

Kerry Regional Industry Briefing

Killarney

Feb 23rd 2023



Agenda



National & Local Context

Paul Keeley & Miriam Kennedy

Product & Enterprise Development

Michael Fitzsimons & Aileen Deasy

Panel Discussion

Marketing & Commercial Development

Claire Cadogan & Paul Mockler

Q&A



Fáilte
Ireland

DRIVING
SUSTAINABLE

Recovery

Topics



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

Valentia Lighthouse

Section 1:

2022 Review

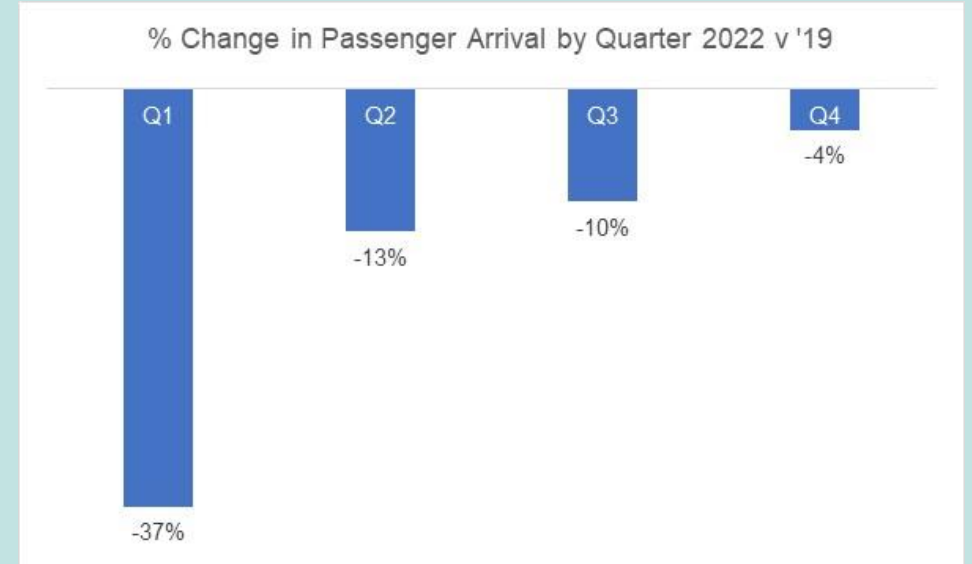
- Overseas
- Domestic



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

Section 2

2023 Outlook

- Demand side opportunities
- Supply side challenges
- Sustainability targets



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SLÍ AN ATLANTAIGH FHIÁIN

Sceilg Mhichil



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

Supply Side Challenges



Dún Chaoin

Supply Side Challenges



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

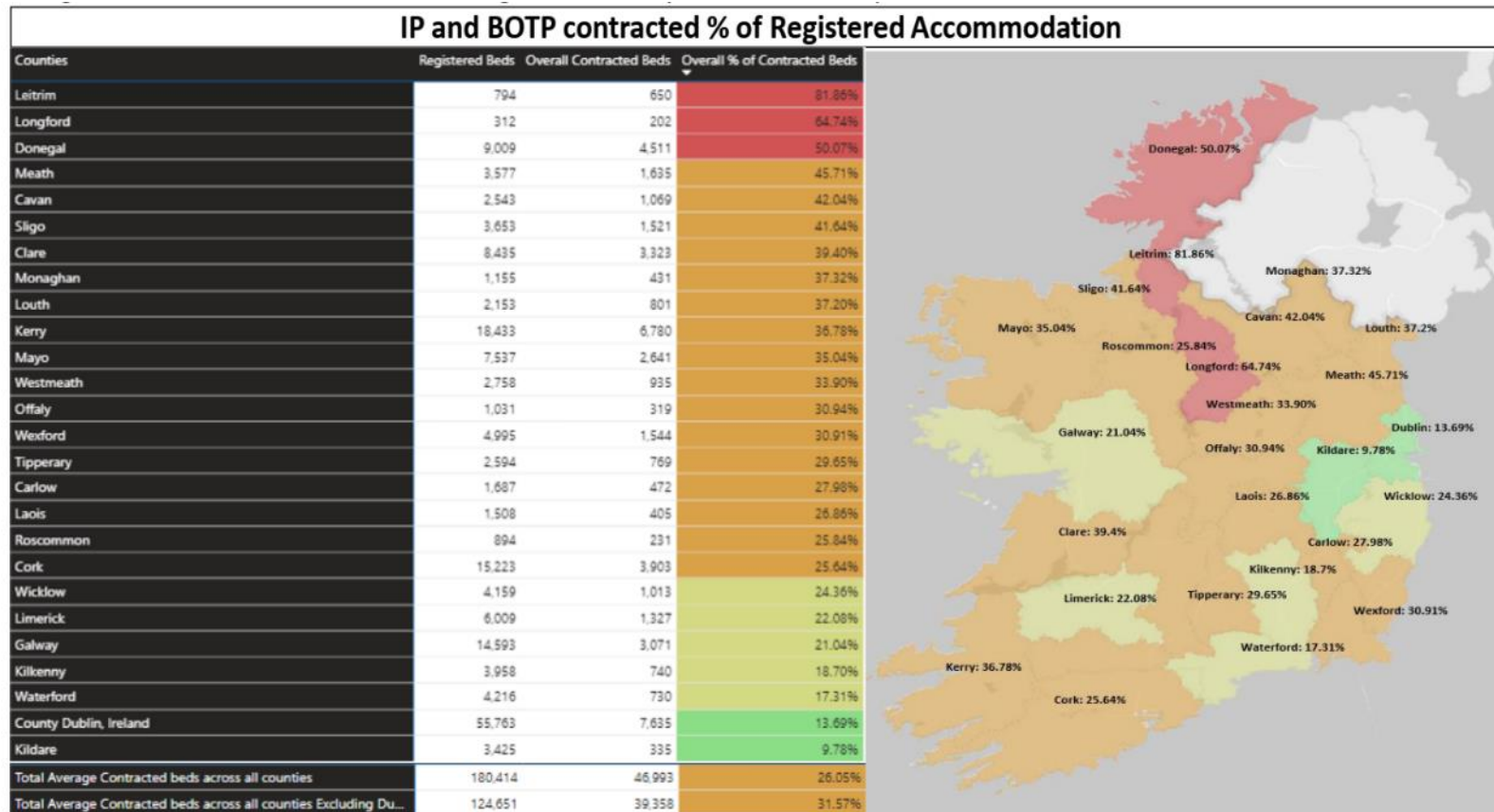


1. Pressure on margins
2. Price pressure/lost business
3. Pressure to maintain standards
4. Regional mobility impacted
5. Long-term reputational risk

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)

Sustainability Targets



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Killarney National Park



Sustainability Targets



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

Section 3

A Closer Look At Regional Performance



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Gap of Dunloe



VICE Framework



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

VISITOR

Destination Attitude Survey

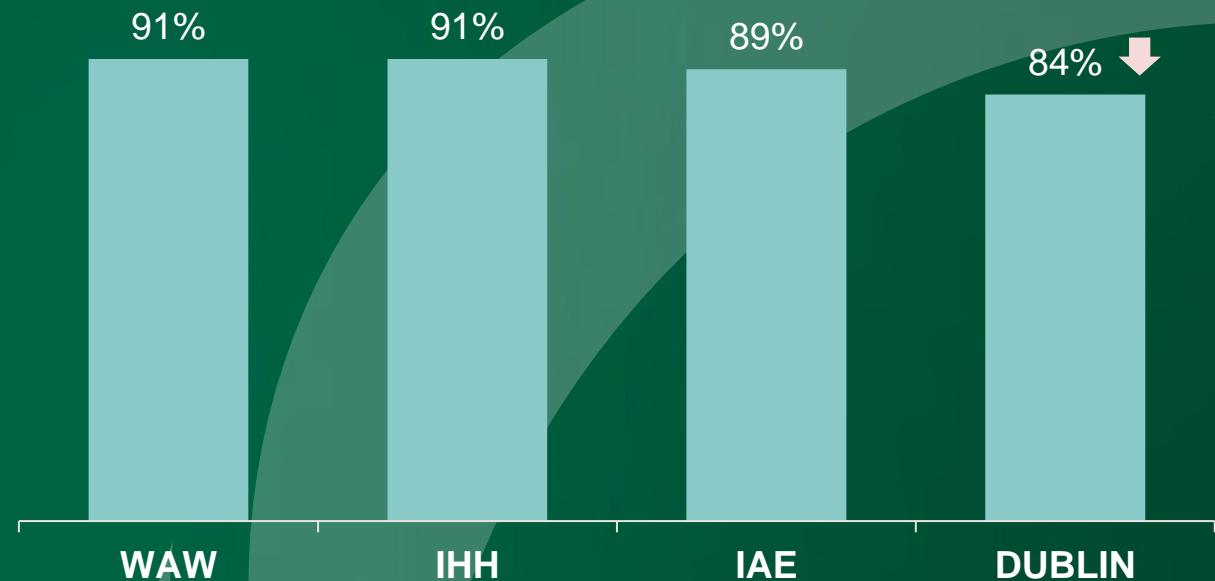


Baltimore, Cork



Visitor Destination Attitudes Survey

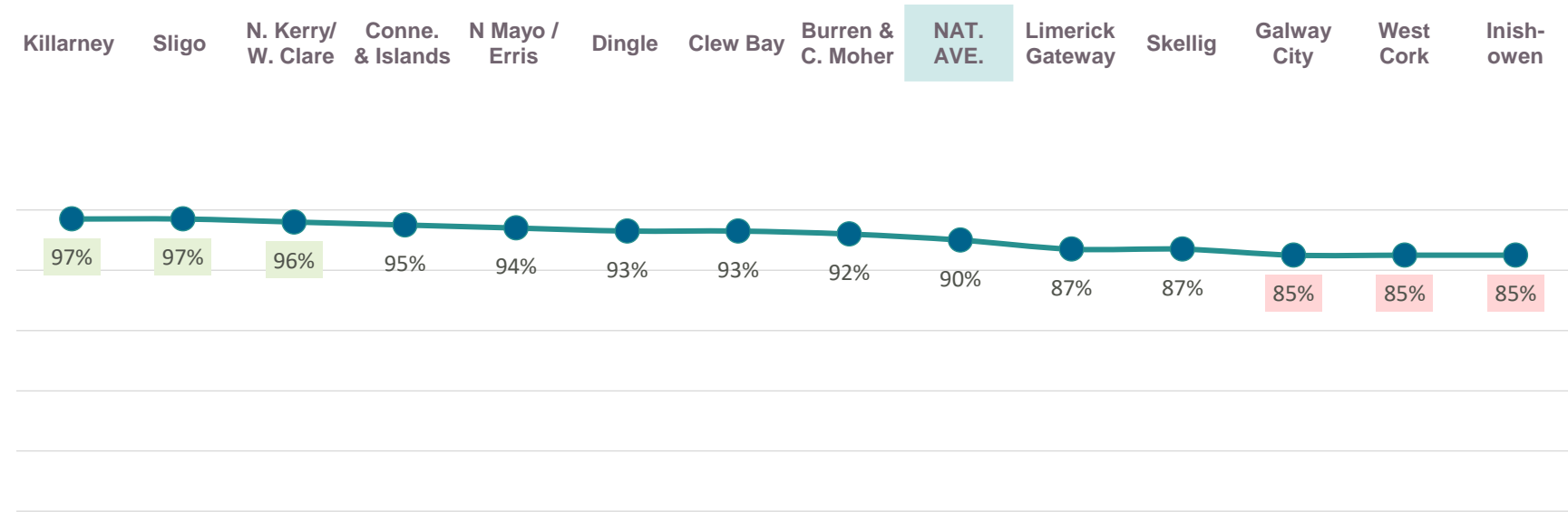
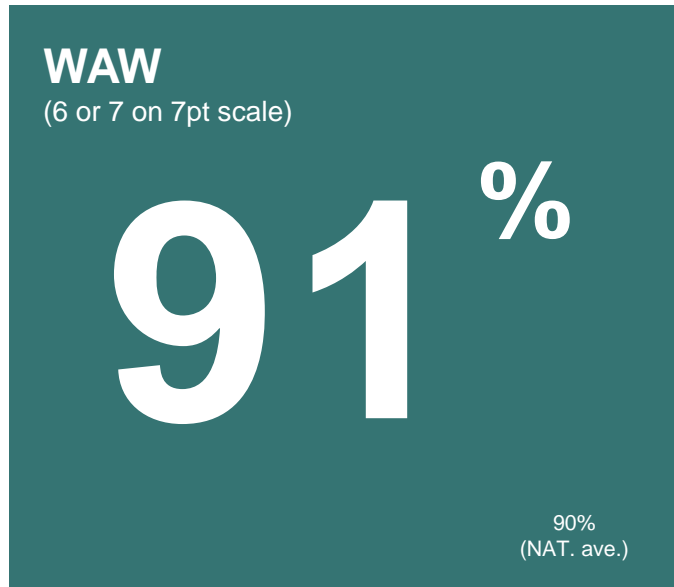
- 8,283 interviews across 56 locations between July and September 2022
- Visitor satisfaction is exceptionally high, indicating experiences are delivering against expectations.



