Mr Eoghan Murphy TD
Dáil Éireann
Leinster House
Kildare Street
Dublin 2

25th March 2013

Re: PQ 13436/13 To ask the Minister for Transport, Tourism and Sport the reason there is a disparity in the spending of Tourism Ireland in Dublin with only 6% of all advertising spend in 2009 spent in Dublin, compared to the 32% of national tourism revenues that are generated in Dublin and the future potential in Dublin to expand the tourism market.

Dear Deputy Murphy,

PQ 13436/13 has been forwarded to us by Minister Varadkar’s office for direct reply.

Tourism Ireland is responsible for marketing the island of Ireland overseas as a holiday and business tourism destination. We do not undertake any marketing, including advertising, on the island of Ireland. That remit resides with the two tourist boards on the island, Fáilte Ireland and the Northern Ireland Tourist Board.

Dublin features prominently in Tourism Ireland’s global advertising campaign which reaches up to 200 million people across key markets each year. Below is an outline of the type of activity Tourism Ireland engages in to promote Dublin overseas:

- Dublin featured in Tourism Ireland’s global advertising campaign
  - Dublin is featured in Tourism Ireland’s global advertising campaign to promote Ireland and The Gathering Ireland 2013. The campaign – comprising TV, radio, print and online advertisements – is being rolled out across all Tourism Ireland’s main overseas markets and will reach an estimated annual audience of 200 million potential visitors this year.
  - Locations for the filming of the TV ads included the 18th century Powerscourt Townhouse Centre in Dublin’s city centre, the Grand Canal and the statue of Patrick Kavanagh, Dublin’s Ha’penny Bridge and Sweney’s Pharmacy on Lincoln Place (which features in James Joyce’s Ulysses), showcasing Dublin as a fantastic city break destination and as a cultural and literary mecca.

- St Patrick’s Day campaign
  - Approximately 5,600 overseas visitors joined the People’s Parade in Dublin as part of the St Patrick’s Festival earlier this month. Tourism Ireland highlighted the ‘People’s Parade’ in its promotions around the world this spring.
  - Journalists representing media outlets around the globe visited Dublin for St Patrick’s Day at Tourism Ireland’s invitation. They enjoyed breakfast with a celebrity Irish chef in the Dublin Writers’ Museum and a ‘backstage’ tour of the Dublin St Patrick’s Day parade, as well as attending the parade on 17 March.
  - This year, Tourism Ireland ran a Facebook ‘Greening Season 2013’ campaign, targeting more than 1.1 million fans across 13 different markets. The campaign involved two different competition apps: the first, called the ‘Great Green-Off’ invited people to share their ‘greening’ video or picture, with the best submission winning
their very own 'Gathering' trip to Ireland this year; and the other, called the 'Dublin Doodle', called on people to create their own virtual green doodle – and the best doodles were projected onto the façade of Trinity College during March and streamed live on Tourism Ireland’s website, Ireland.com.

- As an island, direct, convenient and competitive access services are critical to achieving growth in inbound tourism. Tourism Ireland is committed to working with Dublin Airport, air carriers serving Dublin and other tourism interests to drive demand for services to Dublin, and to help maintain our vital network of routes and services. This year, Tourism Ireland is undertaking a series of co-operative marketing campaigns – print and online advertising – with air and sea carriers serving Dublin this year, highlighting The Gathering Ireland 2013.

- Tourism Ireland promotes Dublin as UNESCO city of literature, through, for example, print and online advertisements in overseas markets; co-operative marketing - for example, last April, a print and radio campaign in partnership with Aer Lingus in the London area invited consumers to "Discover the City of Literature with Aer Lingus"; and by arranging regular media and trade familiarisation visits to showcase Dublin’s literary sites e.g. James Joyce Centre, National Library of Ireland, Dublin Writers Museum etc.

- Dublin Festival Season was the focus of Tourism Ireland’s autumn 2012 campaign to promote short breaks to Dublin.

