

Communicating Success: Selling Overseas

Mark Henry
Central Marketing Director



@Mark_J_Henry

Tourism Ireland

Island of
Ireland
Overseas

150
staff
worldwide

16
offices
overseas

Head Offices
Dublin
&
Coleraine

Target Audiences



Culturally Curious

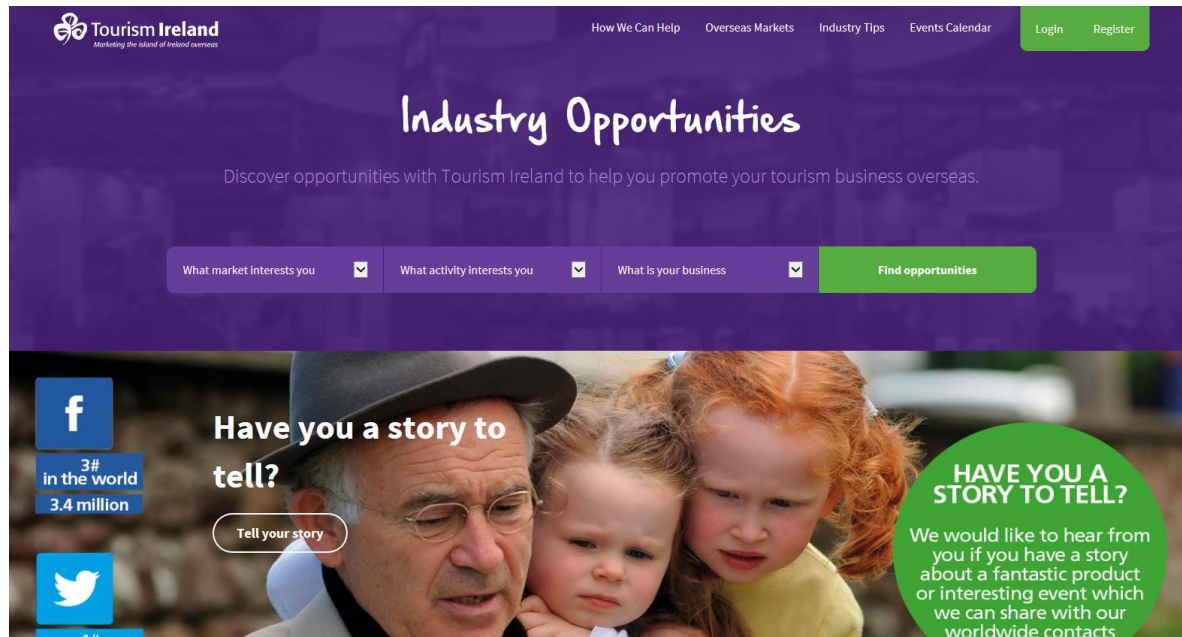


Social Energisers



Great Escapers

Opportunity...



Tourism Ireland
Marketing the island of Ireland overseas

How We Can Help Overseas Markets Industry Tips Events Calendar Login Register

Industry Opportunities

Discover opportunities with Tourism Ireland to help you promote your tourism business overseas.

What market interests you ☒ What activity interests you ☒ What is your business ☒ **Find opportunities**

f
3#
in the world
3.4 million

Have you a story to tell?
[Tell your story](#)

HAVE YOU A STORY TO TELL?
We would like to hear from you if you have a story about a fantastic product or interesting event which we can share with our worldwide contacts

www.TourismIrelandIndustryOpportunities.com

No Cost / Low Cost Opportunities

16.5
million
visits



Ireland.com

60
million
emails



Email

4
million
fans



Social Media

€320
million
EAV



Publicity

Driving Referrals to Your Business

2.5+ million

commercial referrals in 2015

Your Digital Opportunities



Find the Ancient Mystery

Aligned with the rising sun and older than Stonehenge and the Egyptian Pyramids, the prehistoric monument at Newgrange is a gathering place of worldwide wonder and natural beauty.

[Make History >](#)



Journey with Giants

Embark on a road trip along Northern Ireland's stunning Coastal Highway and you'll find all kinds of treasures from the amazing Dunluce Castle that inspired C.S. Lewis to the Giant's Causeway, a UNESCO World Heritage Site.