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"



■ 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 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



Gougane Barra

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



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Dingle Sea Safari

Fáilte Ireland Hotel Performance Year to Date December 2022



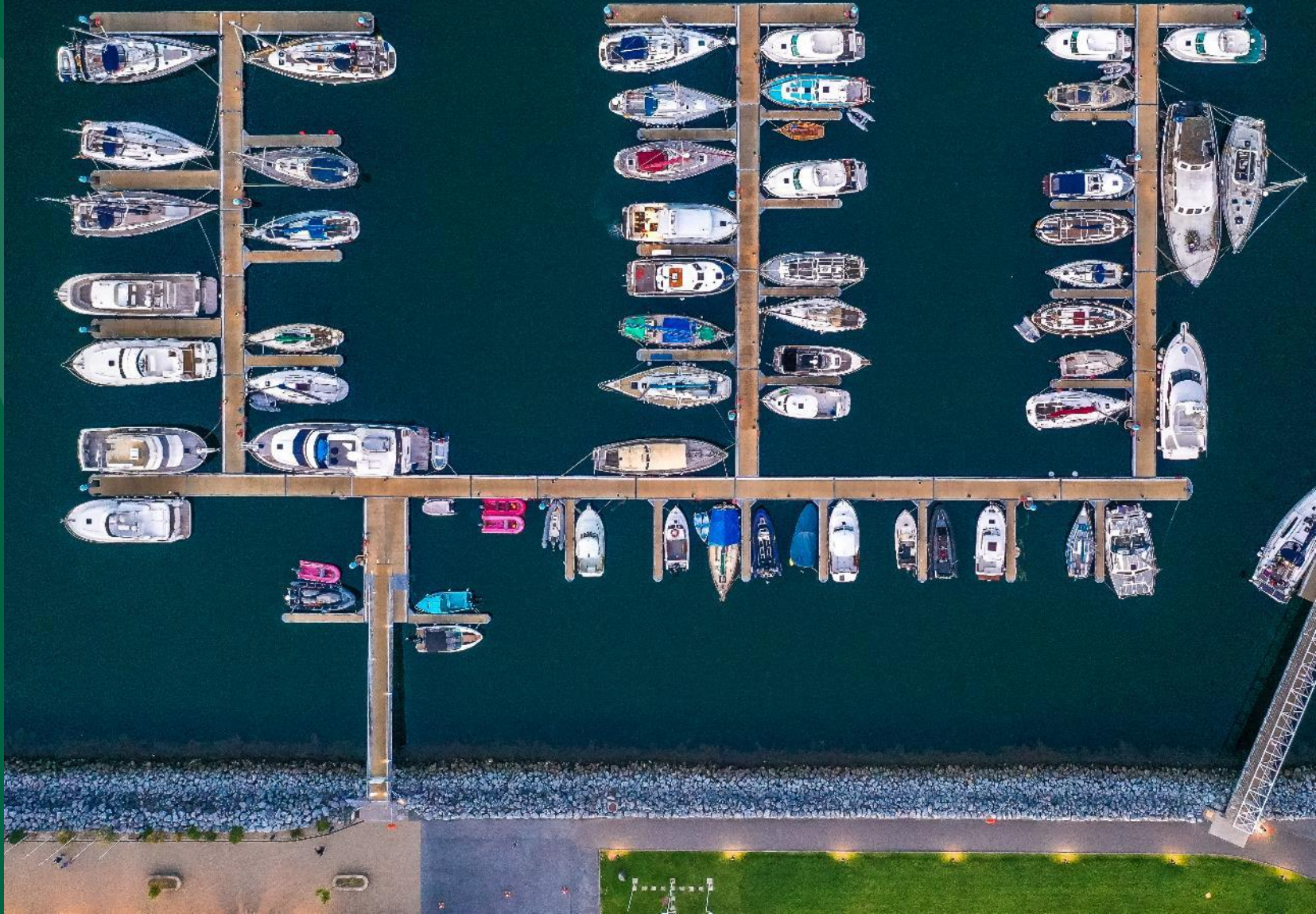
	Occupancy			Average Daily Rate			RevPAR		
	2022	2019	Variance 2022 vs 2019	2022	2019	Variance 2022 vs 2019	2022	2019	Variance 2022 vs 2019
National	73	77	-4 ppts	160	128	25%	117	98	19%
Kerry	62	66	-4 ppts	132	110	20%	81	72	13%

COMMUNITY

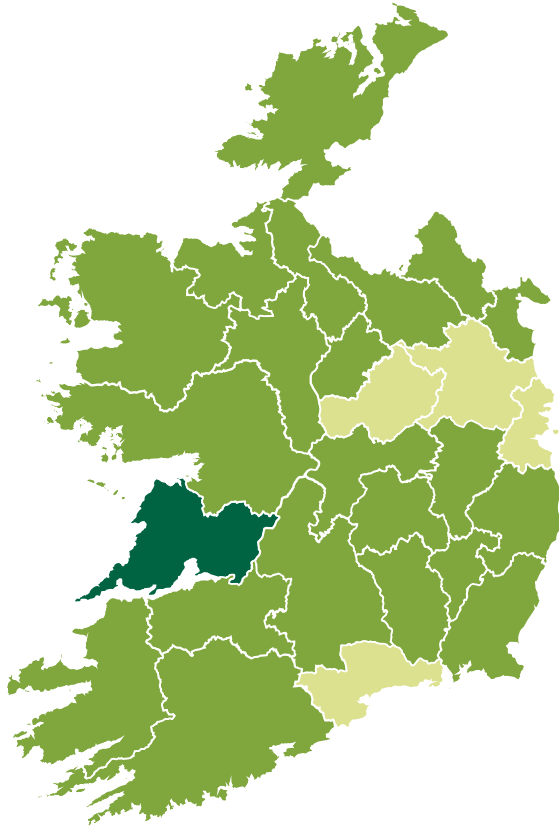
Tourism Approval Rating



An Daingean



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



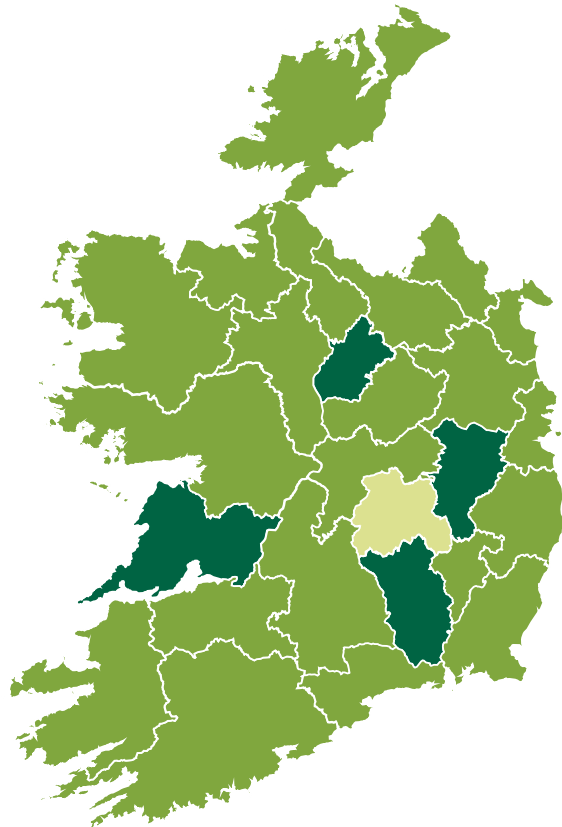
Region	TAR Score
Mid-West	73
Border	71
South-West	67
Mid-East	67
West	67
South East	66
Midlands	63
Dublin	59

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 in Local Area



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



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

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

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

Ensuring Tourism Benefits Irish Communities



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

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

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

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

Managing Tourism		7%
	Public consultation and collaboration	3%

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

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

ENVIRONMENT

Environmental Sustainability



Ross Castle

Environmental Sustainability



- Environmental Monitoring Plan – all regions

- SEAs – Regional Strategies & DEDPs

- Reducing Businesses' Carbon Footprint
 - Climate Action Roadmap
 - Business Capability Toolkits
 - Carbon Calculator

Crookhaven



Industry Recovery Strategy



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7 Areas of Transformational Change



Sustainable Business Recovery



Supporting Tourism Careers



Accelerate Domestic Tourism



Opening the Outdoors



Industry Digitalisation



Destination Development and Distribution



Driving Climate Action

An aerial photograph of a coastal landscape. A winding road curves through a lush green hillside. At the bottom of the hill, a large, light-colored building with a red roof is situated near the ocean. The ocean is a deep blue-green color with white foam from waves crashing against dark, rocky cliffs. The overall scene is vibrant and scenic.

Wild Atlantic Way Regional Tourism Development Strategy

Miriam Kennedy



What you said



“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

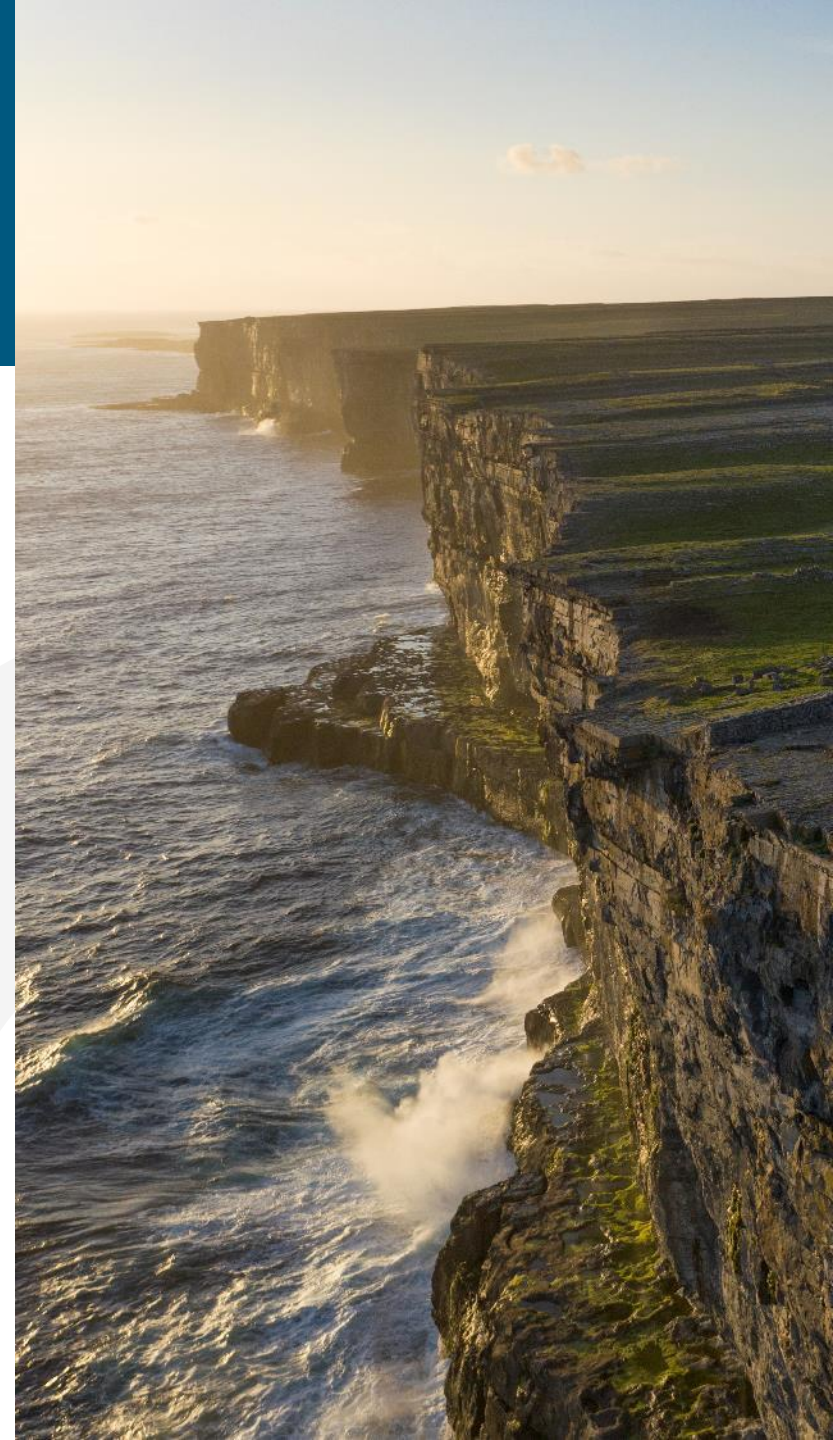
Grow year round appeal of WAW, Attract & disperse high value visitor.

