

Breakdown of Payments by Tourism Ireland by Market in 2024 and to October 2025 with Details of Associated Content Creators and Campaigns						
Market	2024 (€)	Content Creators	Campaigns	2025 to Oct (€)	Content Creators	Campaigns
USA/Canada	82,006	travelsofsarahfay, helloangelia, Courtney Delfino, Shaunie Begley, Readytostare, Caroline Barry @makebostonhome, Jake Guzman @jakeguzman, Alessandra artinez @livin.mivida.ale, Stephanie Gibri @sgibri, Alysse Dalesandro @readytostare, The Planet D, Wellness Travelled, JenniferValentyneandMother Daughter Date, Kierra Summer, Jake Guzman, Raimee Lacofano,	Wild Atlantic Way 10th anniversary, Pride 2024, Off-seasoncontent campaign, Wild Atlantic Way 10th anniversary content creator relay, Global sustainability, Wild Atlantic Way digital campaign 2024, Sustainability campaign, Brand Campaign, Halloween group visit, Other content creator activity	33,756	kaliaalexandria, passportsandpreemies, worldofawander, MarissaMeizz@marissameiz, Susi Vidal @susividal, Harry McNulty @saltynuts_, Will Strathmann @willstrath, PaigePhelpsTingey@paige_tingey, PaddyMack@paddymackk, TheresaRowley@littledrownedrat, ChaseVondran@explorewithchase, AllyssaLeaton@thelesbianpassport, IvanQuintanilla@travelingiq, Kristen Sarah, NataliaHasenkampf@travelwithitalia, Courtney Delfino @letravelstyle, Alysse Dalesandro @readytostare, Alec Sills-Trausch	St Patrick's Festival content creator visit, GoPro campaign, LGBTQ+ media trip, Other content creator activity

		Nathanael Billings, Haley Plotkin,alexkhachigian, Catie Keogh @catiekeogh, Lisa Niver @lisaniver, JessicaSerna@mycurlyadventures, IsmailMpiani@myculinaryadventures, Julia Randall @staysandgetaways, Dixie Hartzog @witchvoid, Chase Vondran @explorewithchase), Marissa Strang @marissa.daily, Preethi Chandrasekhar@eagertravele, MercedesPosey @calculatedopulence, Alexa Moore @lilmsawkward				
GB	143,056	Emma Cooke (petite.blondine), Sabina (girlvsglobe), Sophie Gardner, MelBTravel, KellyPrince-Wright, PostcardsbyHannah, OlgaChagunava(Liolaliola), Amyenvoyage, Wheresmollie,	Wild Atlantic Way 10th anniversary, Wild Atlantic Way 10th anniversary content creator relay, Halloween, Sustainability campaign, Other content creator activity.	83,048	dejashu, loulouexplores, carolinemcquistin, sandymakessense, kellyprincewright, sophiegardner, monalogue, theslowtraveler,	St Patrick's Day regional, Ireland Unrushed, Other content creator activity

		Whatstacydid, Jordon Ezra King, Sima(TheCuriousPixie), RoamwithAdam, Paperboy, James Popsys, geordie_hiker, Sophie Gardner, That Girl Fleur, Shu Shi Lin, Christianne Risan, Going Green Media, Alixé Lay			g_cooper, adventuresofalice, getlostgab, emilydubious, hollyrubenstein, paperboy, Callum McSwiggan, Top Gear	
Germany	127,249	Sarah Ploss (Grossstadtklein), Sarah&Marco(loveandcompass), Jasmin Rasmussen (Jasminxfabienne), Olivia Marei, Melanie&Nina (GoodMorningWorldBlog), Julia Weigl, Bolle & Marco, Couchflucht,	Wild Atlantic Way, Content creator activity with Select Holidays, Wild Atlantic Way 10th anniversary content creator relay, Core, Northern Ireland, Culture,	50,006	unterwegsmittjasmin, grossstadtklein, Laura Laccone @our.traveltreats, Lena Martin @inspirationdelavie, Jonas Fellenstein @furstonetravels, Marcel Lesch @evolumina, Jonas Deichmann, extreme athlete @jonas_deichmann,	Campaign 1 – Wolters (tour operator) group visit, Derry-Londonderry and Donegal, Always on' Ireland campaign,

