TIPPERARY
Strategic Tourism Marketing, Experience & Destination Development Plan 2016-2021
SUMMARY REPORT
Overview

This Strategic Tourism Marketing, Experience & Destination Development Plan (the Plan) has been prepared for Tipperary County Council & Tipperary Tourism Company in the context of change and opportunity. This countywide Plan sets out a fresh proposition for Tipperary. Action oriented, the Plan aims to galvanise and enable growth for Tipperary.

THE OBJECTIVE
Together we believe we can position Tipperary as a leading inland destination and within the Top 3 destinations in Ireland’s Ancient East.

THE CONTEXT
Tipperary punches above its weight in terms of the national picture for international visitors. This is a solid baseline from which to achieve growth and build our reputation with the domestic visitor.

Cyclists enjoying views of the Knockmealdown and Galtee Mountain ranges from the Vee Pass, Clougherne, Co Tipperary

Visitors Value

Encouraging Sustainability and Growth within the sector

Build capacity to extend stay duration

Developing and promoting Tipperary tourism experiences

Build synergies between different tourism products

Ireland’s Ancient East
Our Visitors

Tipperary has a wonderful mix of built and natural heritage complemented by attractive towns and villages, excellent food and an abundance of activities for all ages and abilities. Extensive research from Fáilte Ireland tells us what types of people are going to enjoy a visit to Tipperary.

Fáilte Ireland describes three types of consumers who are a particular focus for Irish tourism marketing in our principal source markets.

In addition to overseas markets, similar research has been undertaken in the domestic market. There now exists a more developed understanding of the domestic tourism consumer and what it is they expect from a domestic leisure break. The domestic market has also been segmented and specific types of consumer identified. These are:

- **CULTURALLY CURIOUS**
  - Travellers in the over 45 age group taking a holiday with their partner. They are out to broaden their minds and expand their experience by exploring new landscapes, history and culture.

- **GREAT ESCAPERS**
  - These tend to be younger and are specifically interested in rural holidays. Great Escapers are on holiday to take time out, and experience nature at close range.

- **SOCIAL ENERGISERS**
  - Younger visitors who like to holiday in groups or as couples. Friends or colleagues looking for an exciting trip to a new and vibrant destination.

- **FOOTLOOSE SOCIALISERS**
  - These are young travellers keen to spend time socialising with groups of friends. They account for 15% of the domestic market.

- **CONNECTED FAMILIES**
  - These families are looking for opportunities to spend time together through shared experiences. This segment accounts for 23% of the domestic market.

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The Tipperary Vision & Proposition

The Plan is based on five strategic pillars which represent the breadth of experiences in Tipperary and reflect what Tipperary ‘stands for’. This vision will guide future activities which support growth for the individual experience and the destination development.

TIPPERARY

The undiscovered heartland of Ireland - abundant in authentic, yet-to-be discovered experiences that are rooted in a land even more ancient than the historic buildings that remain, yet fully in harmony with the modern world.

Connecting what is on offer to our visitors and thinking about the Tipperary experience as integrated and distinctive creates a platform for selling Tipperary as a dynamic and satisfying option for a short break or holiday experience.

UNSPOILT + UNDISCOVERED
Tipperary is unspoilt and feels undiscovered yet it’s within easy reach from Dublin and Cork. So quick to get away from it all.

A VARIETY OF LANDSCAPES
Tipperary has a variety of landscapes: fertile lowlands, a number of mountain ranges, lake and river experiences.

AN IDEAL BASE
Tipperary is ideal as a base for touring visitors - with easy access to Ireland’s major sites and destinations.

LOCAL PRODUCE
Tipperary has a significant food product with local producers creating some of the most well known products.

AN IMMERSIVE EXPERIENCE
Tipperary offers a vibrant range of experiences in unique clusters creating a truly immersive authentic experience.

