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Unique Marketing Ideas in a Crowded Marketplace

Mark Henry

Tourism Ireland

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Unique Ideas Delivering Standout

Mark Henry - Central Marketing Director



Tourism Ireland



@Mark_J_Henry

Tourism Ireland

Island of
Ireland

Marketing
Overseas

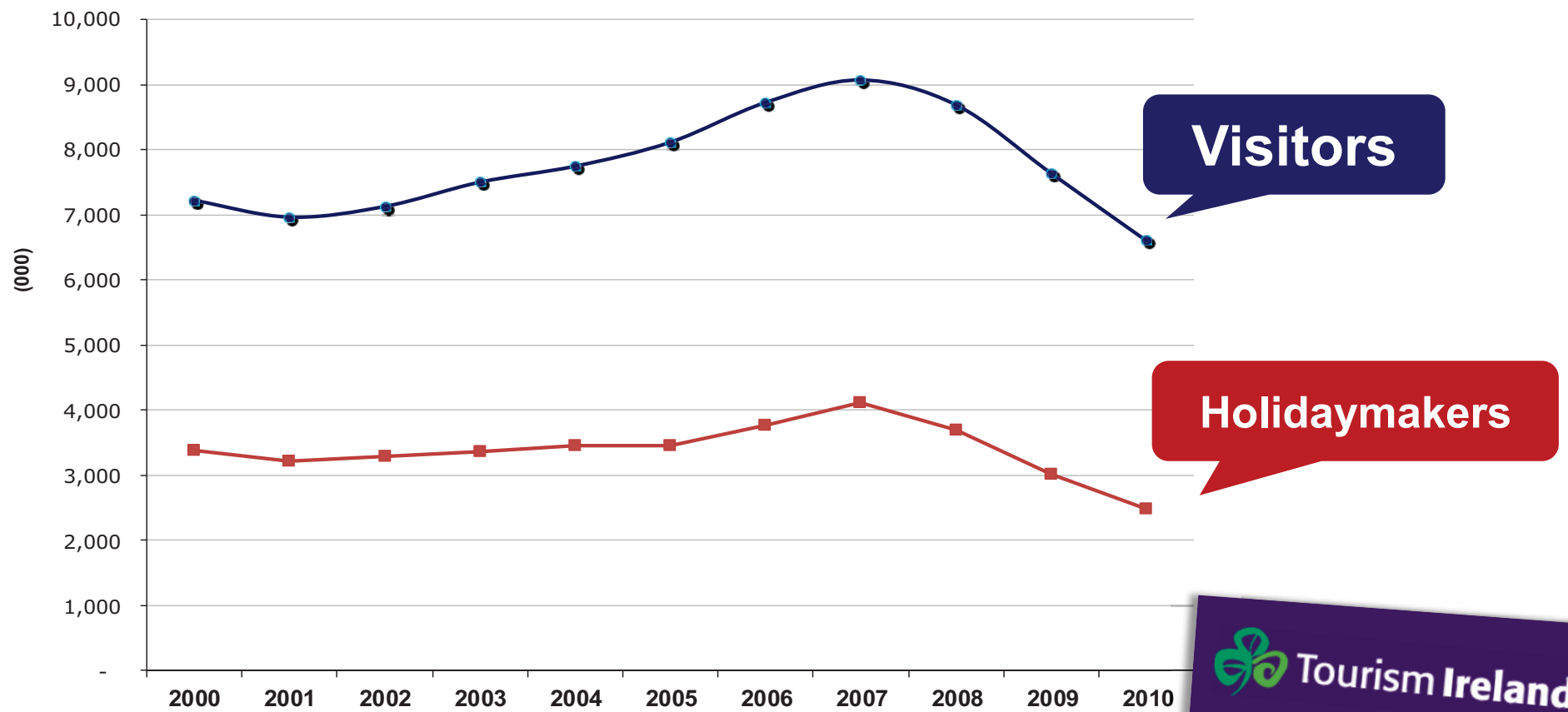
Tourism Ireland

22 Markets

150 People

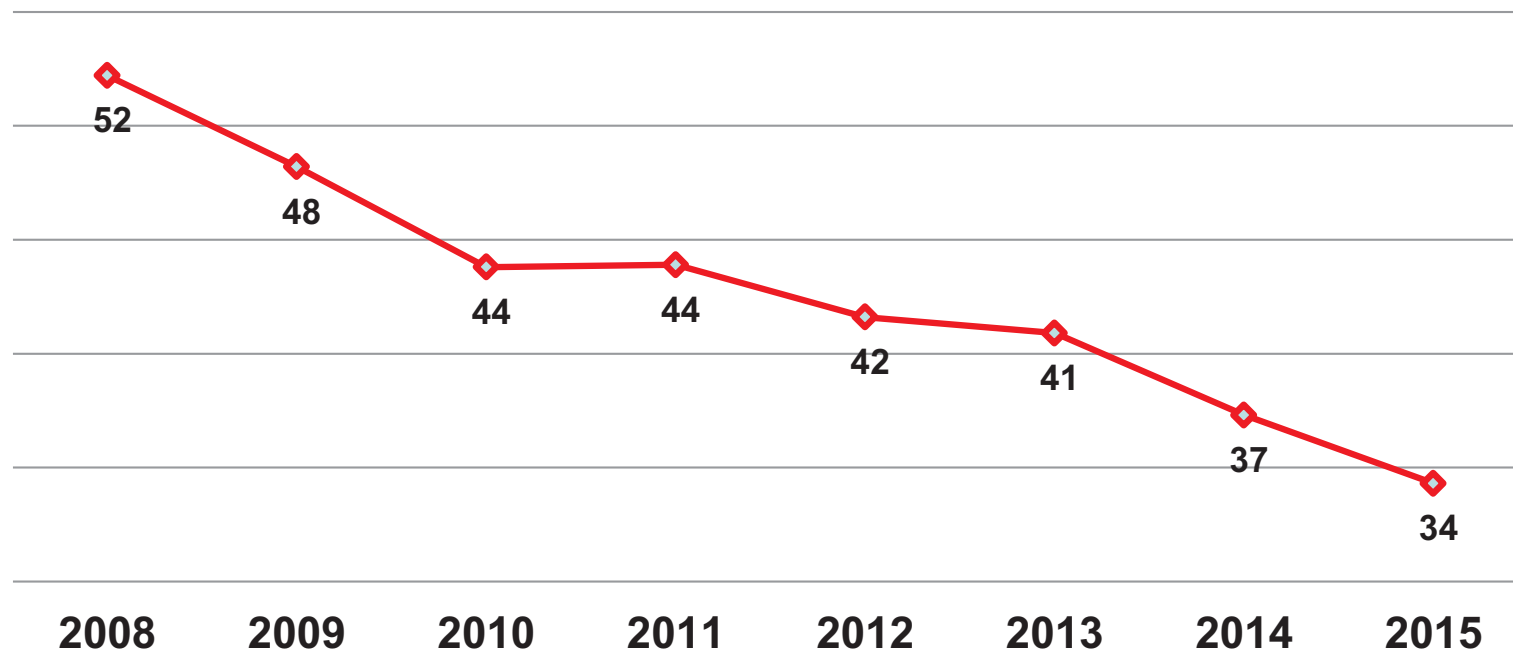
\$38 million

Challenging Times



Our Marketing Budget

€ million



Evolving Our Marketing

- **Tiering** markets to protect spend in USA, France, Germany
- Reduced **creative development**
- No **TV advertising** except in Germany & France
- Move from traditional media to **online advertising**
- Grow **social media** fan base to generate earned media
- Greater investment in **cooperative** activities

Engagement Marketing

“Winning people’s attention through activity that talks to their interests, that brings the Ireland brand to life, and that encourages them to interact with it and with each other.”

