



# Update to members of Cork County Council

Meeting on Tuesday 24<sup>th</sup> October 2017



13<sup>th</sup> ACI EUROPE 2017  
**AWARDS**  
*Winner 2017*

Best Airport in Europe in it's Class



CBA  
Cork Business  
Association

**CORK BUSINESS  
OF THE YEAR 2016**

**WINNER**

Spike Island named Europe's top tourist attraction

Well Done

**BREAKING NEWS**



## THE IRISH TIMES

1<sup>st</sup> October 2017

### Spike Island named Europe's leading tourist attraction

Former prison site wins at World Travel Awards described as "Oscars" of the travel industry

The former prison site beat off competition from Buckingham Palace, The Eiffel Tower, the Colosseum and the Acropolis in the top ten sites chosen to compete for the European category.

"We are very proud to make it an unprecedented three in a row for Ireland, following in the footsteps of the excellent Titanic [Belfast](#) and Guinness Storehouse.



## Cork Airport wins ACI Best Airport Award

Cork Airport came out on top at a prestigious aviation awards ceremony in Paris on 13<sup>th</sup> June. The airport was named Airport Council International (ACI) Best Airport in Europe (under 5 million passengers) at the 27th Airports Council International (ACI) Europe General Assembly, Congress and Exhibition, which was attended by over 400 Aviation Chief Executives and industry leaders.

The Awards recognise excellence and achievement across a variety of airport disciplines. Shortlisted airports were assessed by a panel of aviation expert judges and key institutional stakeholders. Winners were announced as part of the proceedings of the Gala Dinner at the 27th ACI EUROPE General Assembly, Congress and Exhibition 2017 in Paris.



## New Fire training facility opened by Minister Coveney, City Mayor and Deputy County Mayor on 29<sup>th</sup> September 2017

On 29<sup>th</sup> September the new state-of-the-art Fire Training Facility at Cork Airport was officially opened by Minister for Foreign Affairs and Trade Simon Coveney.

The new facility cost €1.8 million and will ensure the airport's Fire & Rescue Services crew has access to world-class training scenarios and programmes.

The facility incorporates the latest design based on a hybrid aircraft training simulator, allowing for a variety of scenarios with various types of aircraft currently operating from Cork Airport. Crucially, the adaptable simulator also facilitates training around future aircraft to operate from the airport.



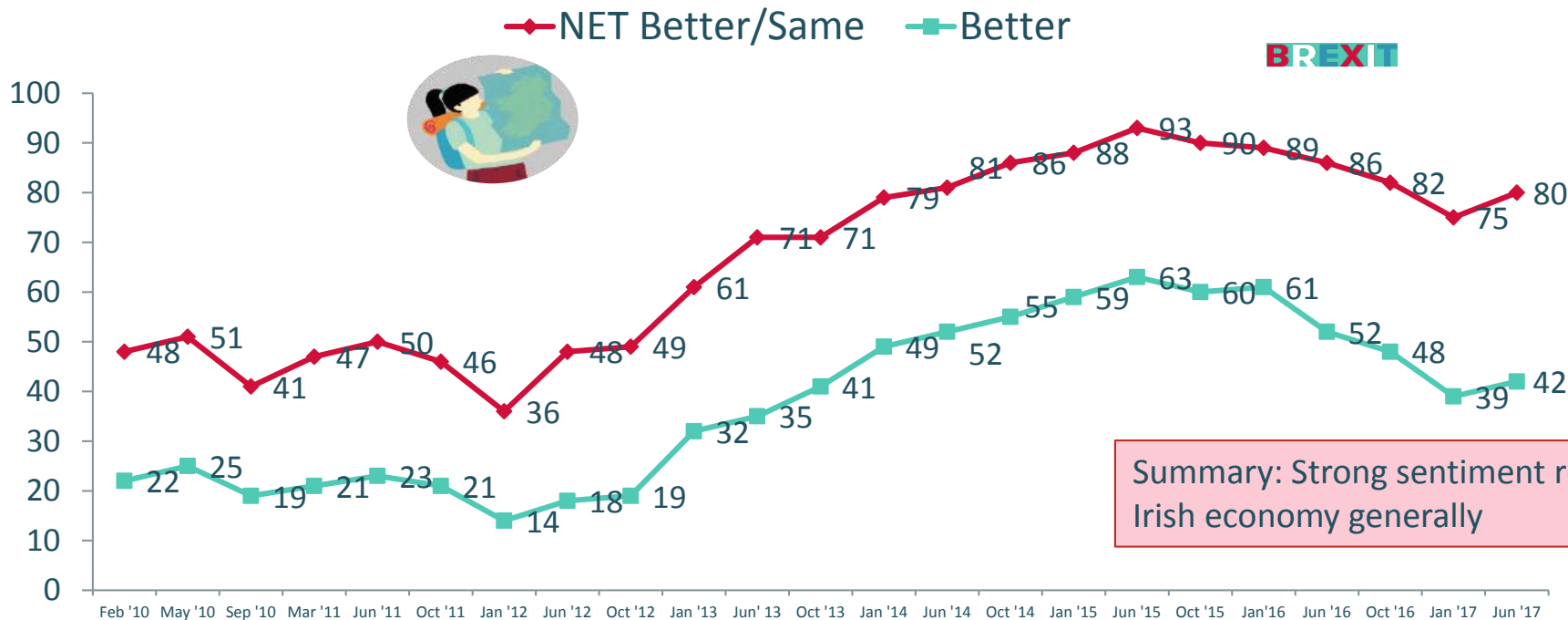
# Agenda

- Red C Economic Outlook and Tourism Industry Confederation Outlook
- Red C specific Cork Airport feedback
- General traffic performance
- National Traffic Trends
- Marketing plans to grow traffic and visitor numbers on transatlantic
- Executive lounge update
- Brexit and aviation/tourism latest update
- Roundabout upgrade
- AOB, Questions and discussions – next meeting date

## RedC Economic Outlook and Tourism Industry Confederation Outlook

# How do you expect the Irish economy to fare in the next 6 months?

Source: RED C Consumer Mood Monitor



Summary: Strong sentiment re Irish economy generally

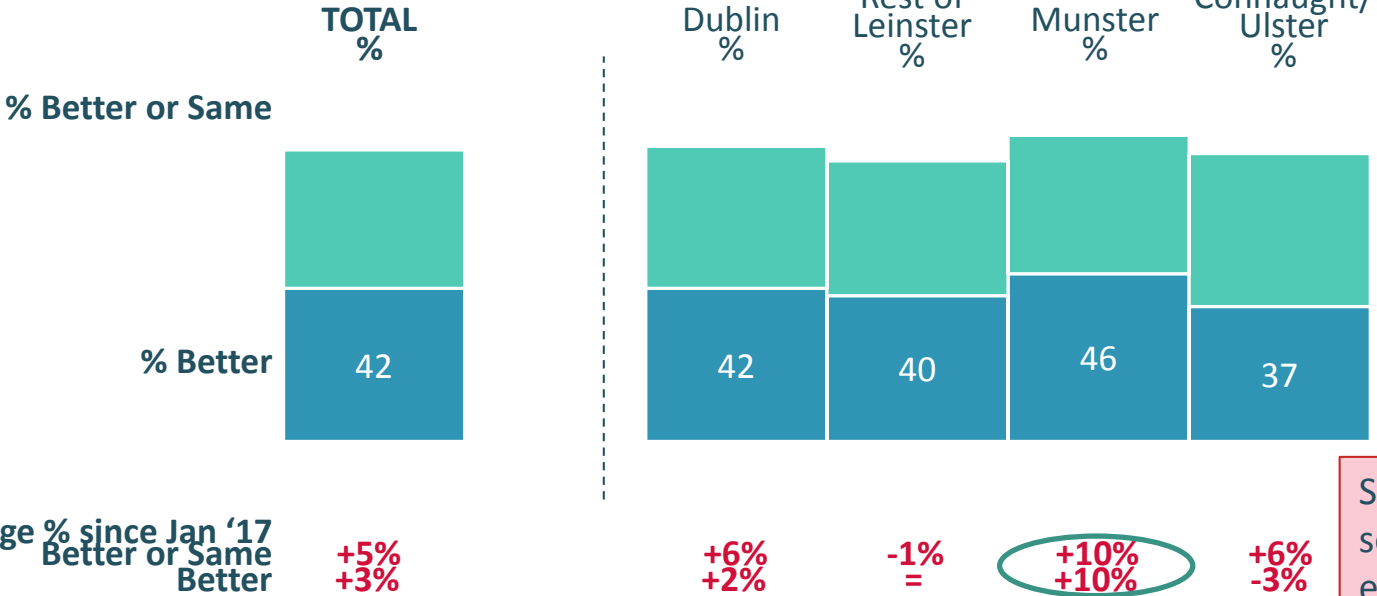
In spite of the uncertainty surrounding Brexit, consumer outlook has improved from January to June 2017. 2 in 5 expect the Irish economy to fare better in the next 6 months, with only 1 in 5 expecting it to fare worse.

