



International Seminar on KPIs for Destination Marketing

Case Study: Ireland Measuring the Return on Marketing Investment 'RoMI'

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Tourism Ireland

Marketing the island of Ireland overseas

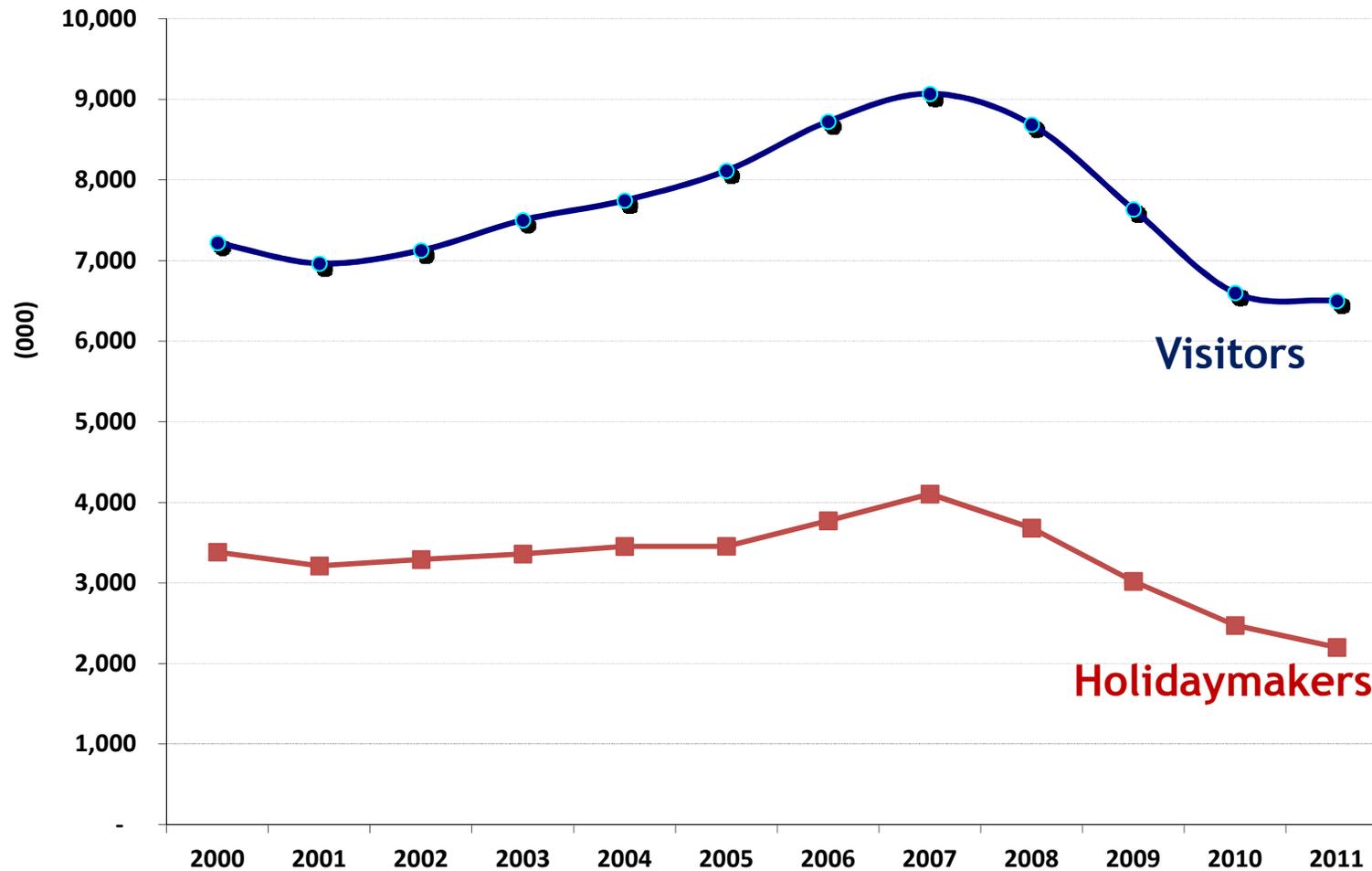
Ireland - the island of unique character and characters



