

SOAR

(Situation & Outlook Analysis Report) November/December 2022



The [IMF](#) has reported on weakening economic indicators that suggest immense challenges to the global economy. Rising inflation is contributing to the cost-of-living crisis and the macroeconomic policy environment remains unusually uncertain.

The energy crisis is expected to continue to dominate the European macro outlook in 2023. Oxford Economics forecasts a recession at the start of 2023, with a gradual recovery once the energy emergency eases and a decline in inflation which should allow household real incomes to recover. But lower gas supplies will be a key risk to the outlook if Europe fails to secure enough energy or adjust its demand ahead of winter 2023.



Based on latest OAG filings, scheduled air seat capacity to the island of Ireland for February 2023 will be 98% of February 2019 levels, with 1,800,363 seats scheduled at present. Seat capacity from North America is currently filed at 98% of February 2019 levels, while Mainland Europe is filed at 105%. There are 37 airlines scheduled to operate 10,824 flights to the island of Ireland in February 2023.



Latest data from the CSO reports a total of 1,634,000 arrivals to air and sea ports in the Republic of Ireland during the month of October 2022.

STR reports that hotel occupancy on the island of Ireland was 80% for the month of October 2022, a +2% increase on the same month in 2019. The average daily rate was €155, a +28% increase on October 2019.



Tourism Ireland's dedicated Halloween campaigns ran throughout October, promoting the island of Ireland as the 'Home of Halloween' across all markets. Our extensive new campaign of promotional activity will kick off in Great Britain, USA and Canada, Germany, France, Southern and Northern Europe and the Middle East at the end of 2022 and into 2023. These targeted marketing campaigns will urge holidaymakers in our overseas markets to choose the island of Ireland for their holidays in 2023. Tourism Ireland continues to stay in close contact with trade partners in our key markets, building on strong relationships to generate business for 2023 and beyond.



The latest [sentiment tracker research](#) from Tourism Ireland has found record comfort levels with taking a short break or holiday in Europe since the start of the pandemic. Demand for European holidays remains strong for 2023, as three-in-four anticipate taking a break in Europe in 2023. The research found that rising cost-of-living concerns pose the greatest risk to travel next year.



The Irish Tourism Industry Confederation's [October dashboard](#) reports a continued strong demand for travel. It estimates non-resident arrivals to Ireland recovering to 93% of October 2019 levels for this year. However, there are significant concerns for 2023 due to macro-economic and geopolitical uncertainty, rising costs and supply challenges.



The [UNWTO](#) reports that international tourism is on track to reach 65% of pre-pandemic levels by the end of 2022, as the sector continues to bounce back from the pandemic. An estimated 700 million tourists travelled internationally between January and September 2022, which equates to 63% of 2019 levels and is more than double (+133%) the number recorded for the same period in 2021. This puts the sector on course to reach the predicted recovery of 65% of its pre-pandemic levels this year.



Expedia reports that travel intent is on the rise, with people continuing to be eager to travel again and willing to invest in travel experiences. Its latest [Traveler Value Index study](#) shows that 46% of consumers globally say travel is more important to them now compared to pre-pandemic, with 43% increasing their travel budget for 2023. However, the prioritisation of travel may be impacted by decreasing consumer confidence, high inflation, higher fuel prices, ongoing political conflicts and natural disasters. While travellers are more conscientious and making choices based on sustainability, inclusion and representation, these external factors, among others, are likely to drive a renewed focus on value and potentially the re-emergence of deal-driven decisions.



Latest data released by Lastminute.com [reports](#) that customers are spending more and booking longer trips in 2023, with longer-stay share for city breaks at 40% vs 31% in 2019.



[ForwardKeys](#) reports on the growing demand for destinations that offer nature, history and vibrant urban centres, with a generally positive picture for full travel market recovery this year. Looking ahead to 2023, the organisation suggests that the travel market's full, global recovery will depend on its ability to overcome cost-of-living challenges, as well as obstacles related to geopolitical tensions and the global energy crisis.



The European Commission reports that consumer confidence in the EU and euro area remains at a very low level, with November's [Flash Consumer Confidence Indicator](#) showing at -25.8 (EU) and -23.9 (EA) points below its long-term average.



The latest [IPSOS European Barometer of Precariousness and Poverty](#) reports that 54% of Europeans believe that their purchasing power has decreased over the last three years. Thirty-six percent (36%) of Europeans have had to restrict their travel recently in response to cost-of-living pressures. IPSOS's Global Consumer Confidence Index ([November 2022](#)) remains stable at its lowest level in more than a year, with sentiment remaining muted among the world's most advanced economies. Overall sentiment continues to be lowest in European countries, the US, Canada and Japan. In all G7 countries – the US, Canada, France, Germany, Great Britain, Italy and Japan – consumer confidence continues to sit near its lowest levels in more than a year.

US consumer confidence fell for the second straight month in November, amid ongoing high inflation, rising interest rates and layoff announcements by several large tech companies.