- 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

Caherdaniel

DEDP Development



DEDPs on the Wild Atlantic Way

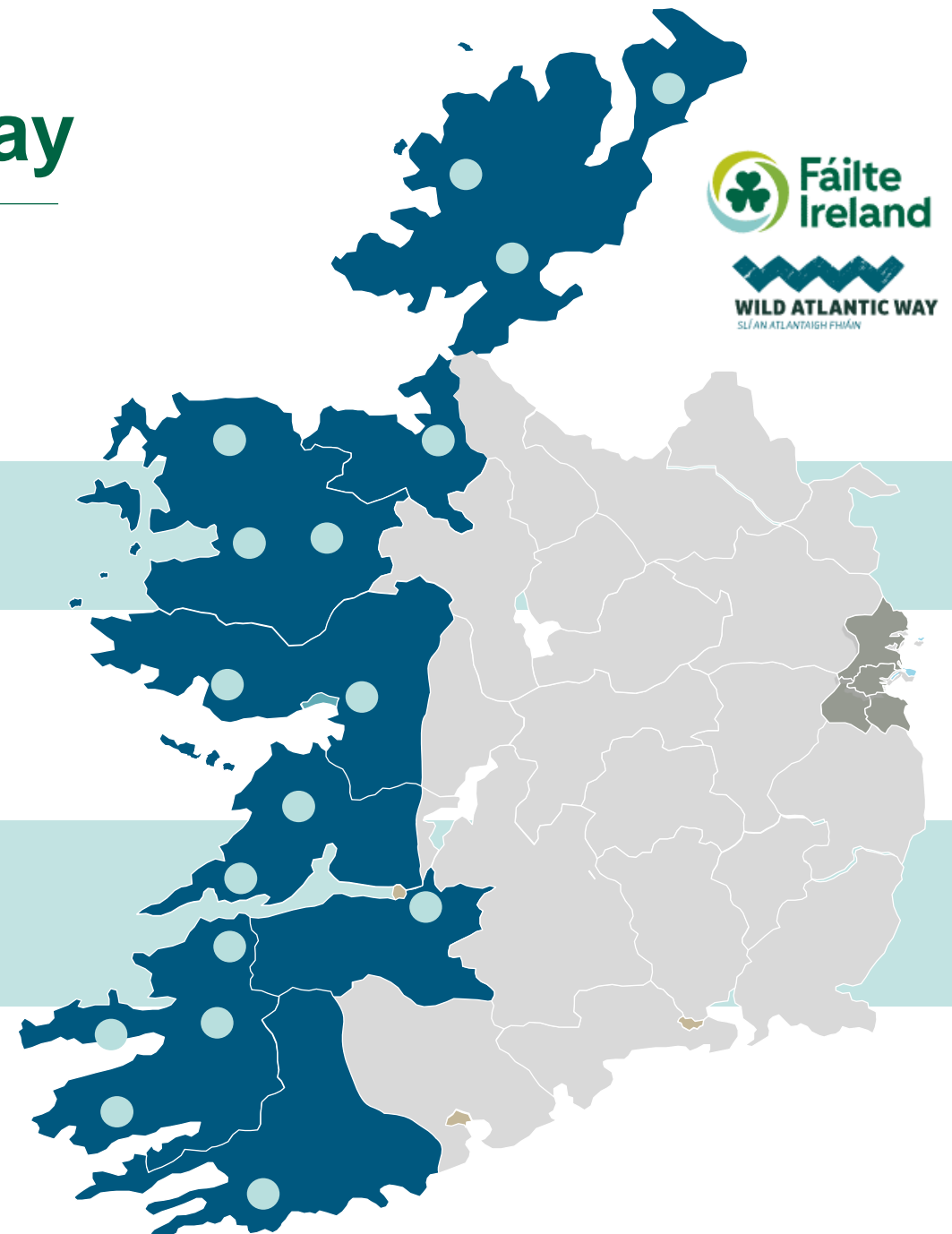
16 DEDPs

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**
- 13. Corca Dhuibhne**
- 14. Skellig Coast**
- 15. Killarney**
- 16. West Cork & Kenmare**



Skellig Coast



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Sceilg Mhichil

Why the plan was needed ...



1

Hero attractions exist
but no stickiness in
Skellig Coast

2

Lack of indoor
product

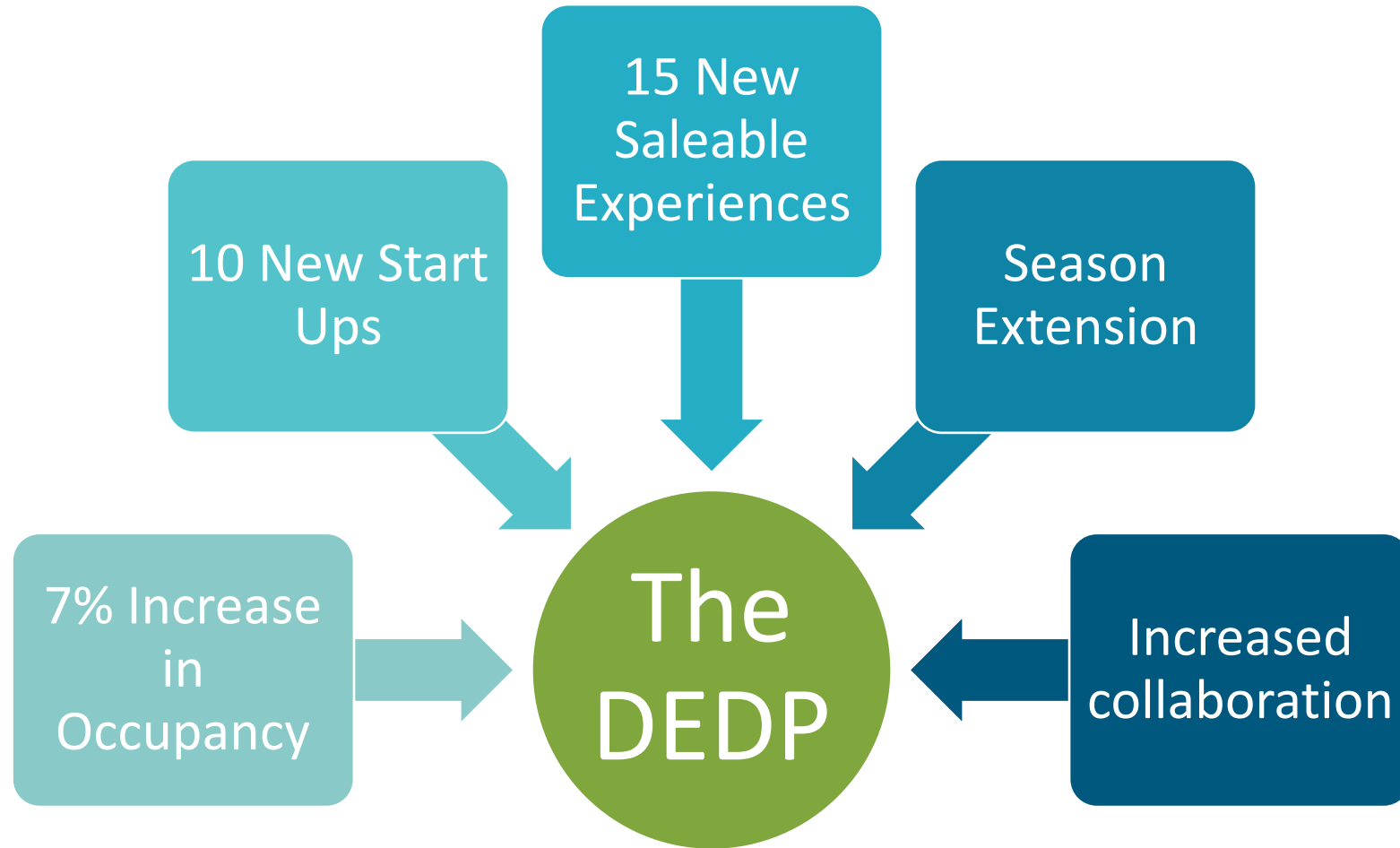
3

Industry partners and
agencies working in
isolation & to
different agendas

New Product & Experiences



Progress to date ...



The Great Blasket

Corca Dhuibhne



Why the plan is needed ...



1

Visitor management and dispersal, sending visitor further out on the peninsula

2

Very seasonal, focus on extending into the shoulder months
Increase saleable products

3

Leverage the reputation Corca Dhuibhne has developed a 'green' sustainable destination

Catalyst Projects



Destination Attitude Survey - 2019



Theme Performance (% scores 9 or 10)	Nat. Ave.	Wild Atlantic Way	Inish-owen Nth. Donegal	Slieve League	Sligo	North Mayo	Clew Bay	Connemara & Aran Is.	Galway City	The Burren Cliffs of Moher	Dingle	Three Heads	Skellig	Havens Coast
Helpfulness of local people	80%	78%	47%	90%	87%	90%	95%	82%	81%	85%	76%	80%	41%	85%
Sense of safety and security	78%	77%	37%	97%	79%	87%	91%	90%	82%	85%	79%	82%	34%	87%
Cleanliness of the area	66%	67%	49%	83%	71%	77%	91%	68%	48%	84%	47%	70%	42%	79%
Overall visual appearance of the towns	66%	67%	35%	81%	66%	81%	92%	66%	54%	77%	59%	67%	39%	85%
Uniqueness of the area	60%	62%	46%	74%	64%	75%	79%	68%	52%	74%	55%	71%	28%	68%
Not overcrowded/ not too many visitors	58%	55%	29%	89%	72%	78%	82%	64%	13%	88%	23%	58%	25%	47%
Quality of shopping options	34%	37%	29%	31%	38%	60%	53%	31%	46%	56%	7%	18%	32%	39%
Info. being available in own language*	34%	35%	Low base	Low base	Low base	Low base	Low base	Low base	Low base	Low base	Low base	Low base	Low base	Low base

*Base: Overseas visitors excluding those from UK / North America / Australia / New Zealand

- Significantly higher than National ave. (95% CI)
- Significantly lower than National ave. (95% CI)

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

Killarney



Killarney

Why the plan was needed ...



