



# Driving *Domestic* Tourism

## Marketing Update

25<sup>th</sup> September 2024



River Corrib, Co. Galway

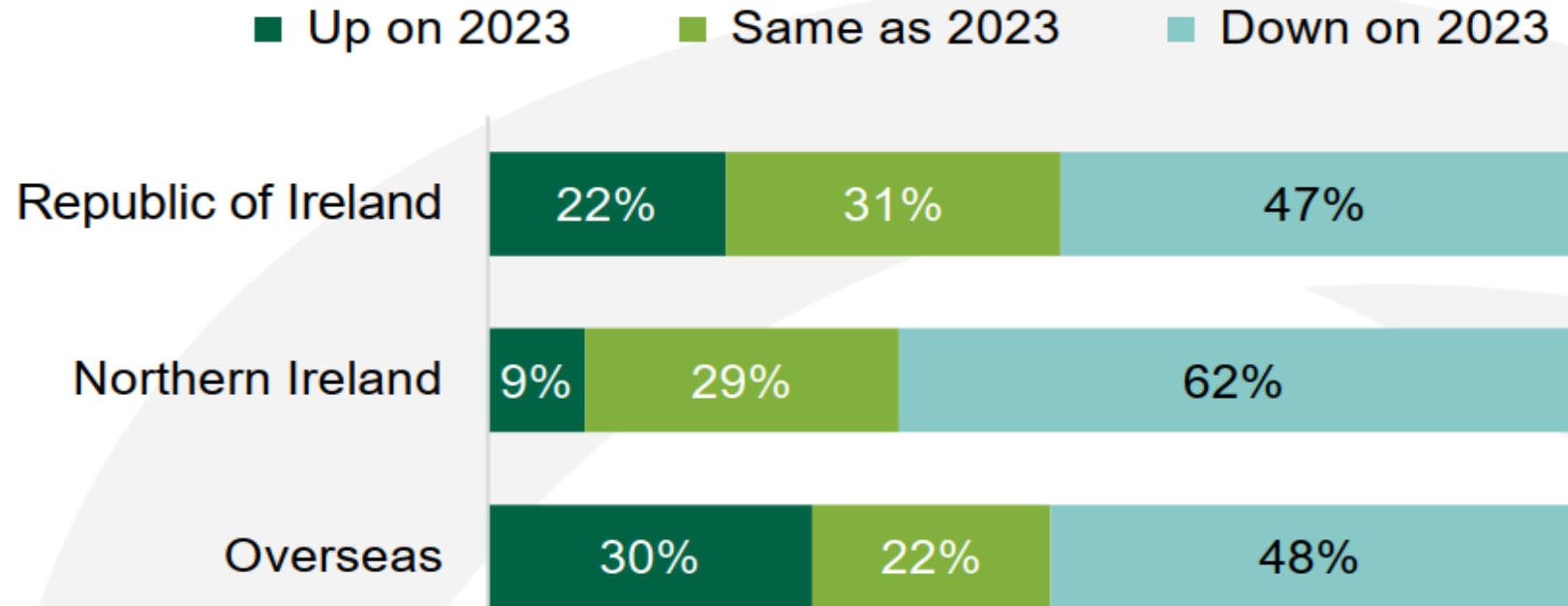


**Fáilte  
Ireland**



# Volumes down versus 2023

**Q5 "How does your volume of visitors this summer compare with last summer from each of the following markets?"**



Base: variable

*'Don't know' and 'not applicable' answers have been excluded*

# Low Expectations for Rest of Year

**Q13 "How do you expect the volume of your business to perform during the remainder of this year compared to the same period last year from each of the following markets?"**

■ Up on 2023   ■ Same as 2023   ■ Down on 2023



Base: variable

*'Don't know' and 'not applicable' answers have been excluded*

# Domestic Marketing

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Our marketing is focused on inspiring **domestic** consumers to take short-breaks in **Ireland**

*Keep  
Discovering*

**BEST  
DAYCATION  
EVER**

 **Púca**  
Halloween Festival  
31 Oct – 3 Nov

*Winter  
in  
Dublin*



# Our approach



## CATEGORY BUILDING

**Role: Inspiration – Reasons to believe**  
Making Ireland salient in the minds of the domestic audience

Dublin

IRELAND'S  
ANCIENT EAST®

WILD ATLANTIC WAY

Ireland's Hidden  
HEARTLANDS

**Role: Intent - Reasons to go**  
Keep Discovering starts the story.  
It establishes Ireland and its regions in the minds of consumers.

DESTINATIONS,  
OCCASIONS,  
FESTIVALS  
& EVENTS

**Role: Intent & Active Planning - Reasons to commit**  
The creative here builds the Keep Discovering story highlighting places to go and significant reasons to travel now. County creative completes the story. It moves consumers to a specific location providing the final pull to encourage that short break.

# Keep Discovering



*National Museum of Ireland  
- Natural History, Dublin*



# Driving domestic demand year-round through high-reach, high frequency

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RTÉ Weather Sponsorship



TV & VoD



Geo-targeting



Social Media



Press



PR & Influencers



Digital



Broadcast TV Partnership



Digital Partnership

# Inspiring the nation through TV



National TV &  
VOD across  
ROI & NI

24  
weeks  
on air

Reaching 55%  
of adults  
weekly





# Building salience through Ireland's largest broadcast sponsorship



**120**  
Stings per  
week

**1.6 Million**  
Average  
Weekly Reach

**8.4**  
Average Weekly  
Frequency

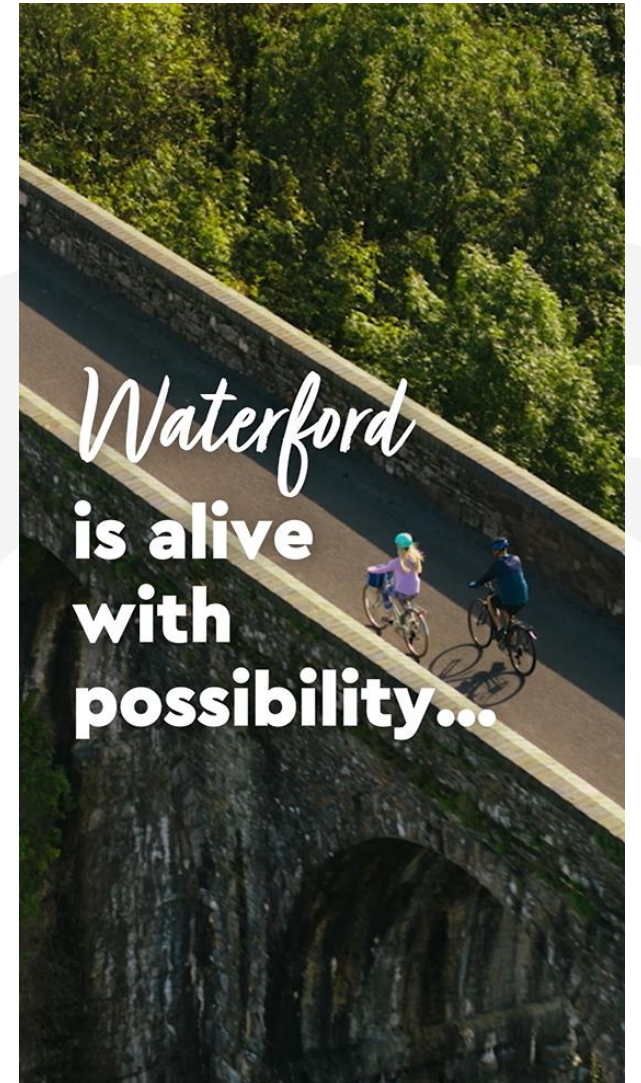
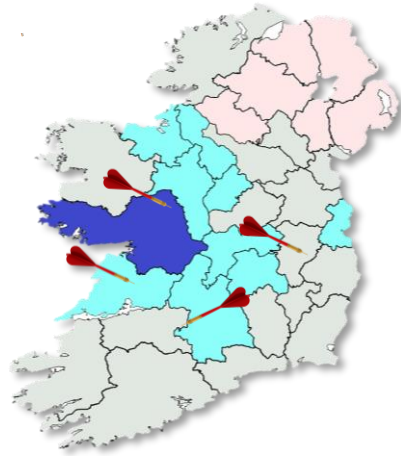
# Driving intent through digital & social