The [US Conference Board Consumer Confidence Index](#) fell to 100.5 in November, down from 102.2 in October and 107.8 in September.



Economic Conditions



Great Britain

Due to the current month-to-month volatility, Oxford Economics now expects UK GDP to fall by 0.9% in 2023, down from a forecast 0.5% decline in October. The change of Prime Minister and tightening of fiscal policy has stabilised financial markets and sterling has recovered. Proposed tax cuts have been reversed and energy support for households scaled back. Higher mortgage interest payments will also add to the squeeze on household spending power.

Exchange rate

Nov '21 £1: €1.17 Nov '22 £1: €1.16

US

Oxford Economics expects the US to experience a mild recession in 2023. The combination of persistently high inflation, aggressive Fed monetary policy tightening, negative spill-over effects from slower global activity and weaker corporate earnings will weigh on consumers' and businesses' willingness to spend. It reports that consumers are feeling the effects of an increase in unemployment and a reduction in excess savings.

Exchange rate

Nov '21 \$1: €0.89 Nov '22 \$1: €0.96
 Nov '21 \$1: £0.75 Nov '22 \$1: £0.83

France

Oxford Economics expects higher inflation and recession in France this winter but thinks it is likely to be shallower than in the eurozone, as a whole. Consumer confidence remains at a near historical low. The weakness reflects subdued assessment of living standards, the financial situation and the conditions for major purchases. Weakening confidence and high inflation suggests consumer spending will cool.

Exchange rate

Nov '21 €1: £0.85 Nov '22 €1: £0.86

Germany

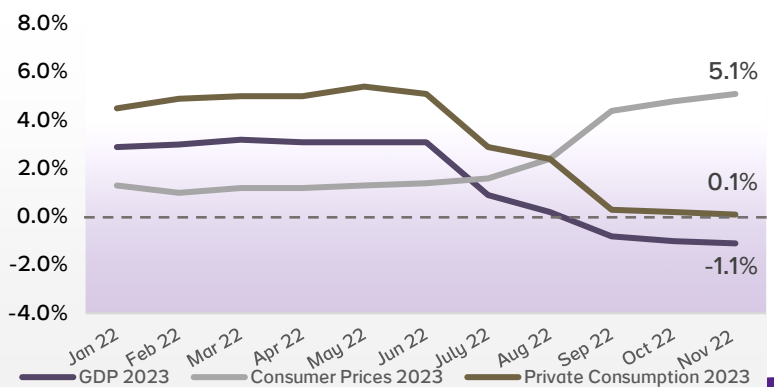
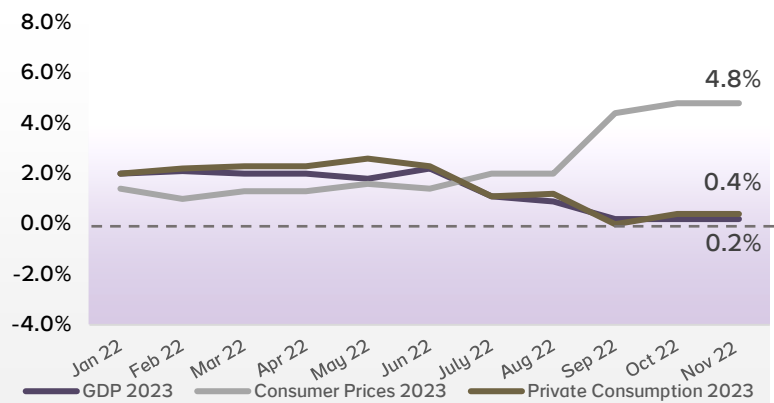
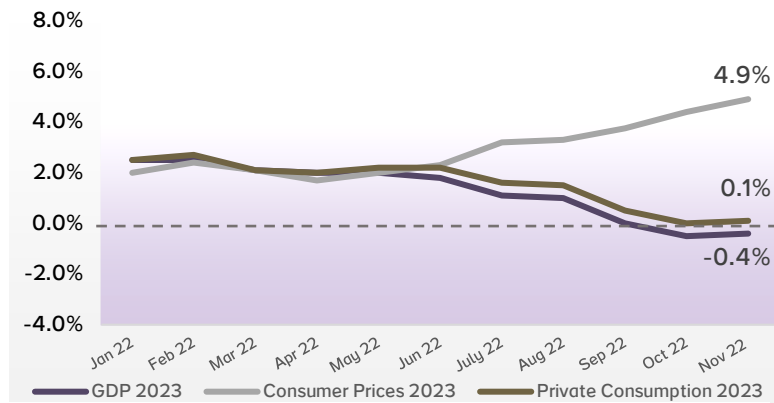
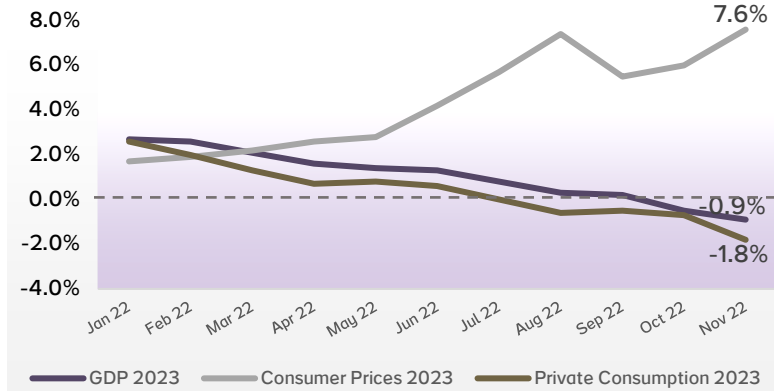
Despite surprising resilience in Q3, the near-term outlook remains subdued. Inflation hit 10.4% in Oct, up from 10.0% in Sept. Consumers are being squeezed by sustained high inflation and a rise in unemployment. With consumer confidence near historic lows, households are unlikely to reduce savings much further. However, inflation should ease materially next year, led by energy and consumer goods prices, thanks to falling commodity prices and fading supply bottlenecks.

