IRELAND’S ANCIENT EAST

Ruairi Deane, Fáilte Ireland
The start of a new journey.
2015 YEAR ZERO: CREATING THE BRAND
Ireland’s Ancient East offers a personal experience of 5,000 years of Europe’s history. Your journey of discovery in this relaxing, off the beaten track, lush beautiful landscape, that attracted warring settlers for millennia, will be made illuminating by stories from the best storytellers in the world.
Ireland’s Ancient East - Objectives

- Grow international visitor numbers and revenue
- Move from the region from a transit zone to a touring zone
- Idea of scale to encourage international visitors to come and stay in the East and South
- Deliver world class visitor experience (with storytelling as a differentiator)
- Strong spread across geography including local towns and villages
- Use blockbuster sites to cross sell secondary and tertiary experiences
- Foster cohesion and greater ROI across stakeholders’ efforts
DIGITAL ASSETS

4 new videos

Photoshoot of 24 locations with over 400 new images on Ireland’s Content Pool.
2016 CREATING A PHYSICAL PRESENCE

- 100+ Orientation Signs
- Cross-sell nearby attractions
- Present the story of Ireland’s Ancient East
- Innovative design both in hardware and content provision

Failte Ireland
National Tourism Development Authority
2016 CREATING A PHYSICAL PRESENCE
CREATING THE EXPERIENCE

- Ancient Spaces to date
  €1.2 million has been announced

- €500,000 Invested in Festivals
Ireland’s Ancient East Stories
Ireland’s Ancient East Stories

There are 5 layers of stories in the IAE tree:

**Brand Story:** the story that encapsulates the programme through 5,000 years of history and its lush green landscape across the whole geography.
Ireland’s Ancient East Stories

Signature Experiences: a story to cover one a thematic experience, a story at its heart, multiple attractions and 1.5 to 2 days to consume with a hero product at its heart.
Ireland’s Ancient East Stories

**Hero Products**: the story of the hero/lead products under each of the signature experiences
Short Stories: these are crafted around the unique and intriguing details that come from the story, variety of styles, these are the ones the visitors will talk about, ie give them bragging rights back home.
Crowd Sourced Stories: the stories that come from industry, locals, visitors, etc. Again a variety of styles, these are the ones the visitors will talk about, ie give them bragging rights back home
STORYTELLING WORKSHOPS

- We have begun to craft the stories of Ireland’s Ancient East

- Industry workshops are under way to bring the local knowledge of the areas to these stories

- Offer the opportunity for industry to craft their stories
Mystery Shops & Foreign Language Audit

Product
Service
Story
Narration
INTERNATIONAL BUYER ENGAGEMENT

300 Trade Buyers actively engaged in 2015
RESULTS TO DATE: BRANDED IAE TOURS
INTERNATIONAL & DOMESTIC MEDIA ENGAGEMENT

Over 300 media visited in 2015

The West Australian
newstalk
TRAVEL
Independent.ie
BBC
get lost
Kelley Blue Book
Michelin
Inspiring travel

Hollywood Foreign Press Association
DAILYSTAR
RTE.ie
the guardian

Irish Independent
Sunday Independent

IRELAND’S ANCIENT EAST

Failte Ireland
National Tourism Development Authority
INTERNATIONAL & DOMESTIC MEDIA COVERAGE

Tourism Ireland USPR
Irish Gov. Minister Paschal Donohoe talking about Ireland’s Ancient East on WPIX TV in NYC pix11.com/2015/09/16/plan...

See Ireland’s Ancient East

A green and pleasant land

Food Trip dans la Boyne Valley – Irlande #1

IRELAND’S ANCIENT EAST

Failte Ireland
National Tourism Development Authority
where do we go from here?
We deliver the promise.............

Ireland’s Ancient East offers a personal experience of 5,000 years of Europe’s history. Your journey of discovery in this relaxing, off the beaten track, lush beautiful landscape, that attracted warring settlers for millennia, will be made illuminating by stories from the best storytellers in the world.
INDUSTRY SUPPORT

- Digital tool kit and story telling
- Management Development
- Front Line Staff
- Cross Selling
- Experience Development
- Innovation Workshops
DOMESTIC CAMPAIGN
FÁILTE IRELAND & TOURISM IRELAND JOINT INVESTMENT
CONTINUED INTERNATIONAL BUYER ACTIVITY

BESPOKE FAM’s for:
- UK BUYER’S
- US BUYERS

[Image of a group of people on a boat]

IRL Land’s ANCIENT EAST

Failte Ireland
National Tourism Development Authority
CONTINUED INTERNATIONAL MEDIA ACTIVITY
EXPERIENCE DEVELOPMENT SUPPORT

- Ancient Spaces Round II
- Best in class interpretation
- Festivals
THANK YOU