

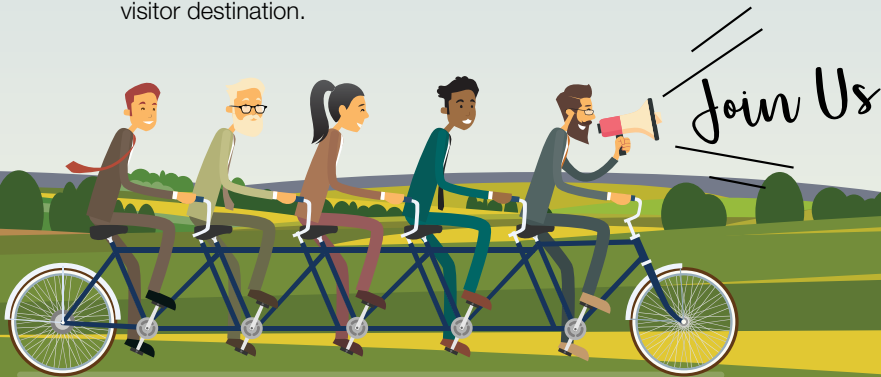
## Tipperary Tourism invites you to join us in promoting destination *Tipperary* to the world

For most tourists, getting a real 'flavour' of the places they visit is about a 360-degree experience, from where they lay their heads, to the food they eat, the sites they visit, the activities they take part in, the people they meet. **By working together, we have an opportunity to deliver a truly immersive, authentic Tipperary experience.**

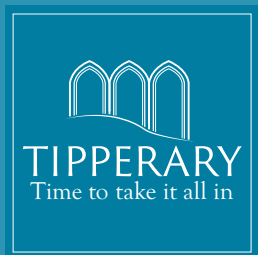
Tipperary Tourism CLG is a marketing and industry development group dedicated to promoting Tipperary as a major visitor destination.

Our county is packed full of unique, engaging attractions, from wonderful accommodations and dynamic outdoor activities, to incredible local food and beverage offerings, one-of-a-kind visitor attractions, a wealth of festivals and events, truly vibrant experiences that live long in the memories of those guests who spend time with us in Tipperary.

**Together we can scale greater heights - *Ní neart go cur le chéile.***



In 2017, Tipperary Tourism worked continuously to drive positivity around the brand. Together with our members we marketed Tipperary's outstanding attractions, activities and dining experiences both in Ireland and internationally.



## DEVELOPED A GREAT IDENTITY

We developed a new brand identity for the county that shows our product in a professional and appealing way



## GENERATED MONTHLY EZINES

We regularly communicated with tourism businesses and potential visitors



## WORKING TO SECURE FUNDING

We worked in partnership with Tipperary County Council to secure funding of €189,000 for tourism projects in the last 3 years. We are currently working on securing funding for strategic marketing in 2018



## WE'VE SPREAD THE WORD

We communicated in multiple ways to our target markets the world over, through online digital marketing and representing our members at consumer shows in Ireland and Germany



## GROWING DIGITAL MARKETING THROUGH SOCIAL MEDIA

Through our social media we're united in our unique offering. Our followers on Tipperary Tourism's social media accounts have increased by 50% in the last 18 months and continue to grow



## CREATING ENGAGING CONTENT

We created engaging content for our members to enhance the visitor experience, with our Time to Discover Tipperary Brochure, Bundle Brochures, Bundle Videos, Tipperary Tourism Video, Walking Brochures, A range of Tipperary postcards and Butler Trail brochures. Check them out on [www.tipperary.com](http://www.tipperary.com)



## DELIVERED 1ST ALL-COUNTY DIGITAL MARKETING PLAN

We provided communication channels highlighting the authentic and superior quality products and experiences our members provide across the County



## HARNESSED €380,000 WORTH OF PR

We welcomed renowned domestic travel journalists to experience and review our extensive offerings. Profiling Tipperary in 5 publications including the Sunday Independent, Sunday Business Post and Irish Examiner

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## TOURISM TRAINING PLAN

We completed a training needs analysis of the tourism sector in Tipperary with support from Tipperary LEO. In 2018 this data will be used to develop a specialised training plan for the tourism sector with support from Tipperary LEO, ETB and Skillsnet