Geo-targeted ads

Within 2-hour radius

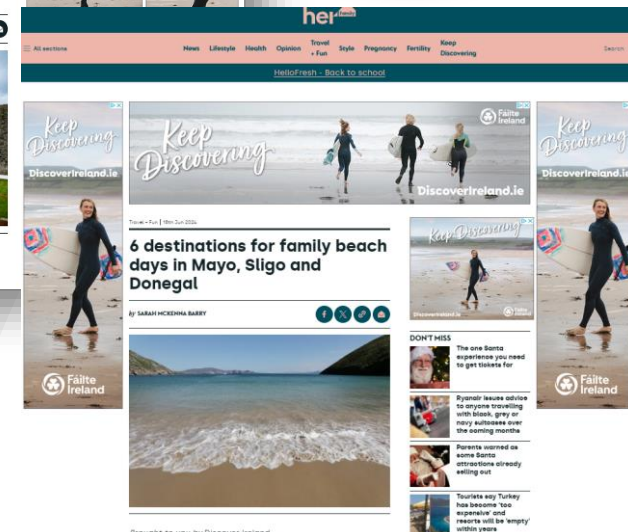
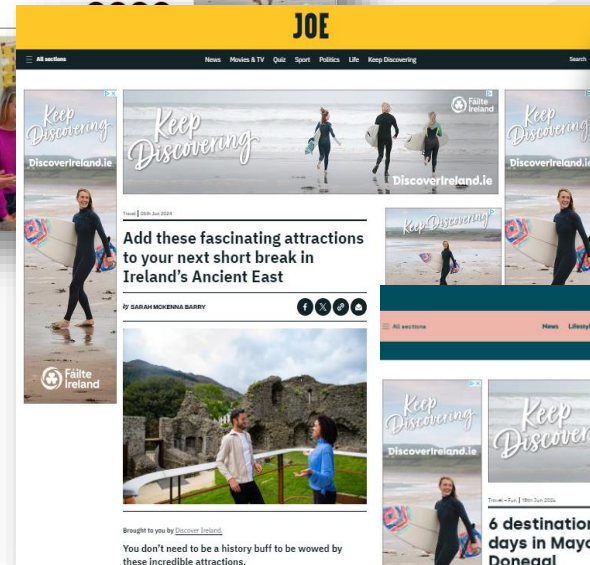
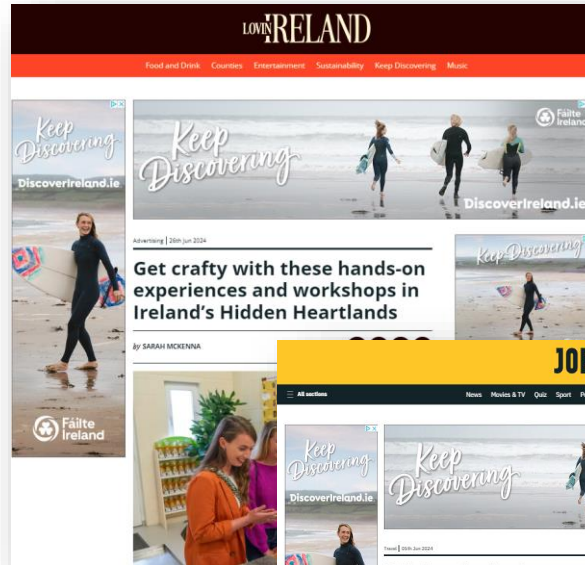
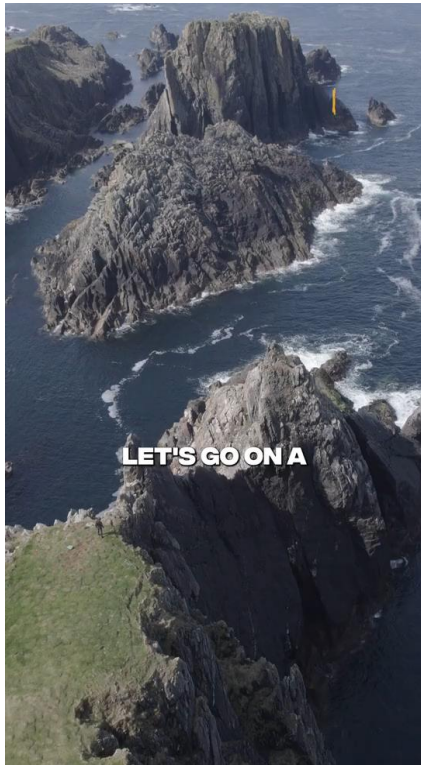
Always-on social

YouTube





# Showcasing holiday experiences through highly engaging Digital Partnerships....



43  
Articles/Videos

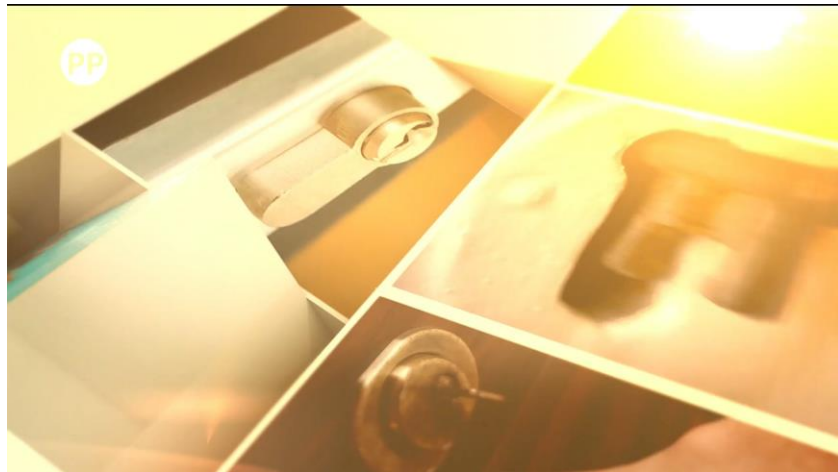
150k+  
Editorial Reads

2.5m+  
Total Video Views





# ...and via entertaining TV Partnerships

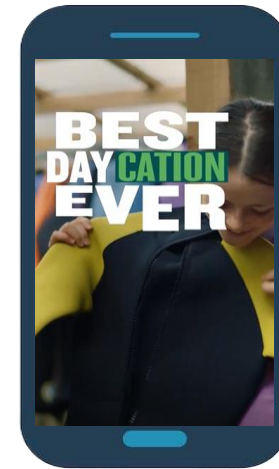


# Best Daycation Ever





# Encouraging a jam-packed day of fun this Summer



# Delivering strong reach and frequency over the summer

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Broadcast VoD



Radio & Online Audio



Online Video



Social Media



Press



PR & Influencers



Digital



Digital Partnership



Local Radio Partnerships

# Leveraging local, trusted voices to help deliver our campaign message in an authentic way



23  
Stations

45  
Presenters

38  
Shows

3K+  
Placements



# Helping support activities and attractions providers



**4 Million**  
People Reached

**340+**  
Businesses  
Featured



Acast

Meta



**Púca  
Halloween  
Festival**

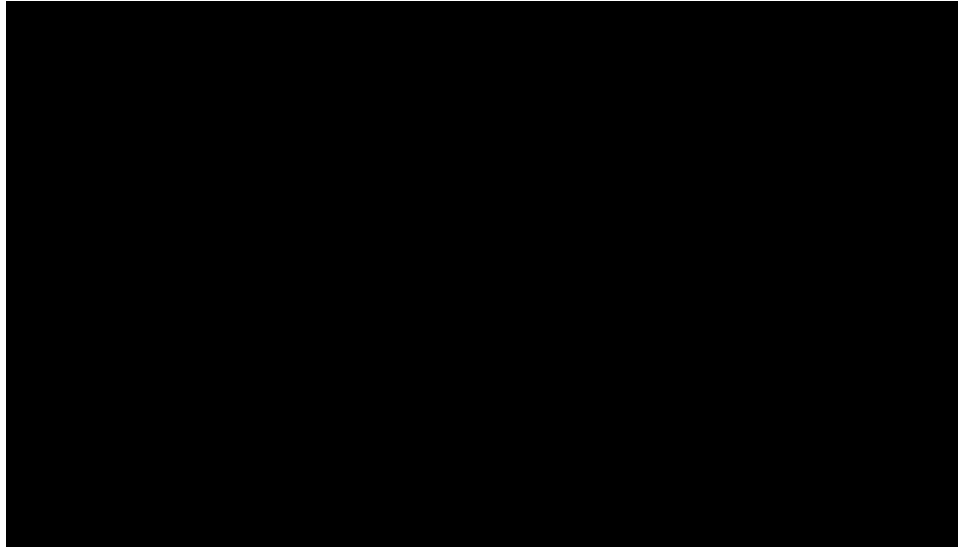


**Púca**

**Halloween Festival  
31 Oct - 3 Nov**



# Celebrating Ireland as the birthplace of Halloween





# Through high impact channels

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Radio & Online  
Audio



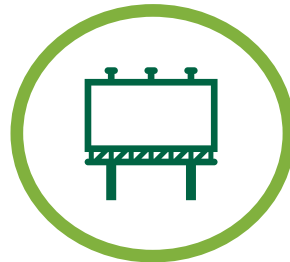
Online  
Video



Social  
Media



RTÉ Weather  
Sponsorship



OOH



Digital



Press

# Winter in Dublin



## 9 Of The Most Exciting Events HAPPENING FOR WINTER IN DUBLIN





# Positioning Dublin as a must-visit winter destination

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# Providing critical support to the Dublin tourism industry over the winter period



