

# Great Britain

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# Value of Overseas Tourism: Great Britain 2024 Outlook



## Opportunities

- Desire to travel is strong
- Good air and sea access
- Close to home / CTA
- VFR and repeat visitors

## Challenges

- Competitive market
- Cost of living
- Booking windows are short

# Value of Overseas Tourism

## GB Visitors:

- Align well with Valued Adding Tourism Traits
- Visit all year round
- Visit our regions
- Lifetime value of the 'repeat visitor'
- Sustainable travel

# Audience Segmentation....launching Summer 2024

The island of Ireland overseas marketing segmentation will be used to persuade the highest value potential holidaymakers to choose the island of Ireland as their destination.

**High Value: Not just revenue and size, but also aligned to our Value Adding Tourism Traits**

We are aligning with Fáilte Ireland and Tourism Northern Ireland to complement the domestic segmentations. Communication roll out to follow



# Key moments 2024

## January - March



Kickstart and Fill your heart campaign – burst 1  
NI EAGS campaign  
NI co-op campaign

- Celtic Connections
- Valentine's Day
- St Patrick's Week

## April - May



Fill your heart with Ireland campaign – burst 2

- Belfast 2024
- Season of Green
- BTTS

## June - August



Fill your heart with Ireland: always on – digital and social activity

Shared Island

## September - December



Fill your heart with Ireland – burst 3

- Home of Halloween
- BMW PGA
- World Travel Market
- Ireland Meets the West End



# Inspiring Visitors

A wooden boardwalk with railings leads from the foreground into a dark, open field. The sky is filled with stars, and the Milky Way galaxy is visible, stretching across the upper half of the image. The horizon shows dark silhouettes of mountains and a small body of water on the right.

# Inspiring Visitors: Fill your heart with Ireland 'Kickstart' campaign

Fill your heart with Ireland Kickstart Campaign that drove awareness and consideration for an island of Ireland holiday in 2024. Campaign channels included TV, BVOD (Broadcast video on demand), cinema, digital and social.

Live December –  
January



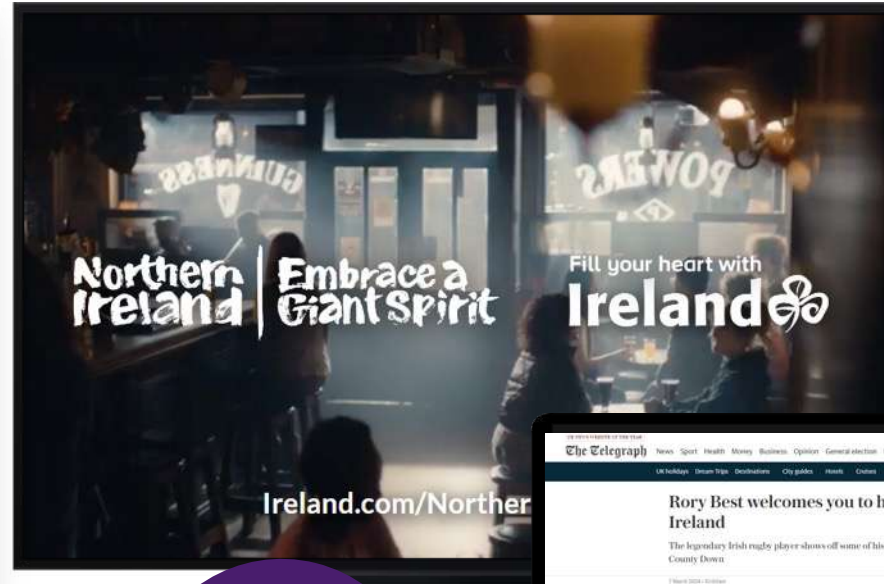
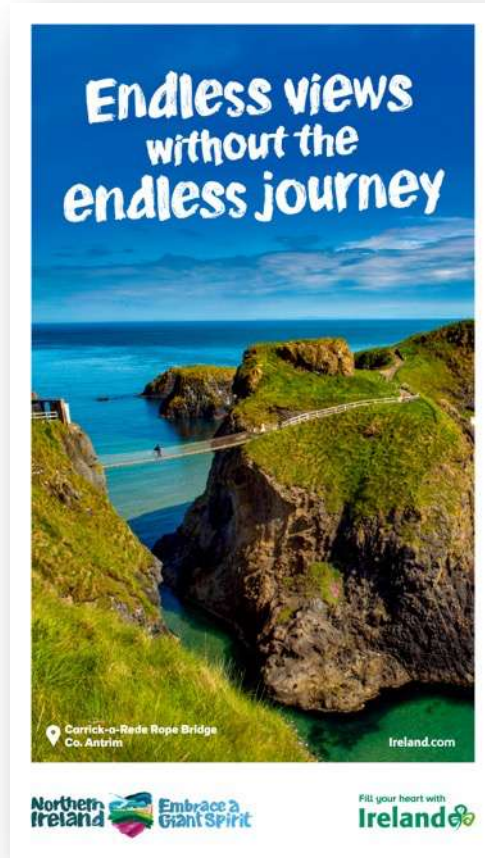
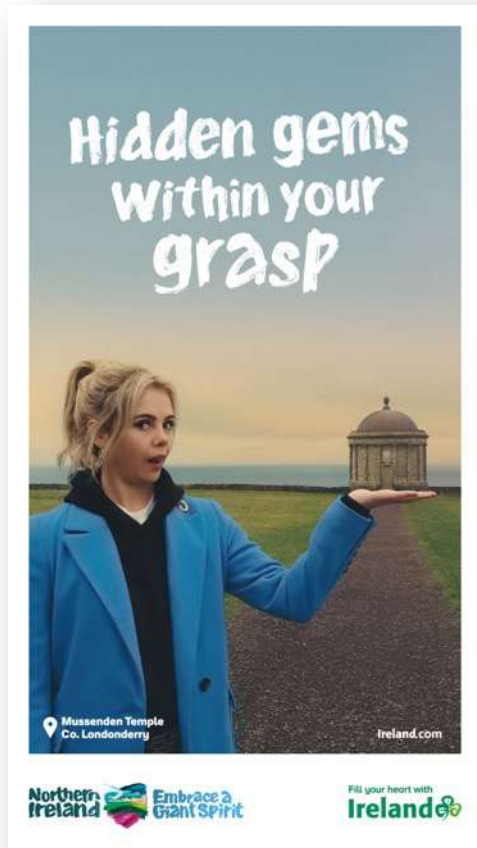
digital cinema media



