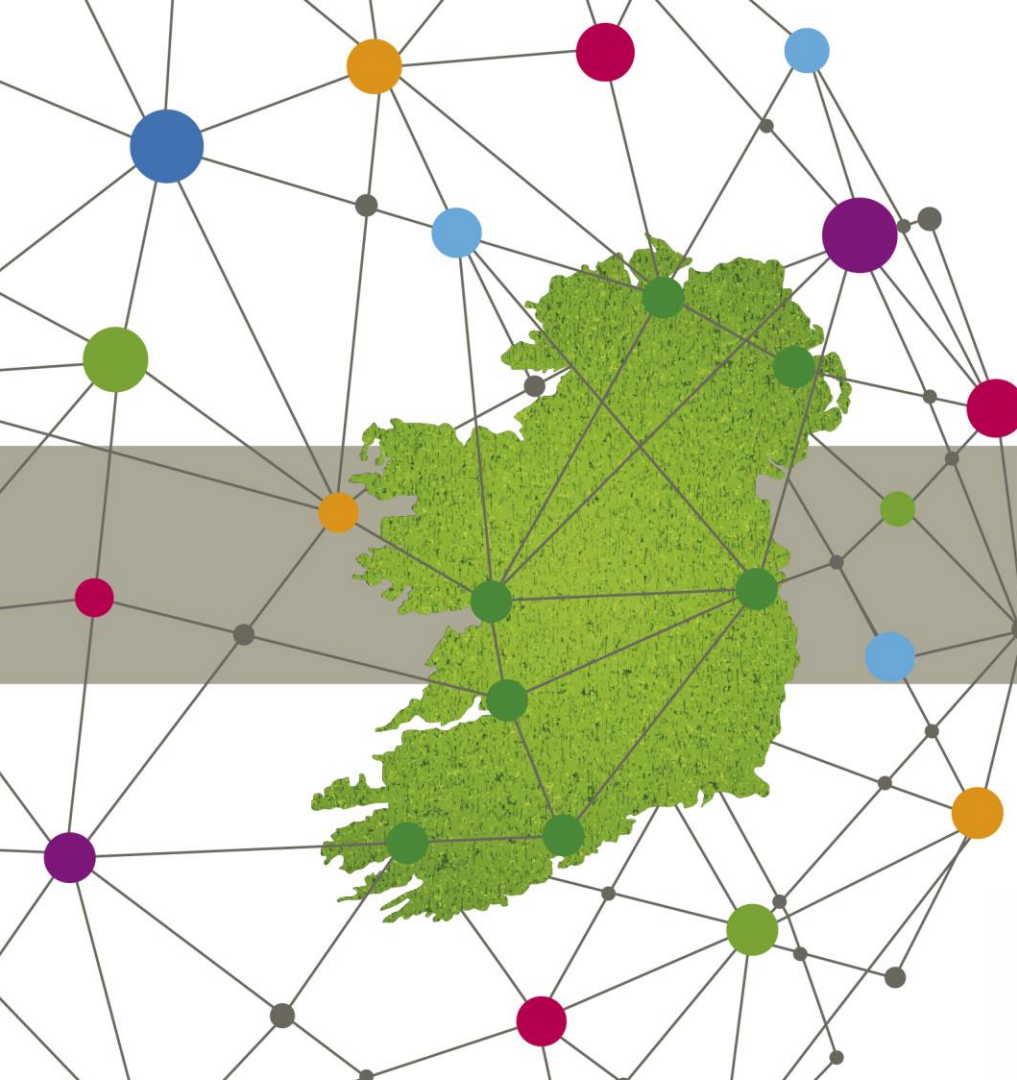


Think Global
Act Local. ■



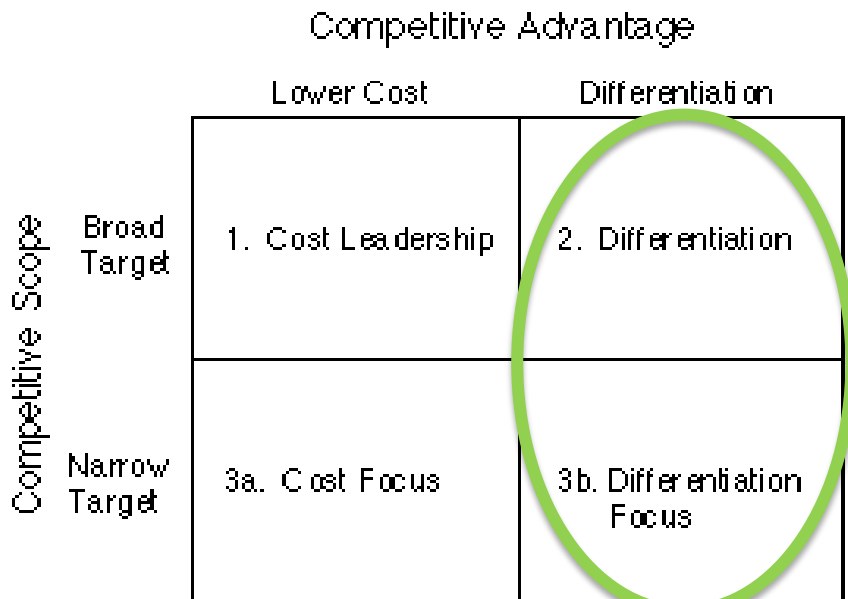
Paul Keeley

Director of Business
Development at Fáilte Ireland

Business Tourism Overview

**Think Global
Act Local.**

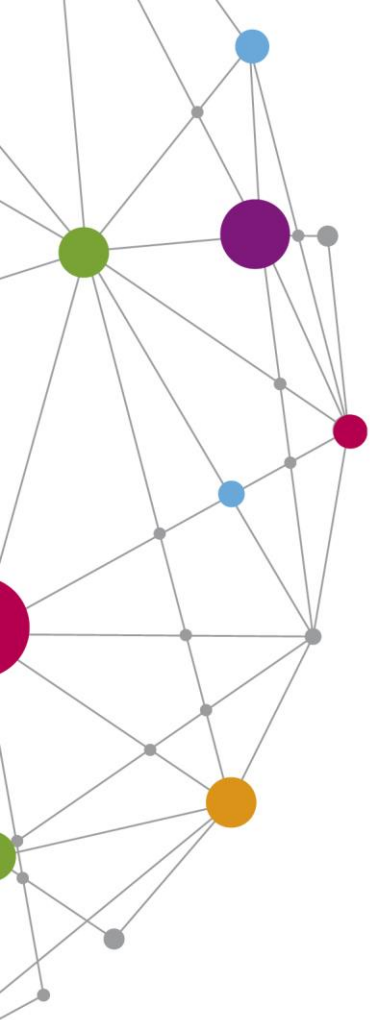
The Development Agenda



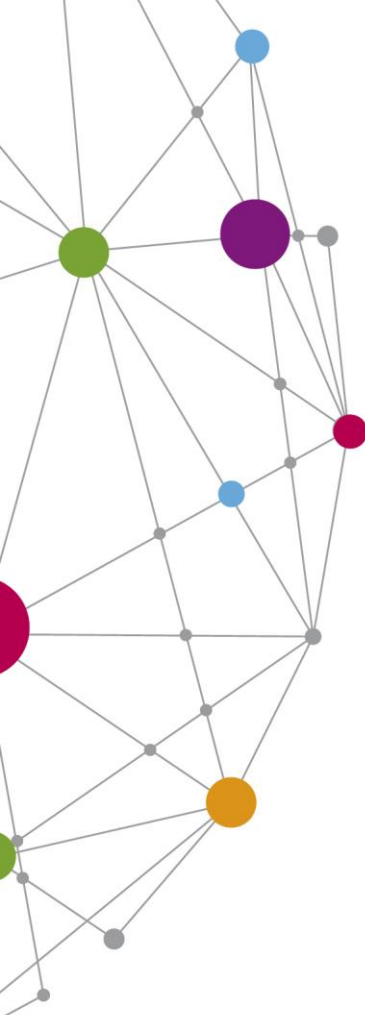
Ireland Inc. Focus:

- The 'must have' product
- Industry capability
- New experiences
- Better business processes

