



# Business Outlook Seminar

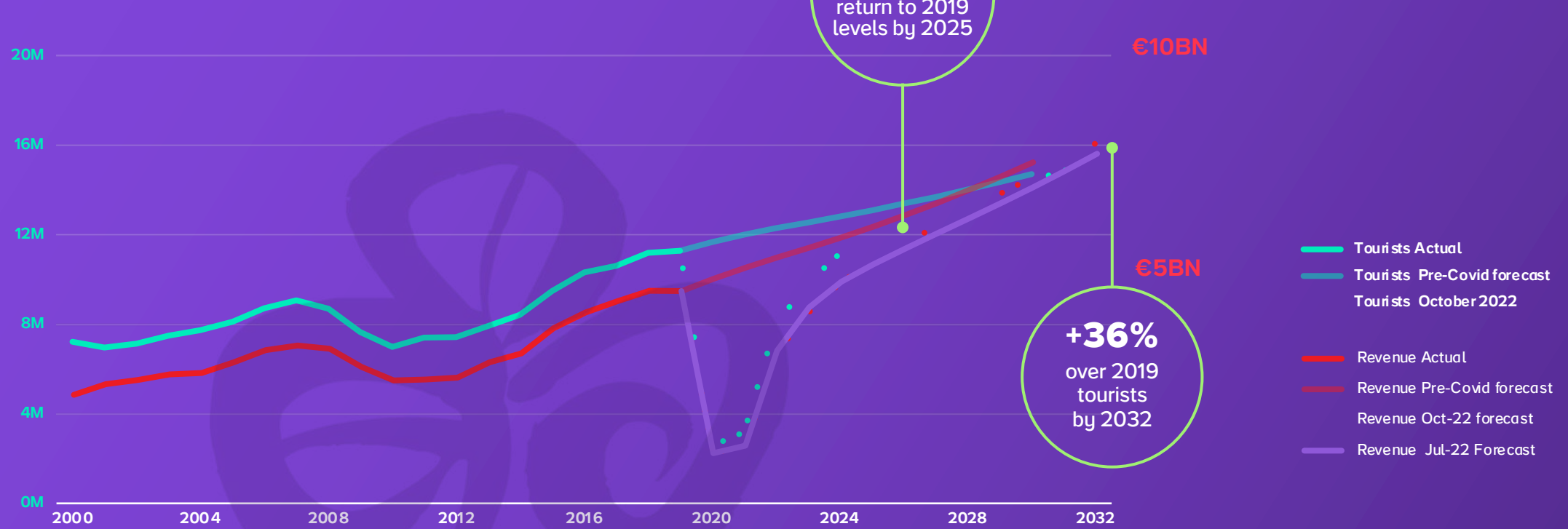
22<sup>nd</sup> March 2023



**2023**

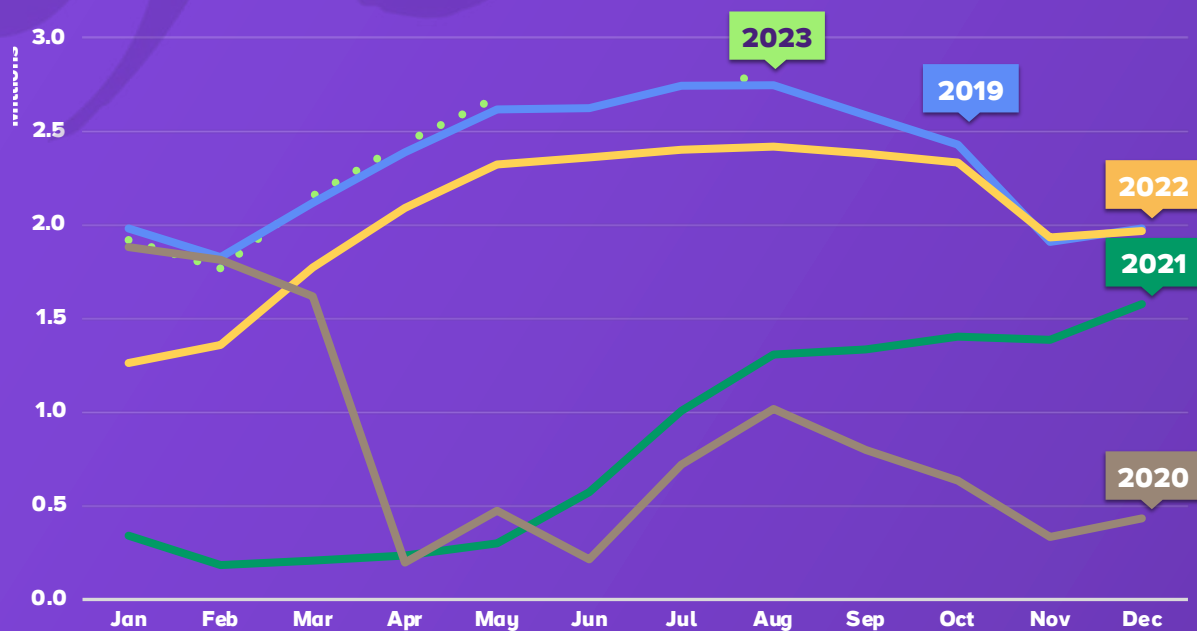
**SETTING THE  
SCENE**

# ISLAND OF IRELAND TOURISTS



# ACCESS OUTLOOK FOR SUMMER 2023

June 2023  
air capacity  
**101%**  
of June 2019



## NEW ROUTES

	Lufthansa	Frankfurt – Belfast
	Ryanair	Paris – Belfast
	Ryanair	Milan Bergamo – Belfast
	Ryanair	London Stansted – Belfast
	Ryanair	Manchester – Belfast
	Ryanair	East Midlands – Belfast
	Ryanair	Edinburgh – Belfast
	Ryanair	Girona – Belfast
	Ryanair	Cardiff – Belfast
	Eastern Airways	Southampton – Belfast
	Emerald Airlines	Newquay Cornwall – Belfast



## TOURISM IRELAND TARGET MARKETS 2023

---

2022

Outturn:  
**75%**

of 2019 business

North America

Great Britain

Mainland Europe

**Focus on markets  
that deliver greatest  
revenue**

# TOURISM ECONOMICS 2023 FORECAST BY JURISDICTION

**HOLIDAYMAKERS**

**93%** of 2019



**HOLIDAYMAKERS**

**92%** of 2019

Fill your heart with **Ireland** 

**RESTART to REBUILD**

**Building stand-out  
for the island and  
building a powerful  
emotional connection  
with potential visitors**



# OPPORTUNITY

We have a strong, emotional proposition with 'Fill Your Heart With Ireland'.

Consumers told us that it's the perfect wrapper for all the things that make Ireland unique:

Warm and welcoming locals  
Breath-taking green landscapes  
Vibrant cities and lively culture



- High advocacy scores amongst past visitors
- Power of social proofing and recommendations
- We needed a vehicle to showcase these truths in a believable and engaging way