Overview

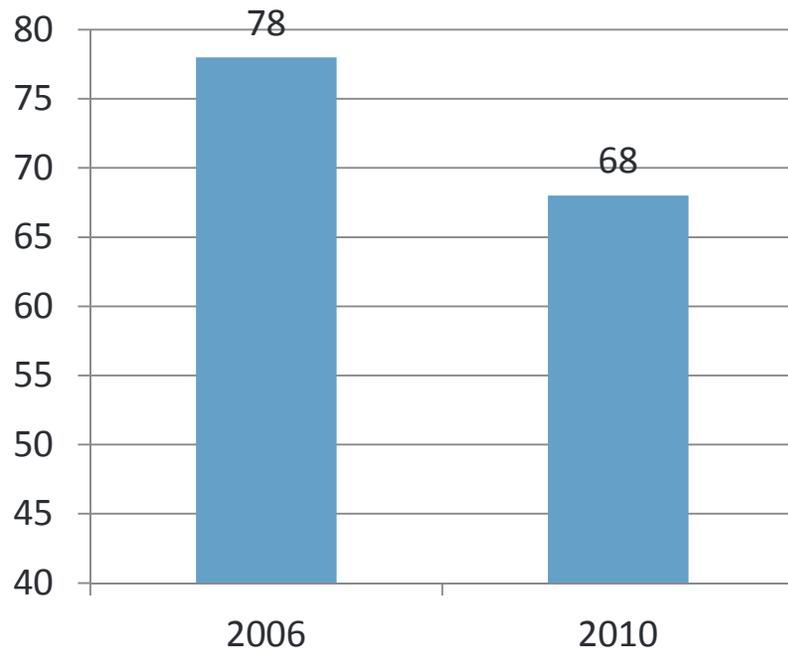
- Context
- Issue
- Approach
- Methodology
- Logistics
- Findings
- Insights
- Actions arising and results achieved

Context

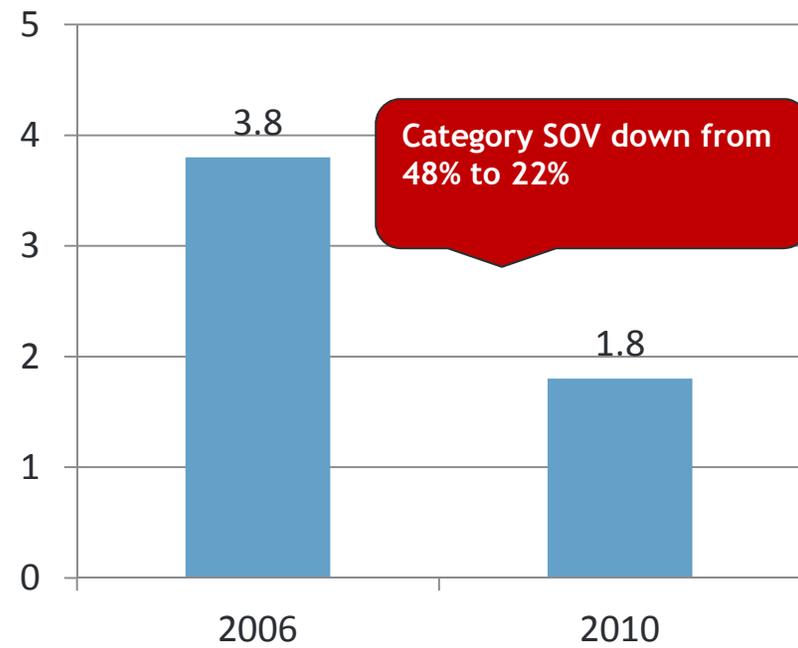


Context

Tourism Ireland Budget (€m)



GB Advertising Budget (€m)



