

GB Market Update & NI Embrace a Giant Spirit Green Button Campaign in GB & Europe Q1 2022

#NISurviveReviveThrive



Naomi Waite

Director of Marketing, Tourism NI

The Importance of the GB Market



Tourism, employment and revenue growth

NISRA 2019

Overnight
Trips

27%

34%

Bednights

Average spend
of

£1M Each day
in 2019

35%

Visitor
Revenue to NI





Recognising
the critical
importance
of the GB
Market to NI

*Northern Ireland (NI)
welcomed 1.5m overnight
visitors from Great Britain
(GB) in 2019, 74% of whom
were from England, 23%
from Scotland and 3%
from Wales.*



£369m spend
+13%



1.5m trips
+3%



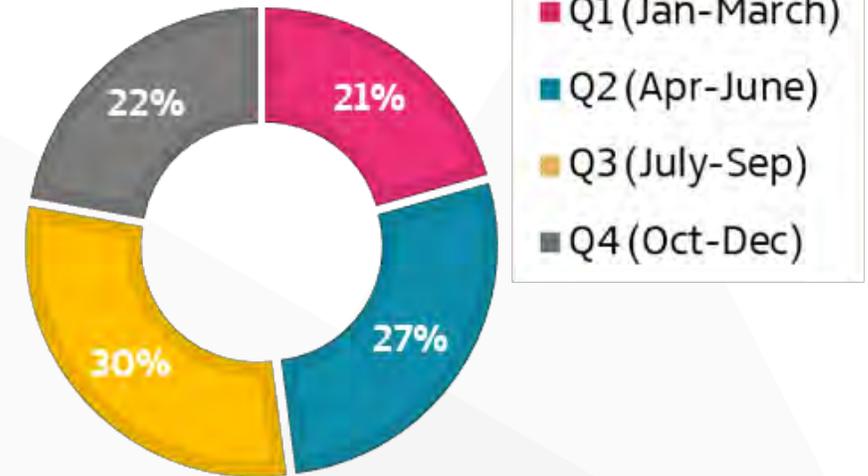
5.7m nights
no change



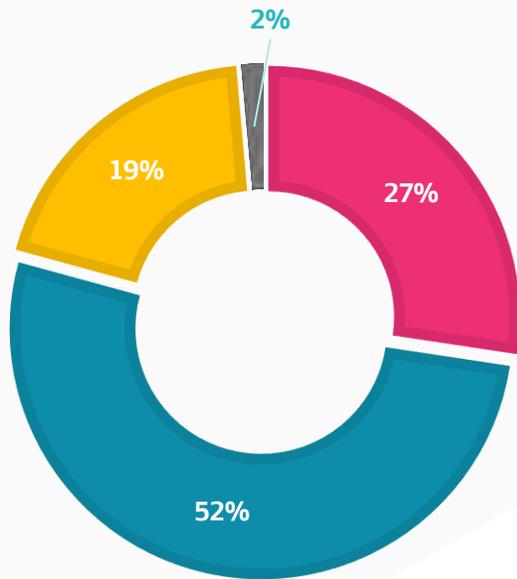
Year Round Business



Seasonality of GB Trips (2019)



GB Trips: Purpose of Visit



- Holiday
- Visiting friends/relatives
- Business
- Other

NISRA: GB Trips by Purpose of Visit (2019)

Over one quarter of all overnight GB trips taken in NI in 2019 $\frac{1}{4}$ were holiday trips and $\frac{1}{4}$ just over half were to visit friends and relatives.

 400,000 holiday trips +14%	 283,000 business trips +14%	 758,000 trips to visit friends/relatives -6%
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Cardholder Data Spend

June – Sept 2021 v 2019

- Growth in total GB spend in NI across key tourism related categories (bars/eating places/hotels and attractions)

Bars/Taverns



Eating Places & Restaurants



Hotels/Motels/Resorts



Tourist Attractions



+9.8%
Overall



NI

Advantages

Advantages over other nearby destinations



Perceived easy access – most significant advantage

Part of UK – perceived as close; no hassle

Reduced stress; spontaneous trips.



Very fine line between similar and different

Similar culture, same language, currency – puts some at ease

But offering needs to come across as different enough to warrant travel

Rising ^{To} The Challenge

Some Key Actions

1

Read the GB Market Review

2

Understand the visitor

- Importance of repeat visits
- Communicate ease and value for money
- Itinerary suggestions
- Bite size snippets of content

