

GROWING

Revenue from International Business Events





Almost **15%** of all visitors that come to Ireland actually come for business reasons

Introduction

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Ireland welcomes almost 10m overseas tourists to our small country each year, generating €5.2 bn in revenue. These tourists come to our shores for a number of reasons. Those who travel for leisure may want to explore Dublin, experience the Wild Atlantic Way, discover Ireland's Ancient East or uncover Ireland's Hidden Heartlands.

However, significant revenue of €716m is also derived from overseas tourists who come to Ireland for a variety of business reasons, including those who are here as delegates to attend international conferences or incentive qualifiers on a trip of a lifetime or to become inspired at their company's annual kick off meeting.

Fáilte Ireland is responsible for association conference activity including lead generation, sales facilitation, events, bidding, conversion etc. whether in Ireland or overseas. Therefore, any industry seeking supports in this area should engage directly with Fáilte Ireland. Broader Business Tourism promotion overseas, including meetings and incentives, is the responsibility of Tourism Ireland. Where leads are generated that are open for industry to bid for these will be passed back to Fáilte Ireland for conversion. In-Ireland Meeting, Incentive & Exhibitions Leads Generation is also the responsibility of Fáilte Ireland. This includes the likes of the corporate ambassador programs, working with Irish-based multinationals, etc. Regional Convention Bureaux (RCBs) will continue to be supported and led by Fáilte Ireland.

Fáilte Ireland has a dedicated team in place that focuses on generating Association Conference leads and we offer a full range of practical and financial supports to help ensure Ireland is chosen as the host destination.

Why Target International Business Events?

The international Business Events industry is highly lucrative and can play a pivotal role in creating additional revenue for your business. Each business tourist that comes to Ireland is worth three times the value of a leisure tourist.

Reasons to Target the Business Events Market

Business events typically take place mid-week (Monday to Thursday) and during off peak summer months, complementing leisure bookings, driving revenue during off peak times.

Did you know that each business tourist that comes to Ireland is worth **three times the value** of a leisure tourist?

International delegates attending Business Events require hotel rooms, and avail of food and beverage options. Event planners will require and hire event space, entertainment and team building services for delegates. Ultimately, these events offer plenty of opportunity to drive incremental revenue streams for your business.

If your business is located in regional Ireland, close to a Business Tourism Hub, event planners may be interested in considering your region when choosing their event location, since long haul incentive programmes typically include a city and regional location.

The value of the Business Events industry however is not only determined by the economic value that the event creates. Today the focus has shifted towards creating broader value with a long-term perspective. Value beyond tourism for business events can create multiple impacts for a destination including an economic impact, social impact, cultural impact, environmental impact, and a legacy impact.



How to Secure International Business Events

You can secure international association conferences through international conference planners directly or through Fáilte Ireland's approved Professional Conference Organisers (PCO). Fáilte Ireland have been operating a very successful Conference Ambassador Programme since 2009 which identifies and motivates Irish based members of international associations to pitch to host their association's next conference in Ireland.

To grow your international corporate meetings & incentive business you will target either corporate in-house planners or intermediaries such as international meetings planners, incentive houses and Fáilte Ireland approved Destination Management Companies (DMCs). For more information on overseas activity and supports to target these buyers you should contact Tourism Ireland.

Ireland has five Convention Bureaux across the country in Dublin, Kerry, Cork, The Shannon Region and Galway. Your Regional Convention Bureau (RCB) can help ensure you have visibility of international Business Events that have the potential to come to your region and membership with your local RCB offers multiple benefits (see Page 5 for further details).

While corporate meetings and incentive travel planners tend to book in the year for the year, Association Conferences have a much longer lead time. The process to secure an international conference from identifying the opportunity to the delivery of the event can range from 18 months to as much as 10 years.

How can Fáilte Ireland help?

Fáilte Ireland provides an extensive range of services to the Business Events industry in Ireland that includes, but is not limited to, the development of marketing assets, advisory services, business and financial supports, education and training. Below is a short synopsis on how we can help you win more business.

Leads, leads and more leads

Fáilte Ireland's Business Events team are responsible for generating Association Conference Leads for Ireland, through activity at home and overseas, and generating leads for meeting & incentives from in Ireland activity, and we work in conjunction with our Regional Convention Bureau to ensure you benefit from our efforts. Get in touch with your Regional Convention Bureau to ask about becoming a member.

