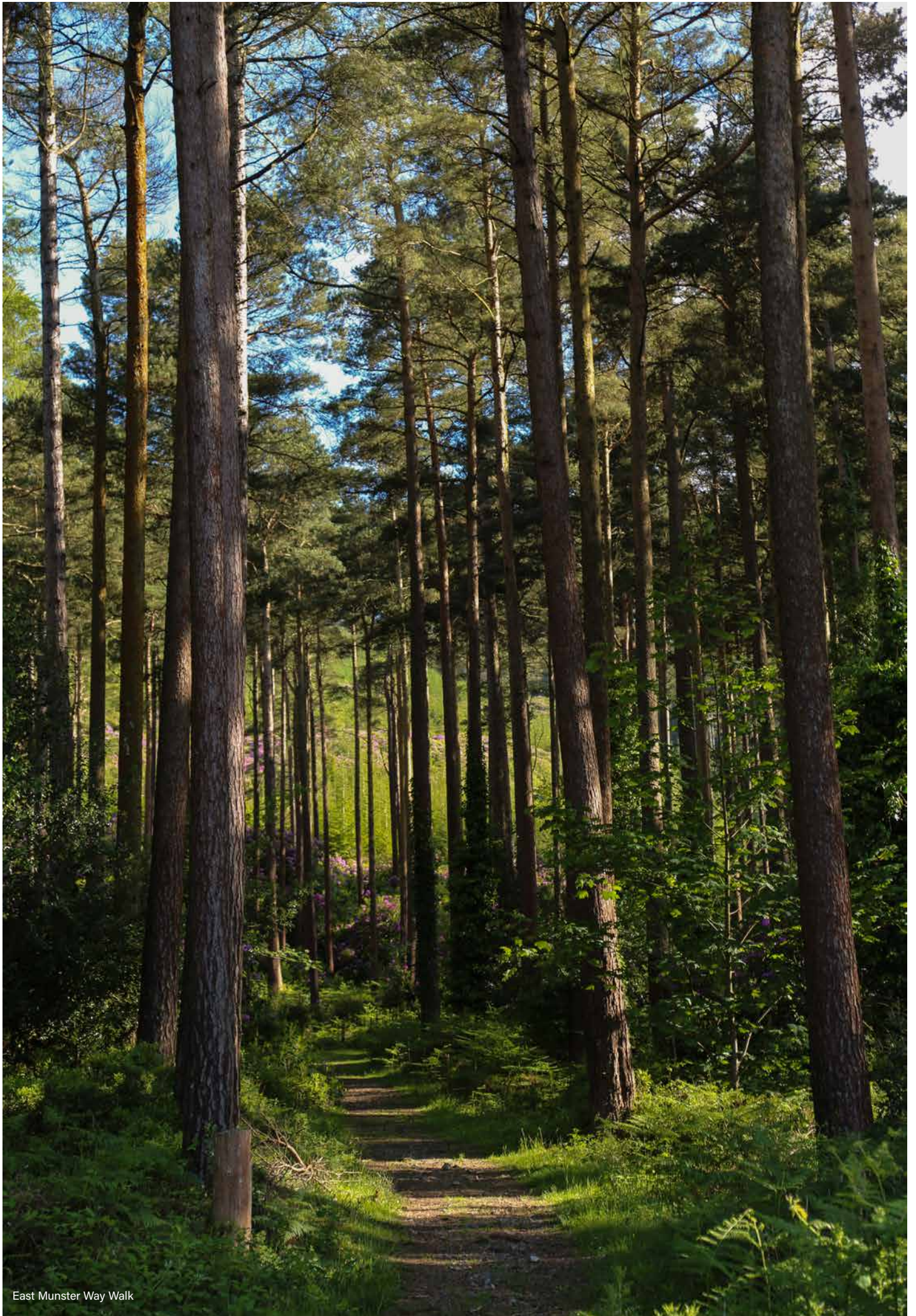


Tipperary: Time to take it all in  
*Marketing Strategy 2018 - 2020*





East Munster Way Walk









# Time to Grow



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## Overview

**Tipperary: Time to take it all in *Marketing Strategy 2018 - 2020*** builds on the **Strategic Tourism Marketing, Experience & Destination Development Plan 2016-2021**, by reviewing actions and results to date. Using best marketing practices based on the most current tourism data and research, the strategy aims to activate a tourism marketing plan that ensures the best use of resources to highlight the products and suppliers operating within the region.