Meet the Business Tourism & Events Teams

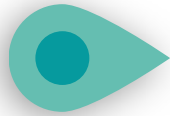


Business Tourism Working Group



Business Tourism Working Group

Championing Projects



Streamline MICE
Supports Programme



New Ireland stand
at headline events



MeetinIreland.com



Gala Dinner venues

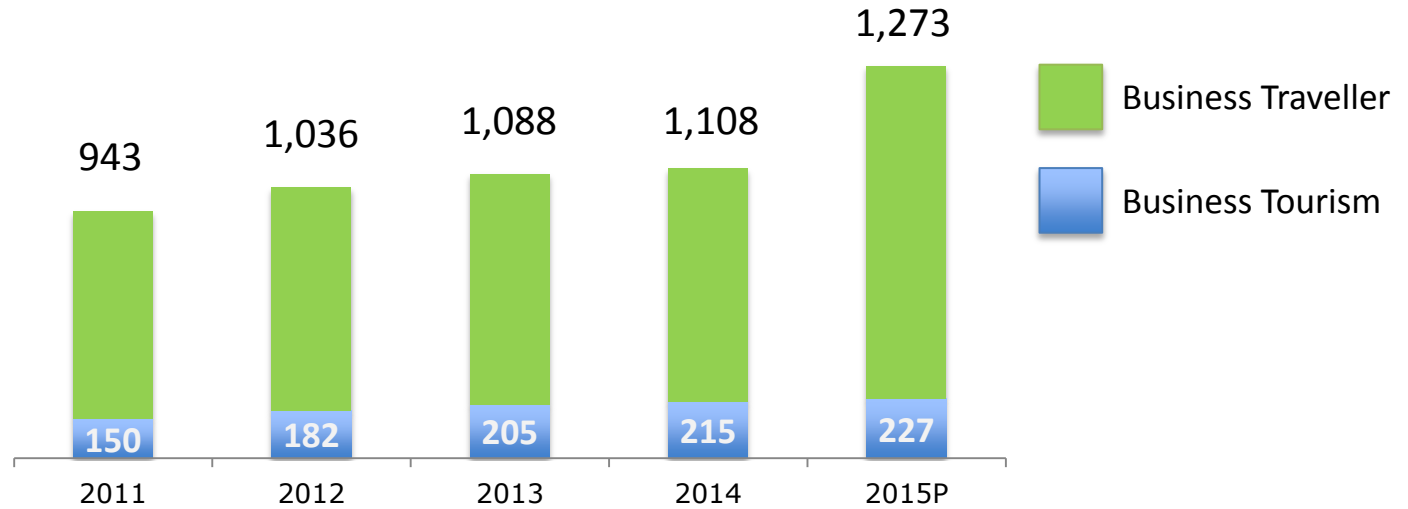


Finalise National
Hotel Contract

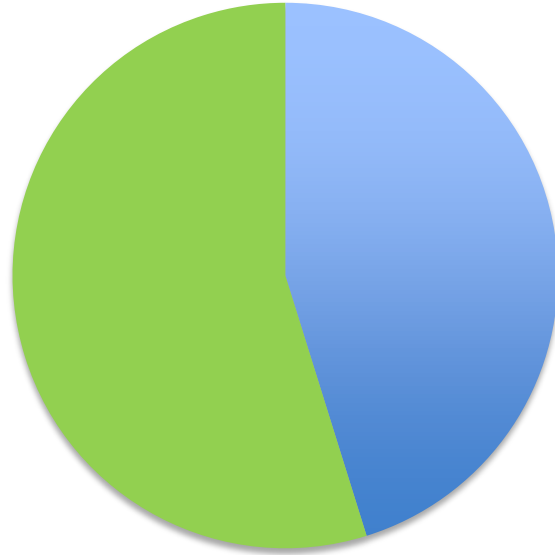


Improving Trade
Capability

Business tourists (000s) to Ireland 2011-2015



Business tourists (000s) to Ireland 2015



Promotable BT in 2015 worth

€340m

Percentage influenced by BT

40%



2017 targets

- Generate 550 leads for conversion
- Value €330m (10% increase YOY)
- 80/550 for Regional Ireland
- Convert /business won €157m (10% increase yoy)



Fáilte Ireland
National Tourism Development Authority

MEET IN
IRELAND

Regional Distribution of Business Tourism & Events

Target 80 leads

Worth €33m
Convert €22m

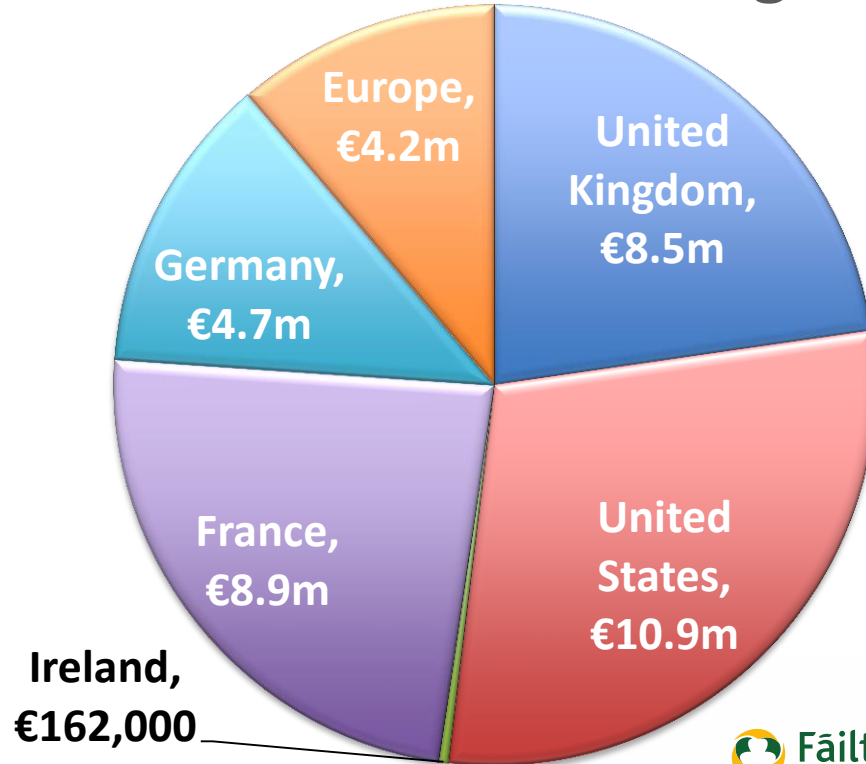


 **Fáilte Ireland**
National Tourism Development Authority

 **MEET IN IRELAND**

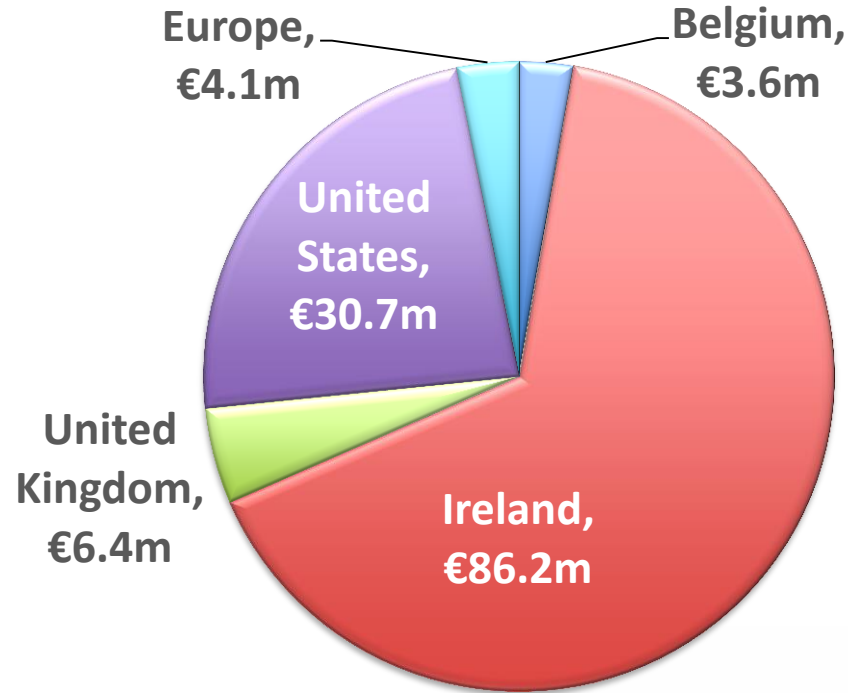
MEET IN IRELAND
Welcome

Market of Origin of Meet in Ireland Corporate & Incentive Leads generated



Market of Origin of Meet in Ireland

Association Conference Leads generated



Market Origin of Business Converted & Supported



€94.4m



€27.6m



€15.2m



€13.7m



Fáilte Ireland
National Tourism Development Authority

MEET IN IRELAND

Challenges to Conversion

- Economic & Political uncertainty
- Prices on the rise
- City Availability
- Wow Gala Venues
- Unique Incentive Experiences



