Fáilte Ireland
National Tourism Development Authority

SALES CONNECT GB

How You Can Win Business in the GB Market

CONTENTS

INTRODUCTION

SALES CONNECT GB

Future tourism growth will come from the overseas markets. While many overseas markets remain lucrative, Great Britain (GB) is the largest single source market for visitors to the island of Ireland and represents a significant opportunity for Irish tourism. In 2011 alone, the GB market provided almost 50% of visitors to the Island of Ireland (45% of visitors to the Republic of Ireland and 65% of visitors to Northern Ireland) and delivered a total of €1.113 billion/£0.9 billion in tourism revenue and 3.6 million visitors.

Sales Connect GB, an industry focussed business support, has been developed to enable you to better understand, target and grow your business from Great Britain (GB) It provides new and unique insights into the GB visitor and offers a range of practical supports and advice for you the Irish Tourism Industry. The interactive nature of Sales Connect GB, facilitates a 'hands on' approach to tackling many of the challenges involved in attracting visitors from GB to Ireland, whether you are trying to break into the market for the first time or whether you simply want to grow your existing business.

Sales Connect GB is a dedicated market development support, resulting from the detailed GB market review undertaken by Fáilte Ireland, Tourism Ireland, NITB and the industry under the auspices of the Tourism Recovery Taskforce. It is the first in a series of dedicated GB business supports, specifically designed to aid you in the Irish Tourism industry to better target and penetrate the GB market and achieve growth. You will find a full range of dedicated GB business supports located on www.failteireland.ie

Note: Great Britain covers England, Scotland and Wales and will be referred to as the GB market from here on in this document.

HOW WILL IT HELP ME?

Sales Connect GB aims to help you;

- Understand the target segments in GB with the best potential for your business.
- Understand the GB consumer journey when buying a holiday.
- Gain insights for your business into the most effective methods for reaching the GB visitor.
- Develop partnerships with local tourism providers and the wider national tourism sector.
- Use the readiness assessment tool to help you work out if you are ready to target the GB Market.
- Engage with media/trade platforms.

THE GB ECONOMY

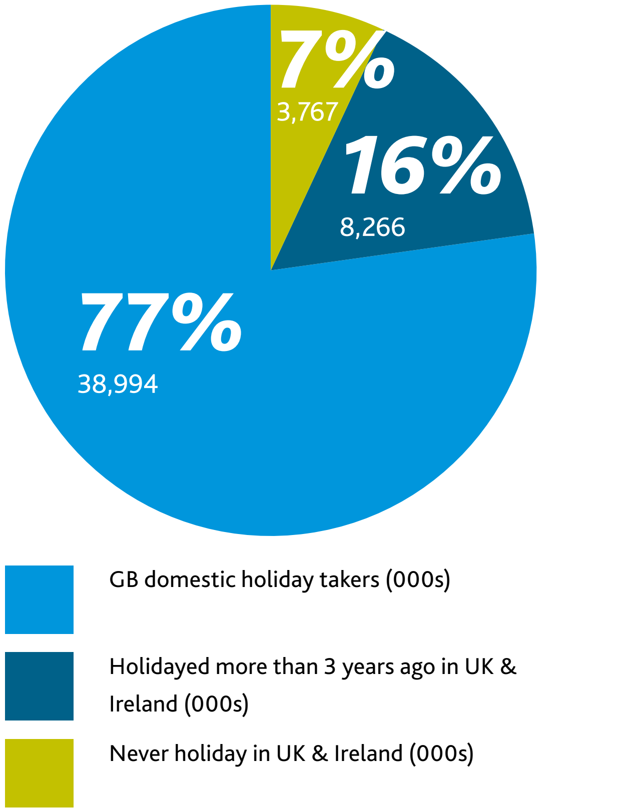
Economic forecasts indicate the GB economy will remain challenging, with anaemic growth over the medium term. Consumer spending will continue to be constrained as people pay off debts and focus on savings. To grow business in this market, the island of Ireland must win market share from its competitors.

MARKET SNAPSHOT

- 60 million people.
- Strong cultural and ancestral links.
- Good air access to lots of different airports around the island of Ireland. Good ferry access also.
- Someone turns 50 every 40 seconds in the UK.
- South East is most populous region and also the region from which Ireland gets most of its holiday visits.
- Minimum holiday entitlement is 28 days annually.
- Surfing the internet is more popular than watching television.

The total opportunity size of the GB market is the 38.9 million people in GB who take domestic holidays. Within this a number of priority segments have been identified as having the best potential. These are explained in the section on Target Segments.

Opportunity – Size of GB Market



THE GB DOMESTIC MARKET – UNDERSTANDING IT

- Total domestic trips fell by 5.4% since 2006 but domestic holiday trips grew by 6.2%.
- Domestic trips resulted in £20.8bn of tourism spending in 2010, comparable with 2006 performance.
- Average spend per domestic holiday trip of £213, reducing to £174 for 1-3 night trips.
- Average nights per trip is 3.1. Holidays of 4-7 and 8+ nights are becoming less popular.
- 82% of trips are to or within England, 11% to or within Scotland, Wales holds 7% share.
- Short stays accounted for 35 million pure holiday trips; increasing to 52 million trips if Visiting Friends and Relatives (VFR) are taken into consideration.
- Domestic holidays by young families, under-45s and the C1 and DE socio-economic groupings fell in 2010 over 2009.
- Domestic holidays by those aged 45-54 and those in the AB and C2 socio-economic groupings performed better over the same period.

THE CURRENT GB MARKET TO IRELAND

How Do They Get Here?

- 4 of every 5 arrive by air.
- 1 in 5 bring their own car, 1 in 5 hire one here, 3 in 5 don't use a car.

How Long Do They Stay?

- Average stay is 5 nights. 7 out of 10 stay 5 nights or less. Longer holidays more likely in June – August period.

What Age Are They?

- Almost two thirds are 35+, but with a trend toward a younger profile in recent years. The majority of the 35-54 year olds travel as a couple.

Is It Their First Visit?

Almost 3 out of every 5 (59%) are repeat visitors.

Did you know there are 8 million pet dogs in GB and 23% of households in Great Britain have at least one dog? If you welcome pets at your premises let your potential visitors know and tell them that there are no restrictions on bringing pet dogs from GB to the island of Ireland.

WHERE IN GB ARE THEY FROM?

South East	**21%**
London	**15%**
South West	**11%**
North West	**11%**
West Midlands	**10%**
Scotland	**8%**
Wales	**8%**

WHEN DO THEY VISIT?

Ireland is a year round holiday destination, with

48%

arriving in the off season between October and April.

WHO ARE IRELAND'S COMPETITORS?

4 Interesting Facts

1. The island of Ireland's primary competitors for short break holidays are domestic British destinations, Scotland, the Lake District, Wales & Devon/Cornwall.

2. Holidays in Scotland, England (Lake District and Devon/Cornwall) and Wales are seen as similar to holidays in Ireland, with Scotland the most similar.

3. 'Staycations' are a growing trend with 70% of GB holidaymakers taking domestic holidays instead of and/or in addition to foreign holidays. For more than two thirds of those who visit Ireland, it's a trip in addition to their main holiday.

4. They don't really regard other European holiday destinations as being comparable to Ireland apart from Amsterdam which is a competitor for city breaks.

WHAT DOES THIS TELL US?

- Our many natural resources and tourism assets could be focussed and positioned to better compete against GB destinations.
- Our mountains, lakes, islands, coast, gardens, hiking and walking, surfing, golf, cities, arts, culture, literary heritage, food and drink could be further developed both as standalone and bundled experiences. See www.failteireland.ie
- Cities (Dublin, Cork and Galway) can compete against certain GB cities for city breaks. Ireland's main GB competitors are Edinburgh, Glasgow and Manchester e.g. Manchester for sport and shopping, Edinburgh for arts and festivals and Glasgow for shopping, entertainment, culture.
- Future focus will be on specific target segments that are receptive to what Ireland has to offer.
- Ireland can be positioned as a unique short break holiday destination brand.
- Ireland's accommodation offering is superior: better quality, service, consistency, range and value.
- Value has increased in the domestic GB holiday market so expectations are higher. We need to improve the perception of value and get the message across that there is better value to be had.