[See the Sights >](#)



Content

Irish Country Hotels

Explore the City of Culture 2014 with 2 nights stay in Limerick and entry to 3 remarkable castles

[From £43ppspn](#)



Aer Lingus

Fly from Britain to Ireland

[From £19.99 each way](#)



Irish Ferries

Sail to Ireland this Autumn

[From £69 one way car + driver](#)



Ireland's Blue Book

1 night B&B dinner stay, where you can relax and reflect on the owner's in-house art collection

[From £90pps](#)



Offers

Discover the Drama

Explore the wonders along Ireland's Wild Atlantic Way [➤](#)

16.5M

views
2015

26

market
versions

+11%

visits
Jan-Aug

Dublin > Literary festivals

Literary legends in a seaside setting

Dalkey Book Festival 2014



1610



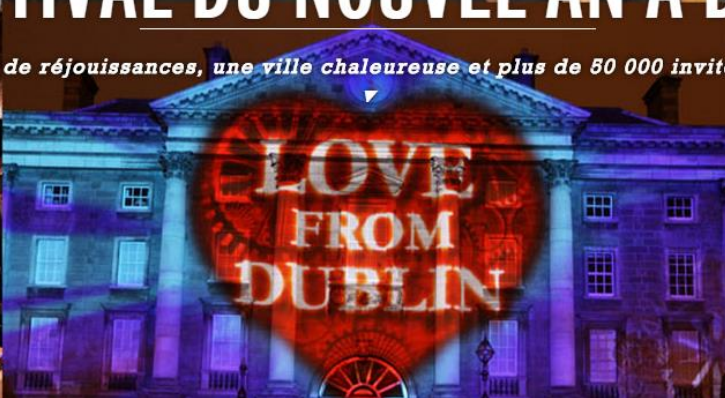
They say Dublin is a city of villages. It's also a UNESCO City of Literature. Makes sense then that literary legends flock to Dublin's seaside village of Dalkey for the annual Dalkey Book Festival.

Ireland's literary heritage is world renowned, and with two Irish novelists — Joseph O'Neill and Niall Williams — long-listed for the soon-to-be-announced Man Booker Prize 2014, the island's reputation as a rich literary hub shows no signs of slowing down.



LE FESTIVAL DU NOUVEL AN À DUBLIN

Trois jours de réjouissances, une ville chaleureuse et plus de 50 000 invités à la fête !





Acheter ses billets de concert

Vous souhaitez participer au Festival du Nouvel An à Dublin ?

[Tickets pour le Countdown Concert >](#)



Un large choix d'hébergements

Où dormir à Dublin ? Consultez une sélection d'Hôtels et Auberges de Jeunesse.

[Hébergement Dublin >](#)



Venir en Irlande

Préparez votre trajet, votre hébergement et vos activités à l'aide de la carte interactive.

[Préparez votre voyage en Irlande >](#)

Profitez d'une authentique expérience irlandaise à Dublin

À partir de 30 € par personne partageant une chambre

RÉSERVER

[Voir toutes les offres](#)

[Voir tous les Tours Opérateurs](#)

De merveilleuses semaines à Dublin et Galway

89 € la semaine par personne

RÉSERVER

Explorez Dublin et séjournez dans un B&B

À partir de 35 € par personne partageant une chambre

RÉSERVER

Discover the Wild Atlantic Way – Donegal, Sligo and Leitrim

Date: Mar 24 2014 - Dec 17 2014

From £276 each based on 2 adults sharing

[Book now >](#)



Golf, history and luxury in Drogheda

Date: Sep 05 2014 - Sep 05 2015

Book By : Sep 05 2015

From €115 pps

[Book now >](#)



Guided Walking Tour of the Burren + 2 Nights B&B

Date: Apr 15 2014 - Dec 15 2014

From €114pps

[Book now >](#)



Go on a musical journey through Dublin

Date: Sep 01 2014 - Dec 31 2014

From €92 for 1 to 2 people

[Book now >](#)



Seafood, Live Music and Guinness in Galway

Date: Mar 03 2014 - Dec 17 2014

Prices start from £412 total 7 nights stay

[Book now >](#)



Cultural break in the Boyne Valley

Date: Sep 05 2014 - Dec 19 2014

From €2500 for 6 people sharing

[Book now >](#)





Get Travel Tips & Advice

Thinking of visiting Ireland and have a question?