- Promoting with local industry partners
  Each year, Tourism Ireland provides the tourism industry on the island of Ireland with the opportunity to promote alongside Tourism Ireland at up to 60 major consumer and travel trade fairs and travel trade missions worldwide. Some examples of Dublin industry partners who have worked with Tourism Ireland overseas recently include:
  - A representative from Dublin Convention Bureau joined Tourism Ireland at the PCMA (Professional Convention Management Association) annual meeting in Orlando in January.
  - A representative from the Grand Hotel Malahide attended Tourism Ireland’s networking ‘Meet in Ireland’ event in Paris, where she (and the other Irish partners) had the opportunity to network and do business with 80 top French business tourism decision-makers.
  - Representatives from Golf Digest Irish Tours (based in Ballymount) and Portmarnock Hotel and Golf Links joined Tourism Ireland at the PGA Golf Merchandise Show, in Orlando, one of the biggest golf exhibitions in the US, attracting more than 40,000 golf professionals and enthusiasts, as well as around 1,000 influential golf journalists, each year.

- Tourism Ireland generates positive publicity for Dublin overseas through press releases, ezines, local media events, media familiarisation visits etc. Some examples of recent media and trade familiarisation visits to Dublin include:
  - Eight top Spanish travel agents visited Dublin earlier this month at Tourism Ireland’s invitation. Their visit was organised in conjunction with top Spanish tour operator Travelplan. They enjoyed a pint-pulling demo at the Guinness Storehouse, a walking tour of the city, a visit to Trinity College and the Book of Kells and a tour of Malahide Castle and its gardens.
  - A group of top Australian travel agents visited Dublin earlier this month, on a familiarisation visit organised in conjunction with Etihad Airways around St Patrick’s Day. During their time here, they got to take part in the ‘Peoples Parade’ on 17 March. The travel agents also enjoyed a guided tour of the GAA museum and the Etihad Skyline; they also took part in ‘Experience Gaelic Games’ at Na Fianna GAA club in Glasnevin and enjoyed an evening at the ‘Irish House Party’ on Francis Street.
- A delegation of 23 leading Nordic tour operators flew to Ireland at Tourism Ireland’s invitation (in partnership with Scandinavian Airlines) earlier this month. The tour operators spent four days on a fact-finding mission in Dublin. They were flown to Ireland in a specially-commissioned retro ‘Viking Longship Aircraft’. The Nordic tour operators met with Irish tourism operators at a special networking workshop organised by Fáilte Ireland and also visited key tourist attractions including the Guinness Storehouse, Malahide Castle and Avoca Handweavers.
- 20 golf pros from Sweden and Norway visited the links course at The Island in Donabate in February. The pros – from various golf clubs in Sweden and Norway – are important influencers who organise golf breaks and holidays overseas for their members.
- In January, 15 Russian travel agents visited Dublin at Tourism Ireland’s invitation. Their visit was organised in conjunction with UK inbound operator Camelot Tours. The group visited the Guinness Storehouse, St Patrick’s Cathedral, Trinity College and the Book of Kells, Dublin Castle, Christchurch and Malahide Castle. They also attended the show at the Merry Ploughboy.

- Dublin featured on Ireland.com
  - Dublin is featured on Tourism Ireland’s new international website - [http://www.ireland.com/destinations/republic-of-ireland/dublin#](http://www.ireland.com/destinations/republic-of-ireland/dublin#) - which is currently rolling out in 30 markets around the world and in 11 languages. The new site provides a brand new, one-stop shop for comprehensive information on all that Northern Ireland and the island of Ireland has to offer potential holidaymakers around the world. Tourism Ireland’s website attracted almost 12 million unique visitors last year.

- Dublin featured in Bollywood blockbuster
  - Locations around Dublin – including Trinity College, Temple Bar and Grafton Street – appeared as never before in the Bollywood blockbuster *Ek Tha Tiger*. The film, which was shot in Dublin, was released in 24 countries worldwide last autumn, reaching a massive audience of over 100 million people.
  - This is the first time that a major Bollywood production was shot in Ireland. Tourism Ireland worked with the Irish Film Board to secure the film for Ireland and with Dublin City Council and other agencies to help facilitate filming in the city. TV and film are recognised as strong influencers on prospective visitors to Ireland and Tourism Ireland has been liaising closely with the Irish Film Board and Northern Ireland Screen in recent years, to attract and facilitate film-making in Ireland and to further exploit the marketing potential of TV and film productions locating here.

This is just a brief summary of the kind of marketing activity Tourism Ireland is engaged in to promote Dublin overseas. If you have any further questions please do not hesitate to contact me.

Yours sincerely,

[Signature]

Margaret O'Reilly
Head of Corporate & Industry Communications