Tourism Development
in
Tipperary

Marie Phelan,
Tourism Development Officer, Tipperary County Council
Director, Secretary, Treasurer, Tipperary Tourism Company
Introduction

• What is our product?
• Who are our market?
• Tipperary Tourism Company
• Infrastructural Projects
• Strategic Tourism Plan for Tipperary
Enjoy Our History & Heritage
Experience the Great Outdoors
Market Segments: What do our Visitors want?

• Domestic
  – Connected Families
  – Footloose Socialisers
  – Indulgent Romantics

• Overseas
  – Social Energisers
  – Culturally Curious
  – Great Escapers
Target Markets

- Ireland
- France
- Germany
- United Kingdom
Tipperary Tourism Company
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<th>Chairman</th>
<th>Luke Murtagh</th>
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<tr>
<td>Tipperary County Council</td>
<td>Joe MacGrath</td>
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<td>Marie Phelan</td>
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<td>South Tipperary Development Company</td>
<td>Isabel Cambie</td>
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<td>North Tipperary Leader Partnership</td>
<td>Sean Crowley</td>
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<td>Inland Fisheries</td>
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<td>Irish Hotels Federation</td>
<td>Elizabeth Nallen</td>
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<td>Vintners Federation of Ireland</td>
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<td>B&amp;B</td>
<td>Joan Brett Moloney</td>
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<td>Self Catering</td>
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<td>Festivals and Events</td>
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<td>Water Sports</td>
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<td>Restaurants Association of Ireland</td>
<td>Frank Walsh</td>
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<td>Heritage Forum</td>
<td>Kaye Mullaney</td>
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Key Priorities

• Develop a Strategic Tourism Plan for Tipperary
• Redevelop www.tipperary.com
• Engage and collaborate with the Tourism Sector
• Market and Promote Tipperary as a tourism destination
• Support Tourism Product development
• Work with FI to leverage all possible benefit to Tipperary from the development from the *Irelands Ancient East Brand* and the emerging *Lakelands Proposition*
• To collaborate with the Tipperary Food Producers for our mutual benefit in the promotion of Food Tourism.
Consumer Shows 2016

- Holiday World Dublin, January 20\textsuperscript{th} – 22\textsuperscript{nd}.
- Whitewater Shopping Centre, Newbridge, Kildare, January 30\textsuperscript{th}
- Cork Holiday Fair, February 20\textsuperscript{th} & 21\textsuperscript{st},
- Fly Shannon Holiday Show, February 20\textsuperscript{th} & 21\textsuperscript{st}.
- CMT Stuttgart – brochure distribution
- Professional Training for Consumer Show Exhibitors, December 1\textsuperscript{st}. 
Digital Marketing
www.tipperary.com Tourism Website
Facebook – Tipperary Tourism

*Most popular social media platform – 1Billion*

Facebook – Engage with users, promote the county, promotes events, increase visibility & awareness of county/ entice / attract visitors using imagery and news

• Schedule posts

2,397 Total Page Likes
▲ 0.4% from last week
Twitter - @visittipp
A platform to engage, connect and communicate – 300 million users

- Communicate News - tweeting / retweeting
- Target markets
- Show brand personality
- Wednesday nights - IrishBizParty
- Follow Fridays
Pinterest – Tipperary Tourism

4th most popular social media platform 250,000,000 users

- Promote the destination with original images in different themes and categories
- Aspirations & Inspiration (plans for future travel)
Tipperary County Council
Tourism Projects
Lough Derg Marketing Strategy Group

- **Objectives**
  - Lakeside Experiences,
  - Networking,
  - Improve Orientation,
  - Marketing
  - Product Development

- **Vision**
  - A Key destination for superb water based activities combined with very high quality walking, cycling, heritage, culture and good experiences to appeal to domestic and international visitors.
Munster Vales

- Walking (6 WMW & 90 shorter walks)
- Cycling (MTB & touring)
- Canoeing/kayaking
- Angling
- Horse-riding
- Bird-watching
- Outdoor adventure activities
- Culture & Heritage

Proposition of scale for entire area to enable successful marketing overseas

**Partners:** TCC, WCC, WLP, STDC, Ballyhoura Failte.
Clonmel to Carrick on Suir
Greenway
River Suir Water Activity Hub
Festivals & Events

Support is given to a wide range of festivals around the County through the Community Tourism Diaspora Fund.
Local Enterprise Office & Tourism

- LEO A/W 2015
  - Tourism Seminar
  - Social Media Master class
  - Web Marketing
  - How to create online videos
  - Facebook for advanced users
  - Instagram and Pinterest courses
  - Professional Training for Consumer Show Exhibitors
"If everyone is moving forward together, then success takes care of itself." --Henry Ford
Strategic Tourism Marketing, Experience & Destination Development Plan for Tipperary

Dates for Stakeholder Workshops and Public Consultation

• December 14th Nenagh
• December 15th Clonmel