



Tourism Ireland

Marketing Plans

2023

# INCREASING OUR SUSTAINABILITY FOCUS

**Mark Henry**

Director of Central Marketing & Sustainability

18 January 2023



# TOURISM RECOVERY ACTION PLAN

*To “develop a Sustainable  
Regenerative Tourism Strategy to  
maximise Northern Ireland’s  
tourism potential”*



# DEFINITION OF SUSTAINABILITY

**Tourism Ireland has adopted the UNWTO definition of sustainable tourism:**

*“Tourism that takes full account of its current and future economic, social and environmental impacts, addressing the needs of visitors, the industry, the environment and host communities”*



# ACTION UNDER WAY



# EMBEDDING IN OUR FUTURE STRATEGY

## Aspiration

Rebuild holidaymaker revenue to pre-pandemic levels (accounting for inflation), while increasing focus on attracting value-adding tourism

### Economic sustainability

Drive the return to pre-pandemic levels of (inflation-adjusted) **holidaymaker revenue**

Prioritise holidaymaker revenue growth in **Northern Ireland and the regions** of the island of Ireland

Drive holidaymaker revenue growth during the **shoulder season**

### Social sustainability

Bring increased benefits from tourism to local **communities**  
Increase **diversity and inclusion**

### Environmental sustainability

Increasing focus on the **environmental impact** of inbound tourism over the course of the plan

Focus on promoting more **sustainable holidays and behaviours**

Prioritise **sustainable industry players** in promotional activities

**How can you give  
“the gift of sustainability”?**



**Educate – Reassure – Inspire**

# THE ISLAND'S SUSTAINABILITY PROPOSITION

The island of Ireland has been green for thousands of years; we see this when we shine a light on local sustainability stories and highlight our cultural offering.

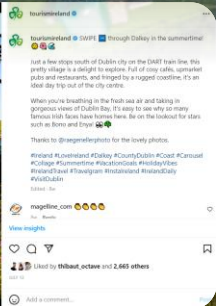
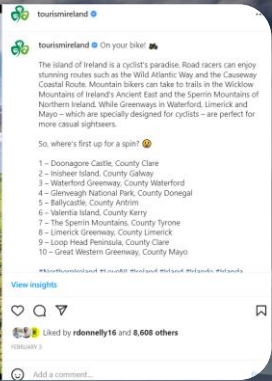
From lush rolling hills, to preserved community traditions, rich local cuisine and organic produce — Ireland exemplifies a green way of life.

It's not something we've imposed from the top down.  
It's sustainability from the ground up.

**The island of Ireland,  
green by nature.**



# BRINGING TO LIFE IN SOCIAL MEDIA



## 20 pages with a sustainability focus available across 21 versions of the site in 6 languages

- Sustainable Ireland collection
- Getting to Ireland more sustainably
- Sustainable stays in Ireland
- How to travel sustainably in Ireland
- Sustainable Dublin in 48 hours
- Sustainable Belfast
- Slow down in sustainable Ireland
- Sustainable trips in Northern Ireland
- Seven sustainable activities in Ireland
- Ireland's hushed havens
- Ireland's bird-watching hotspots
- The hidden magic of night hiking
- Island-hopping in Ireland
- Ireland for digital nomads
- A journey into the forest



Most of us love to travel, as they say, it broadens the mind as well as the conversation. But we need to make sustainable travel the foundation of our travel choices, so that we can lessen the impact we have on the places we love to visit.

Let's be honest - sometimes it's hard to know what exactly all the certifications and measures around environmental friendliness really mean. When it comes to travel, making sustainable choices can seem like a bit of a challenge, but knowing that, look out for a good place to start.



### What it means to travel sustainably

It's a common, sometimes broad, to all about protecting and supporting the planet's rich, diverse, preserving for our benefit in a big part of it. It's about making choices that support the planet's rich, diverse, preserving for our benefit in a big part of it. It's about supporting the traditions, culture and customs of a place, and supporting independent business.

The green island is home to some of the world's best food and drink. It's a place where you can enjoy the best of both worlds. It's a place where you can enjoy the best of both worlds. It's a place where you can enjoy the best of both worlds.

And, of course, you will have to look outside for what to appreciate the gifts that Mother Nature has bestowed upon the land. When we travel sustainably, we're doing our bit to keep that all better for generations to come.



