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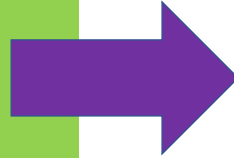
Focus today

- Outline our 'consumer journey management' approach
- Identify key innovations & challenges
- Provide an insight to content & creative approaches

2

Our context

- Industry & trade crisis
- Digital acceleration
- Changes in behaviour
- Possibility of long-term change
- Environmental concerns
 - Social unrest
 - Safety
 - Sense of vulnerability
 - Sustainability of travel

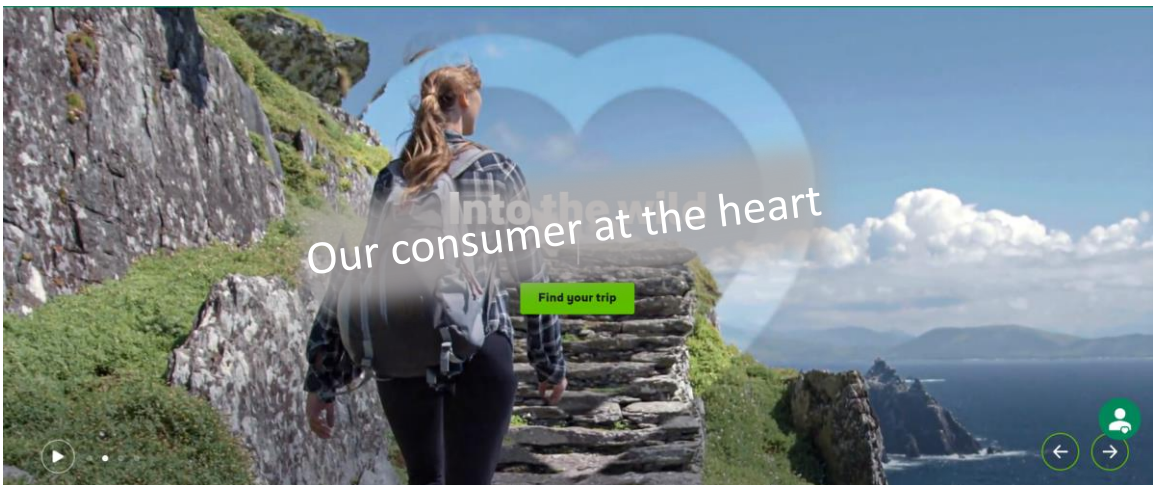


Implications?



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Our Marketing Roadmap



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Roadmap Ambition

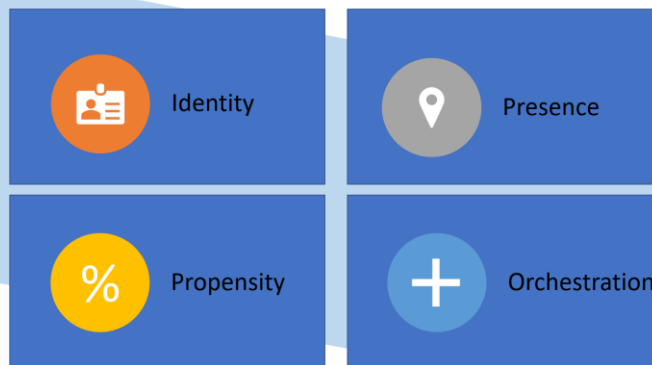
...significantly **increase consumer propensity** to visit **all of the island of Ireland** by building its motivational appeal through an **inspirational brand** and the deployment of **impactful, personalised** marketing communications



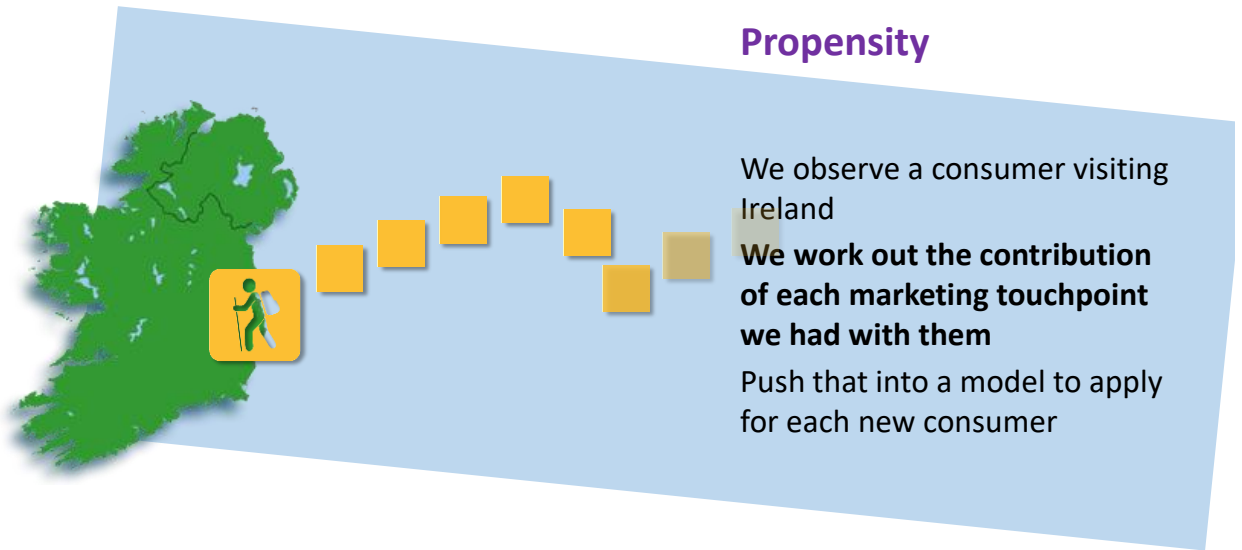
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Pieces of the marketing technology puzzle