As a destination, it will appeal to visitors for a variety of reasons:

<table>
<thead>
<tr>
<th>PRACTICAL</th>
<th>EMOTIONAL</th>
<th>CURIOSITY</th>
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<tbody>
<tr>
<td>Easy drive; offers what they want.</td>
<td>Slow, real, authentic, provides the opportunity to de-stress, and reconnect.</td>
<td>Undiscovered experiences, sites and landscapes.</td>
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<tr>
<th>SPECIFIC INTERESTS</th>
<th>FASHION</th>
</tr>
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<td>Outdoor activities, heritage, food.</td>
<td>The new food destination</td>
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</table>
The success of an overall tourism experience relies on:

- The overall location and sense of place in which a holiday takes place
- The individual products/experiences with which a visitor interacts
- The capacity of the industry to deliver on visitor needs
- The profile and promotion of the destination

### THE FIVE STRATEGIC PILLARS

<table>
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<tr>
<th>Destination Development</th>
<th>Product Development</th>
<th>Industry Development</th>
<th>Marketing</th>
<th>Measurement</th>
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<td>Developing Tipperary as a destination through greater integration and active participation of all stakeholders.</td>
<td>Strengthen the current tourism product and maximise collaborative opportunities through bundling and coordinated activities under the Ireland’s Ancient East priorities.</td>
<td>Build capacity within the trade and support direct sales initiatives. Help build ambitions and encourage greater engagement.</td>
<td>Communicate the exciting breadth of the Tipperary proposition across relevant platforms: Positioning Tipperary as a ‘must have’ experience to its target markets.</td>
<td>Establish monitoring and measurement to inform future planning and investment decisions and measure outcomes from activities undertaken as part of this Plan.</td>
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Tipperary can reach its aims with strong alliances between the trade and Tipperary Tourism Company. Let’s work together to share the Tipperary experience with more visitors than ever before.
The following is a set of actions which are intended to address all aspects of the business of growing tourism in Tipperary. The actions reflect marketing, information and operational requirements which often interact to create the overall impression of Tipperary to visitors or potential visitors.

**Action Plan**

**ESTABLISHMENT OF ORGANISATIONAL STRUCTURE**

- Generate operational work plan for Q3 2016 and operational resource requirement as per Q4 2016. Q2 2017. Review and generate an updated plan in final quarter of current year.
- Agree ongoing CRM and mentoring to ensure the Tipperary County Council Tourism team is in a position to deliver and lead on delivering the Plan. Q1 2018. Ongoing.
- Review meeting Tourism Company structure in light of strategic objectives and review ownership as appropriate. Q3 2016. Review and update Q4 2017 (Q1 2018 to final Q1 2019).
- Following assessment of priority actions, agree leadership packages that support overall strategic objectives. Q1 2017. Q4 2016.
- Review and implement a formal task force with all existing tourism groups in the Tipperary County Council. Q2 2017. Q2 2016.
- Review key priorities in gateway towns and villages, using mystery shopping feedback as a starting point - now also part of a fundamental for developing individual towns as referenced in Section 6. Q2 2017. Q3 2016.
- Audit existing traditional information points and ensure visibility of visitor information, e.g. information at key annual events. Q2 2017. Q4 2016.
- Develop an action plan to address priorities in gateway towns and villages. Q2 2017. Q3 2016.
- Review the strategy in developing existing tourism trails (Butler Trail and River Suir programmes to ensure connectivity with each other and integrate with the new marketing plan). Q2 2017. Q3 2017.

**ACTION PLAN CONTINUED**

**ORGANISATIONAL ACTIVITIES**

- Establish Industry’s Strategic Role (Q2 2017).
- Establish future role to define potential for integrated site (as Sandaran) (Q3 2017).
- Develop four Site Experiences to be offered through Visit Tipperary (Q3 2016).
- Develop Social Experiences to be offered through Visit Tipperary (Q3 2016).
- Establish Membership Working Group (Q3 2016).
- Establish Marketing Working Group (Q3 2016)."