WHAT DO GB CONSUMERS CONSIDER WHEN MAKING A HOLIDAY DECISION?

Scotland is seen as best for scenery/landscape and exploration, Devon and Cornwall for families, fun and laughter, and the Lake District for peace and quiet and slowing down.

How do they compare us to competing destinations?

Minimum requirements or core motivators – The most important decision drivers	**Differentiators – The second most important decision drivers**	**Niche markets – The third most important decision drivers**	**Specialist interests – The fourth most important decision drivers**
Explore the place	Enjoy local specialities (food and drink)	Feel special or spoilt	Meet and have fun with other tourists
Enjoy the beauty of the landscape	Have dedicated time with my other half	Feel like you are part of the place	Challenge myself and push my boundaries
Spend time with my children	Chill/slow down to a different pace of life	Meet the locals	Experience adrenalin-filled adventures
Have fun and laughter	Experience things that are new to me	Be physically healthier	Party
Enjoy quality food and drink	Experience activities/ places with a 'wow' factor	Have a nostalgic experience	Learn a new skill
Soak up the atmosphere	Broaden my mind/ stimulate my thinking	Have lots of laid-on entertainment/ things to do	
Do what I want, when I want, spontaneously	Get off the beaten track	Better myself – gain new confidence	
Enjoy peace and quiet	Feel connected to nature	Visit places important to my family's history	
	Go somewhere different but familiar		

How do we compare?

Holidaymakers rated Ireland and competing GB destinations on these drivers. Ireland was 'best in class' in just two of the minimum requirements and satisfied only one of the nine key differentiators. Ireland was strongest for meeting locals, having fun with other tourists and partying. Unfortunately, these strengths are in niche or special-interest areas and do not motivate most holidaymakers.

Those surveyed were also asked to rate city-break destinations, including Dublin and Belfast, against competing destinations such as Berlin, Copenhagen, Barcelona, Prague and Amsterdam. Dublin scored well on basics such as 'fun and laughter', 'spending time with my children', 'quality food and drink' and 'soaking up the atmosphere' as well as on key differentiators such as 'local specialities' and 'chilling out'. It scored particularly highly on niche and special-interest drivers, namely 'feel part of the place', 'meet the locals' and 'have fun with other tourists'. Belfast scored best on 'having fun with other tourists'.

Comparative Analysis – What our Competitors Offer the GB Holidaymaker for Culture, Family and Activity Breaks

	Scotland	Devon/Cornwall	Lake District	Wales
What's great in the competing destination?	Distinct brand messages. Emotional appeal. Preservation of land. Local food. Mountain landscape. Open spaces. Sea. Lochs. Islands. Hiking. Fishing. Exploration. History. Cultural & historical sites. Character. Home of golf, whisky. Edinburgh (festivals, culture, heritage, food, year round). Glasgow (edgy, fashion, art, food, shopping). Partnership approach across stakeholders.	Very accessible (particularly to Londoners). Food – Rick Stein, Jamie Oliver etc. Quaint coastal villages. Surfing. Cliff walks. Arts. Gardens. Family holiday experiences. Range and quality of accommodation. Atmosphere. Potter around.	Adventure Capital. Hiking and walking. Access to lakes. Local transport – land and water. Signage. Year round programme of activities. Get away from it all, peace and quiet. Stay in B&Bs/Eat in pubs. Wordsworth country and other literary heritage. Focused marketing approach. Investment in product development.	Natural environment. National pride. Built heritage and interpretation. Good value food and drink. Mountain biking/ fishing/ golf. Hill walking/hiking. Real people, human place, magical history & culture. Sightseeing. Coastal walk. Pilgrim walk. Alternative to sun holiday. Nostalgic holiday memories.
What's not so great in the competing destination?	Expensive. People perceived as being less friendly.	Expensive if not self-catering, camping or caravanning. Poor information on what to do. Poor nightlife.	Not yet successfully targeting families. Little nightlife.	Old fashioned, traditional family holidays. Perceived as downmarket, less friendly.
Who goes there?	Tourers/People with a connection/Broad demographic/Only 20% stay in 4* accommodation or above/Own transport.	Older/middle aged / families. Hip Londoners. Majority use mid range accommodation (3* or less). Repeat visitor.	Older, active (45+ yrs) including extended families. ABC1s.	Young couples & families. Main holidays – camping, caravanning.
Key message	'Surprise yourself'	'Be inspired'	'No 1 rural destination in UK'. 'Adventure Capital of UK'	'Wales is Special' 'A proper holiday'
Where in Ireland compares?	Connemara/Donegal	SE/SW/Kinsale & West Cork	Shannon/Lakelands, Killarney	West Cork/West Clare/Westport

Comparative Analysis – What our Competitors Offer the GB Holidaymaker for City Breaks

	Edinburgh	Glasgow	Manchester	Amsterdam
What's great in the competing destination?	Mix of architecture and scenery. Extensive themed itineraries (free and paid). Home of festivals (year round). Quality and range of tourist information. Gateway to Scotland. Safety & security. Scenery and sightseeing.	Entertainment and nightlife. Retail (top shopping destination in UK after West End). Culture and architecture. Attractions and events. Shopping. Museums and galleries. Perception of good value for money. Nightlife.	Renowned for sporting excellence/ rich variety of cultural assets. Ambitious programme of urban redevelopment. 80 conference venues. People. Old industrial heritage Events/ matches/ entertainment. Shopping.	Collaborative approach. Multi cultural atmosphere, multi lingual population. Mix of modern and ancient. Festivals. International reputation for design and fashion. Atmosphere. Stag nights. Canal trips, cycle, museums. Anne Frank, Rembrandt.
What's not so great in the competing destination?	Expensive accommodation, People perceived as less friendly. Food reputation not as good as other cities.	Packaging of experiences. Cleanliness. Signage.	Perception of grey industrial city. Not as focussed in terms of marketing.	Relatively limited accommodation offering.
Who goes there?	English responsible for 72% of spend. Trips taken throughout the year. Average stay 2-3 nights. Over half are repeat visits. Over 40% under 35 yrs.	76% from the UK. Trips taken throughout the year. Almost half are under 35 yrs. Almost 60% drive.	Over 80% from the UK. 58% are 45+ yrs and empty nesters. Over 30s stay in 4/5* accommodation. Gay friendly.	15% of visitors from GB (down in 2011). Strong repeat visitor. Average stay 3 nights.
Key message	'Inspiring Capital'	'Full on European City Experience'	'Original Modern'	'I Amsterdam'
Where in Ireland compares?	Dublin, Galway, Belfast	Belfast, Derry, Cork	Cork, Dublin, Belfast, Limerick	Dublin, Cork, Derry, Belfast, Galway.

BRAND IRELAND

Putting 'EXPERIENCE' at the Heart of the Holiday

Research in GB indicates that there are 4 different types of holiday experience which are highly motivating for GB consumers. A holiday in Ireland can deliver on these experiences, and must present them to potential visitors in a credible and engaging manner. Events underpin all experiences and are therefore a vital component in the 'experience' mix. As well as being credible with GB holidaymakers, developing powerful experiences will help differentiate Ireland from GB competitor destinations.