Fáilte Ireland
National Tourism Development Authority

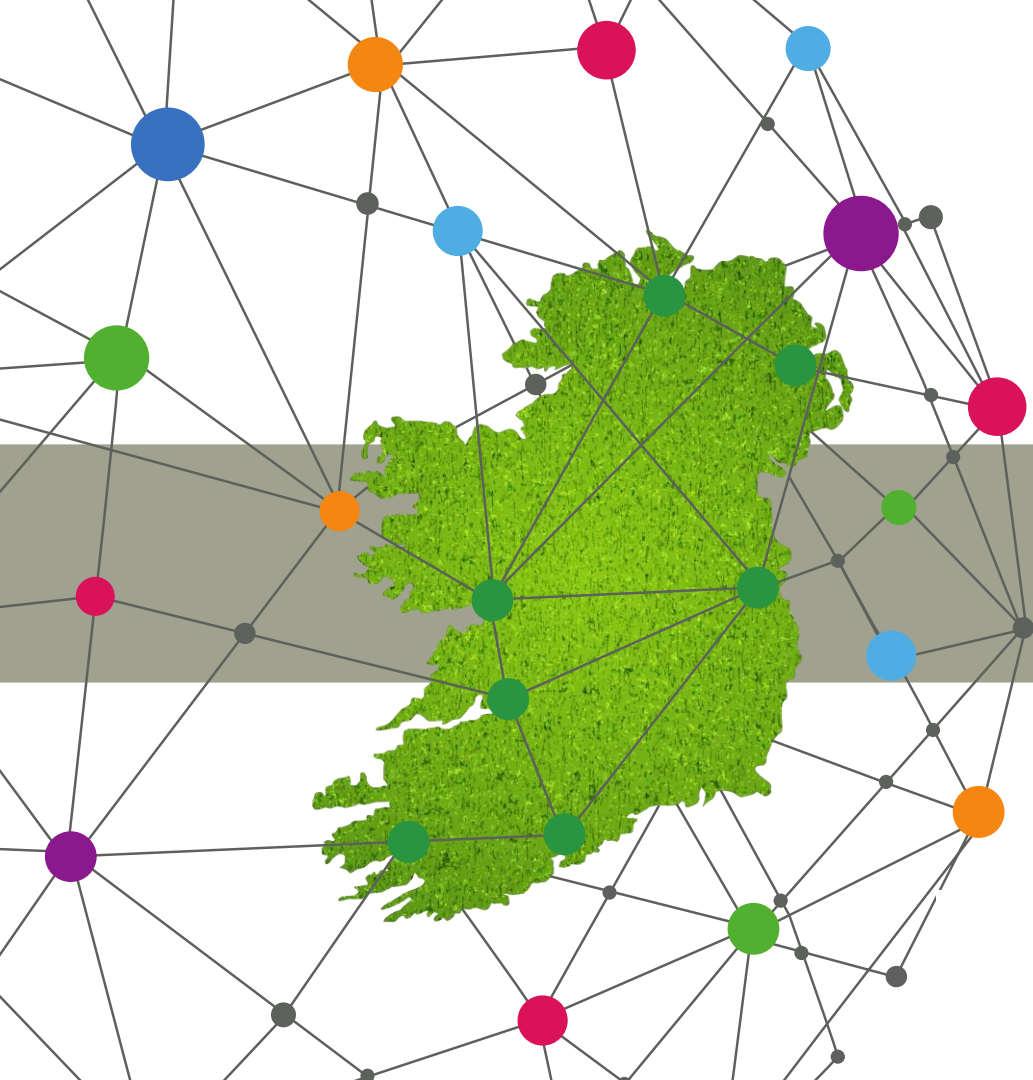


Business Tourism & Events Budget

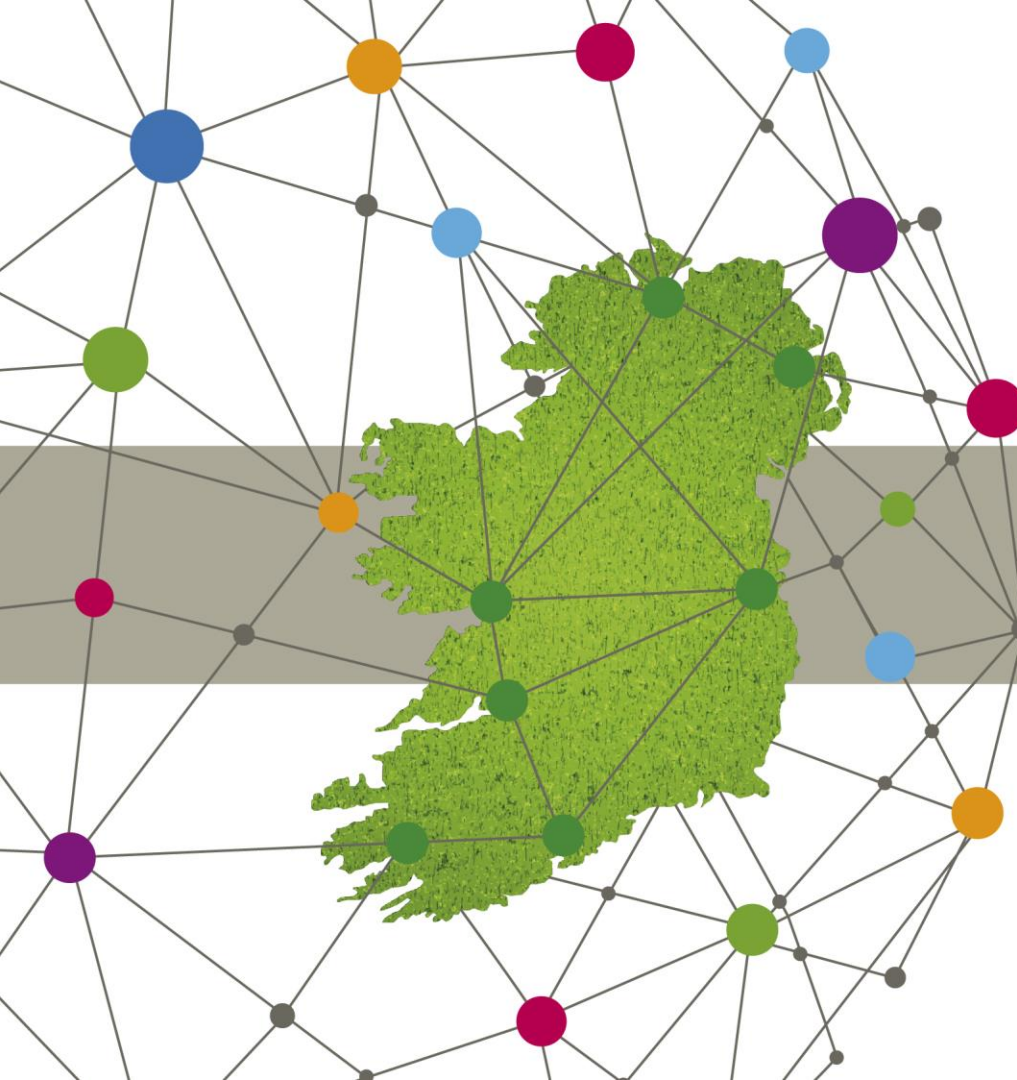
- Meet in Ireland
 - Fáilte Ireland Leads Generation €1.4m
 - Fáilte Ireland Lead Conversion €2m
 - Tourism Ireland Market based leads generation €1.05m
 - Dublin Convention Bureau €550K
 - Event Ireland €1.47m
- Total €6.55m**



Thank You



Think Global
Act Local. ■

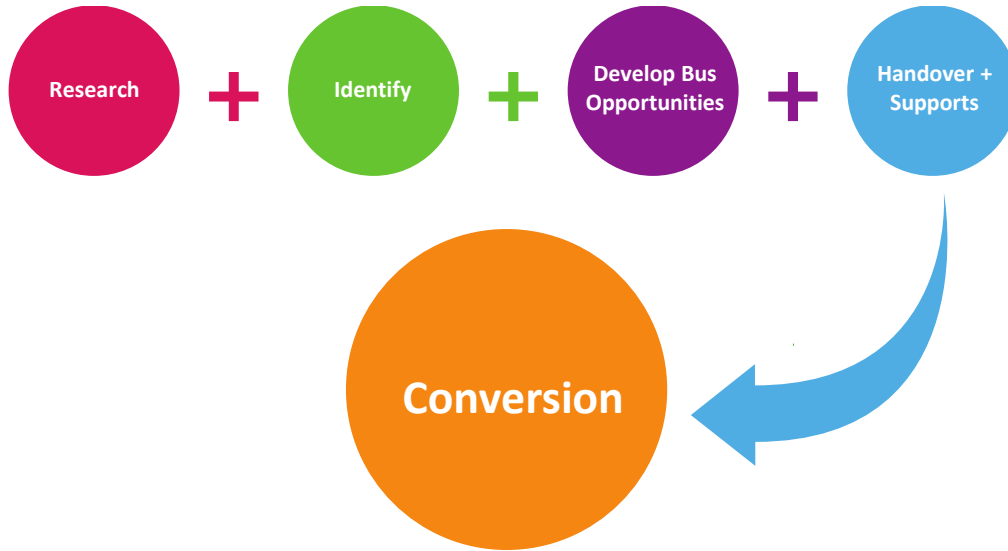


Ciara Gallagher

Head of Business
Tourism & Events

Think Global
Act Local.

Growing Conference, Meetings & Incentive Travel to Ireland



Another Record Year!

Target
€140m

Actual
€150m

2017
Target
€157m



Fáilte Ireland
National Tourism Development Authority

MEET IN
IRELAND





€

€6.65m
Investment
in MICE



Fáilte Ireland
National Tourism Development Authority



BTE Priorities 2017

Maximise Lead Generation Activities

Improve Conversion Rates

Grow Regional Ireland

Trade Capability Building



Fáilte Ireland
National Tourism Development Authority



Collaborative Approach

International
Meeting
Planners

Industry
Partners

Regional
Convention
Bureaux

Conference
Ambassadors



Fáilte Ireland
National Tourism Development Authority

**MEET IN
IRELAND**

Key Work Streams

1 Business
Tourism
Strategy

40
International
Sales Platforms

1 New Website

7+ FAMs

15 Ambassador
Recruit Events

2 Lead
Generation
Agencies

€1.4m MICE
Supports

300+ Site
Inspections

3 Educational
Platforms

Business Tourism Strategy 2017-2020



40 International Sales Platforms

Focus on best prospects

New stand at
Headline Events

More speed dating

Focus on Forum

New channels to market





Conference Ambassador

Ann O'Dea



Brian Honan



Dr. John
Carey



Cillian Flynn
&
John James
Hickey



Dr. Mary C.
Murphy



JP
McMahon



Kieran
Henry



Lucy
Bradfield



Margaret
O'Shaughnessy



Paul
McMahon

Ambassadors are professional people from fields as varied as academia, science, technology, sport, medicine, law and business... who have potential influence over their international Association's choice of conference destination.



Fáilte Ireland
National Tourism Development Authority



2 lead generation agencies

International Researchers
research and identify
potential conferences
and ambassadors

Focus on larger events

Grow Regional
Conference
Ambassador Club



Fáilte Ireland
National Tourism Development Authority

MEET IN
IRELAND



Conference Ambassador Recruitment Events



Inaugural event at RHK

79 Awardees

25 'hotties'

Going national



Fáilte Ireland
National Tourism Development Authority



Targeting Association Conferences

2015 ICCA Rankings



Galway,
Limerick, and
Cork all
featured

Ireland up 1 to
19
in Europe

Ireland up 5 to
32
worldwide

Dublin up 3 to
14
in Europe

Dublin up 6 to
18
worldwide



The Meet in Ireland Brand Promise

ENGAGE. ENERGISE. EXCEL.

Ireland's dynamic people, culture and landscape collectively empower you to create immersive meetings, incentives, conferences, and events that motivate and invigorate.

Engage, Energise, Excel

Supporting industry productivity

- Meet In Ireland/SITE Education Forum
- AIPCO Business Tourism Conference
- Connect17



Fáilte Ireland
National Tourism Development Authority

MEET IN
IRELAND

Digital Platforms

New MICE Website

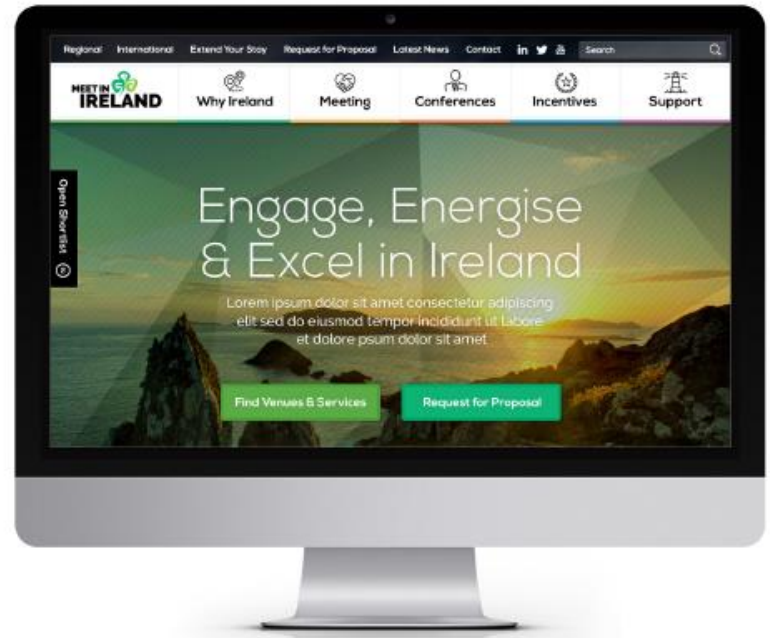
#MakeItIreland

Online RFP platforms

convention
planit.com

LinkedIn

cvent



Why are we doing all this?