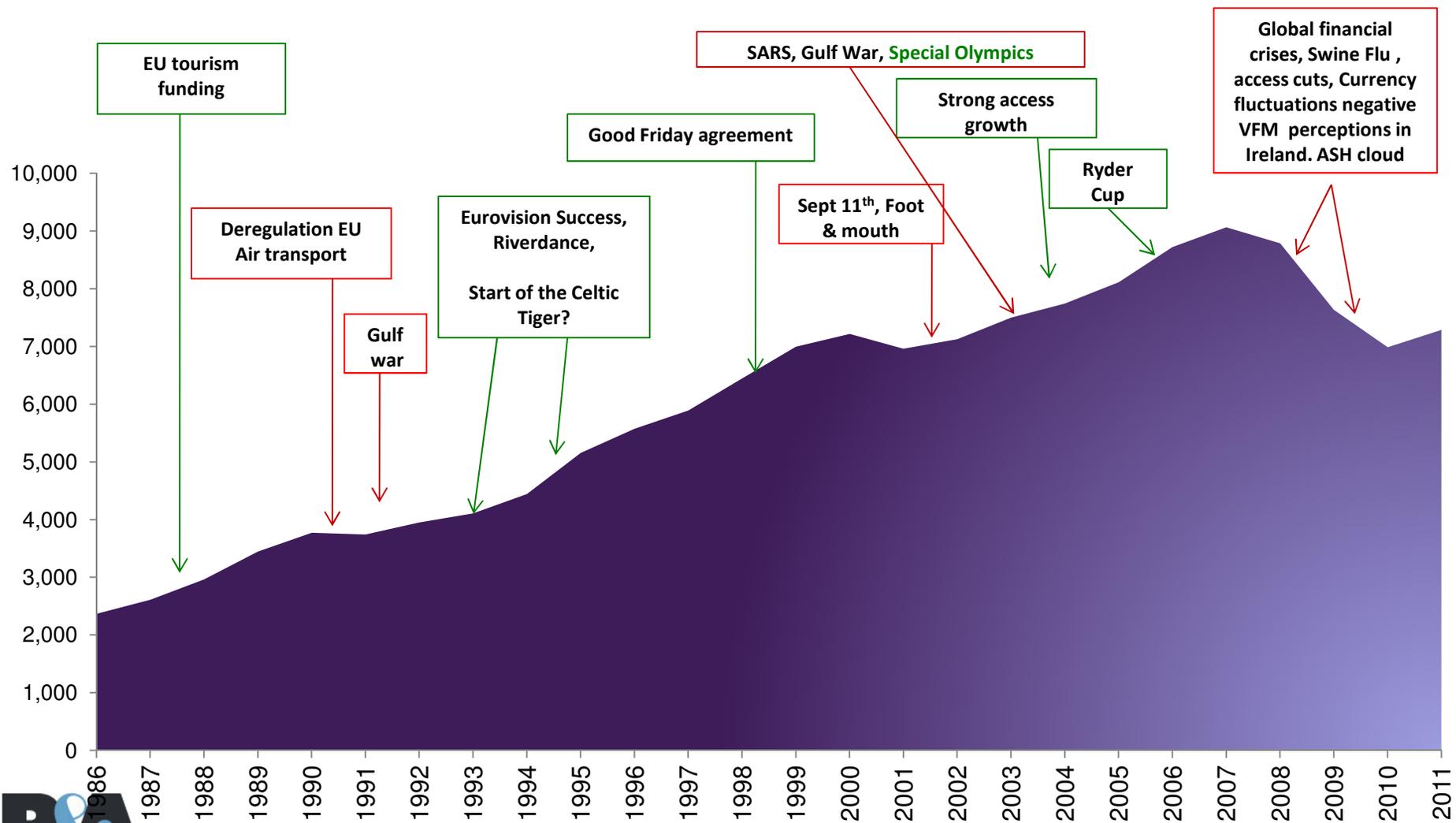
Issue

- How to justify continuation of high levels of state support against competing agencies who could demonstrate a granular return on investment?
 - ❖ *Government stakeholders*

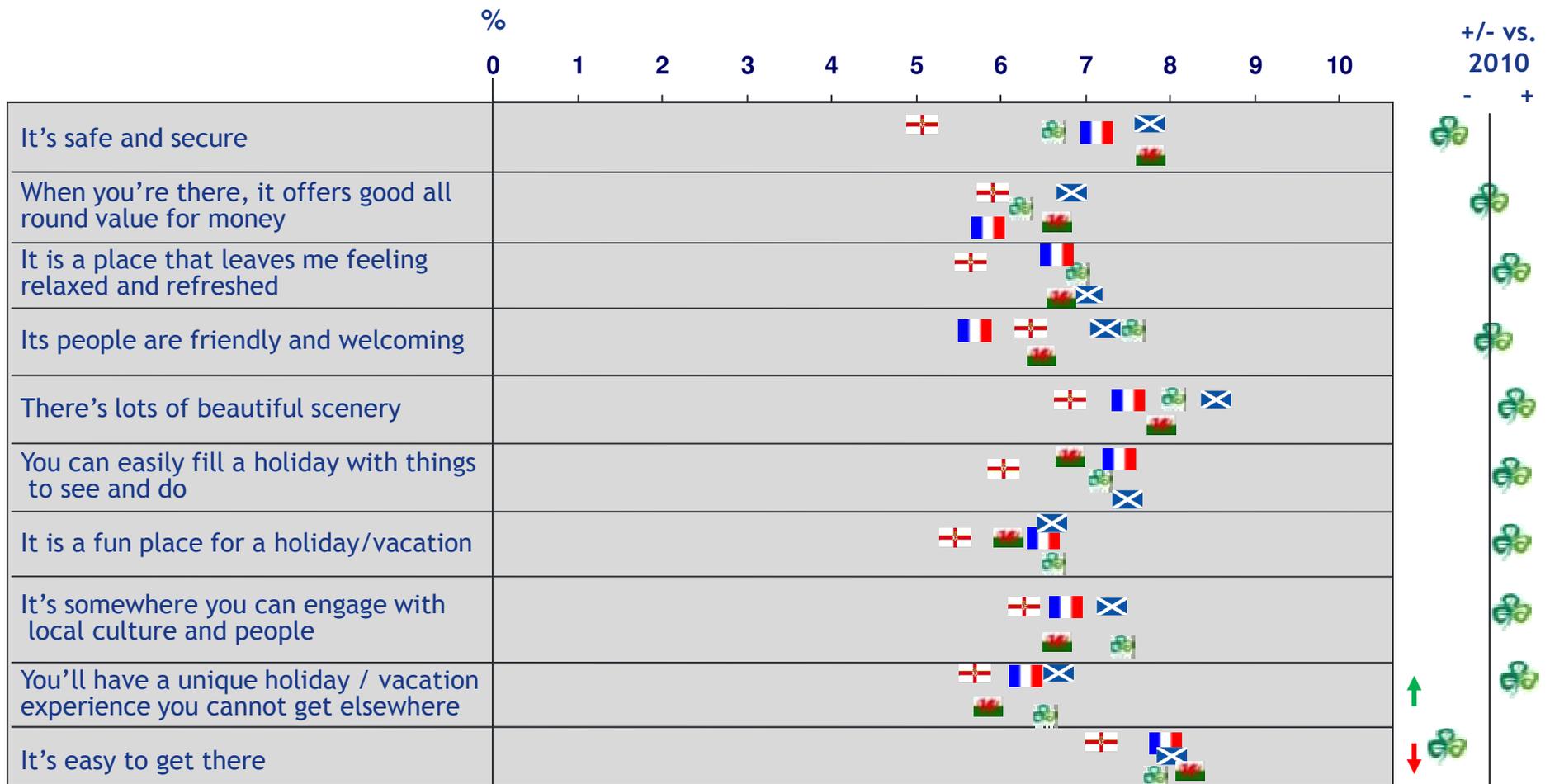
- How to guide our own internal marketing investment decisions?
 - ❖ *Internal stakeholders*