RTÉ Weather Sponsorship



TV & VOD



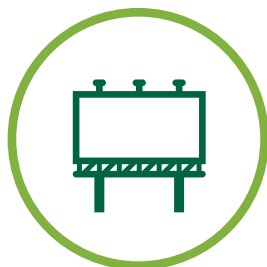
Radio & Online audio



Social



Online Video



OOH



Radio Partnership



Influencers & PR

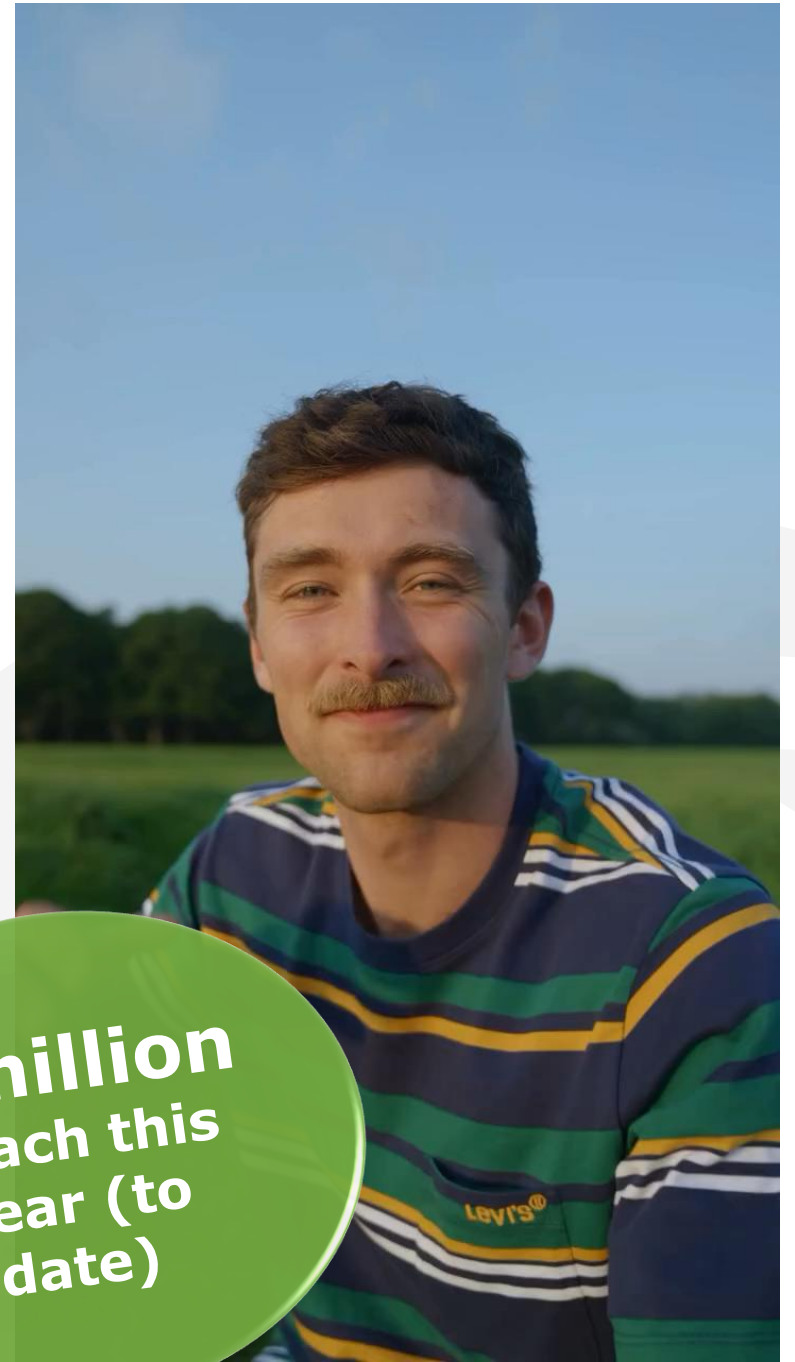
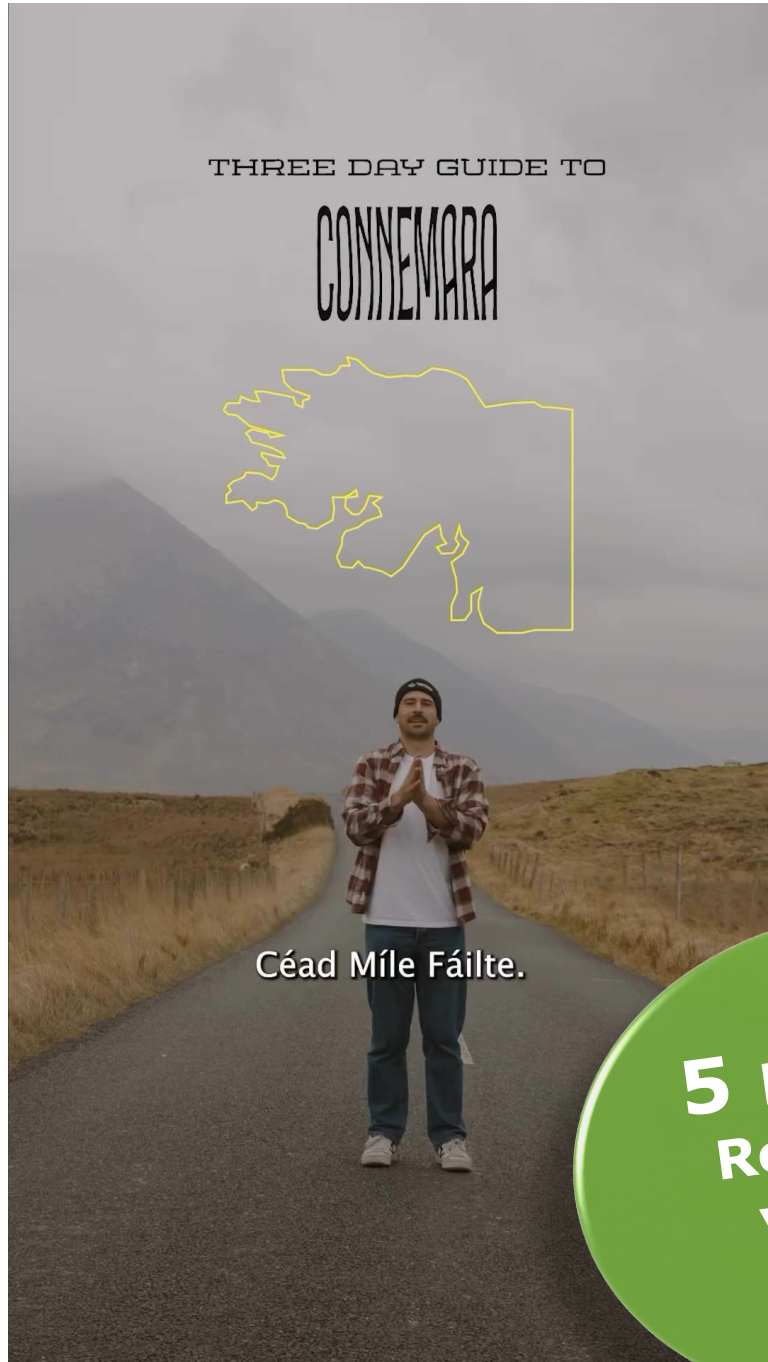
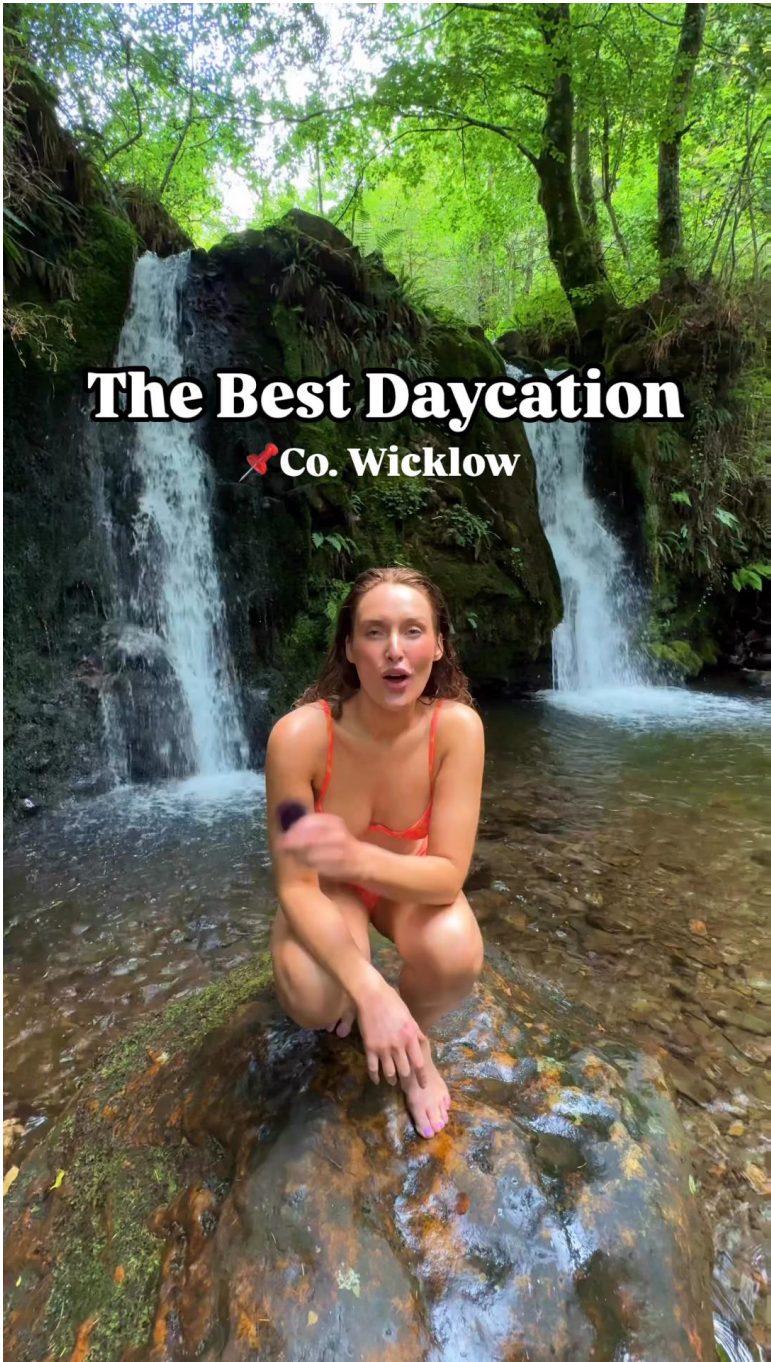


Owned Digital

# PR & Influencers









# Supporting our Campaigns & Building Positive Word-of-Mouth



## THE IRISH TIMES

**TRAVEL** Edited by Daragh Keany

### HOOKED ON GALWAY

From a zero emission distillery to glamping and castles to river cruises, **Conall McMeekin** saw what we have on our doorstep

**TOOK** it slow and splayed my grip, being the steering wheel while through my hands as we rounded another corner inland north west Co Galway. Crossing the oceanic moors and tributaries of the lakes and waterways that punctuate the landscape, we'd tried to do much. It was a drive into the unknown. We'd crossed the peninsula of Antrim and Belfast, down the Atlantic, or eastward to Dublin, and now west. To us, it was a novel, hidden island.

We passed through small townlands where we didn't recognize the names, tucked roads, antiquated shops and cottages, the steadily approaching Atlantic.

**CHEESE PLEASE:** A room at Kilmara Farmhouse

**Alsoeragh Distillery** Based in a tastefully restored mill, Alsoeragh is Ireland's first zero emission distillery. Fragrance of hops and collected the, steadily approaching Atlantic.

space upon entry. The interior is compactly industrial with a stunning mill room at its core, featuring well-lit wooden and exposed brickwork.

The second-visit distillery runs actively on wind and solar energy, while a recovered wastewater is used and recycled to provide further clean electricity.

Shirley guides us through the spirit-making process, the complexities behind an eco-distillery and its sustainable history, finishing with a tasting of the GASH and Chas Cailé whiskeys, as well as the Six Gin.

**Kilmara Farmhouse Cheese** In the south, among the ancient Boulds of Slieve

Angley San Kilmara Farmhouse, home to Swiss Alps inspired cheese, hand-made by the wonderful Teresa Roche.

Four gleeful pups leapt to greet us as we entered the 200 year old family home. It's a marvel on the landscape, it could be as old as the hills themselves.