3

Use GB Co-operative Marketing Fund to align to Campaign



NI Industry update

Importance of the GB Market

Latest Research & Insights / Access Update

Green Button Embrace a Giant Spirit Campaign - GB and Europe

How you can get involved

Summary

Ireland 

Press the Green Button



Northern Ireland  Embrace a Giant Spirit

Latest Research & Insights Access Update



Claire Naessens
Insights Manager, Tourism Ireland

Ireland 

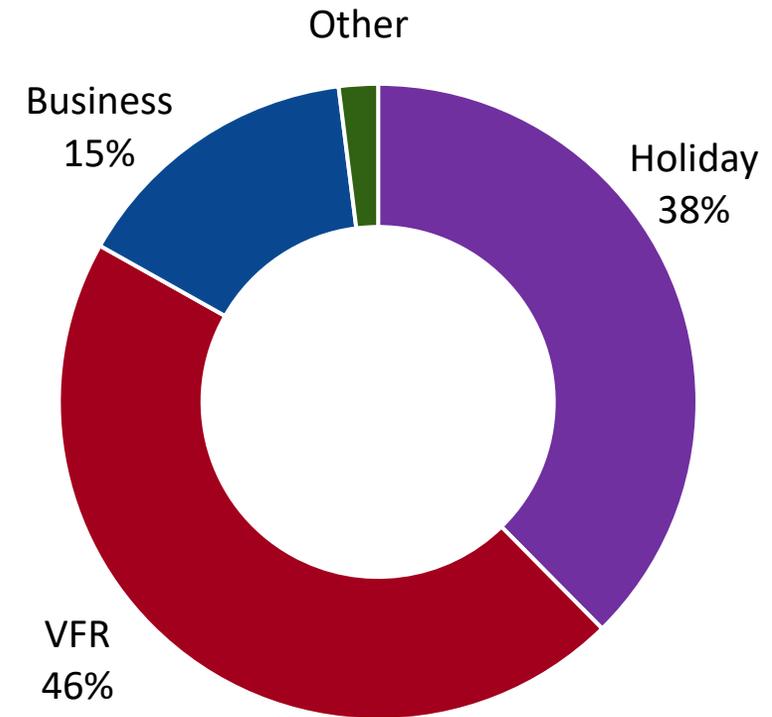
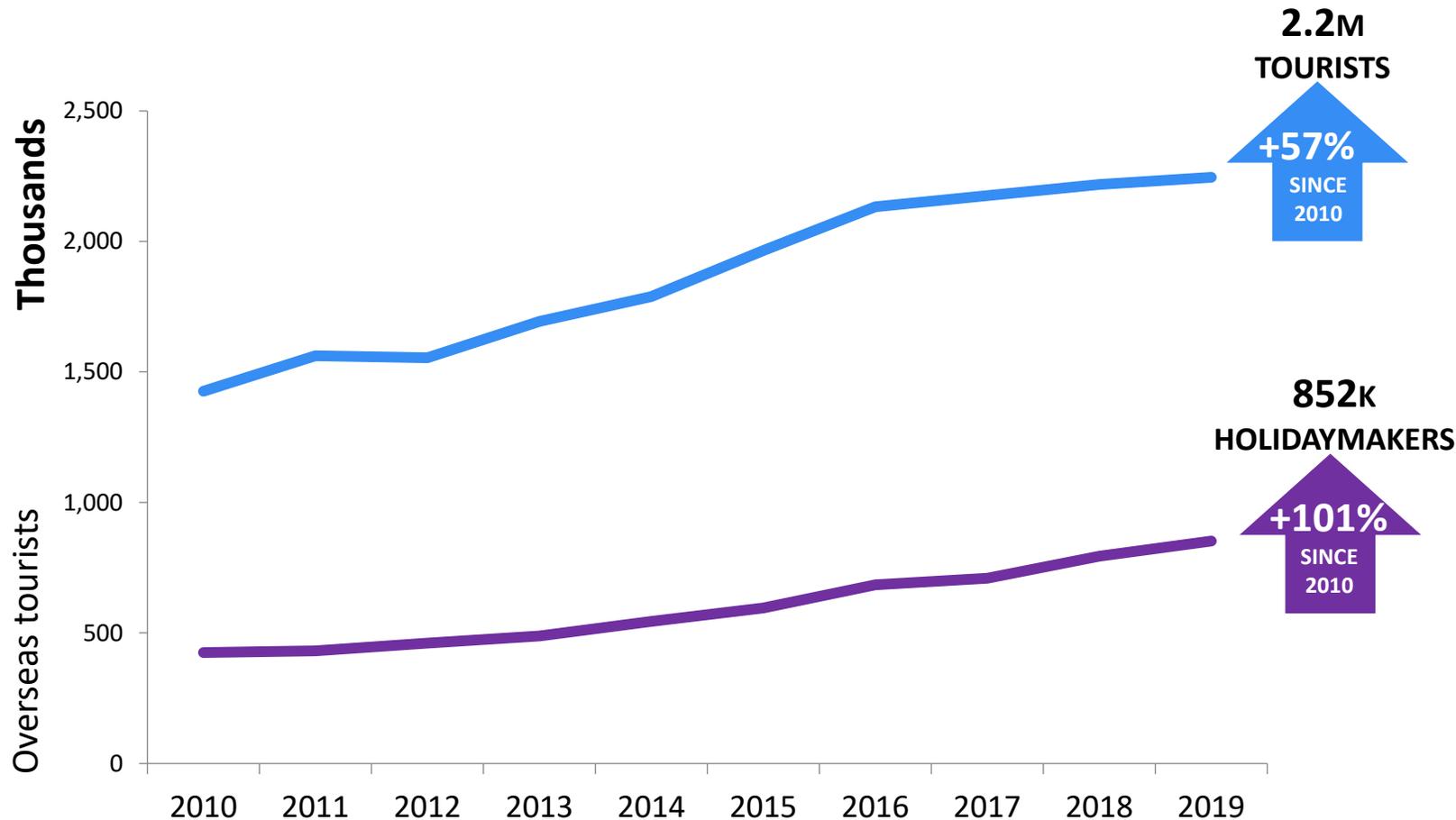
Press the Green Button



Northern
Ireland  Embrace a
Giant Spirit

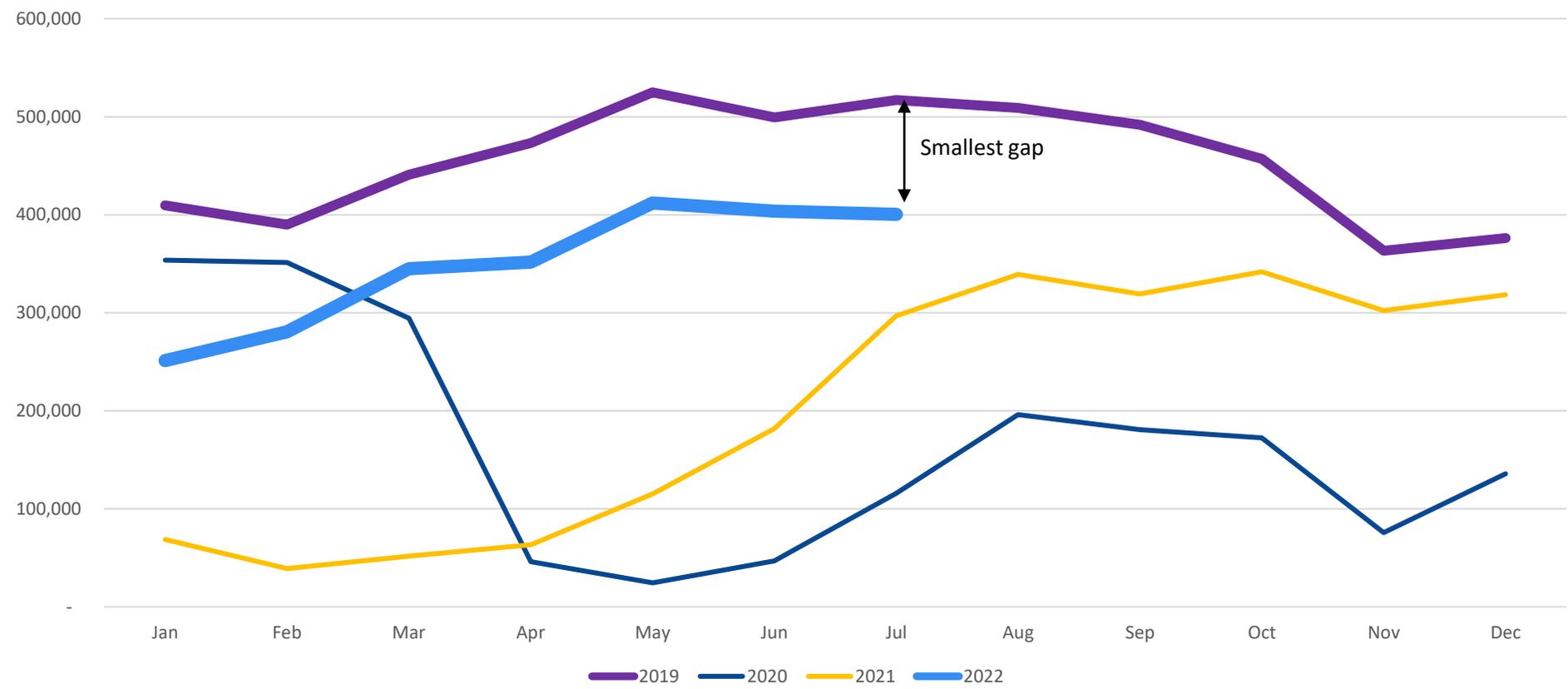
Holidaymakers to Northern Ireland had doubled since 2010

