

**Case Name**

Heart Throbbing Ireland

**Theory**

Theme Marketing; Positioning; Promotion

**Keywords**

Biological Features of Tourists

**Background information**

The Tourism Bureau of Ireland launched their brand-new slogan “Heart Throbbing Ireland” to the world. It is the first of its kind using visitor biometric data to design their marketing in the world. It also launched a tourism promotion and advertising campaign. The campaign highlighted niche areas and attractions that are less frequently visited by foreign tourists and the abundance of outdoor activities such as cycling, hiking and kayaking to increase the visitor arrivals to the island globally.

**Marketing strategy**

A couple was invited to the island of Ireland. They were just regular tourists and had never visited the island before. On their trip, they had been wearing custom-made wearable high-tech devices which tracked their physical reactions, mainly the physiological changes of their heart during the trip in real time. The data was linked to a mini camera on their heads. If their heartbeats go faster, the data would be transmitted to the camera and trigger the camera to take a picture of the beautiful view that excited them the most. Throughout the experiment, the couple traveled around the island and experienced beautiful and exciting things. They took photos at various places. Technically the experiment proved that there were many beautiful heart-pounding scenes across the island of Ireland. The campaign brought data and creativity together to show how the island of Ireland could literally make the heart of a visitor skip a beat.

**Outcomes**

By using data of emotions directly, visitors directly saw and felt those heart-stopping attractions on site. It prompted them to visit Ireland and experience the beautiful scenes for themselves. At the same time, Tourism Ireland launched the topic of “Heart Throbbing Ireland”, which received almost 20 million hits. The campaign made the island greatly different from other competing destinations. It also increased the number of visitors to Ireland by over 12% this year and encouraged visitors to travel in the off-season or to visit more 'niche' Irish destinations, areas, and attractions and to explore the island more in depth.

**Implications & Challenges**

According to the service quality gap model, after the release of 'Heart Throbbing Ireland,' how to manage the perception of many tourists to Ireland travel experience?

**Reference list:**

Heart Throbbing Ireland (2018), Retrieved 18 March 2023 from [https://www.sohu.com/a/284697369\\_280657?\\_trans\\_=000019\\_wzwza](https://www.sohu.com/a/284697369_280657?_trans_=000019_wzwza).

## 案例名称

### 怦然心动爱尔兰

## 理论依据

主题营销;定位;促销

## 关键词

游客生物特征数据

## 背景资料

爱尔兰旅游局向全球推出全新旅游口号：怦然心动爱尔兰，并成为在全球范围内第一次利用游客生物特征数据设计的营销活动。同时，一并推出相应旅游推广和广告策划。这其中，突出了较少有外国游客到访的这些小众地区和景点，并且突出了丰富的户外活动，例如骑自行车、徒步和皮划艇等等，推动全球到访爱尔兰岛的游客增长。

## 营销策略

旅游局发出新口号‘怦然心动爱尔兰’。一对夫妇被邀请到爱尔兰岛旅行，而且他们是真正的普通游客，以前从未到访过爱尔兰岛。在整个旅行过程中，他们身穿定制的可穿戴高科技设备，这些设备能够实时追踪到他们在旅行途中的身体反应——主要是心脏的生理变化。而这些数据与他们头戴的微型摄像头相连。游客心跳加速的反应会及时传送给摄像头，从而启动拍摄，抓拍到令他们最为心动的美景。在整个实验中，这对夫妇四处游览，体验美丽、刺激的事物，拍下了各个点的照片。这样从技术上证明，整个爱尔兰岛拥有令人心跳加速的美景。这次营销活动，将数据和创造力结合在一起，真实地展示了爱尔兰岛是如何让游客“怦然心动”的。

## 成果

通过直接使用情感数据，让游客在目的地直观感受那些令人心动的景点，促使他们想要前往爱尔兰亲自体验。同时，爱尔兰旅游局发起“怦然心动爱尔兰”的话题，达到近 2000 万的点击率，使爱尔兰岛更加区别于其它的竞争目的地，为本年度前往爱尔兰旅游的人数提高了 12% 以上的增长率，并且鼓励游客在淡季出行，或是更多地去往‘小众’的爱尔兰地区和景点，更加深入的探索爱尔兰岛。

## 反思与挑战

根据服务质量差距模型，‘怦然心动爱尔兰’发布之后，如何管理绝大多数游客到爱尔兰旅游体验的感知？