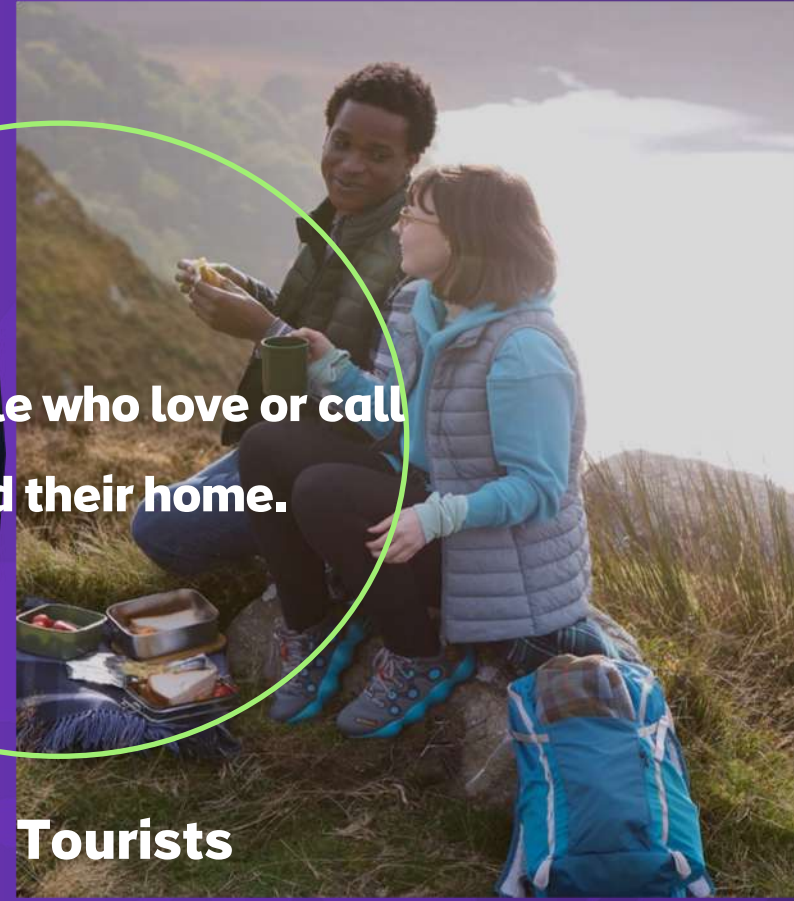


Fill your heart with **Ireland** 



This campaign is built on the advocacy of real people.

Nothing is more compelling than hearing those who truly love Ireland talking about the reasons it fills *their* hearts.



## AMPLIFYING ADVOCACY

An advocacy-led campaign, celebrating the different ways Ireland fills locals' and visitors' hearts - inviting others to experience it for themselves.

**The objective:** Grow Interest and Intent to visit among our Culturally Curious audience in a highly competitive environment.

**The challenge:** Gaining cut-through for Ireland versus competitors with similar scenery, sights and activities.

**The opportunity:** Positioning Ireland as a place that fills the heart and restores the spirit. People and the welcome are a key differentiator for Ireland.



What fills  
my heart?



**What  
fills my  
heart?**

**Ireland** 

# NEW GLOBAL CAMPAIGN

March  
**2023**

## Top 4 Markets

TV

Media partnerships

Multiple bursts of digital



## 9 other Markets

Digital

Outdoor

Radio



**Right Message**



**Right Time**



**Right Channel**

# LIVE DATES X MARKET

Fill your heart with **Ireland** 

# LIVE DATES



## Market LIVE Dates

NO - 13th/14th March

DE - 14th March

CH - 16th March

GB - 17th March

BENE - 18th March

FR - 20th March

IT - 23rd March

ES - 27<sup>th</sup> March

USA - 3rd April

CAD - 17th April

AUS - H2

NZ - H2

# MEDIA APPROACH



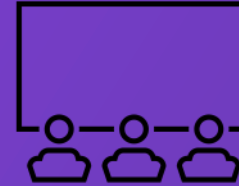
**TVC**

Mix of 15", 20" 30" and 60" TV spots across GB, US, DE and FR.



**BVOD/  
OLV**

Online Video activation to reach a wider audience and drive brand awareness.



**CINEMA**

Maximising brand exposure across cinema screens in GB and DE - NI specific asset



**TVC  
SPONSORSHIP**

Complementary TVC activation through a presence on key programmes in FR.



**PROGRAMMATIC  
& DISPLAY**

Deliver performance for both videos and conversions objectives.



**SOCIAL**

Targeting the right audiences across social platforms, optimised to high-performance placements.



**OOH**

OOH/ DOOH, a one-to-many media across key geographical areas.