Engagement Marketing



Powering Engagement



#1
in Europe

3.1m Fans

Reach of 620m+



#2
in Europe

**310,000
Followers**



#1
in Europe

**12m+
Views**

Pinterest

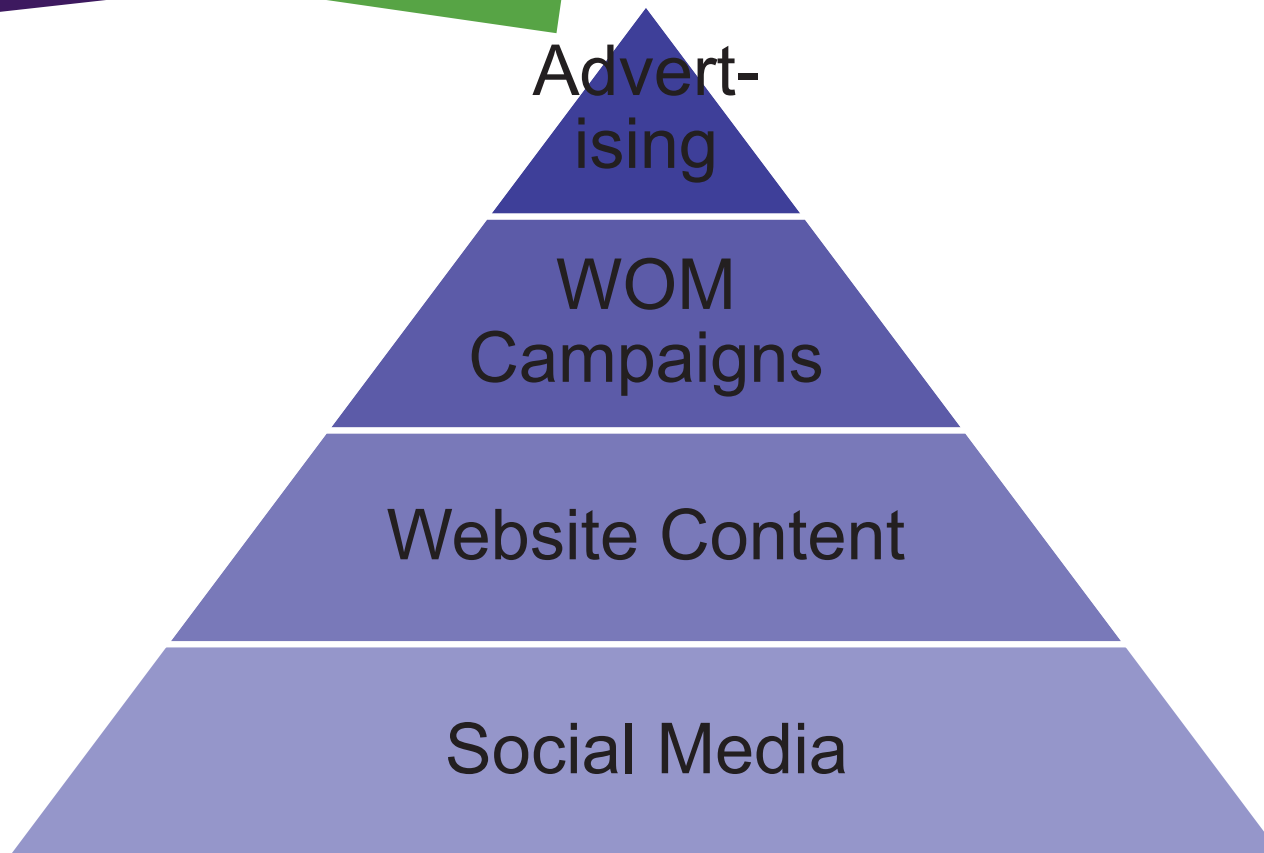


Instagram



Tourism Ireland

A New Marketing Mix





Discover the Drama

Explore the wonders along Ireland's Wild Atlantic Way >

14.25M
views
2014

+25%
visits
2015

40%
via mobile

So much to see



Places to discover



Explore by map

So much to do



Attractions &
activities



Upcoming events