4 types of experience:

1. Living historical stories
2. Awakening the senses
3. Active in nature
4. Vibe of the city

Developing Powerful Experiences

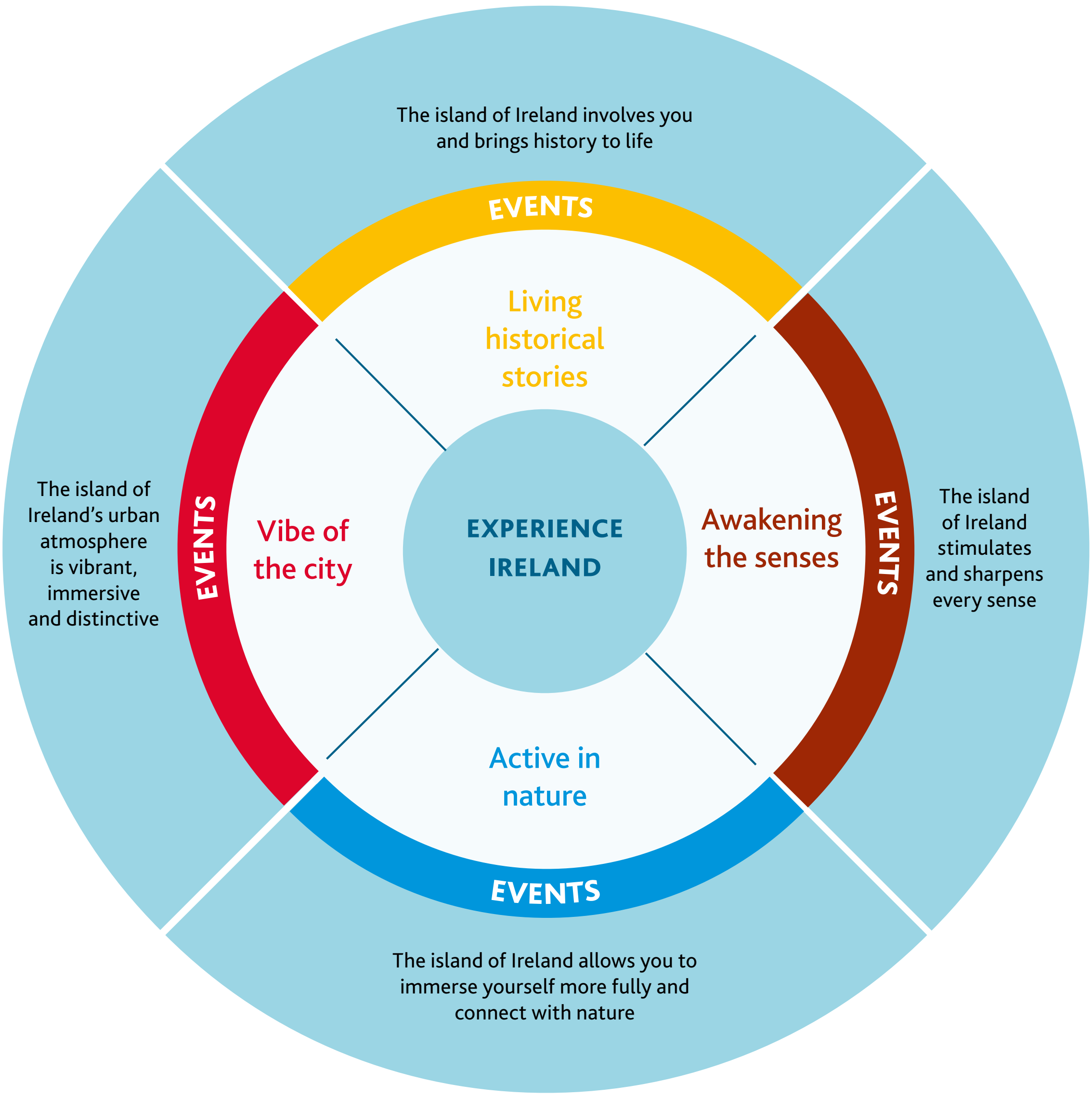
We need to appeal to the key market segments (Social Energisers, Culturally Curious and Great Escapers) with relevant and targeted experience based propositions. There are four different types of holiday experiences which are highly motivating for GB consumers; Vibe of the City, Living Historical Stories; Awakening the Senses and Active in Nature. Within each experience based proposition, distinctive visitor experiences specifically tailored to the interests, needs and motivations of the GB visitor are essential. By bundling experiences together, we can give holidaymakers from Great Britain a fresh perspective on Ireland, meet their value-for-money requirements and, importantly, convert their interest into an actual trip.

The experience development strategy needs to:

- Deliver different kinds of experiences for holidaymakers based on their core motivations or minimum requirements
- Make sure 'destinations' excel at one or two things – the 'hero' experiences to make them stand out as 'must see, must do' destinations
- Make it easy for holidaymakers to engage with 'hero' experiences
- Drive collaboration with and across key stakeholders groups
- Ensure we continually innovate and refresh tourism experiences

Industry product development must focus on developing and packaging experiences that will convert GB consumer segments to travel.

Putting 'experience' at the heart of the holiday:



TARGET SEGMENTS

A new segmentation model for the GB market has been developed to give a clear view of who you should target and how best to reach them

The new segmentation model focussed on the segments with most potential for conversion in the near term. Segments were selected based on warmth towards Ireland to:

- Bring the segment from 'I'll come someday' to 'I'll come now'
- Motivate the segment's interest by delivering on 'best at' for its main motivations
- Address the current barriers to conversion by presenting the segment with a 'jolt' or fresh and positively surprising take on Ireland
- Capitalise on a segment's warmth towards Ireland.

Seven segments were identified in total but when all factors were considered, Social Energisers and the Culturally Curious emerged as target segments for the immediate future; Great Escapers for future focus.

Target segments:

1. Social Energisers
2. Culturally Curious
3. Great Escapers

Other segments:

4. Top Tenners
5. Nature Lovers
6. Spoil Us
7. Easy going socialisers

A detailed profile of the three main segments is presented below, along with some highlights of the secondary segments. See www.failteireland.ie for the full profiles.

SOCIAL ENERGISERS

CULTURALLY CURIOUS

GREAT ESCAPERS

TOP TENNERS

NATURE LOVERS

SPOIL US

EASY GOING SOCIALISERS

Main Target Segments

	Social Energisers	Culturally Curious	Great Escapers
How many in GB	4.3mn (11%)	4.3mn (11%)	5.1mn (13%)
Current market share	3.4%	2.9%	1.7%
Who are they?	• Young (15 – 34) • Holidays in groups or as couples • Long weekends in city destination • Looking for a cool, exciting trip somewhere new and vibrant	• Older. 45+, a quarter are 65+ • Travel as couples or on their own • Want to explore new landscapes, history and culture. • Curious about everything. Discovery.	• Around 30, often couples, some with babies or young children • In serious need of time out from busy lives and careers • Interested in rural holidays, nature, and travel as a couple or family
What they want from a holiday	• Having a laugh • New experiences. Exploration. • Don't like to plan too far ahead • Like when there's lots to do in relatively small area • Spontaneity • Want to be at the heart of it all –social, wherever it's happening • Not just partying - interesting events, fun activities, gigs • Explore city by day, enjoy nightlife	• Want it to be authentic • Won't choose a place to visit just to follow the herd • Discover history and get real insight • Independent, 'active' sightseers • Like to broaden their mind and immerse themselves in a place • Like to give their senses a holiday too – sights, sounds, smells, tastes • Enjoy connecting with nature • Connect with people	• Connect with landscape, feel the earth beneath their feet • Sense of history, of their place in nature – they want to feel part of it • Quality time bonding with those closest to them • Rebalance themselves • Peace and quiet between activities • 'Down time', off the beaten track • Want 'wow' moments without effort • Come home with batteries recharged
What they don't want	• Peace and quiet – they want to get back home revitalised not rested	• To party • Packaged or 'laid on' activities.	• To make connections with others on the holiday – locals or other tourists
Most likely to be seen doing	• Latest energetic, popular activities • Lively pubs, good food, music and conversation with locals • Festivals and entertainment • Live music, comedy tours, street art • 'In' places to shop, cool places to eat, best sightseeing opportunities • Visiting attractions where fun is part of the deal	• Exploring landscapes - Megalithic or early Christian relics • Castles, gardens, museums, country houses and art galleries • Literary tour, World Heritage Sites, Visitors Centre, browsing for books to deepen their experience • Enjoying good food and wine, particularly local specialties • Unique local festivals and events	• Escaping to breathtaking landscapes • Actively exploring more remote and exciting places, on foot or by bicycle • Standing enveloped in each other's company on the top of a mountain or cliff • Visiting a castle or a landmark • Relaxed meal of fresh local produce, or a fun evening in an authentic pub
Holiday behaviour – how long and where?	• Stay in a hotel close to the action • Some stay in B&Bs / guesthouses, as long as there's lots going on around them that's new and different • Short break most likely (2-3 nights)	• Most likely to stay in a hotel, self-catering or a B&B as long as there's a lot to see • Will usually choose somewhere with access to scenery and good walks • Take more short breaks than average	• More likely to take short breaks • More likely to stay in England and less likely to go to Europe or further afield on holiday • Ireland doesn't really appear on their radar right now, though it offers plenty of what they are looking for.