## SOCIAL EXAMPLES

---



Fill your heart with Ireland 



A woman with blonde hair, wearing a dark jacket and a teal top, stands on a wooden boardwalk in the foreground, looking out over a vast, scenic mountain valley. The valley is filled with rolling hills and a large, calm lake in the distance. The sky is filled with soft, white clouds, and the overall atmosphere is serene and contemplative. The text "What fills my heart?" is overlaid in the center of the image in a bold, white font.

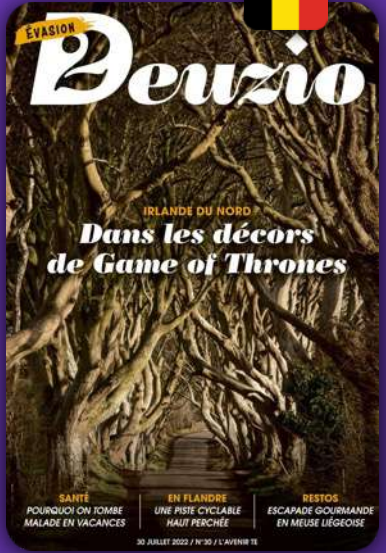
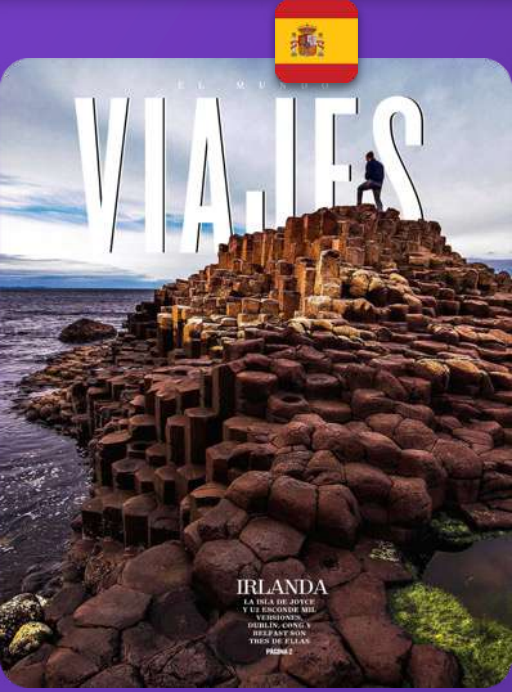
**What fills my heart?**

# OVERSEAS PUBLICITY

Reach  
**530m**  
(2022)



EAV  
**£185m**  
(2022)