	LauraLaccone&PatrikBeiner (@our.traveltreats), SabrinaBrechtold(@couchflucht), ReisenReisenpodcast(Hannah), manueldietrichphotography(co-op with Select Holidays), Gesina Demes @gesinadem, DanielKilian@danielkilian, rebeccasbrow, ricobruening, Julia Weigl (@julia.solo_travel), Katrin Lehr (@vielunterwegs), Thomas Ludwig (fravelly.reisen), JonasFellenstein (@furstonetravels), Rebecca Worbs (@rebeccasbrow), Anna&Yannik(@gruenumdiewelt), globusliebe, kommwirmachendaseinfach, thewaveshavecome, _christophpartsch, oliviamarei, Lena Martin @inspirationdelavie, Sarah Ploss @grossstadtklein, Jonas Fellenstein @furstonetravels	Boating, Sustainability campaign and Mayo, Other content creator activity, Culture Ireland, Halloween and more, Other content creator activity.	AnnaandYannick(@gruenumdiewelt), Olivia Marei (@oliviamarei), DeniseandRyne(@hesaidshesaid), hesaidorshesaid, lebenwiegottinfrankfurt,	Cycling in Donegal, Ireland Unrushed campaign, Campaign 2 – St Patrick's Day 2025
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France/Spain	73,217	Lilia & Valentin (lilia_rt), Laura&Thibaut(samfaitvoyager), Margot&Julien(Hellotravelers_), Alisson&Franck(lesoiseauxvoyageurs), With Axie, Clo & Clem, L'oeil d'Eos, L'Oeild'Eos(EloïseandLuc), Scramblerofparis (Mathurin Desplats), Alis Golding, Decouvrirensemble, Mica (madrid4u), Natalia Ovejero (elmundo.en.mispies), Triana&Sergi(@deunlado_paraotro), SaraCaballero(@lamochiladesara), CristianDelgado(@cristiandelgadofdez), Juntos_Viajando(+@laurapeanutonTikTok), Azulmistico (collaborative post), DavidBermudez&Kalina(@rutaideal), David Rocaberti, Paco Nadal, Anita Azul Mistico, CristinaRodríguezBox(@akkicris89), Kristina Escortell (@buscandoalsol), Sara Caballero (@lamochiladesara)	Fill your heart with Ireland campaign, Wild Atlantic Way 10th anniversary, Wild Atlantic Way 10th anniversary content creator relay, Sustainability campaign, Fill your heart with Ireland kickstart, Other content creator activity.	28,145	Léon le Daron – Camille and Thomas, imartatravels, Travel Tip For You, Paco Nadal, akkicris89,	Ireland Unrushed, Short breaks – Dublin and Belfast, Fill your heart with Ireland
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Italy	22,300	Giorgio & Martina (inviaggiocoltubo), Pietro Franzese, Silvia Fascians, In Viaggio col Tubo, Giovanni Arena,	Wild Atlantic Way 10th anniversary, Wild Atlantic Way 10th anniversary content creator relay, Sustainability campaign	5,750	Gay.it, Parlasostenibile (@parlasostenibile), Straycats.life (@straycats.life)	Ireland Unrushed campaign, Other content creator activity
Benelux	32,791	Reishonger, WeAreTravellers.nl, Anne de Buck (yourlbb), Travelvalley, Wearetravellers, Anne de Buck of Your Little Black Book, YLBB, Reishonger, Roy Mandersloot, Zilver Schmitz, Sjoerd Bracke, Cuno de Bruin,	Northern Ireland, Wild Atlantic Way, Halloween, Wild Atlantic Way 10th anniversary content creator relay, Sustainability campaign, Cork campaign	18,053	Roy Mandersloot, Zilver Schmitz, Anne de Buck, Naomi Louwerens, Sandra Engels, Where she goes Kirsten, Vakantie Met Kinderen	Ireland Unrushed, Belfast city break, Wild Atlantic Way BBI (tour operator) partnership
Nordics	45,111	Agneta Sjödin, Maja Kristina, Sofia Henriksson, Trine Petersen,	Wild Atlantic Way 10th anniversary, Wild Atlantic Way 10th anniversary content creator relay,	26,427	KristinLagerqvist (@krickelin), Agneta Sjödin, Maja Kristina, Danica Chloe,	Ireland Unrushed, Fill your heart with Ireland, City Breaks,

		Danica Chloe, Kristin Lagerqvist, Joanna Swica, Louisa Johannesson,	Fill your heart with Ireland – Powerscourt House, Sustainability, Derry- Londonderry/Donegal, Belfast and Dublin for city breaks		Trine Petersen, Alexandra Truedsson, Zofia Selimi, Emmy Kristiansen (@emmykgk00)	
Austria/ Switzerland/ Australia	12,700	julia_huber, Morgane Schaller, Comewithus2_, Martina Bisaz kitkat_ch, Polkadot Passport	Wild Atlantic Way 10th anniversary, Cork and Kinsale	0	nil	nil