

Breakdown of Payments by Fáilte Ireland in 2024 and to October 2025 with Details of Associated Content Creators and Campaigns.						
Brand	2024 (€)	Content Creators	Campaigns	2025 to Oct (€)	Content Creators	Campaigns
Wild Atlantic Way, Ireland's Ancient East, Ireland's Hidden Heartlands, Dublin.	€142,228	Cliona O'Connor, Eadaoin Fitzmaurice, Emma O'Leary, Harry McNulty, Lili Forberg, Marius Monaghan, Roz Purcell, Sarah Hanrahan, Sarah Slattery, Tadhg O'Brien, Zoe and Dani.	Keep Discovering, Wild Atlantic Way 10th Anniversary, Best Daycation Ever, Golf, Winter in Dublin.	€124,998	Eadaoin Fitzmaurice, Erick Roberts, Hilda Smith, How to Gael, Joshua Nueva, Kevin Penrose, Roz Purcell, Sandra Wilson, Tadhg Fleming, Zoe and Dani.	Keep Discovering, Home of Halloween.