Recommended
trips



Flights to Ireland



Ferries to Ireland



Tour Operators

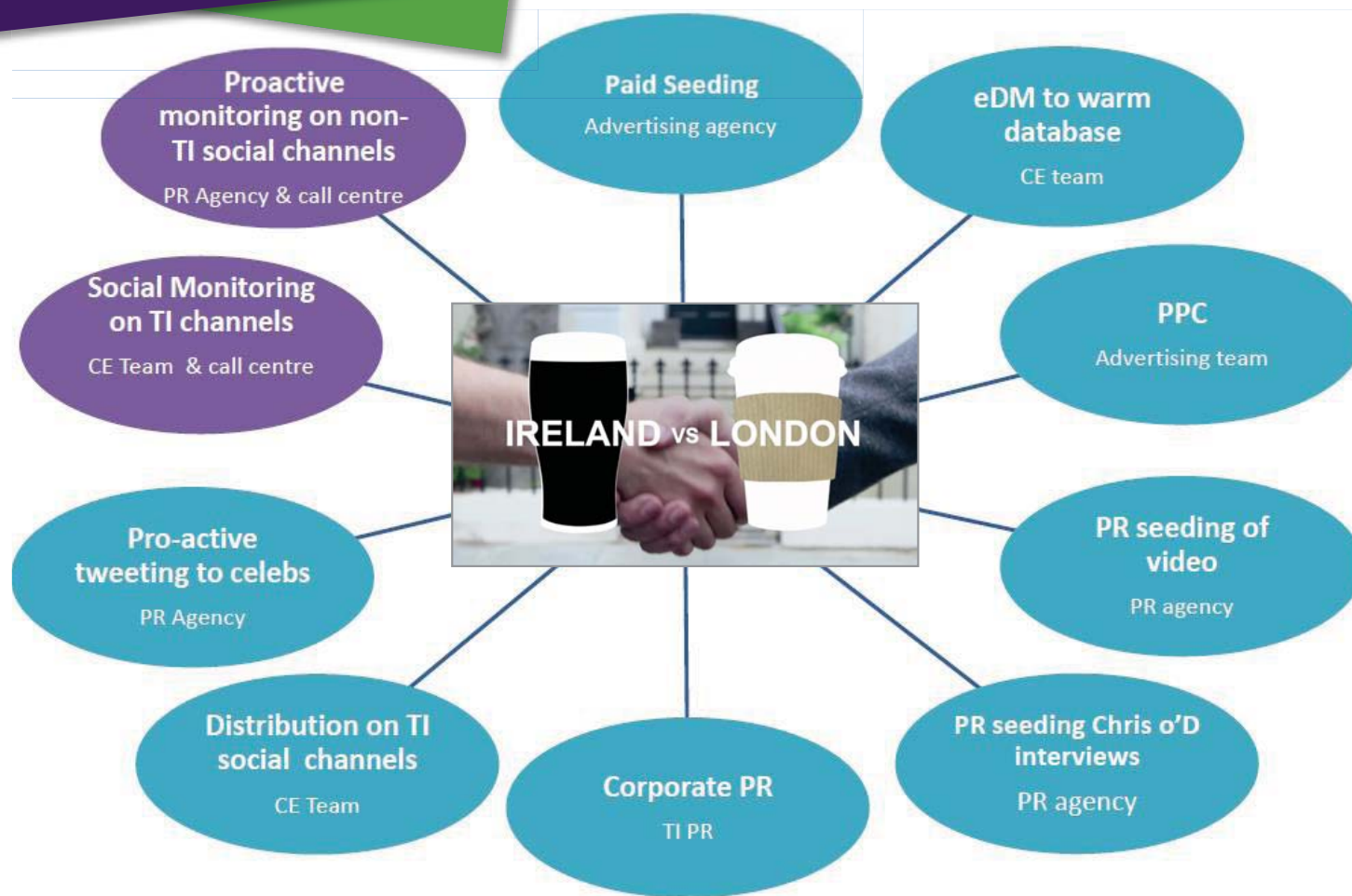


A background image showing two hands shaking in a firm grip. Overlaid on the left hand is a black silhouette of a traditional Irish pub glass filled with dark beer and a thick white head of foam. Overlaid on the right hand is a white silhouette of a modern disposable coffee cup with a brown cardboard sleeve and a white lid. The text 'IRELAND vs LONDON' is centered across the handshake.