A woman named in the distance through a line of water droplets. It was Teresa, who kindly beckoned us inside.

A curated selection of farm-to-table produce garnishes the shelves and we set down to coffee and fresh milk, with a healthy dose of cream liqueur.

Teresa explained the cycle of organic concern with maintaining a farm, but her passion and resolve is unsurprising. She would

typical about the region's heritage as we explored the aging room, sampling cheese from a selection.

We finished with an exquisite spread, then full of food and friendship, and our goodbye.

Crossing Portunna bridge, over the broad scope, it could be as old as the hills themselves.

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picturesque scenery. Beautifully landscaped gardens from the era of self-catering cottages, just five minutes north of Lough Derg.

English and rooms, there's two elegantly decorated en suite bedrooms, and a large kitchen/dining area. Hall doors reveal a private terrace.

**Paddy's Bar** We were welcomed warmly into a bustling Paddy's Bar, open just shy of 200 years. It's great, the staff were lively and confident and

**River Sun Bees and Cakes** Located in idyllic Terryglisk, River Sun offers a lovely and confident and

**Kayak concerts on the Liffey** Depart from the EPIC Pubbing the Liffey on a kayak is an experience in itself, add a pit stop for an acoustic concert under O'Connell Bridge and you have yourself an afternoon to remember. Each Wednesday and Sunday, bands depart from the EPIC with arena welcome to join the fleet – should they show up with a sense of adventure, a house later attempt to fall into the Liffey (we don't think!) and the price of a ticket (€7) is the exact. Going against the current on the river proved surprisingly difficult for my very inexperienced kayaking self, but it was worth it for the

musical delights that awaited us under the bridge. **Maped - 5/5!** [kayaking.com](https://www.kayaking.com)

**2 Eat the world** The weekend's respect to go down an excellent and a city centre Liffey and end up in a market that has like a culinary UN. But that's what you get at the Mill Street Mall, an underground food court with stalls everything from Italian cuisine (house bread) to a hot bank (stuffed pastries). There's also an outdoor at

## Irish Independent

**Weekend Travel**  
For tips, deals and inspiration log on to [independent.ie/travel](http://independent.ie/travel)

### Hidden Dublin

Think you've done Dublin? Think again. **Pól Ó Conghaile, Nicola B and Sarah Hamrahan** share 30 new and surprising things to see and do from kayaking concerts to celeb chefs, story slams and bracing coast

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## Irish Daily Mail

# Eastern CHARM

From ancient architecture to very modern business ideas, this part of Ireland has very eclectic offerings

**Greenway** **NEIGHBOURS** thought they were crazy when they saw Catherine and Matthew Miles walking their pet alpacas through the leafy country lanes around Ardee, Co Louth. Then they saw the tourists flock to the compound to join in the walks, and they quickly changed

14 million Reach this year (to date)



# Newsjacking: Taylor Swift

## Irish Independent

Taylor Swift's favourite Irish counties weaved into bespoke cardigan knitted for singer ahead of Aviva concerts



Taylor Swift's favourite Irish counties weaved into bespoke cardigan



**THE IRISH Sun**

Travel > Beach

**TAY-CATION** The 'absolutely beautiful' Irish pebble beach visited by Taylor Swift with coffee shops & activities for kids

She's also rumoured to have stayed at a popular campsite

Emma Mooney

Published: 12:02, 27 Jun 2024 | Updated: 12:09, 27 Jun 2024

**Irish Daily Mail**

**Beat.**



**Irish Examiner**

DublinLive

**Go Wild Magazine**

**THE IRISH TIMES**

102.5-105  
**ocean fm**

**Irish Independent**



**newstalk**  
106-108FM

**RTE**

RTE  
RADIO 1

**IRISH DAILY STAR**

**DONEGAL DAILY**

**her**

**leitrim live**

**TODAY fm**

**The Anglo-Celt**

**shannonside**  
Longford, Roscommon & South Leitrim

**one**

**SUNDAY WORLD**

**midwest**  
radio 96.1fm

**FM 104**

**SPIN SOUTHWEST**

**IRISH Mirror**

**IrishCentral.**

**IRISH STAR**

**Extra.ie**  
Read more about it

*Jazz.ie*

**east coast fm**  
95/96/100 & 103fm  
The Heart of Wicklow

**RADIO NOVA 100FM**

**K fm**

**THE IRISH Sun**

**The Business Post**

**Highland Radio**

**Westmeath Examiner**

**classic hits 4 fm**  
94-105FM

**VIP**  
The home of Irish celebrities



# International Publicity



## VANCOUVER SUN



### The Ring of Kerry captures the eternal beauty of the Irish landscape

Rick Steves

Published Jan 30, 2024 • 4 minute read

[Join the conversation](#)



The 2,000-year-old walls of Ireland's Leacanabuaile Ring Fort have withstood the test of time – without the aid of mortar or cement. PHOTO BY RICK STEVES

**VOYAGE**

## Irlande, le Watermill Fishing Lodge

Situé sur les berges du Upper Lough Erne, dans le comté de Fermanagh, au lieu-dit Lisnaskea, à quelques kilomètres d'Enniskillen, le Watermill Fishing Lodge « drivé » par le réputé chef français Pascal Brissaud est devenu au fil des années une véritable institution. Si vous aimez la pêche du brochet, la nature irlandaise et la gastronomie, vous avez fait le bon choix...

Texte et photos : Laurent Gaillierin (sans mention)

Amanda Cropp was left utterly charmed by the friendly people, quaint towns and stunning scenery of Ireland.

## Driving the Emerald Isle

**Small is beautiful**

With the exception of (air)way, (London) Derry and Belfast, I much preferred Ireland's small towns to its cities, and hiring a car was the best way to see them. Here's a selection of my favourites:

In Youghal, near Cork, the stone clock tower gate dominates the main street, and some houses are so close to the road that residents stepping out of their front door risk getting their bum smacked by a passing wing mirror.

Further along the coast, Kinsale is famous for its brightly painted buildings. We explored the ruins of Charles Fort, a star-shaped fort overlooking the town.

At Cahersiveen, on the Ring of Kerry, we dined at O'Neills The Point, devouring enormous 1970s-style shrimp cocktails, and a generous platter of local fish with both potato salad and steamed spuds.

The next day we caught the car ferry to Valentia Island and the Crowmle Point lighthouse did not disappoint.

550 Media hosted this year (to date)



**DUBLIN (IRLANDA)**

### La capital más animada

En la ciudad irlandesa, dividida en por el río Liffey, nunca faltan rincónes para ver ni música para escuchar.

**EN AVIÓN**

El avión es el modo más rápido de viajar por el mundo. Pero también es el más caro. Si quieres ahorrar, intenta viajar en tren o en autobús. Si necesitas llegar a un destino lejano, el avión sigue siendo la mejor opción.

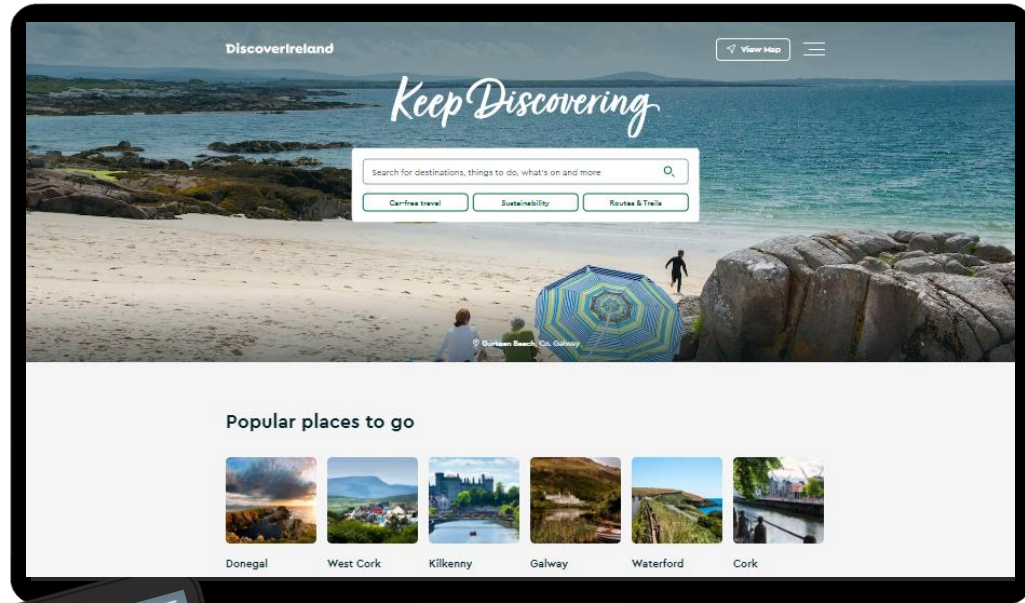


# Digital Marketing



# Highlighting the best things to and do

Discover  
Ireland.ie



1m  
Sessions H1  
+53% on  
2023

240K  
Referrals H1  
+48% on  
2023



# Top Performing Articles

Discover  
Ireland.ie




DiscoverIreland

Galway > 9 things to do in Galway ...

## 9 things to do in Galway on your next visit

FAMILY FUN HISTORY AND HERITAGE THE GREAT OUTDOORS



The stunning Kylemore Abbey is a must-see on a trip to Galway.

From buzzing streets and vibrant festivals to sweeping bays and unforgettable landscapes, Galway is brimming with Irish culture, old and new. Escape to the City of the Tribes to see for yourself how Galway makes the most of its charms.

DiscoverIreland

Donegal > Top things to do in Donegal ...

## The 10 best things to do in Donegal

COASTAL ESCAPES THE GREAT OUTDOORS



Visit some of the highest sea cliffs in Europe at Slieve League.


From rugged mountains to wave-hewn sea cliffs, Donegal is one of Ireland's most memorable counties. Donegal has 1,134km of sandy beaches, cliffs and craggy inlets to explore, but its highlands and mountain valleys are just as impressive; so much so that Lonely Planet included the county in its list of the world's best regions for 2024.

DiscoverIreland

Sligo > Things to do in Sligo on ...