- Holidaymakers are increasingly important accounting for 38% of all tourists (in 2000, holidaymakers were 17%/2010, 30%)



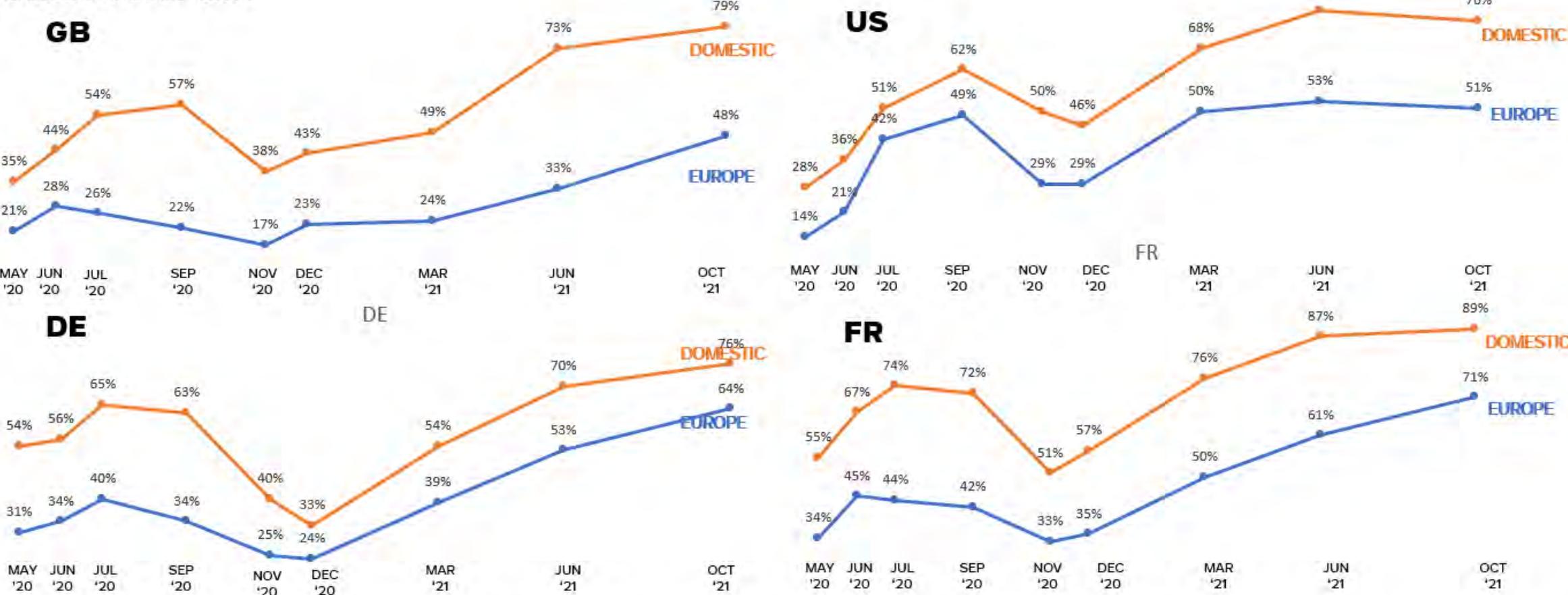
Covid hit hard...but latest signs are looking more positive

Total Northern Ireland Monthly Seat Capacity 2019 - 2022



Comfort continues to strengthen and recover

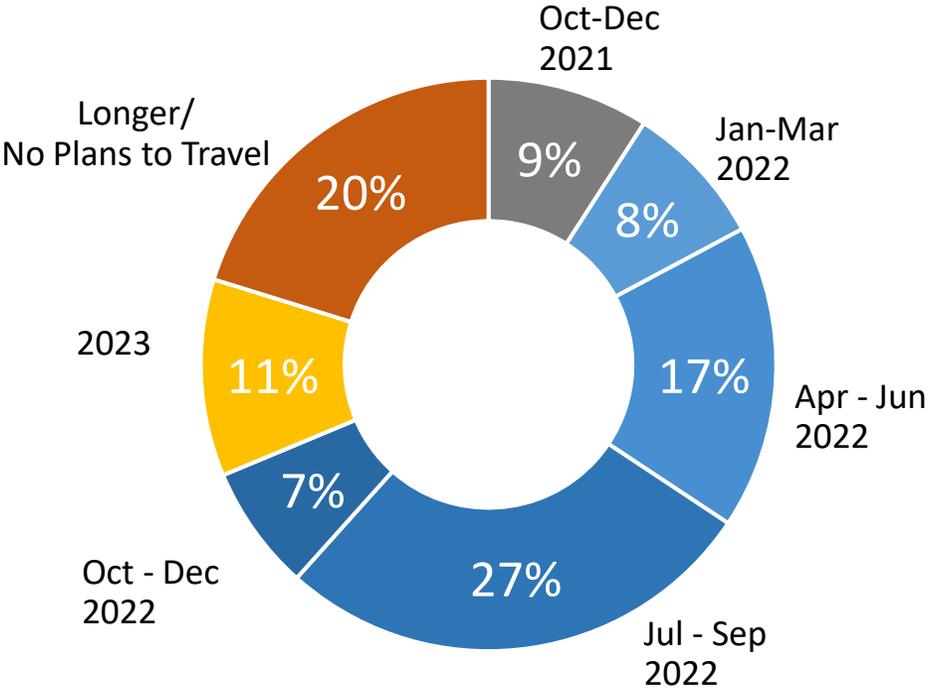
Comfort over time



QB. How comfortable would you be to take (a short break or holiday in Europe)/(a short break or holiday in your own country) in the next three months?
 Note: May '20 and June '20 fieldwork was conducted among the total population, July '20 onwards was conducted only amongst those who take overseas holidays.