# Northern Ireland 'Embrace a Giant Spirit' Campaign

Northern Ireland brand campaign to drive consideration for a holiday in Northern Ireland and highlight ease of access. Channels include TV, Broadcast VOD, Cinema, Out of Home and a media partnership with the Telegraph.

Live February - March



Reach over  
6.7  
million  
people

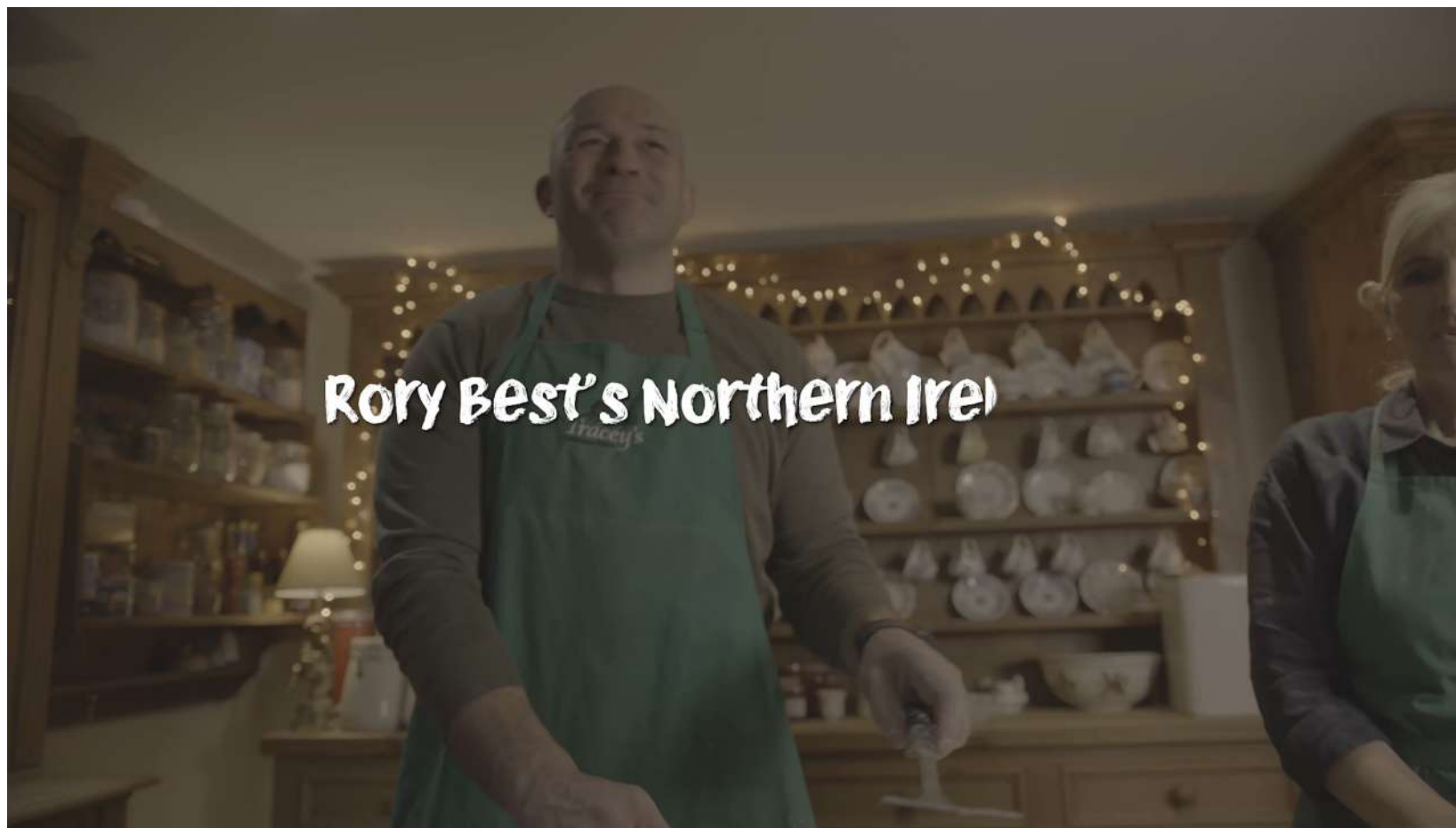


YouTube

The Telegraph



# Rory Best's Northern Ireland with The Telegraph









Ireland 

Destinations 

Things to do 

Plan your trip 

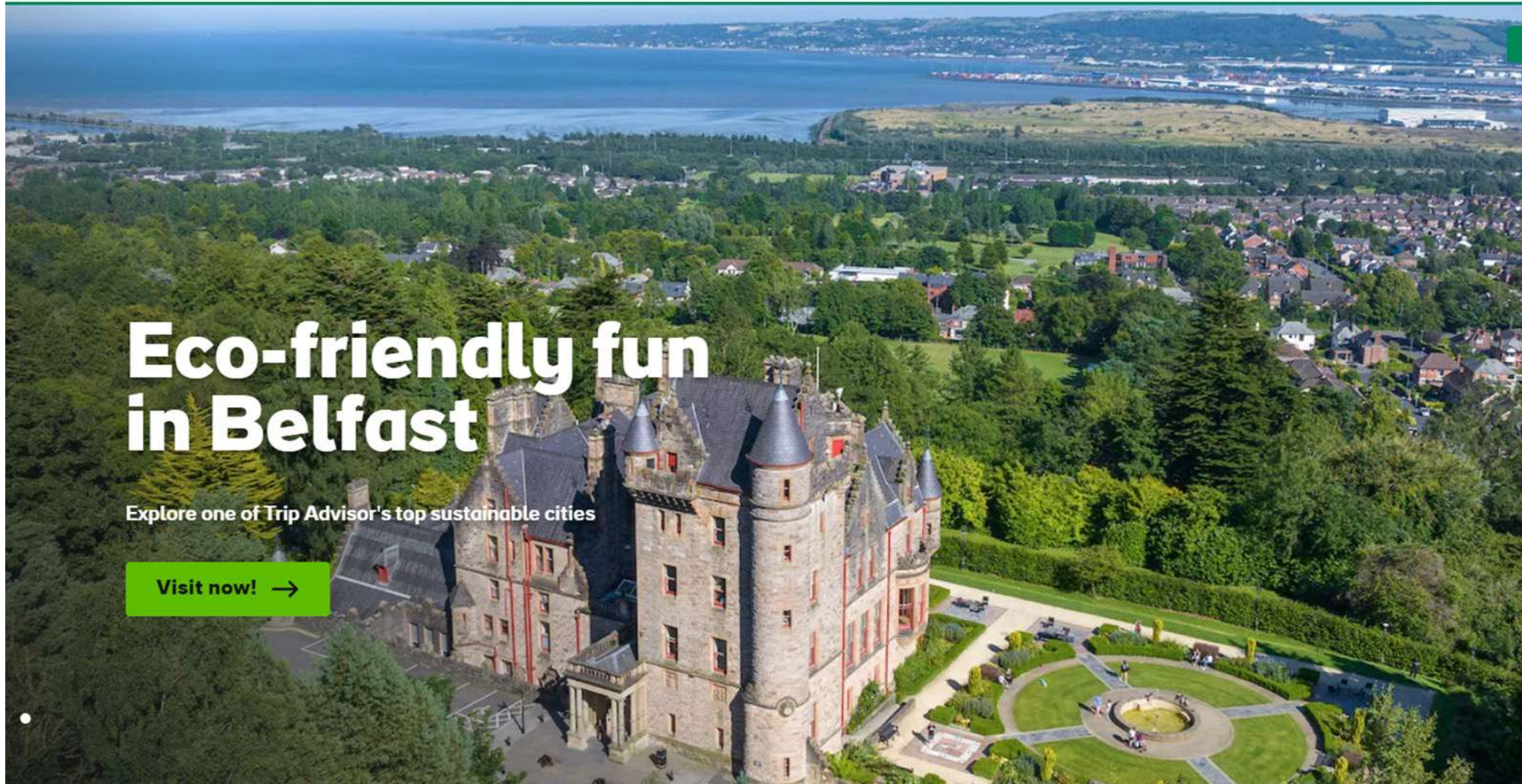
Help and advice 



## Eco-friendly fun in Belfast

Explore one of Trip Advisor's top sustainable cities

Visit now! 





A scenic landscape featuring two mountain bikers on a dirt trail. The bikers are wearing maroon jackets and helmets. The trail is on a grassy hillside with some brown reeds in the foreground. In the background, there is a large blue lake, a town, and mountains under a cloudy sky.

# Strengthening Partnerships



# Inspiring Visitors: Partnerships with Access Partners

Fill your heart with Ireland 

**CLOSE TO HOME...  
BUT WORLDS AWAY**

Belfast flights from £25 one way.  
Book at [easyJet.com](https://www.easyJet.com)



**easyJet**

T&Cs apply

Somewhere in Northern Ireland

**Gemma gets her sea views**

Book your ferry at [stenaline.co.uk](https://www.stenaline.co.uk)

Fill your heart with Ireland 

**BELFAST FROM £139**  
SINGLE, CAR & DRIVER

**Stena Line**




**NORTHERN IRELAND HOLIDAYS**

EXPERIENCE THE CHARM OF NORTHERN IRELAND

FLIGHTS + 7 DAY CAR HIRE FROM **£179<sup>pp</sup>**

Book by 13 April 2024

BRITISH AIRWAYS HOLIDAYS

Fill your heart with Ireland 

Please see subject to change and availability. Price based on 2 adults sharing, inclusive of all airport taxes, fees and charges and includes return flights in economy class. Excludes hotel accommodation in Belfast International airport. This package price includes 7 days of car hire (subject to availability) on hire from 13th April 2024. The lowest fare is £179 per person. £128 includes only. For full terms and conditions, visit [britishairways.com/holidays](https://www.britishairways.com/holidays). British Airways Holidays reserves the right to amend or withdraw this offer at any time. Package holidays from British Airways Holidays and an ATOL protected. The 100% British Airways Holidays package terms and conditions and conditions of carriage apply. All information is correct at time of publishing. © British Airways 2024. Prices and conditions reserved BAHG.



