

**List of Social Media Influencers used by Fáilte Ireland
5th August 2020 to 27th July 2021**

1. Anna Geary
2. Roz Purcell
3. Greg O'Shea
4. Lucy Kennedy
5. Harry Mc Nulty
6. Suzanne Kane
7. Tadhg Fleming
8. Keith Walsh
9. Triona McCarthy
10. Lauren Arthurs
11. Grace Mongey
12. Terrie McEvoy
13. Nadine Reid
14. Baz Ashmawy
15. Roz Purcell
16. Baz Ashmawy
17. Niamh Cullen
18. Jenny Greene
19. Rob Kenny
20. James Kavanagh
21. Terrie Mc Evoy
22. Aoibhinn Garrihy
23. Brendan Courtney
24. Lauren Arthurs
25. Philly McMahan
26. Anna Daly
27. James Patrice
28. Glenda Gilson
29. Dave Moore

Domestic Marketing Influencer Investment (paid social media influencer activity)

Period: 5th August 2020 to 27th July 2021

Date	Campaign	Type	Role	Trip	Total Investment	Output	Total reach of the activity
July 2020	Make a Break for It	Influencer	Sports and Television Personality	Kilkenny, Ireland's Ancient East	€4,670	Media Relations, Stories & Static Posts	108,743
July 2020	Make a Break for It	Influencer	Travel Influencer	West Cork, Wild Atlantic Way	€9,065	Media Relations, Stories & Static Posts	990,135
July 2020	Make a Break for It	Influencer	Sport & Influencer	Sligo, Wild Atlantic Way	€11,563	Media Relations, Stories & Static Posts	530,852
July 2020	Make a Break for It	Influencer	TV Personality	Wicklow, Ireland's Ancient East	€4,456	Stories & Static Posts	54,270
July 2020	Make a Break for It	Influencer	Sports & Content Creator	Achill, Wild Atlantic Way	€3,866	Stories & Static Posts	24,512
Aug 2020	Make a Break for It	Influencer	TV Personality	Lough Derg, Irelands Hidden Heartlands	€4,091	Stories & Static Posts	35,193
Aug 2020	Make a Break for It	Influencer	Influencer	Cork, Wild Atlantic Way	€3,696	Stories & Static Posts	287,133
Aug 2020	Make a Break for It	Influencer	DJ & Radio Host	Cavan, Irelands Hidden Heartlands	€3,778	Stories & Static Posts	41,105
Aug 2020	Make a Break for It	Influencer	Influencer	Waterford, Irelands Ancient East	€3,782	Stories & Static Posts	17,780
Aug 2020	Make a Break for It	Influencer	Influencer	Athlone, Irelands Hidden Heartlands	€3,124	Stories & Static Posts	92,675
Aug 2020	Make a Break for It	Influencer	Influencer	Connemara, Wild Atlantic Way	€3,516	Stories & Static Posts	335,982
Aug 2020	Make a Break for It	Influencer	TV Personality	Wexford, Ireland Ancient East	€4,778	Stories & Static Posts	168,075
Aug 2020	Make a Break for It	Influencer	TV Personality	Kerry, Wild Atlantic Way	€2,782	Stories & Static Posts	51,488
2020	Make a Break for It	Influencer	Influencer	Leitrim, Irelands	€3,885	Stories & Static Posts	63,653

Radio Kerry FOI – August 2021

				Hidden Heartlands			
August 2020	Come Here to Me Dublin	Influencer	Sports	Dublin	€1,750	Stories & Static Posts	18,525
August 2020	Come Here to Me Dublin	Influencer	TV Personality	Dublin	€2,599.60	Media Relations, Stories & Static Posts	29,800
August 2020	Come Here to Me Dublin	Influencer	Influencer	Dublin	€1,200	Stories & Static Posts	43,064
August 2020	Come Here to Me Dublin	Influencer	TV Personality	Dublin	€2,000	Stories & Static Posts	42,810
September 2020	Come Here to Me Dublin	Influencer	Radio Presenter	Dublin	€3,065.55	Stories & Static Posts	47,832
September 2020	Come Here to Me Dublin	Influencer	Radio Presenter	Dublin	€1,522	Stories & Static Posts	4,950
October 2020	Púca Festival	Influencer	Comedy & Influencer	N/A	€4,500	Stories & Static Posts	769,538
October 2020	Púca Festival	Influencer	Radio Presenter	N/A	€1,725	Stories & Static Posts	40,223
October 2020	Púca Festival	Influencer	TV Personality	N/A	€1,000	Stories & Static Posts	55,751
October 2020	Púca Festival	Influencer	Influencer	N/A	€1,500	Stories & Static Posts	61,029
October 2020	Púca Festival	Influencer	Influencer	N/A	€1,200	Stories & Static Posts	147,546
June 2021	Keep Discovering	Influencer	Influencer	Leitrim, Irelands Hidden Heartlands	€4,139	Stories & Static Posts	767,801
2021	Keep Discovering	Influencer	TV Personality	Dublin	€2,452	Stories & Static Posts	22,053
July 2021	Keep Discovering	Influencer	TV Personality	West Cork, Wild Atlantic Way	€7,165.5	Stories & Static Posts	169,847
July 2021	Keep Discovering	Influencer	Influencer	Mayo and Sligo, Wild Atlantic Way	€11,775.71	Stories & Static Posts	872,257