How do Social Energisers and Culturally Curious compare?

Social Energisers	are different or alike in this way to	Culturally Curious
Excitement, New Experiences, Fun social. New different places		Independent active sightseeing, exploration, mind broadening, culture, landscape, beauty, newness. Most likely to have specific ideas of places they want to go
Under 34	younger than	Over 45 (most female group 60%)
Single	still enjoying options Vs settled	Retired couple
Sub-professional	not as wealthy as	Professional
Meet new people for fun and more. In the buzz of the moment	more social adventure than companionship	Share discovery with partner. Gentle exploration
Mosh pit	both in the heart of the atmosphere in age appropriate ways	Front row seat
Sensory: Wow factor, noisy, fun, laughter, adrenalin	more visceral becomes more considered	**Sensory:** Enjoy beauty, nature, food and drink
Things to do: Pubs, street, festivals, attractions	all you can eat buffet becomes connoisseur	**Things to do:** Sites, man made and outdoor, exploration, intimate shared experience
Niche considerations: Laid on entertainment - led activities	opposites	**Niche considerations:** Averse to packaged and controlled activities - don't want to be told what to do - want to do their own thing in their own way
Meet the locals: Socially	same need different context	**Meet the locals:** To be informed to learn and experience the place through them

How do Social Energisers and Great Escapers compare?

Social Energisers	are different or alike in this way to	Great Escapers
Excitement, New Experiences, Fun social. New different places		Active exploration of the more remote countryside, experiencing an off the beaten track wow factor. Rejuvenate through peace and quiet – landscape
Under 34	young only Vs any age	Under 45
Single	still enjoying options Vs settled	40% couples; 20% young families
Sub-professional	slightly less wealthy than	Professional/sub-professional
Meet new people for fun and more. In the buzz of the moment	expanding social circle Vs deepening relationships	Spend quiet time and bonding time with the people they care about. Escape the crowd.
Mosh pit	excitement of people Vs excitement of the natural world	Connect to nature, landscape and experience the wow of it
Sensory: Wow factor, noisy, fun, laughter, adrenalin	visceral Vs spiritual. Adrenalin fuelled exuberance Vs wonder filled vitality	**Sensory:** Broaden mind, stimulate, refresh, revitalise
Things to do: Pubs, street, festivals, attractions	searching for joy Vs going where you know you'll find it	**Things to do:** Energetic off the beaten track experience
Niche considerations: Laid on entertainment - led activities	self challenging Vs protective	**Niche considerations:** Physical health
Meet the locals: Socially	opposites	**Meet the locals:** Stay with companions

How do Culturally Curious and Great Escapers compare?

Culturally Curious	are different or alike in this way to	Great Escapers
Independent active sightseeing, exploration, mind broadening, culture, landscape, beauty, newness. Most likely to have specific ideas of places they want to go		Active exploration of the more remote countryside, experiencing an off the beaten track wow factor. Rejuvenate through peace and quiet – landscape
Over 45 (most female group 60%)	young only Vs any age	Under 45
Retired couple		40% couples; 20% young families
Professional	slightly more wealthy than	Professional/sub-professional
Share discovery with partner. Gentle exploration	expanding social circle Vs deepening relationships	Spend quiet time and bonding time with the people they care about. Escape the crowd.
Front row seat	excitement of people Vs excitement of the natural world	Connect to nature, landscape and experience the wow of it
Sensory: Enjoy beauty, nature, food and drink	visceral Vs spiritual. Adrenalin fuelled exuberance Vs wonder filled vitality	**Sensory:** Broaden mind, stimulate, refresh, revitalise
Things to do: Sites, man made and outdoor, exploration, intimate shared experience	searching for joy Vs going where you know you'll find it	**Things to do:** Energetic off the beaten track experience
Niche considerations: Averse to packaged and controlled activities - don't want to be told what to do - want to do their own thing in their own way	self challenging Vs protective	**Niche considerations:** Physical health
Meet the locals: To be informed to learn and experience the place through them	opposites	**Meet the locals:** Stay with companions

Other segments which offer potential …

While Social Energisers, Culturally Curious and Great Escapers will be the priority targets for Ireland, the other four segments which offer **potential** for the island of Ireland are:

Top Tenners

- Typically in their early 30s with 2 children
- Only goal on holiday is to enjoy it together
- Want a fun, sociable holiday with plenty to do, don't want to be bored
- Tend to take a 'traditional' long single summer holiday, most likely in the sun

Nature Lovers

- Typically about 60, retired, on holiday with partner
- Taking it easy, getting some peace and quiet, and doing some exploring
- Simple pleasures, quiet rural retreat, natural beauty, peace and tranquillity
- Tend to want to stay closer to home – especially England, but also Wales and Scotland. Less likely to travel to Europe or further afield and will need a strong reason to travel outside their comfort zone or to take on the hassle of overseas travel

Spoil Us

- Typically a 44 year old couple, holidaying without kids
- Quality couple time together, away from the cares and the chores of everyday life
- Pampering, to be spoilt, to relax through chilling out and being taken care of
- Take most of their short breaks in England and enjoy longer breaks in Europe and further afield. Shorter holidays are often prompted by special occasions with friends and family

Easygoing Socialisers

- Typically 60, and wants a relaxing time
- Quality time with their other half / children and grandchildren
- Slow down, soak up a slightly different atmosphere, enjoy good food and good company, conversation and sunsets, and dinner with friends
- Apart from a hotel, easygoing socialisers are most likely to stay in a holiday centre or resort. They are deal-sensitive, and especially like an 'all-in' deal

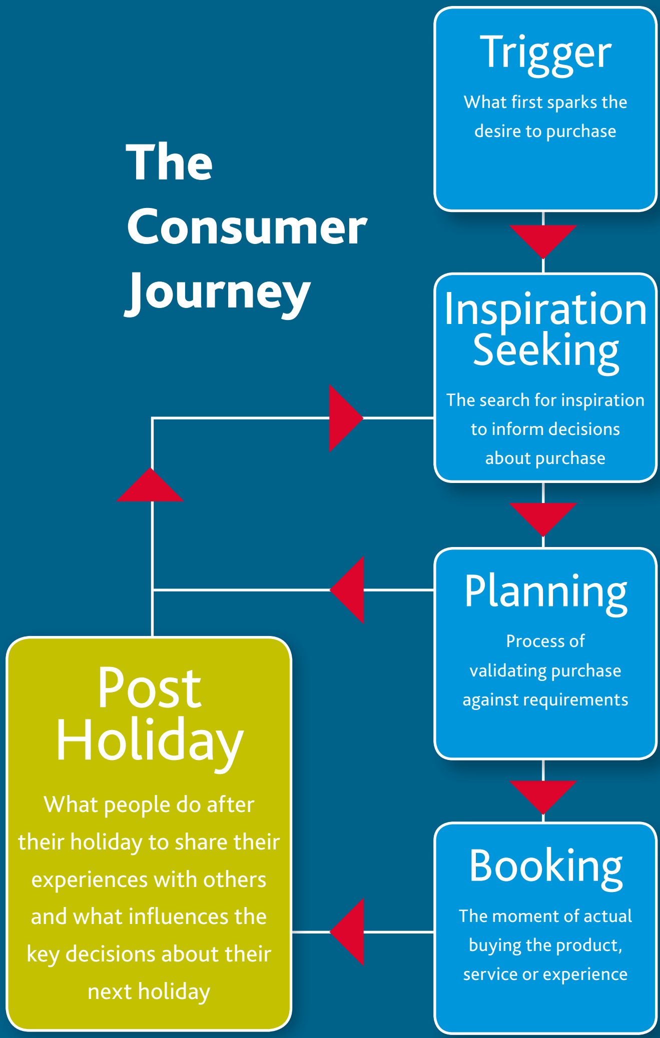
THE HOLIDAY SHOPPING JOURNEY

From Trigger & Inspiration to Sharing Holiday Photos

All consumers go through 5 key stages when planning and booking their holiday. Let's take a look at them and at the type of communication messages and communications channels that are most suited at each stage. We'll also look at where the Irish industry can get involved and give some ideas of the budget required for consumer advertising in GB.

