

# DRIVING DEMAND FOR DUBLIN



## **WHAT'S COVERED**

- CONTEXT
- CONSUMER INSIGHTS
- COMMUNICATIONS STRATEGY
- HIGHLIGHTS
- DRIVING FOOTFALL
- DRIVING INTENT
- DRIVING BED-NIGHTS & BOOKINGS

## **CONTEXT – THE PROBLEM**

- Tourism and hospitality businesses in Dublin have been significantly impacted by Covid-19
- International visitor numbers are down significantly due to travel restrictions
- Domestic visitor numbers are also down due to restrictions on large events which are the main driver of domestic travel to Dublin
- Footfall within the city centre is down and remains heavily impacted by the continuation of people working remotely
- Significant recovery campaigns are required to drive both bed-nights and footfall to Dublin tourism and hospitality businesses

## CONSUMER INSIGHTS

- 60% of consumers intend on taking a short break in Ireland in the next 6 months - the highest measure since the start of the pandemic
- Whilst promising, a plateau is to be expected over the next few weeks and this will be closely monitored as our ceiling of consideration remains at 73%
- Trips are being taken for both general leisure and visiting friends/family reaffirming the dual needs of reconnection and escape/discovery

## CONSUMER INSIGHTS

- 54% of Irish adults intend to take day trips that are close to home\*, however Dubliners often overlook the breadth of places to go and fun things to do in their own city and don't consider the tourism experiences to be 'for them'
- Our research also indicates that many people have 'taken Dublin for granted'\* or 'haven't really done Dublin'\*
- Now, Covid-19 has presented an opportunity for Dubliners to enjoy their city for themselves this campaign is just that - an invitation to 'explore their city as a tourist'

*\*Fáilte Ireland Consumer Insights, 25<sup>th</sup> July 2020*

# PLANNED ACTIVITY

## TIMING

JUN

JUL

AUG

SEP

OCT

NOV

DEC

**"MAKE A BREAK FOR IT"**

Live from 27<sup>TH</sup> June – ROI  
Live from 3<sup>rd</sup> August - NI

**"COME HERE TO ME DUBLIN"**

Live from 27<sup>th</sup> July -

**STRATEGIC PARTNERSHIPS**

EXPEDIA, SUPERVALU, HOTELS.COM, TRIPADVISOR & MORE

**"KEEP DISCOVERING"**

KEEP  
DISCOVERING  
2.0

## HIGHLIGHTS

- Investment of **€1.5M in 3 major campaigns** spanning 6 months
- 12-week dedicated '**Come Here to me Dublin**' campaign driving **footfall**
- Dedicated Dublin features in '**Make a break for it**' campaign **driving intention and bed-nights** – RTÉ TV content, press ads, print supplements, partnership content
- **100+ Dublin Business's** featured across all activity
- **€1.3m** Domestic Sales Campaign driving bed-nights & bookings, **leading with a Dublin focus**, across 12+ platforms, Revenue target **>€10m** in direct sales, **7.6m** customer reach



*Come here to me Dublin*

With tons to see and do in Dublin, it's time to discover more. [visitdublin.com](http://visitdublin.com)



*Lovin Dublin*





# DRIVING FOOTFALL



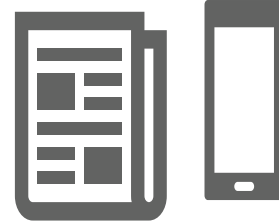
## CHANNELS



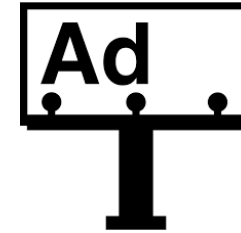
AUDIO



RADIO  
PARTNERSHIPS



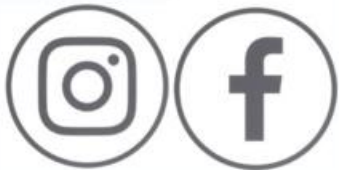
PUBLISHER  
PARTNERSHIPS



OUTDOOR  
ADVERTISING

12 WEEKS

LIVE FROM 27<sup>TH</sup> JULY



SOCIAL



PR ACTIVATION



INFLUENCERS



WOM

## RADIO

- Running for 10 Weeks
- Imelda May's distinctive Dublin voice features in the campaign




## MEDIA PARTNERSHIPS




## OUTDOOR BILLBOARD ADVERTISING

A mixture of demographics and locations calling on people within Dublin to find out the fun that can be had from a day trip.

