

Growing the Tourism Audience

Botanic Gardens Education Network
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Its a Good time to talk about Growing Your Audience



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2005

- Total reported attendances at visitor attractions **15.3 million**
- No attraction receiving over 800,000
- 6 attractions receiving more than 400,000 visitors

2015

- Total reported attendances **27 million**
- An increase of **76% in 10 years**
- **Health warning – its a rough calc**
- 3 attractions receiving more than 1 milion
- 16 attractions receiving more than 400,000 visitors

Summary

1. You can make a significant economic contribution locally and nationally by growing the tourism segment of your Audience
2. The best way to grow your tourism audience is to provide a great visitor experience and let your visitors become your salespeople
3. To ensure tourists have a good time tell them a good story



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The National Economic Contribution of Tourism

10.1 million out-of-state visitors
€6.6 billion in visitor spend

9.3 million domestic trips
€1.8 billion in revenue



3,630,000
Visitors



1,294,000
Visitors



624,000
Visitors

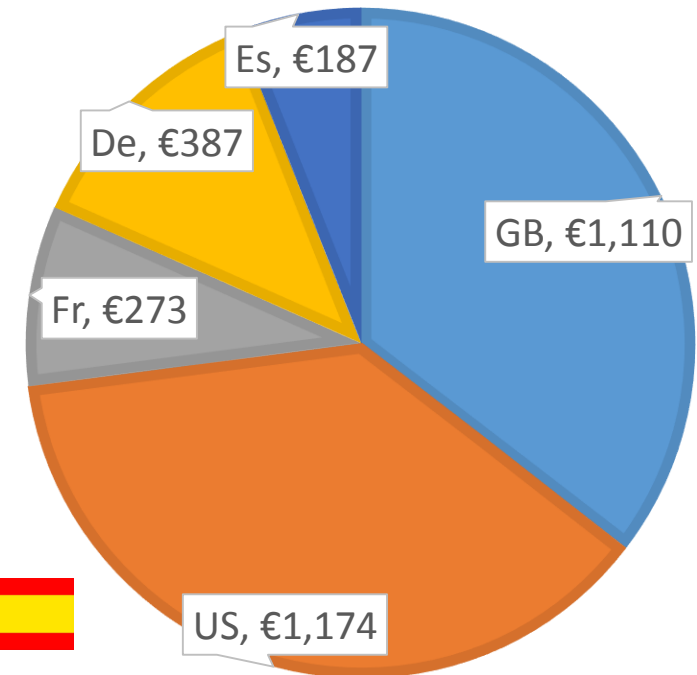


494,000
Visitors



370,000
Visitors

REVENUE M



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You can make a big economic contribution by growing your Tourism Audience

Nationally

- Tourism delivers €8.4 billion in visitor spend
- Supports 225,000 jobs

Locally

- Creates jobs in areas with few sources of employment
- 1000 new visitors = 19 jobs
- 1 m in visitor spend = 27 jobs

	increase in visitors (pa)	increase in spend (pa)
Total increase in annual visitor numbers	25,000	
20% overseas	5,000	€445,000
32% domestic	8,000	€584,000
48% local	12,000	
Additional visitor spend		€1,029,000



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Is there demand for attractions (including Gardens)?

Overseas Visitors

- In 2016 80% of Overseas Holidaymakers visited an attraction
- Huge growth in visits to Attractions (especially gardens 2005 to 2015)



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Source: SOT 2016

Visits to Gardens

- 28% of overseas visitors
- 21% of domestic holiday makers on overnight trips
- Huge growth in # of overseas visitors to gardens between 2005 and 2015
- Predominantly couples (45%)
- Only 18% are in group tours
- Quite young; 53% are between 16 and 44 years of age
- 46% are European, 28% N American and 19% British (big change from 2005)



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**Give tourists a memorable
experience and let them become
your salespeople**



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Information Sources that Influenced Choice of Ireland