## 12 things to do in Sligo on your next holiday

COASTAL ESCAPES HISTORY AND HERITAGE HOUSES AND GARDENS



Enjoy all that Sligo has to offer.

County Sligo is a place full of memorable experiences wrapped up in an unforgettable landscape. With captivating historical sites, the amazing Sligo town, roaring waves and tranquil islands, there's a lot you can pack into a short break.

DiscoverIreland

Limerick > 12 excellent things to experience in Limerick

HISTORY AND HERITAGE FAMILY FUN GOLF NATURE AND



The powerful King John's Castle looking out over Limerick City.


Limerick's important role in Irish history is evident in its medieval city streets, Norman strongholds and ancient Irish monuments, but it's the people that are the real legacy of the Treaty County. Enjoy a friendly welcome from the Limerick locals as you discover the county's many charms.

DiscoverIreland

Wicklow > Top 10 things to do in Wicklow ...

## Top 10 things to do in Wicklow

HISTORY AND HERITAGE HOUSES AND GARDENS THE GREAT OUTDOORS



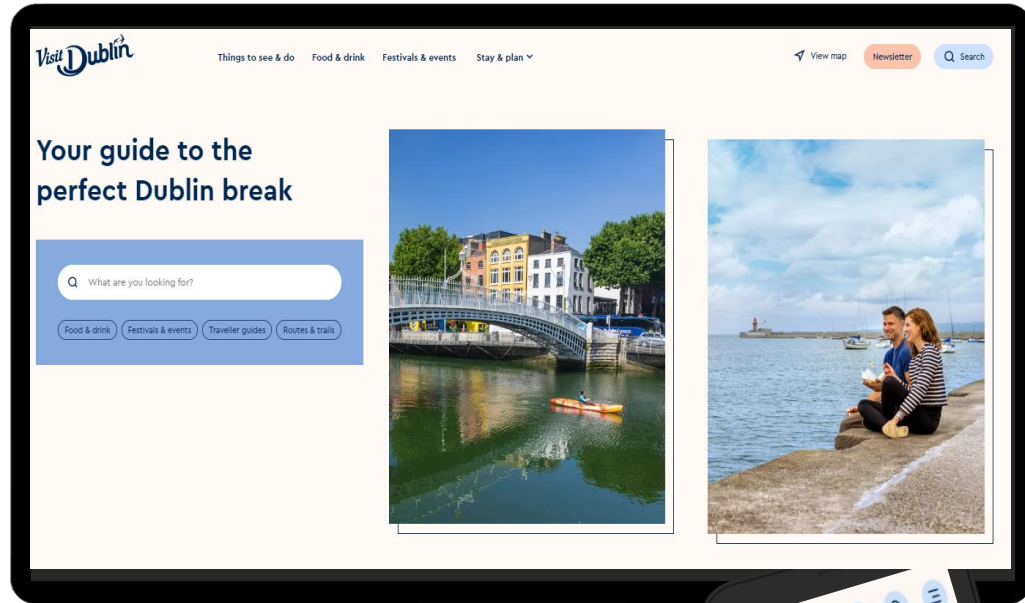
See incredible mountains on your short break to Wicklow.

Experience wonderful things to do in Wicklow with its gardens and hikes. A paradise for lovers of beautiful scenery, there are so many things to do in the Garden of Ireland.

Wicklow is the perfect place to unwind in nature, here are some of the things you just can't miss when in this scenic county.



# Highlighting the best things to see and do



**1.1m**  
Sessions H1  
+41% on  
2023

**350K**  
Referrals H1  
+46% on  
2023

# Top Performing Articles




Visit Dublin

Traveller guides / Things to do in Howth

Guides

## Things to do in Howth



@fmp\_com


### It's easy to be charmed by Howth.

With its scenic harbour, pretty beaches and wildflower-covered sea cliffs, it feels like the kind of village you'd find on a far-flung stretch of the west coast rather than a 25-minute train ride from the city centre. From the moment you arrive and walk along the waterfront, spotting the resident seals poking their heads up between the docked boats, you'll see why it's the go to spot for Dubliners looking for a weekend breath of fresh air.

Visit Dublin

Guides

## Top 10 pubs for Irish traditional music



### Nothing gets hearts racing faster than an authentic Irish trad session, and Dublin's selection of pubs and venues have something for everyone.

Traditional music is played in all kinds of places, from the back room of a pub to the main stage of a dedicated venue. And, depending on where you are, you can opt to join in (if you dare) or just sit back and take it all in. Whatever the setting, it's all about craic agus ceol (fun and

Visit Dublin

Traveller guides / Family fun on a day out in Dublin

Guides

## Family fun on a day out in Dublin



The capital is calling with loads of interesting family activities. Whether it's museum visits with mini historians, bouncing together on a trampoline or feeding baby animals, there's something for all ages. With choices from city to coast and ideas for any weather, here are some of our top fun family things to do in Dublin.

### Step into the past

Dublinia, Christ Church and St Patrick's Cathedral

Visit Dublin

Traveller guides / Dublin's best shopping streets and...

Guides

## Dublin's best shopping streets and districts

 Orla Nelligan  
Orla Nelligan is a freelance editor and journalist. She contributes a weekly column to the Irish independent, as well as regular features on travel, business, psychology, interiors and lifestyle for the paper and other publications.

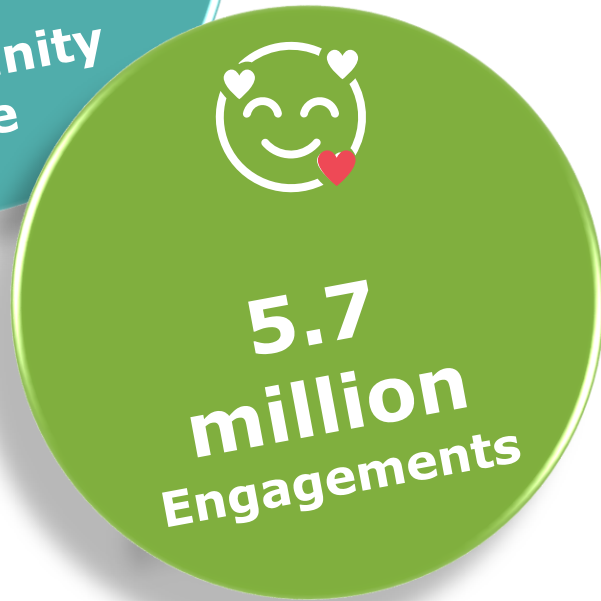


### Dublin's shopping streets and districts have something for everyone.

Shopping in Dublin is as much about soaking up the atmosphere of the historic streets as it is

# Our Social Communities

Discover  
Ireland.ie



Meta



# Top Performing Posts



IAE Responsive Post:

- 284k Video Views
- 2.1k Saves



Car-Free Batch 4  
New itineraries  
Westport, Wexford,  
Drogheda & Ennis.

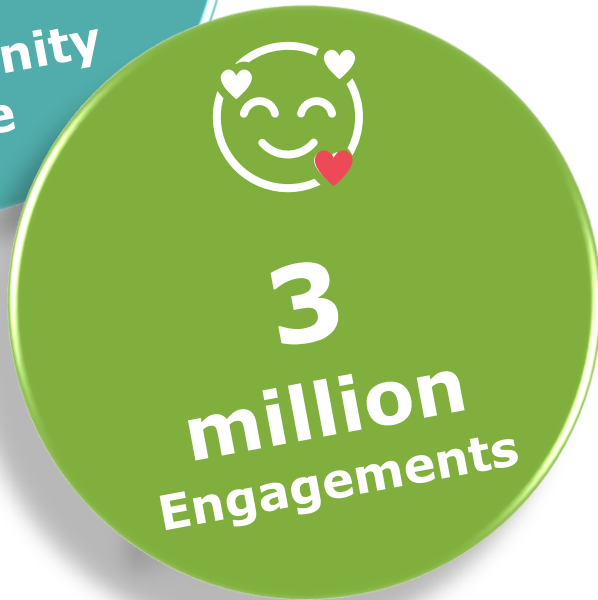


IHH Aurora Borealis

- 161 engagements
- 1.1K accounts reached (95% from followers)



# Our Social Communities



Meta

# Top Performing Posts



Dublin Secrets Print Museum:

- 92.5k Video Views
- 576 Saves



Dublin Responsive Video:

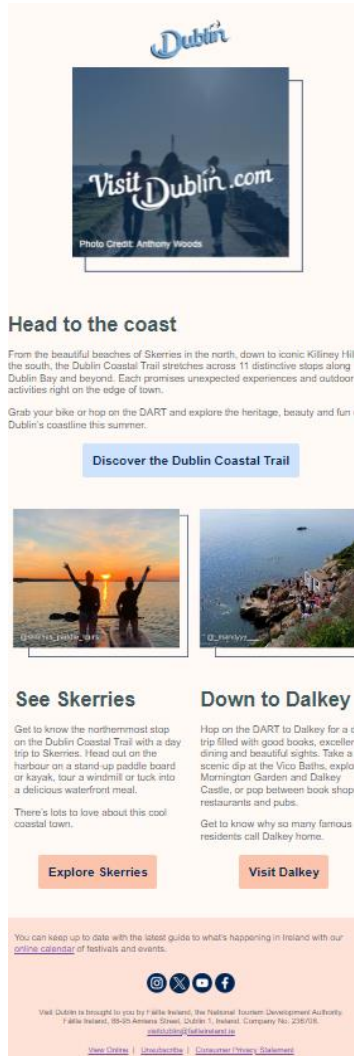
- 438k Video Views
- 3k Saves



Book of Kells Experience:

- 61k Video Views
- 500 Saves

# Email Marketing



75K  
Emails

44%  
Open Rate

4%  
Click  
Through  
Rate

Published Twice a month

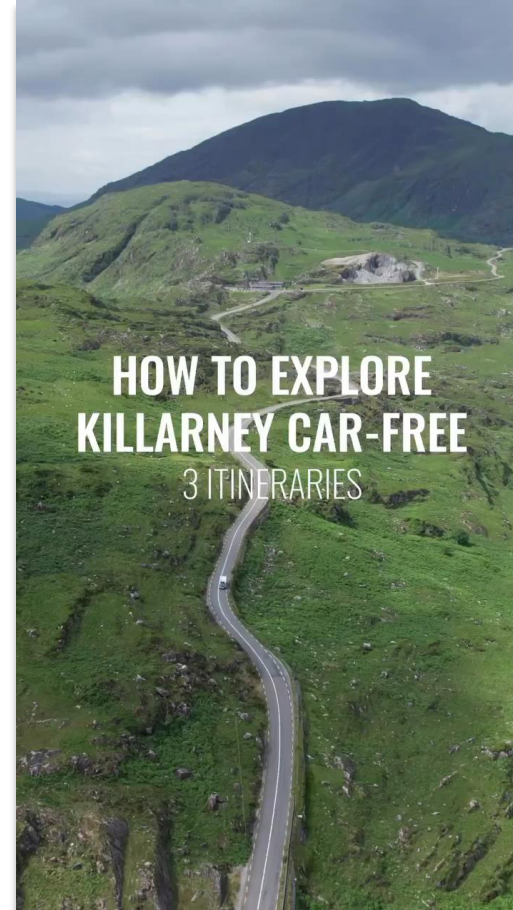


# Car-Free, Carefree Travel

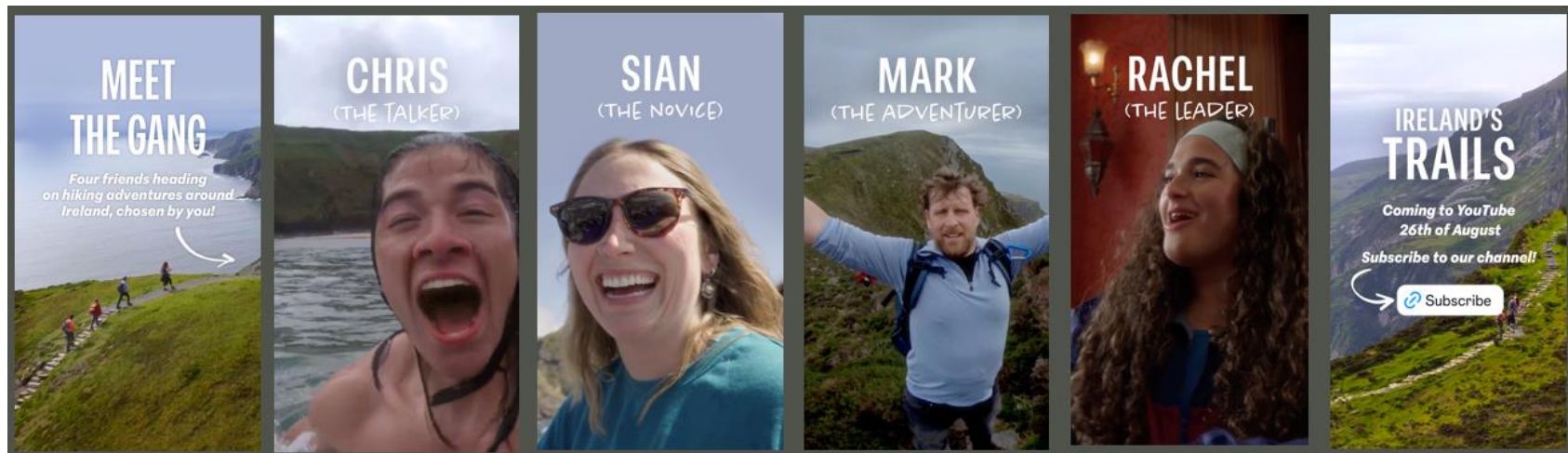
13 Hubs Around  
the Country

Total of 1.7m  
video views

Keep  
Discovering  
Car-Free, Carefree



# Keep Discovering Ireland's Trails





# 59,000 free to use Images and Videos available on Ireland's Content Pool



Clew Bay, Co Mayo



# Get Involved





# How to leverage our digital platforms and communities to promote your tourism business

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Update your listing



Subscribe to our emails



Create backlinks to our sites



Share your content with us



Follow us on social



Tag or mention us  
#KeepDiscovering



Use Ireland's Content Pool

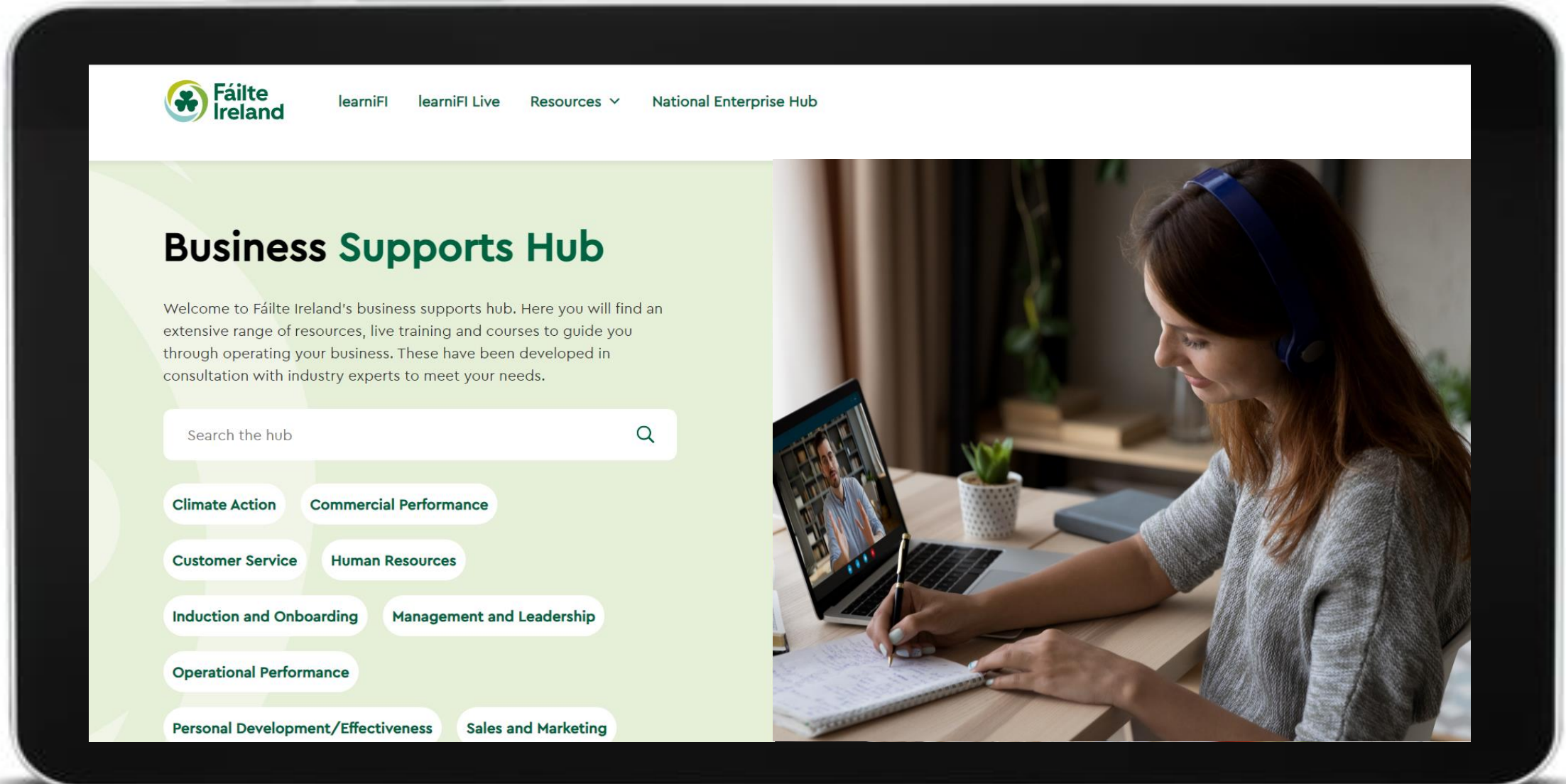
# Maximising the Opportunities

Sales & Marketing Supports for Your Business



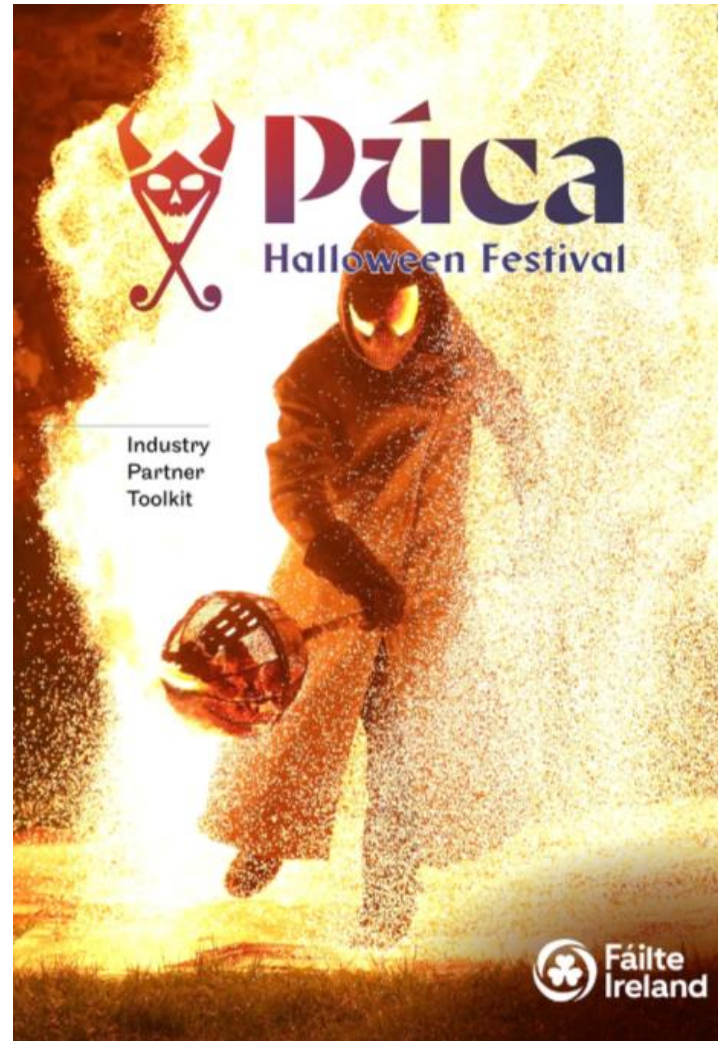


# One Stop Shop: Business Support Hub





# Get Involved – Use Our Toolkits





# Enhancing Marketing Skills

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## **Just in Time Supports**