IRELAND vs LONDON



Maximising Earned Media



The Gathering



A group of seven people, four women and three men, are posing for a photo in front of a large green wall. The wall features the text 'the gathering IRELAND 2013' and 'Come Home!' in white. There are also green circular patterns on the wall. The people are dressed in casual attire, including a blue shirt, a grey zip-up, a red polo, and a dark jacket. Two women in the front row are holding blue and yellow tassels. The background wall has a repeating pattern of green circular designs.

The Gathering Ireland 2013 is a spectacular, year-long celebration of all things Irish.

Throughout 2013, Ireland is opening its arms to hundreds of thousands of friends and family from all over the world, calling them home to gatherings in villages, towns and cities.

Communities throughout Ireland are showcasing and sharing the very best of Irish culture, tradition, business, sport, fighting spirit and the uniquely Irish sense of fun.





3.2 million views – 30% earned uplift

8 cent Cost Per View v. 10 cent benchmark



12% View Through Rate v. 4%

Connecting With Interests

100
events

1 billion
impressions

200,000
new fans

Facebook research:
2x greater conversion!



The Gathering

2013
+7%



↑ 14%



↑ 6%



↑ 5%



↑ 15%

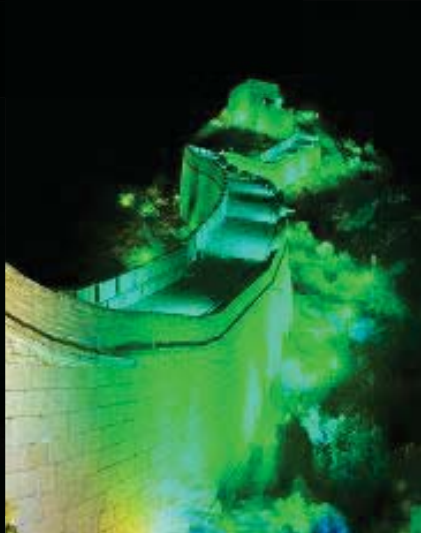
Directly Attributable Travel:
250,000-275,000 additional visitors
€170 million revenue

Global Greening



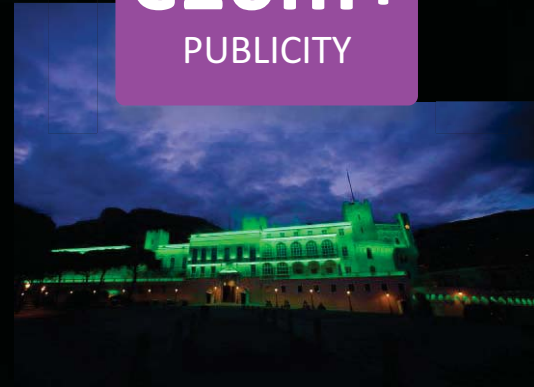
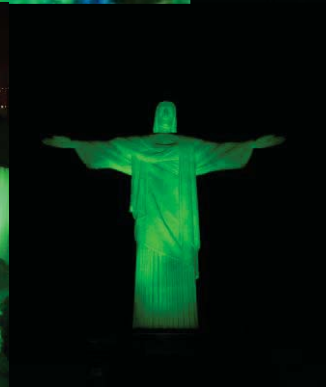
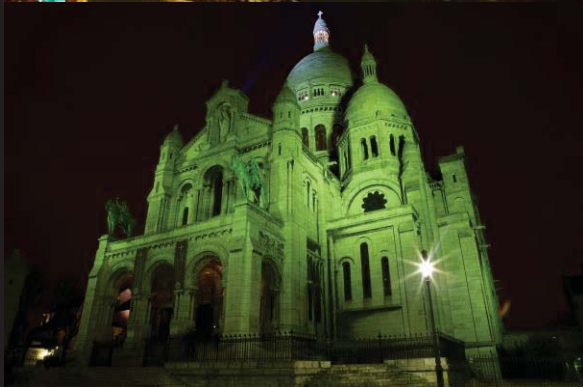