International Sales Platforms

Fáilte Ireland provides you with the opportunity to get in front of top international Business Events Buyers at **several international events** each year to generate your own business leads including three of the largest international trade fairs dedicated to Business Events (IMEX Frankfurt, IMEX America and IBTM World Barcelona). From 2024 these headline platforms will be delivered by Tourism Ireland. These overseas sales platforms provide great opportunities for you to engage with international associations, meeting planners, corporate agencies and incentive houses and generate your own leads. Recruitment for these platforms and pre-qualification of industry for market readiness, is the responsibility of Fáilte Ireland.

Destination Supports offered by Fáilte Ireland

Fáilte Ireland is responsible for working with industry, RCBs etc for all leads generated across conferences, meetings & incentives and converting them. Fáilte Ireland can help you convert business opportunities into business wins through our full range of practical and advisory supports. We also offer financial supports, which are used to fund site inspections, to provide support during the bidding process and to enhance the conference programme.

- **Practical Supports**
Fáilte Ireland introduces overseas clients to approved Destination Management Companies (DMCs) or Professional Conference Organisers (PCOs) and our network of Convention Bureaux around Ireland (Dublin, Kerry, Cork, The Shannon Region and Galway) who can assist with site inspections and in delivering exceptional events.
- **Presentation Toolkits**
Should you require assistance presenting Ireland as a destination of choice, we can provide you with imagery, video and presentation templates.
- **Bid/Site Inspections**
Fáilte Ireland can help fund and co-ordinate site visits with our Regional Convention Bureaux (RCBs) and our DMC and PCO Partners. Financial support for the cost of travel, accommodation, and meals, to present the bid at the preceding conference, may also be offered.
- **Destination Programme Enhancement**
We also support elements of the overall programme being run in Ireland. For example, Fáilte Ireland can provide funding towards activities such as social excursions or entertainment, with a view to boosting delegate numbers and enhancing the programme on offer to the end client.

MeetinIreland.com

MeetinIreland.com is a B2B platform and is Ireland's shop window for international meeting planners. Once you are ready and meet Fáilte Ireland's Business Events criteria, you can get a free listing or feature in one of the many case studies.

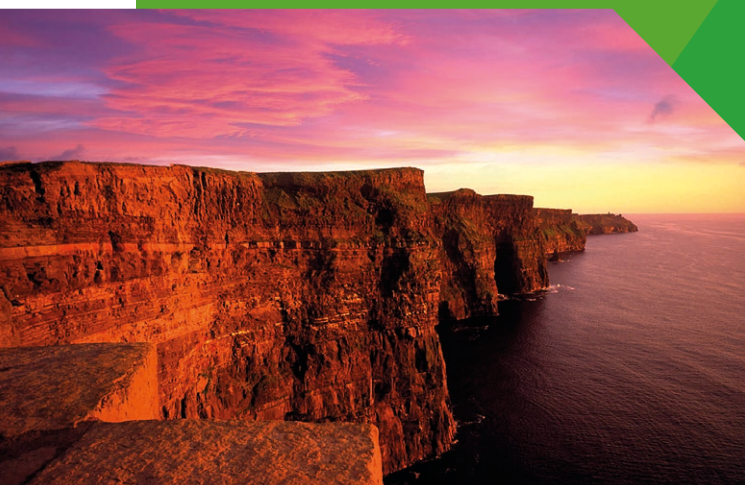
14 Steps to Grow your Revenue from International Business Events