**Tipperary: Time to take it all in *Marketing Strategy 2018 - 2020*** will position Tipperary as a must-visit destination within Ireland's Ancient East (IAE) and the Midland's Proposition which have recently been developed by Fáilte Ireland. It encompasses the rich heritage and cultural assets that the region has to offer. Aligning itself with IAE, Tipperary's visitor experience is centred on Ireland's rich architectural, natural and cultural legacy. This is made accessible and delivered through storytelling.

Over recent months an extensive consultation process has been undertaken. This has included focus groups, (see *Appendix 1 Focus Groups Report*), and substantial desk research, coupled with comprehensive examination of Fáilte Ireland and Tourism Ireland guidelines, resulting in the recommendations contained in this report.

*Tipperary's visitor experience is centred on Ireland's rich architectural, natural and cultural legacy*



# 1. Setting the Scene

Recommendations	Actions	Priority
Market Tipperary under Tourism Ireland	» Avail of opportunities » Use branding where appropriate	High
Align with Ireland's Ancient East in appropriate region	» Avail of opportunities » Use branding and style where appropriate	High
Align with Ireland's Hidden Heartland in appropriate region	» Avail of opportunities » Use branding where appropriate when available	High
Encourage stakeholders to use the Tipperary branding and promote their product in a style that aligns with the appropriate Fáilte Ireland proposition	» Provide training on how to implement the branding	Very High



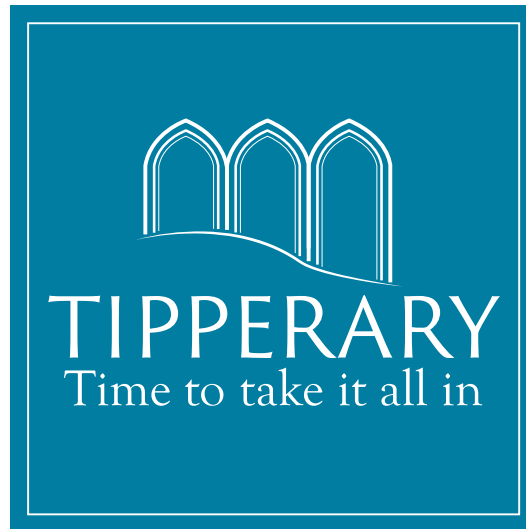
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## 1.1 Our Most Prized Tourism Assets

Tipperary is an easily accessible, yet off the beaten track, tranquil, relaxing destination, with a laid-back attitude to life, where you can reconnect with family and go back to basics. An undiscovered space full of hidden gems and engaging characters. The following are the region's key propositions.

- » A genuine community who are open and welcoming to tourism
- » An unspoilt and undiscovered region
- » An ideal touring base, with easy access to established Irish destinations (Cliffs of Moher, Kilkenny, etc.)
- » A diverse offering of environments – lowlands, mountain ranges, lake, river, rural, urban
- » A vibrant, authentic local food offering, truly visible from farm to fork
- » An accessible location, close to transport routes, major cities, airports, etc.
- » A practical location, can satisfy visitor needs – accommodation, food, activities, etc.
- » An emotional place, real and authentic, provides the opportunity to reconnect, de-stress
- » An area to be discovered, sites, landscapes, experiences, adventures, many made easy through guides
- » A place that offers specific interests, outdoor activities, heritage, food, social experiences
- » A memorable place - the locals, the environment, the stories, the experiences





*Tipperary's brand identity displayed above is vibrant, bright and contemporary. Its timeless quality is rooted in its simplistic form, which is now in the public domain and synonymous with Tipperary as a destination*



## 1.2 Where We Are Now

To date, Tipperary Tourism has created a new brand identity **Tipperary: Time to take it all in**, which has been promoted by industry partners and stakeholders who are adopting and using the brand on the ground and in their businesses. This has helped to reignite interest in the brand and generate positive results.

Significant investment has been made to develop and activate **Tipperary: Time to take it all in** and achievements to date include the highlights below in *Figure 1.1: Tipperary Tourism Highlights*.