# Expectations for the Irish economy across the country...

Source: RED C Consumer Mood Monitor



## REGION



Summary: strong sentiment re Munster economy

Those in Munster are most positive about Irish economy in near future, with most momentum since the start of the year.





Domestic outlook – neutral



UK outlook – poor



US outlook - good



Continental Europe outlook – neutral

## Issues & Challenges per ITIC:

- A drop in July arrivals is worrying
- Tourism growth in Ireland is largely from North America and long haul
- Sterling weakening the British market
- Weak Sterling and Dollar means we must maintain competitiveness and restore tourism marketing budgets



Rest of World outlook – good

Summary: Confidence in inbound market dented by worries around Brexit and competitiveness

## RedC specific feedback on Cork Airport

# Overall Satisfaction With Cork Airport – Departures Experience

Base: All

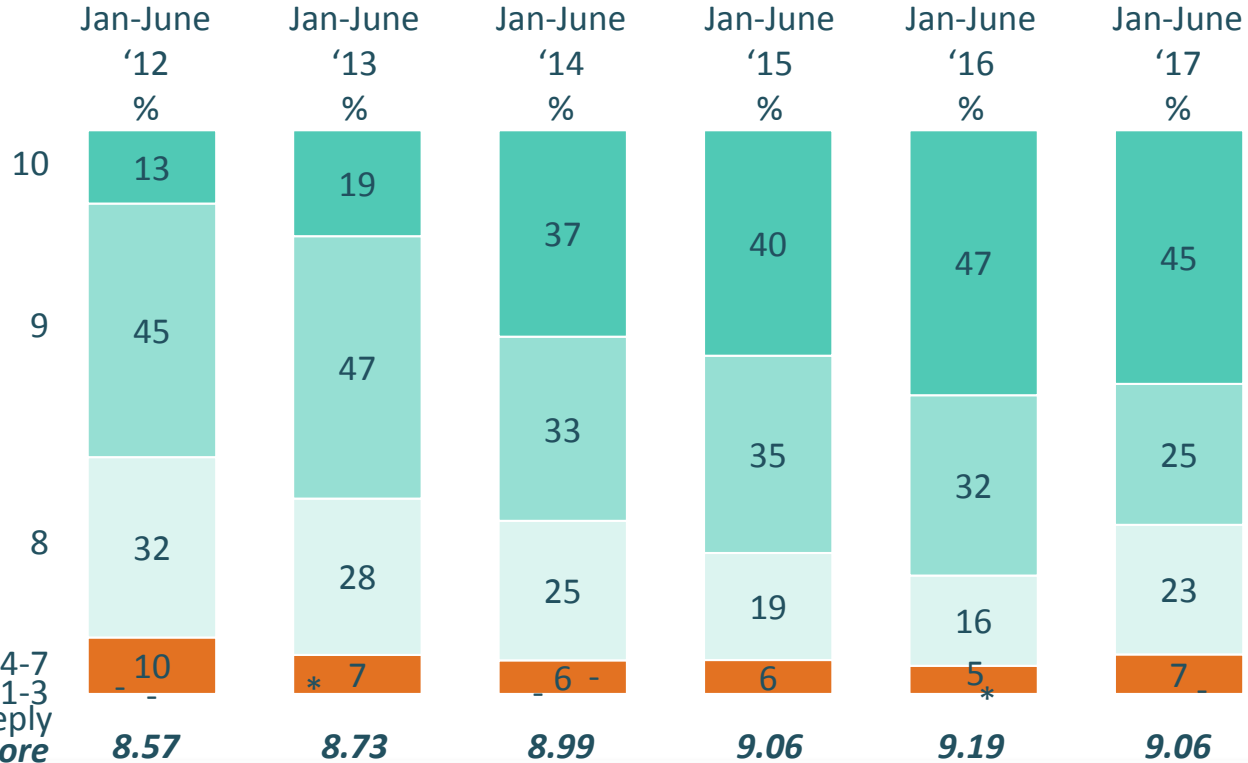
Commercial

Scheduled

Departing

Passengers

4-7  
1-3  
Don't know/no reply  
**Mean Score**



For first time since 2012, overall satisfaction with Cork Airport has not increased – however, still remains extremely high with 45% giving a score of 10 out of 10.

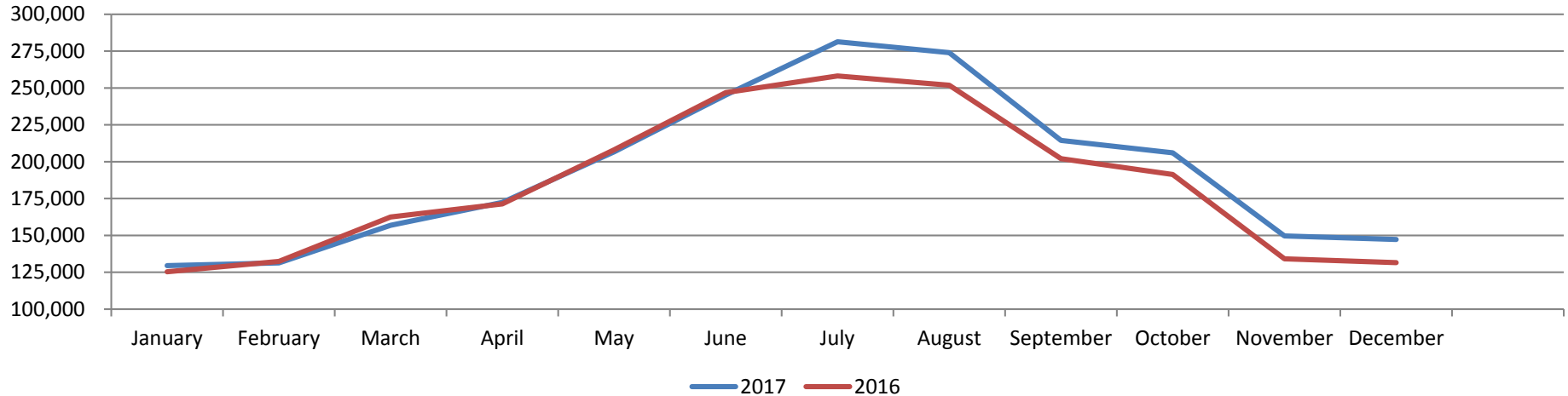


## General Traffic Performance

# Route Network



# 2017 YOY Traffic By Month



July onwards noticeably stronger growth than first half of year

# September 2017 –Traffic by Region

210,971 pax total (+6% v same period in 2016)

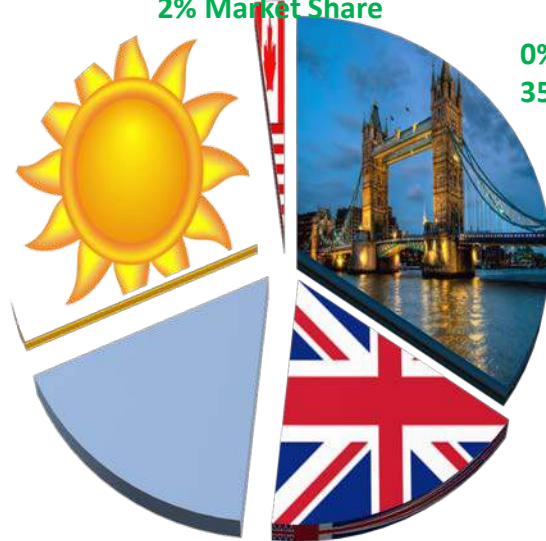
Norwegian direct & WOW Connections  
2% Market Share

0% on PY  
35% Market Share

+ 9% on PY  
(Malaga, Canaries etc  
30% Market Share)

+2.5% on PY  
(Amsterdam,  
Geneva, Paris  
& Munich)  
16% Market Share

+ 4% on PY  
(Manchester, Edinburgh, Southampton  
and new capacity) 17% Market Share