We are competing with other state agencies for funds



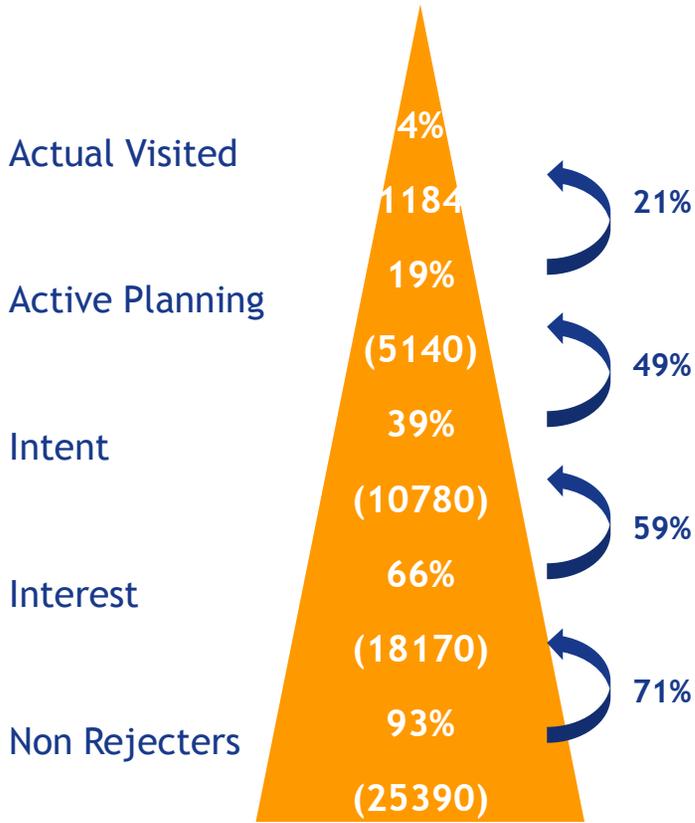


Issue

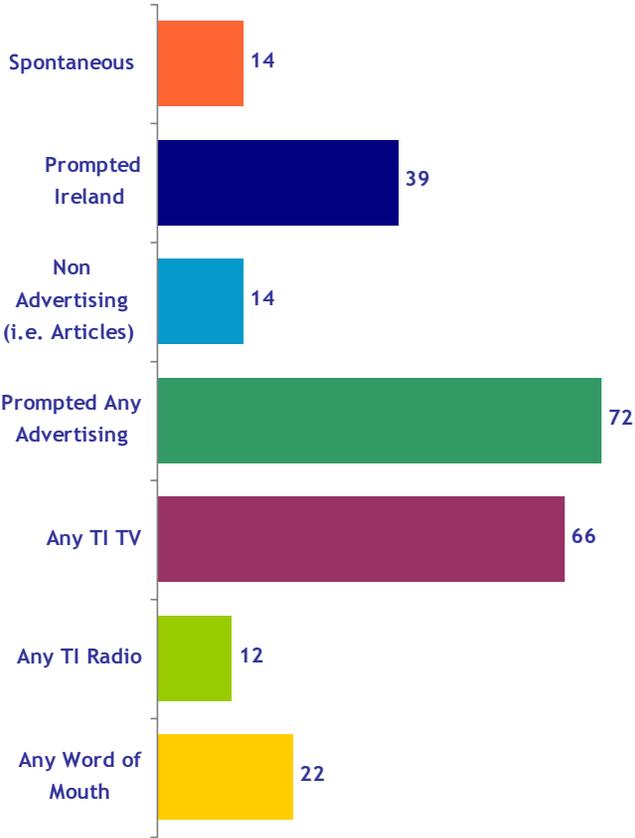


Issue

‘GB Purchase Funnel’