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## OUR PLANS FOR THE FUTURE

In 2018 we will develop a 3 year marketing plan and deliver on year one which will include creating new content for our members including video, articles and the creation of a vibrant and engaging Instagram account

For a small contribution, all our members will have access to the following benefits:

- » Tipperary Tourism 2018 branding for use at your property or service, a 'Member of Tipperary Tourism 2018' logo and window sticker, a mark of commitment to quality and supporting your community.
- » The opportunity for your business or service to be part of a series of high profile domestic and international media trips in 2018. These itineraries will only feature Tipperary Tourism member businesses.
- » Your business or service featured in the 'Faces of Tipperary' social media campaign series, where we will be profiling individuals from member businesses, telling your story and amplifying your business to our online communities.
- » An invitation to exclusive networking events hosted by Tipperary Tourism, that will forge quality, credible, long term connections that will enable Tipperary tourism providers to work in partnership to drive business across the county.
- » Only Tipperary Tourism members will be given the opportunity to profile their business in Take Time 2018 (nominal fees will apply). Take Time is a quality, lifestyle and travel magazine, which is distributed to 20,000 businesses across Tipperary.
- » Upskill your team and develop new opportunities with a 20% reduction in training courses at Tipperary LEO for all Tipperary Tourism members. All Tipperary Tourism members will have access to courses through Tipperary Skillsnet and ETB.
- » Access to new video content and imagery available to all members.

Tipperary Tourism will also:

- » Commence the redevelopment of [www.tipperary.com](http://www.tipperary.com) into a more user friendly engaging website
- » Collaborate with Fáilte Ireland and Tourism Ireland to seek an enhanced profile for Tipperary
- » Optimise the promotion and development of Tipperary via key propositions including Irelands Ancient East, Lough Derg and Munster Vales.
- » Support the promotion of festivals and events in Tipperary
- » Gain more strength from every new member when applying for funding to promote and market Tipperary.

## HERE'S WHAT ONE JOURNALIST SAID

*It's a long long way to Tipperary, but my heart's right there. Being a Kildare girl, I'll admit that Tipp was usually just a stop in the Horse & Jockey for a good feed, en route to a much further-away end destination. Apart from the famous wartime ditty, a top-notch hurling team and some blue cheese, I'm ashamed to say I didn't know a whole lot else about the Premier County. But, after a long weekend in what can only be described as Ireland's best-kept secret, I plan to shout about Tipp's family staycation possibilities from every (thatched) rooftop.*

Alison Bough, Her.ie

### Community Tourism & Voluntary Groups

This is a package open to Community Tourism and Voluntary groups. In return for support receive regular Tipperary Tourism newsletters and be included in promotional opportunities where possible.  
Costs €50

### Friends of Tipperary Tourism

This is a special category for individuals that recognise the value tourism brings to the county as a whole and wish to lend their support to the marketing of the county as a tourism destination. In return for support receive regular Tipperary Tourism newsletters.  
Costs: €25

### Booking Form

Please complete and return this booking form, together with the appropriate contribution, no later than January 31st to Tipperary Tourism, c/o Steven Cummins, Ballingarrane House, Cahir Road, Clonmel, Co. Tipperary T: 0761 06 5000 E: [tourism@tipperarycoco.ie](mailto:tourism@tipperarycoco.ie)

**ONLINE OPTION:** Booking forms can be submitted by e-mail and payment can be made direct to bank (see details below). PLEASE COMPLETE THIS BOOKING FORM USING BLOCK CAPITALS

Name: \_\_\_\_\_

Business Name: \_\_\_\_\_

Address: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Contact No: \_\_\_\_\_

Email: \_\_\_\_\_

I am paying by: Cheque  PO  Bank Draft  EFT

Made payable to the Tipperary Tourism bank account (Tipperary Tourism CLG - AIB, Clonmel, Co. Tipperary. IBAN: IE80 AIBK 9353 7942 3501 81 BIC: AIBKIE2D) for the sum of: (please tick amount below). Payment must accompany booking form.

I also confirm that the above details are accurate.

Signature: \_\_\_\_\_

I want to sign up for Full Marketing Membership and I agree to pay;

€100 < 10 employees

€200 > 10 employees

I want to sign up for Community Tourism & Voluntary Groups and I agree to pay €50

I want to sign up for Friends of Tipperary Tourism Membership and I agree to pay €25