- London
- UKP
- Rest of Europe
- Southern Europe
- Transatlantic



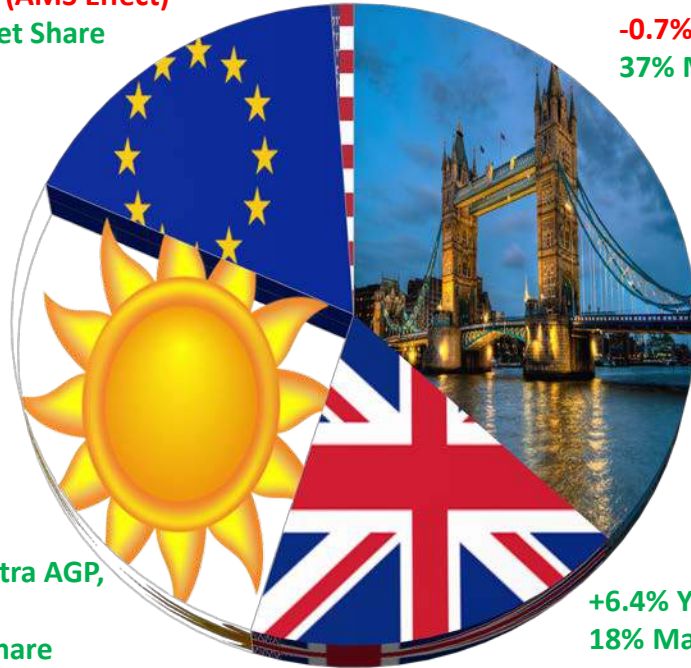
# Traffic By Region (YTD Until 15<sup>th</sup> October 2017)

YTD 2017: 1.91m Passengers (+4%)  
Full 2017: 2.31m Passengers (+4%)

n/a% YOY (new PVD & KEF)  
1% Market Share

-4.6% YOY (AMS Effect)  
17% Market Share

-0.7% YOY (LCY Effect)  
37% Market Share



+9.5% YOY (Extra AGP,  
ACE, ALC)  
27% Market Share

+6.4% YOY (Extra MAN, EDI & SOU)  
18% Market Share

- London
- UK Provincial
- Southern Europe
- Rest of Europe
- Transatlantic

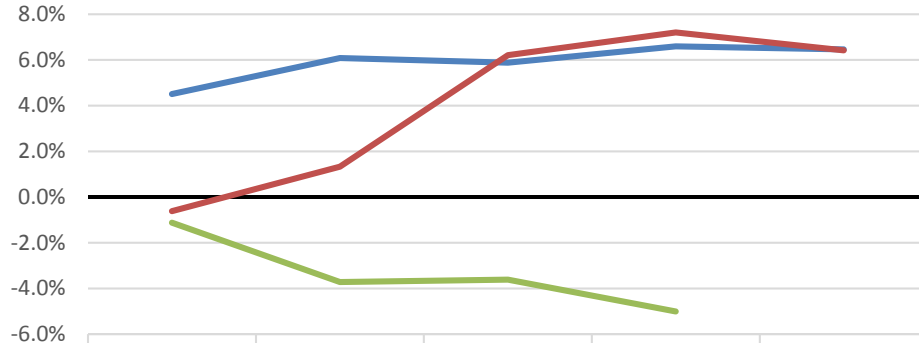


Good growth happening in second half of year with new routes and forecasting circa +4% for 2017



# Ireland Airport Traffic Trends – Summer 2017 (May through September incl.)

Growth



	May-17	Jun-17	Jul-17	Aug-17	Sep-17
Dublin	4.5%	6.1%	5.9%	6.6%	6.5%
Cork	-0.6%	1.3%	6.2%	7.2%	6.4%
Shannon	-1.1%	-3.7%	-3.6%	-5.0%	

— Dublin — Cork — Shannon

Pax Numbers (000's)	May-17	Jun-17	Jul-17	Aug-17	Sep-17
Dublin	2,605	2,900	3,100	3,072	2,735
Cork	206	250	274	270	211
Shannon	163	193	204	195	N/A

- Dublin and Cork neck and neck in terms of growth % in critical July/August peak months.
- Shannon underperforming in these months

# Traffic Wins - New Announced Routes 2015 - 2017

Airline	Destination	Starting	Season
Aer Lingus	Dusseldorf	1 <sup>st</sup> May 2016	1 <sup>st</sup> May –26 <sup>th</sup> Oct x 2pw(Wed & Sun)
Iberia Express	Madrid	18 <sup>th</sup> June 2016	18 <sup>th</sup> June – 4 <sup>th</sup> Sept x 2pw (Wed & Sat)
Flybe	Cardiff	June 2015	Year round x 2pw (Tues & Fri)
Norwegian	Boston	1 <sup>st</sup> July 2017	Year round 3 weekly (summer) 2 weekly (winter)
Aer Lingus Regional	Southampton	14 <sup>th</sup> Mar 2016	Year round x 4pw (Mon, Tues, Fri,Sun)
WOW Air	Reykjavik (and onwards to US, Canada)	19 <sup>th</sup> May 2017	Summer only 2017 4 pw (Mon, Wed, Fri, Sun)
Swiss Intl	Zurich	2 <sup>nd</sup> June 2017	Summer only 1pw June & Sept and 2 pw July & Aug
Volotea	Verona	Scheduled route From May 2017	1 pw Summer May to September
Aer Lingus Regional	Newquay	6 <sup>th</sup> May 2017	2 pw May to September



# Traffic Wins – Capacity increases announced 2016/2017

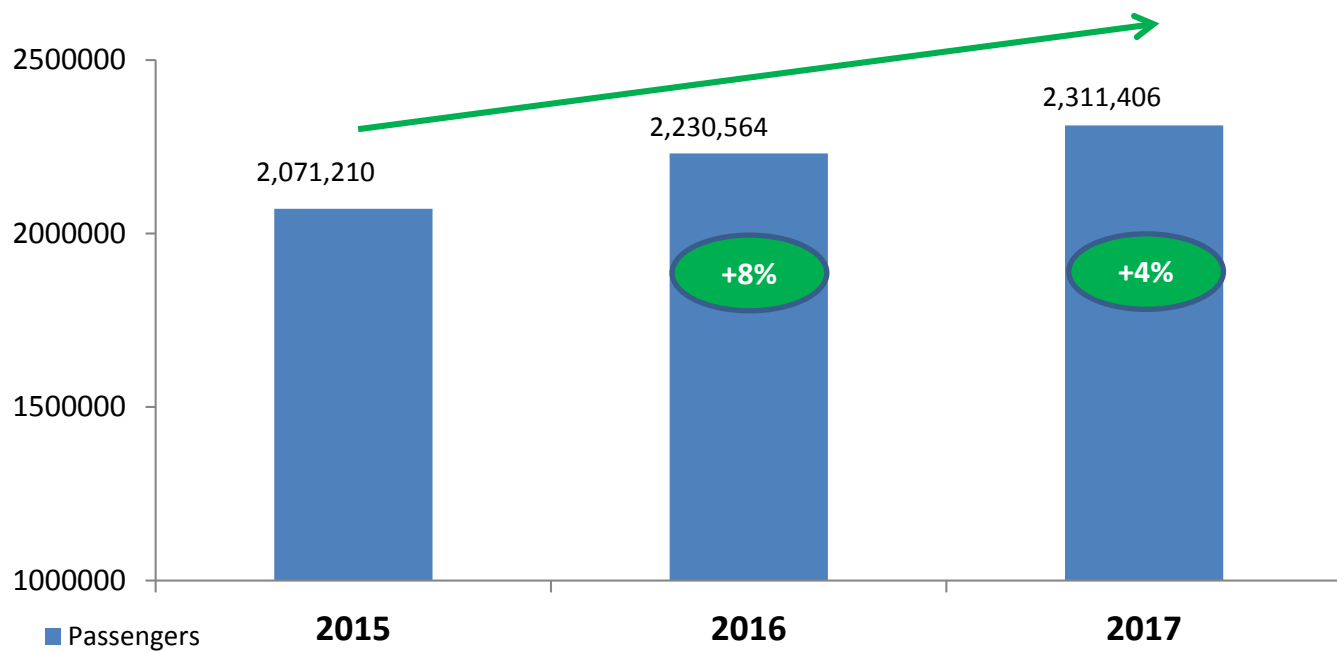
Airline	Destination	Starting	Season	Note
Aer Lingus	<b>Faro</b>	May 2016	Summer	From 7 to 8 pw (for June) 9 pw in July, August and September
Aer Lingus	<b>Barcelona</b>	Summer 2017	Summer	1 extra frequency pw 10 <sup>th</sup> May to 29 <sup>th</sup> September
Aer Lingus	<b>Palma</b>	Summer 2016	Summer	1 extra frequency pw
Aer Lingus	<b>Heathrow</b>	Summer 2017	Summer	From 4 to 5 flights pw on 6 days of week June 26 <sup>th</sup> -aug 28 <sup>th</sup>
Aer Lingus Regional	<b>Manchester</b>	March 2016	Year round	From 2 to 3 per day on Mon, Thurs, Sun
Aer Lingus Regional	<b>Glasgow</b>	March 2016	Year round	From 4 to 6 pw (For summer) 5 pw (for Winter)
Aer Lingus Regional	<b>Edinburgh</b>	April 2017	Year round	From 7 to 9 pw
Ryanair	<b>Faro</b>	Summer 2016	Summer	Expected additional 14,000 seats/ 76 movements
Ryanair	<b>All Ryanair routes</b>	Summer routes extended into Winter (Gran Canaria, Tenerife, Malaga)	Winter 2016	Overall in 2016 Ryanair expected to deliver 43,000 extra passengers across a number of routes.