# IN PUBLICITY

22 stories that led to 73 articles with a reach of **10.6M** and an EAV of **£2M**



25 Aug 2022

**Sustainable experiences on historic Devenish Island**

historic Devenish Island  
sustainable experiences on



10 Aug 2022

**Sustainable culinary excellence at Killeavy Castle**

excellence at Killeavy Castle  
sustainable culinary



12 Sep 2022

**Cool and Instagram-worthy cabin stays in Ireland**

cabin stays in Ireland



23 Aug 2022

**Get on the water in Ireland's Ancient East**

Ancient East  
Get on the water in Ireland's



25 Jul 2022

**Dramatic treetop walk opens at Avondale Forest**

at Avondale Forest  
Dramatic treetop walk opens



26 Aug 2022

**Keem**

W

**150 media and influencer visits**

# NEW SALES OPPORTUNITIES

- Engaging with specialist tour operators and those seeking specialist product
- Themed webinars
- Ezines and social communications
- Our first event with exclusively sustainable suppliers: Adventure Travel Summit



**TOURISM IRELAND WEBINAR DETAILS**

Date: Thursday, September 15th  
Time: 12:00 PM ET

Presenter: Juliet Dillon  
Travel & Industry Engagement Assistant



[REGISTER >](#)

## - WEBINAR - SUSTAINABILITY ON THE ISLAND OF IRELAND

The island of Ireland is 'green by nature' and seeks to be amongst the most sustainable tourism practices. From lush rolling hills, to preserved countryside, to rich local cuisine and organic produce - Ireland exemplifies

in sustainability will showcase just some of the sustainable experiences that the island of Ireland has to offer. Registrars will be emailed the live recording, even if you can't strongly advise saving your spot and we look forward to



Visit [ireland.com](http://ireland.com) for the latest travel information on the island of Ireland

### Sustainable Ireland

Sustainable travel is all about protecting and respecting the places you visit. Of course, enjoying the environment is a big part of it: picking up your litter, avoiding single-use materials and not disturbing local wildlife are par for the course. But it's also about appreciating the traditions, culture and customs of a place, and supporting its independent business.

Travelling sustainably and eco-friendly on the island of Ireland is easier than ever. Start your days with a locally sourced, fresh breakfast. Take a train or public transportation to explore your new favorite city, or send your clients on the adventure of a lifetime experiencing local Irish traditions. After all, the island of Ireland is as green as it gets!

**Join Tourism Ireland for our Wild Atlantic Way webinar**

Ireland's Wild Atlantic Way is full of sustainable initiatives dedicated to protecting the iconic coast! You are invited to join Juliet Dillon from Tourism Ireland and a group of Irish partners to discuss some of Ireland's most famous adventures and festivals!

**Sustainable**  
We love sharing  
But we want your  
contribution to  
Learn



### WEBINAR CO-HOSTS

- Padraig McGillicuddy**  
[Ballyvoerry Estate Hotel & Spa](#)
- Ailbhe Gerrard**  
[Brookfield Farm](#)
- Joan Hamilton**  
[Burren Eco Tourism Network](#)
- Brigid Watson**  
[Sustainable Journeys Ireland](#)



Ultimo Noticias de Irlanda



### Webinar Irlanda, verde por naturaleza Miércoles, 8 de junio a las 10h30

Descubre la isla de Irlanda y su naturaleza exuberante a un ritmo tranquilo. Descubre bosques sacados de un cuento, enormes playas y cielos que se iluminan al llegar la noche, pueblos bucólicos y paisajes para amantes de la historia y la naturaleza salvaje.

Recorrido sostenible por las distintas regiones en el que te descubrirás en el sabor de una cesta de productos gourmet irlandeses y en la hospitalidad por naturaleza y podrás ofrecérselo a tus clientes con confianza.


Regístrate aquí

# CO-OP MARKETING OPPORTUNITIES






## Two campaigns recently completed in GB

- **Kayak 'Led by Locals'** campaign showcases different experiences through storytelling with locals such as the owners of small businesses and tourism enterprises
- **Charitable Travel** podcast, social, eMarketing and content including **#TheBigHolidayHelp** which features local initiatives happening in Ireland where holidaymakers can give back to communities and environmental causes

 **CHARITABLE TRAVEL**  
*for charity, not for profit* 020 3092 1288  
Speak to our travel experts

**Discover the magical island of Ireland with The Travel Insider Podcast!**



It's here! Discover a whole new side to the emerald isle with the first in a series of in-depth podcasts highlighting the very best of the magical [Island of Ireland](#). This episode features Susanne Reid from Christ Church Cathedral and focuses on this historic monument along with other must-see attractions in Dublin. Almost a millennia in age the cathedral has been the host of prominent historical figures and events, shelters incredible artefacts, and is now a tranquil oasis for all in the heart of the city centre. Listen now to learn more about Ireland and Dublin's incredible culture and heritage, along with all the insider tips you need to start planning your next Ireland trip!

