



Catherine Flanagan



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Irish Innovation: Inspiration that Sparks Change

ABOUT AVEA

140 MEMBERS
ISLAND OF IRELAND



Hillsborough Castle and Gardens, Co. Down



**ANNUAL BUSINESS
SURVEY 2024**

www.avea.ie

**Ireland's attractions see
stagnant visitor numbers**

Association of Visitor Experiences and Attractions said during 2024, its members recorded 19.2 million visitors compared to the 23 million recorded in 2019

PRE-BUDGET 2026 SUBMISSION



**AVEA pillars:
Member networking and knowledge exchange –
advocacy – research – career and educational
opportunities – best sustainable practices**



average ticket price, retail and food & beverage spend by region

		2024	Dublin	ROI Outside Dublin	Northern Ireland
Ticket Price	Average	€13.80	€17.90	€12.70	€9.94
	Median	€11.00	€14.00	€10.00	€8.40
Retail Spend	Average	€9.46	€9.31	€11.33	€3.24
	Median	€4.00	€5.84	€5.00	€3.00
F&B Spend	Average	€6.70	€11.10	€5.96	€4.20
	Median	€4.44	€7.00	€4.15	€4.20



**IRISH
INNOVATION:**

**INSPIRATION
THAT SPARKS
CHANGE**



GUINNESS STOREHOUSE THE BEGINNING



Elevate Guinness Ireland Group & reflect major commitment to tourism...

Link with brand activity in overseas markets.

Unique immersion in Guinness.

Be the 'Home of Guinness' not merely a visitor centre or 'Temple'.

A 'Must Go There' Destination.

Centre of Excellence within the industry.

Immerse almost one million people per annum for up to 2 hours...

Encourage beneficial relationship for GIG with government and regulatory authorities.

