

Belgium & The Netherlands (BeNe)

Marketing Opportunities 2020

Facts and figures

The Netherlands and Belgium market remains on track to deliver **more than 300,000 visitors** to the island of Ireland in 2019. Following a year of good growth in 2018, and based on arrivals up to September, visitor numbers from the Netherlands and Belgium will be broadly in line with last year's numbers.

Air access is strong with more than 24,000 weekly seats offered for Winter 2019/2020, including 1,554 into Northern Ireland. Important to note is that approximately 13% of visitors travel by ferry.

The typical BeNe visitor is well-educated, progressively minded, a sophisticated traveler and happy to speak English. They are **digitally savvy** but also aware and **conscious of travel trends** and issues around **sustainability** in the tourism sector. Visitors from Belgium are mostly 30+, visitors from The Netherlands are mainly 45+. They are likely to travel as a couple without kids or with other adult friends. The typical BeNe holidaymaker stays on average 4-7 nights in Ireland and **tend to tour around the country by car**. They are **open to travel in the shoulder or off-season period** and have a high propensity to become return visitors. They are interested in everything that the destination has to offer, while **seeking an authentic experience**.

Activity Plan 2020

We are planning a series of well-timed consumer campaign media bursts integrated with, and supported by PR, Trade and Co-op activities with air and sea carrier partners. These campaign bursts will be fully integrated in our ongoing weekly and monthly digital activities across warm marketing channels.





Tourism
Ireland

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How to get involved

- **Digital Advertising Packages** (from €125)
Get involved with our Digital packages for multiple opportunities to see your offer featured on the home page of Ireland.com, reach 208,000 Ireland Facebook fans and 75,000 engaged e-zine subscribers across the BeNe region.
- **Industry Co-op campaigns** (from €1500 on a 50/50 basis)
Partner up with us in a co-operative marketing campaign to promote your product offering within the BeNe market region. Co-op campaigns are designed to deliver a strong Ireland destination message ensuring that your offering is in the marketplace at the right time thereby increasing potential to convert to sales.
- **Feature in Press releases** (Free of charge)
Comprehensive inspiration boards and press releases are sent out to our extensive database of Belgian and Dutch media, focusing on specific themes, newsworthy items or events in Ireland. Send us your updates for potential inclusion in our press releases.
- **Quirky Accommodation on offer?** (Free of charge)
Dutch and Belgian visitors love to stay in an unusual accommodation with a story. Be that a haunted castle, a lighthouse on the coast or a cottage with a unique story or quaint history. Is there something fun and unique about your property? Please get in touch.
- Visit www.tourismirelandindustryopportunities.com for the full suite of opportunities in Belgium and The Netherlands

Contact Us

For more information on all opportunities, please visit www.tourismirelandindustryopportunities.com or get in touch, we'd be happy to help.

Trade & Industry Executive: Eef Belckx

E-mail: ebelckx@tourismireland.com

Phone: 0032 2 643 21 22