One third expecting to travel by June 2022

Anticipated Next Holiday To Europe



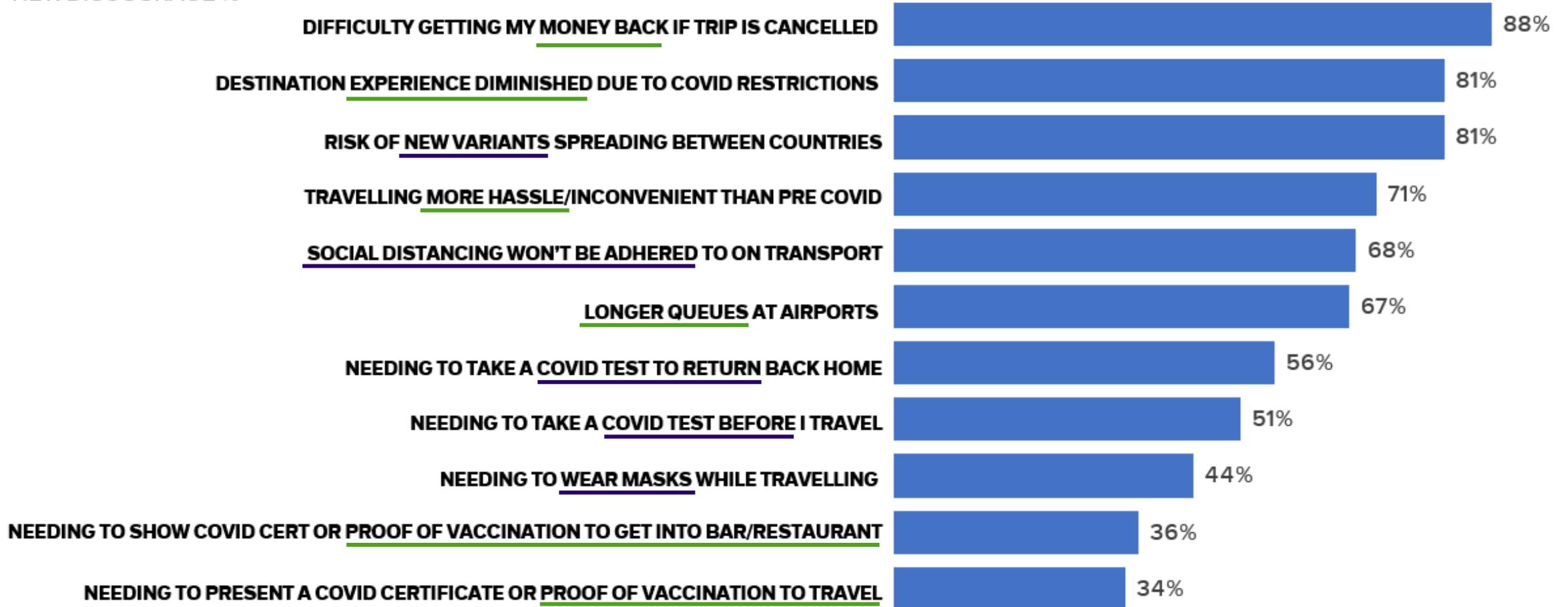
	2021	By June 2022	By Dec 2022
TOTAL	9%	34%	69% ↓
GB	9%	40%	71%
DE	12%	37%	78%
FR	12%	36%	68%
US	3%	24%	57%

Q9. When do you anticipate you'll next take a holiday/short break of at least one night away from home?

↓ ↑ = Sig difference vs June 2021

Hassle is a significant barrier – but can be overcome

NET: DISCOURAGE %



Q13d. To what extent, if at all, would the following discourage you from travelling?

Mix of urban & rural is preferred and increasing in popularity



15%

(+2%)

I'd prefer to visit cities



59%

(+7%)

I'd like a mixture of cities and more rural locations



15%

(-10%)

I'd prefer to visit somewhere more rural and less busy



Urban buzz, open countryside and coast – all close together

- GB Focus Group 2021

() Vs June 2021

Source: Covid Research October 2021
(Base: All outbound holidaymakers – GB, US, France and Germany)

Delivering a great experience on the ground – future advocates

Visitors to Northern Ireland recognise how much it has to offer to holidaymakers

Fascinating history

Stunning landscape and coastline + city

Something for everyone

Value for Money

Unique experiences
(Giant's Causeway)

Easy & accessible



Full of greenery, gorgeous countryside - a city break as well as a rural break...a bit of everything!

- GB Focus Group 2021



The city (Belfast) has been re-generated and it's beautiful. It's such a welcoming city and it shows the spirit of the people...I'd recommend it to anyone

- GB Focus Group 2021

Great Britain – market context

Opportunity

Pent up demand.... but hassle

Familiar and close to home

City & Coast / countryside

Proximity & good air & sea access

VFR and Diaspora

Repeat visitors

Ireland 

Press the Green Button



Northern Ireland  Embrace a Giant Spirit

Northern Ireland Embrace a Giant Spirit Green Button Campaign

Great Britain February & March 2022



NI EAGS Green Button campaign – Great Britain

£3.5m campaign LIVE across GB from 7th February 2022

- Generate demand and drive bookings for short breaks and holidays in NI in 2022
- Set to reach over 86% of adults across Great Britain
- TV and Broadcast Video on Demand
- Digital Out of Home x over 300 sites in London, Liverpool, Manchester Birmingham, Glasgow & Edinburgh
- Digital and social - Youtube, Facebook, Instagram, Trip Advisor and TikTok
- Industry Offers – integral to the success of the campaign

Ireland 

Press the Green Button



Northern Ireland  Embrace a Giant Spirit

NI EAGS Green Button campaign – Great Britain



Ireland 

Press the Green Button



Northern Ireland  Embrace a Giant Spirit

NI EAGS Green Button campaign – Great Britain



Ireland 

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Northern Ireland  Embrace a Giant Spirit

Spotify Partnership to celebrate Belfast UNESCO City of Music

Spotify Partnership to highlight Belfast's rich music heritage

Playlists inspired by the music they love to showcase the best of NI's up & coming talent and some old favourites

Digital experience with new talent sharing what they love about the music scene in Belfast and to inspire users to visit.