1

No coherent destination brand & destination reputation slippage

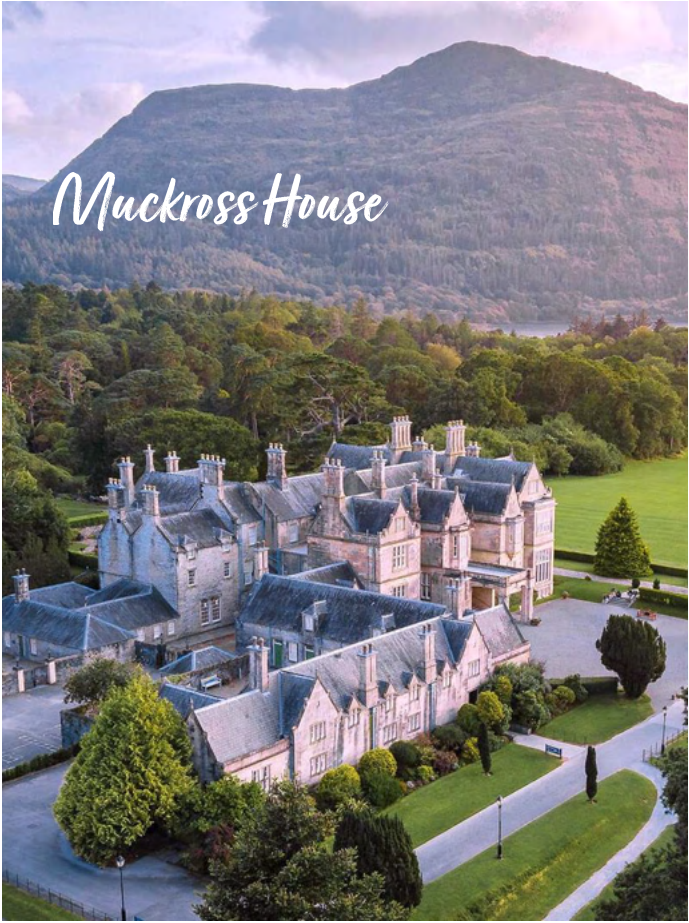
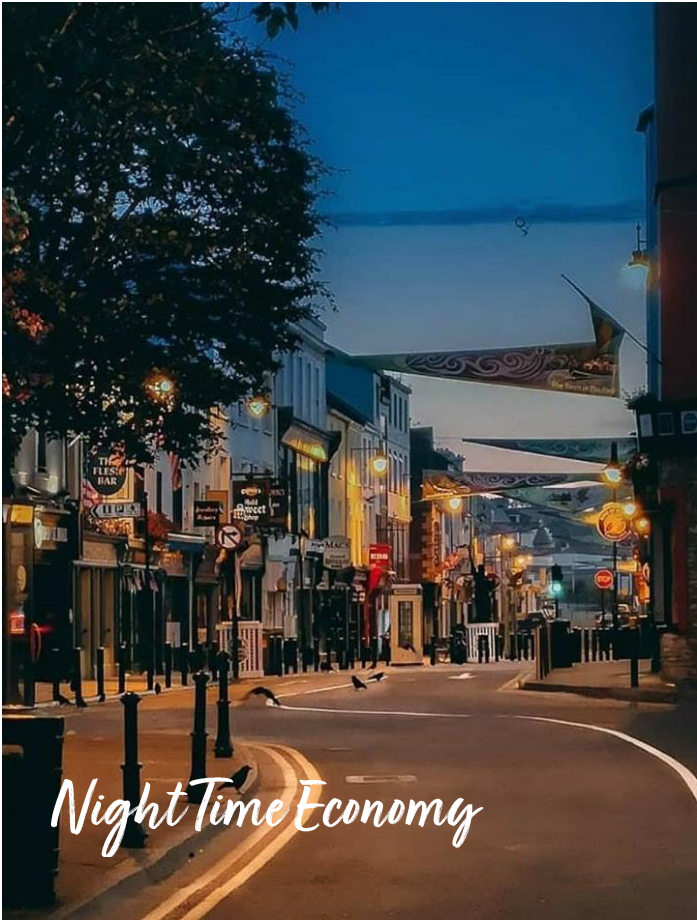
2

Improved visitor flow & way finding needed

3

Unlock the potential of Killarney as a year round destination

Catalyst Projects



Catalyst Projects



West Cork & Kenmare



Fáilte
Ireland



WILD ATLANTIC WAY
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Mizen Head



Why the plan was needed ...



1

Open West Cork and
Kenmare as a year-
round destination

2

Premier artisan Food
and Drink
Destination

3

Lack of indoor, rainy
day attractions &
supporting outdoor
facilities

DEDP Priorities



1

*Food in Tourism
Destination*

2

*Opening the
Outdoors*

3

Coordination

Cliff Coast

Banna Strand



Plan to launch in 2023



Product Development

Michael Fitzsimons



Killarney National Park

Blasket Centre in Dún Chaoin



OPW
Oifig na nOibríochtaí Poiblí
Office of Public Works



Fáilte Ireland Funding:
€ 1.69 million

Total Project Costs:
€ 2.9 million

Officially Opened:
June 2022



Bray Head



Fáilte Ireland Funding:
€ 1.6 million

Total Project Costs:
€ 1.9 million

Expected Opening Date:
2023 / 2024



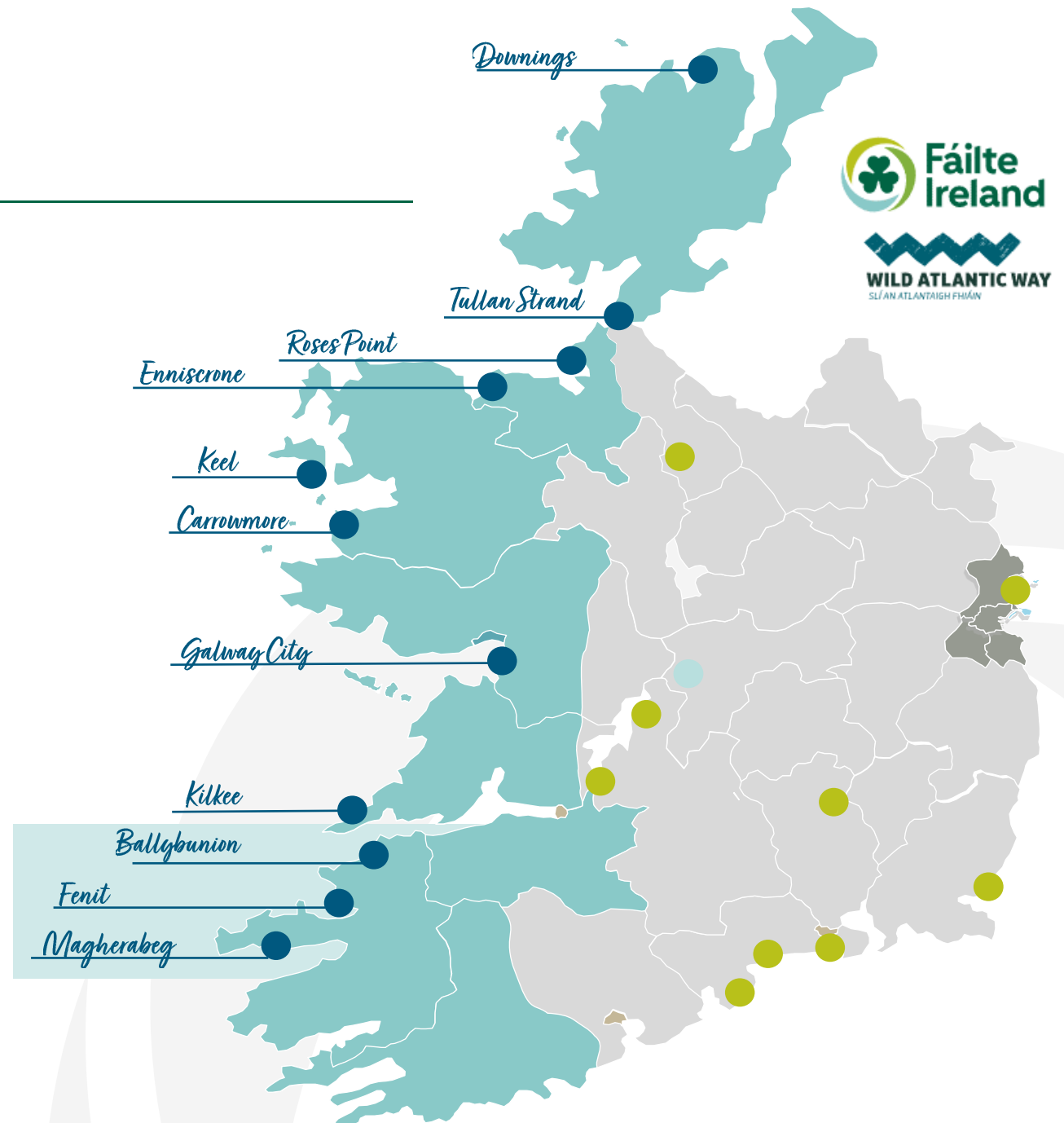
Water Sports Facilities



Fáilte Ireland Funding: €2,550,000

Total Project Costs: € 2,550,000

Expected Opening Date: 2023 - 2025



Outdoor Recreation Infrastructure Scheme



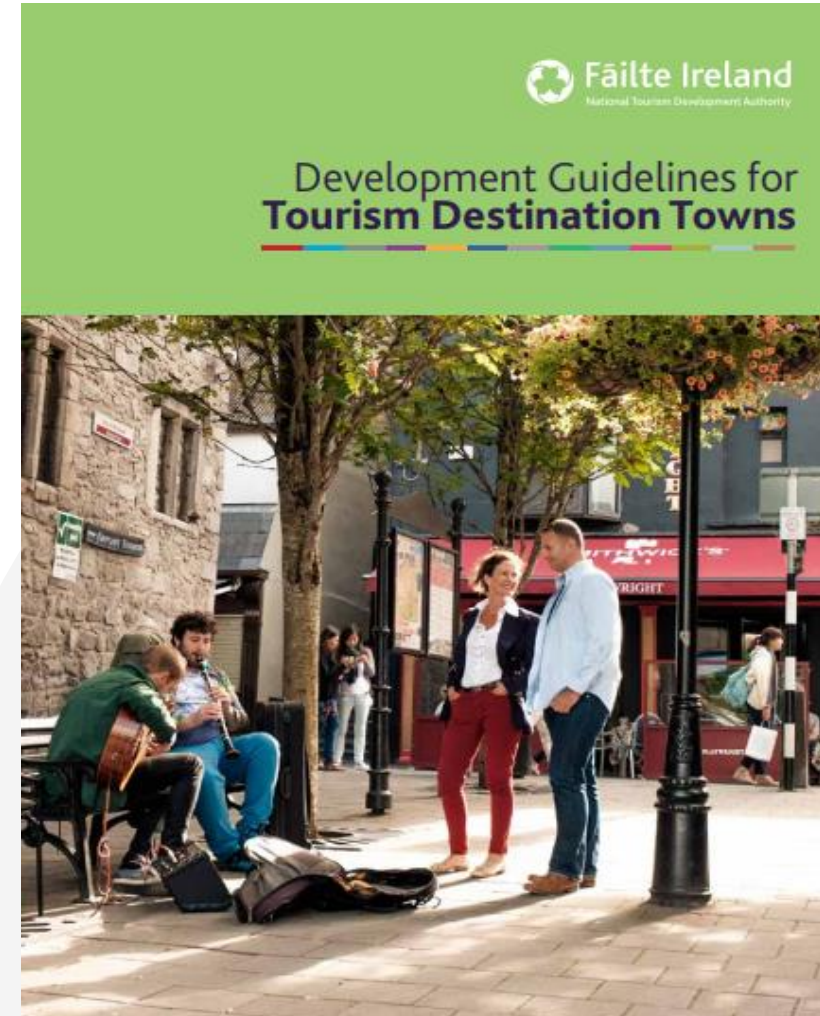
- Collaboration between the Department of Rural and Community Development & Fáilte Ireland 2018 - 2021
- Provides funding for a range of outdoor infrastructure projects such as; walking trails, greenways and blueways
- 224 projects completed across 25 counties totalling 14.6 Million (2019- 2022)
- 2021: Tralee Bay Coastal Greenway (500K Investment)
- 2022: Greenway Trail Head Building (500k investment)