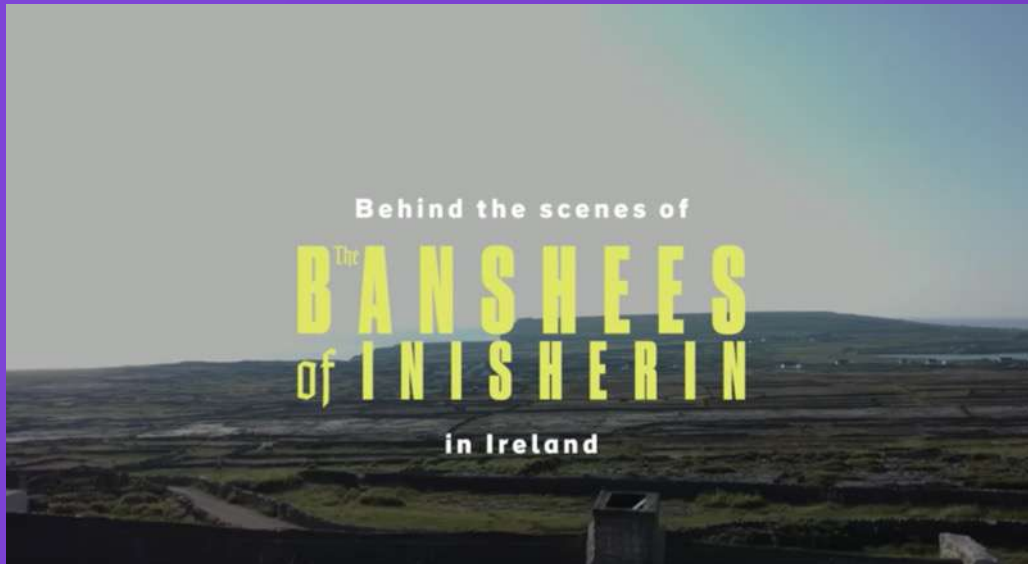
increased activity with influencers



—  
**APPETITE FOR DISCOVERY**  
—  
Mouth-watering foodie tours and thought-provoking experiences leave April Hutchinson hungry for a bigger slice of the Northern Irish capital, which is in the spotlight thanks to BAFTA-winning film Belfast

# SCREEN TOURISM

The Banshees of Inisherin



Dungeons & Dragons:  
Honor Among Thieves

**DUNGEONS  
DRAGONS**  
HONOR AMONG THIEVES

Derry Girls



An Irish Goodbye



Behind the scenes of

<sup>The</sup>**BANSHEES**  
of **INISHERIN**

in Ireland

# HOW YOU CAN GET INVOLVED

## PUBLICITY

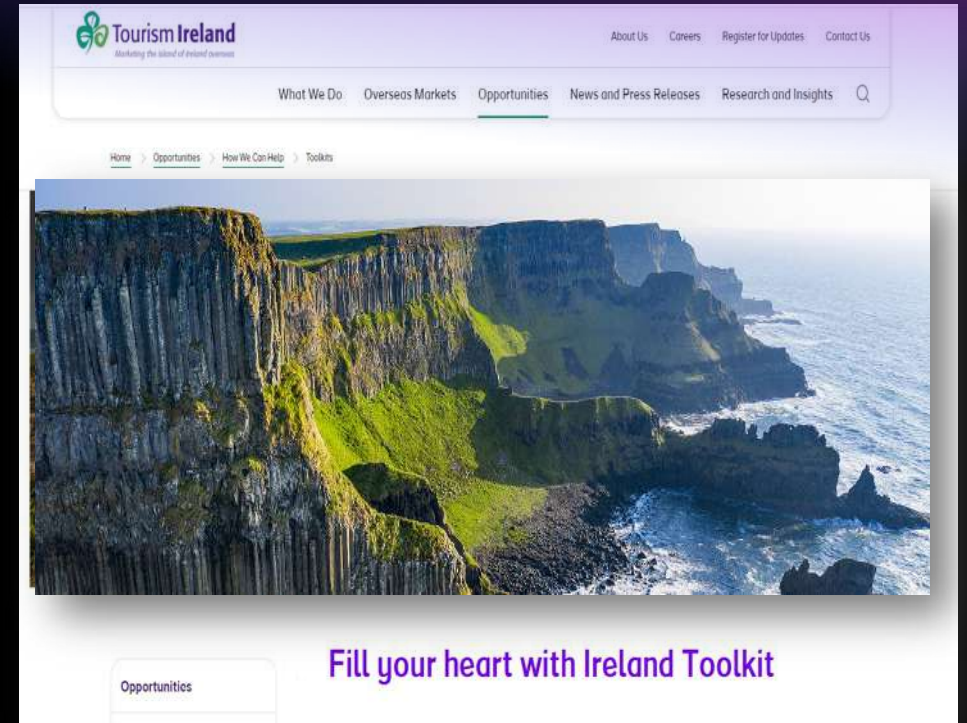
- Journalist visits
- Content/Stories for **Publicity Ezines**

## INDUSTRY TOOLKIT (Tourismireland.com)

- Easily downloadable toolkit
- Rights-free content
- 'How to' videos and helpful instructions
- FYHWI tone of voice guidelines

## INDUSTRY OPPORTUNITIES

## IRELAND.COM OFFERS





# THANK YOU

**Elmagh Killeen**  
[ekilleen@tourismireland.com](mailto:ekilleen@tourismireland.com)