## Sustainability Atlantic Irish Seaweed



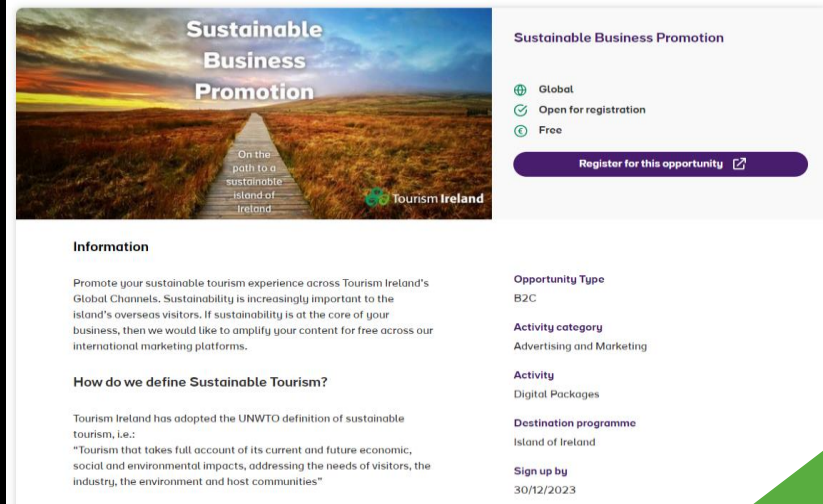
## Get Outside / slow travel Lough Erne Taxi



# INDUSTRY OPPORTUNITY

Seeking strong sustainability content for use in social media, newsletters, press releases, press trip ideas, ireland.com content and/or inclusion in paid advertising.

It must have consumer appeal.



**Sustainable Business Promotion**

On the path to a sustainable island of Ireland

Tourism Ireland

**Register for this opportunity**

**Information**

Promote your sustainable tourism experience across Tourism Ireland's Global Channels. Sustainability is increasingly important to the island's overseas visitors. If sustainability is at the core of your business, then we would like to amplify your content for free across our international marketing platforms.

**How do we define Sustainable Tourism?**

Tourism Ireland has adopted the UNWTO definition of sustainable tourism, i.e.:  
"Tourism that takes full account of its current and future economic, social and environmental impacts, addressing the needs of visitors, the industry, the environment and host communities"

**Sustainable Business Promotion**

- Global
- Open for registration
- Free

**Register for this opportunity**

**Opportunity Type**  
B2C

**Activity category**  
Advertising and Marketing

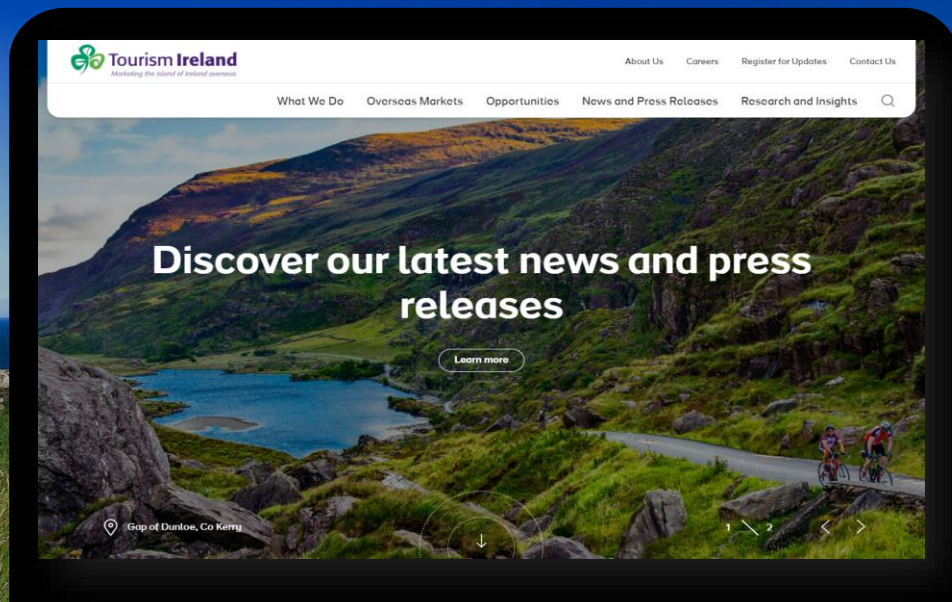
**Activity**  
Digital Packages

**Destination programme**  
Island of Ireland

**Sign up by**  
30/12/2023

[www.TourismIreland.com](http://www.TourismIreland.com)

# HAVE YOU A SUSTAINABILITY STORY?



Tell us ...

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**Jenny Sharif**  
[jsharif@tourismireland.com](mailto:jsharif@tourismireland.com)

# WE'RE ON THE ROAD

- Sustainability is embedded in our overseas promotion today
- The focus on environmental sustainability will increase in 2023 and beyond
- We have opportunities for businesses that are on the journey now







Tourism Ireland

Marketing Plans

2023

THANK YOU

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