Global Greening

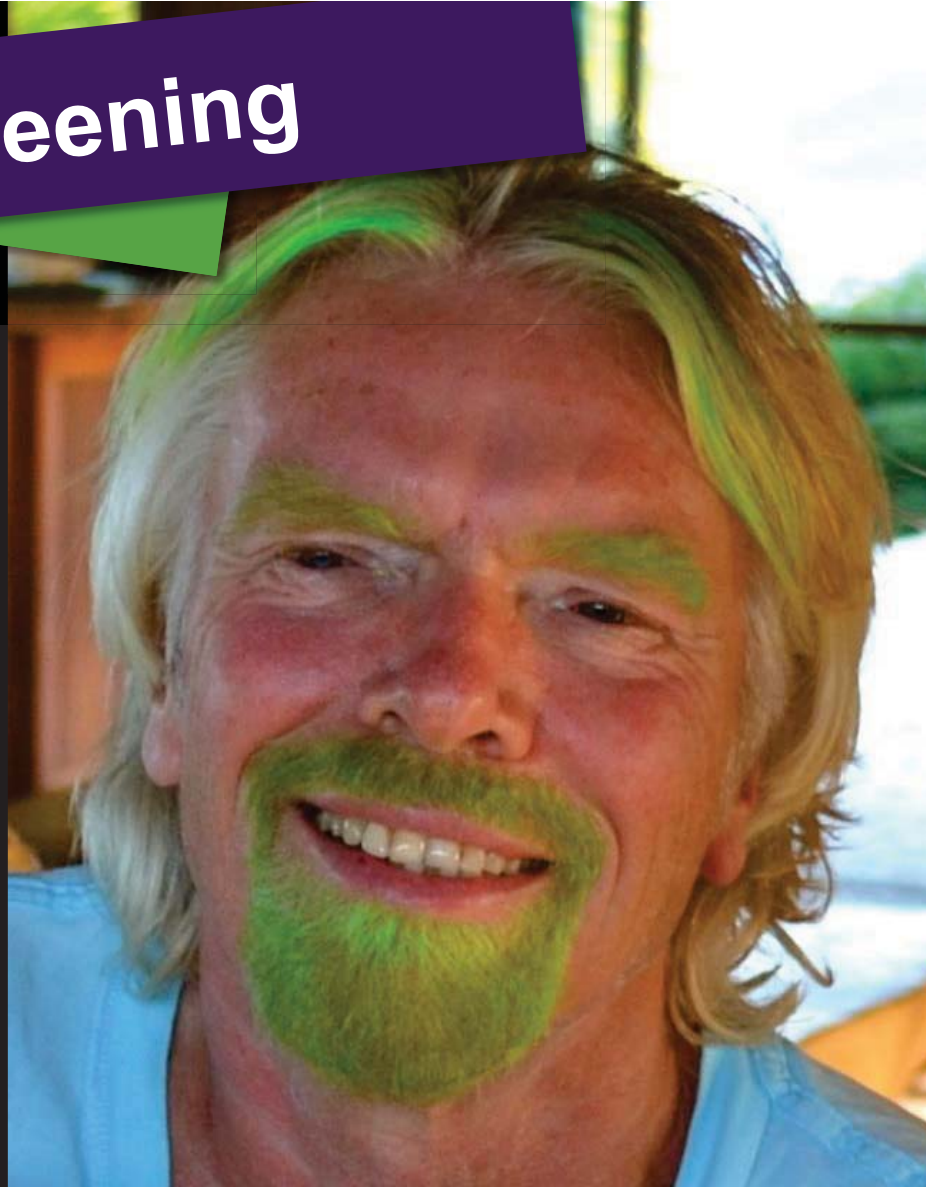


180
SITES
WORLDWIDE

€10m+
PUBLICITY



Global Greening



The Engagement Payoff

Our realised
Social Equivalent Advertising Value

\$17 million

in 2015



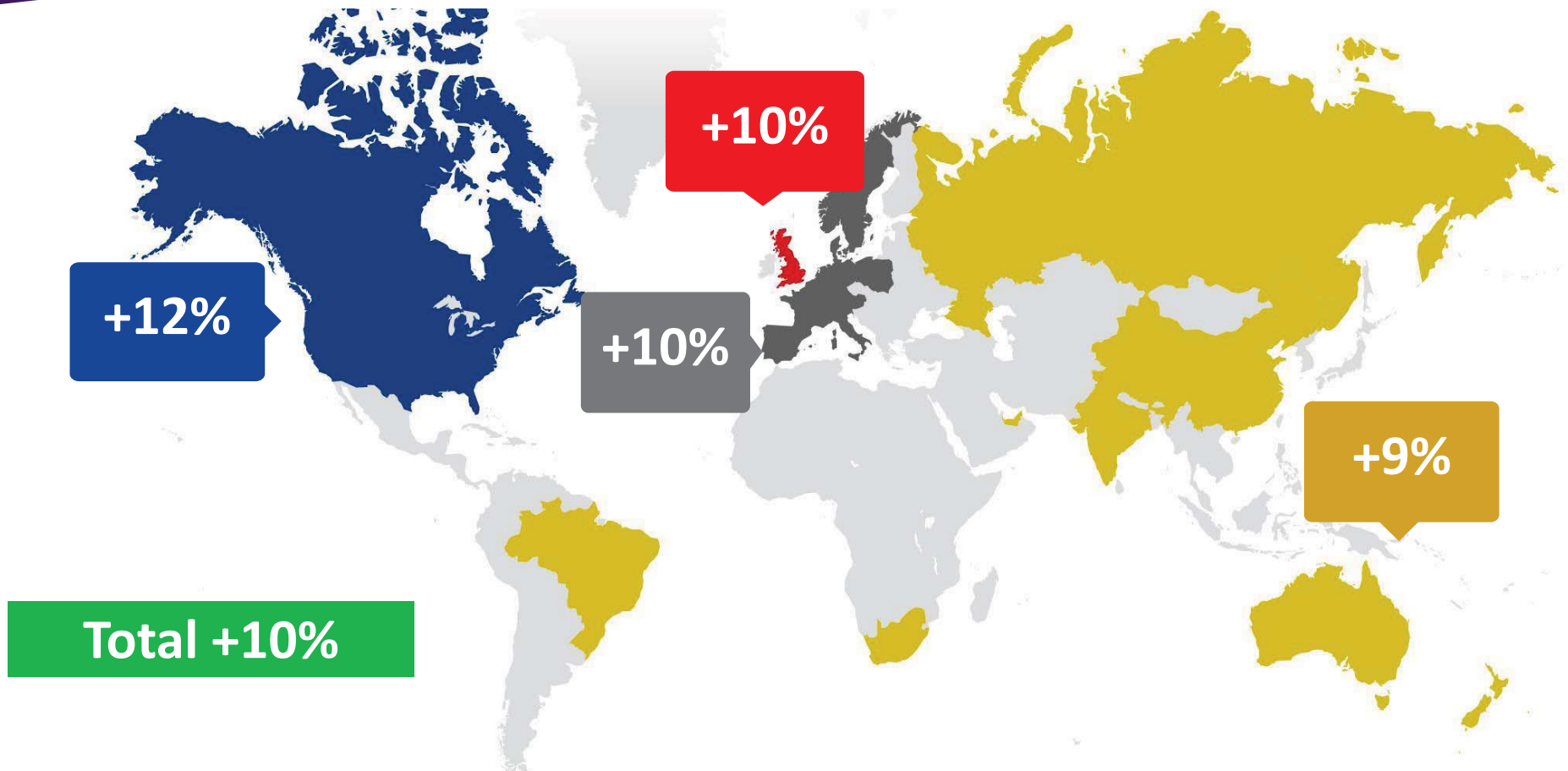
www.scribd.com/tourismireland