1996

PLANNING BEGINS



€42 MILLION

INITIAL INVESTMENT

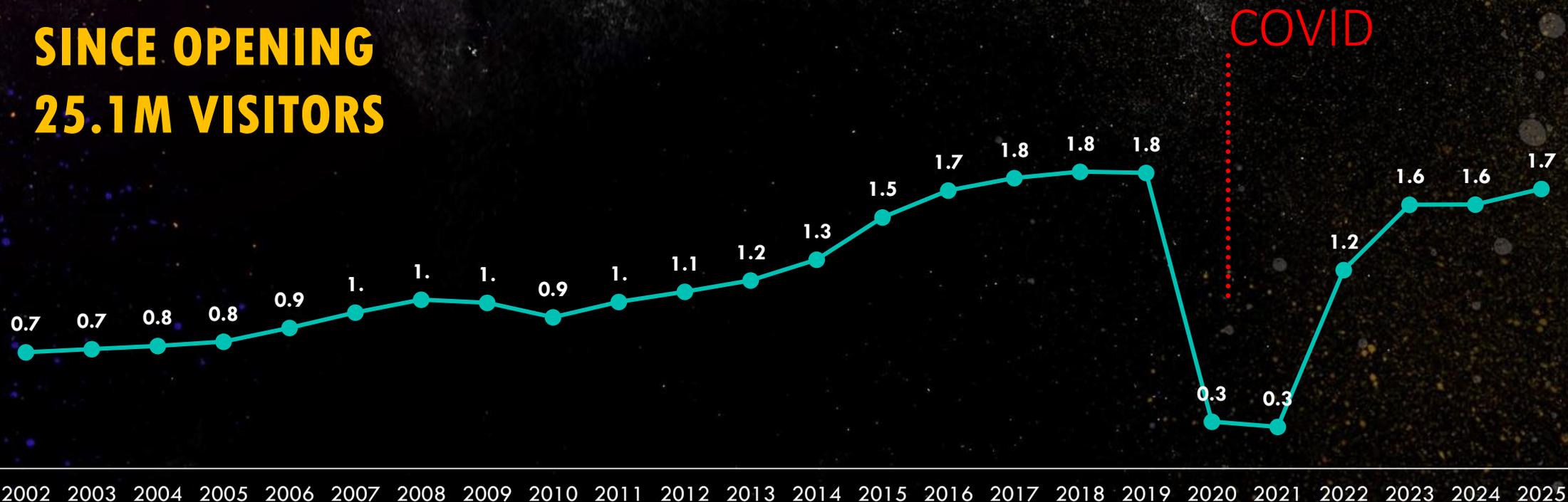


2000

DECEMBER OPENING

25 YEARS OF GROWTH... MINUS 2

**SINCE OPENING
25.1M VISITORS**



Calendar Year



**GREAT
LIGHTHOUSES
OF IRELAND**

Background



Early Lighthouse Tourism

A reactive phase 1996 – 2012



Irish Lights emerging strategy

2012 -

BEACONS

COASTAL SITES . . . HERITAGE GEMS . . .
ROMANCE . . . SOFT ADVENTURE . . .
STORYTELLING



Innovation.

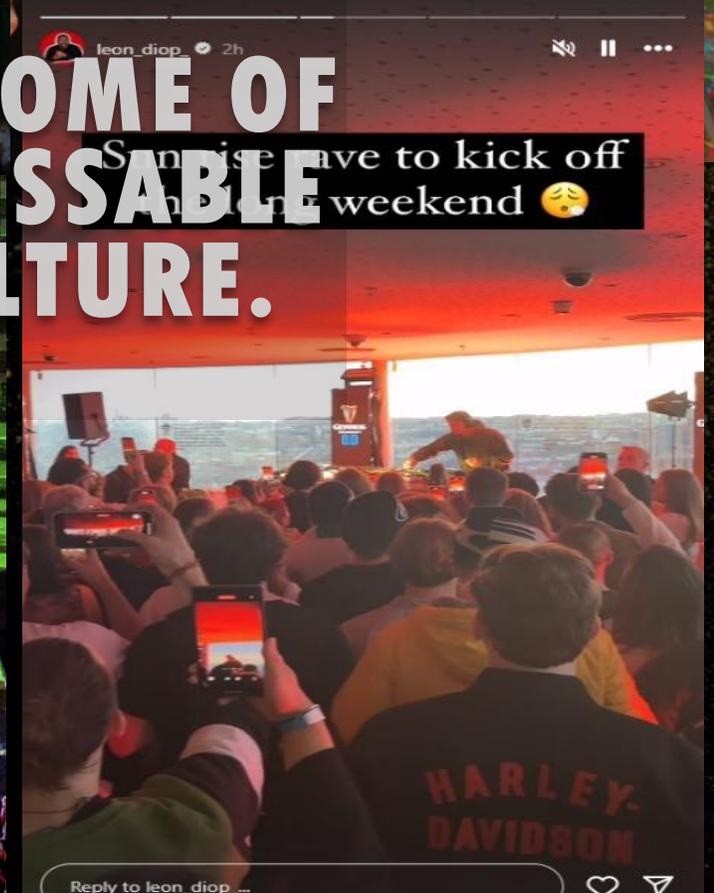


The Visitor





WE'VE GONE ON TO CO-CREATE SOME OF THE MOST MAGNETIC AND UNMISSABLE MOMENTS IN RECENT IRISH CULTURE.

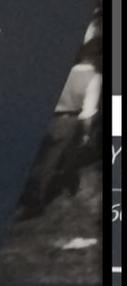




Right Keeper cleaning lens
© Commissioners of Irish Lights



FLASHING RED
EVERY 5 SECONDS
 $0.40 + 4.60 = 5 \text{ Seconds}$



SECONDS
5 Seconds





**GREAT
LIGHOUSES
OF IRELAND**

In 2019 seven film-makers were awarded a Film Bursary by Great Lighthouses of Ireland to turn their lenses and focus on some of Northern Ireland's landmark lighthouses.

Legends of the Lighthouse compiles the resulting short video stories. These very individual video shorts are a contemporary, creative response to the heritage, stories, people and settings of our truly unique great lighthouses.