Kingdom of Kerry Greenways



Destination Towns - Tralee



Co. Kerry

Fáilte Ireland Funding: **€500,000**

Expected Opening Date: **2023**

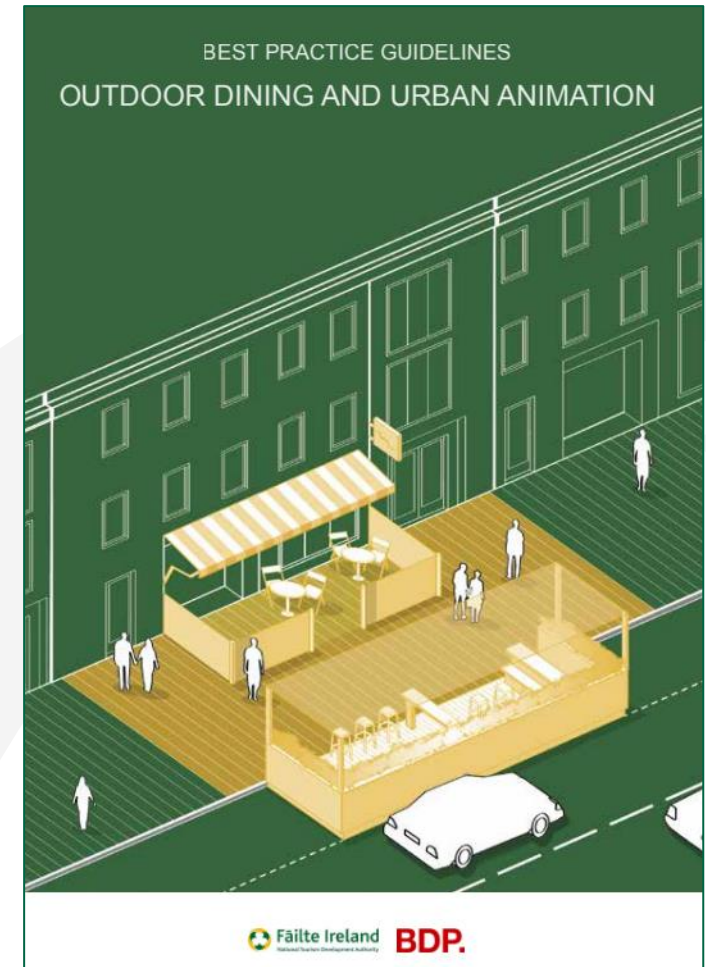
Outdoor Dining



Fáilte Ireland Funding: **€ 9,400,000**

Total Project Costs: **€ 9,400,000**

Expected Opening Date: **Complete**



Portmagee

Panel Discussion

Pat Chawke

Wander Wild Festival

Moira Murrell

Kerry County Council

Martin Bealin

Dingle Sustainable Energy
Community



Portmagee

Enterprise Development

Aileen Deasy



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



Value for Money



Rising Costs



Labour Shortages

Competitiveness



**Reducing
Costs**

**Increasing
Revenues**

**Exceptional
Customer
Value
Experience**

2023 Strategic Priorities



Cost Reduction

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



Digitalisation

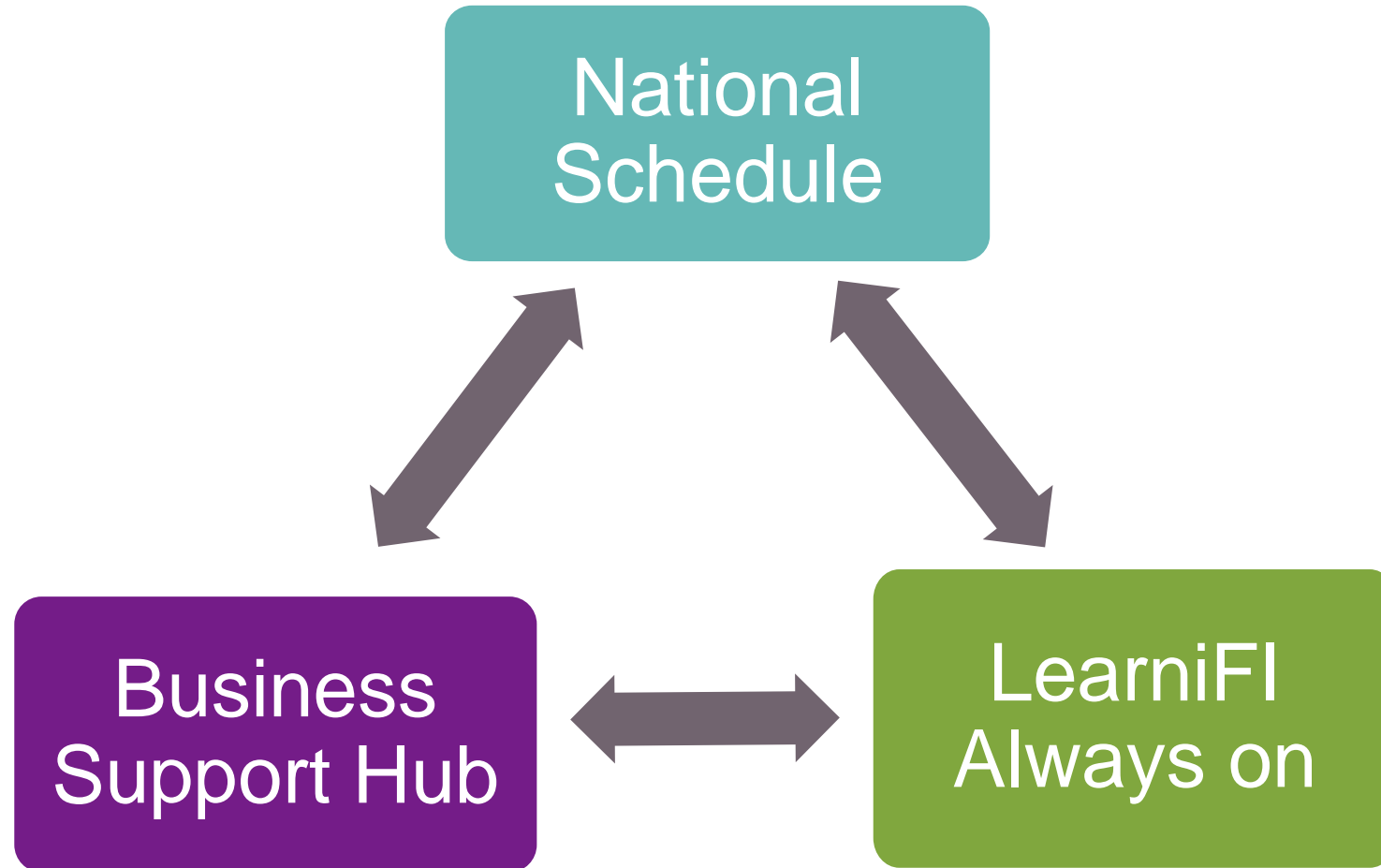
- Increase customer reach and engagement
- Drive revenue online using web, social and connected distribution
- Data analytics and tech adaptations for big impact with small investment



Climate Action

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

Engaging with Supports



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



Next Steps...



- 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**

DRIVING
SUSTAINABLE
Recovery

Marketing Overview

Claire Cadogan
Head of Digital Marketing



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



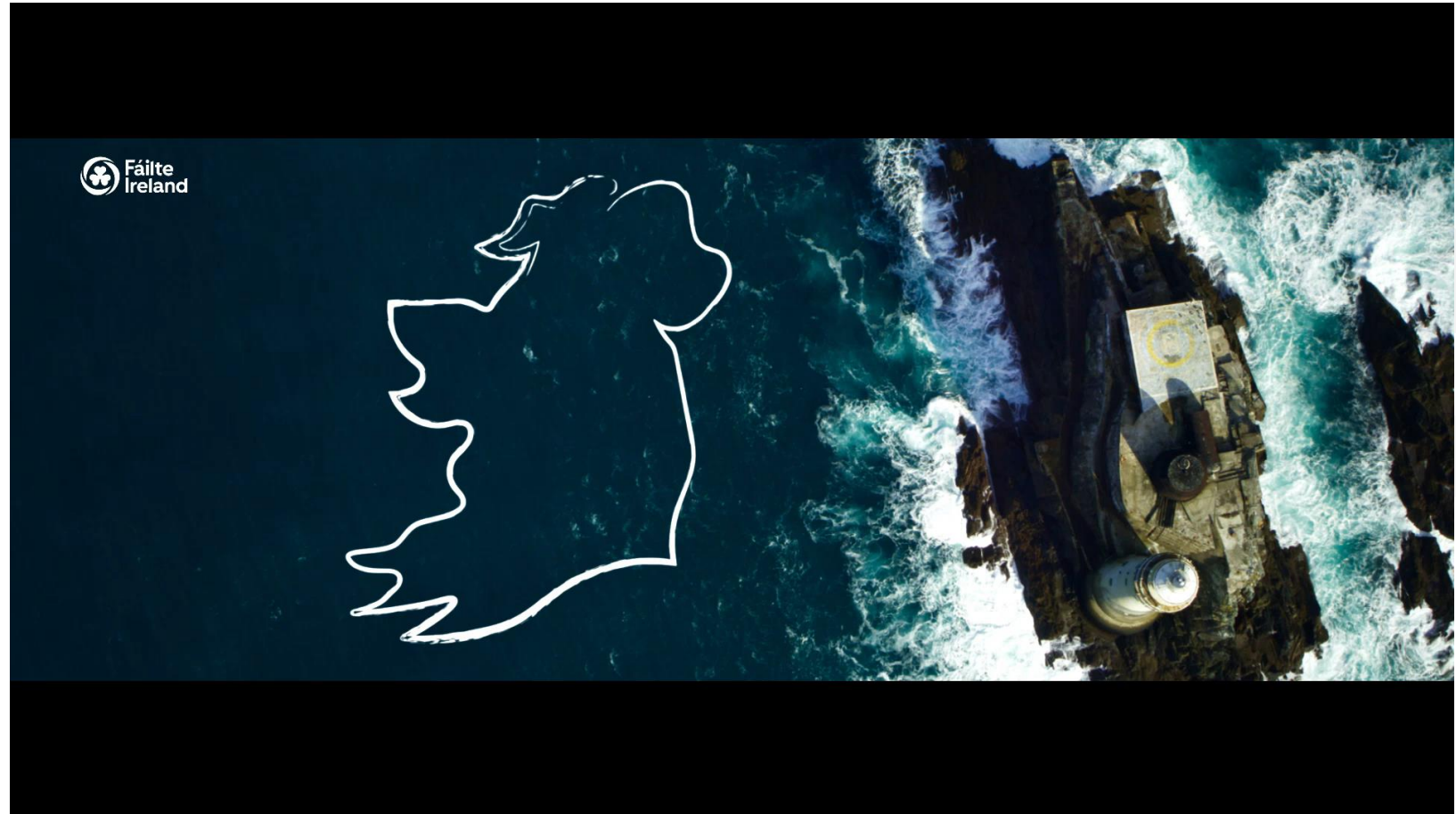
DOMESTIC
SALES

SUPPORTED BY BUSINESS & MARKETING TOOLKIT

Inspiring the nation through TV

National
TV
across
ROI & NI

Reaching
55% of
adults
weekly



RTÉ

Virgin
media

TG4

4

sky

Utv

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

Keep Discovering

When was the last time you went exploring?

Adventurous thrills, exciting tastes, bustling cities and roaming where eagles soar: Our country is open, ready and waiting and there's no limit to what you can discover this Summer. And the best thing about it? It's all just down the road.

WILD ATLANTIC WAY
Stand at the edge of the world on the majestic 2,500km-long Wild Atlantic Way. Set your spirit soaring along the Great Western Greenway, feel the rush of crashing waves in Clare, or savour the tastes of Kinsale. Uncover the hidden histories of Achill Island, or witness the dawn of a spectacular new day at Slábh Liag's towering sea cliffs.

IRELAND'S ANCIENT EAST
Uncover stories bold and brave in Ireland's Ancient East. Explore epic landmarks and spectacular sites in a place where legends are born. Take the road less travelled along the Waterford Greenway, or wander through the sweeping grounds of Wexford's Johnstown Castle where time stands still. Feel the vibrancy of Killybeggy, with winding streets and a medieval castle open for discovery.

Ireland's Hidden HEARTLANDS
Unearth this land's best kept secrets with a trip to Ireland's Hidden Heartlands. Wind your way through the heart of the country, and let the river Shannon's sparkling waters lead you from Carrick-on-Shannon through Athlone into the spectacular Lough Derg. Set adrift on cruise boats and kayaks or meander through mystical boglands and open valleys.

Dublin
Visit Dublin, where there are countless stories to be told. Feel the buzz of the city centre and get a different perspective on Croke Park's Skyline or in the Gravity Bar at the Guinness Storehouse. You can also set your heart racing with water sports at Grand Canal Dock, or take in the views of Dublin's shimmering bay in picturesque coastal villages.