Exchange rate

Nov '21 €1: £0.85 Nov '22 €1: £0.86

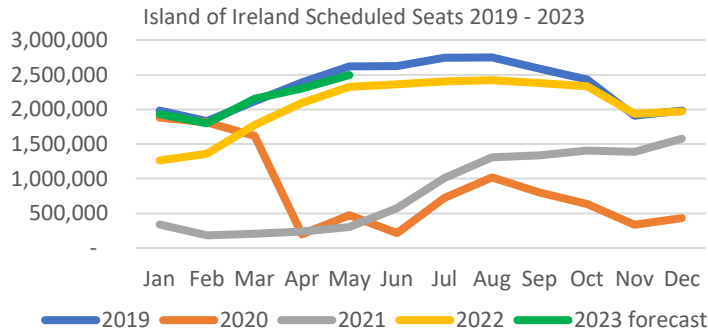
2023 Economic Outlook by Oxford Economics trended by month

Source: Oxford Economics



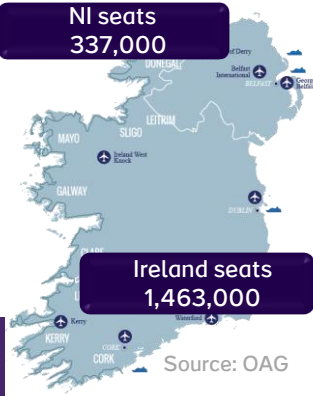
Island of Ireland Access Situation

February 2023 Forecast Seat Capacity



NI seats
337,000

Ireland seats
1,463,000

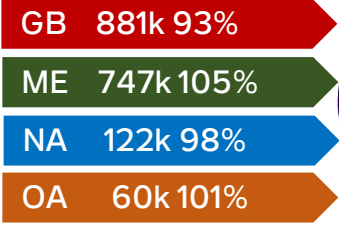


A strong restoration of direct air access capacity to the island of Ireland is scheduled for February 2023. Based on latest OAG filings, air seat capacity to Ireland is planned at 98% of February 2019 levels, with Northern Ireland scheduled at 86%.

Seat capacity to the island of Ireland for Feb '23 is scheduled at 98% of the level it was in Feb '19.

Air Access February 2023 forecast – % share of 2019

IOI Seat Capacity



GB = Great Britain ME = Mainland Europe NA = North America OA = Other Areas

Market connectivity for February 2023 is scheduled to be close to 2019 levels. Seat capacity from NA and Mainland Europe is filed at 98% and 105% of February 2019 levels respectively. 37 airlines are scheduled to operate 10,824 flights to the island in February 2023.

Airports Forecast – February 2023

Cork and Dublin airports are currently filed to return to 107% and 100% of their respective 2019 seat capacities. Belfast City Airport and Belfast International Airport are filed at 111% and 77% respectively.

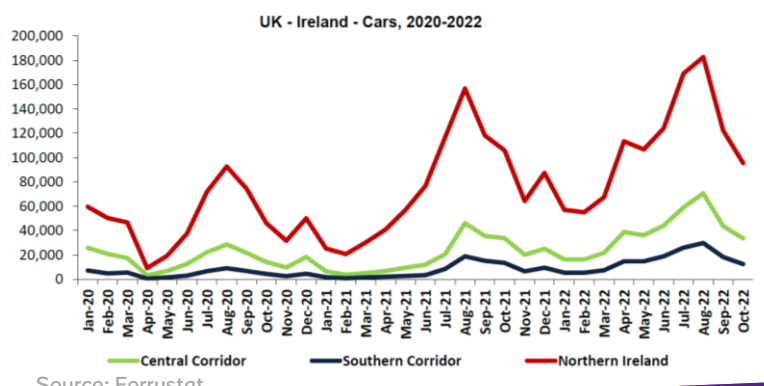
Even with economic and geopolitical uncertainties, the demand for air transport continues to recover ground around the world. While the capacity outlook is very positive for February 2023 it is difficult to predict at this stage if the scheduled seat capacity will fully materialise.

