



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

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

For most tourists, what really sells the destination to them isn't just one thing, but the whole package. It's all about where they lay their heads, the food they eat, the sites, the activities, the people. Consider if we **cross-promoted** as business' in the same way as on our **social media** profiles, what impact would Tipperary make on potential visitors? When we work together, we are not just promoting our own business, but the **whole Tipperary tourism experience**. And **together**, we make a **serious impact**.

Instagram | Instagram

**visittipperary** [Edit Profile](#)

103 posts 3,133 followers 4,377 following

Our county is packed full of unique attractions, wonderful places to stay, dynamic outdoor activities, incredible local food and a variety of festivals and events which live long in the memories of tourists to Tipperary and which encourage them to come back for more.

*Packed full of unique attractions*

*Dynamic outdoor activities*

*Wonderful places to stay*

*Incredible local food*

*But we know all this already; let's join together and tell the rest of the world*

We want you to join us in promoting Tipperary across Ireland and to international travellers.

#teamwork

# Our incredible achievements in 2018 include...

## 15,000 FOLLOWERS. 40% GROWTH

We have developed a significant digital presence across social media with a 40% growth and over two million impressions across Twitter, Facebook and Instagram in the last 6 months.



## 285,000 BULLSEYE TARGET IMPRESSIONS.



We invited well known bloggers on MyKidsTime and MyLittleBábóg to discover Tipperary resulting in 285,000 bullseye target impressions.

## 99,000

We distributed 99,000 copies of our beautifully illustrated Tipperary Maps, walking and Butler Trail brochures direct to our target markets.



## TRAINING

We upskilled our members by delivering two tailor made training sessions on social media.



28% 

Our promotion has resulted in a 28% increase in website views.

## DEDICATED TRAINING

We set up a dedicated training page on [www.tipperary.com](http://www.tipperary.com) to make it easier for our members to find training opportunities relevant to their needs.



## 3 YEAR

We developed a thoroughly researched and detailed 3 year marketing plan which is available to our members for use in their own businesses.



## CONTENT CREATION

we commissioned 5 new videos and a new suite of photography to capture the beauty and uniqueness of destination Tipperary. These are available to our members on request.



## 5 MINI ITINERARIES

We promoted five mini itinerary competitions across social media platforms with a combined reach of 330,000

We have partnered with Tipperary Skillnet, Tipperary ETB and LEO Tipperary to promote training opportunities to our members.

## WORKING WITH PARTNERS...



We work closely with IAE and IHH to encourage them to interact with us on social media, support development projects and promote Tipperary.



We have forged a closer relationship with Fáilte Ireland's International Publicity Team through the delivery of the Discover Munster fam trip. Resulting in fam trips for 105 media & tour operators who are now helping us spread the word about Tipperary.



We are working in close partnership with Discover Lough Derg and Munster Vales to share resources and spread the marketing coverage throughout the County.



We are working with Tipperary County Council to support the development of a number of tourism infrastructural projects.

## Here's the benefits of joining Tipperary Tourism....



1

You will benefit from the umbrella branding of Tipperary Tourism with a 'Member of Tipperary Tourism 2019' logo to display at your business emphasising your commitment to quality.

2

We'll tell your story and showcase your business on our social media accounts through our Tipperary Members social media campaign.

3

Your business will be listed on a newly redeveloped tourism destination website for Tipperary [www.tipperary.com](http://www.tipperary.com). All marketing actions send traffic back to [www.tipperary.com](http://www.tipperary.com).

4

You will have access to promotional video content and imagery to help promote Tipperary.

5

You will be kept up to date on tourism developments in Tipperary through regular communication. You will be invited to a number of networking events in the county where you will have the opportunity to meet like minded businesses and experiences.

6

You can take advantage of the 20% discount off training courses at Tipperary LEO to upskill and develop your staff.

## Here's how you join

Community Tourism or Voluntary groups can sign up for €50 to be included in relevant promotional opportunities and stay up to date with our Tipperary Tourism newsletters.

If you recognise the value tourism brings to the county as a whole and want to lend your support, you can sign up for €25 and we will keep you up to date with our regular Tipperary Tourism newsletters.

Contact Mairead.Winters@tipperarycoco.ie

### Booking Form

Please complete and return this booking form, together with the appropriate contribution, no later than **March 15th** to Tipperary Tourism, c/o Mairead Winters, 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