For great ideas of things to see and do, visit [DiscoverIreland.ie](https://www.discoverireland.ie)

Driving relevancy through digital & social

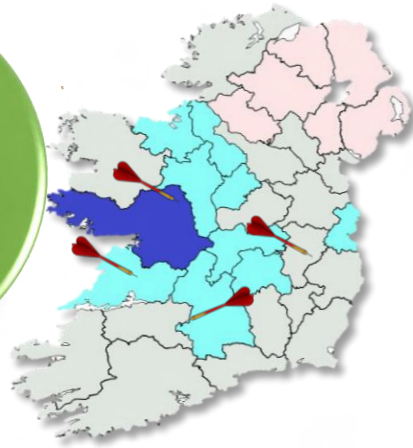


Geo-targeted ads

Within 2-hour radius

Always-on social

YouTube



Showcasing experiences via TV Partnerships...



**159K
Reach
per segment**



**130K
Reach
per segment**



**Total
Partnership
Reach
1.6M**



Building positive word-of-mouth through influencers & PR



Fionnuala Moran
Reach
20K+



🚌 We hopped on an @expresswayire to Listowel too to visit the @kerrywritersmuseum & enjoy a guided tour of @opwireland's Listowel Castle. We followed the fab morning of culture with a serene stroll by the river down to the #GardenOfEurope. 😊🌸

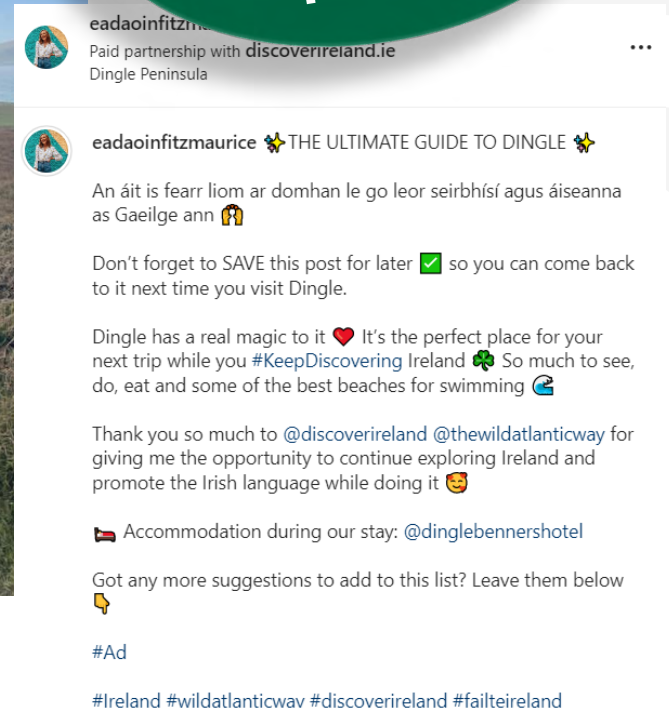
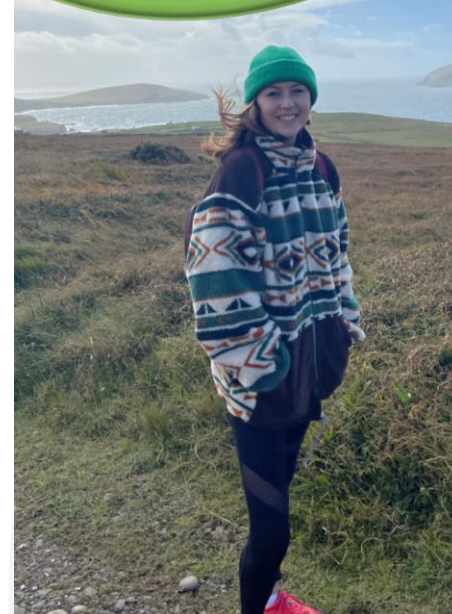


Tralee ❤️ 6w
Paid partnership with discoverireland.ie

We hopped on the @expresswayire to #KeepDiscovering in Listowel, hitting up the @kerrywritersmuseum & Listowel Castle which the @opwireland give tours of. 🏰

Influencer Programme
Reach
13.5M +

Eadaoin Fitzmaurice
Reach
140K+



eadaoinfitzmaurice
Paid partnership with discoverireland.ie
Dingle Peninsula

eadaoinfitzmaurice ✨ THE ULTIMATE GUIDE TO DINGLE ✨

An áit is fearr liom ar domhan le go leor seirbhísí agus áiseanna as Gaeilge ann 🇮🇪

Don't forget to SAVE this post for later ✅ so you can come back to it next time you visit Dingle.

Dingle has a real magic to it ❤️ It's the perfect place for your next trip while you #KeepDiscovering Ireland 🍀 So much to see, do, eat and some of the best beaches for swimming 🌊

Thank you so much to @discoverireland @thewildatlanticway for giving me the opportunity to continue exploring Ireland and promote the Irish language while doing it 😊

🏠 Accommodation during our stay: @dinglebennershotel

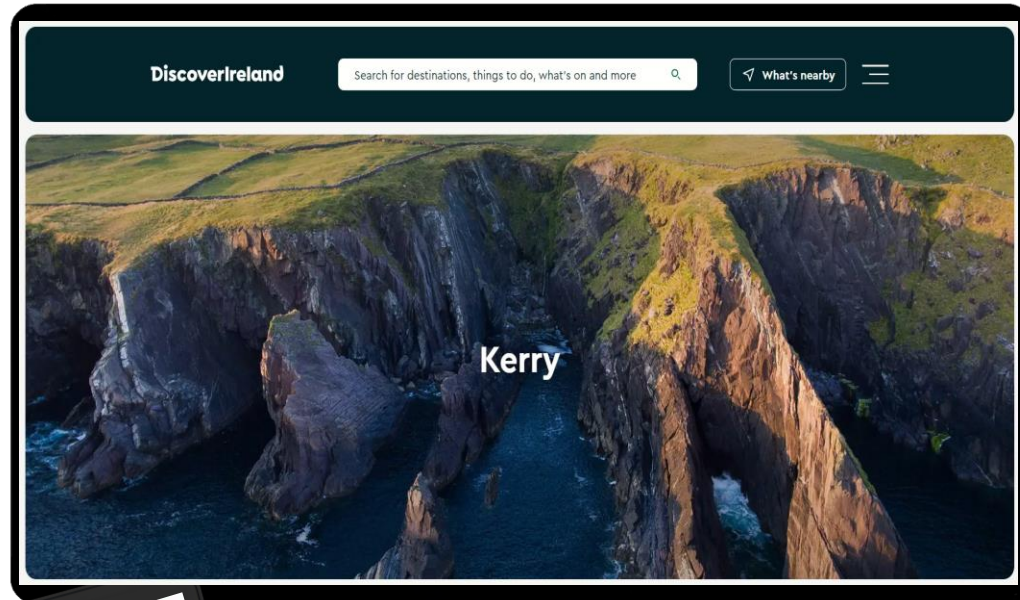
Got any more suggestions to add to this list? Leave them below 📌

#Ad

#Ireland #wildatlanticway #discoverireland #faiiteireland

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

Discover
Ireland.ie



Emails Database: 60K

Open Rate: 30%

Published Twice a month

117k
Sessions

19k
Referrals
(+180% v's
2019)



Building communities on Social Media

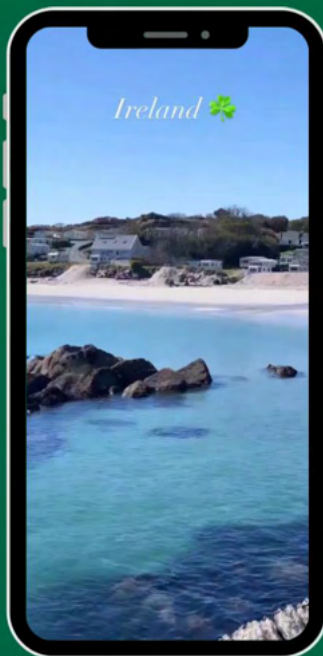


1.5m
Community Size



4.2%
Average Engagement Rate

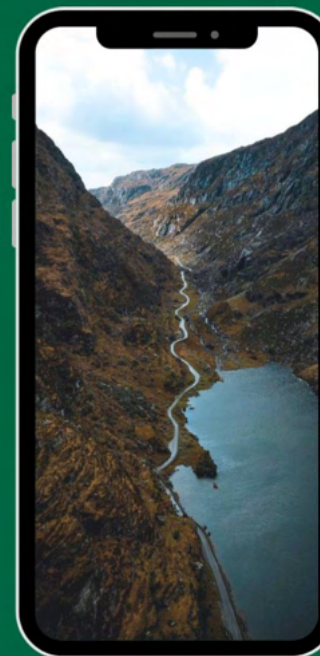
Top Performing Posts



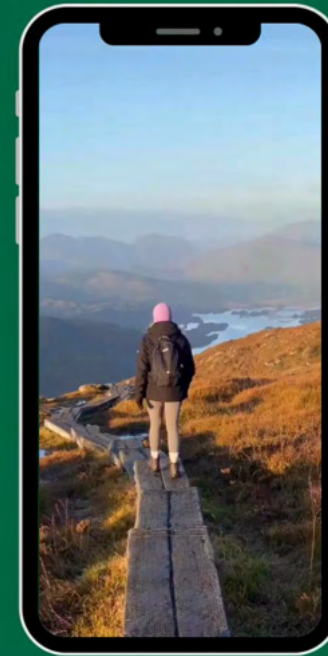
South Kerry
Views - 93k



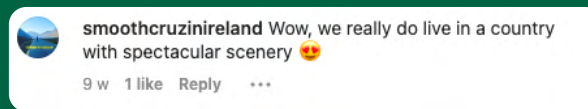
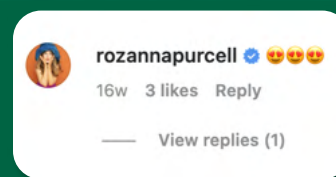
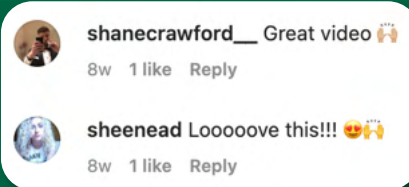
Nun's Beach
Views - 81k