Airports	Feb 2019 Seats	Feb 2023 Seats	2023 % share of 2019
Belfast Int.	265,258	203,325	77%
Belfast City	114,900	127,133	111%
City of Derry	9,684	6,580	68%
Dublin	1,250,358	1,253,917	100%
Cork	96,830	103,828	107%
Shannon	50,004	63,584	127%
Knock	30,658	29,900	98%
Kerry	11,340	12,096	107%
Donegal	396		0%
Total	1,829,428	1,800,363	98%

Ferry Performance – October 2022 v 2019

Latest available data for October 2022 shows more cars travelling on ferries to the island of Ireland from GB than in 2019. Traffic to Northern Ireland is now 125% of 2019 levels; however, car traffic to Ireland (central and southern corridors) is at 96% of 2019 levels. Car traffic to the island of Ireland from France this August was 123% of 2019 levels.

Car Ferry Traffic	October 2022 % share of 2019
Northern corridor	125%
Central corridor	93%
Southern corridor	105%
Total	109%



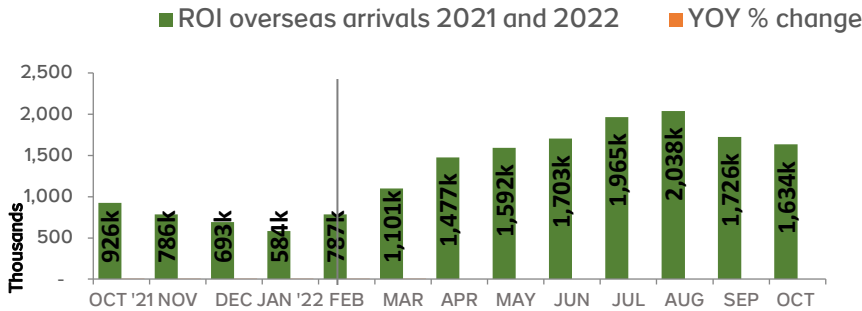
Performance to date



Republic of Ireland Overseas Arrivals

Note: Overseas arrivals are ALL passengers travelling through ROI air and sea ports (incl. residents of the Republic of Ireland and Northern Ireland).

ROI OVERSEAS ARRIVALS 2022 VS 2019



ROI OVERSEAS AIR ARRIVALS
LATEST OCT 2022: **1.5m -5%**
YTD JAN-OCT 2022: **13.6m -16%**



ROI OVERSEAS SEA ARRIVALS
LATEST OCT 2022: **77k -5%**
YTD JAN-OCT 2022: **944k -15%**

Republic of Ireland overseas arrivals January-October 2022

Main market area	Jan-Oct 2022 (000's)	% change '22/'19
Cross-Channel	4,977	-23%
North America	1,462	-22%
Mainland Europe	7,707	-9%
Rest of the world	461	-17%
Total Overseas	14,607	-16%

Latest available data from the CSO reports a total of 1,634,000 overseas arrivals into air and sea ports in the Republic of Ireland during October 2022 (this includes residents of the Republic of Ireland and Northern Ireland).

Arrivals data for October 2022 is at 95% of October 2019.

Source: CSO

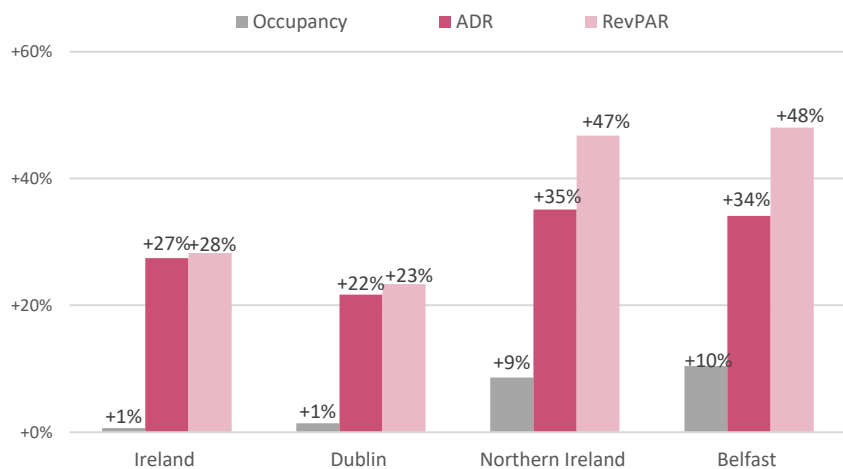
Hotel accommodation

Latest performance data available from STR reports that hotel occupancy for October 2022 in Northern Ireland was 77%, +9% on October 2019. In Ireland, occupancy was 81%, +1% on October 2019.

The average daily rate (ADR) for a room in Northern Ireland in October 2022 increased by +35% to £100 and in Belfast by +34% to £100, when compared to the same period in 2019.

In Ireland, the average daily rate was up +27% to €160 in October 2022, when compared to same period in 2019. The average daily rate in Dublin for October 2022 was €173, up +22% on the same month in 2019.