Information Sources used in planning a holiday in Ireland

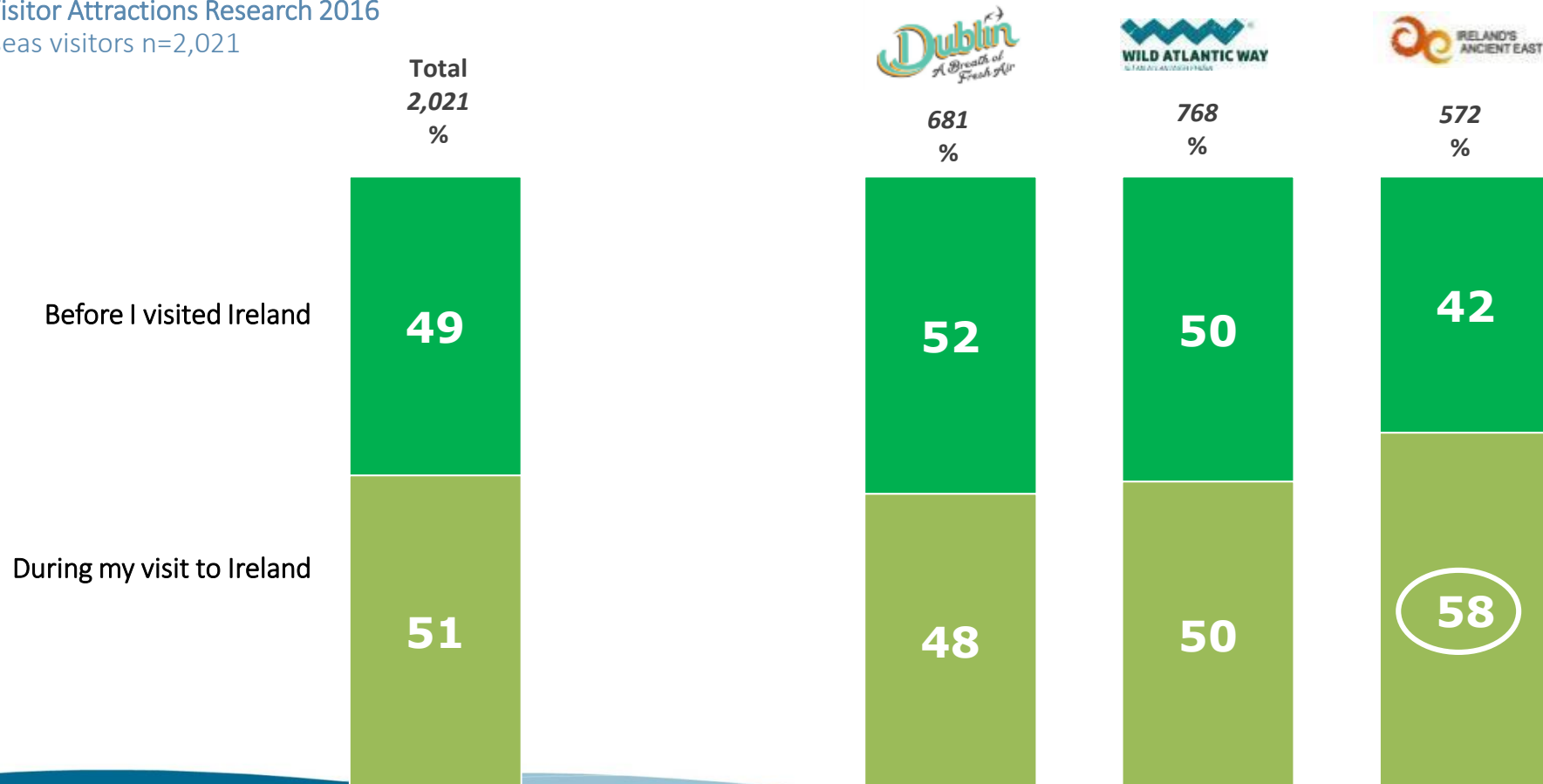
	Total %	Britain %	North America %	Total M Europe %	France %	Germany %
Internet	53	46	52	56	58	56
Friends/relatives/business associates	51	54	56	45	43	47
Guide books	20	11	24	23	29	24
Travel Agent/ Tour Operator	9	4	16	7	8	6
Brochures/promotional literature on Ireland	9	4	12	9	8	10
Films/movies/TV Drama	7	3	8	9	12	8
Travel programmes on TV/radio	6	4	7	7	7	7
Advertising for Ireland	6	4	6	7	10	6
Tourist Board literature	4	4	3	6	8	4
Articles in newspapers/magazines	4	2	4	4	5	4

Source in <u>Planning</u> a holiday in Ireland	Total %
Internet	80
Friends/relatives/business associates	28
Guide books	23
Travel Agent/ Tour Operator	12
Brochures/promotional literature on Ireland	6
Tourist Board literature	5
Articles in newspapers/magazines	2

Source: 2016 VAS Port Survey – survey of **1,996 overseas holidaymakers**

When did you First Hear of this Attraction?