Figure 1.1: Tipperary Tourism Highlights



The next step is to build on this first phase of achievements and create a three-year Marketing Plan.





The Apple Farm, Moorstown, Cahir

The Apple Farm, Moorstown, Cahir



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## 1.3 Time For Our Vision

We are now well positioned to focus our marketing energies on realising our vision and delivering the message of the Tipperary proposition which is:

*"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."*

## 1.4 Time For Our Journey

**Tipperary: Time to take it all in *Marketing Strategy 2018 - 2020's*** aim is to create a strategy where the region's key assets are showcased along with Tipperary's diverse cultural offerings and authentic ancient heritage. Bringing the region to life through unique visitor experiences and interaction with genuine characters, people and places.

In line with Ireland's Ancient East, our goal is to make Tipperary an integral part of the most engaging cultural destination in Europe by harnessing the authentic character of the real Ireland, its living culture, lush landscapes and hidden history.

### 1.4.1 Engagement Strategy

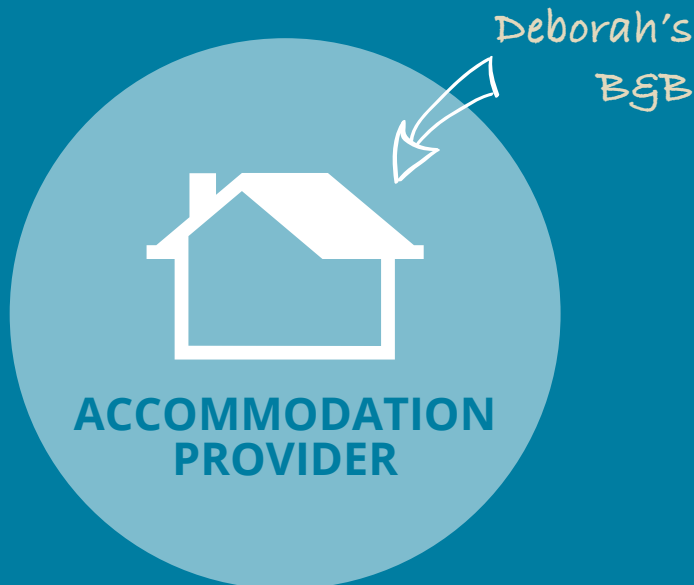
Tipperary Tourism will achieve this goal through leveraging off Fáilte Ireland's successes, liaising with Tourism Ireland, establishing strategic partnerships, uniting stakeholders and supporting vibrant communities. This will be undertaken while maintaining the core objective of growing a sensitive, sustainable tourism proposition. *Figure 1.2: Deborah's Engagement Model*, demonstrates how this can be achieved on all levels of the tourism industry.

*Establishing strategic partnerships,  
uniting stakeholders and  
supporting vibrant communities*



Figure 1.2: Deborah's Engagement Model

Meet Deborah, she runs a B&B in Tipperary



### Strong Points:

Social Media  
Word of Mouth  
Fáilte Ireland

### Limitations:

Budget  
Time  
Expertise

She has just joined Tipperary

### Strong Points:

+0.5 Million Reach  
Government Support  
Marketing Strategy  
Funding



Working under these umbrella propositions



IRELAND'S HIDDEN  
HEARTLANDS



2018 Spring campaign is to reach 97% of Irish Adults

Deborah can get all the benefits



Food could help grow  
much as €400 million

Tourism

Limitations:

Not everyone engages & this impacts funding



She now has access to these Strategic Partnerships

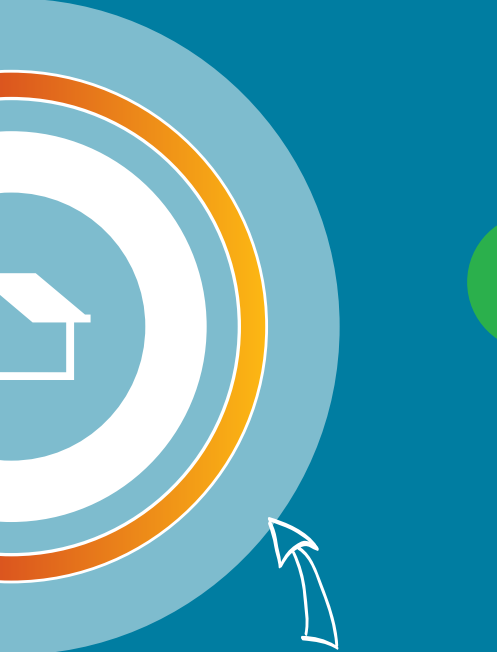


fits

She can be part of Destination Ireland's global story



19.37 Million views on website  
31 Million views on YouTube



tourism revenue by as  
on over the next 5 years

3.9 Million active fans on Facebook  
#3 Twitter Tourism Destination in the World



# 1.5 Market Trends Analysis

## 1.5.1 National Tourism Policy

The Government's tourism strategy, People Place and Policy – Growing Tourism to 2025, was launched in March 2015 and it identified national goals. See *Figure 1.3: Growing Tourism to 2025*. Which demonstrates that, given performance to date, these goals are likely to be achieved well in advance of their target date.

