

March/April 2017



# Fáilte Ireland



## Your Latest Update from Fáilte Ireland

Some of the highlights from this month's newsletter include: an insight into Ireland's largest and most important travel trade event, Meitheal 2017 - [the workshop](#), the [fact-finding trips](#) and a handy guide to [how Meitheal actually works](#).

This month we also published the latest [Overseas Holidaymaker Survey](#) (which gives us an idea of how satisfied tourists are with their experience in Ireland last year), and issued our [brand new Tourism Impact Bulletin](#).

Finally, to help you navigate through all the emerging trends out there our Business Intelligence team have devised a handy guide to [Mobile Trends & the Visitor Experience](#).



### Meitheal 2017

Hundreds of overseas buyers arrived in Ireland last week to attend Meitheal – Ireland's largest travel trade event. 12,000 face to face meetings took place between 360 Irish businesses and almost 280 buyers from 19 countries across two days, all with the same objective – to deliver more tourists into Ireland in 2018 and beyond. Find out all about the [Meitheal 2017 workshop here](#) and access our [Meitheal photo gallery here](#).

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### Ireland Showcased to Meitheal VIPs

Tourism buyers from 19 countries, including key markets such as Great Britain, the US and Mainland Europe, have been touring Dublin, Ireland's Ancient East and the Wild Atlantic Way over the last week getting a feel for the Irish experience ahead of Meitheal 2017.

We've captured some of their adventures on film – [watch our Meitheal showcase video](#) and see some of what they got up to.



### Meitheal - How does it Work?

Meitheal is one of Ireland's most important annual tourism events and it appears to be working. New research from last year's event found that 1,500 new contracts were signed, delivering approximately 850 customers per contract.

Find out more about how Meitheal impacts tourism by downloading our handy guide to [How Meitheal Works](#).



### Tourism Impact Bulletin

This month we marked the beginning of the tourism season by publishing a brand new [Tourism Impact Bulletin](#) which highlights the economic importance of tourism. [Brush up on your tourism stats](#) and find out how much of an impact you are having on Ireland's economy.



## Overseas Holidaymaker Survey

Take a bow! The results from our [Overseas Holidaymakers Survey](#) are in and it turns out that visitor expectations of Ireland were met and in many cases exceeded in 2016 with value for money perceptions holding steady. [Get the top line results and download a full copy of the research here.](#)

## Mobile Trends & the Visitor Experience

Our Business Intelligence Team is always watching the latest trends and this month have taken a look at how mobile devices such as smartphones and tablets are becoming the preferred platforms for many internet activities.

As well as looking at how tourist brands and companies need to prepare for, and engage with, the mobile customer their latest newsletter looks at how global trends and mobile devices are impacting the way visitors are dreaming, booking and behaving post-holiday.

[Find out how you can prepare your business to respond to these trends with their handy newsletter.](#)



### THE VISITOR JOURNEY

The visitor journey depicts the stages a visitor typically goes through when taking a holiday.

#### HOLIDAY TRIGGER

The initial motivation is the need to get away from it all and relax. The visitor considers a number of countries and destinations (based on what they then categorise them under 'good for culture', 'good for families' etc. Once the need for a holiday is triggered, the consideration list is called upon - hence the importance of situational marketing of Ireland (however, destination influence comes from a wide mix of online and offline sources; online sources like TripAdvisor (figure 1) but visitors will also consult offline methods such as recommendations from people etc. Search engines are the number one means of searching for visitor information prior to visiting Ireland with nearly 20% looking up 'tourist board sites'.

#### DESTINATION CHOICE

As the prospective visitor moves towards the stage of choosing one destination over another, they seek inspiration from the top internationally-recognised situations ('Instagram', 'Airbnb', 'BBC') along with distinctive destination brands (Dublin, Wild Atlantic Way and Ireland's Ancient East) come to the fore (brand inspiration for business). Therefore, it is important that tourist businesses are aligned with the brands and one that marketing power to present their own business experience to an international audience (brand, conversational consistency) and engage and target consumers to ultimately convert interest to a sale.

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Company No. 236708

T: 1800 24 24 73 E: [CustomerSupport@failteireland.ie](mailto:CustomerSupport@failteireland.ie)

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