



Tourism Ireland

Marketing the island of Ireland overseas



SPANISH MARKET REVIEW

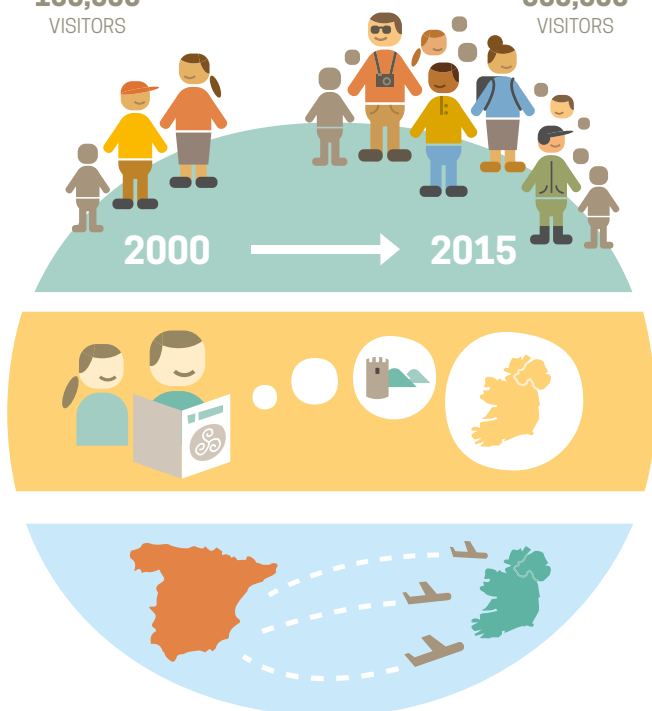


**A STRATEGY
FOR GROWTH
2016-2020**

MARKET CONTEXT

LESS THAN
100,000
VISITORS

MORE THAN
300,000
VISITORS



- Spain is our fifth largest source market and has delivered huge growth since 2000, with potential for considerable growth in the near future.
- Spanish travellers typically have very high interest levels in visiting the island of Ireland.
- Air connectivity has grown significantly in recent years, ensuring Spain is one of the best connected markets to the island of Ireland.

WHAT MAKES SPAIN DIFFERENT?



Late Bookers: Spanish travellers plan and book much closer to departure than most other markets. June is the key booking month for summer travel.

Value-conscious and price-sensitive: Spaniards are greatly influenced by a special offer or a price discount. But, while price-sensitive, they are mainly looking for good value.



Hugely influenced by word of mouth: Recommendations are very important to them and they will proactively seek them out.

Heavy users of digital and social media: Spaniards are very digitally savvy, and use social media such as Facebook, Twitter and Instagram to research and find out about destinations.



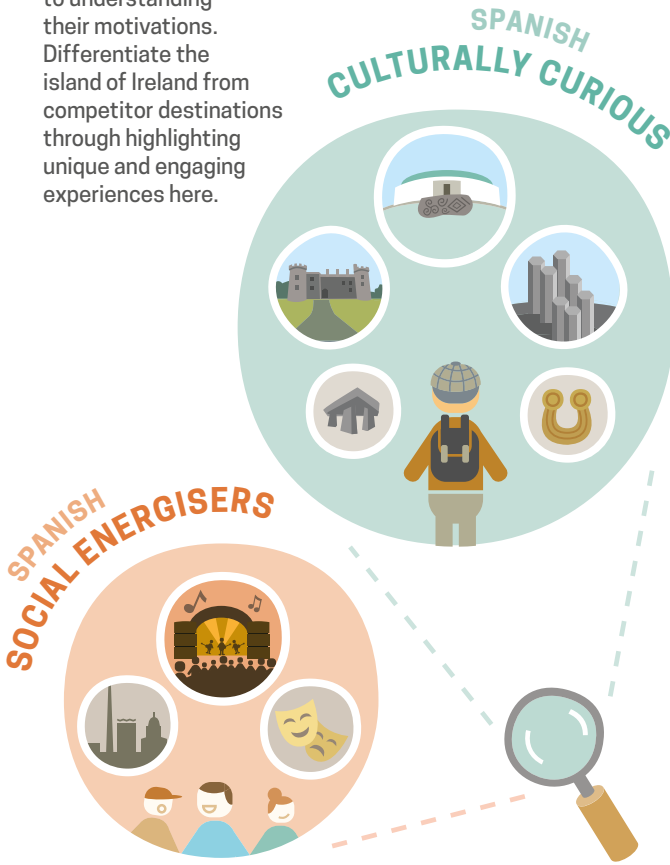
Direct Bookers: Nine out of ten Spaniards visiting the island of Ireland will book directly rather than using a Travel Agent or Tour Operator.

