



**IHF ANNUAL REPORT 2009
MARKETING REPORT**

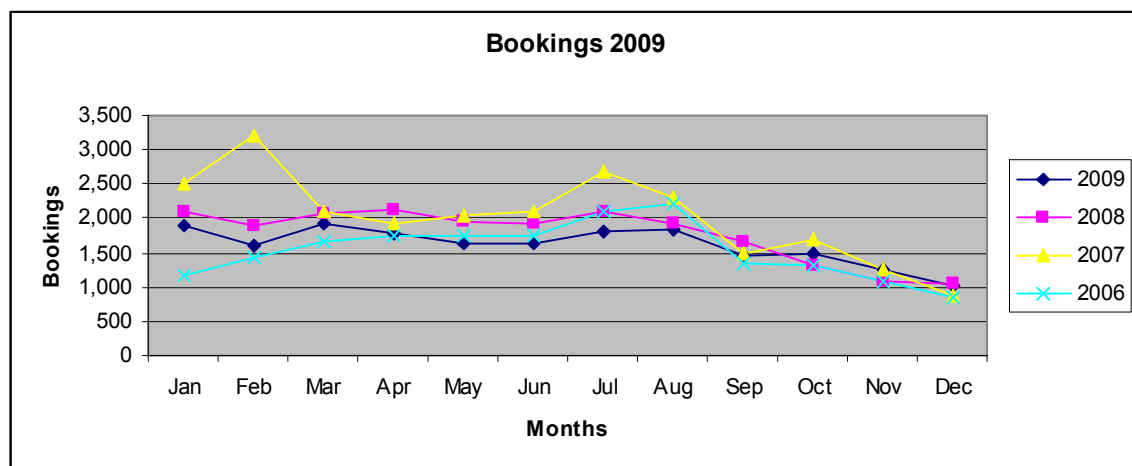
The Irish Hotels Federation produces the Be Our Guest Guide annually and makes this information available online at www.irelandhotels.com. Both marketing initiatives are considered within the tourist industry to be essential tools in driving business to Irish hotels and guesthouses.

Irelandhotels.com

Like many other portal websites 2009 was a mixed year in many respects for Irelandhotels.com. Over the 12 months of the year as a whole, booking figures (direct bookings and gift voucher bookings) were up slightly (4%) on 2008 figures but revenue was down (18%) on 2008. Like for like booking figures (not including gift vouchers) for 2009 saw a decrease of 9% and revenue was down 29%. The last three months of 2009 saw a significant upturn in both booking and revenue figures compared to those same months of 2008. It is expected that this improved performance will continue for 2010.

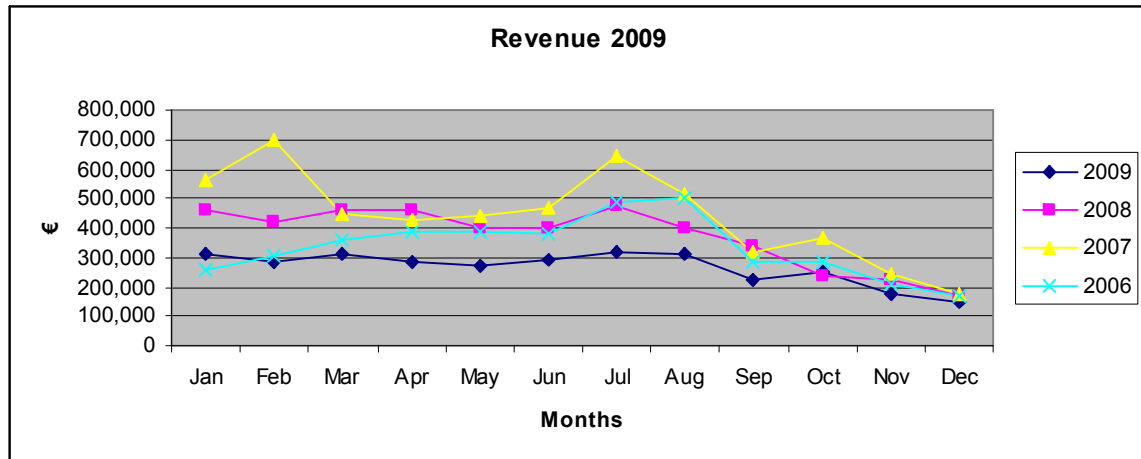
In September, the Federation launched a new look Irelandhotels.com with more focus given to the numerous special offers and breaks available in Irish hotels and guesthouses. Also, a more eye-catching banner was added which includes a number of rolling iconic images of Ireland. In 2009, Irelandhotels.com drove over 19,000 bookings to its members set up with the booking engine provided by In1 Solutions. In room night terms, these bookings accounted for over 34,000 and the average booking value was €165 in Irish hotels and guesthouses during 2009.

The graph below compares Irelandhotels.com bookings made during 2009, 2008, 2007 and 2006:



Almost €3.2 million worth of bookings in 2009 was driven by Irelandhotels.com to its members using its booking engine.

The graph below compares revenue driven from Irelandhotels.com to its bookable online members during 2009, 2008, 2007 and 2006:



Gift Vouchers

During 2009 over 4,000 gift vouchers were sold through Irelandhotels.com for a value of over €600,000. Overall, including these figures for 2009, the site generated over 23,500 bookings worth almost €3.8 million.