 Fáilte Ireland

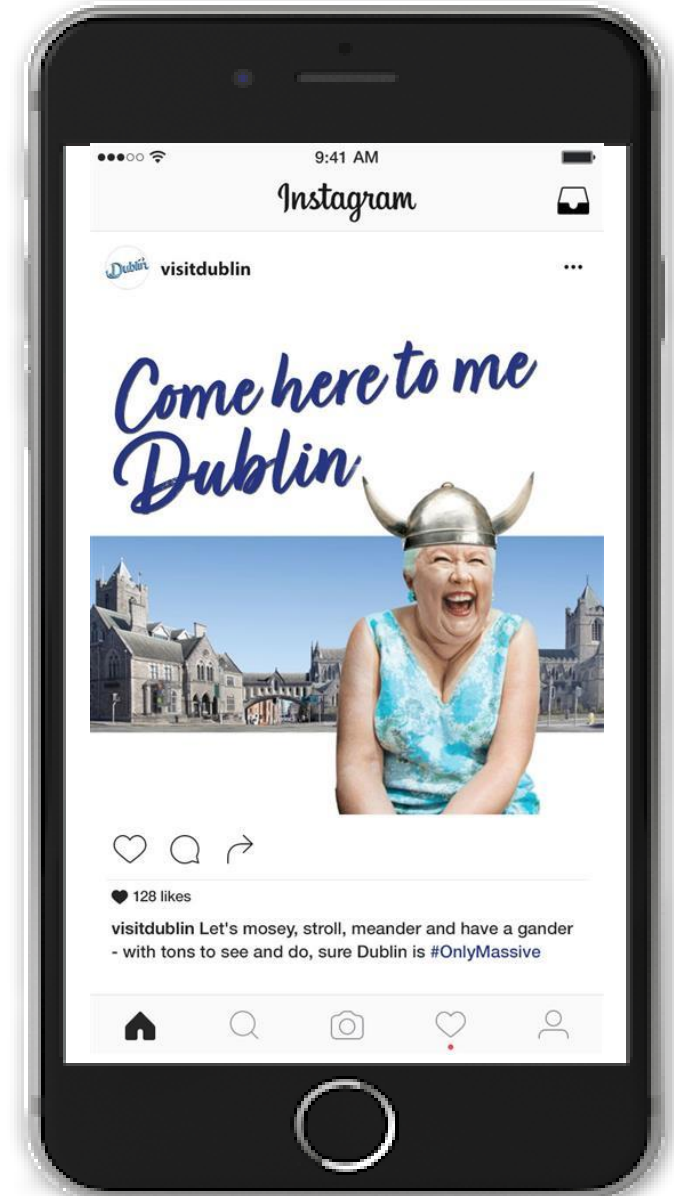
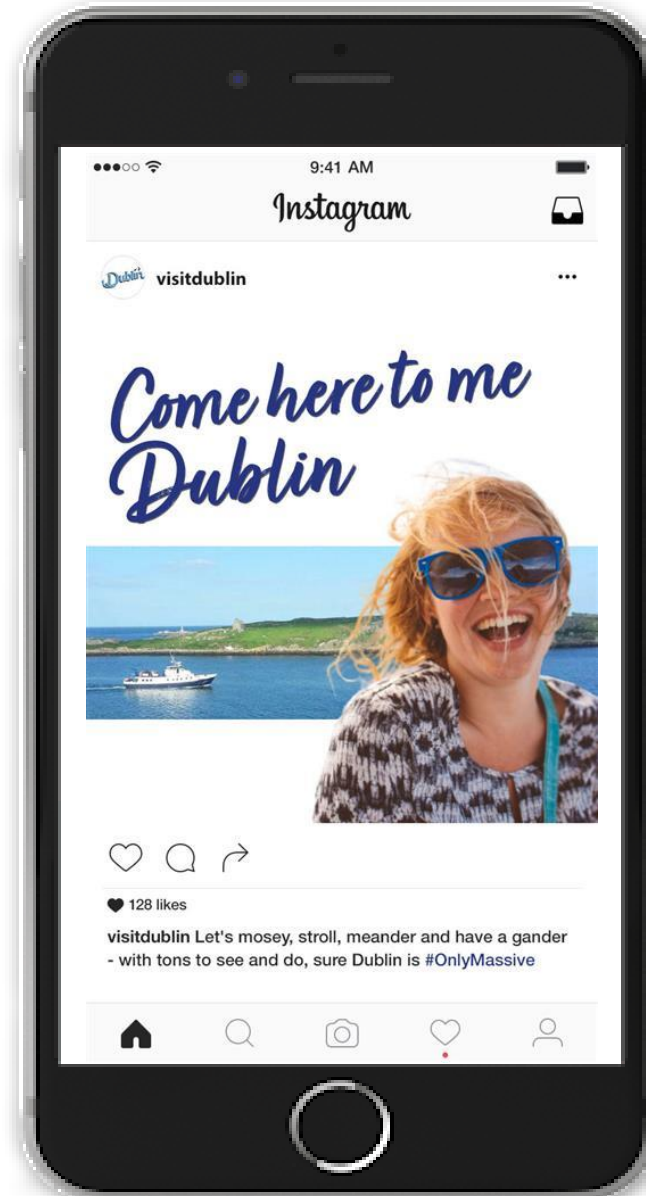
*Come here  
to me Dublin*