Users will be encouraged to share their playlist across social extending the reach

Capture your Spirit in Sound

Dig into Northern Ireland's sound to find a playlist mixed with oldies and emerging talents.

[Connect with Spotify](#)

LISTEN ON Spotify Legal Privacy Cookies Revoke Access

Roll up, Roll up to the Amazing Stendhal Festival, Northern Ireland's biggest and best loved independent music and arts festival since 2011.

Kick start your summer with singing, dancing and all modes of entertainment courtesy of a stellar cast of performers from all artistic walks of life.

Music, Comedy, poetry, a dedicated family programme and a host of visual arts for your senses to feast upon.

Embrace a Giant Spirit

We're here to help you start planning your next giant adventure to Northern Ireland. From cosy hotels, homely lodges and world-class visitor attractions, through to our award-winning food and drink scene, we have all bases covered for a short break in Northern Ireland.

[Learn More](#)

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Publicity

Content Pitching – showcasing Northern Ireland in 2022 inc

- Belfast UNESCO City of Music
- Titanic Belfast 10th Anniversary
- Armagh City of Culture Bid
- Derry Girls & Belfast
- As well as Golf, Sustainability, luxury
- and working with TNI to develop great itineraries across all the counties.

Media Visits – working closely with TNI

- 1 - 3 February Game of Thrones Studio Tour Media Preview

Northern Ireland Media Event in London

- 30 high profile media & influencers

Belfast Film: interviews with Kenneth Branagh & cast



Access Marketing with Partners

BELFAST OR BELSLOW?

Belfast from **£24⁹⁹ pp***

easyJet

Northern Ireland | Embrace a Giant Spirit

*T&Cs apply

Enjoy a Car-cation to Northern Ireland from only £109 single car & driver.

Book today at stena.co.uk

Stena Line

Northern Ireland | Embrace a Giant Spirit

Cold nights, warm memories. Get tucked up in Derry this winter.

Loganair
Scotland's Airline

Northern Ireland | Embrace a Giant Spirit

START YOUR ENGINES, NORTHERN IRELAND AWAITS.

DISCOVER NORTHERN IRELAND

CAIRNRYAN TO LARNE
DISCOVER MORE ►

P&O FERRIES

Northern Ireland | Embrace a Giant Spirit

Explore **NORTHERN IRELAND!**

FLY TO DERRY FROM **£19.99**

RYANAIR

Northern Ireland | Embrace a Giant Spirit

Smart flies **Aer Lingus**

AERLINGUS.COM
Book by Nov 15th, 2021
Book now at Aerlingus.com. T&C's...

BOOK NOW

Northern Ireland | Embrace a Giant Spirit

Discover the magic of Northern Ireland with British Airways.

Flights + 7 days car hire from £159pp. Pricing valid until 31st October. T&Cs apply.

Book now at ba.com/ireland

BRITISH AIRWAYS

Northern Ireland | Embrace a Giant Spirit

GB Travel Trade Communications

Northern Ireland: Five adventures for 2022

From music to microbreweries, it's the small things that give Northern Ireland its giant spirit. The region is famed for its food, tapping folk music and songwriting history - so much so that Belfast was awarded UNESCO City of Music status just last month, giving holidaymakers yet another reason to visit.

And Northern Ireland is branching out beyond its whiskey distilleries and jaw-dropping views of Guinness to reveal its microbrewery heritage, which transfers can sample locally on a trip. But the big reasons to visit Northern Ireland in 2022 don't end there.

The region is building on its already vibrant attractions to draw in even more visitors next year. From a range of new TV shows to Game of Thrones, visitors will be able to explore Linn Mhà Stùdais in Banbridge where the series was shot, plus Belfast's state-of-the-art Titanic Belfast experience celebrates 10 years since its debut. With all that on offer, here are five of the top reasons to visit Northern Ireland in 2022.



Live music at The Northern Quarter

BELFAST'S WORLD-CLASS MUSIC SCENE

Just as the Northern Irish capital is awarded UNESCO City of Music status, Belfast's buzzing music scene is ramping back into action. Traditional folk music can be found in pubs throughout the city, while concerts by local hit-makers such as The Vintners and Sons of Man are packed in the rafters. To get some out of the fish, clients can head to The Dirty Duck, housed at Belfast's beloved building and host to live music seven nights a week. Alternatively, for traditional tunes and a warm-hearted welcome, the Duke of York in Belfast has with live music, great Guinness and a huge selection of Irish whiskeys.



Yield City Brewery, Derry-Londonderry

MICROBREWERIES

Belfast's local has been having a renaissance thanks to the revitalisation of its old breweries. Leading the way is The Deer's Head, now the city's central first modern brewery. Once owned by John Bell, it was a key player in Belfast's original beer revolution, and the entire workings of Bell's Brewery have recently been restored. Meanwhile, in Derry-Londonderry, The Walled City Brewery has crafted more than 200 varieties since it opened in 2016.



The Dark Hedges, County Down

THE GAME OF THRONES STUDIO TOUR

Travelers have been flocking to filming locations associated with Game of Thrones in Northern Ireland for several years now. From the Giant's Head to the Carrick-a-Male bridge that featured in scenes for the Iron Throne, fans can anchor their experience with the Game of Thrones Studio Tour, set to open in Banbridge in February 2022. It will be a one-of-a-kind experience, featuring a state-of-the-art set design, a mix of authentic costumes, weapons and props that fans won't want to miss.

THE SOLAR SYSTEM SCULPTURE TRAIL

Subjects don't come much bigger than space, and this giant sculpture trail, opening in the near future, will have visitors pondering their presence in it. Due to the Space, created by Northern Irish artist Oliver Jeffers, brings the solar system down to earth with a set of solar system sculptures set to appear in Derry-Londonderry next April before moving to Belfast later in the year. The immersive experience includes local experts of the solar system to encourage people to think about what it means to live on Earth.