Gap of Dunloe
Views - 92k



Torc Mountain
Views - 36k



12.2M
Total Impressions



DRIVING
SUSTAINABLE
Recovery

How you can
get involved



Keep Discovering Industry Toolkit



Free
Marketing
Content



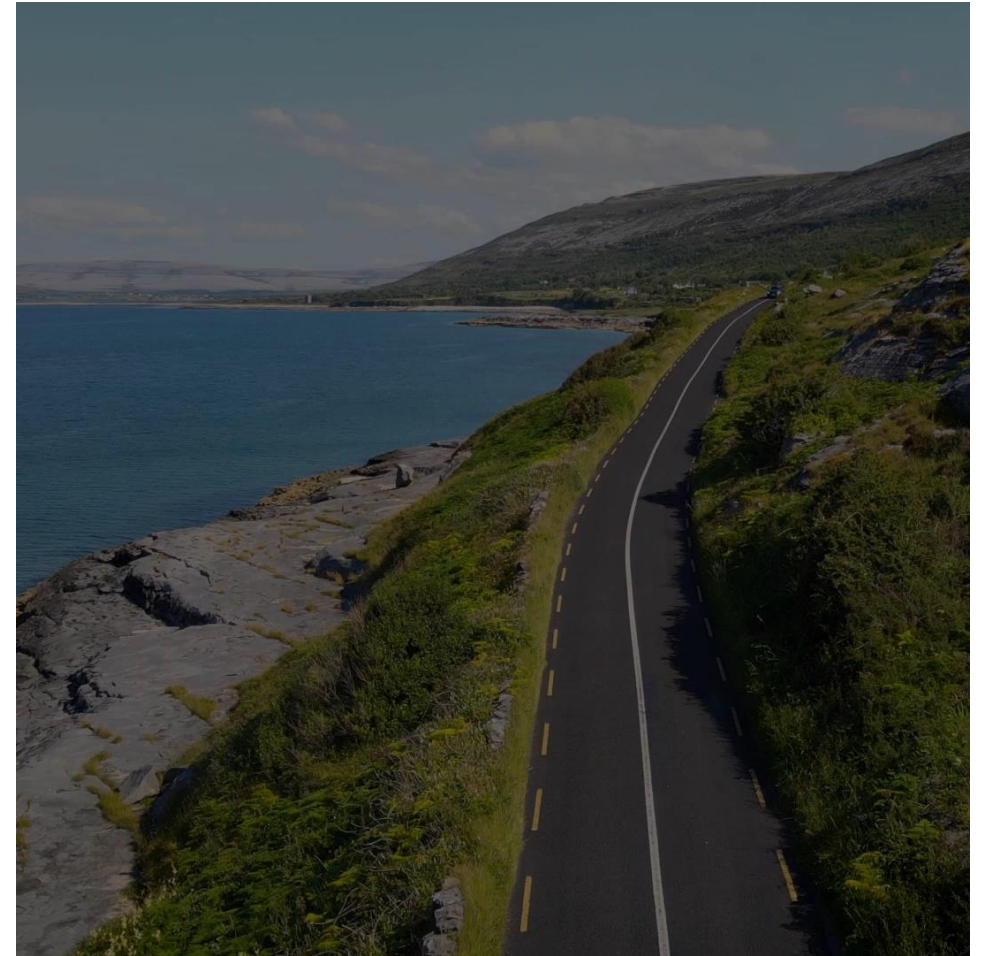
Save
Time



**UPSKILL AND
GET PRACTICAL
MARKETING
ADVICE**



Save
Money



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



Key Takeaway



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

Ireland's **CONTENT** POOL

Valentia Lighthouse

Commercial Development

Paul Mockler



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

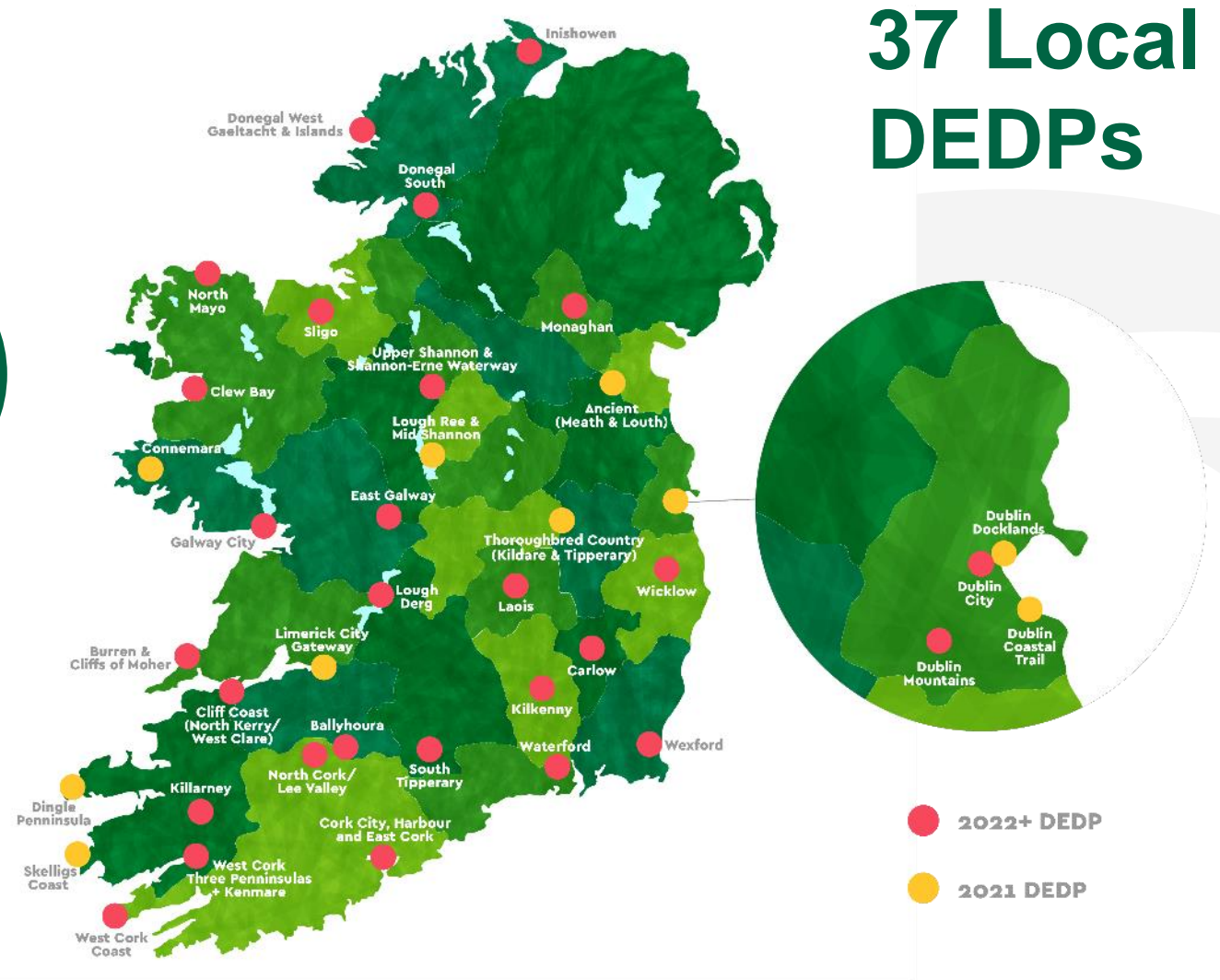
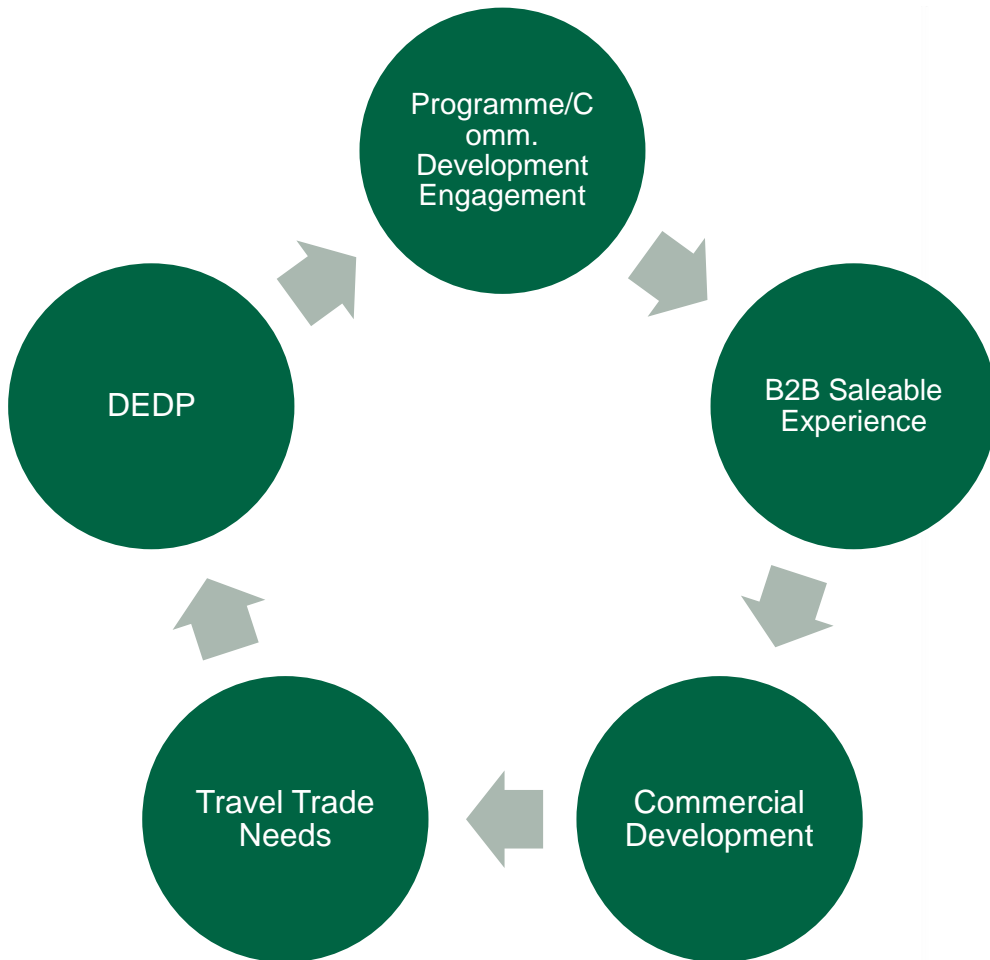


Business Tourism

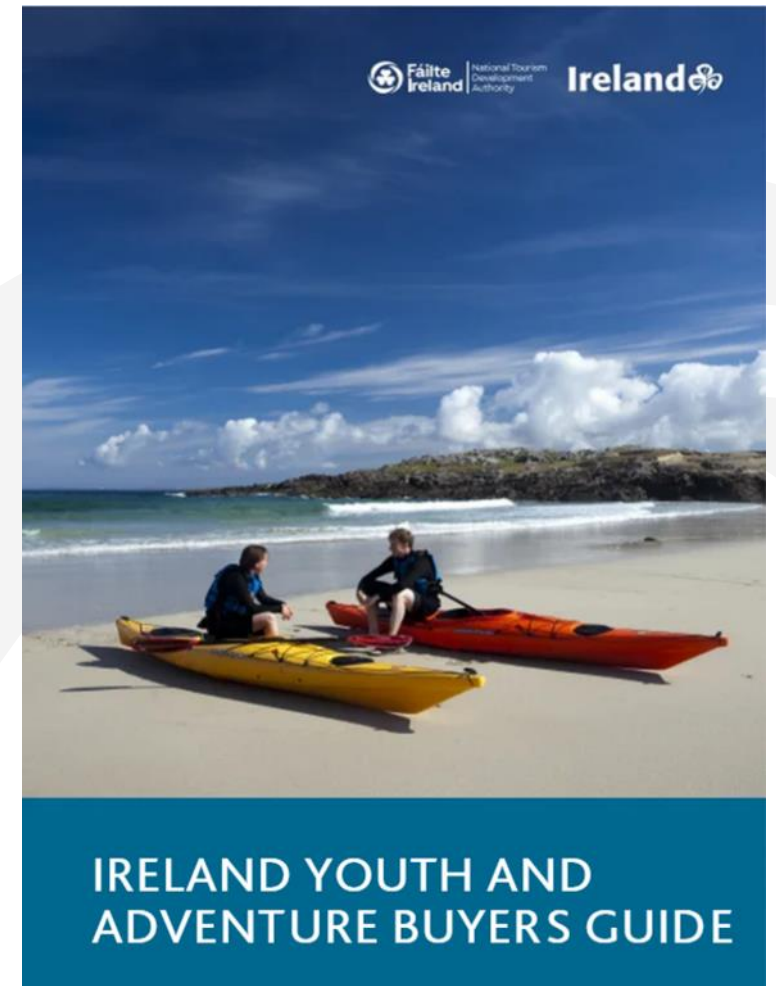
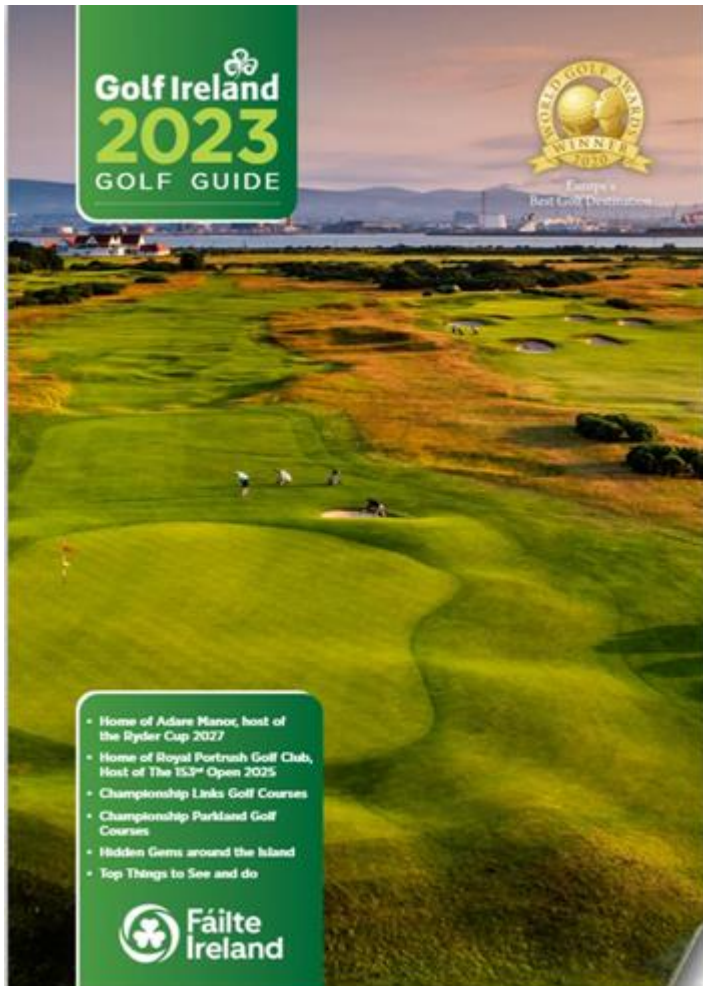
- **€202m** of Events Took Place
- **€271m** of Leads Generated
- **€183m** of Leads Converted
- **€660m** of Leads Added to Pipeline