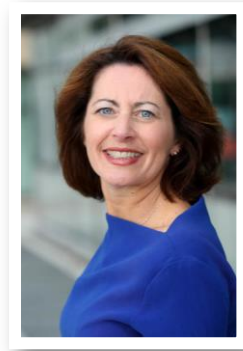


Fáilte Ireland
National Tourism Development Authority

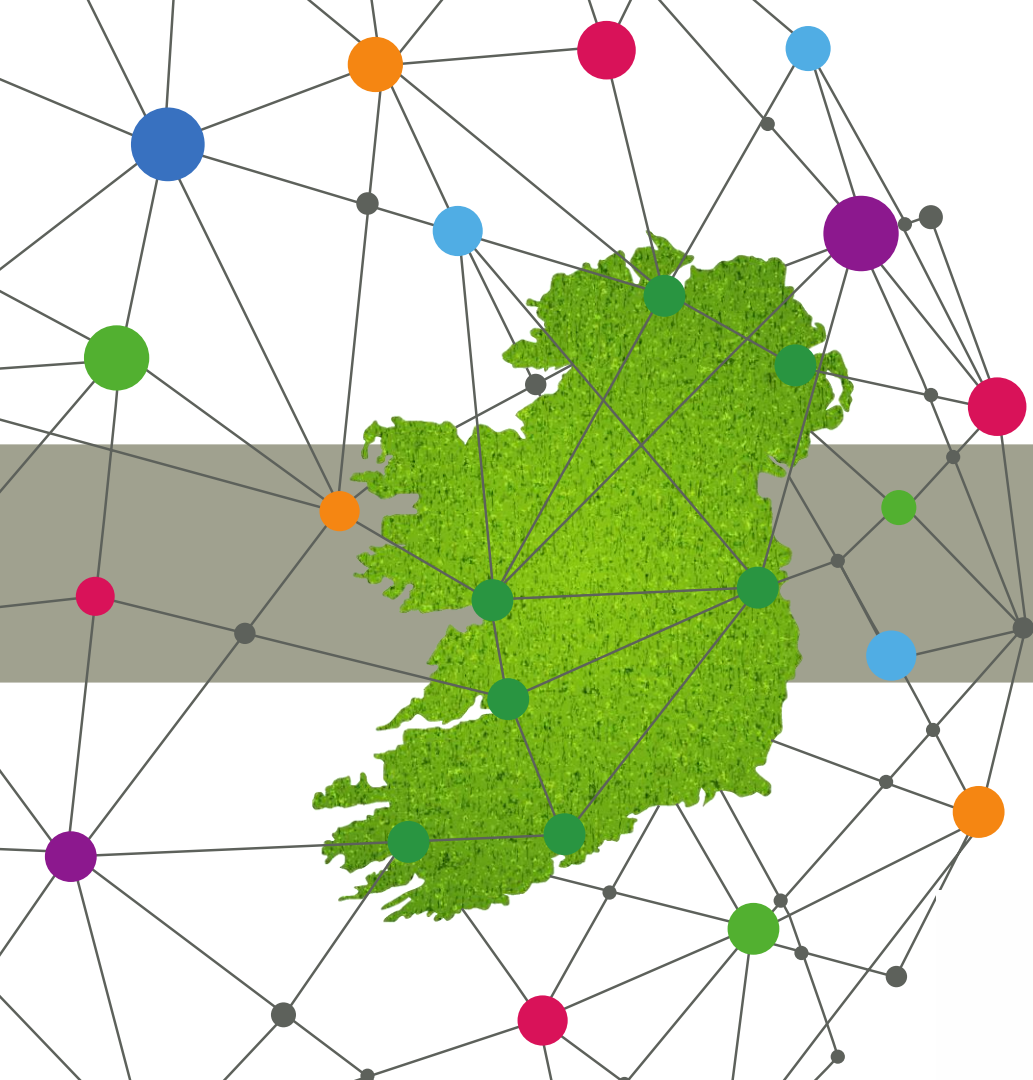
MEET IN
IRELAND



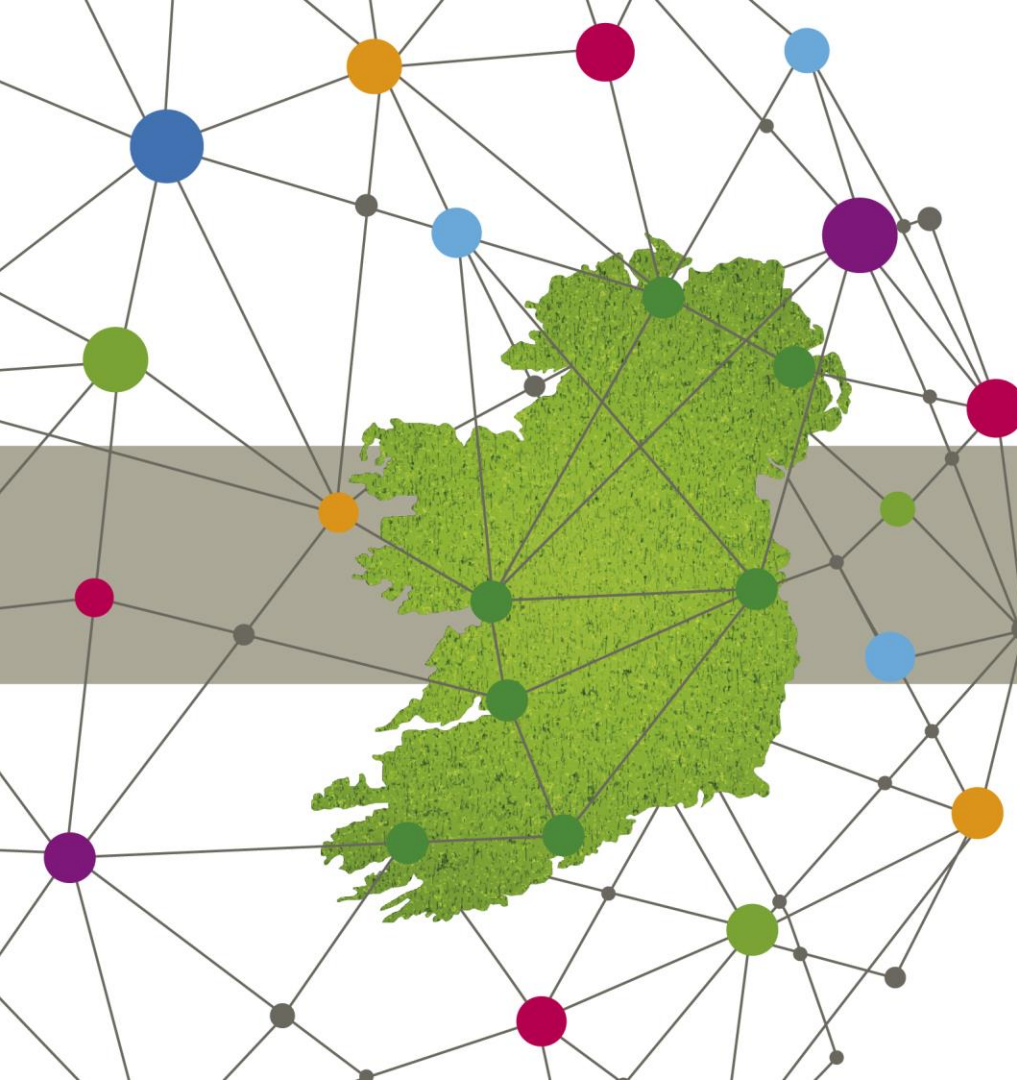
Source:
Ipsos MRBI
Business Delegates
Expenditure
Survey
2016



Thank You!



Think Global
Act Local. ■



Mark Henry

Tourism Ireland

Director of Central Marketing

Think Global
Act Local.



Meet In Ireland International Activity

- Providing quality **PLATFORMS** for Irish Industry – matching with qualified MICE buyers in the market through a series of opportunities and events in market.
- Continue to **BUILD AWARENESS** of Ireland as a world-class destination business tourism destination.
- Gain **MARKET INSIGHTS** for best prospects for Ireland.
- Focus on the meetings and incentive target segments in relevant markets.
- Continue to build strong relationships with buyers and provide educational visits.
- Continue to **ENGAGE** and work with leading intermediaries and agencies.
- Maintain successful **LEAD GENERATION**.



Opportunities & Challenges

Opportunities & Challenges



Opportunities & Challenges

JAN 2016

£100 = €143

\$100 = £64

JAN 2017

£100 = €115

\$100 = £83

Opportunities & Challenges



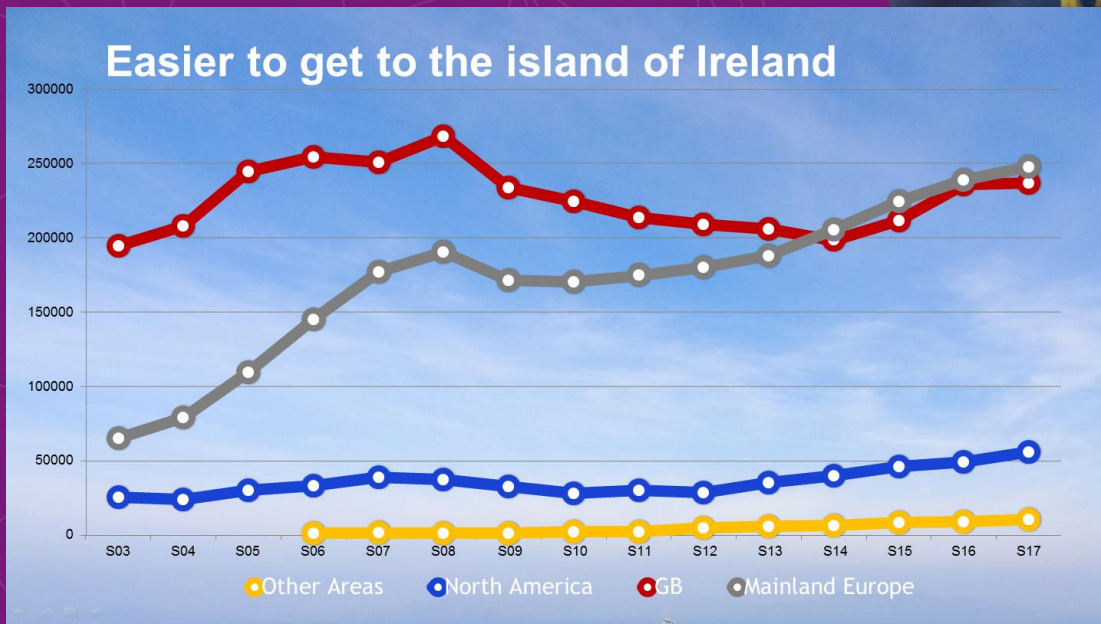
We've been here before

Why go to Dublin and pay £5 for a pint of Guinness when you can get one for £3.20 here in London?