Source Markets

The domestic market has always been the biggest market of bookings for Irelandhotels.com and in 2009 it accounted for 66% of all bookings. As in previous years, the second biggest market during 2009 was the UK with 13% of all bookings, a decrease of 4% compared to 2008 figures. Europe followed this with 9% and the North American market accounted for 8%, which represents no change for either market from the 2008 source market of bookings figures. Finally all other countries, e.g. Australia and Japan drove 4% of all bookings from Irelandhotels.com, a 1% increase on 2008.



Affiliates

As in previous years, Irelandhotels.com continued to partner with numerous other websites and organisations such as Irishrail.ie, Adidas Dublin Marathon and Dashhotels.com. Our affiliate programme delivered over 6,000 bookings or over 9,500 room nights worth over €1 million during 2009. Our corporate affiliate programme in particular went from strength to strength during 2009 as the number of companies, e.g. Pepsi, Friends First and AOL signed up to the initiative increased significantly.

Lastminuteirelandhotels.com

The last minute section of Irelandhotels.com - www.lastminuteirelandhotels.com has been in existence since 2005 and has operated as a stand alone site for two years. The objective of www.lastminuteirelandhotels.com is to afford potential purchasers the chance to book a break which is offer based rather than a break based on a specific date or location. During 2009, this site generated over 1,000 bookings or almost 1,400 room nights worth almost €115,000.

Customer Relationship Marketing

A major e-marketing strategy of Irelandhotels.com is its Customer Relationship Marketing initiative. Each month an email is sent to Irelandhotels.com's database of almost 50,000 individual email addresses highlighting the special offers and great value available in Irish hotels and guesthouses. In 2009, this initiative drove almost 100 bookings worth €23,000.

Google

As in previous years, Irelandhotels.com benefited from a strong Google AdWords campaign. Over 1,100 bookings or 1,840 room nights derived directly from the IHF's paid ads with Google. These bookings were worth almost €190,000.

Discoverireland.ie and Discoverireland.com

Discoverireland.ie and Discoverireland.com are operated by Failte Ireland and Tourism Ireland respectively. In 2009, these sites drove over 200 bookings or 377 room nights worth almost €44,000.

Hotel Rez

Up to 2009, Irelandhotels.com had partnered with Amadeus and Pegasus. In late 2009, Hotel Rez became the preferred provider of Global Distribution Systems of the Irish Hotels Federation through Irelandhotels.com. Since going live, Hotel Rez has generated over 320 bookings or 710 room nights worth almost €60,000 to members of Irelandhotels.com signed up to this channel.

IHF Adverts

As in previous years, the IHF undertook an aggressive advertising campaign for Irelandhotels.com. IHF ads promoting Irelandhotels.com were placed in publications such as: The Irish Independent, The Irish Times, The Sun (UK) and the Sunday World. Trade ads marketing the site and generating awareness of the Be Our Guest Guide were also produced for media such as Travel GBI and ASTA.

Be Our Guest Guide 2009

270,000 copies of the 2009 Be Our Guest Guide were produced, the 22nd edition of the annual IHF publication. Almost 900 Irish hotels and guesthouses were included in the 2009 guide detailing contact and general property information along with touring maps, information on activities such as angling, golf, spa & wellness and conferencing. Within the tourist industry the Be Our Guest Guide is viewed as ‘the bible’ making it an essential reference and booking tool for many organisations and companies operating in the Irish hotel and guesthouse industry.

The Be Our Guest Guide is viewed as a ‘core’ accommodation guide for both domestic and international tourists by Tourism Ireland and the domestic tourist boards. This being the case, the guide is marketed and distributed at consumer and trade shows in over 20 countries. The Federation also attends almost 20 domestic and international shows so that further awareness for the guide is generated and indeed that the Be Our Guest Guide is distributed to anyone interested in taking a break or holiday in an Irish hotel or guesthouse.

During 2009, the guide was distributed in a number of different ways including being available through all Tourism Ireland offices worldwide, available through Failte Ireland and the Northern Ireland Tourist Board along with a direct mailing of 10 copies to each company listed on the Top 1,000 Irish Companies. Additionally copies are available from tourist offices throughout Ireland, book shops, car hire companies, Kerry Airport, Guinness Storehouse to name but a few. In the UK the guide is available to purchase in book stores such as WH Smith and Waterstones. Copies of the Be Our Guest Guide 2009 are also to be found in various golf courses, ferry ports and service stations.

2009 PROMOTIONS

January	April
Utrecht, The Netherlands	Meitheal Trade Fair
MATKA, Finland	
Holiday World Belfast	May
Holiday World Dublin	SITC Barcelona, Spain
Fitur, Madrid	
	June
February	Taste of London, UK
Salon des Vacances, Belgium	
Boston Globe, USA	August
BIT Milan, Italy	Milwaukee Irish Festival
FREE Munich, Germany	
Pennsylvania Horticultural Show, USA	November
	World Travel Market
March	BBC Good Food Show
SMT Lyon, France	
ITB Berlin, Germany	
Best of Britain & Ireland, UK	