Fill your heart with Ireland 

Your Journey, Our Joy  
[loganair.co.uk](https://www.loganair.co.uk)

**Loganair**  
Scotland's Airline

**easyJet**

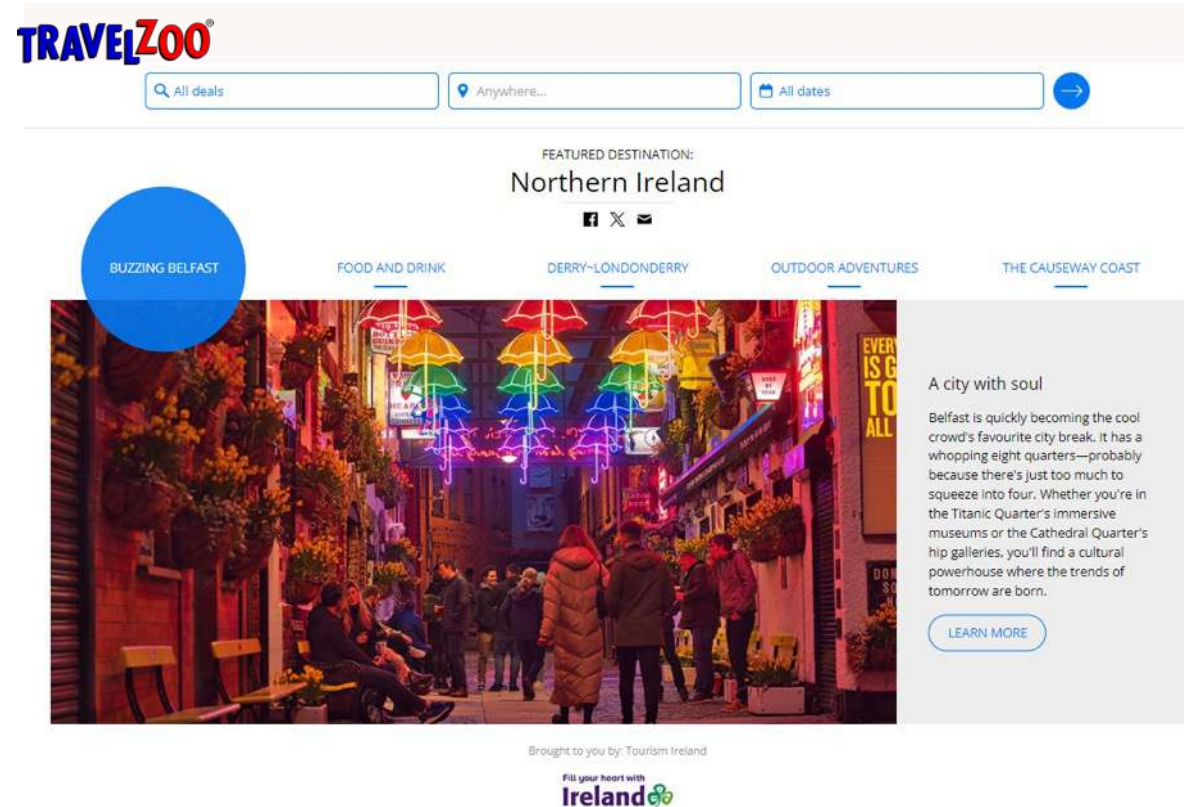
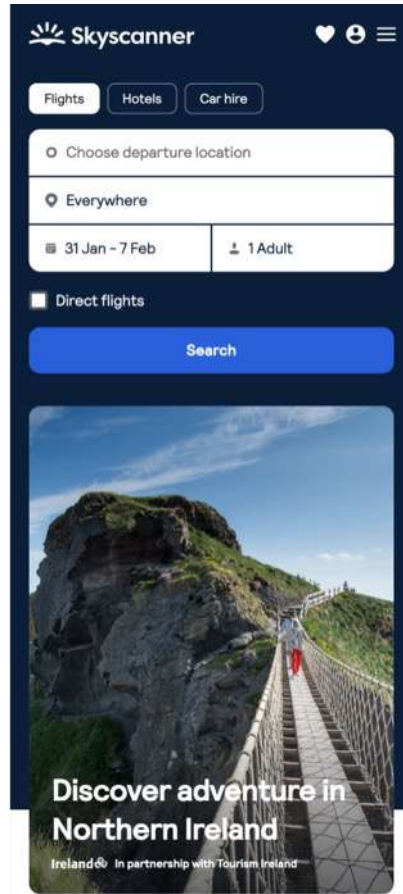
 **RYANAIR**

 **Stena Line**

**BRITISH AIRWAYS** 

 **Loganair**  
Scotland's Airline

# Inspiring visitors: Partnerships with Travel Brands





# Inspiring Visitors: Publicity



## Hotel Review: Slieve Donard, Newcastle In Northern Ireland

Baldwin Ho enjoys a luxury stay at this opulent hotel overlooking the Irish Sea.