Titanic Belfast

TITANIC BELFAST TURNS 100

There's a better place to get to grips with the story of the giant unsinkable ship than at Titanic Belfast, which brings the tragic tale to life on the very spot where the ship was designed and built. In 2022, the immersive experience will celebrate a decade since it first opened to the public. Visitors can discover the sights, sounds, smells and stories of the ship over nine exhibitions that are packed with videos and information. The attraction also home to the last remaining White Star Line vessel, the SS Nomadic, which guests can climb aboard and walk the deck.

With Northern Ireland's sights and attractions set to be even bigger and better next year, now's the time to book your clients a break and follow in the footsteps of giants. To plan a trip, find out more at travelireland.com

Always check the latest travel and public health advice.



Game of Thrones Studio Tour

New for 2022 in Northern Ireland

The familiar yet enchanting destination of Northern Ireland has a host of new attractions and celebrations to talk to clients about in 2022

Northern Ireland is a land of legends and myths, but it's a myth no more. A number of new attractions and celebrations are waiting to be experienced by those who love the Green Isles and want to see that each celebration is a bonus of Belfast, Northern Ireland's cosmopolitan capital, being named the 2022 UNESCO City of Music. Following in the footsteps of Liverpool and Glasgow, it's only the third city in the UK to be awarded the status, which is led by local citizens, musicians and it's a badge of honor that will be celebrated over the coming months to celebrate. Visitors have to get under the skin of creative hub and the Earlsfield Visitor Centre, which concentrates on the high notes of the city's musical heritage.

Titanic Belfast, a world-leading music attraction and must-see at any visit to Northern Ireland, has cause for celebration too this year as it marks a decade since its launch, while Titanic Belfast has been given the go-ahead to transform the historic Titanic Pump House into a new whiskey distillery and social attraction. The hotel building in the heart of Belfast's Titanic Quarter will offer visitors distillery tours, tasting experiences, a whiskey bar, a cafe and a gift shop over its open bar. The newly restored Carr's Head and Bell's Brewery may also be a hit with those who

Photo: The Green Button



Yield City Brewery, Derry-Londonderry

NEED TO KNOW

Easily and quickly accessible by air (Derry City, Belfast International and City of Derry airports) or by sea (Belfast and Larne ferry ports)

Year-round destination with unique holiday experiences throughout all seasons

No passport or visa requirements for travellers from Great Britain

No Covid-19 testing or quarantine requirements (guidance on antigen testing applies)

"We're Good to Go" Covid-19 Safety accredited hospitality and tourism providers

Caravans is included - so visitors from Great Britain don't have to bring their own caravans with them

If taking your pet, check the latest regulations

like a ripple in stone, marking steeped with history and tradition.

CENTRE OF ATTENTION

Northern Ireland has provided the backdrop for many hit TV series and films, and clients will be excited to visit attractions such as the highly anticipated Game of Thrones Studio Tour, which opened its doors this February in Banbridge, County Down. The new attraction has experiences ranging from the original sets, costumes, props and set pieces of the highly popular fantasy series, with the aim being to bring visitors closer to the Seven Kingdoms than ever before.

Derry City, another popular (although slightly different) TV series which follows a group of Army Bravos and showcases local life in Derry-Londonderry will release a new season this spring and give visitors the opportunity to relive their life for Northern Ireland's second city.

Meanwhile, the country's capital is the setting for new Guinness Causeway-Belt and Bin Begot. The movie hit cinema on 25 January, from James Nesbitt and Paul Derry, and tells the story of a young

Photo: Tourism Ireland

Northern Ireland: A giant adventure



December 09, 2021, 09:23

In association with: Tourism Ireland

Wild beauty and a big-hearted welcome await travellers to Northern Ireland's coast and countryside

A trip to Northern Ireland's bracing Atlantic coast and emerald-green landscapes is sure to put a spring back in anyone's step. And in a country with brilliant roads and transport links, clients can get the best of both worlds - a soulful city break and a scenic adventure all in one giant trip.

Though small, Northern Ireland punches well above its weight in terms of natural attractions and cultural depth. First-time visitors will want to head straight for the Unesco-listed Giant's Causeway, a volcanic wonder on the northern Atlantic coast formed by ancient seismic forces.

“
First-time visitors will want to head straight for the Unesco-listed Giant's Causeway
”



Green Button Embrace a Giant Spirit Campaign - EUROPE



*Monica MacLavery
– Manager Southern Europe*

Green Button Embrace a Giant Spirit campaign (Europe)

£1.5m investment in Q1 2022

- France, Spain, The Netherlands
- Promoting Direct Access to Belfast
- Game of Thrones Studio Tours opening, UNESCO City of Music, NIEAGS experiences
- Slow road along the CCR to encourage length of stay
- Twinned regions across Northern Ireland



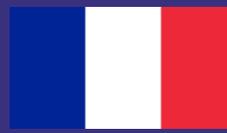
Ireland 

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Direct Access to Belfast



FRANCE

- Paris & Bordeaux – Belfast
- Paris – Belfast



SPAIN

- Barcelona – Belfast
- Reus (Barcelona South) – Belfast



NETHERLANDS

- Amsterdam – Belfast



Green Button Embrace a Giant Spirit campaign (FR)



Ireland 

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Partnerships to drive bookings



TRAVELZOO®

TRAVELZOO

158 résultats

Dès 699€
Découverte de l'Irlande en 8 jours avec vols
OFFRE RÉSERVÉE AUX MEMBRES • IRLANDE 2022
Circuit accompagné de 8 jours en Irlande

voyage privé

FAVORITES BOOKINGS HELP ACCOUNT

Monica,
Tell us what kind of traveller you are to get personalized offers.