Source; FI Visitor Attractions Research 2016
 Base: Overseas visitors n=2,021



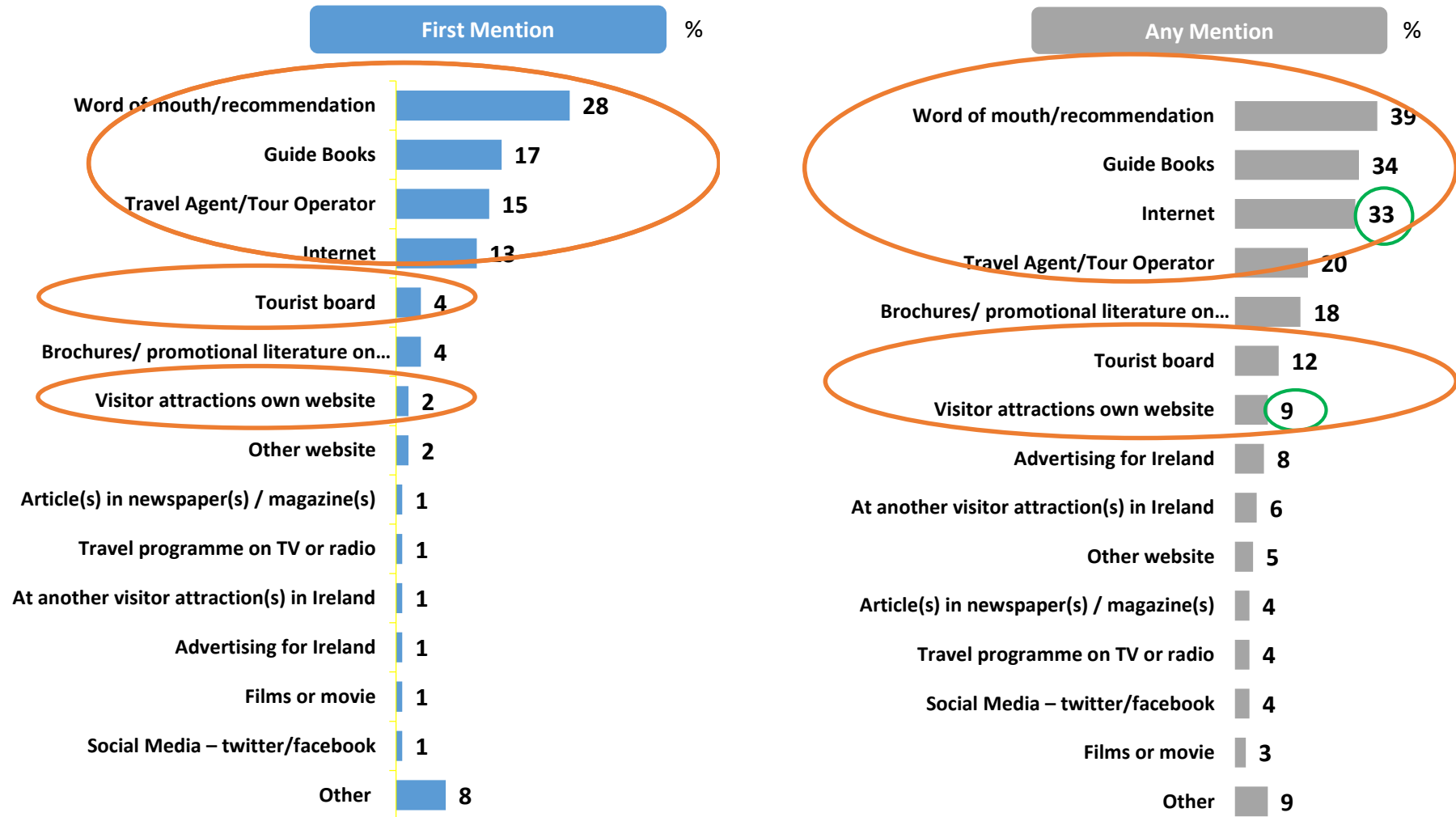
While prior awareness of attractions is strong, on the ground promotion remains vital, especially in IAE