By Baldwin Ho | December 17, 2023



Slieve Donard is a magnificent Grande Dame hotel built in 1898 by the Belfast and County Down Railway as the ultimate luxury holiday destination. It has recently undergone a €16 million renovation to restore the hotel to the embodiment of Victorian opulence. LLM's Baldwin Ho checks in to find out more.

[CHECK AVAILABILITY AND BOOK ONLINE](#)

### Room



Rooms and suites are decorated in a traditional style with history touches

The Victorian touches are very much in evidence in the guest rooms, from the floral curtains to the eye-catching plaid carpet. You'll find local legends gracing the walls such as Rory McIlroy and the general green palette blends perfectly with the wilderness viewed from the windows. Each room has a bespoke design due to the nature of the buildings, but the ones offering the sea view are the most desirable.



## FORWARD THINKING...

Derry holds an impressive 1,500 years of Irish history within its walls, but has even more natural history and beauty beyond them, discovers AMY DOWRICK

**F**rom the city walls that surround it, to the army barracks across the River Foyle, there are poignant reminders of Northern Ireland's history scattered across Derry of some landmark moments in time for its community. But Derry locals have no shame in their past.

**ABOVE:** The city with a stunning waterfront view - Derry sits right on the edge of the River Foyle.

The Irish are known to be approachable, but the people of Derry put a whole new meaning to friendly. Everyone bursts with pride for what their city has achieved in the last few decades, reclaiming their history to put Derry back on the map. The city's growth has skyrocketed in recent years, being named the UN's International City of Peace

2023 and the UK's first City of Culture in 2013 - and with endless regeneration projects bringing the community together, it comes as no surprise that this place has become a hotspot for lovers of history and Irish charm.

With 1,500 years of history across the city, a walking tour is probably the best way to go about catching everything there is to see, all while learning some hard-hitting facts as you go. While there, you must find the chance to walk the 400-year-old city walls, and look across Bogadoe where the iconic gable-wall murals dot the neighbourhood below.

The Guildhall is the city's stunning Neo-Gothic architectural landmark, but I'd argue it's a must-see for other reasons. It is the only place in the world to view the 1998 Nobel Peace Prize, the 1999 Martin Luther King Jr Non-Violent Prize, and the 2001 Manmohan Gandhi Peace Prize all under one roof - now talk about being the City of Peace!

If you have an hour to spare or need a break from pacing the streets, the perfect place to stop off must be The Derry Girls Experience, whether you're a fan of the show or not (you will be after this). The success of the Derry Girls TV series in 2018 saw

### WHERE TO STAY

Re-opening in July as a brand-new hotel complex in Derry's disused army barracks, the Eblington Hotel is the perfect example of Derry reclaiming its troubled past.

The hotel is at the heart of Derry's history - just minutes from the infamous city walls across the River Foyle - and with contemporary rooms boasting views over the Peace Bridge, it's the best spot to watch the world go by away from the bustle of the centre.

The hotel welcomes guests and locals alike, with spa treatments, afternoon tea, and a restaurant with live music on Friday and Saturday nights - and if you're lucky enough to catch a spin, there's an art-deco rooftop cocktail bar with terrace balcony views across the city.

The square also hosts a must-see for lovers of Irish whiskey, with the newly coined Walled City Brewery, with beer masterclasses and tasting experiences on the hotel's doorstep.

• [theblingtonhotel.com](#)









