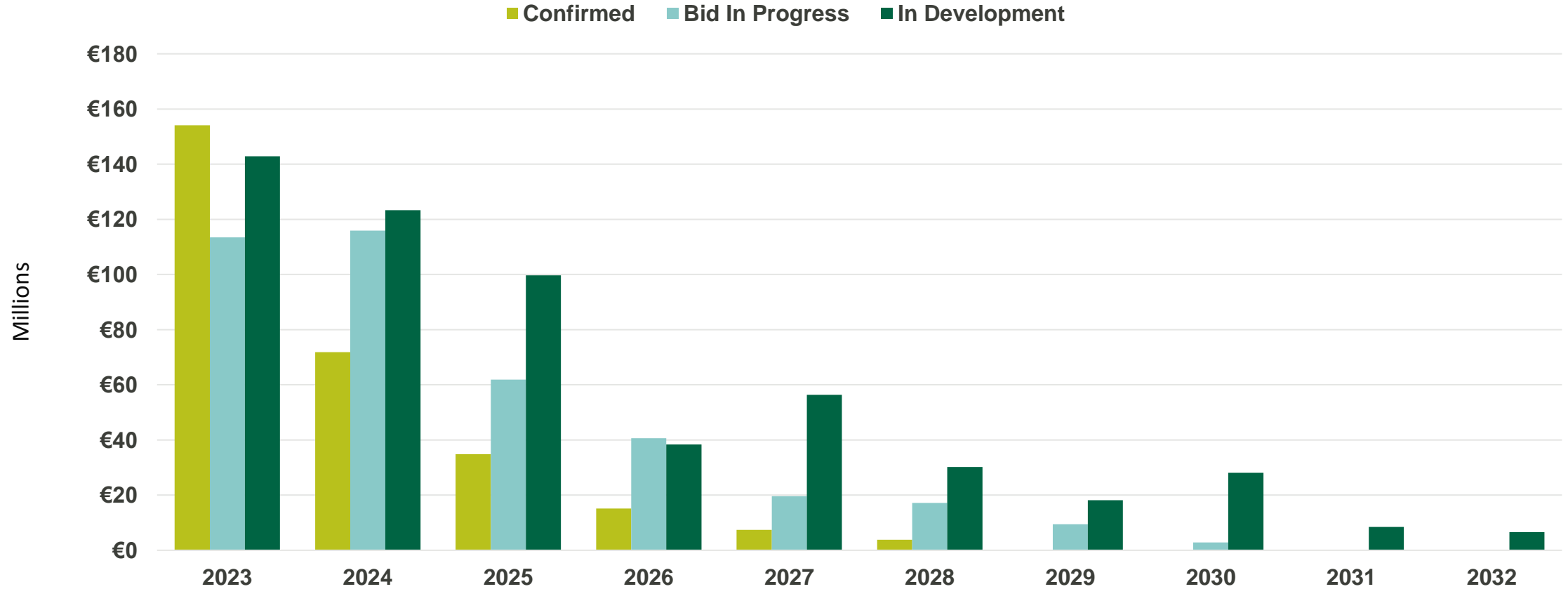


**Luxury FAMs &  
Platforms**



**Luxury Event - Engage**

# Business Events Pipeline 2023 - 2032



€1.22bn  
Events Value

€287m  
Confirmed (24%)

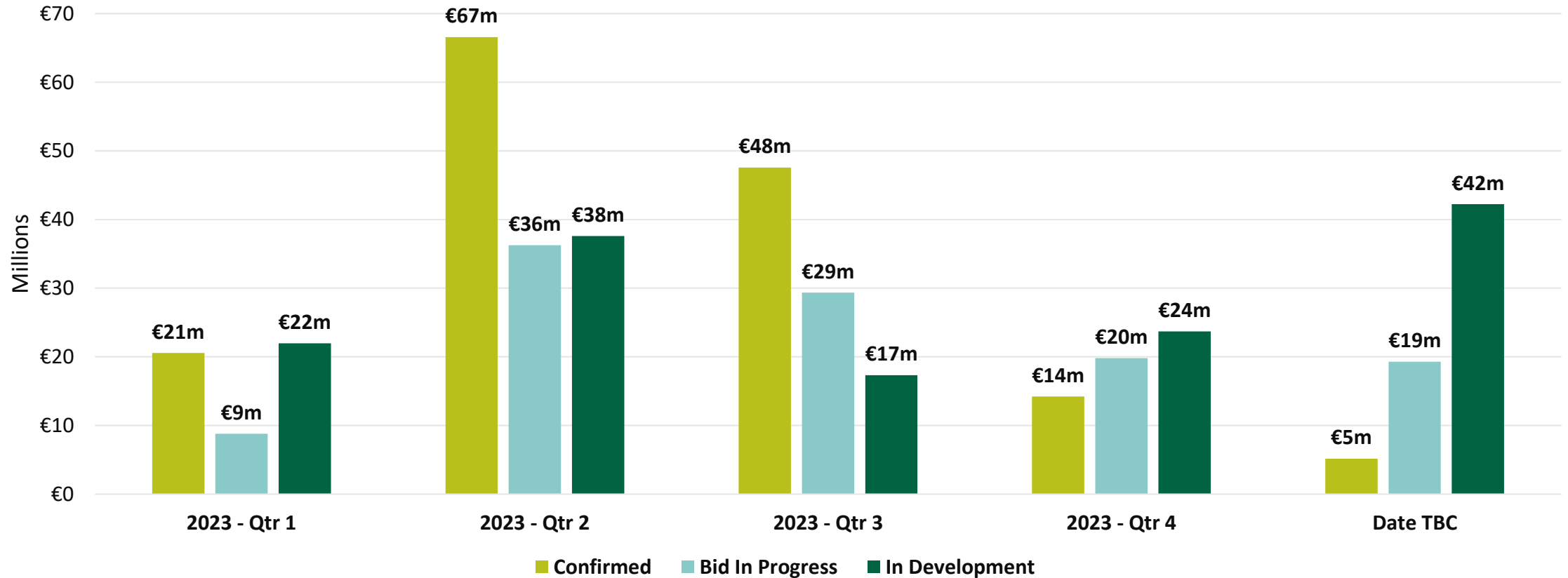
€381m  
Bid Pending (31%)

€552m  
Bus. Dev (45%)

718k  
Int. Delegates



# Business Events: Event Year 2023



**€410m**  
Value Pipeline

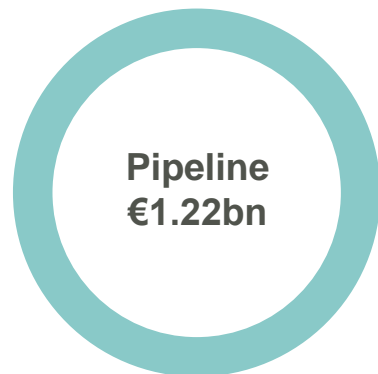
**€154m**  
Confirmed (38%)

**€113m**  
Bid Pending (28%)

**€143m**  
Bus. Dev (35%)

# Business Events Value

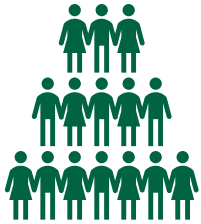
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# Galway Convention Bureau

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€35.6m + confirmed business  
22,032 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

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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