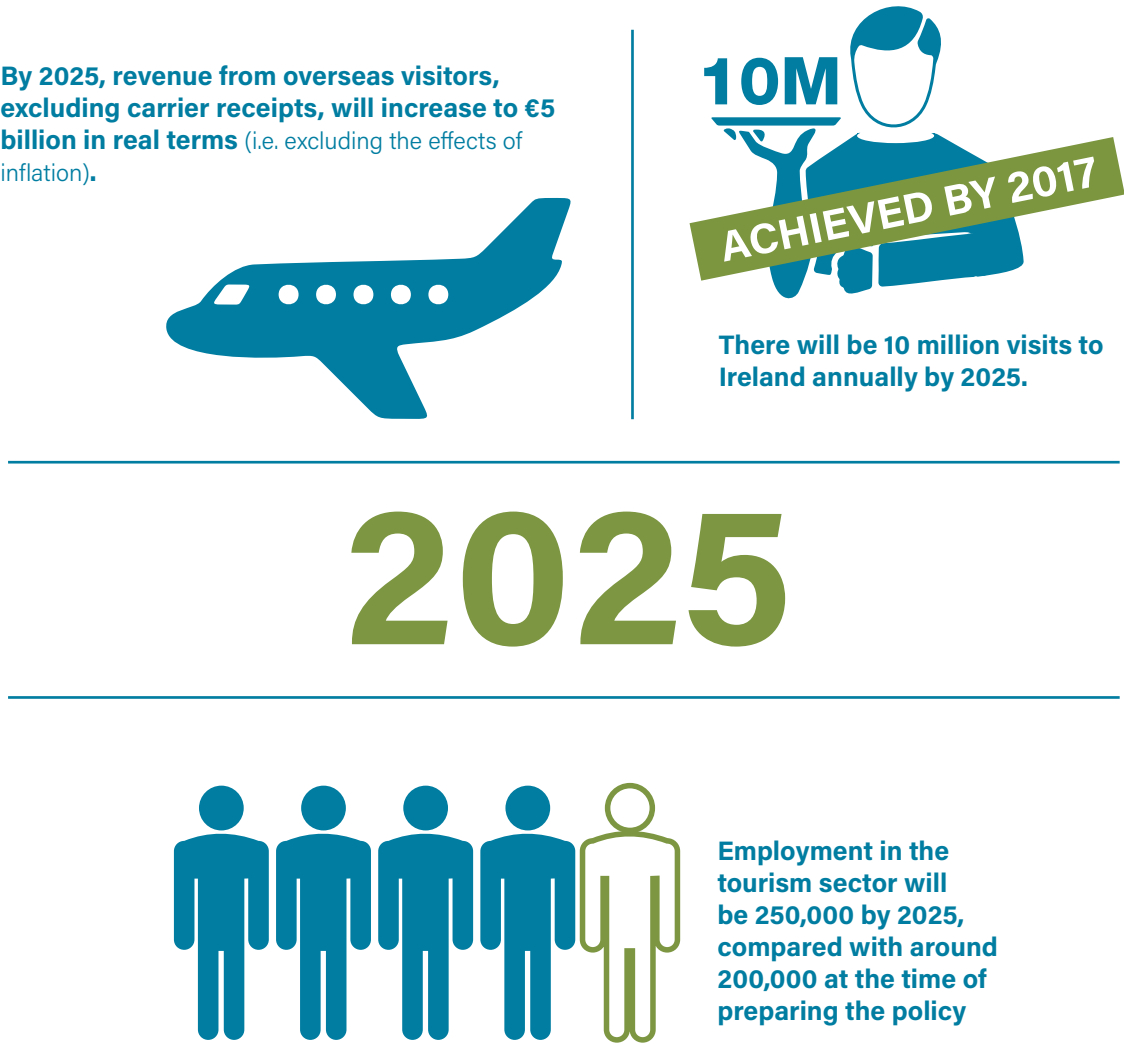


Figure 1.3: Growing Tourism to 2025

## 1.5.2 International Market Overview

2017 has been another record year for Irish tourism, surpassing all previous records; by year end, 10.65 million visited the island of Ireland, spending €5.78 billion. In 2018, Tourism Ireland aims to build on 2017's performance – growing overseas tourism revenue to €6 billion (+5%) to the island of Ireland and visitor numbers to 10.8 million (+2%).

These figures are exceptional for an island the size of Ireland with a population of only 4.7 million people. For example, Ireland now attracts 10% of all North American visitors into Europe.

Following a period of considerable contraction during the recent recession, Fáilte Ireland Tourism Barometer has reported in December 2017, the total number of trips to the Republic of Ireland in 2017 was 9,932,100, an increase of 3.6% over 2016. Industry sentiment is positive for further growth in 2018.