With tons to see and do in Dublin,  
it's time to discover more. [visitdublin.com](http://visitdublin.com)

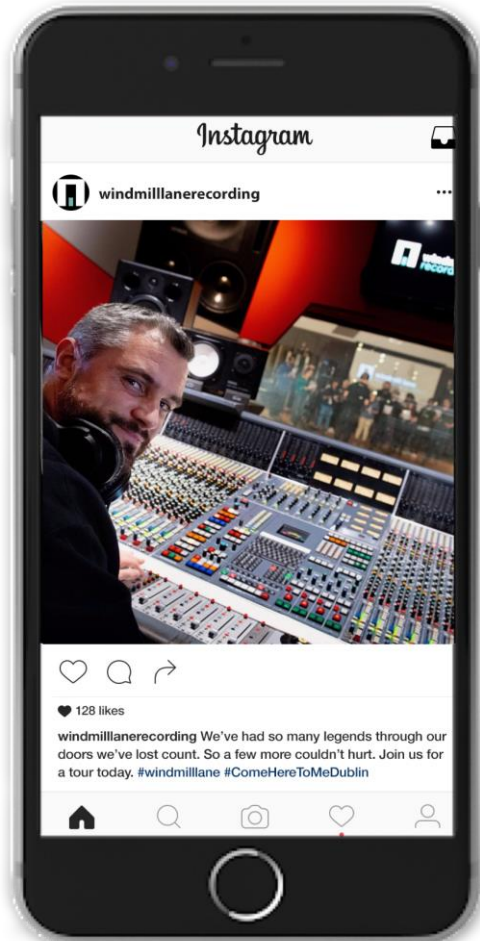
 Dublinia

## SOCIAL

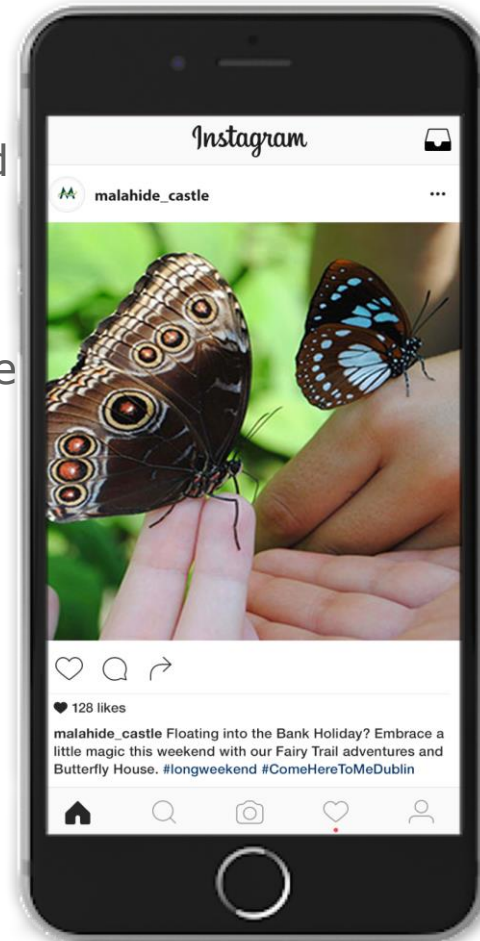
With tons to see and do across Dublin, it's time to embrace everything your city has to offer. #OnlyMassive



## TRADE ENGAGEMENT / OPTIMISATION



You won't be the first legend through our doors but you'll be just as welcome as all the others! Pop in for a studio tour it's #OnlyMassive



Floating into the Bank Holiday? Land on something magic this weekend with our Fairy Trail adventures and Butterfly House. Dublin is #OnlyMassive