Or just want to see what everyone is talking about?

Visit our Community



Community.Ireland.com

Genealogy



FORUMS

LAST POST

Ireland Family History

Are you trying to trace your family roots in Ireland? Take a look here, post your details and one of our experts will take a look into your query.

Topics 208

TUE 27 SEP

Posts 222

2016 12:27

Planning Your Trip



FORUMS

LAST POST

Destinations

Amazing landscapes, bustling villages, hidden gems and ever so friendly locals - the island of Ireland has something to offer for everyone at any time of the year. Post here, if you have a suggestion or question about a location or area.

Topics 79

THU 22 SEP

Posts 340

2016 4:00

Festivals / Events & Entertainment

What's happening around the island of Ireland? Are you looking for something specific or are you the organiser of an event? Why not add it here & make the Community aware of it!

Topics 30

THU 29 SEP

Posts 92

2016 12:40

Sights & Activities

Star Wars or Games of Thrones fanatic? Or just looking for shopping ideas? - There is so much to do and see on the island! Share your stories & suggestions here!

Topics 34

WED 28 SEP

Posts 187

2016 6:54

Where to stay?

There are many different types of accommodation on the island of Ireland. Ensuring all budgets are catered for - Luxurious Hotels, Bed & Breakfasts, Self-Catering, Caravan & Camping Parks, even Ancient Castles and Lighthouses! Are you looking for something or somewhere specific or maybe just inspiration? Post here for accommodation ideas.

Topics 49

WED 28 SEP

Posts 175

2016 10:41

Sports & Activities

Topics 19

MON 19 SEP

Popular Posts



ALL POSTS

Travelling to Ireland on

Guys trip to Ireland, Flying into Dublin

Driving trip in Ireland in July

Belfast Trip September 12-22- ideas on day trips out of Belfast and...

Excited newby to Ireland needing advice

Questions



ALL POSTS

re location

I love Irish writing & I want to visit a literary festival in Ireland....

Living in Ireland

House to rent for two Months in Co Monaghan.

What are the different types of

Email



Dear Mark,

'Tis the season to experience Ireland in all its glory. Wander the streets of our bustling cities, get out and explore the stunning landscapes, browse the festive markets before warming up in a cozy pub with the locals—it's pure magic! Book your trip today and see what makes Ireland so special this time of year.

- [Things to Do](#)
- [Historic Sleeps](#)
- [Bushmills Distillery](#)

FIND
OFFERS



THINGS
TO DO



PLACES
TO GO



VISIT
IRELAND



Every House Tells a Story

Whether it's a tap on the shoulder from Olivia the ghost at Springfield House, a stroll through the vast Eden of Mount Stewart or a look-see at the jealous wall at Belvedere House, a visit to Ireland's stately homes opens a fascinating door to the past.

[Top Five House Calls >](#)



Time Travel

Go back in time on the Wild Atlantic Way. From the Medieval banquet at Bunratty Castle to the rural romance of the Great Blasket Island, there are great times at every turn.

[Back to the Past >](#)



Picture Perfect

The beauty of Ireland during the holidays is unparalleled. Marvel at a spectacular sunset first seen by Neolithic people in County Limerick's pristine Lough Gur. Then surround yourself in the romance of Ballynahinch Castle, voted #1 in Ireland for luxury hotels and memorably showcased in "Marley & Me." Don't forget your camera!

[Picture This >](#)



Whiskey Warm-Up

What's the perfect way to warm up on a brisk day in Ireland? With a taste of traditional Irish whiskey, of course! It doesn't get any better than Old Bushmills in County Antrim, the oldest licensed distillery in the world. Stop in for a tour and learn about this ancient and delicious craft.

[Get a Taste >](#)

Email

Ireland's Top Deals



Galgorm - Destination Deluxe

Enjoy an upgrade to a Deluxe Guestroom with Afternoon Tea & Prosecco plus use of the thermal village and full Irish breakfast.

From £89.00 per person
[Book now](#)



Discover the delights of Ireland

Explore the very best of Ireland with Shearings Holidays in 2017. From short breaks to escorted tours and more...