Sales and Marketing 'How-To' Video Series



## **LearniFI Live Sessions**

Year-round calendar of live sessions with sales and marketing experts



## **LearniFI On Demand**

Suite of online sales and marketing courses available on demand

# Just in Time Learning



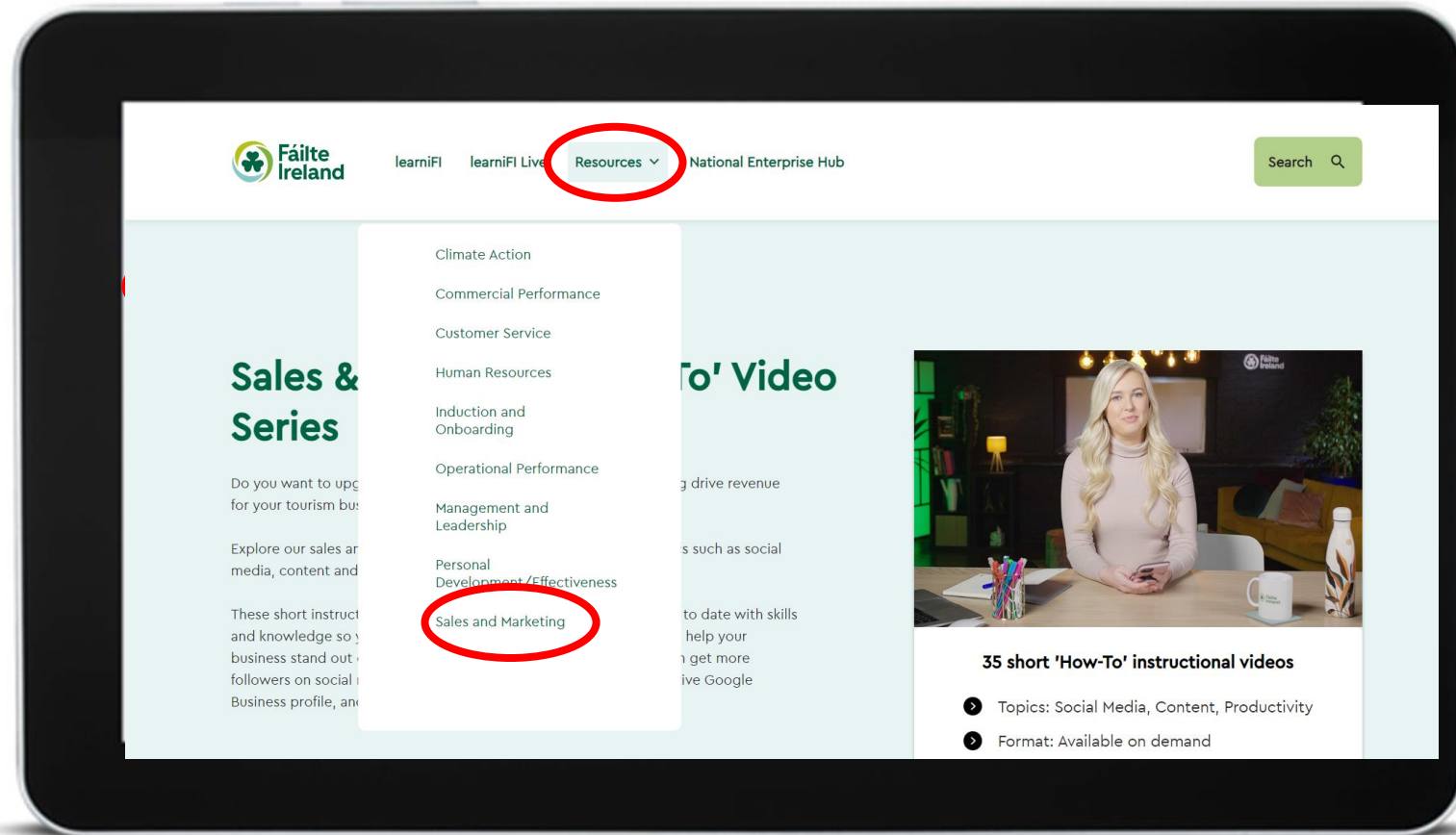
## Where can I find it?

### What is it?

Short practical videos that are immediate and accessible to you and your team to look up the information as and when you need it

### What business problem will it solve?

Provides an easy way for business to upskill teams on core skills as well as a handy refresher on tasks you might not be doing all the time





# Sales and Marketing 'How-To' Video Series



## SOCIAL

- Facebook
  - Create events, use Stories
- TikTok
  - Use trending music, followers
- Measurement
  - How to measure and analyse
- Paid Media
  - Run ad campaigns FB & Insta

## CONTENT

- Canva
  - 11 'how to' videos
- Manage DI and TI presence
  - Listings and event promos
- Free Content Creation Tools
  - Apps to use
- Free Email Marketing Tools
  - Using Mailchimp

## PRODUCTIVITY

Using Trello, a collaboration tool that organises your projects and creates efficient to-do lists

How to create a Google Business Profile listing to get discovered

# LearniFI Live Sessions



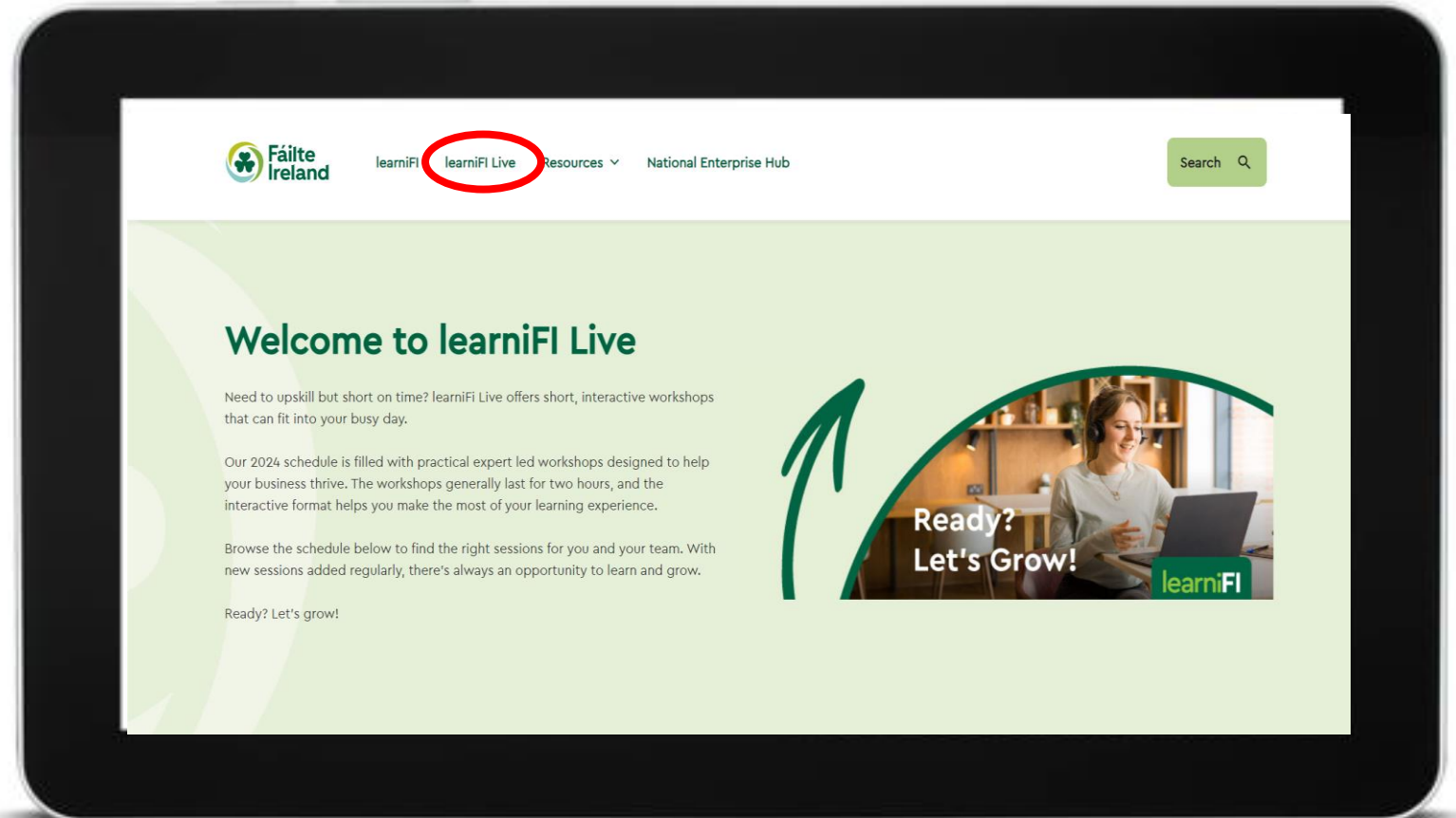
## Where can I find it?

### What is it?

Targeted, tactical and practical expert led workshops designed to grow and maximise your marketing activities.

### What business problem will it solve?

Schedule of events to upskill on key topics using an interactive format to make the most of the learning and peer to peer networking opportunities.





# Sample LearniFI Live Sessions

## October



### TikTok for Tourism Businesses

learnFI Live 

**Tuesday 1st October, 10.00am to 12.00pm**

This training workshop will teach you how to use TikTok's features to increase customer reach and brand awareness.

[Find out more →](#)



### Customising Key Reports in GA4

learnFI Live 

**Wednesday 2nd October, 2:00 pm – 4:00 pm**

In this workshop you'll discover how to customise reports in Google Analytics 4 to see the data that matters to your business.