Aer Lingus 

Stobart Air 

 RYANAIR

# Cork Airport Traffic Growth 2015 – 2017



2018 growth targets will be published to CADC in confidence in December

## Swiss more than double frequency for 2018

 Irish Examiner

### Seat capacity on Cork-Zurich route to double



 SWISS

Swiss, which operated the service for the first time this year, with two weekly flights, will more than double capacity on the route, from 9,000 seats to 20,140, next year. The airline will now operate three flights a week – Monday, a new Wednesday service, and Friday – commencing in early May and running until the end of October, 2018. That is an almost 25-week summer season. The flight will be operated by Bombardier CS100 and CS300 aircraft.

 CORK AIRPORT

Marketing plans to grow traffic and visitor numbers

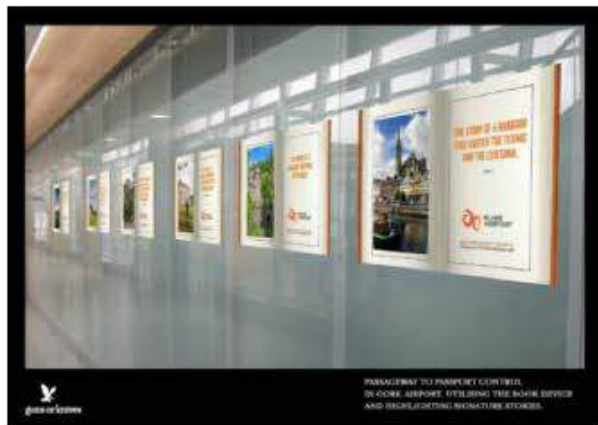
## Rhode Island Delegation to Cork on 18<sup>th</sup> & 19<sup>th</sup> September – business and tourism interests



2.5 day visit to Cork with representatives from:  
Newport County Chamber of Commerce  
City of Newport  
Innovate Newport  
Rhode Island Commerce Corp  
Providence Warwick Convention & Visitors Bureau  
Rhode Island Commerce Corp  
South County Tourism Council  
Rhode Island Commerce Corp  
State of Rhode Island



# Collaboration with Fáilte Ireland on sense of place for Cork Airport



High impact visuals showcasing Cork Airports unique position as gateway to both Wild Atlantic Way and Irelands Ancient East gone live in Q4 2016/ Q1 2017 in conjunction with Fáilte Ireland



## 2017 co-operative spends (TI, Cork Airport and airlines)

- €270,000 in GB
- €415,000 in mainland Europe
- €501,429 in US

• **€1.2m in total**

Airlines

Airport

TI

**DISCOVER CORK'S EPIC SCENERY**




**FLY DIRECTLY TO CORK FROM £16.99**

**RYANAIR**  
LOW FARES. MADE SIMPLE.



**LONDON TO CORK FROM £45.99**

FLIGHTS FROM LONDON TO CORK FROM £45.99  
EACH WAY INCLUDING TAXES AND CHARGES

Smart flies  
**Aer Lingus**

**BOOK NOW**



- Really strong relationship with Tourism Ireland...regular meetings.
- Collaborative campaigns delivered in key markets (GB, France, Spain, Germany, Netherlands and US).
- Co-funded by TI, airport and airline.
- Reaping rewards in terms of inbound visitor numbers.



**Flybe**  
Sponsored

1,500 miles of the most spectacular coastline. Fly Cardiff to Cork with Flybe from just £27.99 one way




**THE WILD ATLANTIC WAY**  
www.flybe.com

**Book Now**


71 Likes - 25 Comments - 16 Shares

Like Comment Share



May 27 at 6:30pm

Cork is a must see when visiting the south-west of Ireland! Book your trip now with Ryanair.com



**10 Good Reasons to Visit Cork**  
BLOG.RYANAIR.COM

Like Comment Share

13 Top Comments

**ESCAPE TO THE WILD ATLANTIC WAY**




**FLY DIRECTLY TO CORK FROM £16.99**

**RYANAIR**  
LOW FARES. MADE SIMPLE.

Flights from London to Cork. Fares one way from. Book 90 days in advance. Travel by 31/07/16. 14 days advance purchase required. See Ryanair.com

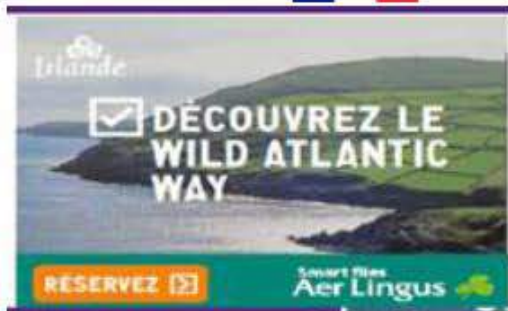
# Examples of collaborative inbound tourism marketing with TI: France and Germany



France



Germany



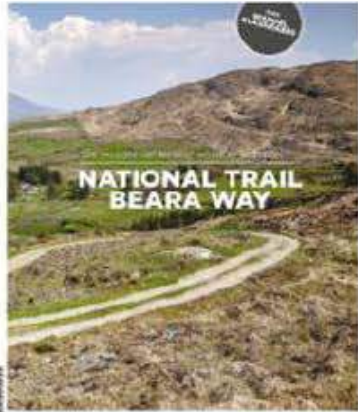
# Examples of collaborative inbound tourism marketing with TI: Italy, Netherlands and Spain



 Netherlands



Spain



Italy



# Examples of collaborative inbound tourism marketing with TI: United Kingdom

**ESCAPE TO THE WILD ATLANTIC WAY**

Ireland



**FLY DIRECTLY TO CORK FROM £16.99**

**RYANAIR**  
LOW FARES. MADE SIMPLE.

Flight from London to Cork on Aer Lingus from £16.99. Includes taxes and charges. Prices of flights subject to change. © Ryanair Ltd 2014. All rights reserved. Ryanair is a trademark of Ryanair Ltd. Aer Lingus is a trademark of Aer Lingus. Ireland is a trademark of the Department of Tourism, Ireland.

**DISCOVER CORK'S EPIC SCENERY**

Ireland



**FLY DIRECTLY TO CORK FROM £16.99**

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Ireland

**LONDON TO CORK**  
FROM  
**£45.99**


EXCLUDING TAXES AND CHARGES

**BOOK NOW**

Smart flies  
**Aer Lingus**

**flybe** Flybe  
Sponsored - VI

1,500 miles of the most spectacular coastline. Fly Cardiff to Cork with Flybe from just £27.99 one way



**THE WILD ATLANTIC WAY**  
www.flybe.com

**Book Now**

71 Likes · 25 Comments · 16 Shares

Like Comment Share

**THE WILD ATLANTIC WAY**  
1,500 miles of the most spectacular coastline. Cardiff to Cork from £27.99 one way

**BOOK NOW**

ireland.com  
CORK AIRPORT

**flybe.**  
T&Cs apply

United Kingdom



# Partnership marketing

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Examples of how Norwegian works with partners to maximize results for all.

# Tactic: Kargo

Spend on this tactic: \$2,870  
Impressions from this tactic: 434,600



## Media Partner: Kargo

Category: Mobile Specific



### What Are They Known For:

- High Impact Mobile Placements
- 848 out of a possible 850 in MOAT score (Viewability, In-View Time, Exposure Time, Effectiveness)

### Why This Works for 737 Max Annual Campaign:

- Eye-catching animation draws in the user's attention without disrupting their experience with premium content.

#### PROPOSED TACTIC: Scroll Reactive Sidekick

A 140x140 branded image hugs the bottom right corner of the page, dynamically changing as the user scrolls.



Initial

As the User Scrolls

#### PROPOSED TACTIC: Lightning Banners

Lightning fast hover banners load 2x faster than standard units at the bottom of publisher pages. Unit auto-collapses after 10 seconds, signified by a countdown X button prior to dismissal.



#### PROPOSED TACTIC: 300x250 Interstitial

Upon page load, the interstitial banner "breaks out" to cover the entire screen. The user must click the "x" in the top right corner to close the Ad. Very good for Brand Awareness.



