



ITALIAN MARKET REVIEW



**A STRATEGY
FOR GROWTH
2016-2020**

GROWING AND VALUABLE MARKET



Italian visitor numbers are growing fast, and direct air access is strong. Italians stay longer and spend more vs other visitors, and over 50% are pure holidaymakers. Interest in visiting the island of Ireland is consistently very high in Italy.

OUR BEST PROSPECTS

ITALIAN CULTURALLY CURIOUS



Our focus is on the Italian Culturally Curious (CC) holidaymaker. They travel to experience life like the locals, to broaden their minds and get under the skin of a destination. Compared to others, Italian CC's are looking for buzz and excitement, and are more inclined to stick to what they have already heard about. So recommendations by opinion leaders and other Italians are key.

EXPANDING REGIONS / SEASONS



To expand Italian business, we want to increase the numbers who travel in the shoulder season and who visit our regions:

- by spreading the word that our cities are always in season, with breath taking scenery right on the doorstep;
- by highlighting the ease of getting to and getting around the island, including public transport options.

EXPANDING THE BEATEN TRACK



Italians are attracted to what is iconic and celebrated, so they tend to keep to a “classic” itinerary. We have identified opportunities for industry to introduce Italians to more of the authentic experiences our destination has to offer, and expand their “beaten track”:

- businesses not on the classic Italian itinerary can position themselves as the doorway to an iconic experience in their region;
- businesses on the classic Italian itinerary can “bundle” with other products in their area, beyond the classic “must-do” experiences.

FOOD IN EVERY CONVERSATION



Because of its power to motivate Italians, we want to put island of Ireland food at the heart of every conversation. Food is important to Italian visitors because it is part of our culture, reflecting the unique and stunning landscape it comes from, as well as the farmers and fishermen who supply it. We will communicate the quality of our produce, always rooting food in its local landscape.

PEOPLE WARMTH AND FUN



Having fun and meeting friendly local people is a top priority for our target consumers in Italy. Gathering with friends and family is a value shared by both cultures. We will highlight the warmth, hospitality and fun our destination offers through experiences, different to what Italians get at home.

OPPORTUNITY

FOR NORTHERN IRELAND



We want to help realise Northern Ireland's great potential to grow as a destination for Italian visitors by showcasing:

- the vibrancy of Northern Ireland's lively cities;
- the stories and beauty to be explored in Northern Ireland's magical landscapes;
- the breadth of adventures and activities on offer there;
- the quality of Northern Ireland local food experiences.

FIT FOR MARKET



To make our destination more appealing, we want to make it easier for Italians to see themselves here by:

- targeting opinion – leaders in the market to help spread our message
- keeping the island of Ireland in the conversation to stay top-of-mind
- highlighting accessibility – to and within the island.

But we can't do this without your help, so please get involved!



Tourism Ireland

Marketing the island of Ireland overseas

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

INDUSTRY

TIPS



Italians don't all speak English: any content in Italian on your home page is welcoming and helpful.



Italians often prefer not to drive when abroad: include public transport options in the "getting there" section of your website.



Italians care about good food: be sure to identify the provenance of any local food and drink you serve.



Italians love beauty, so imagery is key: include a picture of your nearest iconic scenic attraction on your website.



Italians are social: follow us on social media to help engage our island of Ireland fans with your business
facebook.com/turismoirlanda **twitter.com/turismoirlanda**



Italians like to read reviews: if possible, include links or widgets on your website.



Sign up to opportunities in the Italian market on
www.tourismirelandindustryopportunities.com
(many are low cost or no cost!)



Talk to us: the Italian market team is happy to help advise you on how to win more Italian business.

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