- 1 Call Fáilte Ireland's Meet in Ireland Team** to request a one to one meeting with us. We offer a full advisory service to guide and support you.
- 2 Ensure that all Fáilte Ireland approved DMCs and PCOs are aware of your product and services.** These companies are constantly in market selling Ireland and subsequently developing programmes for clients, therefore they are an invaluable source of potential business. Fáilte Ireland can provide you with the full list of approved DMCs and PCOs.
- 3 Check that your current listing on the Fáilte Ireland trade portal is up to date.** The Fáilte Ireland portal allows you to request to attend, manage and pay online for your participation at all business events overseas trade shows. It also gives you access to a full range of Fáilte Ireland supports.
- 4 Check that your business is listed and up-to-date on www.meetinireland.com** the official website for the Meet in Ireland brand.
- 5 List yourself on Cvent.** Fáilte Ireland invests heavily in this online booking platform to drive new business opportunities to Ireland through our Convention Bureaux. Get listed on Cvent and get the opportunity to respond to RFPs.
- 6 Become a partner of your local Regional Convention Bureau.** Ireland has 5 Convention Bureaux across the country (Cork, Dublin, Galway, Kerry, Shannon). Benefits of partnership include:
 - Attendance at key international trade shows to represent their respective regions.
 - Proactively pursuing business leads to ensure that no opportunities are missed and that ultimately the business comes to Ireland.
 - Providing meeting planners, agents and end users with an objective and impartial reference point, when seeking information about the specific region.
 - Making appropriate and relevant introductions between DMCs, PCOs, Hotels and Venues
 - Co-ordinating site inspections for clients with a view to converting the business.
 - Providing educational opportunities to help members grow their business
- 7 Attend Meet in Ireland sales platforms** both international and domestic. This is an excellent way to launch your product or service to the Business Events marketplace and grow business leads and relationships.
- 8 Plan sales calls and meetings around attendance at shows.** This can give added value to the cost of travelling overseas.
- 9 Make an appointment to meet the Tourism Ireland in market representative** in advance. Their local and up-to-date knowledge is invaluable and could be critical to the success of your sales mission or attendance at the show.
- 10 Be sure to conduct a winning familiarisation trip/site inspection.** If you want advice on running a successful fam trip/site inspection for your next client, come in and visit the team or get a copy of our checklist for successful site inspections.
- 11 It takes time to establish and position your product** in the international market and achieve a successful level of international sales. **Your marketing strategies should be well-planned and incorporate a variety of activities that target the international Business Events buyer.** Part and parcel of this is your sales pitch and ensuring it is on brand.
- 12 Offer a variety of itineraries that include unique and diverse experiences around your business,** ensure the DMCS/PCOs that handle business and incentive travel are familiar with your product, suggest interesting ways to package your products together with other local experiences, participate in cooperative marketing activities organised by Meet in Ireland and your local Regional Convention Bureau.
- 13 Build relationships with other local suppliers** that are active in the Business Events market and ensure they are familiar with your offering. They have the potential to bring you referral business.
- 14 Familiarise yourself with all practical and financial supports offered by Fáilte Ireland.** These supports are in place to help drive business to Ireland and may help to encourage event planners to choose Ireland as the host destination for their event.

How do I know if my business is ready?

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It can be a daunting decision to enter into, or target more international business for your tourism product. So when is a tourism business considered 'ready' for international Business Events?



Tick all of the following on the checklist and you will be ready to not only welcome international Business Events visitors, but also maximise international Business Events opportunities for your organisation.

- ✓ Is your business already well established in the domestic market with a network of diverse distribution partners, including Irish PCOs and DMCs?
- ✓ Can you identify your unique selling points and also align this with particular target markets?
- ✓ Do you provide unique and exclusive experiences?
- ✓ Do you have booking mechanisms in place for groups coming from the international markets?
- ✓ Do you keep in regular contact with your local DMCs and PCOs, both locally and overseas?
- ✓ Do you invest in relationship building with your distribution partners, whether that is through trade shows, sales missions, sales calls or networking events?
- ✓ Do you understand online distribution channels, both B2B and B2C?
- ✓ Have you researched international markets to establish where your product fits?
- ✓ Do you understand culturally-influenced needs of specific international markets?
- ✓ Are you willing to invest in Familiarisation Trip programmes both for trade and media, to showcase your product/experience accordingly?
- ✓ Do you have an active quality assurance programme, an official tourism body rating or accreditation?
- ✓ Do you work collaboratively with those in your region to maximise the marketing and sales opportunities that working together can provide?
- ✓ Are you prepared to work cooperatively with Fáilte Ireland's Business Events team and your local Regional Convention Bureau?
- ✓ Have you become a member of your local regional convention bureau?
- ✓ Are you listed on the Meet in Ireland website?
- ✓ Are you a registered user of the new Fáilte Ireland Trade Portal?
- ✓ Are you aware of all the Fáilte Ireland practical and financial supports that can help your business?



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