# Tactic: LoopMe

Spend on this tactic: \$4,100  
Impressions from this tactic: 256,250



## Media Partner: LoopMe

Category: Mobile Specific



### What Are They Known For:

- Largest supplier of mobile video and full-screen units.
- Proprietary mobile DMP collects 6 Trillion data points to create unique audience segmentations.

### Why This Works for 737 Max Annual Campaign:

- Deterministic algorithms can focus only on users with high likelihood to complete our desired action/KPI.



PROPOSED TACTIC:  
Full-Screen Custom Rich Media with Street View

Unit is initially full screen (not tap to expand) guaranteeing every impression sees your entire creative.

Unit highlights Norwegian Air's value and routes to multiple European destinations. Option to overlay hotspots, further educating users on tourism highlights.



# Tactic: Yieldmo

Spend on this tactic: \$2,911

Impressions from this tactic: 172,200

A  
DESIGN

## Media Partner: Yieldmo Category: Mobile Specific



### What Are They Known For:

- Custom, design driven ad formats
- Engages users creatively without disrupting the user experience

### Why This Works for 737 Max Annual Campaign:

- Exclusive placements across Comscore 150+ premium publishers

#### PROPOSED TACTIC:

##### Pull



- When a user scrolls through an article without closing the Ad, the Ad flows up and down the mobile device as the user scrolls.
- Sequences three different creatives at once

#### PROPOSED TACTIC:

##### Bookings Feature and Postcard



- Sold on a Cost-Per-Click basis!
- Promote Norwegian Air's new route offerings with a prominent image and clear CTA.

# Tactic: AFAR

Spend on this tactic: \$6,437  
Impressions from this tactic: 240,260



## Media Partner: AFAR

Category: Publisher Direct

# AFAR

### What Are They Known For:

-Provides consumers with premium, customizable content around the destination they want to explore and interests they are passionate about.

### Why This Works for 737 Max Annual Campaign:

-Offers a gateway to Europe from the United States.  
-Gives consumers accessible routes to see and different activities to do around the world

### PROPOSED TACTIC:

#### Reach Extension



#### Opportunity:

- Drive traffic via Cross Reach Channel Targeting

#### Functionality:

- Analyzes data to create a segment base on specific DMAs
- The segmented audience will continue to be served the same ads featuring Norwegian Air as they continue to browse online
- Expands audience targeting beyond AFAR.com and maximizes advertising efficiency

### PROPOSED TACTICS:

#### Social Take off Tool

#### Opportunity

- Using the reach and audience of AFAR's social media handles to promote Norwegian Air messaging
- 171K Instagram Followers
- 113K Facebook Followers

# Tactic: Travel & Leisure

Spend on this tactic: \$10,250

Impressions from this tactic: 487,900



## Media Partner: Travel & Leisure

Category: Publisher Direct

# TRAVEL+ LEISURE

### What Are They Known For:

- Providing content to consumers about travel and places to visit

### Why This Works for 737 Max Annual Campaign:

- Over 1.4 million Instagram followers
- Native content to reach the appropriate audience for Norwegian's brand awareness

### PROPOSED TACTIC:

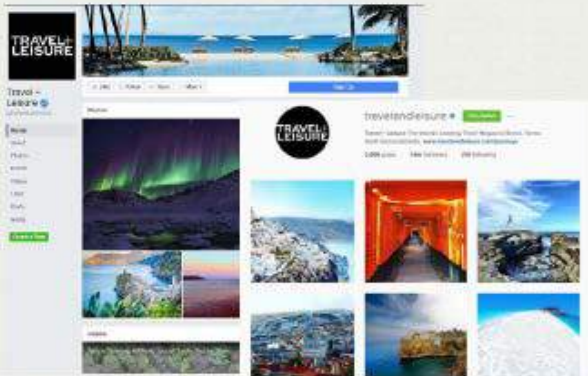
#### Lightbox Unit

- Cross Platform unit distributed across all medias
- Ad placements will be delivered only to desired users in key markets based on advancing capabilities
- Benchmarks: 1.2% expansion rate
- 2.39% reaction time
- 26 seconds spent in the expanded state

### PROPOSED TACTIC:

#### Targeted Media

- Custom design to deploy a dedicated email blast featuring 100% SOV Norwegian Air Branded content
- The email will be sent to 100,000 geo-targeted opt-in subscribers
- One day duration



# Tactic: Posterscope

Spend on this tactic: \$37,638

Impressions from this tactic: 5,863,000



\*Board placement will rotate/be shifted based on route and revenue needs.

HEATHER AND STEVE'S

EXCELLENT IRELAND



ADVENTURE



**norwegian**





# HEATHER AND STEVE BROADCAST LIVE FROM CORK, IRELAND

Heather and Steve are going on an excellent adventure... to Cork, Ireland! The #1 Morning Show will broadcast LIVE from this picturesque city courtesy of Norwegian Airlines. Lite Rock 105 will promote Norwegian Airlines and the trip for a whole month. The duo will document their 5-day journey on-air and on social media as they leave from TF Green Airport in November for the Emerald Isle!

**Norwegian Airlines Receives:** 1 Month Pre-Promotion: October 1-November 1

- **2-day Live Broadcast ON AIR** from Cork Ireland: November 9-10.
- **5-day Facebook live-Social Media** postings on their Cork adventures(11/8-11/12)
- Inclusion in 15 :30 recorded promos per week (x 4 weeks = 60 recorded promos)
- Inclusion in 15 :30 live promos per week (x4 weeks = 60 live promos)
- Inclusion in Social Media (live video and posts)

**Norwegian Airlines Provides:**

- (2) Round-trip tickets to Cork, Ireland from TF Green Airport
- (2) rooms per night for Lodging (4 nights); double occupancy in Cork, Ireland



**Total Promotional Value: \$22,000**

# Cork to Boston/Providence Route Profiling Facebook Competition Report

In Partnership with Norwegian, Discover  
Newport and South County RI Tourism  
County



# Competition Details

## Prize

- Return flights for 2 from Cork Airport to Boston/Providence with Norwegian.
- A two-night stay for two at the Francis Malbone House Inn.
- A VIP pass, valid for admission for two persons to area museums, world-class mansions, wineries, breweries and many other area attractions thanks to Discover Newport.org
- A three night stay for two at the Aqua Blue Hotel.
- Dinner for two at Matunuck Oyster Bar.
- A Watch Hill Experience helicopter tour for two with Heliblock Tours.

## To Enter

- like and share the Facebook post and comment on the post who to share the prize with.

## Date

- Wednesday, August 23 to Wednesday, August 30, 2017 – 7 days.

## Facebook Posts Schedule

- Initial post: Wednesday, August 23 at 5:47 pm
- Second post: Friday, August 25 at 4:00 pm
- Third post: Sunday, August 27 at 12:06 pm
- Winner announcement post: Wednesday, August 30 at 1:05 pm



## Competition Statistics Overview

- Total Reach: 598,986
- Reactions, Comments & Shares: 26,640
- Total Post Clicks: 31,201
- Total Post Likes: 10,242
- Total Post Shares: 7,911

**All Facebook posts are still receiving engagement such as Likes and**

# Initial Post Engagement

 **Cork Airport** added 3 new photos.  
Published by Kathryn O'dwyer (9) · August 23 at 5:47pm · €

Win a holiday to the USA with Cork Airport and experience New England in the Autumn.

Enter our competition to win return flights for two with Norwegian to Boston/Providence from Cork Airport, a two-night stay for two at the luxurious Francis Malbone House, a VIP card valid for admission for two to area museums, mansions, wineries, breweries and many area attractions with Discover Newport, a three-night stay for two at the Aqua Blue Hotel & Conference Center, dinner for two at... [See More](#)



356,355 people reached

[View Results](#)

   4.9K

4.5K Comments 5.1K Shares 

## Performance for Your Post

**356,355** People Reached

**17,444** Reactions, Comments & Shares

**6,599** Like **4,832** On Post **1,767** On Shares

**144** Love **102** On Post **42** On Shares

**6** Haha **0** On Post **6** On Shares

**38** Wow **25** On Post **13** On Shares

**2** Sad **0** On Post **2** On Shares

**1** Angry **0** On Post **1** On Shares

**5,372** Comments **4,849** On Post **523** On Shares

**5,286** Shares **5,136** On Post **150** On Shares

**19,293** Post Clicks

**3,159** Photo Views **252** Link Clicks **15,882** Other Clicks

### NEGATIVE FEEDBACK

**128** Hide Post **34** Hide All Posts

**0** Report as Spam **1** Unlike Page

Insights activity is reported in the Pacific time zone. Ads activity is reported in the time zone of your ad account.