‘GB Awareness ’



Approach

- Bottom-up
- Consumer-based
- Align with existing statistics and metrics
- Stakeholder-sensitive

Approach

An innovative modular research design, with fieldwork spanning Republic of Ireland, Northern Ireland and Great Britain

- The research encompassed two surveys utilising a similar questionnaire:

Visitor Surveys

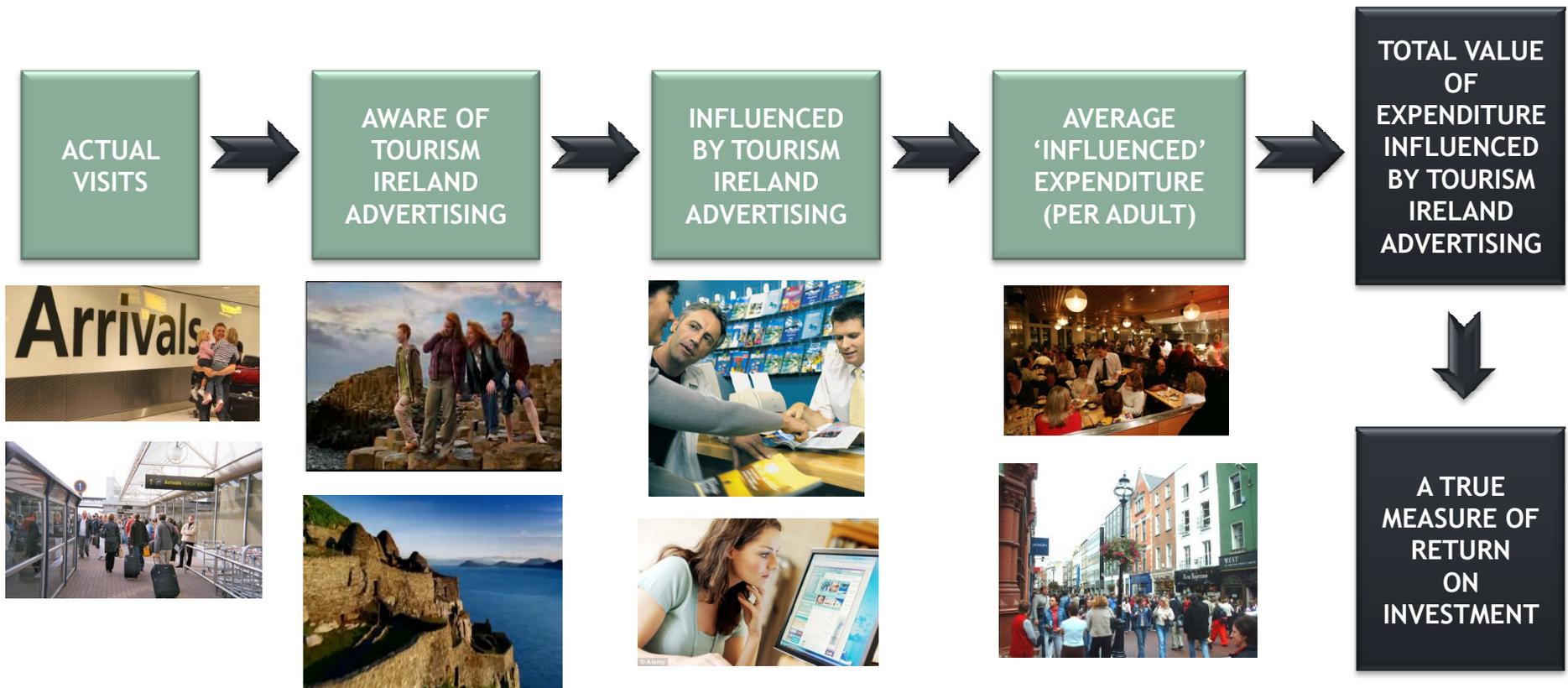
- GB visitors to ROI & NI
 - ROI: sample 441
 - NI: sample 377
- Sample comprised Promotable Visitors and VFRs (Visiting Friends & Relations).
- All had spent 1+ nights in Ireland and were within 1-2 days at end of visit.
- Visitor surveys established levels of advertising awareness and influence.
- In addition, average adult holiday expenditure for visitors influenced by advertising is estimated.
- Visitor surveys conducted August-September 2011.
- Visitor survey data has been weighted in line with official estimates for Primary Reason for Visit.