 **Tourism Ireland**

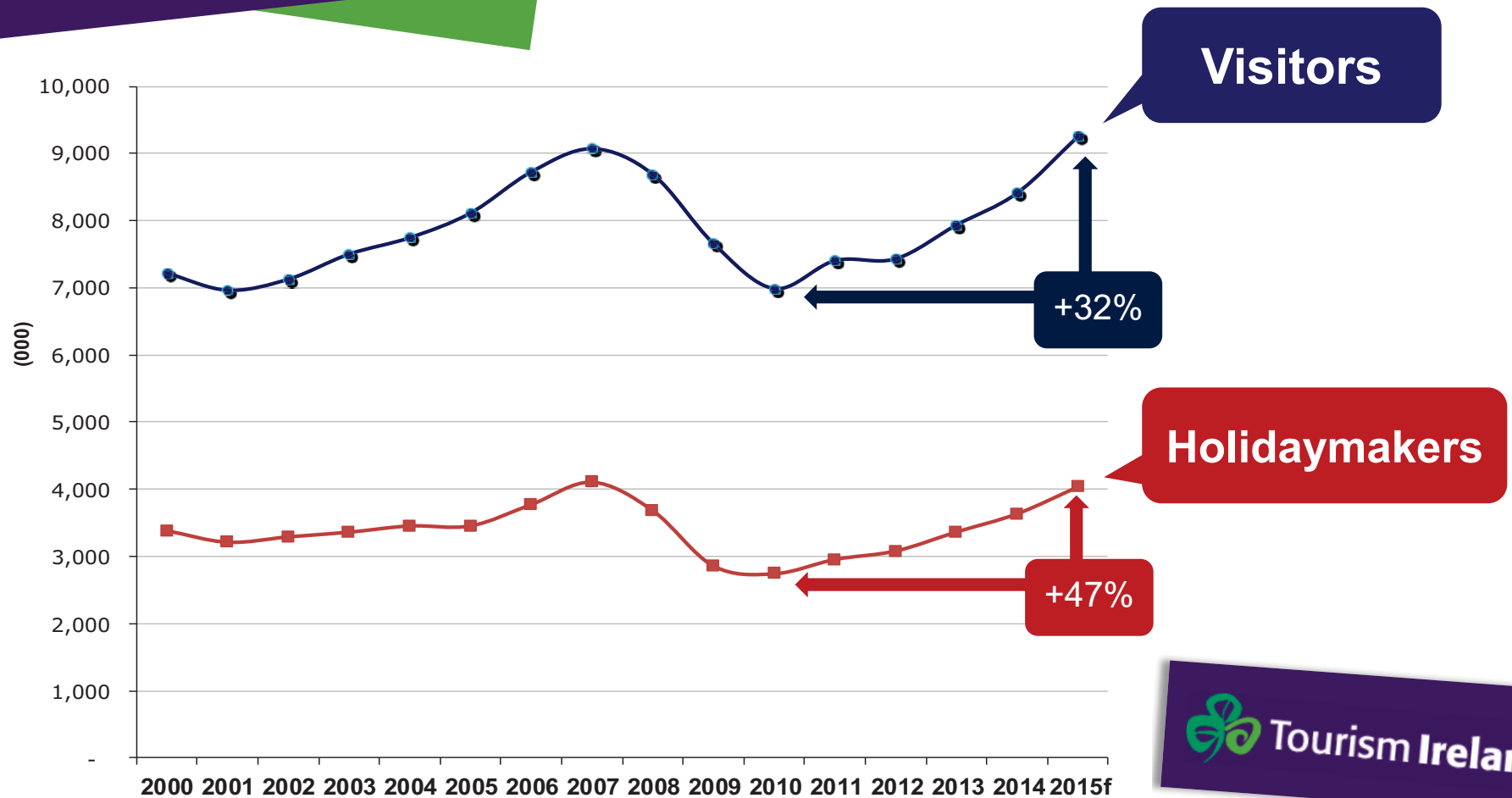
The Engagement Payoff

65%

2015 Visitor Growth



A New Record!



Delivering Standout

1. An engagement focus maximises earned media
2. Connect with your consumers' interests
3. Aim for topicality
4. Ask for the share
5. Leverage the power of community
6. Think “real world” opportunities as well as digital
7. Measure the R.O.I. & then reinvest

Thank You

Mark Henry - Central Marketing Director



Tourism Ireland



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