This post was boosted by €30

# Second Post Engagement

 **Cork Airport** added 3 new photos.  
Published by Kathryn O'dwyer [?] · August 25 at 4:00pm · 🌐

We have a fantastic competition for you this week. Win a holiday to the USA this Autumn and experience New England in the Fall.

Enter our competition to win return flights for two with Norwegian to Boston/Providence from Cork Airport, a two-night stay for two at the luxurious Francis Malbone House, a VIP card valid for admission for two to area museums, mansions, wineries, breweries and many area attractions with Discover Newport, a three-night stay for two at the Aqua Blue H...  
[See More](#)



## Performance for Your Post

**152,807** People Reached

**5,979** Reactions, Comments & Shares

**2,309**  
👍 Like **1,732** On Post **577** On Shares

**60**  
❤️ Love **39** On Post **21** On Shares

**3**  
😂 Haha **0** On Post **3** On Shares

**13**  
😮 Wow **8** On Post **5** On Shares

**3**  
😞 Sad **0** On Post **3** On Shares

**3**  
😡 Angry **0** On Post **3** On Shares

**1,829**  
Comments **1,656** On Post **173** On Shares

**1,760**  
Shares **1,733** On Post **27** On Shares

**7,664** Post Clicks

**1,106** Photo Views **114** Link Clicks **6,444** Other Clicks 📍

### NEGATIVE FEEDBACK

**35** Hide Post **15** Hide All Posts  
**0** Report as Spam **0** Unlike Page

# Third Post Engagement



Cork Airport added 3 new photos.

Published by Kathryn O'dwyer [?] · August 27 at 12:06pm · 🌐

Last chance to enter our fantastic competition to win a holiday to the USA this Autumn with [Norwegian](#).

Enter our competition to win return flights for two with Norwegian to Boston/Providence from Cork Airport, a two-night stay for two at the luxurious Francis Malbone House, a VIP card valid for admission for two to area museums, mansions, wineries, breweries and many area attractions with Discover Newport, a three-night stay for two at the Aqua Blue Hotel & Conference Center,... See More



## Performance for Your Post

**78,168** People Reached

**2,887** Reactions, Comments & Shares

**1,130** Like **848** On Post **282** On Shares

**35** Love **25** On Post **10** On Shares

**1** Haha **0** On Post **1** On Shares

**5** Wow **2** On Post **3** On Shares

**859** Comments **782** On Post **77** On Shares

**858** Shares **842** On Post **16** On Shares

**3,374** Post Clicks

**549** Photo Views **47** Link Clicks **2,778** Other Clicks 📱

### NEGATIVE FEEDBACK

**21** Hide Post **4** Hide All Posts

**0** Report as Spam **0** Unlike Page

Reported stats may be delayed from what appears on posts.

# Winner Announcement Post Engagement



Cork Airport added 3 new photos.

Published by Kathryn O'dwyer [?] · August 30 at 1:05pm · 🌐

Congratulations to Linda Finnegan from Cork who has won our fantastic competition.

Linda is on her way to Boston/Providence in the USA with Norwegian where she will spend two nights at the luxurious Francis Malbone House and three nights at the Aqua Blue Hotel & Conference Center, she has also won a VIP card valid for admission for two to area museums, mansions, wineries, breweries and many area attractions with Discover Newport, dinner for two at the Matunuck Oyster Bar and ... See More



## Performance for Your Post

**11,656** People Reached

**330** Reactions, Comments & Shares

**204**

Like

**124**

On Post

**80**

On Shares

**22**

Love

**7**

On Post

**15**

On Shares

**12**

Wow

**3**

On Post

**9**

On Shares

**85**

Comments

**48**

On Post

**37**

On Shares

**7**

Shares

**1**

On Post

**6**

On Shares

**870** Post Clicks

**81**

Photo Views

**3**

Link Clicks

**786**

Other Clicks

### NEGATIVE FEEDBACK

**3** Hide Post

**1** Hide All Posts

**0** Report as Spam

**0** Unlike Page

Reported stats may be delayed from what appears on posts

## Examples of Twitter Content To Date



We used Twitter to spread the word about the autumn seat sale



**Cork Airport** @CorkAirport · Sep 9  
 Looking for an Autumn or Winter break this year? Fly to the USA with @NorwegianUKI from €99 one way. Book here: [ow.ly/1CJU30f0Jqj](https://ow.ly/1CJU30f0Jqj)

2 4 7



**Cork Airport** @CorkAirport · Sep 5  
 Don't miss out on fares as low as €99 one way to the USA with @NorwegianUKI. Sale ends Sept 18. Book here: [bit.ly/2eYEcml](https://bit.ly/2eYEcml)

CorkAirportHotel, Cork Chamber, Cork County Council and 7 others

7 11

1 4

We used content from Norwegian Newsletters to push the autumn seat sale.





**Cork Airport** @CorkAirport · Aug 30

Win a holiday to the USA and fall in love with New England this Autumn. Enter on our Facebook page here: [bit.ly/2wniPp8](https://bit.ly/2wniPp8) #HumpDay



We used Twitter to drive traffic to the Facebook competition to raise awareness about the route



**Cork Airport** @CorkAirport · Aug 29

Today is your last chance to enter our competition to win a trip to the USA with @NorwegianUKI. Enter here: [bit.ly/2wniPp8](https://bit.ly/2wniPp8)



**Cork Airport** @CorkAirport · Aug 28

Have you entered our fantastic competition to win a holiday to the USA with @Fly\_Norwegian? Enter here and win: [bit.ly/2wniPp8](https://bit.ly/2wniPp8)



5 6

Norwegian, Cork City Council, Cork County Council and 7 others







**Cork Airport** @CorkAirport · 4h  
 Europe's newest aircraft lands in Cork Airport. More here: [bit.ly/2x1cai7](https://bit.ly/2x1cai7) via @irishexaminer



👍 13



**Cork Airport** @CorkAirport · Sep 12  
 Europe's Newest Aircraft Lands At @CorkAirport. More here: [bit.ly/2gYLWj](https://bit.ly/2gYLWj)



Norwegian UK&IE and Norwegian

👍 35



**Cork Airport** @CorkAirport · Sep 12  
 Some photos of the @NorwegianUKI's new Boeing 737 MAX 8, one of the world's newest commercial aircrafts at @CorkAirport this morning.

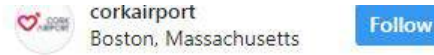


👍 64

We used Twitter to capture the moment the new Norwegian Boeing MAX8 touched down at Cork Airport to raise awareness about the route and airline operating out of Cork Airport



We used Autumnal imagery in content to encourage seat sales in the autumn and winter months.



corkairport It's never been as reasonable to fly to the USA from @corkairport with fares as low as €129 one way with @flynorwegian #corkairport #autumninboston #travelinspiration #traveltuesday #holiday #norwegianair #transatlantic #corkus #treatyourself #holidayplanning #wanderlust shift.in.perspective great



142 likes

AUGUST 22

Log in to like or comment.





corkairport  
Cork Airport

Follow

corkairport @flynorwegian reports record high passenger figures and high load factors in July. Norwegian marked another milestone in July, as they carried more than 3.3 million passengers in a single month. The total number of passengers increased by 15% compared to the same month last year. The load factor was 94%. Fly to Boston/Providence direct from @corkairport from only €129 one way this Autumn. #corkairport #corkus #holidayplanning #travel #aircraft #providence #holidayseason #travelamerica #norwegianair #aviation #avgeek #boeing



114 likes

AUGUST 4

Log in to like or comment.



We used Instagram to spread news of the Norwegian airline so as to raise awareness about the airline and the new route



BOOK A FLIGHT | PARKING



## Fall In Love With New England This Autumn

Only 4 days left in the massive Norwegian autumn seat sale with direct flights from Cork Airport to TF Green Airport in Boston Providence from €99 one way or €172 return. You just can't say no to a trip to the USA this autumn.

New England is famous for its glorious foliage as billions of leaves change from green to a wide range of colours. The air is crisp and cool, perfect for hiking, biking or a drive along back roads, where farm stands are piled high with crunchy apples and orange pumpkins.

Whether it's driving the scenic State Route 169, parallel to the Rhode Island border with picture-pretty villages such as Canterbury, Pomfret, Brooklyn, and Woodstock and experiencing New England in the autumn, or catching the train from TF Green Airport to Boston or New York for some Christmas shopping, you can't say no to these great value flights with Norwegian from Cork Airport.