GB Omnibus Survey

- Nationally representative GB sample of 2,043
- Provides population estimates for those who visited Ireland in relevant period.
- Omnibus survey provides the unique source of data on INTENDED visits (element booked)
- Omnibus survey conducted in September 2011

Methodology

Estimating Tourism Revenues Generated by Tourism Ireland Advertising



Methodology: TV Advertising

Giants Causeway TV Ad



Skellig TV Ad



Logistics - A Partnership Approach, leveraging the resources of a range of stakeholders

Tourism Ireland, and its considerable in-house research expertise.



Behaviour & Attitudes, and its many years tourism research experience in Ireland and overseas



Northern Ireland Tourist Board, by way of official tourism numbers and general support



Dublin Airport Authority, and its help and patience in arranging security clearance for B&A surveyors, and detailed GB flight scheduling information



Belfast Airport, for the efforts taken to facilitate RoMI surveying alongside official Northern Ireland Statistics and Research Agency fieldwork.



The National Trust in Northern Ireland, for granting fieldwork access to a range of visitor attractions.



Fáilte Ireland, for its permission to utilise learnings from its Behaviour & Attitudes St. Patrick's Festival Visitor Estimates survey



The Central Statistics Office, for the provision of up-to-date visitor estimates for survey weighting purposes



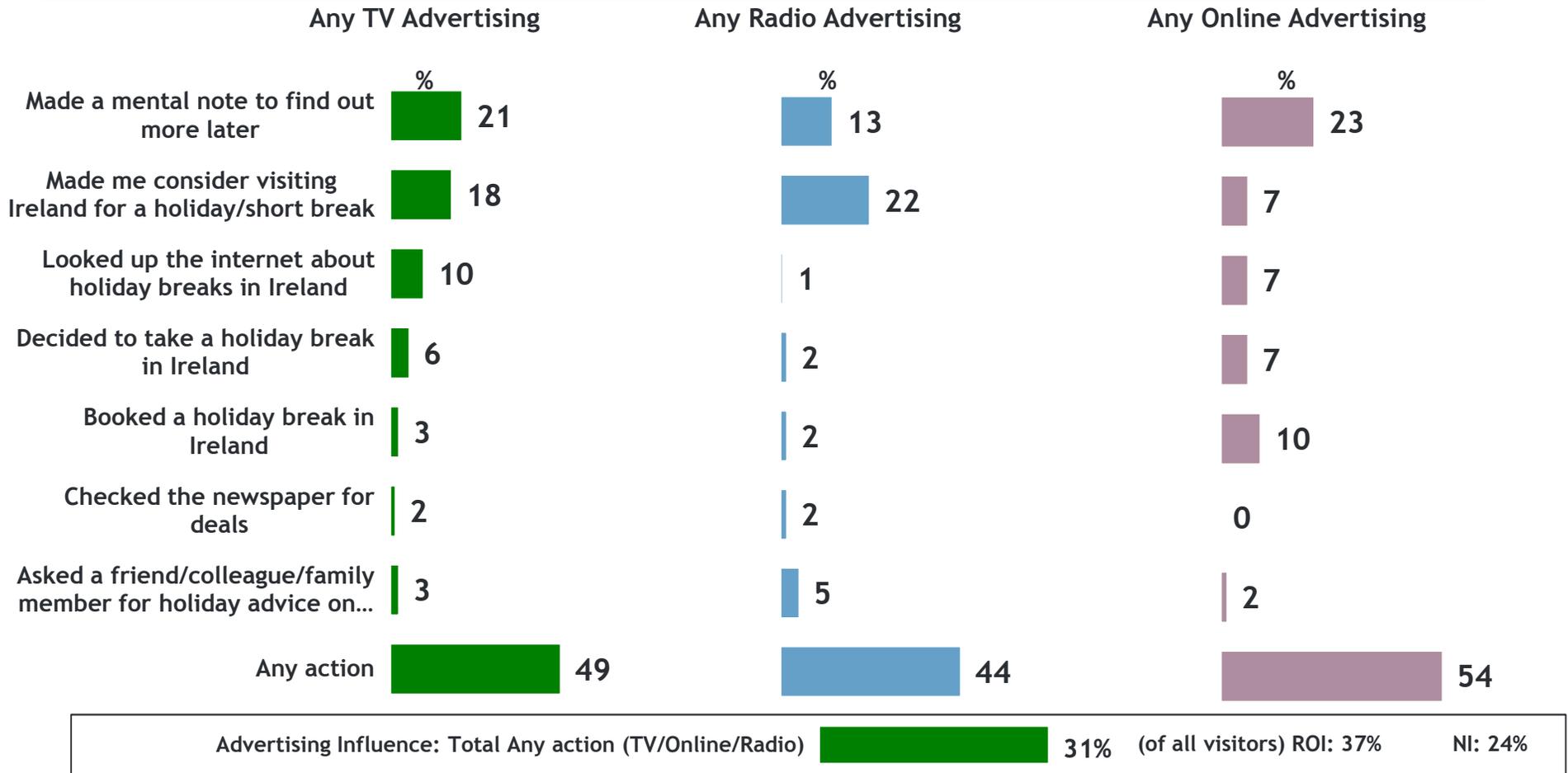
An Phríomh-Oifig Staidrimh
Central Statistics Office