Advertising in GB will not be for everyone as costs are high, but remember there are lots of other promotional opportunities, many at little or no cost, that can be very effective in communicating with the GB consumer.

The table on the following page presents the 5 different stages of the consumer journey and outlines details on appropriate advertising media, appropriate advertising messages and required budget (net prices in sterling, excluding advertising production costs) at each stage.



The Holiday Shopping Journey

	Tourism Ireland is main influencer at these stages	
	1. Trigger What first sparks the desire to purchase.	**2. Inspiration Seeking** Search for inspiration to inform purchase decisions.
The consumer behaviour we want to encourage	Create desire to experience what Ireland has to offer and ignite curiosity about how to find out more.	Encourage people to consider Ireland in list of possible destinations. Inspire them to think "I want to go there".
Best communications channels	TV, radio, cinema, outdoor advertising or video digital display.	TV, radio, print, outdoor, search or digital display ads. PR is also highly effective.
How best to use these communication channels	Advertise at least 2 months prior to key travel times to introduce Ireland into the consideration set.	In-depth Ireland message. Focus on environments where consumers look for inspiration about holiday destinations.
Minimum budget required to use the channels effectively	TV - £250,000 Radio - £50,000 Outdoor - £100,000 Digital display - £20,000 Significant budgets required to avoid being lost among clutter. Most people are considering destinations and types of holidays at this point rather than specific activities, hotel etc.	TV - £250,000 Radio - £50,000 Outdoor - £100,000 Print - £25,000 Digital display - £20,000 Significant budgets to be effective. It's also challenging to assess how effective advertising is at this stage in the consumer journey

1.


2.

Tourism Ireland is main influencer at these stages

What does this tell me?

Irish tourism businesses are at their most influential at stages 3, 4 and 5 of the journey. Advertising is primarily the responsibility of Tourism Ireland at stages 1 and 2.

Irish Industry is main influencer at these stages

3. **Planning**	4. **Booking**	5. **Post Holiday**
Process of validating purchase against requirements.	Moment of actual buying the product, service or experience.	People sharing holiday experiences. Influence on next holiday.
Encourage people to think that Ireland will address their wants / needs and provide what they're looking for in a holiday.	Convert the consumer's desire into booking a holiday to Ireland.	Encourage people to share holiday experiences with friends / family to encourage word of mouth recommendations.
Search advertising, print and digital display ads. (e.g. TripAdvisor).	Search advertising, online travel agents and travel websites.	Social media; Facebook, Twitter, TripAdvisor etc are most appropriate and free!
Give potential holidaymakers specific information. This could include things to do, where to stay, how to get there etc.	Capture holidaymakers at booking stage and direct them towards your offering (e.g. Hotel). Messages about price and offers very effective.	Capture and share positive stories, photos and experiences about Ireland with as many people as possible.
Search advertising can be effective on much lower budgets. No minimum but depends on keyword selection. Recommend working to €0.25 per click. Targeted print - £20,000. Digital display - £10,000. Because we know what types of information people are looking for, advertising can be more targeted.	Search – No minimum but depends on keyword selection. Recommend working to €0.25 per click. Digital display - £5,000. Consumers have made the key decisions about what type of holiday they want and where to go. The role of advertising now is to try and encourage them to book specific hotels, travel options etc.	Social Media – No minimum. Sharing holiday experiences - postcards, slide shows, photos, sharing stories with family & friends. People trust recommendations from a friend more than recommendations from a paid-for advertisement.

3.

4.

5.

Irish Industry is main influencer at these stages

What can I do for my business?

For a full range of GB business supports and further information visit www.failteireland.ie

MEDIA CONSUMPTION OF THE TARGET SEGMENTS

What Influences Them?

Media Consumption of the Target Segments

	Social Energisers	Culturally Curious	Great Escapers
How many in GB	4.3mn	4.3mn	5.1mn
Average age	27	60	37
TV	Relatively light **TV** viewers, catch up on programmes using online players and video on demand. They talk on social media about the programmes they watch and 40% use their mobile/ laptop whilst watching TV.	Medium to heavy viewers of **TV** which drives some online search activity but they're less likely to go online directly after seeing a TV ad than other groups.	Light-medium **TV** viewers, mainly due to busy family life and work. Children tend to dictate programmes and catching up on programmes online or recorded is important.
Newspaper	60% prefer to get news online than through **newspapers**. Heavy users of newspapers or none at all.	**Newspapers** are prominent – over 50% are heavy users. Many would feel lost without it and will later go online to search after seeing an ad.	50% are light-medium readers of **newspapers**. Catching up on news online whilst on the go is popular.
Radio	Relatively light users of **radio** (42%) which they access in the car, on their smartphone or online. BBC Radio 1 is most trusted station but lots of channel switching too.	63% are medium-heavy users of **radio**, especially news, current affairs and breakfast.	Almost three quarters of them are medium-light consumers of **radio**, mostly in the car and more of them listen to radio online than their 18-24 year old counterparts.
Outdoor	Spend lots of time outside the home so interactive **outdoor** advertising can be effective.	**Outdoor** is not quite as important for reaching them as it is for younger audiences.	Quite active outside the home so **outdoor** advertising (roadside and rail side) provide greater coverage of this working audience.
Cinema	High users of **cinema**.	**Cinema** is not a regular activity	Visit the **cinema** every 2-3 months, often with kids.
Online	Being able to access the **internet** wherever they are is vital. 81% own a smartphone and Facebook and Twitter are the most trusted social network brands.	Smartphone penetration is 18% and although **online** is growing, they stick to a select number of sites.	**Internet** is key source of information (both at work and on the go) and social networking is prominent but they engage less than younger audiences do.
Favourite Brands	Absolut Topshop Apple Blackberry H&M Expedia 20th Century Fox O2 Mini	M&S Waitrose British Airways Mercedes Eurostar Bosch Nivea Dyson John Lewis	Fosters BMW Adidas Strongbow Harvey Nichols Ikea Guinness 3 Diesel

Advertising in the GB Market – How Far Will Your Budget Go?

Here are some examples of what different advertising budgets would buy if you wanted to advertise your business directly to potential customers in the GB market. Please note that these are just examples; every business is unique and any advertising should be specifically selected to meet your own business objectives.

€0-€1,000

Send information for media, trade and consumer releases, via 'Have you got a Story to tell?' on www.tourismireland.com/industryopportunities

Submit experiential offers for use on www.discoverireland.com via www.tourismireland.com/industryopportunities

Ensure your information is on the Fáilte Ireland TCS system is optimised.

Sponsor competition prizes.

Work with Fáilte Ireland to attract media and trade familiarisation visits.

Attend trade workshops in Ireland.

Increase your inventory on tour operator and online travel agent sites in the GB market.

In market consumer events and shows.

Work with group operators to attract business to your property.

search

Tourism Ireland and Fáilte Ireland promotional opportunities

€1,000-€10,000

For smaller advertising budgets, the main focus should be on directing consumers who are at the planning or booking stages (stages 3 and 4 as seen earlier) to your website.

Search is the best way to do this. The most important elements to decide upon are:

- Where should the advert appear?
- What would potential customers be likely to look for?

For more help, go to http://support.google.com/adwords

search

€10,000-€30,000

Although ***search*** should remain a key element, when more budget is available you can also consider other channels and partners.

Look at websites that people use close to, or when booking. Options include ***OTAs*** (online travel agents) or travel sites like TripAdvisor.