# Golf – Northern Ireland



**GOLF  
MONTHLY**

NATIONAL CLUB  
**Golfer**.com

THE SCOTTISH  
**Sun**

GolfMagic



Golfbreaks.com

**GOLF  
TODAY**



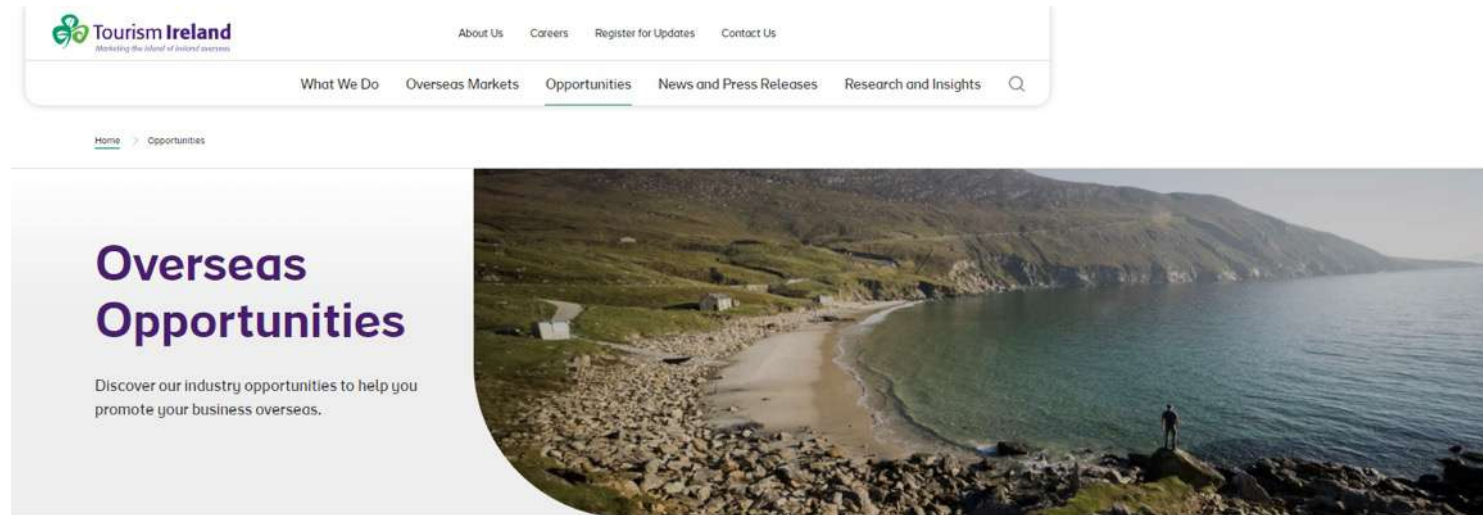
# Strengthening Partnerships: Trade and Industry Platforms






# Strengthening Partnerships: how you can work with us

[www.tourismireland.com/opportunities](http://www.tourismireland.com/opportunities)



# Strengthening Partnerships: how you can work with us



Marketing the island of Ireland overseas

About Us Careers Register for Updates Contact Us


What We Do Overseas Markets Opportunities News and Press Releases Research and Insights

home > Opportunities > Opportunity List

## Opportunity list

Use the filter function below to browse our upcoming and ongoing opportunities that you can get involved with now as well as our historical opportunities that can help with your planning.

Filter 84 upcoming and ongoing opportunities




**GB Partnership Programme 2024**

- Great Britain
- Partnership Programmes
- From 14/12/2023 to 31/10/2024
- Open for registration
- £2000/€2300

Reach an engaged GB audience via Tourism Ireland GB's partnership programme

Learn more →




**Fill Your Heart with Ireland Campaign Offers**

- Global
- Partnership Programmes
- All year round
- Open for registration
- Free

Submit your Fill Your Heart with Ireland offers to appear across our Ireland.com consumer suite of websites.

Learn more →



**GB features/partners OTA Co-operative campaigns 2024**

- Great Britain
- Advertising and Marketing
- From 14/12/2023 to 31/12/2024
- Open for registration
- To be agreed depending on campaign

Tourism Ireland GB invites industry partners to participate within OTA partnerships and featured offers

Learn more →



# Strengthening Partnerships: Social Media - how you can work with us

## Connect with us



Tourism Ireland



Discover Ireland

## Tag Us

#FillYourHeartWithIreland

#LoveIreland



**TOURISM IRELAND'S** social strategy is to extend our consumer engagement, in a connected way, across platforms and networks in order to drive differentiation, reach, word of mouth and specific customer relevance for the island of Ireland as a holiday destination.

**4.8M**  
VISITORS TO  
IOI IN 2019

### GB'S MARKET PROFILE

**1<sup>ST</sup>** GB is the island of Irelands most important market in terms of tourists and nights

WHAT DO OUR GB AUDIENCE LIKE ABOUT



Our GB audience are Culturally

[www.tourismireland.com/overseas-markets/great-britain](http://www.tourismireland.com/overseas-markets/great-britain)



# Strengthening Partnerships: how you can work with us – PR

- Press Trips
- News Hooks
- Special Events
- Pioneering / Sustainability / Quirky
- Firsts



# Thank You