Island of Ireland Hotel Performance October 2022/October 2019 % change



ADR	€160	€173	£100	£100
Occupancy	81%	87%	77%	83%

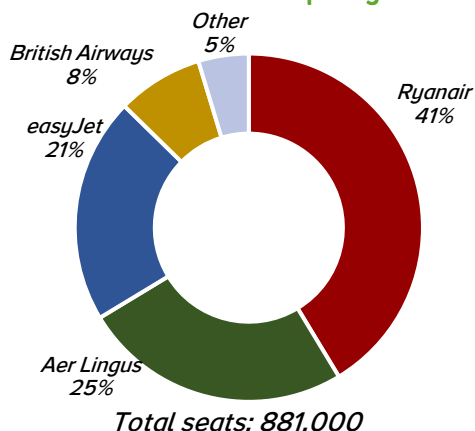
Note: Data include residents from the Republic of Ireland and Northern Ireland

ADR = Average Daily Rate

Source: STR 2022

Access update

2023 February GB to IOI forecast seat capacity



News

- British Airways took over from Aer Lingus on the Heathrow to Belfast City Airport route from the end of October. The Aer Lingus Regional service at Belfast City Airport (operated by Emerald Airlines) is not impacted.
- New Aer Lingus routes (operated by Emerald Airlines) announced: from Newquay Cornwall airport to Belfast City (commencing April 2023) and Jersey to Belfast City (commencing May 2023).
- Eastern Airways has announced the launch of a new daily service between Southampton and Belfast International from February 2023.

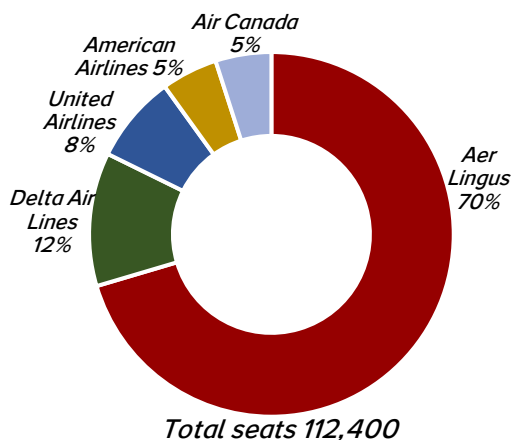
Market activity update

- The **Green Button** (September–November burst) campaign ran across broadcast video-on-demand (BVOD), cinema, digital and social and concluded in November.
- The **Derry~Londonderry and Donegal** campaign (September–November) has now concluded and featured outdoor digital, social and targeted media partnerships.
- Green Button Kickstart Campaign** – the final burst for 2022 will be live from 26 December until 7 January across TV, BVOD, cinema, digital and social. Targeted to reach over 50% of all GB adults.
- Co-operative campaigns** were live during October and November with Aer Lingus, Ryanair, Loganair, Stena Line and British Airways – promoting direct access to the island of Ireland.
- Partnerships with OTAs** were live during October and November with Kayak, Trip Advisor, Travelzoo and Holiday Pirates – to drive incremental room nights across all regions.
- Media press visits** for key titles included *The Times* (48 hours in Cork), *The Telegraph* (ferry travel to Ireland) and influencer ‘Postcards by Hannah’ (Northern Ireland in autumn).
- Other publicity highlights** include: *Adrian Dunbar: My Ireland* (TV show which broadcast in November); and *The Banshees of Inisherin* press trip, with coverage generated in *The Times*, *Heat* magazine and *Lonely Planet*.
- Our biggest-ever presence at **World Travel Market (WTM)** in London (November), with over 100 tourism companies from the island of Ireland attending.
- Luxury & MICE** events include: TTG Luxpo (October); Aspire Escapes (November); Ireland Meets the West End (Meet In Ireland GB’s MICE showcase – November) and an Embassy of Ireland lunch for the Association Conference market.
- Golf** – co-operative marketing campaigns with golfbreaks.com and YourGolfTravel are live during Q4 and a Golf Ireland consumer advertising campaign (print and online) is live (November/December) with *The Times* and *The Sunday Times*.
- Ireland won **three awards** in GB recently:
 - Best International Destination** at the Group Leisure & Travel Awards
 - Friendliest Country in Europe** at Condé Nast Traveller 2022 Reader Awards
 - Most Desirable Island Destination (Europe)** at Wanderlust Travel Awards



Access update

2023 February NA to IOI forecast seat capacity



News

USA: Recent announcements from Aer Lingus include a new year-round four times weekly service from Cleveland to Dublin, starting end of May 2023; and the reinstatement of its daily Hartford, Connecticut, to Dublin service, at the end of March 2023. United Airlines confirmed plans to reinstate a seasonal daily Chicago to Shannon service in May 2023.

Australia: Emirates has introduced its A380 services to Western Australia, expanding capacity by close to 500 seats on each flight. Auckland will see the return of non-stop services by both Emirates (to Dubai, recommencing 1 December) and Qatar (to Doha, recommencing 22 January). Both airlines provide convenient connections through to Dublin creating a very popular one-stop option to Ireland.