Building Blocks of our Programme

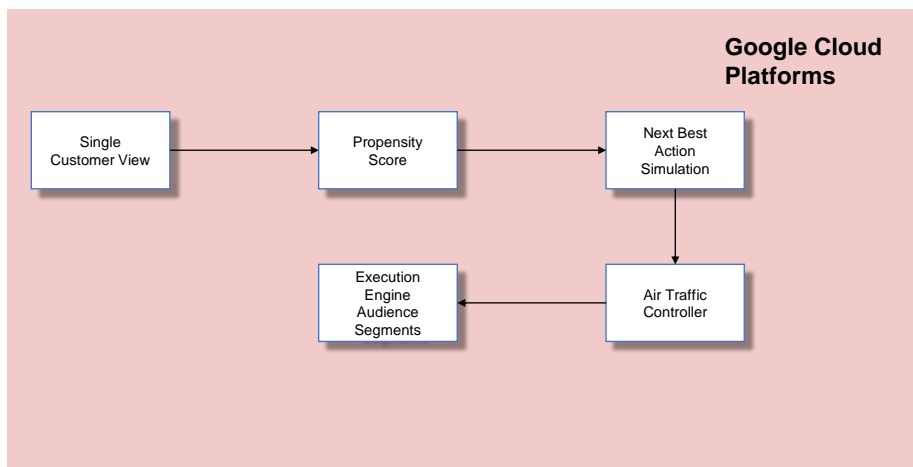


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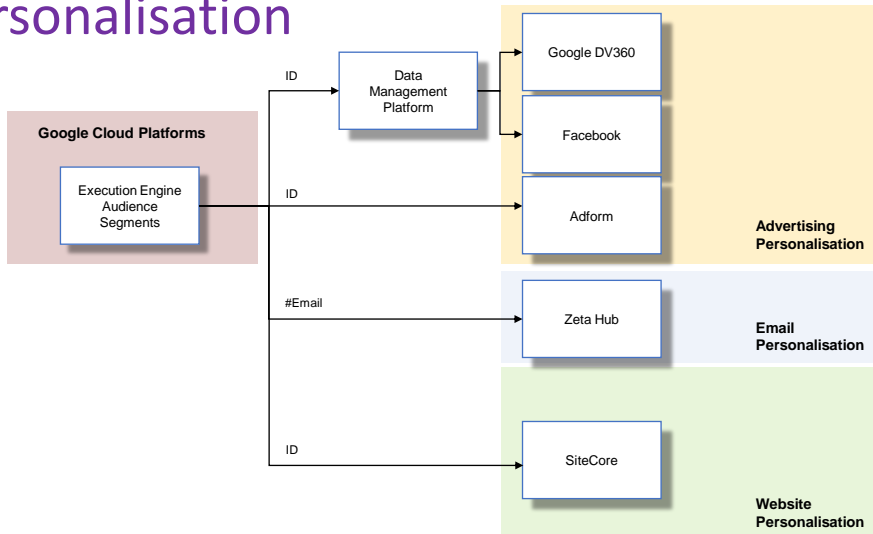
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Propensity modelling & Next Best Action



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Orchestration: activation & co-ordinated personalisation



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Innovations & challenges

- Machine learning models
- Rigour in data operations
- Co-ordinated personalisation
- Complexity
- Availability & integration of data
- Privacy environment change
- Culture & change

2020 social media programme

- #FillYourHeartwithIreland x 9 themes
- Culture and connections with industry vs travel calls to action
- 50+ channels, 6.6 million followers, 700k active email addresses
- Facebook, Instagram, Youtube, Pinterest, WeChat



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Innovation in VR

- Partnered with Fáilte Ireland and Tourism Northern Ireland
- Original, immersive VR content
- Belfast & Wild Atlantic Way
- A great experience in the correct context
- Planning for distribution essential



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Ireland.com



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Sustainable Ireland

We love sharing our beautiful island with the world, but we want to do it the sustainable way. With our commitment and your help, we can keep loving this place and leave no trace.

ACCOMMODATION

Sustainable stays

Want to practice green living your next holiday? Ireland is eco living lovable.

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Thank you!

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