No thank you Start the quiz

Destination (country, region, city) Departure date More filters Show map

All flash sales sorted by: Recommended



INDIAN OCEAN / MAURITIUS

All Inclusive Modern Resort Nestled in Balacalava Bay Intercontinental Mauritius 5*

Up to -50%



GREECE / CRETE

Family-Friendly Destination on the Shores of the Mediterranean Sea Club Eldorador Ostria Resort & Spa 5*

Up to -72%

GO VOYAGES

Formule Vol + Hôtel : Paris - Belfast | ven. févr. 25 - lun. févr. 28 | 2 personnes | 1 chambre | Modifier la recherche

1 Sélectionner l'hébergement 2 Sélectionner la chambre 3 Choisir un voyage 4 Réserver

Meilleures ventes Prix Distance Centre-ville Meilleures promos

Voir le plan

Politique de réservation

- Annulation d'hôtel GRATUITE (67)
- Payez sur place (41)

Nombre d'étoiles

- (0)
- (4)
- (14)
- (3,5)
- (5)

Situation

Distance du centre-ville de

Jurys Inn Belfast

Hôtel ★★★★★ Excellent

Belfast 326 m depuis Centre-ville

Tarif Prime réduit
Essai gratuit de 30 jours

Annulation d'hôtel GRATUITE

259,49€ 236,76€
Par personne avec Prime

Sélectionner

opodo

Flight + Hotel package: Paris - Belfast | Fri, Feb 18 - Sun, Feb 20 | 2 people | 1 room | Edit search

1 Select accommodation 2 Select room 3 Choose travel 4 Book

Most popular Price Distance to City centre Best deals

Show map

Reservation policy

- FREE hotel cancellation (53)
- Pay later (33)

Star rating

- (0)
- (1)
- (15)
- (27)
- (4)

Location

Europa Hotel

Hôtel ★★★★★ Exceptional

Belfast 402 m from City centre

COVID-19 prevention measures

- Free WiFi
- Pay later
- Flights/trains included in price

€302.98
Per person
Total: € 605.96

Select

Hilton Belfast

Hôtel ★★★★★ Fantastical

Belfast 718 m from City centre

FREE hotel cancellation

- Flights/trains included in price

There is 1 room left!

€301.69
Per person
Total: € 603.38

Select

Premier Inn Belfast City Centre Alfred St

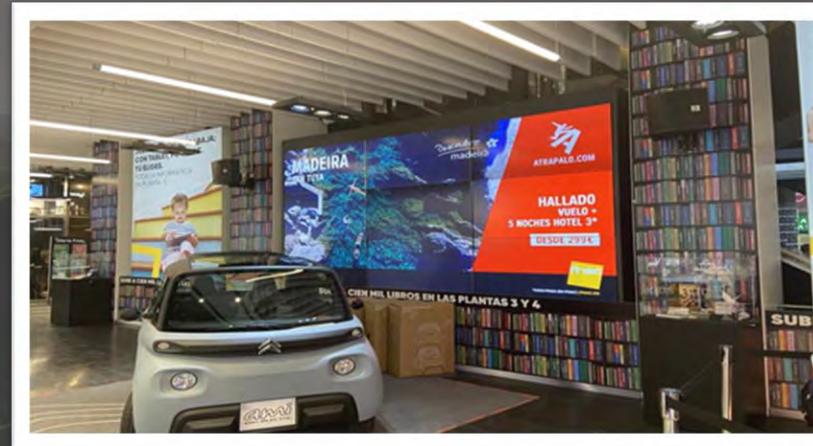
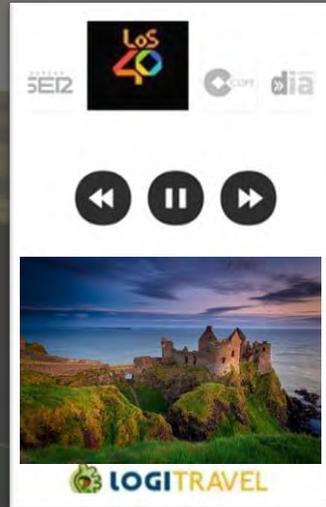
Partnerships to drive bookings



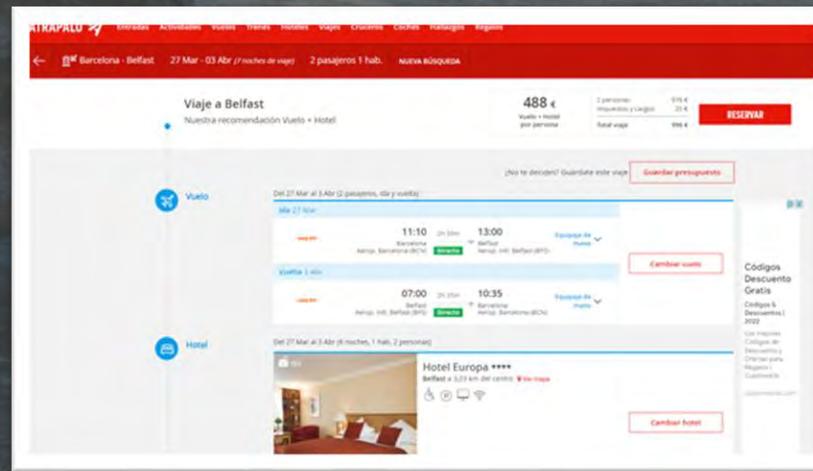
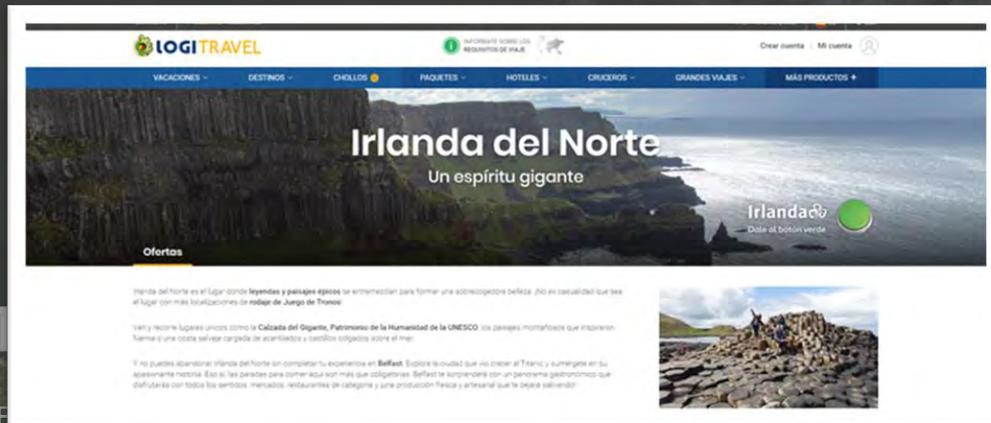
LOGITRAVEL GROUP

Atrápalo

200 TV spots
1 week



1,3m spots - 67 DOOH screens
4 weeks



Northern Ireland Embrace a Giant Spirit

Partnerships to drive bookings



Beleef de energie van Belfast
 vanaf € 69

Plan & boek · Mijn Reis · Jouw boekingen · Mijn account · Service & Contact

Vliegtickets · Hotels · Autoverhuur · Transfers

Waar wilt je vliegen? · Waar wilt je heen? · Zoek je vlucht

Je ticket naar jouw Titanic-moment

Stedentrip Belfast: Beleef de energie!