Share Tweet Forward

Book Flights now for €99 one way



BOOK A FLIGHT | PARKING



## Fly to Boston/Providence from only €129 with Norwegian and Explore New England this Autumn

New England is famous for the colours of its glorious foliage as billions of leaves change from the bright greens of summer to the soft yellows and browns of autumn. The air is crisp and cool, perfect for hiking, biking or exploring the back roads, and where farm stands are still to be found piled high with crunchy apples and orange pumpkins.

When is the best time to visit? The leaves start turning colour in the northern regions of Maine, Vermont and New Hampshire from mid-to-late September peaking around mid-October. In the more southern states of Massachusetts and Rhode Island and along the coast of New Hampshire and southern Maine, the autumnal colours come later and often last up until November.

Check out all the great things to do in New England [here](#) and book your direct flight to Boston /Providence with Norwegian from only €129 [here](#).

Book flights and view destination guide

The new route has featured in both our August and September external ezines and will feature in our remaining ezines for the year so as to push seat bookings.

Read the August Ezone [here](#).

Read the September Ezone [here](#).



## Collaboration Work With Local Radio

 **Cork Airport**  
Published by Kathryn O'dwyer [?] · September 4 at 9:00pm · €

With direct flights from Cork Airport to TF Green Airport (PVD) in Boston/Providence with Norwegian from €172 return you just can't say no to a trip to the USA this Autumn.

Flying into Boston/Providence gives you access to some of New England's most idyllic destinations including Cape Cod and Martha's Vineyard, check out [WLR FM's recommendations](#) for your Autumn or Winter trip here:



### TOP THINGS TO DO IN BOSTON

Top things to do in Boston

WLR is Waterford's local radio station, delivering up-to-date news and sport, discussing current affairs, playing the best mix of music and giving away great prizes. We broadcast on 95.1 and 97.5 FM across Waterford City and County and online...  
[WLRFM.COM](http://WLRFM.COM)

4,806 people reached

Boost Post

 **Cork Airport** @CorkAirport · Sep 7  
Check out this list of Top Things to do in Boston as recommended by @wlrfm: [bit.ly/2wxLO8Z](https://bit.ly/2wxLO8Z) #FlyCork



### TOP THINGS TO DO IN BOSTON

4

WLR FM produced a blog to raise awareness of the destination and push seat sales. Check out the blog [here](#).



# BRING THEM HOME FOR CHRISTMAS

ADVERTISING CAMPAIGN 2017





# BRING THEM HOME FOR CHRISTMAS

This Christmas, we want to bring home your loved ones with thanks to Cork Airport.

We know how difficult it can be for friends or relatives to come home regularly, so we want to help surprise two lucky families by bringing home their loved ones this Christmas.

Whether its your daughter or son, brother, sister, auntie, uncle, cousin or best friend WLR and Cork Airport want to reunite family's this Christmas.

*Welcome*  
**HOME!**



# MECHANIC

## 1) Get Voting

We will begin by running a 3 week campaign , encouraging people to tell us who they would like to bring home. This will be a multiplatform promotion, entries will be on Facebook backed up by promos on all social platforms, website and on air.

## 2) Keep it going

Once we pick the winning family, we will record and broadcast their homecoming in Cork Airport i and monitor their stay via snap chat and Instagram updates.

## 3) Keep the best till last

We will also secretly pick one other family to win..... Only we wont tell the family!  
We will organise the nominated family to come home, come into the studio and then surprise their family with their presence live on air and online!!!





# SPONSORSHIP DETAILS

## Campaign One

W/C October 23rd – W/C November 6th

- 3 week on air promotion
- 6 x 30 second promos per day
- Presenter mentions across all shows
- Daily social media posts encouraging entry via WLRFM.com
- Geoff will take one caller living abroad every day in November.

## Secret Campaign

Monday December 18<sup>th</sup> and beyond

- A live on air “reveal” during The Lunch Box, replaying on News throughout the day
- Videos, pictures etc. all to be showcased across WLRFM.COM and all social platforms



# DIGITAL AND SOCIAL



69,856 + Fans



14,900+ Twitter Followers



WLRFM.com has over **1.8 million** hits per month



3,700+ Snap Chat Followers



5,000+ Instagram Followers

# JNLR Results

April 2016 – March 2017.....

65%



weekly reach



60,000 people

40%



daily reach



37,000 people

8.8%

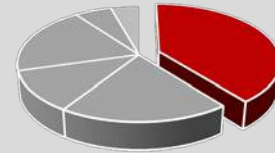


average ¼ hr  
7am -7pm



8,100 people

37.7%



market share

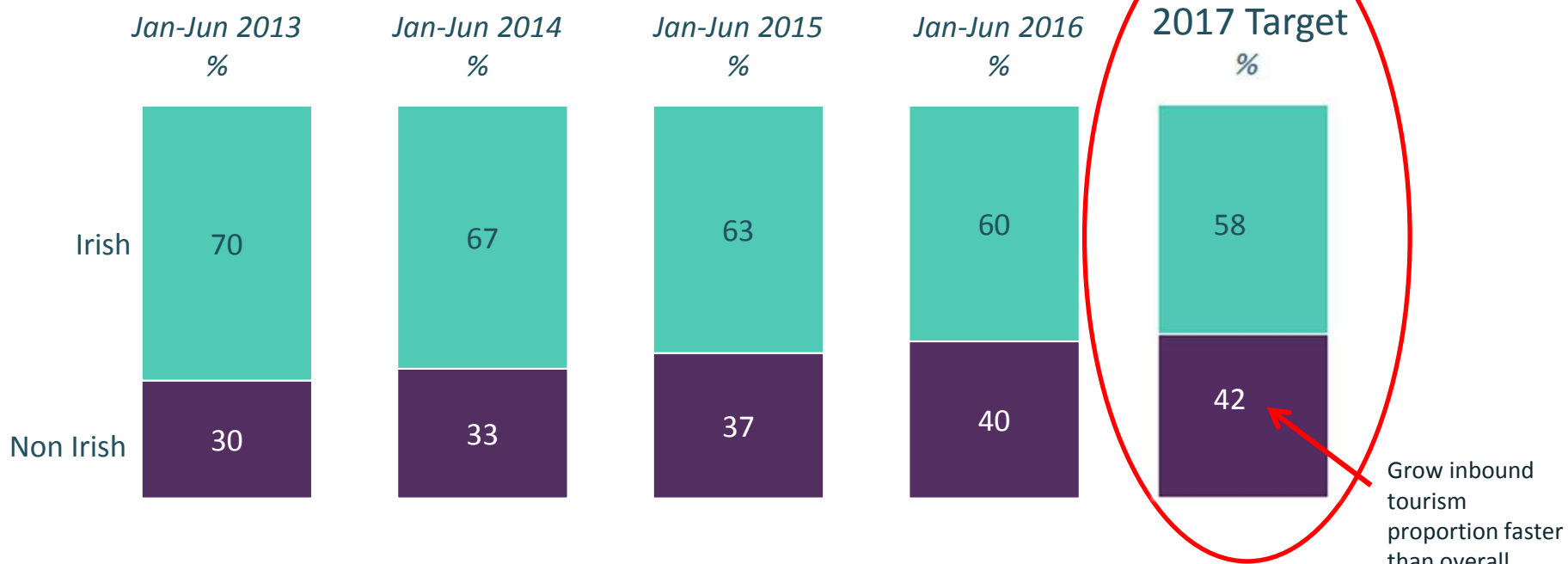
Twice as much  
time spent  
listening to WLR  
than any other  
station.

Spread your message.....