Remember that you will need to ***design advertising*** to appear on these sites and steps should be taken to make sure you track the impact of the advertising (e.g. a unique URL)

search

OTAs

€30,000 - €100,000

As budgets increase, consider ***social media*** advertising and ***print*** in selected titles. However, ***search*** and ***display*** should also be included.

Social media advertising can be used to drive traffic to your Facebook page or promote videos on YouTube.

Print advertising should focus on travel titles or in geographical areas that have a high likelihood to drive business (e.g. with easy transport links). Publicity should also be considered.

search

OTAs

Social Media

Print Advertising

€100,000+

If your budget is in this region, it may be worth speaking to a professional media agency to help you decide on how best to spend the money to accomplish your business needs. The agency can also handle rate negotiation.

Search should remain at the heart of your activity. Other channels to consider include ***digital display, print, radio advertising, outdoor*** advertising and even small amounts of ***TV.***

Make sure that you have sufficient amounts of advertising to ***make an impact,*** and that you speak to best potential audiences

search

OTAs

Social Media

Print Advertising

Radio & TV

TRAVEL DISTRIBUTION IN THE GB MARKET

How and Where Does the Holidaymaker Buy?

As outlined, there are 5 key stages in the customer journey, from first thinking about a holiday to sharing post-holiday memories with friends. Stages 3 and 4, namely planning and booking, are when the customer actively enters the marketplace to buy their holiday. Where will they go to look for and find your business?

2 main travel distribution channels:

1. **Direct channels**
   primarily your website

2. **Indirect channels**
   online tour operators (OTAs), tour operators, travel agents, group organisers and other travel websites

This section presents an overview of the main distribution channels to help decide which are right for your business.

SOME IMPORTANT INSIGHTS ...

- At stage 3, planning stage, ***83% of Social Energisers, 84% of Culturally Curious and 90% of Great Escapers*** ***use the internet to find information*** for all or some elements of their holiday.
- Moving on to the booking stage, ***83% of Social Energisers, 87% of Culturally Curious and 88% of Great Escapers*** ***use the internet to book*** all or some elements of their holiday.
- Generally in the GB market, ***almost 9 in 10 travel purchases*** ***are influenced by digital channels*** (websites, social media, peer reviews and smartphone or tablet apps) even if the final purchase isn't made online.
- An average ***potential holidaymaker*** ***will visit 21.6 sites*** before making a purchase.

DIRECT CHANNELS

Although 96% of GB holidaymakers book air travel online, hotel bookings are more fragmented with nearly 30% booking their most recent hotel stay directly from a hotel's brand or own website, while approximately 30% booked through an online travel agency or an online hotels aggregator.

Irish tourism businesses must therefore ensure that their websites are fully optimised to be compelling to the GB customer segments with best potential for their business.

Key considerations *include:*

- Messages about value, price and experiential offers are very important to convert potential visitors to purchase directly from you. For tips and advice on developing successful, compelling offers, and attractive bundles / packages visit www.failteireland.ie
- Include content developed specifically to "talk to" the key segments you are trying to target.
- Provide your prices in pounds sterling.
- Make sure your website is accessible across all platforms – PC, smartphone and tablet.
- The GB market is motivated by good value online deals so ensure you present a variety of value offerings.
- Maintaining a positive Trip Advisor rating is imperative as there are 6 million users in GB. Ensure that comments (especially negative ones!) are addressed in a timely manner. For tips and advice on working with TripAdvisor and other social media sites visit www.failteireland.ie
- Identify potential good value advertising and promotional opportunities that will allow you to present your offering to consumers at key stages in the consumer journey.

INDIRECT CHANNELS

Online Tour Operators/Online Travel Agents (OTAs)

OTAs are an important channel for the internet-savvy GB consumer. There has been much debate in recent times about the commission rates payable to OTAs; however, this should be weighed up against the cost of targeting customers directly and not to ignore the fact that being listed with an OTA is a shop window opportunity for your business, helping you reach consumers you might not be able to reach on your own. Some of the main OTAs are Booking.com, Expedia, Travelocity, Lastminute.com and Late Rooms.

OTAs have an average conversion rate of 3.5%. However, we know that consumers look at multiple sites and shop around. Research shows that consumers who visit an OTA site are very likely to also visit the tourism provider website, so there are opportunities for you to convert 'lookers' to 'bookers' when someone visits your site via an OTA site.

It's also important that you plan strategically with OTAs by ensuring that rates are loaded far enough in advance. Tourism Ireland runs a number of campaigns with OTAs in the GB market, so it's important that you upload your best value offers during these promotional campaigns when there is increased focus on Ireland e.g. campaigns around St. Patrick's Day, city break campaigns etc.

For tips and advice on working with OTAs visit www.failteireland.ie

Tour Operators

Although less than one in ten GB holidaymakers to Ireland come on a package or inclusive holiday, this is still a considerable number given the size of the market. There are opportunities to grow additional business, particularly special interest groups.

Top 10 GB tour operators
programming the Island of Ireland based on percentage of business booked:

- IMAGINE IRELAND
- HOGAN COTTAGES
- SUPERBREAKS
- ACTION TOURS
- NATIONAL HOLIDAYS
- ALBATROSS
- GB TOURS
- JUST GO HOLIDAYS
- CALEDONIAN
- SHEARINGS HOLIDAYS

For more tips and advice on working with Tour Operators and for a full list of tour operators programming Ireland see www.failteireland.ie or contact the Tourism Ireland office in London or Glasgow.

Most Popular GB Travel Sites and OTA's (Online Tour Operators)

TRIP ADVISOR	User-generated travel review site – travel information, reviews and interactive forums. Covers hotels, activities, restaurants etc. 6m unique users in GB.
BOOKING.COM	World's leading OTA. Focuses on hotel bookings. Site attracts over 120mn unique visitors each month. As well as deals and special offers, it also features a lot of user-generated reviews.
EXPEDIA	OTA that sells packaged holidays, flight and hotel bookings, car rental, attractions etc.
TRAVELOCITY	OTA that sells flights, hotels, car rental and city breaks. They feature discount hotels on the home page but focus mainly on 4* and 5* properties.
LASTMINUTE.COM	UK based OTA provides flights, hotels, car rental and city breaks, theatre tickets, experiences and spas. Owned by Travelocity.
LATEROOMS.COM	UK based OTA focussing on hotel bookings, primarily in European destinations. Also features city guides and a special area for corporate customers.
TRAVEL SUPERMARKET	Essentially an OTA that offers pricing on holidays, hotels, flights, car hire and travel insurance.
LONELY PLANET	Travel guide site featuring articles and features on various holiday locations. Large amount of user generated content.
YAHOO TRAVEL	OTA that includes travel related editorial content including guides and articles.

ACCESS OVERVIEW

Why is Access So Important?

Being an island people can't drive here, so understanding and sharing information on air and ferry access is critical

- In Summer 2012 there were over 1,600 flights each week from GB to the island of Ireland.
- Reflecting the growth in short breaks, air access now accounts for 78% of GB visitors. Arrival by ferry is 22% (down from 38% in 2004).
- With people taking shorter breaks, easy access into the regions is important for a regional spread.
- For those in the pre-family life stage, the availability of discounted flights can determine the choice of holiday destination.
- Bringing your own car is also becoming less popular as is using a car while here (67% now do not use a car – up from 54% in 2004).
- Overall, these insights reflect the growth in urban based holidays with less regional tourings.

WHAT SHOULD I DO NOW?

- Check out the schedules at your nearest airport(s) and ferry port(s) to establish ease of access.
- Create links on your website to your nearest airport(s) and ferry port(s).
- List journey times on your website - from different airports or ferry ports e.g. 2 hours from Dublin Airport, 20 minutes from Shannon Airport, 1 hour from Rosslare Port, etc.
- If it's easy to get to your property by train or bus, provide information on these services.
- Let people know how easy it is to get to Ireland and travel around when here.
- Explore air & ferry co-operative marketing opportunities.