Opportunities & Challenges



Opportunities & Challenges





Great Britain 2017

MII Meets in London

Headline event in London, following 6 years success of Ireland Meets the West End.



MII Meets the North of England

Identify best agency and corporate meeting planners in the North of England. Workshop followed by dinner with Irish food and entertainment in a prestigious venue.



MII Meets Scotland

Following research into potential for Ireland – MII will Identify buyers and agents in Glasgow and Edinburgh. Workshop and dinner. Highlighting regions of Ireland, WAW and IAE as options for incentives and corporate meetings.

Great Britain 2017

Forums and Workshops

Series of face to face promotions and networking events. Including: C&IT Agency Forum, Event 360 , Incentive Retreat

Ezines and Newsletters

Monthly ezine to 3000 key contacts in database. Opportunity to create awareness of MICE product outside of Dublin, promoting access into regions and corporate supports available.

Advertorial brand campaign

M&IT; C&IT & Venues and Events. Sponsorships with key industry groups with ability to provide introductions to key buyers. Oysters; SITE; IIBN.

Fam Trips

Recruitment and flights for Regional Fam trip for 10 agents with new potential for Ireland raising awareness of Ireland as excellent MICE destination.



United States 2017

- IMEX America 2017, Las Vegas
- PCMA – Convening Leaders Conference, Austin (Jan)
- PCMA Edu Conference, New York, New York (Jun)
- Incentive Live, Las Vegas
- SMU, New York
- Meeting & Incentive Forums, Cancun
- Meet in Ireland Networking/Sales Mission
- MICE Fam Trip
- BT Quarterly Ezines
- Customized eblasts to third party/trade Publication databases/webinar



Canada 2017

Canada 2017 Canada sales mission
2 days of sales calls in Toronto and surrounding cities including a Meet in Ireland networking event.

MICE fam trip

Target 8 buyers with new potential for Ireland for a regional fam trip.

Meet in Ireland quarterly e-zine

Share industry news and new product developments with targeted database in Canada.



France 2017

In Market Platforms

- MICE Show Pure International Paris – Feb.
- MICE Ireland Workshop at the Embassy, Paris – Nov.
- MICE Sales missions 'l'Irlande en France' 3x2 days
- Series of 6 days sales missions targeting cities with easy access to Ireland – April, May & Q4.

Familiarisation Visit

- September / October 2017
- 6 Buyers
- Dublin & Gateway.

On Line

- Customized e-blasts to third party/trade Publication databases/webinar/improving MII digital visibility, increasing qualified site traffic.



Germany 2017

MICE PEAK 2017 – Malta

- 4 day Programme including one to one appointments, group presentations & networking events.

Ireland Meets Germany

- Spring & Autumn – 2 events
- Workshop & Networking

Ireland at the Proms 2017 – City Tbc

- MII workshop & networking
- MICE BOAT 2017
- 9-12 September 2017
- Educational, appointments, networking

FAMILIARSATION VISIT 2017

- September / October 2017
- Region TBC



Belgium 2017

- **BT Association Session 2017**, Brussels
- **European Association Summit**, Brussels
- **BT Flagship Networking Event**, Brussels
- **BT Networking Lunch**, Brussels
- 2 x BT Association sector specific **FAM'S 2017**:
 - IT/Tech Association FAM
14-16 February
 - Agricultural Association FAM Q3
- **EZINE** – Quarterly BT Ezines to warm database
- **Strategic Partnership with UIA** (Union of International Associations) in Belgium. UIA Round Table Sponsorship – includes participation at Annual Conference Workshop for 90 Intl Assoc Buyers in Q4