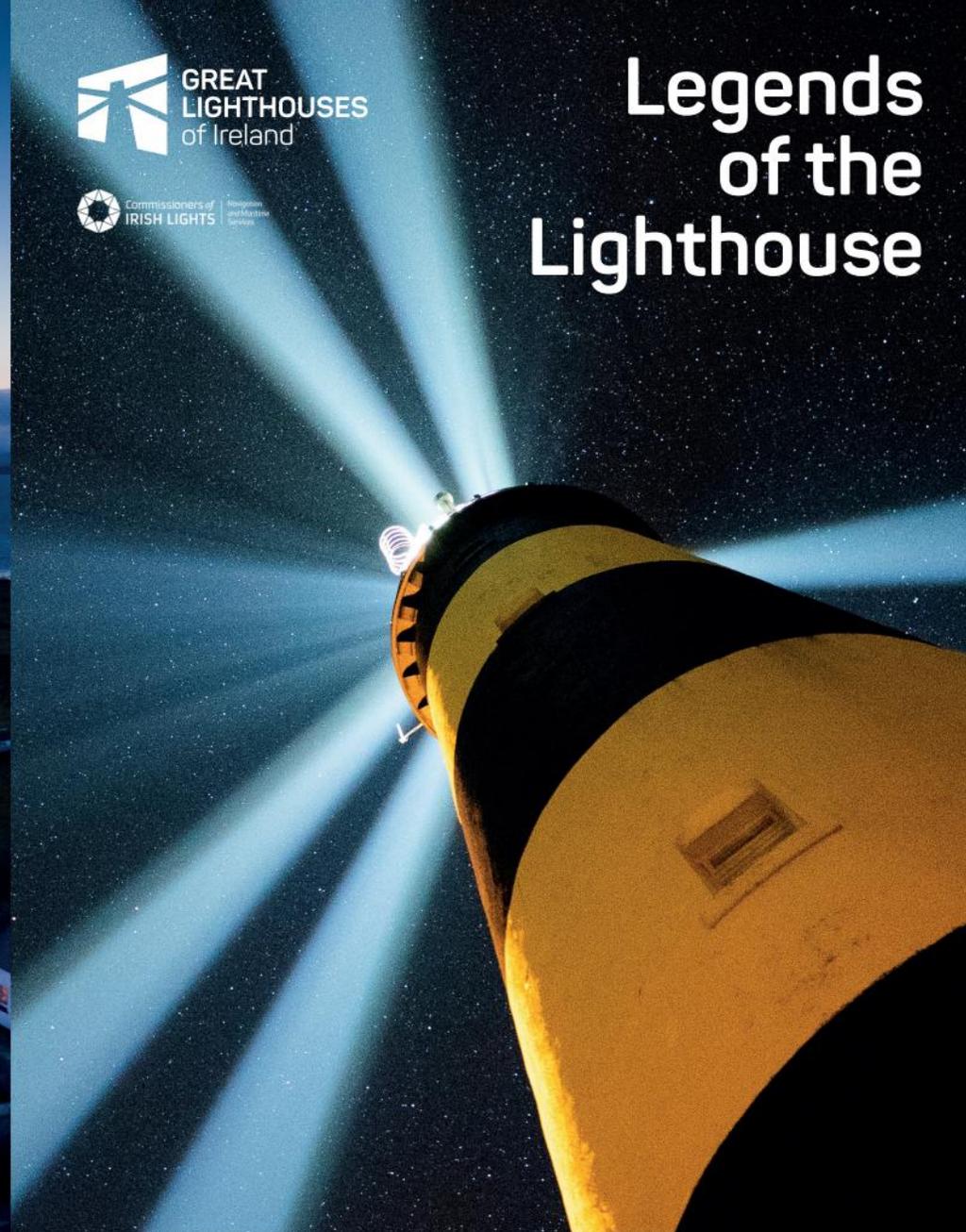
www.greatlighthouses.com

Featured lighthouses
Blackhead, Co Antrim
St John's Point, Co Down
West Light, Rathlin Island
The Great Light, Titanic Quarter, Belfast