TRAVELLING TO IRELAND

BY AIR

Airline Contact Details

AIRLINE	TELEPHONE	WEBSITE
Aer Lingus	0871 718 5000	www.aerlingus.com
British Airways	0844 493 0787	www.britishairways.com
CityJet	0871 66 33 777	www.cityjet.com
easyJet	0843 104 5000	www.easyjet.com
flybe	0871 700 2000	www.flybe.com
Jet2.com	0871 226 1737	www.jet2.com
Loganair	0871 700 2000	www.loganair.co.uk
Manx2	0871 200 0440	www.manx2.com
Ryanair	0871 246 0000	www.ryanair.com

All direct routes/information correct at time of going to press but may be subject to future operator changes. Airlines may also operate connecting/change code sharing and operator franchise agreements. Please see websites for details. Calls to airlines may incur local or national call charges.

DEPART	ARRIVE	AIRLINE
Aberdeen	Dublin	Aer Lingus Regional
	George Best Belfast City	Flybe
Birmingham	Belfast International	easyjet
	City of Derry	Ryanair
	Cork	Aer Lingus
	Dublin	Aer Lingus, Ryanair
	George Best Belfast City	Flybe
	Ireland West Airport Knock	Aer Lingus Regional
	Shannon	Aer Lingus
	Waterford	Flybe
Blackpool	Belfast International	Jet2.com
	Dublin	Aer Lingus Regional
Bournemouth	Dublin	Aer Lingus Regional
Bristol	Belfast International	easyJet
	Cork	Aer Lingus Regional
	Dublin	Aer Lingus Regional, Ryanair
	George Best Belfast City	Flybe
	Ireland West Airport Knock	Ryanair
	Shannon	Aer Lingus Regional
Cardiff	Dublin	Aer Lingus Regional
	George Best Belfast City	Flybe
East Midlands Nottingham	Dublin	Ryanair
	George Best Belfast City	Flybe
	Ireland West Airport Knock	Ryanair
Edinburgh	Belfast International	easyJet
	Cork	Aer Lingus Regional
	Dublin	Aer Lingus Regional, Ryanair
	George Best Belfast City	Flybe
	Ireland West Airport Knock	Flybe
	Shannon	Aer Lingus
Exeter	Dublin	Flybe
	George Best Belfast City	Flybe
Glasgow International	Belfast International	easyJet
	Cork	Aer Lingus Regional
	Donegal	Aer Arann
	Dublin	Aer Lingus Regional
	Donegal	Flybe, Loganair
	George Best Belfast City	Flybe
Glasgow Prestwick	City of Derry	Ryanair
	Dublin	Ryanair
Inverness	George Best Belfast City	Flybe
Isle of Man	Dublin	Aer Lingus Regional
	George Best Belfast City	Flybe, Manx2
Jersey	Belfast International	Jet2.com
	Cork	Aer Lingus
	Dublin	Aer Lingus, Flybe
	George Best Belfast City	Flybe
Leeds Bradford	Belfast International	Jet2.com
	Dublin	Ryanair
	George Best Belfast City	Flybe
	Ireland West Airport Knock	Ryanair
Liverpool	Belfast International	easyJet
	City Of Derry	Ryanair
	Cork	Ryanair
	Dublin	Ryanair
	Ireland West Airport Knock	Ryanair
	Shannon	Ryanair

DEPART	ARRIVE	AIRLINE
London City	Dublin	CityJet
London Gatwick	Belfast International	easyJet
	Cork	Aer Lingus, Ryanair
	Dublin	Aer Lingus, Ryanair
	George Best Belfast City	Aer Lingus, Flybe
	Ireland West Airport Knock	Aer Lingus
	Shannon	Ryanair
London Heathrow	Cork	Aer Lingus
	Dublin	Aer Lingus, British Airways
	Belfast City	Aer Lingus
	George Best Belfast City	British Airways
	Shannon	Aer Lingus
London Luton	Belfast International	easyJet
	Dublin	Ryanair
	Ireland West Airport Knock	Ryanair
	Kerry	Ryanair
London Southend	Belfast International	easyJet
	Dublin	Aer Lingus Regional

DEPART	ARRIVE	AIRLINE
London Stansted	Belfast International	easyJet
	City of Derry	Ryanair
	Cork	Ryanair
	Dublin	Ryanair
	Ireland West Airport Knock	Ryanair
	Kerry	Ryanair
	Shannon	Ryanair
Manchester	Belfast International	easyJet
	City of Derry	Flybe
	Cork	Aer Lingus
	Dublin	Aer Lingus, Ryanair
	George Best Belfast City	Flybe
	Ireland West Airport Knock	Flybe
	Shannon	Aer Lingus
Newcastle	Belfast International	easyJet
	Cork	Jet2.com
	Dublin	Ryanair
	George Best Belfast City	Flybe
Southampton	Dublin	Flybe
	George Best Belfast City	Flybe

Air Routes

BY SEA

Sea Routes

DEPART	ARRIVE	CARRIER	VESSEL	DURATION
Cairnryan	Larne	P&O Ferries	Express	1hr
			Superferry	1hr 45mins
	Belfast	Stena Line	Superfast VII/VIII	2hr 15mins
Fishguard	Rosslare	Stena Line	Stena Express	2hrs
			Superferry	3hrs 30mins
Holyhead	Dublin	Irish Ferries	Cruise Ferry	3hrs 15mins
		Irish Ferries	Dublin Swift	1hr 49mins
		Stena Line	Superferry	3hrs 15mins
	Dun Laoghaire	Stena Line	HSS Fast Craft	2hrs
Isle of Man	Belfast	Steam Packet Company	Fastcraft	2hrs 55mins
	Dublin	Steam Packet Company	Fastcraft	2hrs 55mins
Liverpool	Dublin	P&O Ferries	Irish Sea Ferry	7hrs 30mins
Liverpool	Belfast	Stena Line	Stena Lagan	8hrs
(Birkenhead)			Stena Mersey	8hrs
Pembroke	Rosslare	Irish Ferries	Cruise Ferry	3hrs 45mins
Troon*	Larne	P&O Ferries	Fastcraft	1hr 49mins

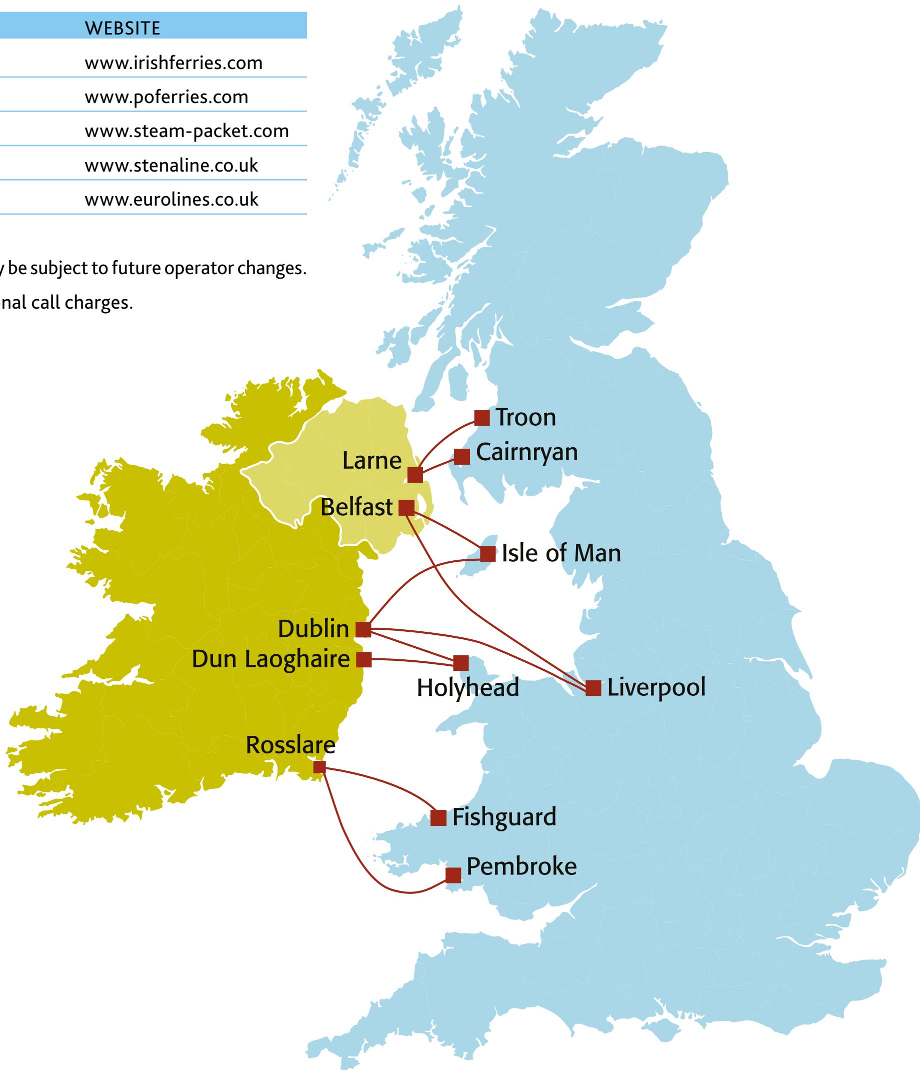
*Mar-Oct. All information correct at time of going to press.