Market activity update

USA:

- **Green Button digital campaign** continues through to year-end; and a hybrid TV campaign and an Expedia campaign are promoting off-season getaways.
- **Airline co-op:** 2023 kickstart campaign with Aer Lingus leveraging Black Friday ran from 22 November to 1 December across social and digital channels. Campaigns with Delta and United Airlines are live until mid-December, including a dedicated Shannon campaign to kickstart demand for routes from Newark and Chicago to Shannon.
- Our four-day **Luxury Summit** in southern California involved 14 industry partners from the island of Ireland engaging with 175+ prequalified US luxury travel advisors.
- Integrated **Halloween** campaign included paid social content, as well as a satellite media tour from Trim Castle and the Derry Halloween Festival. Our influencer partnership programme showcased targeted Halloween content, while a Halloween webinar featured Derry Halloween Festival and Dublin Ghost bus tour to 560 travel trade.

Canada:

- **Green Button Campaign** continues through to year-end, with the addition of a TripAdvisor campaign in November-December to drive bookings for 2023.
- **Media partnerships** will feature targeted audio ads across top podcasts in December.
- Three **media visits** are taking place in Northern Ireland – with CHCH TV travel expert and Zoomer media radio host, Epoch Times (Canada's largest Chinese media outlet) and Jim Bamboulis – highlighting luxury travel and winter breaks.
- Air Canada **co-op campaign** promoting year-round flights to Dublin was live in Oct/Nov across programmatic display, social media, Kayak and Skyscanner.
- **Luxury trade fam** with 10 top tier agents in early December; featured Dublin, Ireland's Ancient East and Northern Ireland.
- Ongoing **trade webinar programme** with seven industry partners promoting across two sessions in November-December, broadcasting to 1,000+ travel trade contacts.

Australia and New Zealand:

- **Green Button campaign** continues through year-end across display, paid social and video on Facebook, Instagram and YouTube.
- **Media visits:** The Age/SMH Traveller will visit in December for an Irish castle story including Dromoland Castle, Killeavy Castle and Ardtarmon Castle.
- **Green Button co-op campaign** with Helloworld focusing on rail, self-drive and touring, with print, social media and digital screens in 130+ retail stores.

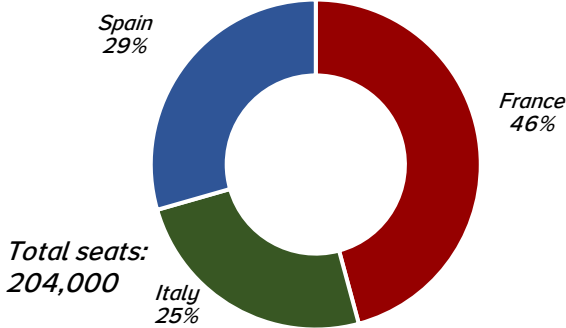


Southern Europe – France, Spain and Italy



Access update – Southern Europe

2023 February Southern Europe forecast seat capacity (excl. sun/ski)



News

France: Ryanair has a new Belfast to Paris route running from March 2023.

Spain: Brittany Ferries' new LNG-powered cruise ferry – the Salamanca – is now in operation, running from Bilbao to Rosslare and sailing twice per week with triple the capacity.

Market activity update

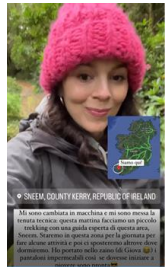
Italy

- **Green Button city break** campaign features **Cork, Belfast and Dublin** on digital, Connected TV, social media and two branded jumbo trams in Milan. **2023 kickstart campaign** begin in November and will feature 12 monthly tips for 2023 to encourage year-round visits.
- Key trade events included **TTG Rimini** fair, the launch of new Ryanair winter routes to **Cork, Shannon and Ireland West Knock**, **IGTM** in Rome and the **ECOLUXURY** tradeshow promoting golf and luxury tourism with island of Ireland industry partners.
- **Trade trip** to Púca Festival and **media trip** to Halloween Derry Festival.
- **Influencers trips** included sustainable outdoor experience in **Kerry, Belfast and Northern Ireland**.



France

- **Kickstart campaign** was live in November, promoting the island of Ireland on social media (Facebook and Instagram), digital programmatic (display and video), YouTube, Invibes, digital outdoor and catch-up TV.
- **Co-op campaign with Brittany Ferries** is promoting ferry access and travel in Q1 2023. **Co-op campaign with Vueling** under way to drive bookings to Shannon and Cork in the shoulder season.
- **Regional Roadshow** took place in Nice, Lyon and Paris in November, with island of Ireland partners meeting with top buyers, travel agents and tour operators.
- **Business Tourism** events targeting the MICE segment are ongoing.
- **Q4 trade fam trips** in co-operation with key tour operators are running to promote travel in 2023.
- **Trade communications** are highlighting key seasonal themes across the island of Ireland.
- A series of high-profile **influencer trips** will highlight Dublin and Belfast.