Tours from £264 per person sharing
[Book now](#)



Cheap flights with Flybe

Book a flight to Ireland West Airport Knock today, and discover the beauty of the Wild Atlantic Way for yourself.

Flights from £24.99 each way
[Book now](#)



Autumn Escape to Delphi Resort

3 nights B&B in a 4-star hotel, a delicious 3-course dinner plus spa or activity credit. Exclusive offer, limited time only.

From £185 per person sharing
[Book now](#)



\$569 pp approx

Rail tour of South & West Ireland includes Cork, Queenstown, Ring of Kerry, Bunratty Castle, Cliffs of Moher & Wild Atlantic Way.

[Book Now](#)



\$789 pp

Game of Thrones Car Tour, 7-night hotel accommodation & breakfast and 8 Day car hire (Toyota Corolla or similar)

[Book Now](#)



\$495 pp

6-night Best of Ireland Vacation, city & countryside. Includes 6-night accommodations, rental car & daily breakfast.

[Book Now](#)



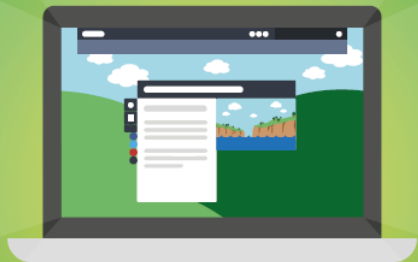
\$1080 pp

New for the 2015 season - Try our unique & experiential Silver, Gold or Platinum Irish Castles & Manors Tour.

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Take advantage of this by submitting your offer/s to be displayed on Ireland.com.
Your offer/s will appear on a range of pages alongside dynamic content.



16.5 + MILLION
visits to Ireland.com
in 2015.



50 + MILLION
page views on Ireland.com
in 2015.



**FREE TO SUBMIT
OFFER/S**
This opportunity
is free of charge.



5 LANGUAGES
Offers will be translated
into French, German, Italian,
Spanish and Dutch.



300,000
Ireland.com offers
click-throughs in 2015.

**HAVE YOUR OFFER DISPLAYED
AS A PART OF MAJOR CAMPAIGNS**

Social Media



#3

in the world

3.6m+ Fans

Avg. 200 Friends

Reach of 720m+



#2

in the world

350,000 Followers



#2

in the world

21m+ views



Instagram



Social Media



Tourism Ireland added 5 new photos.

31 August at 11:48 · 🌐

County Louth's Beaulieu House is one of many exquisite country house estates that you can explore in Ireland's Ancient East.
<http://bit.ly/SeeBeaulieuHouse>



👍 Like 💬 Comment ➦ Share

👍 🧡 🐶 3k

377 shares



Tourism Ireland

21 September at 17:00 · 🌐

10 great Irish restaurants to try in Ireland this fall.



10 great restaurants to try in Ireland

Ten Irish restaurants you NEED to eat in when you're visiting Ireland.

IRELAND.COM

👍 Like 💬 Comment ➦ Share

👍 🧡 🐶 694

193 shares



Tourism Ireland

7 September at 17:00 · 🌐

Titanic Belfast has been voted Europe's best tourist attraction at the World Travel Awards! Have you ever visited?

[Titanic Belfast](#) is the most visited Tourist Attraction in Europe



💬 Comment ➦ Share

Top comments ▾

Top comments ▾

Publicity

The Washington Post

Fly-fishing and golf in County Mayo: You're in for good craic



By Chris Santelma

Some years back, a fishing guide acquaintance of mine led pro golfer Tiger Woods and Mark O'Meara out on Oregon's Deschutes River for a day of fly-fishing for rainbow trout. In my first recollection of this special day, it struck me that many golfers I know fly fish -- and vice versa. Perhaps it's the outdoor setting, getting man against obstacles (be they finicky trout or gaping basins). Perhaps it's the multitude of the engaging, varying motion, and the fact that the ball and the fly go farther when you were usually.

Or perhaps it's the fact that in your average round of golf, the time you spend actually swinging a club amounts to about three minutes. The rest of the time you're gassing distances, checking the wind, selecting clubs and reading greens. When fly-fishing a river, even the best day involves minutes -- not hours -- of actually fighting fish. The rest of the time is spent gazing upstream, checking for rise, selecting flies and reading the water. The both sports, it's what happens "between the ears" that separates relative novices and fishes.