 **GREAT
LIGHOUSES
of Ireland**

 Commissioners of
IRISH LIGHTS Navigation
and Maritime
Services

Legends of the Lighthouse



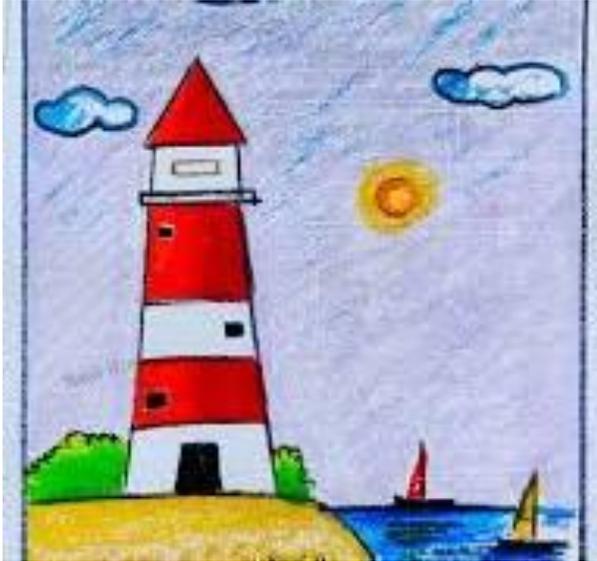


THE BEARDED ENGINEER

Millie Clotworthy, Co. Wicklow, age 10

LIGHTHOUSES

Lighthouses are towers
 With a bright light at the top
 They are used to help sailors
 Know where they are in case
 They need to stop.



THE LIGHTHOUSE

Once there was a girl called Emily. She went to Mayo to see her grandparents. Not far from her grandparents' house was a lighthouse. She decided to go by herself because she had heard a story about lost treasure.

Emily went to the lighthouse one evening. She went up all the stairs but it turns out that she was standing on a trap door and she fell!

She was in a cave. There was water in the cave and Emily was scared, but she saw the treasure house. But she couldn't



Lighthouses come in all shapes and
 Sizes, big and small.
 Stripey and plain, long and tall.

Their beam shines bright for
 Sailors passing by
 Like a traffic sign to the
 Sea, lighting up the dark
 Ocean's sky.

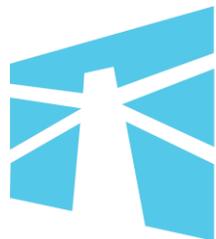
Ava Healy
 Co Roscommon



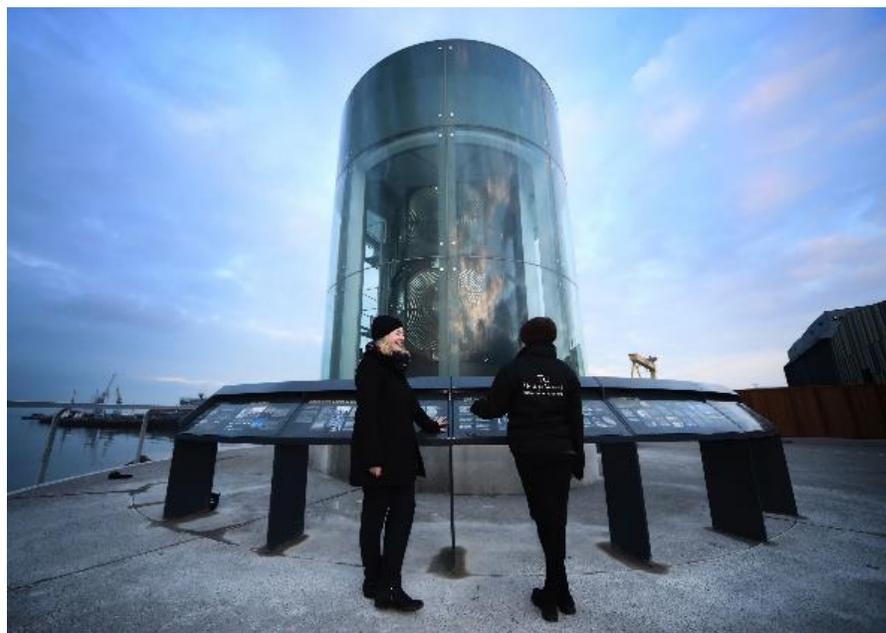
Location,
location,
co-creation



GREAT LIGHTHOUSES
GREAT STORY-KEEPERS
GREAT GUIDES



**GREAT
LIGHTHOUSES
OF IRELAND**



COLLABORATIVE AND FOCUSED CAMPAIGNS TO DRIVE TALKABILITY, VOLUME AND CULTURAL RELEVANCY, PARTICULARLY FOR DOMESTIC AUDIENCE

SUMMER



CHRISTMAS



ST PATRICK'S FESTIVAL



A COMMUNITY OF COLLABORATORS



flowerpop.ie

flowerpop.ie · 2023-3-1

Follow

Eh, so this happened!