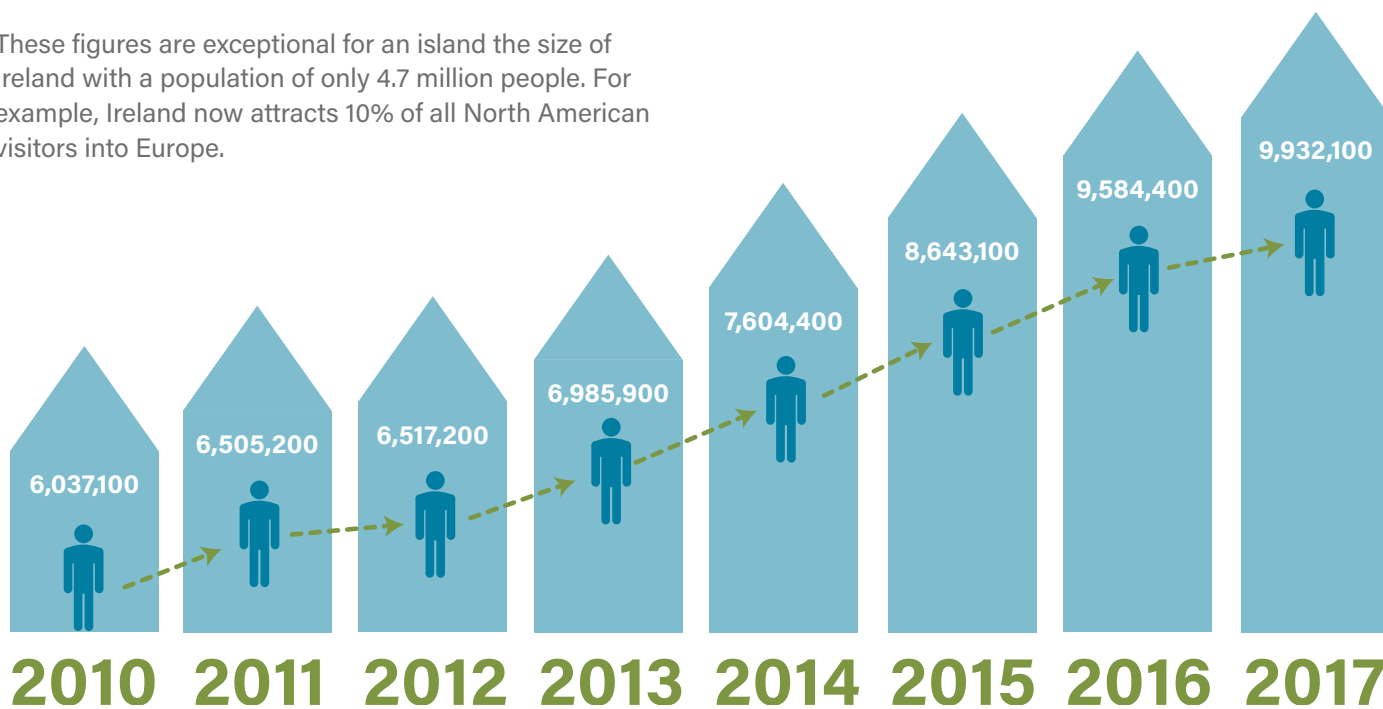


Figure 1.4: International Growth Trend in the Republic of Ireland

Source : Fáilte-Ireland-Tourism-Barometer-December-2017

## 1.5.3 Overseas Trips to Ireland by Area of Residence for the years, 2010 - 2017

Trips by residents of Great Britain decreased by 5.0% in 2017 to 3,728,900 while trips by residents of European Countries other than Great Britain (Other Europe) increased by 5.5% to 3,482,400. Trips by residents of North America to Ireland increased by 16.2% to 2,101,500 while trips to Ireland from Other Areas increased by 12.6% to 619,300.

The industry started 2017 with much uncertainty over Brexit and sterling exchange rates, but has been bolstered by more American and German visitors.

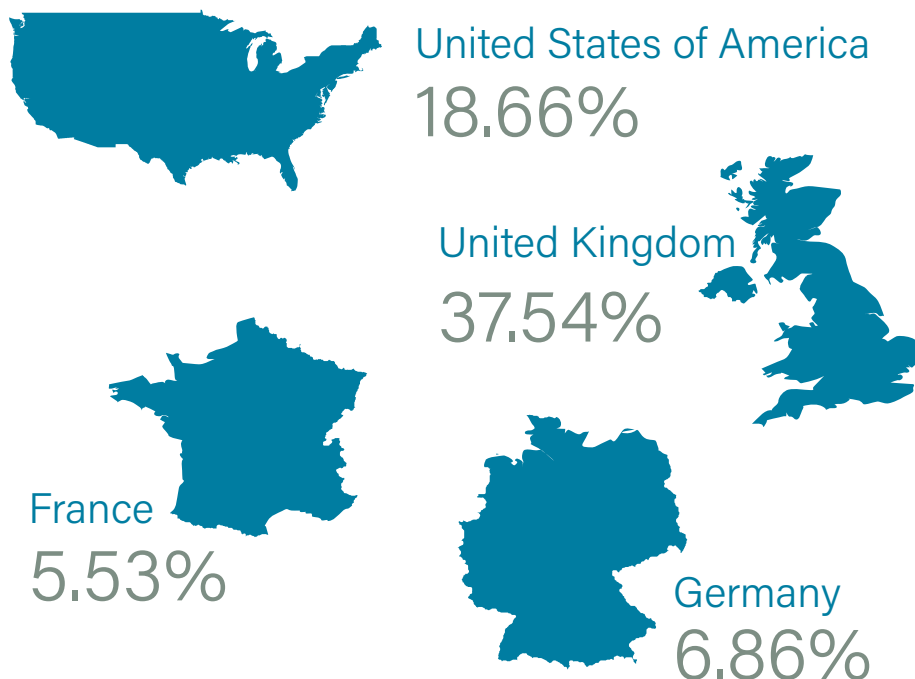


Figure 1.5: Overseas Trips

Source: CSO statistical release, 25 January 2018



1.5.4 Domestic Market Overview

Irish residents took almost 9.3 million domestic trips in 2016. The average length of stay for domestic trips was 2.7 nights, resulting in a total of 25.4 million bed nights. Holidays accounted for more than half of all domestic trips (52%), while over 3 million trips (32.7%) were to visit friends or relatives. Total expenditure by Irish residents on domestic trips for 2016 amounted to €1,776 million with spending on holidays increasing by 5.0% in 2016 to €1,124 million. (Source CSO Statistical Yearbook of Ireland 2017).

The attraction of the coast is evident when looking at the national statistics, *Figure 1.6: Domestic Travel by Irish Residents* with coastal counties performing best due, largely, to the success of the Wild Atlantic Way. From 2015 to 2016 there has been a notable decline across visitor trips, visitor nights and revenue for Tipperary.

Now, with Ireland’s Ancient East as the latest success story, the region has the perfect opportunity to leverage off how it perfectly aligns with the proposition.