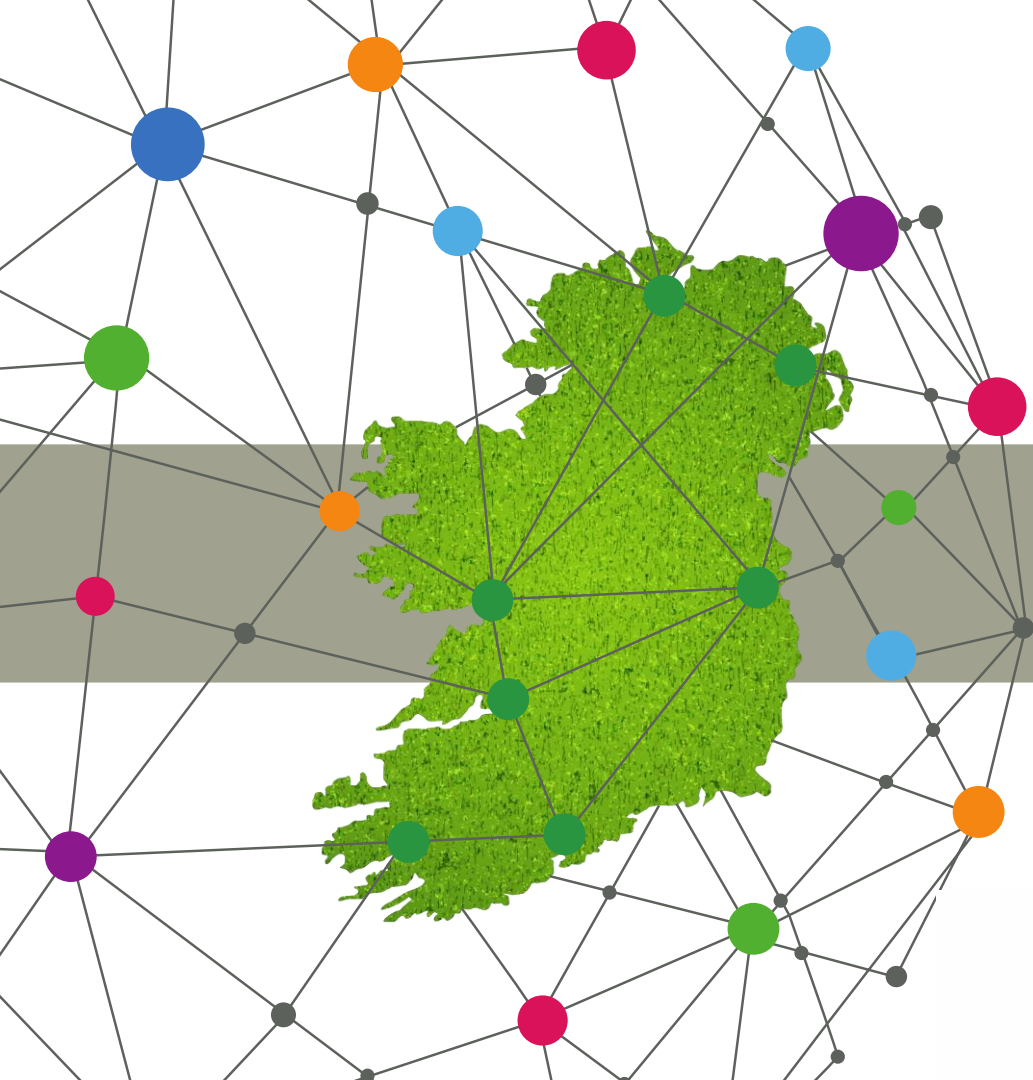


Meet In Ireland International Activity

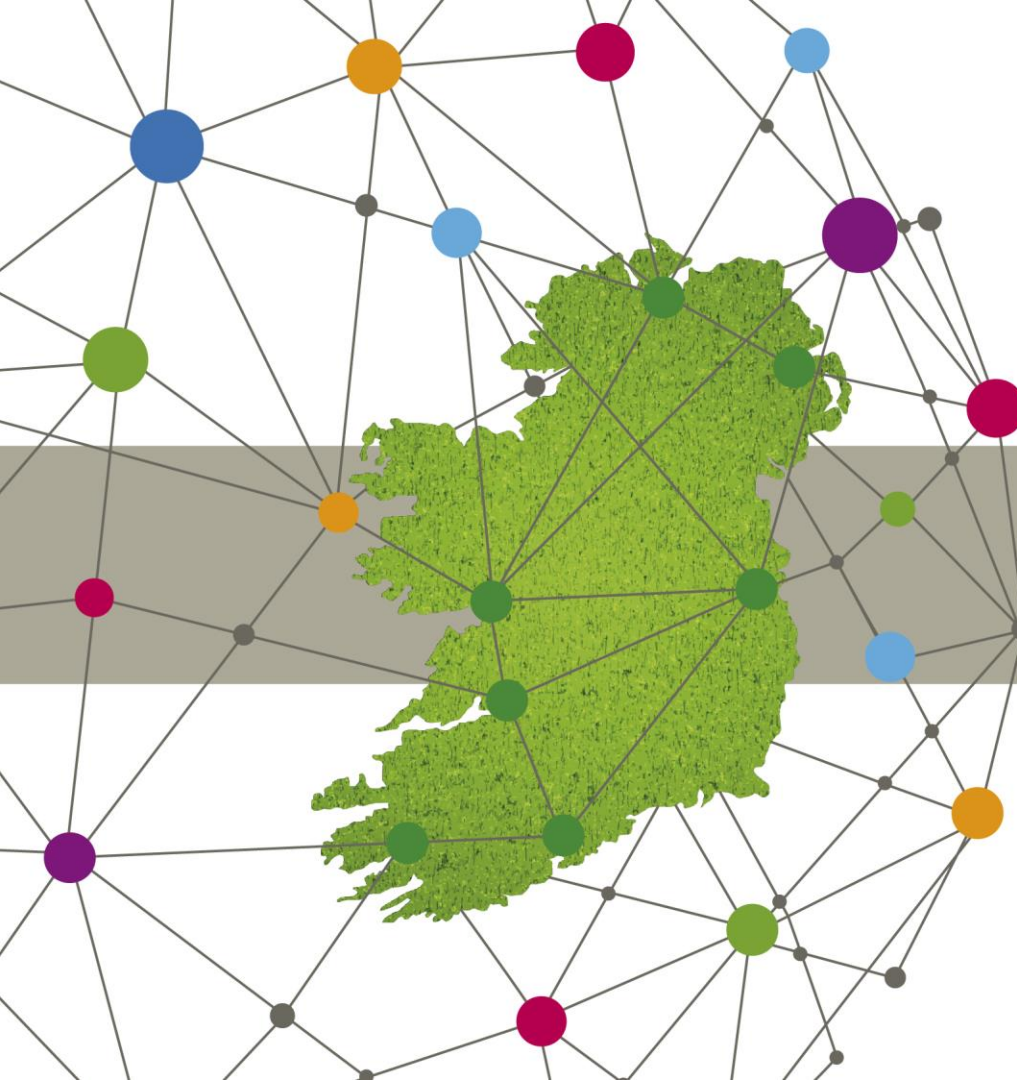
- A more challenging year given our resources and the Brexit impact.
- However Ireland has momentum and continued strong air access growth.
- A comprehensive overseas programme is designed to deliver more for less.



Thank you



Think Global
Act Local. ■



Sam Johnston

Manager

Dublin Convention Bureau

Think Global
Act Local.



PROMOTING DUBLIN AS A WORLD
CLASS BUSINESS DESTINATION



Fáilte Ireland

National Tourism Development Authority



2017
€62.4m 48,930
international
delegates

Dublin
CONVENTION BUREAU

PROMOTING DUBLIN AS A WORLD
CLASS BUSINESS DESTINATION



Fáilte Ireland
National Tourism Development Authority

Outlook



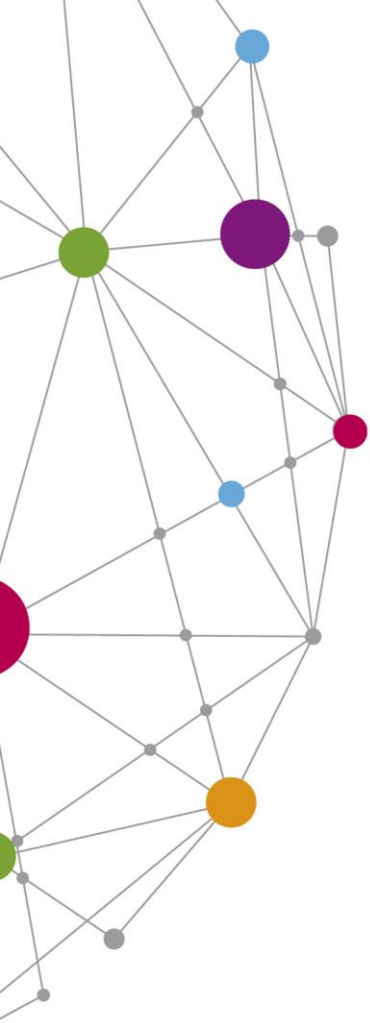
2017



2018



Competitive Set

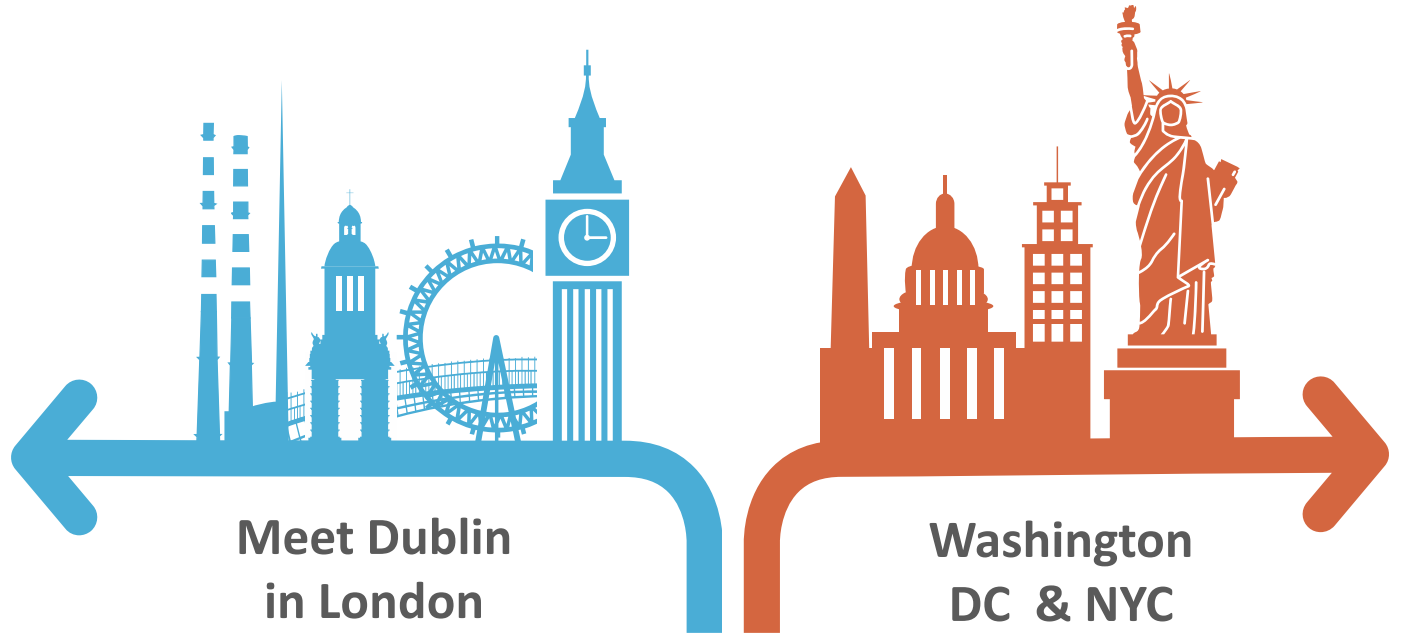


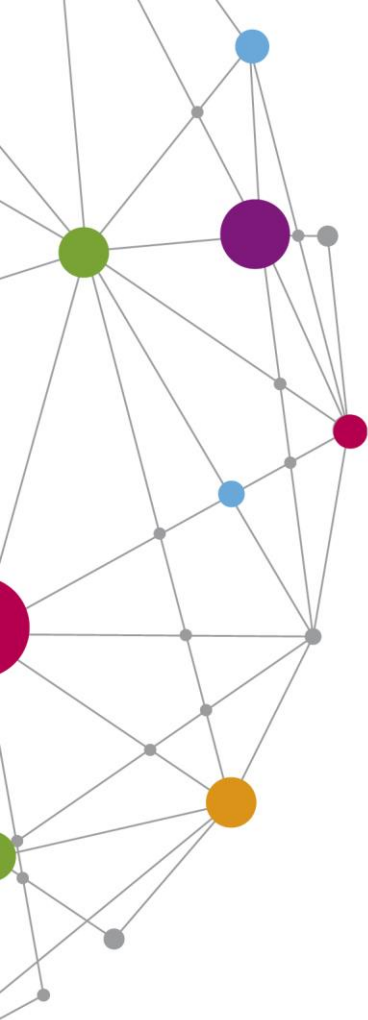
Key Activities



RFP Info	Jan-15 - Dec-15	Jan-16 - Dec-16	% Change YOY
Total RFPs	68	103	51%
Total Room Nights	38,537	70,700	83%
Total RFP Value	\$13,314,615	\$25,358,717	90%
Unique RFPs in City	495	695	40%
Unique Room Nights in City	190,418	260,981	37%
Awarded RFPs in City	150	243	62%
Awarded Room Nights in City	13,415	14,812	10%

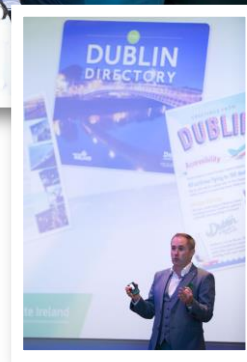
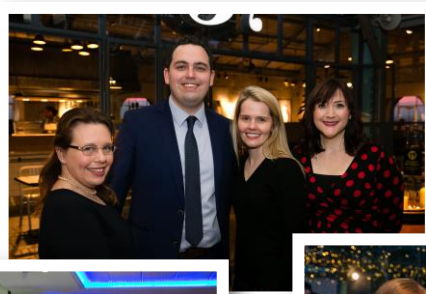
Key Activities





Key Activities

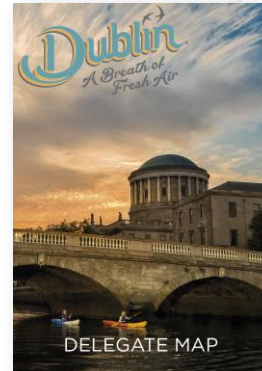
Breakfast Briefings



PROMOTING DUBLIN AS A WORLD
CLASS BUSINESS DESTINATION



New Collateral – Print



PROMOTING DUBLIN AS A WORLD
CLASS BUSINESS DESTINATION



New Collateral – Print

OUR EXPERT PANEL OF DMCS



Una Milly
A Touch of Ireland
www.ataouchofireland.ie
Una@touch.ie



Ronan Flood
Advertising CEO
www.romanflood.com
ronan@romanflood.com



Hannah Brady
Event Partners
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hannah.brady@eventpartners.ie