In drawing upon the resources and expertise of a range of bodies, the research process in itself came to represent a combined effort to produce reliable data of use in maximising state support for tourism advertising, with the ultimate goal of boosting tourism revenues to the island of Ireland.

Findings - The Effect of Tourism Ireland on Actual Behaviour

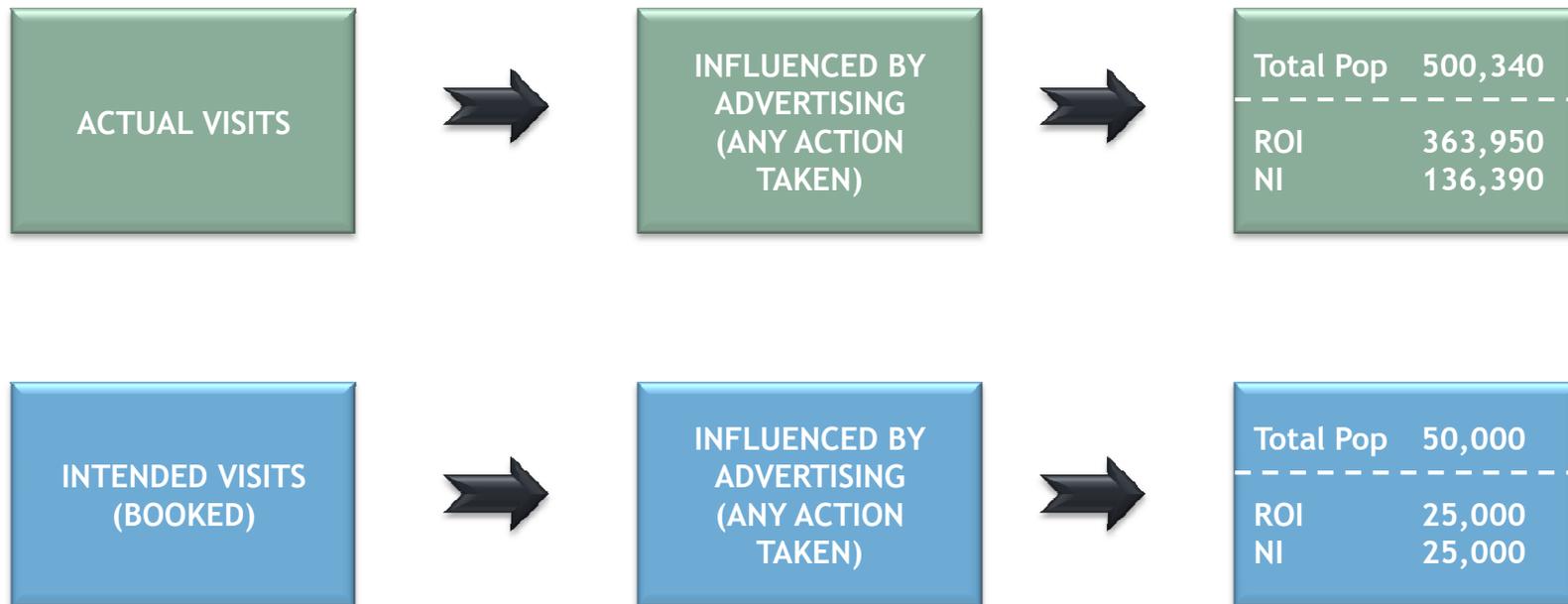
Base: All aware of advertising

The design of a meaningful and actionable call to action metric has been critical to gaining acceptance of findings