Ferry and Coach Operators contact details

FERRY COMPANY	TELEP HONE	WEBSITE
Irish Ferries	0871 730 0400	www.irishferries.com
P&O Ferries	0871 664 5645	www.poferries.com
Steam Packet Company	0872 299 2992	www.steam-packet.com
Stena Line	0844 770 7070	www.stenaline.co.uk
Eurolines Coach & Ferry	0871 781 8181	www.eurolines.co.uk

All information correct at time of going to press but may be subject to future operator changes.

Calls to sea/coach operators may incur local or national call charges.
Please visit websites for details.



SOCIAL MEDIA IN GB

51 million
people are online

65%
of those are on Facebook

23%
are on Twitter

FACEBOOK

Facebook is by far the most dominant social space in GB with 30m users.

People on Facebook are using it in their spare time and they want to be entertained.

Bear in mind two rules of thumb to optimise your use of Facebook:

1. Where's the benefit for the consumer?
2. 'Show' rather than 'tell' any marketing messages you want to share.

Create an easy, friendly chatty atmosphere. This is the style that is used on the Tourism Ireland GB Facebook page, http://www.facebook.com/DiscoverIrelandGB* (*from Dec. 2012 http://www.facebook.com/IrelandGB). It is not a space that is appropriate for direct sales messages.

Tourism Ireland GB is always happy to receive information from industry partners. However, in order to create and nurture the Facebook community, they do not accept Industry posting offers directly on the wall and these posts will be deleted.

Content that works well for GB consumers to generate likes/comments includes:

- Posting pictures for comment e.g. caption competitions etc.
- Linking through to interesting or quirky news articles.
- Embedding videos from your YouTube channel.

This is the sort of content that consumers like to see in preference to hard hitting sales messages. It is important to keep things flexible in case anything newsy comes up. You also need to keep a close eye on your fan figures; if you find the numbers are declining, stop posting so frequently.

TWITTER

Twitter is very influential in GB, and often makes (and breaks) news items. While the Netherlands is the most active country for Twitter, London is the most active city.

23%

of GB consumers use Twitter

23% of GB consumers use Twitter. It bears more frequent communication than Facebook and you can comfortably tweet about once a day. It has mostly proven its worth in the PR domain and works particularly well with personalised messages that reach out to influencers and bloggers. www.klout.com can help you to identify influencers for your target market.

For the travel trade, there is great potential for consumer interaction in GB, and in particular for customer service elements. Users can direct brief queries that would normally come via email to Twitter. So if you are using Twitter, make sure you've got alerts in place to be able to respond to users. Keeping conversations going and establishing relationships requires a light touch and willingness to engage in easy banter and chat.

BLOGGING

Blogging is really popular in the UK and the successful ones focus on an individual passion.

Travel trade should concentrate on a niche area e.g. food, adventure etc. A good way to reach out to bloggers is to use Twitter first of all and then once you've formed a relationship, you can offer trips for them to come and check out your product. This is not guaranteed coverage though, they'd often only blog if they're really impressed by what they see. You can check out whether bloggers are worth investing your time in at sites like; Website Grader: www.websitegrader.com, Stat Brain: www.statbrain.com and Google Ad Planner: www.google.com/adplanner/

Bloggers are by nature really keen for news and information and if they can be the 'first' to get the information, they love it! If they even sniff a mass email though they can be very disdainful. They blog out of a passion for what they do, and expect individualised contact and attention.

YOUTUBE

VIDEO IS MASSIVE

YouTube is now the third most popular UK site after Google and Facebook, and in the video field ***dominates with 70% of all visits to video sites.***

YouTube is great if you have assets to share. With consumer-facing messages, the same rules apply as to Facebook i.e. where's the benefit for the consumer? Is it amusing or inspiring?

MOBILE

46%

of UK users have a smartphone…,

and mobile internet use is about to overtake desktop internet use! Bear this in mind for any web development you take on.

It may also be worth considering using Google adwords that are dedicated to mobile devices as there's very little competition in this area at the moment. You will increase conversions if the ad leads to a mobile-optimised site.

If you're looking at app development, you need to put robust objectives in place and take a critical look at which operating platforms you want to develop. In the UK, the market is led by Android, followed by Apple, then RIM.

FÁILTE IRELAND AND TOURISM IRELAND SUPPORTS AND CONTACTS

Fáilte Ireland and Tourism Ireland - Who Does What?

Fáilte Ireland and Tourism Ireland work together in strategic partnership for the development and promotion of the tourism industry in Ireland.

For further information on any of the below items or any other queries you may have, please see the contact information listed overleaf:

- Overseas Publicity Programmes
- Ezines
- Media & Trade Familiarisation (FAM) Trips
- Trade & Consumer Promotions
- Maximising Your Online Marketing
- Sales Connect GB
- Enterprise Supports

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Fáilte Ireland, the National Tourism Development Authority was established to guide and promote tourism as a leading indigenous component of the Irish economy. The organisation provides strategic and practical support to develop and sustain Ireland as a high quality and competitive tourist destination. Fáilte Ireland works in strategic partnership with tourism interests to support the industry in its efforts to be more competitive and more profitable and to help individual enterprises to enhance their performance.

Tourism Ireland is the agency responsible for marketing the island of Ireland as a holiday destination overseas. They devise and implement world-class marketing programmes and provide industry partners with opportunities to market their own products and services working closely with the Tourism Ireland teams in over 20 markets overseas. In addition, they are a source of information on overseas market trends and consumer needs, which they make available to Fáilte Ireland.

For additional information...

GO TO

failteireland.ie | tourismireland.com

Make sure to have a look!

Business Supports

Fáilte Ireland offers a range of business supports to help you to grow your GB business. Full details can be found on www.failteireland.ie

Additional sources of research

For additional information on visitor profiles and tourism business performance from all other source markets visit www.failteireland.ie and www.tourismireland.com

CONTACTS

Fáilte Ireland

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Email: oliver.sullivan@failteireland.ie

Peter Stocksborough
Tel: 021 423 3222 | Mob: 086 823 2130
Email: peter.stocksborough@failteireland.ie

West

(Galway, Mayo, Limerick, West Clare)
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Eva Dearie (Galway City, Mayo)
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Email: eva.dearie@failteireland.ie

Dean Panter (Clare & Limerick)
Tel: 061 400610
Email: dean.panter@failteireland.ie

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Email: clientservicesdublin@fáilteireland.ie

Client Services Officer
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Email: mary.collins@failteireland.ie

Visit Dublin Unit

88-95 Amiens St
Dublin 1
Tel: 01 8847 700
Email: visitdublin@failteireland.ie

CONTACTS

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Address: James Millar House, 7th Floor, 98 West George Street, Glasgow G2 1PJ, Scotland.
Telephone: +44 141 572 4030
Fax: +44 141 572 4033
Website: www.discoverireland.com/gb*
(* from Dec. 2012 www.ireland.com/gb)

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