Entertainment Agencies



Valeria Meloni
Verve, the live agency
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Craibe Murphy
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Derek Walker
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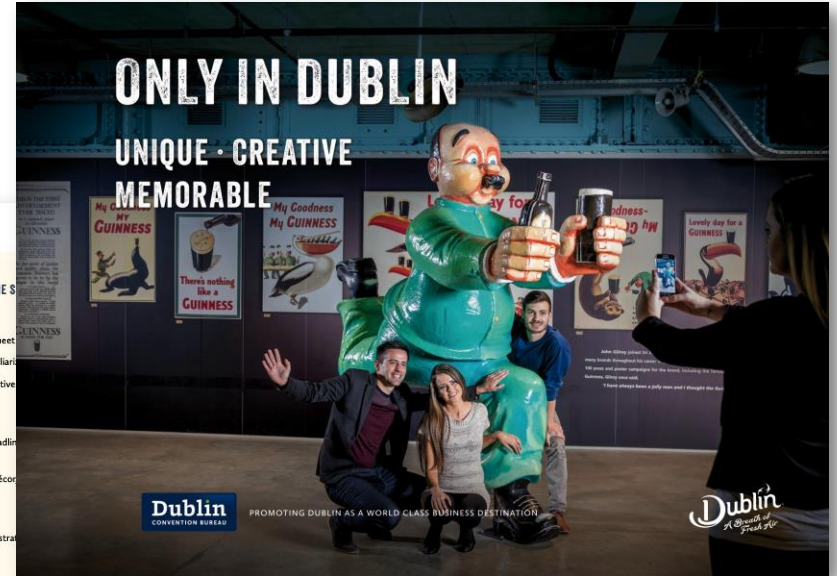


Nicola Hegarty
Eventful
www.eventful.ie
nicola@eventful.ie

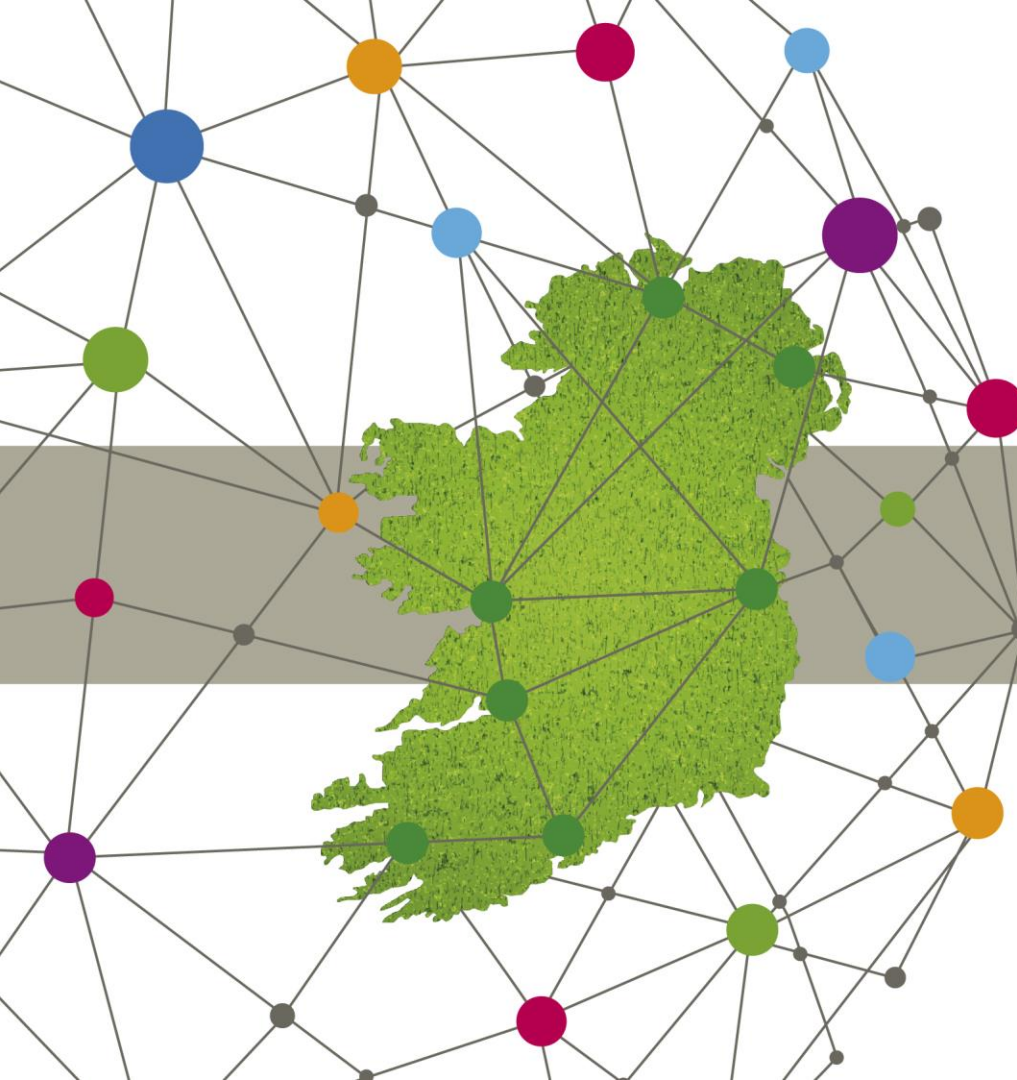
HERE ARE JUST SOME OF THE SERVICES OUR DMCS CAN OFFER –

- Tailored proposals that meet your needs
- Site inspections and familiarisation
- On-site staffing for incentive conferences/meetings
- Outdoor activities
- Entertainment – both headline acts and talented locals
- Theme development – décor, signage and set building
- Translation services
- Advance and on-site registration
- Partner tours
- VIP amenities
- And much, much more...

ONLY IN DUBLIN
UNIQUE · CREATIVE
MEMORABLE



Ní neart go cur le chéile



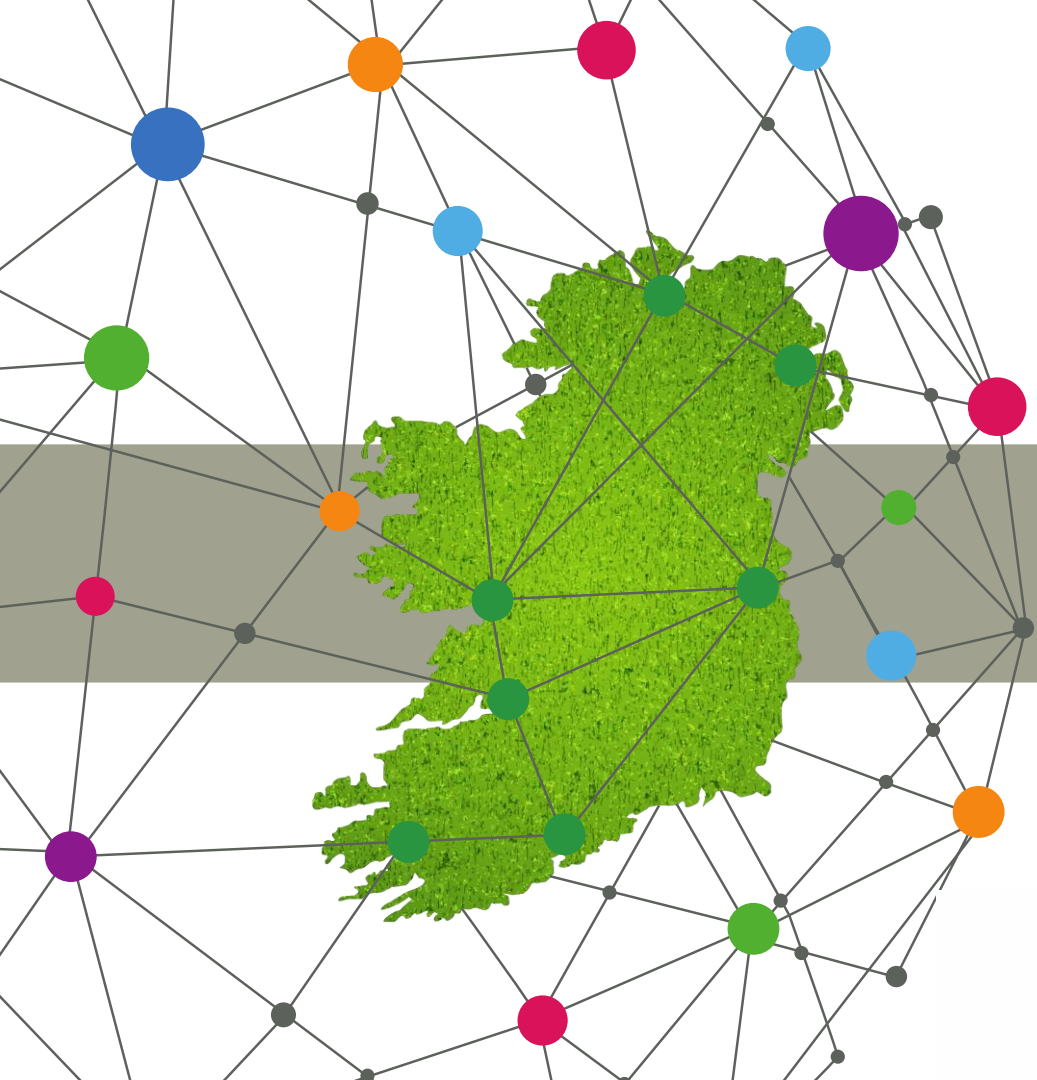
Think Global
Act Local.