Wat te doen in Belfast

Titanic Museum Belfast · Muziekwijk in Belfast

Veelgezien culturele scene · Geschiedenis in een Black Taxi · Usher Museum, City Hall en meer

Maak je op voor een avontuur!
 Noord-Ierland
 vanaf € 69

Plan & boek · Mijn Reis · Jouw boekingen · Mijn account · Service & Contact

Vliegtickets · Hotels · Autoverhuur · Transfers

Waar wilt je vliegen? · Waar wilt je heen? · Zoek je vlucht

Je ticket naar een avontuurlijke ervaring

Noord-Ierland: Maak je op voor een avontuur!

Ontdek Belfast

Ontdek de natuur van Noord-Ierland

First stop Belfast

Levendige pubs en live muziek
 • Unieke foodie scene
 • De beroemde Titanic

Book ticket

Je ticket naar bruisend Belfast

leerland

Book ticket

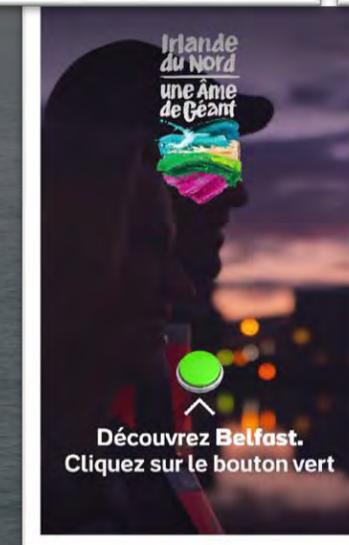
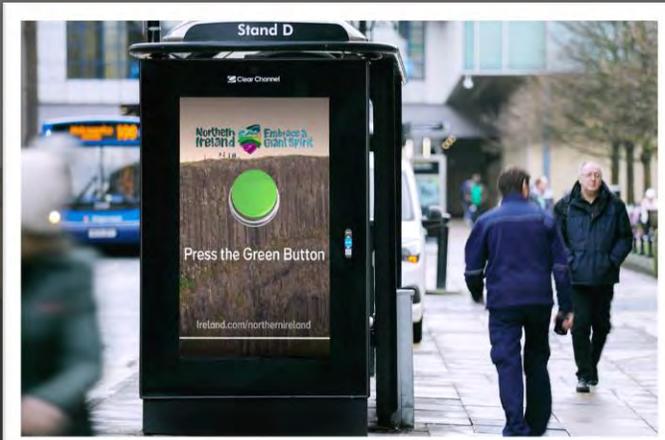
Ireland



Press the Green Button



Digital Activation in-market



Offers and NI IMAP



Donna Allcock
Strategy & Implementation Manager
Tourism Ireland – Great Britain

Ireland 

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Northern
Ireland  Embrace a
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How can you get involved?

Ireland 

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Offers

Industry Opportunities

Discover opportunities with Tourism Ireland to help you promote your tourism business overseas.

Tourism Ireland will decide how your offer is classified on your behalf

1 Offer Image

2 Offer Category

3 Offer Title

4 Offer Description

5 Offer Location

6 Offer Headline

OFFER



Things to do
Fancy a date with nature?

Book a day tour of the Beaghmore Stone Circles with World Class Tours and enjoy a free picnic lunch surrounded by stunning views of the Sperrin mountains. Expires 31st September 2021.

County Tyrone
Free picnic lunch included

Opportunities for Northern Ireland Industry to showcase offers dynamically around [Ireland.com](https://ireland.com) & feature in consumer E-zines

OFFER



Accommodation
Glamping and boat hire

3 nights glamping for the price of 2 September and October for £200 at Killynick Marina, County Fermanagh. Or Day boat 1/2 price for a day with 2 nights glamping, package total price £250. Expires 30th October 2021

County Fermanagh
Glamping and Boat hire

OFFER



Things to do
Step back in time to the era of RMS Titanic!

Discover the world-famous story of RMS Titanic through the eyes of those whose hard work and ambition built her at Titanic Belfast. Enjoy two experiences for one price with the Titanic Experience plus SS Nomadic tender ship. Expires 31st March 2022

Belfast
Free date change available

OFFER



Getting to Ireland
Belfast from only £119 single (car + driver)

Sail Stena Line on the biggest ferries ever to sail between Scotland and Northern Ireland, Stena Superfast VII and Stena Superfast VIII. These sister ships travel from Cairnryan to Belfast 6 times daily from only 2 hours 15 minutes.

Belfast
Sail from Cairnryan £ 119 Single

<https://tourismirelandindustryopportunities.com/opportunity-listing/greenbuttononeagscampaign2022>

Ireland

Press the Green Button



Northern Ireland Embrace a Giant Spirit

Northern Ireland Industry Market Access Programme (IMAP)

Joint initiative by Tourism Ireland and Tourism NI that aims to support Northern Ireland industry to get back to overseas markets and drive recovery for their business.

- Applications open 15th February to 30th April 2022
- For B2B & MICE activities (non-TI-led events) in eligible markets
- Available for activity taking place 1st April – 30th Sept 2022
- Up to 75% of eligible costs to undertake Sales Calls or attend B2B / MICE events (up to max £6,500)
- Industry approved under NI IMAP in 2021 are welcome to apply again under NI IMAP III
- See: www.tourismirelandindustryopportunities.com and IMAP@tourismireland.com
- **N.B Tourism Ireland led events are NOT covered by IMAP but 75% support available towards participation & related travel costs**



Summary and Close

Ireland 

Press the Green Button



Northern
Ireland



Embrace a
Giant Spirit

Update on GB Review

Unlock the potential of the **lifetime value of GB Holidaymakers**

1. Identify & build ongoing relationships

2. Tailor Communications

3. Create Hub Experiences

4. Further develop access within the island

Integrated within 2022 plans and enhanced by Martech

- Communicating £ sterling, value for money and quality experiences
- Social outreach engaging specific GB audiences

- Tailored messaging to target repeaters vs first timers
- Personalisation via Martech and Next Best Action

- Ireland's Undiscovered North West pilot campaign (Q3 2022)
- 'Easy-different-but-not-difficult' short break itineraries

- Working with carriers on point-to-point access marketing campaigns
- Promoting self-drive content