Tipperary
It's Not Such a Long Way To Go

Fionn Davenport Travel
Key Elements

• Heritage & History
• Green Identity
• Activity Holidays
• Dining & Accommodation
• The Five ‘C’s
Heritage & history

• A historic timeline
• A wealth of heritage
• Sites of international significance
• Importance of story
Lough Derg Trail

Monastic history
Lakeside activities
Pilgrimage experiences
19th century heritage
Munster Vales

Historical legacy
Idyllic countryside
High-quality activities
Authentic encounters
The Great Outdoors

- Galtee Mountains
- Knockmealdowns
- Upper Church
- Glen of Aherlow
- Slievenamuck Hills
- Slieve Felim
A Feast of Food

- Cashel Blue Cheese
- Cooleeney Cheese
- Cloughjordan Woodfired Bakery
- Country Choice
- The Apple Farm
- Inch House
- Holycross and Lough Derg Chocolates
- O’Donnell’s Crisps
Green Tourism

- Clonmel-Carrick-on-Suir Greenway
- Cloughjordan Eco Village
- Organic Cuisine
Philadephia

- Philadelphia is...
- The 1st capital of the United States
- Home of the Liberty Bell
- Birthplace of American Independence
- Independence Square
- National Constitution Centre
- Art Capital: Philadelphia Museum of Art, Barnes Foundation, Rodin Museum
Eastern Pennsylvania

Valley Forge National Park

King of Prussia Mall
Philadelphia With Love

- A series of love letters
- 3-year media campaign
- Outdoor Advertising
Tourism Boom

• 12th-most visited city in the USA for international travellers
• 39m domestic visitors in 2013
• 88% were leisure visitors
• $10bn in economic impact ($27.2m per day)
• 73.4% hotel room occupancy (4.1m rooms, 3m demand)
• 46% growth rate since 1997
Social Media

• 97% Millennials Use Social Media
• 60%+ other travellers social media users
• Facebook & Instagram dominate travel
• Turning tourist posts into crowd-sourced content
• Low-cost marketing plan
The five ‘c’s

- culture
- Cuisine
- community
- Content
- customisation
CHALLENGES

• Lack of coastline
• Global competition
• Thematic unity
• Food Standards & Presentation
• Increased dwell time
In Future...

- Coordination of Activities
- Greater Cross-Selling
- Ireland’s ancient East
- Engaging With Social Media