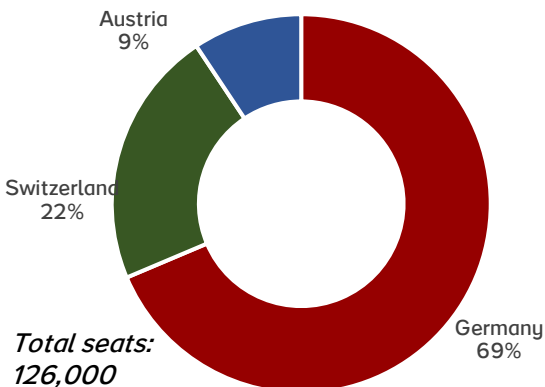


Spain

- **Green Button kickstart campaign** is live across social media, Connected TV and online video. The promotion also features branded content on popular online lifestyle portals, including Elle, Esquire, Fotogramas and Harper's Bazaar, to gain standout and highlight compelling reasons to travel to the island of Ireland in 2023.
- **Point-to-point promotion** was live online in Q4, to drive awareness of ferry access from Bilbao to Rosslare.
- **A co-operative campaign with Brittany Ferries** is also running, to drive immediate demand for Q4 and 2023.
- **Co-operative campaign with Atrápalo** promoted winter short breaks to the island of Ireland, with a focus on Belfast and festivals in Dublin.
- **Media trips** in December include supplement ON (supplement of several newspapers in País Vasco and Navarra), while **influencer trips** will cover Ireland's Ancient East and Belfast.

Access update

2023 February Germany, Austria Switzerland forecast seat capacity



News

Germany: New Ryanair service to Dublin from Leipzig operating twice-weekly, on Wednesdays and Sundays.

Market activity update

Germany

- Digital **co-op campaign** with Ryanair to promote the new Leipzig-Dublin route running during November and December.
- Our dedicated **Halloween campaign** included a partnership with popular retail brand Elbenwald, showcasing our Halloween traditions to folklore fans in-store and online. An extensive radio campaign ran across 49 German radio stations, while influencer activity showcased the Púca festival and the Derry Halloween Festival.
- **Trade workshop** – our Ireland Meets Germany workshop took place on 16 November, with 24 key German trade partners meeting with 30 island of Ireland industry partners, focused on generating new business for 2023 and beyond.
- **B2B2C co-op** with CTS Gruppen-und Studienreisen GmbH to produce a dedicated island of Ireland school trips supplement, to be distributed via 14 different magazines, targeting teachers and organisers.

Switzerland

- **OTA (online travel agency) autumn campaign** ran with LastMinute.com and a pan-market OTA campaign ran in co-operation with Expedia.
- **Co-op campaigns with SWISS** are promoting access to Cork from Geneva and Zurich this winter.
- **Influencer activity** showcased Halloween and Northern Ireland.

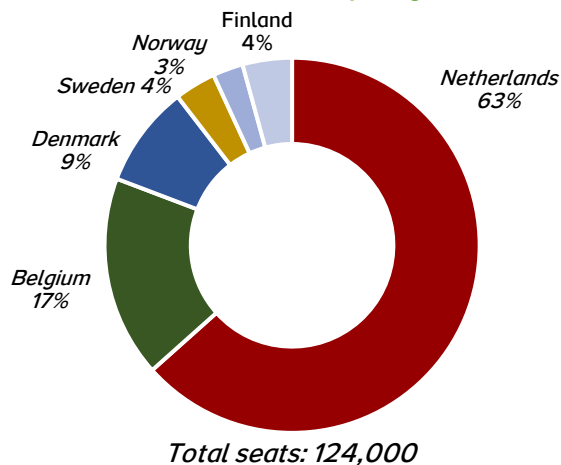
Austria

- **Co-op campaigns** ran with LastMinute.com to promote citybreaks, while a campaign with Service Reise promoted group bus tours to the island of Ireland.
- **Co-op campaign with Eurotours** is running in December to kickstart 2023 business.
- A series of promotions running in December will tie in with the release of *The Banshees of Inisherin* movie to promote travel to the island of Ireland.



Access update

2023 February Northern Europe to IOI forecast seat capacity



News

Nordics: Widerøe recently announced the launch of a new flight from Bergen to Dublin, with the inaugural flight to take place on 27 April 2023.