I've assembled several trips in the past along the golf/fly-fishing theme, mostly around my morning grounds in the Pacific Northwest. The ultimate adventure, however, by far, is the old country, in the west coast of Ireland. Where wild and woolly links course in no particular fear by rivers brimming with Atlantic salmon and sea trout.

John Wagner's screen memoir with dramatic villa with views to die for

Maureen's Corker on the coast!

By James Bell

The Mail

ON SUNDAY



FINANCIAL TIMES

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July 10, 2015 3:44 pm

Maguy Marin: dancing in Beckett's footsteps

Laura Cappelle

Share Author alerts Print Style Clip Comments

As a fledgling choreographer, Maguy Marin won the writer's blessing to adapt his work for the dance stage



Maguy Marin in Beckett's studio, 1981

I will come as no surprise to anyone who has seen Samuel Beckett's *Quad* to learn that he had an affinity with choreography. In this wordless play, which he wrote and directed for West German TV in 1981, four robed figures walk in predetermined patterns around a square on the floor. The result could easily pass for a modern dance

VAGABOND



DUBLINO

Tra il verde Irlanda e il nero Guinness

Scopri perché per un week end così di verde e così di nero non capita più spesso



CHIUSO AL MONDO
Per un week end, la città di Dublino si chiude al mondo. E si apre al verde e al nero. Un week end di verde e di nero, di verde e di nero, di verde e di nero.



Un week end di verde e di nero, di verde e di nero, di verde e di nero.

LA DUBLINO DA NON PERDERE

Un week end di verde e di nero, di verde e di nero, di verde e di nero.



CHIUSO AL MONDO
Per un week end, la città di Dublino si chiude al mondo. E si apre al verde e al nero. Un week end di verde e di nero, di verde e di nero, di verde e di nero.



Un week end di verde e di nero, di verde e di nero, di verde e di nero.

LA DUBLINO DA NON PERDERE

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LA DUBLINO DA NON PERDERE

Un week end di verde e di nero, di verde e di nero, di verde e di nero.



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Un week end di verde e di nero, di verde e di nero, di verde e di nero.

CANADIAN Traveller

Un week end di verde e di nero, di verde e di nero, di verde e di nero.



CHIUSO AL MONDO
Per un week end, la città di Dublino si chiude al mondo. E si apre al verde e al nero. Un week end di verde e di nero, di verde e di nero, di verde e di nero.



Un week end di verde e di nero, di verde e di nero, di verde e di nero.

€320M EAV

THE VANCOUVER SUN

Un week end di verde e di nero, di verde e di nero, di verde e di nero.



CHIUSO AL MONDO
Per un week end, la città di Dublino si chiude al mondo. E si apre al verde e al nero. Un week end di verde e di nero, di verde e di nero, di verde e di nero.



Un week end di verde e di nero, di verde e di nero, di verde e di nero.

Deutschlandfunk

Un week end di verde e di nero, di verde e di nero, di verde e di nero.



CHIUSO AL MONDO
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Un week end di verde e di nero, di verde e di nero, di verde e di nero.

A weekend in...Dublin

Un week end di verde e di nero, di verde e di nero, di verde e di nero.



CHIUSO AL MONDO
Per un week end, la città di Dublino si chiude al mondo. E si apre al verde e al nero. Un week end di verde e di nero, di verde e di nero, di verde e di nero.



Un week end di verde e di nero, di verde e di nero, di verde e di nero.

The Daily Telegraph

Un week end di verde e di nero, di verde e di nero, di verde e di nero.



CHIUSO AL MONDO
Per un week end, la città di Dublino si chiude al mondo. E si apre al verde e al nero. Un week end di verde e di nero, di verde e di nero, di verde e di nero.



Un week end di verde e di nero, di verde e di nero, di verde e di nero.

Wild Ireland: Christine Bleakley's new series is a blast from the path

TV presenter Christine Bleakley will uncover Ireland's natural wild side in a new six-part travelogue series set along the west coast.