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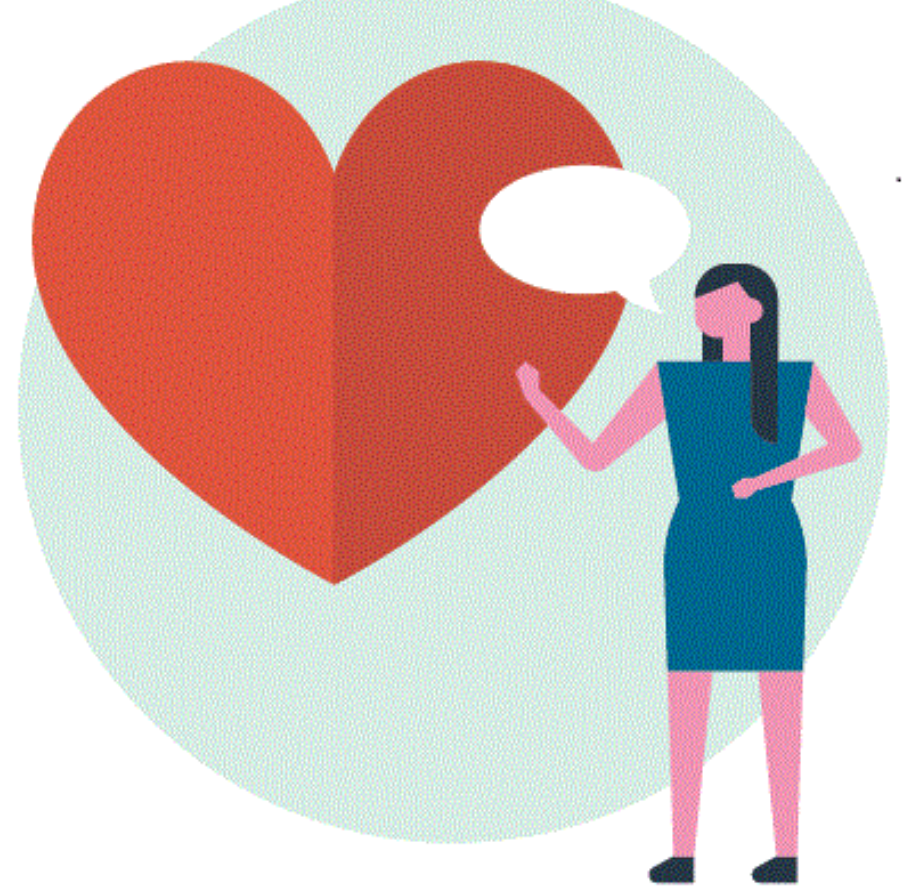
Information Sources

Base: Overseas visitors n=2,021



WOM, Guide Books, Travel Agents all vital sources. Prominence of 'Internet' is contrasted against minor references to visitor attractions own websites.

The best thing you can do to give tourists positive memories of your attraction, is tell them a good story



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Key Experience Drivers

Overseas visitors in Irish attractions

Source; Fáilte Ireland research in visitor attractions, 2016



	TOP 20	
1	Tour Guide interest levels	0.487
2	Tour overall	0.483
3	Tour Guide passionate	0.482
4	Tour Guide entertaining	0.48
5	Tour Guide answer questions	0.48
6	Cost of entry	0.475
7	Tour Guide interaction	0.474
8	Interactive tools	0.46
9	Audio guides	0.459
10	Story interesting	0.422
11	Films/ slide shows	0.402
12	Story entertaining	0.4
13	Relevance of the exhibits	0.398
14	Quality of Shop	0.395
15	Apps	0.395
16	Restaurant/cafe/coffee shop	0.384
17	See, feel and live the history	0.382
18	Availability of staff	0.376
19	Understand the stories	0.375
20	Staff knowledgeable	0.371

	Rated 21 - 37	
21	Learnt anything new	0.371
22	Written explanations exhibits	0.37
23	Literature available	0.359
24	Duration of tour	0.358
25	Exhibits well maintained	0.351
26	Venue clean, tidy and well maintained	0.341
27	Story unique to Ireland	0.341
28	Ease to move through venue	0.337
29	Easy to see the exhibits	0.337
30	Toilets	0.331
31	Friendly welcome	0.328
32	Order/ flow of the sections	0.327
33	Sections easy to locate	0.295
34	Outside of building	0.284
35	Car parking	0.263
36	Signposting	0.191
37	Information non English	0.181

Key Experience Drivers

UK Domestic visitors to UK attractions

Source; BDRC Research September 2017, from presentation by Max Clapham, BDRC to UK VAC October 2017



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Conclusion

1. You can make a significant economic contribution locally and nationally by growing the tourism segment of your Audience
2. The best way to grow your tourism audience is to provide a **memorable** visitor experience and let your visitors become your salespeople via **WOM**
3. To ensure tourists have a great time tell them a good **story**



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IRELAND'S ANCIENT EAST
A TOOLKIT FOR STORYTELLING INTERPRETATION
How to help visitors experience your story