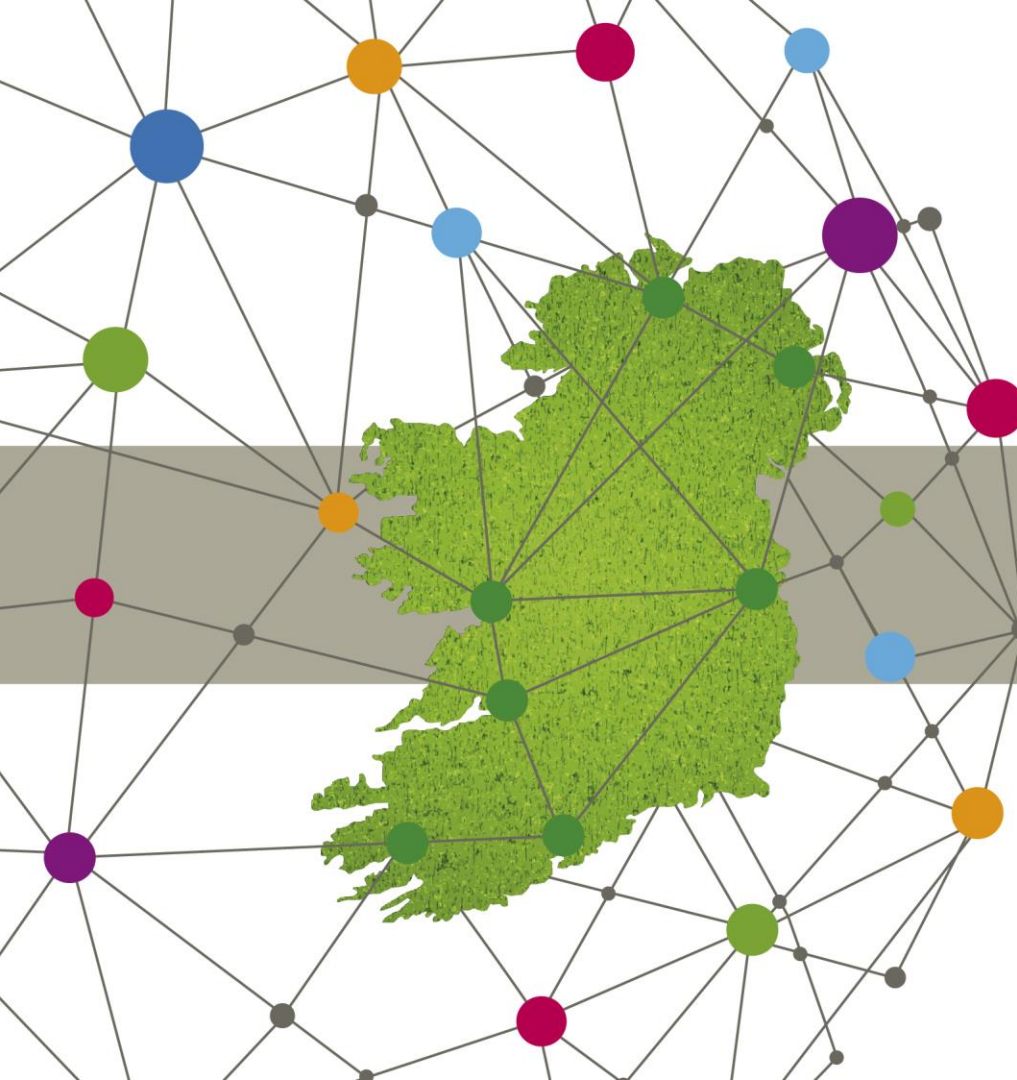
PROMOTING DUBLIN AS A WORLD
CLASS BUSINESS DESTINATION



Fáilte Ireland
National Tourism Development Authority



Think Global
Act Local. ■



Azeta Seery
Event Ireland Officer

**Think Global
Act Local.**



ICONIC EVENTS

Ryder Cup / G'iro D'Italia
Special Olympics World Games

INTERNATIONAL EVENTS

NATIONAL FESTIVALS & EVENTS

Open House Cork / Galway Arts Festival / Temple Bar Tradfest

REGIONAL FESTIVALS & EVENTS

Bray Jazz Festival / Ennis Trad Festival / Dublin Bay Prawn Festival



Fáilte Ireland
National Tourism Development Authority

EVENT IRELAND



Events Ireland 2017

MISSION

To grow international visitors to Ireland through the delivery of relevant timely and appropriate supports to our stakeholders.

ROLE

The role of Event Ireland is to identify, bid for and win events for Ireland in PARTNERSHIP with relevant stakeholders



Fáilte Ireland
National Tourism Development Authority



Event Ambassador Programme

- 1 Be available for Bidding
- 2 Deliver international bednights
- 3 Significant Economic Impact
- 4 No Infrastructural Additions
- 5 Private Sector Investment
- 6 Sufficient Lead in Time
- 7 Have a local Event Ambassador



Fáilte Ireland
National Tourism Development Authority

EVENT IRELAND

Event Ambassador Programme



26th European Senior Bowling Championships 2017 Dublin Ireland





2016 Event Ireland Supported events

Bid Material

Bid Travel to preceding event

Fam Trip/Site inspection

Support letters

Introduction to

Trade Experts

1,150
visitors

10.5K
bednights



Fáilte Ireland
National Tourism Development Authority

EVENT
IRELAND

Event Ireland wins in 2016

2017

Junior Touch
Championships
2,000 bednights

2017

JKA Ireland World
Karate Championships
3,200 bednights

2017

Women's Rugby
World Cup

2020

U19 World Lacrosse
Championships
5000 bednights

2017

World BBQ
Championships
1,800 bednights

2017

World Irish Dancing
Championships
35,000 bednights

2018

Coupe de la Jeunesse
- Rowing
Championships
1,800 bednights

2019

U19 World Lacrosse
Championships
600 bednights



Fáilte Ireland
National Tourism Development Authority

EVENT
IRELAND

Event Ireland Events 2017

**12 Supported
Events**

80,000 bednights

Value: €6.7m

Grand Masters Hockey
Celtic Cup – Co. Cork

FEI European Jnr Eventing
Championship - Cork

World Youth Course
Fishing Championships –
Cork

Women's Rugby World
Cup - Dublin

52nd European
Sandyacht
Championships - Meath

International Taekwondo
Federation ITF World
Championships – Co.
Dublin

International Karate
Union World
Championships - Kilkenny



Fáilte Ireland
National Tourism Development Authority

**EVENT
IRELAND**

Event Ireland Pipeline

61 events

100,000 International Visitors

Est. €60.5m



LASER RADIAL
2016 Youth and Men's
World Championships
Royal Saint George Yacht Club
DunLaoghaire
July 23rd - 30th 2016

**WORLD
SQUASH**

WSF



EVENT IRELAND 2017

Activity

- Lead Generation - Pipeline of events to 2024
- Partnership, Collaboration & Relationship Building
- Recruitment events/ Fam Trips IF's / Event Owners
- Research, Review & Refine



Fáilte Ireland
National Tourism Development Authority

EVENT
IRELAND

EVENT IRELAND 2017

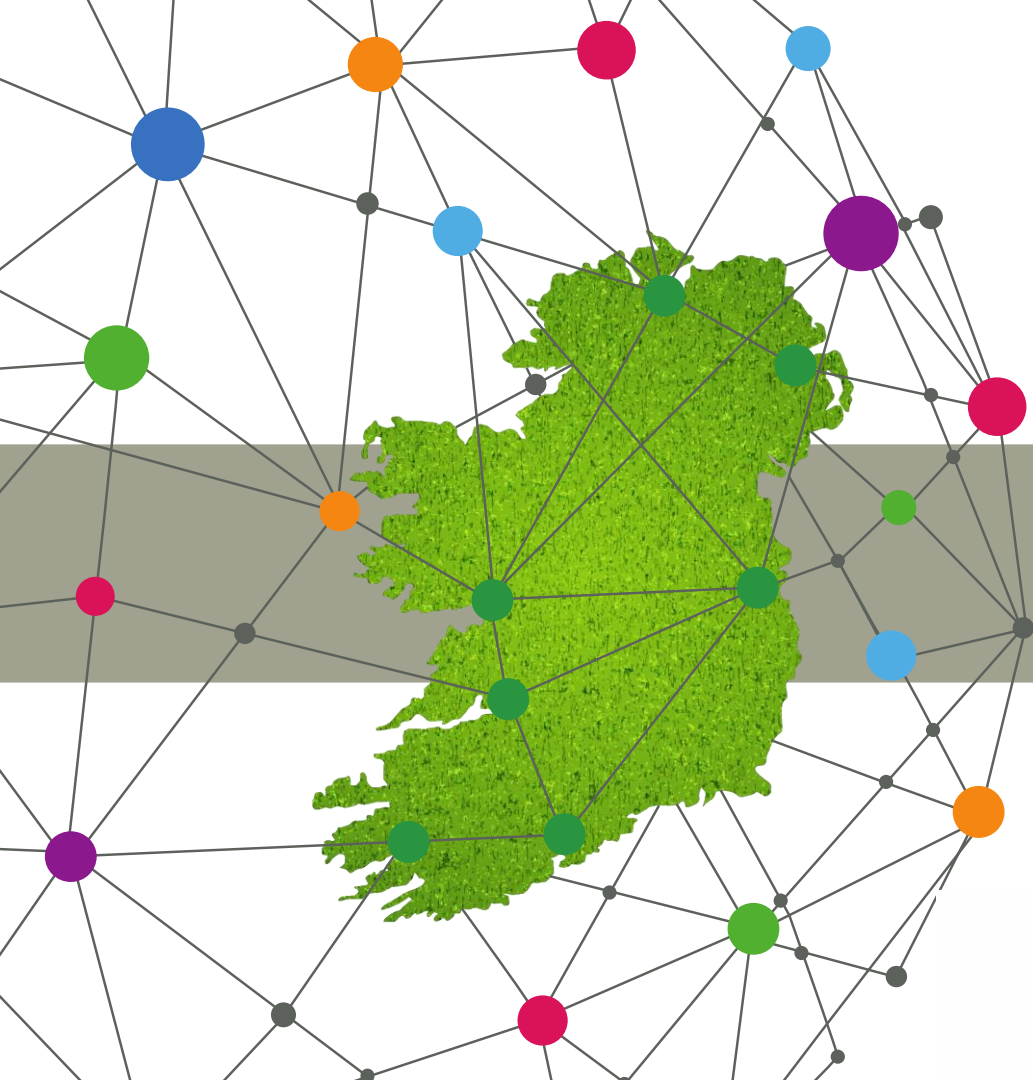
New

- Event Ireland Strategy
- International launch
- SportAccord April 2017
- Event Ireland Directory
- Anchor Events
- International Researcher



Fáilte Ireland
National Tourism Development Authority

EVENT IRELAND



Think Global
Act Local. ■