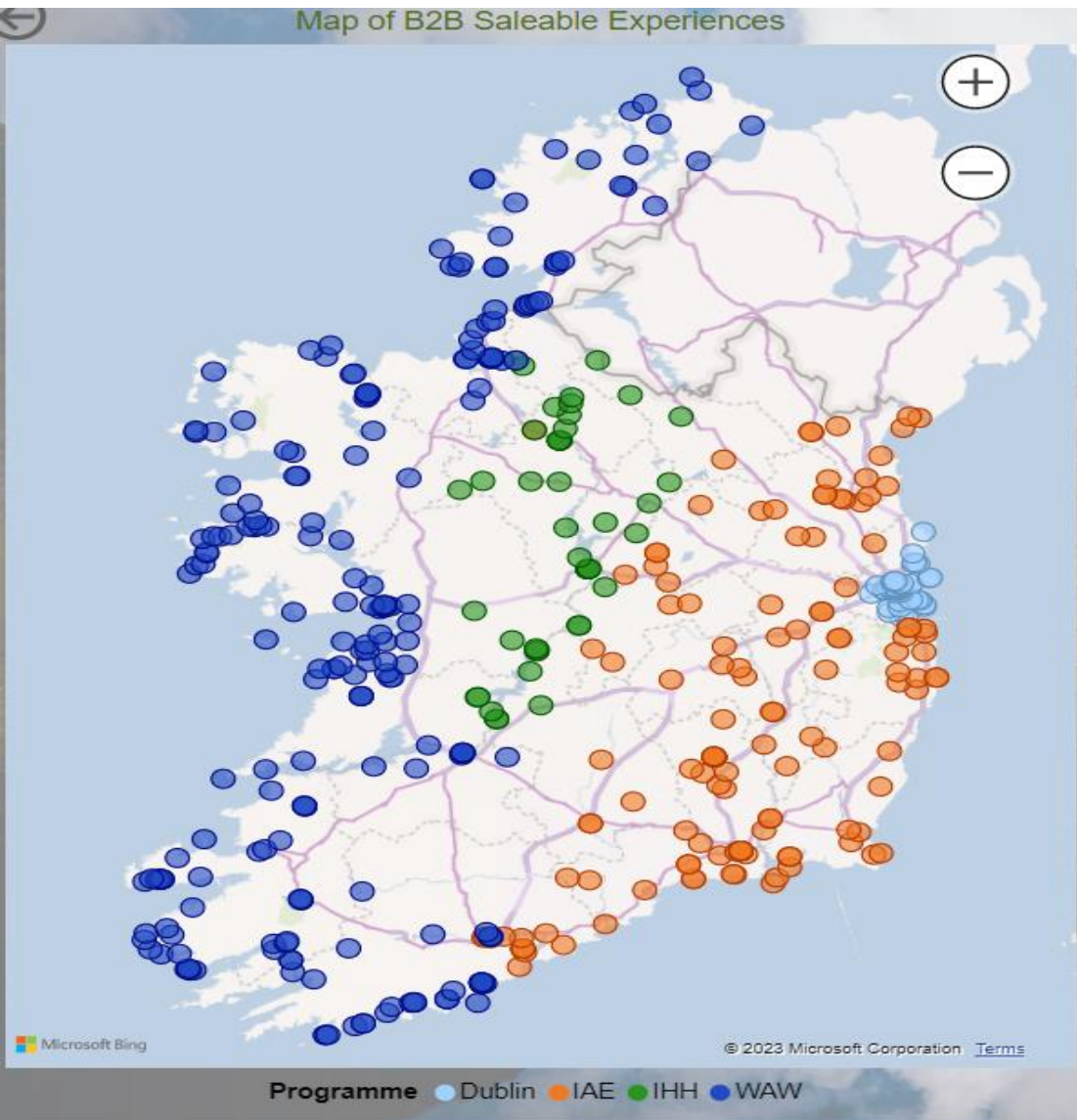
B2B Saleable Experiences



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



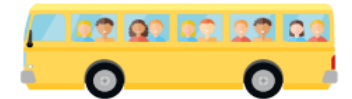
15
Markets



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



Fáilte
Ireland



WILD ATLANTIC WAY
SLÍ AN ATLANTAIGH FHIÁIN



Ballybunion Golf Club

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



Luxury Strategy



Master Connections



Luxury FAM



Engage

1
Luxury
strategy

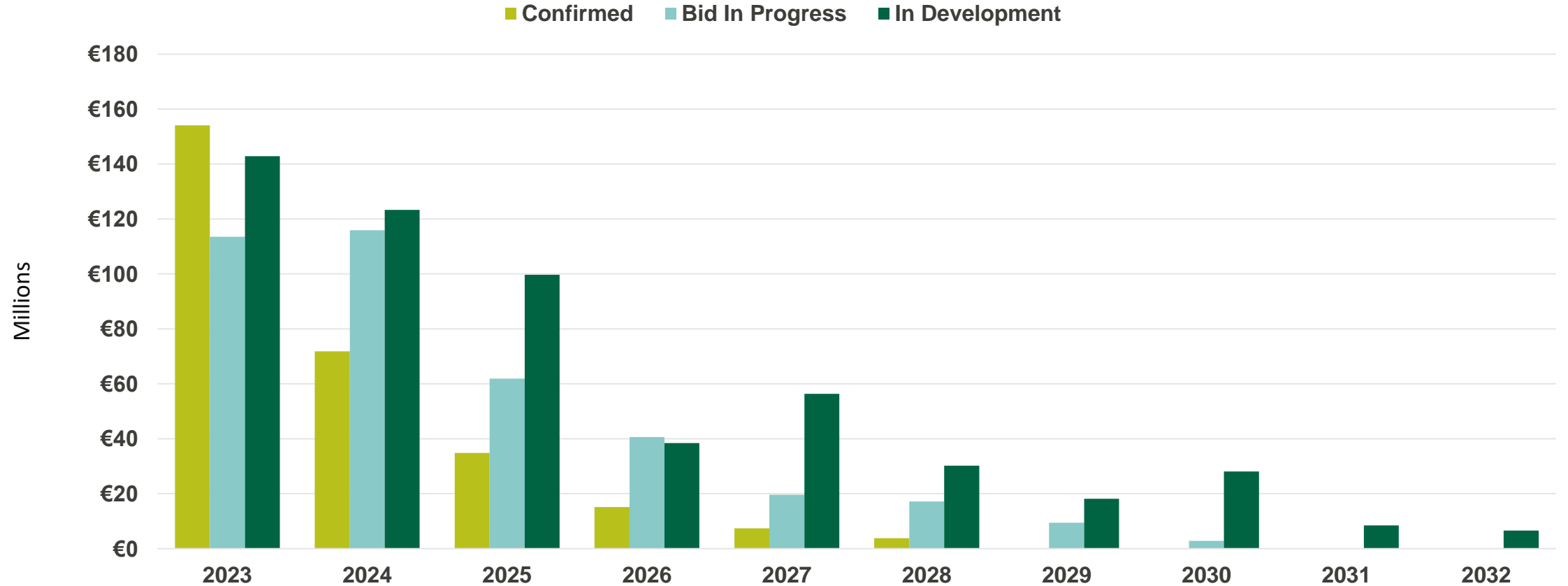
117
Master
Connections

4
Fams
30+ buyers

20
Overseas
sales
platforms

1
Luxury
Destination
Showcase
40 buyers

Business Events Pipeline 2023 - 2032



€1.22bn
Events Value

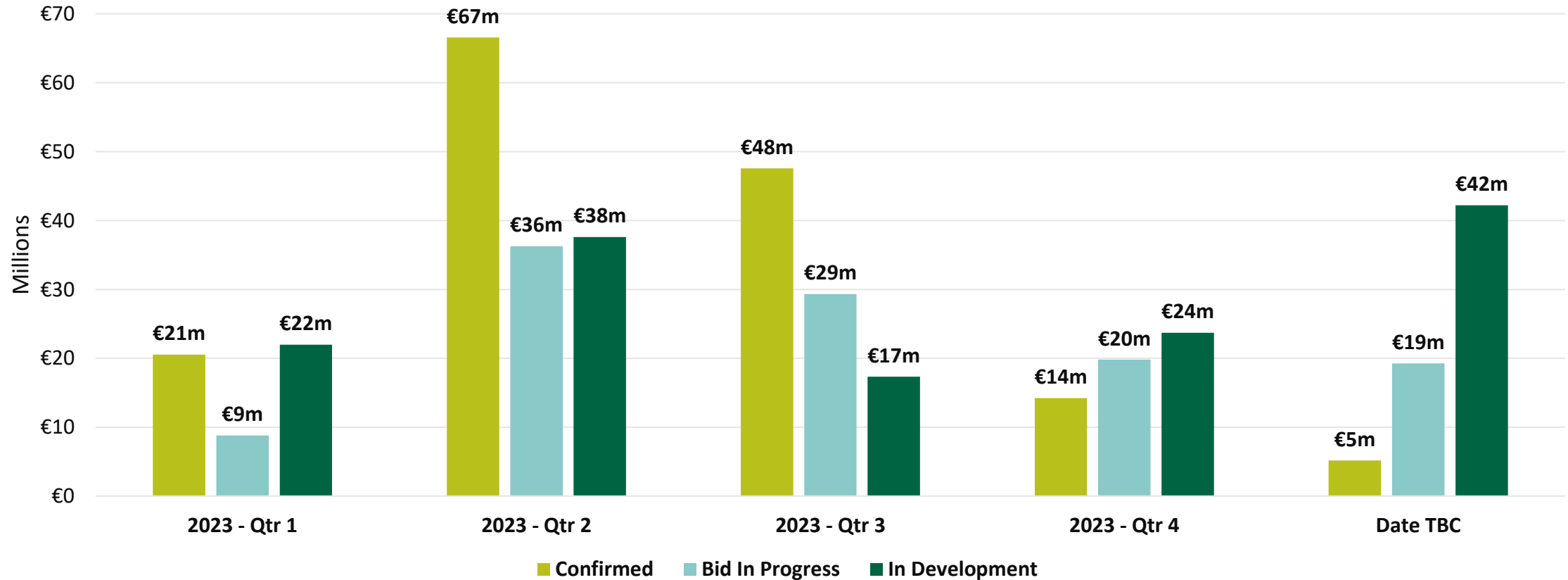
€287m
Confirmed (24%)

€381m
Bid Pending (31%)

€552m
Bus. Dev (45%)

718k
Int. Delegates

Business Events: Event Year 2023



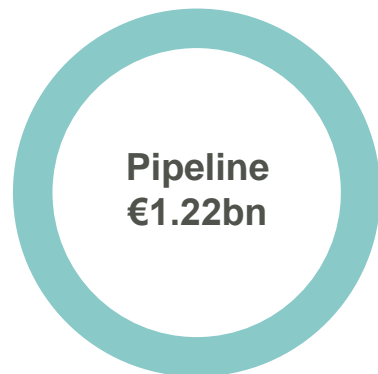
€410m
Value Pipeline

€154m
Confirmed (38%)

€113m
Bid Pending (28%)

€143m
Bus. Dev (35%)

Business Events Value



Kerry Convention Bureau



€37m + confirmed business
32,271 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



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