[Find out more →](#)



### Perfecting Negotiating and Pitching to Win B2B Opportunities

learnFI Live 

**Thursday 3rd October, 2.00pm – 4.00pm**

This workshop will help you refine your pitch and negotiation skills for contracting new business at upcoming international B2B events, optimising sales conversion, and revenues.

[Find out more →](#)



### Increasing Online Visibility of your Tourism Business with SEO

learnFI Live 

**Monday 7th October 2024, 10.00am to 12.00pm**

This training workshop will guide you through the steps to take to boost your online presence and in turn increase revenue streams.

[Find out more →](#)



### AI for Better Digital Content Marketing Performance

learnFI Live 


**Thursday 10th October 2024, 2.00pm – 4.00pm**

This workshop will give you an appreciation of the power of AI and how it can benefit your business to save you time and reduce costs.

[Find out more →](#)



### Managing and Reporting on Accounts and Sales Calls

learnFI Live 

**Tuesday 15th October, 10:00am to 11:00am**

This online workshop will help you develop a strategic and proactive approach to personal selling.

[Find out more →](#)

# LearniFI on Demand



## What is it?

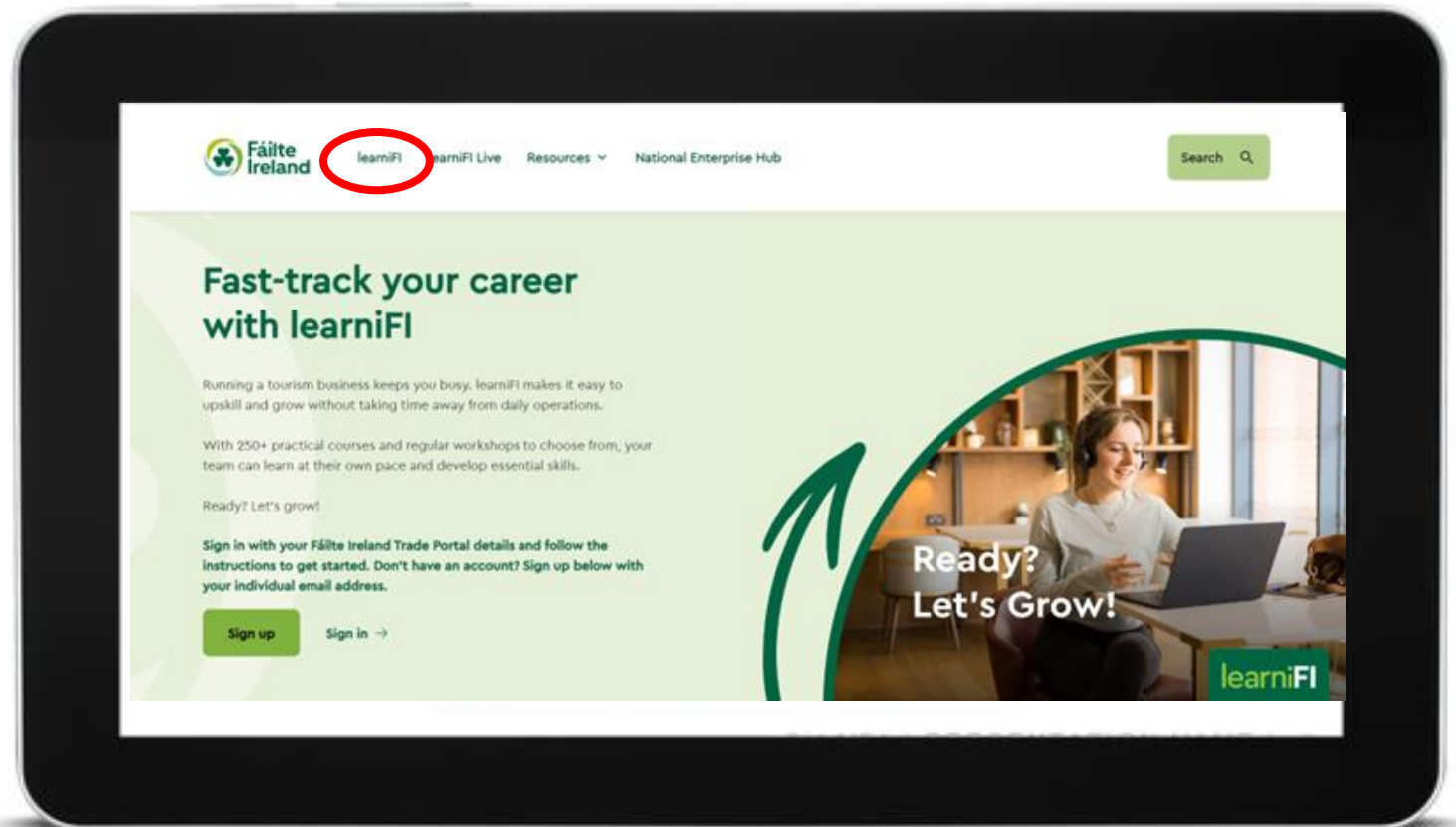
On demand learning platform with a wide range of practical courses and regular workshops to choose from. You and your team can learn at your own pace and develop essential skills.

## What business problem will it solve?

learniFI makes it easy to upskill and grow without taking time away from daily operations.

There are also sales and marketing career pathways for Sales and Marketing Assistants, Executives and Directors.






























## Where can I find it?





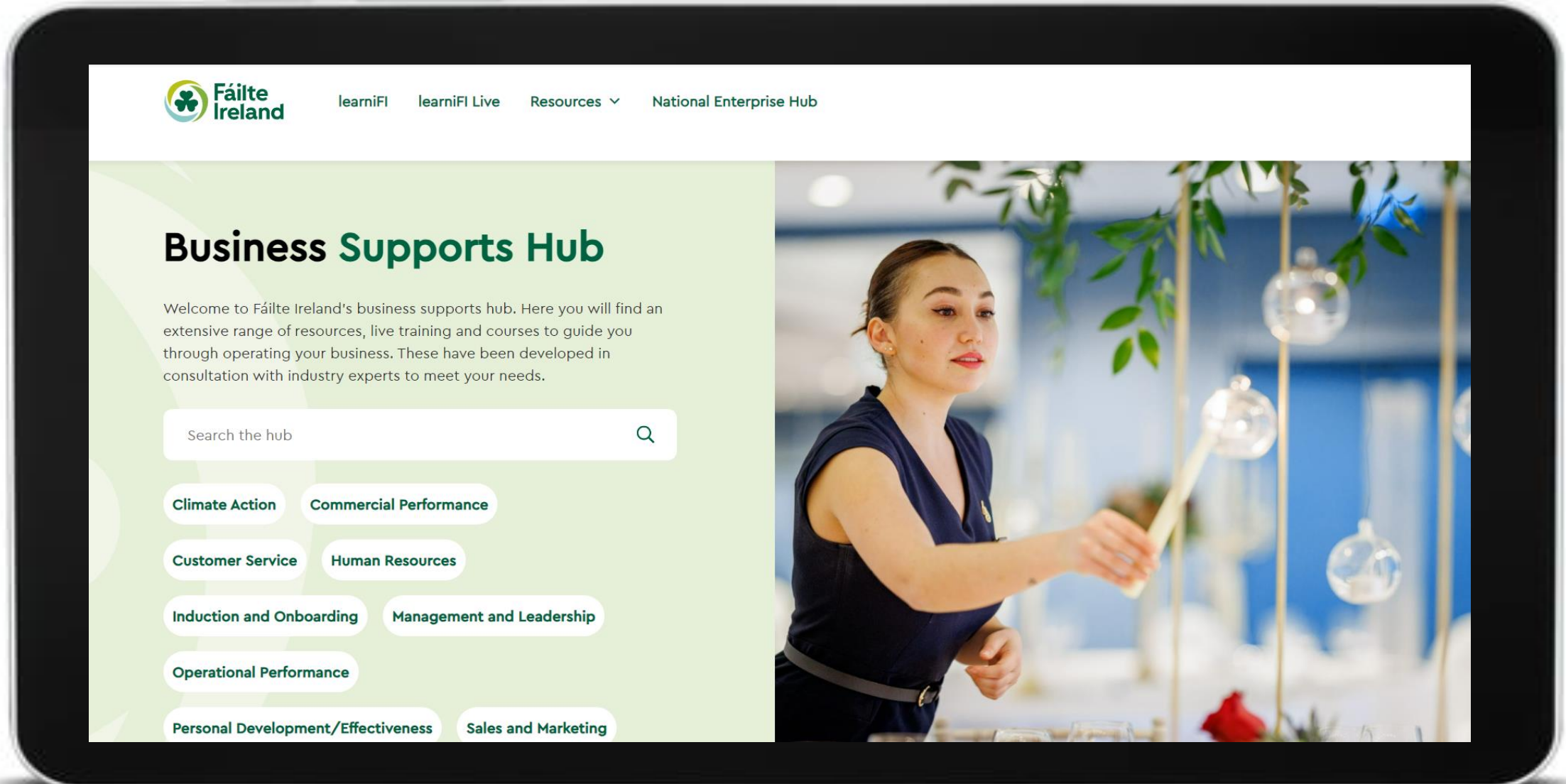
# Sample LearniFI Live Sessions



 Course	 Live Session		
			
<b>Introduction to CRM and Database Management - 21st October 2024</b> Released on 16 April 2024	<b>Introduction to Digital Marketing</b> Released on 23 November 2022	<b>Introduction to GA4 (eModule)</b> Released on 26 January 2024	<b>Introduction to Search Engine Optimisation (SEO)</b> Released on 15 March 2024
0.0      (0)	5.0      (2)	5.0      (7)	0.0     (0)
 1 module	 50min	 40min	 20min

 Learning Path	 Learning Path	 Learning Path
		
<b>Sales and Marketing Progression Pathway Stage 1: Sales and...</b> Released on 11 April 2023	<b>Sales and Marketing Progression Pathway Stage 2: Sales and...</b> Released on 11 April 2023	<b>Sales and Marketing Progression Pathway Stage 4: Head of Sales...</b> Released on 11 April 2023
 7 courses	 8 courses	 8 courses

# One Stop Shop – Business Support Hub





# Get in touch with your regional team



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