Findings - Linking Influenced Visitor Numbers to Population Estimates

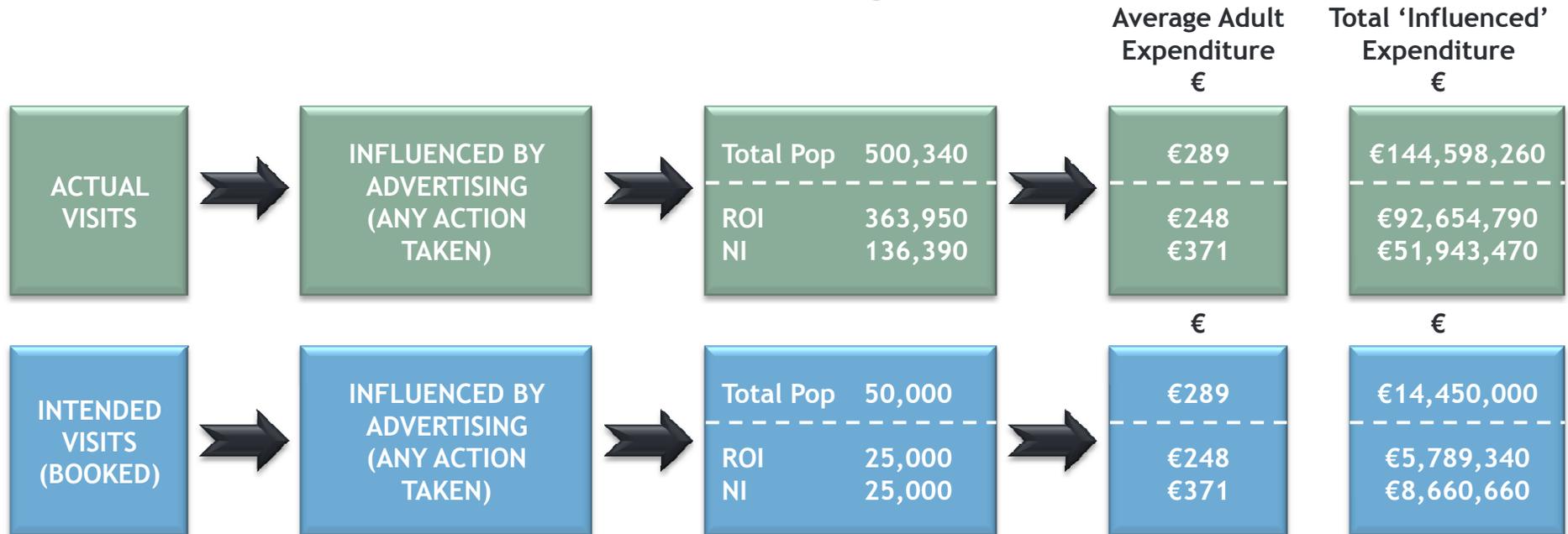
Tourism Ireland RoMI Model: Population Estimates



The relatively low level of “intended” visitors, the corresponding expense of conducting omnibus research in overseas markets, and concerns over the individual’s capacity to fully predict their own future behaviour lead us to query the inclusion of intended visits from RoMI

Findings - Linking Influenced Visitor Numbers to Population Estimates

Ireland RoMI Model: Value of Advertising Influence



Total €159,048,260 (Promotables €84,122,820)
 For ROI €98,444,130 (Promotables €51,146,990)
 For NI €60,604,130 (Promotables €32,975,830)
 Total GB£138,371,986; ROI GB£85,646,394; NI GB£52,725,592

Straight away, we see that VFR's are just as open to the influence of marcoms activity as the "promotables", leading to a re-assessment of the definition of precisely who is promotable!

Findings - the value of advertising influence

| Destination/NTO | RoMI Ratio |
|------------------------|------------|
| Tourism Ireland (2011) | 20:1 |
| NITB (2009) | 14:1 |
| Australia (2009) | 13.5:1 |
| Britain (2004) | 30:1 |

So, we can estimate that for every Euro spent on marketing activity by Tourism Ireland, €20 in tourism revenue is subsequently generated

Insights

- The responsiveness of the VFR cohort to a ‘holiday-maker’ call-to-action
- The discriminating power of the ‘influence metric’
- The ‘over-estimation’ of peoples intention to visit and the need to focus on real visitors
- The importance of identifying and measuring the VIA’s (ROI via NI and vice-versa) cohort

Actions taken

- Shift of media spend in GB to TV from digital in late 2011
- Shift of spend from other markets to GB in 2012
- Broaden RoMI work to include top four markets in 2012
- Re-calibrate our approach to ‘intent’ versus ‘actual’ visitation
- A fundamental Tourism Ireland reappraisal of VFR’s, and a realisation that they too represent a valid target market.

Results achieved

- Use of RoMI results to secure 2012 budget (Government stakeholders)
- Shift from ‘outputs’ (SoV) to ‘outcomes’ (RoMI) (internal stakeholders)
- Commitment to television in top four markets in 2012 and beyond

Conclusions

- ‘Outcomes’ not ‘outputs’ gets peoples attention
- We have a model which combines rigour with ease of understanding for stakeholders
- A smaller number of key KPIs is desirable, in terms of both task and communication

Thank you!