Getting Your Content To Us



The best images:



Breathtaking landscapes



Quirky animals



Beautiful pub fronts



Stunning castles



Thatched cottages



Literary quotes

The best stories:



Short/brief



International awards/accolades



Upcoming festivals



Myths/legends



VIP guests



Quirky stories

Ireland's Content Pool

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Ireland's official Content Pool brought to you
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Bring your content to life with our free resource for positive tourism related purposes. Our image, video and copy collections show people, landscapes and the Irish lifestyle across a range of experiences including festivals, activities, cities, rural life and food.

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Belvedere House & Garde...

Rock of Cashel, Co. Tipper...

Rock of Cashel, Co. Tipper...



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Date published

27 September 2016 12:30

Date added

27 September 2016 13:51

Added by

Ricky Harris

Photographer

Fearghus Foyle

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- ▶ **Aim:** invest to grow Spanish business
- ▶ **Solution:** quirky digital campaign

100% increase in Spanish business!

▶ Results

- 19,000 email opens
- 2,600 engaged on social

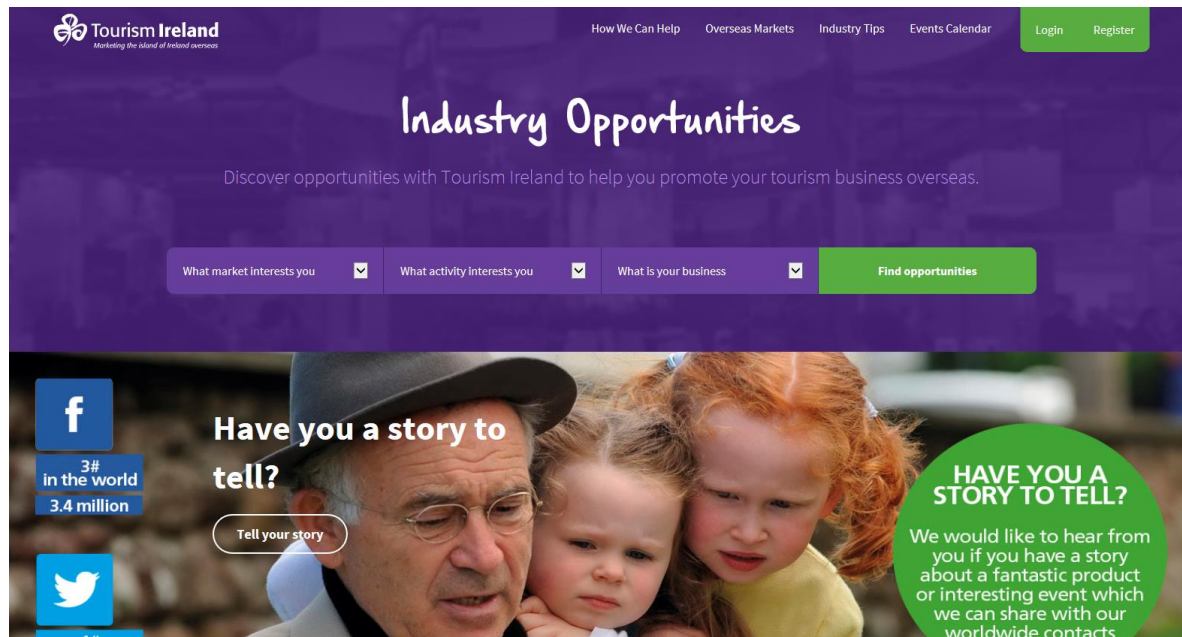


Events: B2B & B2C

60+
trade shows



Where To Go



Tourism Ireland
Marketing the island of Ireland overseas

How We Can Help Overseas Markets Industry Tips Events Calendar Login Register

Industry Opportunities

Discover opportunities with Tourism Ireland to help you promote your tourism business overseas.

What market interests you ☒ What activity interests you ☒ What is your business ☒ **Find opportunities**

f
3#
in the world
3.4 million

Have you a story to tell?
[Tell your story](#)

HAVE YOU A STORY TO TELL?
We would like to hear from you if you have a story about a fantastic product or interesting event which we can share with our worldwide contacts

www.TourismIrelandIndustryOpportunities.com

Thank You

Mark Henry
Central Marketing Director



@Mark_J_Henry