Market activity update

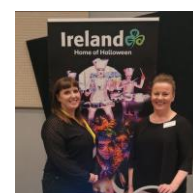
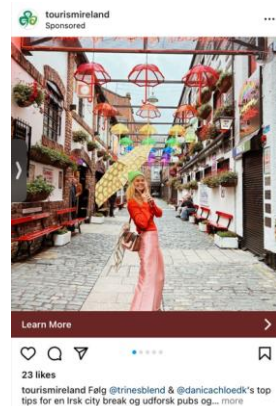
Belgium and the Netherlands:

- **Green Button digital campaign** promoting short breaks to the island of Ireland ran across YouTube, Pinterest and social channels in the Netherlands and Belgium. An extended brand partnership with Dutch lifestyle brand &C is promoting Belfast and runs until mid-December.
- A **Skyscanner partnership** promoting flights to Dublin is live until mid-December.
- Our extensive **Home of Halloween promotion** ran across the Netherlands and Belgium and included Halloween-themed media events and top tier journalists' visits to the Púca festival and Bram Stoker Festival. We also developed locally targeted content as part of Tourism Ireland's worldwide digital campaign to promote Ireland Home of Halloween.
- **Co-op campaign with Temple Bar Company** is running to promote TradFest Temple Bar.
- Our extensive **influencer activity** featured dedicated city break content and great things to see and do in Dublin and Belfast.



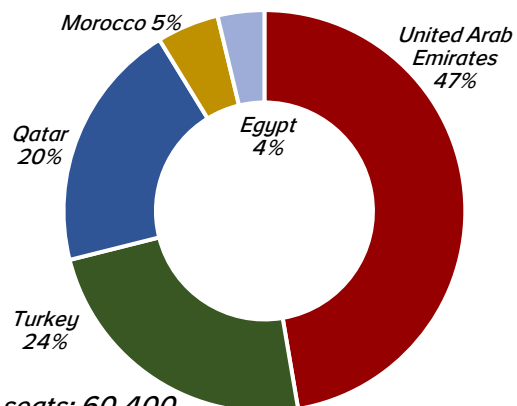
Nordics:

- **Green Button / city break campaign** promoting city breaks in Dublin and Belfast ran during October and November and included social and native advertising and influencer content.
- **Home of Halloween** events took place in Copenhagen and Stockholm at the end of October, with 70 media and trade partners in attendance, who heard about Ireland's connection with Halloween and the Púca Festival.
- Our latest **podcasts** feature Newgrange, B&B Ireland and Dublin and Belfast highlights with popular Finnish influencer / podcaster Veera Bianca.
- **Expedia campaign** is live across the Nordic countries, promoting Q4 travel using the 'Winter in Dublin' messaging; it will run until the end of 2022.
- **Co-op activity** with tour operator Stena Line Travel Group is live and promoting travel to the island of Ireland in 2023.
- **Attendance at PATA Worldwide workshop** in Aarhus in late December – meeting 40 trade partners from western Denmark. This follows our attendance at **Travel News Market** in Stockholm on 10 November with five island of Ireland industry partners.



Access update

2023 February Emerging Markets forecast seat capacity



News

Middle East: El Al Israel Airlines announced the launch of direct flights from Tel Aviv to Dublin beginning on the 26 March 2023, offering three flights per week.

Market activity update

Global Inbound:

- **Flavours of Ireland 2022 B2B workshop** involved 57 island of Ireland industry meeting and doing business with over 100 global operators and wholesalers in London on 26 October.
- Tourism Ireland attended **ITB Asia** in October, a three-day B2B workshop which is the leading travel fair in the region; more than 100 appointments were completed.
- The Tourism Ireland Global Inbound team sponsored ETOA's Global European marketplace on 4 November, which involved one full day of B2B appointments as well as an evening networking session.

Middle East:

- **Co-op campaign** with Dnata travel in November, with paid social, email marketing and dedicated landing pages.
- **Promoting Golf** – Tourism Ireland and industry partners hosted an island of Ireland themed golf day in the prestigious Dubai Creek and Emirates Golf Club, promoting our top-class golf product.
- Luxury product focused **media and influencer press trip** showcasing Ireland and Northern Ireland to top tier titles including *Layalina*, *Arab News* and *Haya* magazine.
- Tourism Ireland attended the T-Fest **luxury travel event** with 14 island of Ireland industry partners, meeting with key global luxury buyers to promote luxury product.
- **Media partnership** with the popular luxury Arabic magazine *Destinations of the World* with a six-page colour feature promoting luxury holidays on the island of Ireland.
- **Trade and media event at the opening night of Riverdance** at the Dubai Opera, highlighting our key themes for 2023.

China & India:

- Our **Weibo digital campaign #AwakenThoseIrishMoments** is inspiring Chinese travellers to visit the island of Ireland.
- Tourism Ireland, in co-operation with VisitBritain, attended a dedicated **MICE workshop** in Shenzhen, meeting with key luxury tour operators.
- Dedicated media and influencer event showcasing **Ireland Home of Halloween**.
- In India, our **Cricket Ireland digital campaign** further highlighted promotional videos curated by Cricket Ireland, featuring players Kevin O'Brien and Rohan Gavaskar.
- **Indian actor Divya Dutta** travelled to Ireland for IFFI (International Film Festival of India), where she was filmed in key tourism venues and sites. Three promotional videos will be promoted by Tourism Ireland to showcase our stand-out tourism offering to Indian travellers.
- **Publicity** – coverage in India's *Sunday Standard*, *The Sunday Guardian*, *Indulge Express* and *Femina*. Media visits included *Elle* magazine India and *Hindustan Times*.



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