# DRIVING INTENT



# 'Ireland Make a Break for It' Campaign

*Ireland,  
make a  
break for it.*



PRINT



AUDIO



AV-VOD & BROADCAST  
INTEGRATION



PUBLISHER  
PARTNERSHIPS

€2.5 MILLION INVESTMENT

12 WEEKS

CAMPAIGN GO LIVE 27<sup>TH</sup> JUNE



SOCIAL



PR INTEGRATION

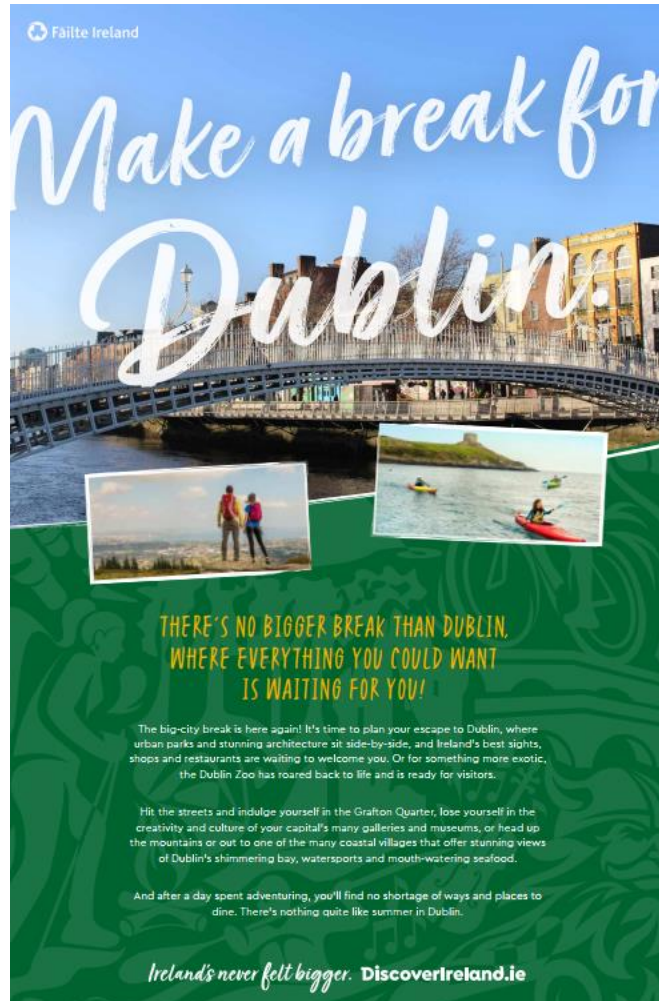


INFLUENCERS



WOM





## PRESS ADS

### Single page spreads

- Irish Examiner
- Mail on Sunday
- Mirror on Sunday
- Sunday World

# PRINT SUPPLEMENT

Print run of 625k  
Published Sat 25th and Sun 26th July  
In Titles:

- Sunday Independent
- The Irish Times
- Irish Independent
- Irish Examiner
- Irish Mail on Sunday

Second Supplement will be produced in the coming months

**Fáilte Ireland**  
National Tourism Development Authority

## Ireland, make a break for it.

100+ ideas for your home holiday

- 40 THINGS TO DO ON THE WILD ATLANTIC WAY • SHORT BREAKS ON THE SHANNON •
- BUCKET LIST PLACES IN IRELAND'S ANCIENT EAST • IS SHORT BREAKS AND DAY TRIPS IN DUBLIN •

Ireland's never felt bigger | DiscoverIreland.ie

## Make a break for Dublin

WHETHER FOR A FAMILY DAY OUT OR A WEEKEND AWAY, OUR CAPITAL'S BUZZING ONCE AGAIN WITH SO MUCH TO SEE AND DO

**DISCOVER HIDDEN GEMS AND OUTDOOR ADVENTURE ON A FAMILY DAY OUT OR A WEEKEND AWAY IN DUBLIN**

Ireland's capital is open for business and bursting with things to experience for a really memorable city break. Explore the heagh Gardens, a true hidden gem, visit a city farm, or hop on a bike and follow the path of the grand canal through the historic city.

Wander through the Phoenix Park and watch out for the resident deer, have a picnic in St Stephen's Green or Merion Square Park or treat yourself to brunch, lunch or dinner in one of Dublin's well known cafés and restaurants. Our capital has never felt bigger, so make tracks this summer and make the most of it.