We spent Monday dressing the iconic Gravity Bar in the Guinness Storehouse for Cruz Beckham's 18th birthday!



WE'VE GONE ON TO CO-CREATE SOME OF THE MOST MAGNETIC AND UNMISSABLE MOMENTS IN RECENT IRISH CULTURE.

leon diop 2h
Subscribe now to kick off the new weekend 🥳

Reply to leon diop ...

Ireland 2025,
2030
and beyond

From silver screen
royalty to
actual royalty...

The **Home of Guinness**
has a warm Irish welcome/
Céad Míle Fáilte
for everyone.



Measuring success

FOCUSING ON 'LOVELY DAY EVERY DAY'

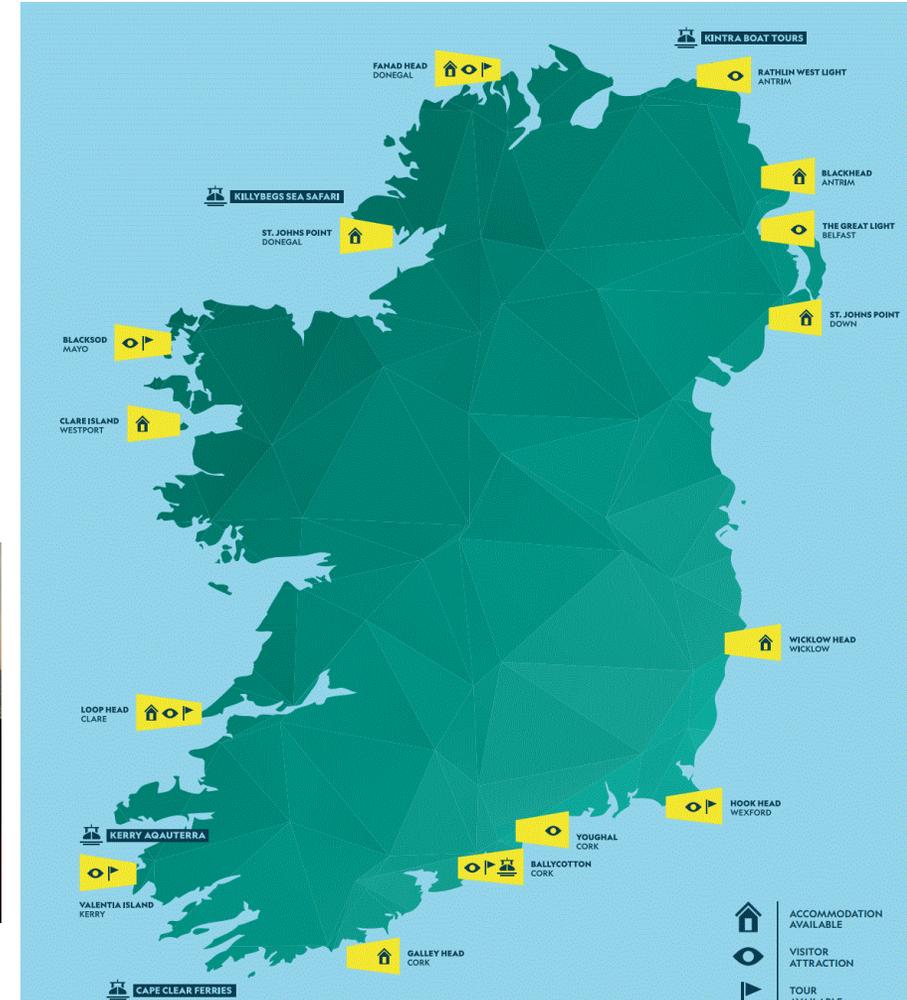
"How likely are you to recommend us to a friend or colleague?"



NPS provides a clear pulse on overall sentiment, highlights areas for improvement, and is an indicator of future WOM recommendations

Economic impact: €33m to coastal economies, 700 jobs supported

- 16 sites, 14 partners across ROI & NI
- 354,475 visitors in 2024
- €3.4m visitor spend (+77% since 2018)



GREAT LIGHTHOUSES OF IRELAND – 10 YEARS

Opportunities & Challenges



THANK YOU FOR INVITING US!