General inbound tourism

# Country of Residence

(Base: All Scheduled Departing Passengers)



Figures in brackets = Jan – June '15

**Trend over past 3 years that proportion of Non-Irish passengers are increasing. Non-Irish now comprise the majority travelling on London and UKP routes... inbound tourism proportions improving each year in line with strategy .**





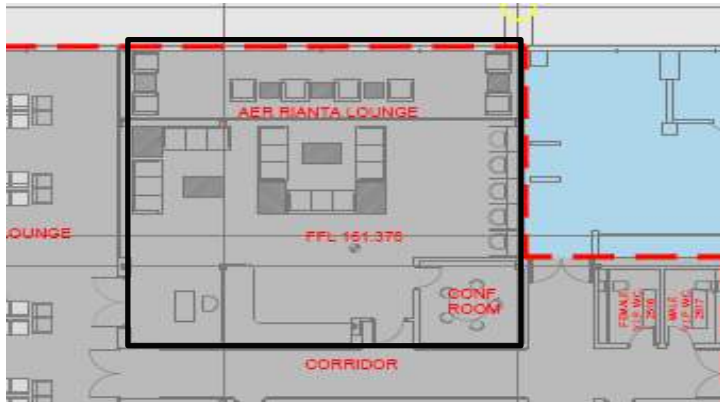
CORK  
AIRPORT

## Executive lounge update

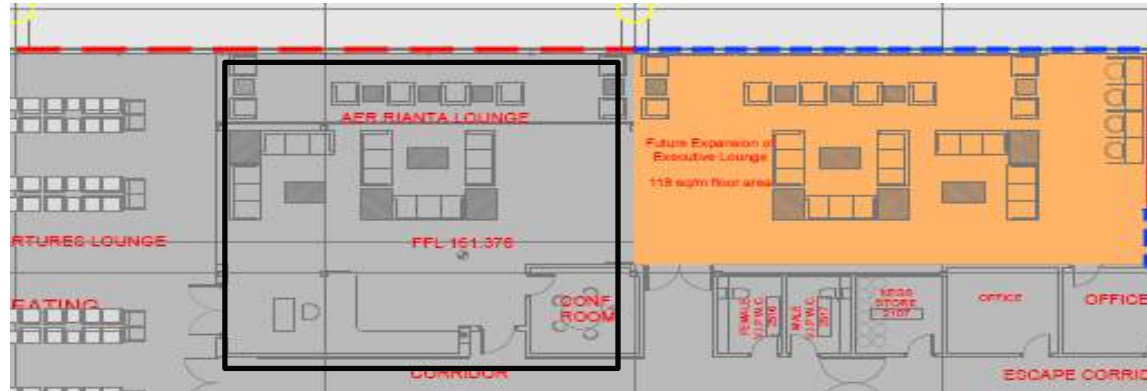
# Jack Lynch Lounge (Executive Lounge)

- On 18<sup>th</sup> September management of the Executive lounge switched from KSG to Swissport.
- Works underway on refurbishment and extension
- Completion – Q1 2018

## Current Layout & Expansion Potential

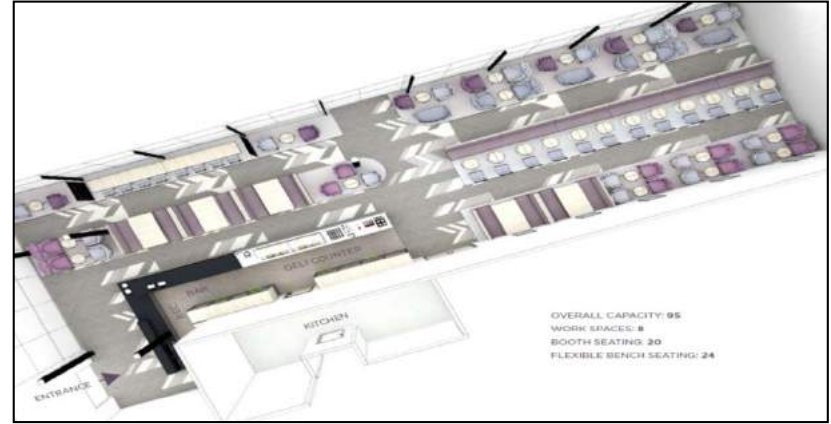


Current Layout – circa. 30 seats



Expand into Red Bar area – additional 118 sq. mtrs

# Jack Lynch Lounge (Executive Lounge) - proposed visuals





## Brexit



Travel & Trade Roadshow launched in  
Croke Park on 28<sup>th</sup> September and  
coming to Cork on 10<sup>th</sup> October

# GET BREXIT READY

66

#GETBREXITREADY



**Fáilte Ireland**  
National Tourism Development Authority

## 'Get Brexit Ready' launch and roadshow



Speakers at Croke Park launch:

- Paul Kelly CEO Failte Ireland re Brexit response (plus Failte Ireland Senior Team x2)
- Niall Gibbons CEO Tourism Ireland re international marketing
- Niall MacCarthy daa Brexit Lead re particular Brexit aviation considerations

# 3 options for Brexit – soft, hard and cliff edge

# Brexit

## Soft

### UK STRIKES A DEAL

UK negotiates a similar deal to Norway

### ACCESS TO SINGLE MARKET

Retain free trade access with EU countries

### FREE MOVEMENT OF LABOUR

EU nationals continue being able to work & live in the UK – no work permit needed

### EU BUDGET

Contributes to the EU budget

## Hard

### UK ESTABLISHES A RELATIONSHIP

UK establishes a relationship with the EU on WTO agreement terms

### NO ACCESS TO SINGLE MARKET

UK loses single market access, no longer has to pay into the EU budget.

### CONTROLLED IMMIGRATION

UK can set its own policy for EU migrants.

### EU BUDGET FREE

No contribution to EU budget

## Cliff Edge

- Little or no substantive agreement by the time of exit
- UK falls back on World Trade Organisation rules
- Possible agreement reached at later date
- High uncertainty until 19 March 2019
- Significant sudden change as well as uncertainty



Degrees of negative impact for Irish Aviation and tourism

# Fáilte Ireland Brexit Response

## BREXIT RESPONSE – 4 PILLARS



GB and NI  
Market  
Retention



Market  
Diversification



Business  
Performance  
and  
Competitiveness



People  
Capability

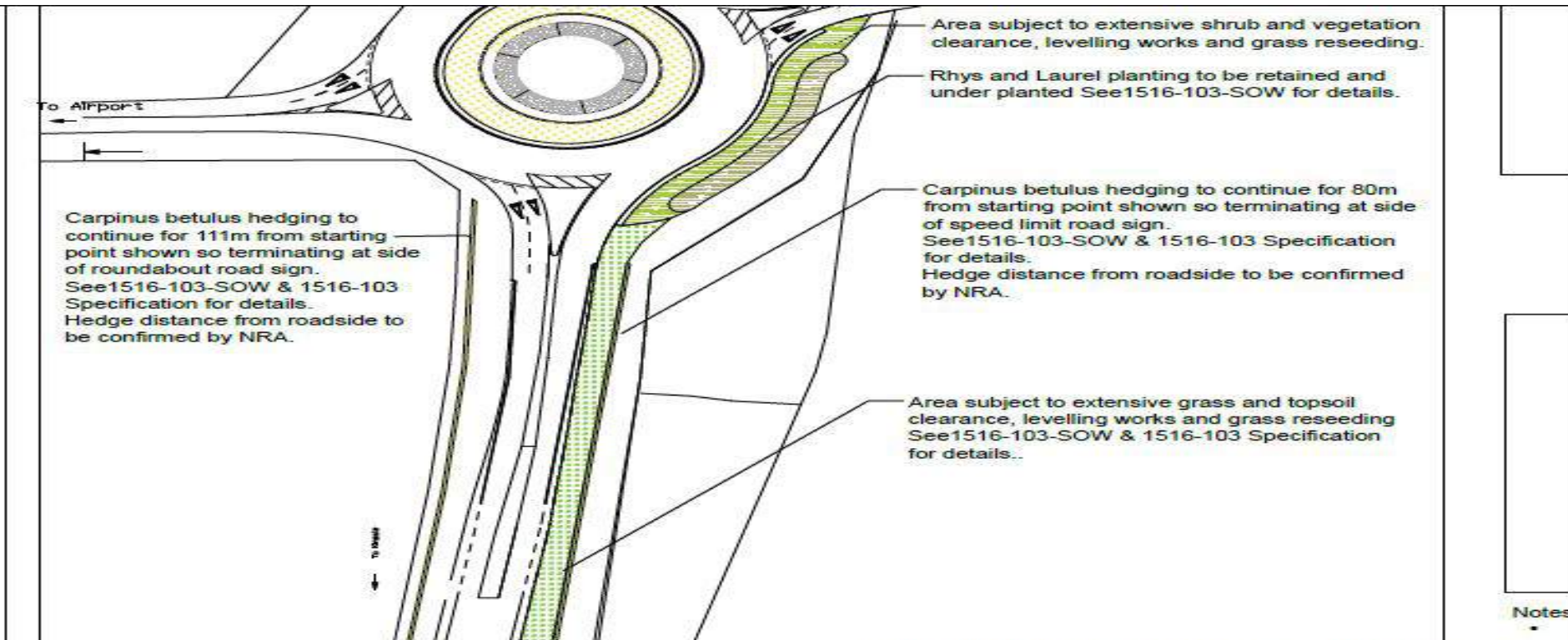
#GETBREXITREADY



Fáilte Ireland  
National Tourism Development Authority

ITIC making submission to Government for additional budget allocation of €12m for tourism marketing in 2018 and €8m for product development, to cover the retention and diversification objectives

# Cork Airport very supportive of Cork County Council entrance road roundabout upgrade this year



Roundabout and Roadside Verges Plan , Scale 1:1000

Notes

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- 
-

## Questions and Discussion