<p><b>CITY CENTRE</b></p> <p><b>CROKE PARK STADIUM TOUR &amp; GAA MUSEUM</b> Get ready to immerse yourself in the spine-tingling and completely unique story of Gaelic games from ancient times to the present day. 01 892323 <a href="http://www.crokepark.ie/gaamuseum">www.crokepark.ie/gaamuseum</a></p> <p><b>KILMAINHAM GAOL MUSEUM</b> Considered a must-see in Dublin, this prison offers a panoramic insight into some of the most profound, disturbing and inspirational themes of modern Irish history. 01 453788 <a href="http://www.kilmainhamgaolmuseum.ie">www.kilmainhamgaolmuseum.ie</a></p> <p><b>LITTLE MUSEUM OF DUBLIN</b> Discover the fascinating history of Dublin at the Little Museum of Dublin in the company of friendly experts. 01 4537000 <a href="http://www.littlemuseum.ie">www.littlemuseum.ie</a></p> <p><b>MULTI-MUSEUM OF LITERATURE IRELAND</b> The Museum of Literature Ireland is a new home for the world's greatest storytellers. 01 477 9811 <a href="http://www.moli.ie">www.moli.ie</a></p> <p><b>NATIONAL GALLERY OF IRELAND</b> Bringing people and art together in an inspirational &amp; reflective space at the heart of urban Dublin. 01 6151555 <a href="http://www.nationalgallery.ie">www.nationalgallery.ie</a></p> <p><b>DOCKLANDS</b></p> <p><b>ERIC THE IRISH EMIGRATION MUSEUM</b> Discover why 10 million people left Ireland and their impact on the world. Stories of Irish emigrants, from music and dance, to outlaws and authors. 01 750861 <a href="http://www.erictheg.com">www.erictheg.com</a></p>	<p><b>WINDMILL LANE RECORDING STUDIOS</b> Tour Dublin's legendary studios, creating music since 1978. Connect with iconic artists from U2 to Lady Gaga in the centre of the "Digital Docklands". 01 4685547 <a href="http://www.windmillanerecording.com">www.windmillanerecording.com</a></p> <p><b>LIBERTIES &amp; SMITHFIELD</b></p> <p><b>JAMESON DISTILLERY BOW ST.</b> Dating back to 1780, experience the history of Jameson through an immersive story telling experience. 01 8072355 <a href="http://www.jamesonwhiskey.com">www.jamesonwhiskey.com</a></p> <p><b>DUBLINIA</b> The heart of Viking &amp; Medieval Dublin. Walk where the Vikings walked. Witness the sights, sounds and smells. Listen to stories of Medieval Dublin. 01 678411 <a href="http://www.dublinia.ie">www.dublinia.ie</a></p> <p><b>GUINNESS STOREHOUSE</b> Immerse yourself in seven floors of fun and excitement and explore the story of Ireland's most iconic brand. 01 4088000 <a href="http://www.guinness-storehouse.com">www.guinness-storehouse.com</a></p> <p><b>NATIONAL MUSEUM OF IRELAND (COLLINS BARRACKS)</b> Ireland's social, political, military and economic progress through the ages. Stories about Irish work, way of life, fashion and art, then and now. 01 6774444 <a href="http://www.nationalmuseum.ie/en/2/Museums/Decorative-Arts-History">www.nationalmuseum.ie/en/2/Museums/Decorative-Arts-History</a></p> <p><b>SAINT PATRICK'S CATHEDRAL</b> The Cathedral is a place where history is alive and tradition breathes. <a href="http://www.stpatricks-cathedral.ie">www.stpatricks-cathedral.ie</a></p>	<p><b>TEELING WHISKEY DISTILLERY</b> Distilling is in the fabric of our city and our family. Experience the sights, sounds, smells and tastes of a fully operational distillery. 01 5370888 <a href="http://www.teelingwhiskey.com">www.teelingwhiskey.com</a></p> <p><b>NORTH &amp; SOUTH COAST</b></p> <p><b>DALKEY CASTLE &amp; HERITAGE CENTRE</b> Dating back to 700AD, Dalkey Castle is one of seven fortified castles and houses located in the seaside town ten miles south of Dublin city centre. 01 2858366 <a href="http://www.dalkey-castle.com">www.dalkey-castle.com</a></p> <p><b>MALAHIDE CASTLE AND GARDENS</b> A magnificent medieval castle with a dramatic 800-year history. The gardens are a tranquil retreat housing the country's only Butterfly House. 01 711222 <a href="http://www.malahidecastleandgardens.ie">www.malahidecastleandgardens.ie</a></p> <p><b>DUBLIN BAY CRUISES</b> Take a trip on Dublin's beautiful, living bay and enjoy the city from a truly unique perspective. 01 9019157 <a href="http://www.dublinbaycruises.com">www.dublinbaycruises.com</a></p> <p><b>NEWBRIDGE HOUSE AND FARM</b> Filled to the brim with antiques and oddities and there is fun for all the family in Dublin's best-loved working farm. 01 782222 <a href="http://www.newbridgehouseandfarm.com">www.newbridgehouseandfarm.com</a></p> <p><b>VISITOR ATTRACTIONS &amp; TOURS:</b> Book your attraction &amp; tours: <a href="http://www.irelandstourbook.ie">www.irelandstourbook.ie</a></p>
--	---	--



## TRADE STORIES

- Using real people and real stories to inspire our online communities to be comforted by the fact that businesses have taken necessary measures to keep families/visitors safe when they are on holiday with the aim to not diminish their experience.
- Provide reassurance to visitors and encourage them take a day trip or short break in Dublin.

# DRIVING BED-NIGHTS & BOOKINGS



Fáilte Ireland

DiscoverIreland



Revenue Target; €10m+ in direct sales

€1.35m Campaign

All platforms leading out with Dublin as a lead destination

*Ireland, make a break for it.*

7.6m customer reach

Over a 9 month period

Across 12+ platforms