Like 'easiness': Spaniards love to explore and seek new experiences – but within their comfort zone, and have a tendency to prefer the 'easy' option.



BEST PROSPECT CONSUMER SEGMENTS

Focus on key consumer segments, paying particular attention to understanding their motivations. Differentiate the island of Ireland from competitor destinations through highlighting unique and engaging experiences here.



Spanish Culturally Curious are motivated to travel by:

- Exploring and getting under the skin of a destination
- Visiting places of historical and cultural importance
- Visiting new destinations that offer something unique, and different from home
- Good-value-for-money holidays

Spanish Social Energisers are motivated to travel by:

- Exploring cities to discover their cultural and social offerings
- Fun nightlife in cool and trendy places
- Visiting new places and sharing unique experiences with their friends
- Good value breaks (particularly in Q4)

2020 STRATEGIC APPROACH



- Co-operative advertising with partners – offline brand campaigns at key decision-making times coupled with tactical good value price messages.
- Publicity – target influencers and opinion-leaders to create positive word of mouth.
- Digital / social media – peer-to-peer conversations, tactical campaigns and email marketing.

NORTHERN IRELAND

OPTIMISE THE OPPORTUNITY



- Make Spaniards see Northern Ireland as a 'must see' destination leveraging key themes such as the Game of Thrones as reasons to travel now.
- Work with Northern Ireland industry and Spanish trade partners to increase value for money offers and visibility of Northern Ireland.
- Show Spaniards how easy it is to get to Northern Ireland by highlighting direct and indirect services.
- Work closely with our OTA partners, building on recent growth and positive perceptions, to position Belfast as a 'visit now' city break destination for Spanish Social Energisers.

2020 ACTION PLAN

NEW

Primary focus on Culturally Curious segment for spring /summer travel.



Social Energiser Strategy: Campaigns to activate travel in Q4 when Spanish Social Energisers are more likely to travel and there is available capacity on the island.

Advocacy Strategy: Harness positive word of mouth through a blogger strategy and a focus on digital PR.



DIFFERENT



Brand Messaging: highlight easiness, comfort factor, bite-size experiences, value for money and a 'warm' immersive culture.

OPTIMISED



Adjust our calendar of activity to match decision-making and booking habits.

Highlight market appropriate offers and content through increased collaboration with our island of Ireland and Spanish partners.



FIT FOR MARKET

TOP TIPS TO WIN BUSINESS FROM SPAIN



DREAM



BOOK



TRAVEL



EXPLORE

Spaniards don't speak good English. Content in Spanish on your website/brochures will go a long way to winning their trust and business.

Highlight direct booking options & good value deals.

Have your product available on Spanish OTAs such as eDreams, Logitravel, Rumbo.

Highlight how 'easy' your product is; how close it is to Dublin and other cities, public transport options, what else is nearby etc.

Spaniards are very visual and are motivated by stunning scenery so include lots of impactful images.

Spaniards enjoy communicating, particularly via social media so get involved in the conversations as much as possible via [facebook.com/descubreirlanda](https://www.facebook.com/descubreirlanda), twitter.com/DescubreIrlanda and [instagram.com/descubreirlanda](https://www.instagram.com/descubreirlanda).

Spaniards are motivated and influenced by positive word of mouth so include testimonials and links to reviews and your own social media links as much as possible.

Work with us; contact the Tourism Ireland Spanish team to find out how to get involved in our activities and how to win business.

For further details on opportunities to work with us visit: www.tourismirelandindustryopportunities.com to discover the range of promotional opportunities in the Spanish market.

For more details on
Tourism Ireland visit:
www.tourismireland.com

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