Domestic Travel by Irish Residents by Main County Visited, statistical						
State	Trips (000s)		Nights (000s)		Revenue €mn	
	2015	2016	2015	2016	2015	2016
	9125	9282	25267	25435	1725	1776
Donegal	314	370	1139	1469	76	99
Sligo	263	217	921	660	61	44
Westmeath	209	161	425	291	28	20
Galway	895	1013	2922	2873	194	193
Mayo	463	506	1405	1558	93	105
Dublin	1599	1406	3267	3037	264	272
Meath	208	223	355	379	24	25
Wicklow	315	329	778	1050	52	71
Clare	410	419	1523	1804	101	121
Limerick	257	209	483	495	32	33
Kilkenny	228	286	453	576	30	39
Waterford	285	334	938	939	62	63
Wexford	679	640	2107	1964	140	132
Cork	967	1169	2574	2881	171	193
Kerry	779	837	3053	2888	203	194
Tipperary	217	197	564	497	37	33
Kildare and Carlow	306	238	601	426	40	29
Laois and Offaly	193	176	374	349	25	23
Louth and Monaghan	142	195	366	460	24	31
Cavan and Leitrim	234	219	594	577	39	39
Roscommon and Longford	160	137	425	262	28	18

Source: CSO Household Travel Survey, 7th April 2017  
Expenditure: Fáilte Ireland based on CSO

Figure 1.6: Domestic Travel by Irish Residents

Figure 1.7: Spend per Person per Day



## 2. Methodology and Customer Journey

Recommendations	Actions	Priority
Create Content	<ul style="list-style-type: none"><li>» Create content that showcases the Tipperary product offering suitable to the market segments and grows awareness</li><li>» Create content that supports the visitor's activities while on holidays</li></ul>	High



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## 2.1 Methodology

### 2.1.1 Overview

An overview of the work of Tipperary Tourism has been undertaken. This was the starting point in the development of the Marketing Strategy and has been highlighted in *Figure 1.1: Tipperary Tourism Highlights*. This was completed in 2018.

### 2.1.2 SWOT Analysis

A SWOT analysis has been undertaken to identify the strengths, weaknesses, opportunities and threats to the proposition of Tipperary as a tourism destination. This ensured that the Marketing Strategy took into consideration all elements that might positively and negatively impact the marketing focus for Tipperary. The SWOT Analysis can be seen in section 3.3.

### 2.1.3 Define Key Markets

Using published research by Fáilte Ireland and Tipperary Tourism, key markets with the most potential to convert to visitor numbers were identified. These markets were then analysed in terms of visitor needs and wants, behaviours and attitudes, intentions and decision-making touchpoints. Understanding these elements enabled the creation of a focused marketing campaign that engages directly with these potential visitors, connecting with them at all stages of their decision-making process. Further details on these markets can be viewed in *Appendix 2 Segmentation and Targeting*.

### 2.1.4 Define Key Products & USPs

The key products of interest to potential visitors were identified as broad tourism products, such as engagement with heritage and culture, and more specific experiences such as hiking, kayaking and cruising. These can be viewed in *Section 1.1 Our Most Prized Tourism Assets*.

### 2.1.5 Determine Messaging

The messaging has a dual purpose: it tells the story of Tipperary from a tangible perspective (actual places, products and services) and from an emotional perspective (feelings, emotions and senses). Developing messaging that embraces both the tangible and emotional concepts enabled the development of a strategy that showcases the feasibility of Tipperary as a tourism destination and at the same time ignites an emotional response to Tipperary. This is taken into consideration with the existing Tipperary brand. *Time to Imagine. Time for Adventure* was agreed upon as the key message for 2018. These can be viewed in *Appendix 3 2018 Messaging*.

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### 2.1.6 Determine Activity and Channels

The activity and channels that best deliver the message to the target markets were determined. These determinations were based on multiple factors and grounded in research undertaken by Fáilte Ireland, Tipperary Tourism, government bodies, tourism companies, as well as JNLRs (Joint National Listenership Research), Nielsen Media Research, readership, listenership, viewership, engagement and reach figures. The marketing activities recommended in this plan must align with the needs and behaviours of its users. This means delivering the right content to the right users at the right stage of their decision-making journey. An analysis of the customer journey can be seen in section 2.2. It is important to note the International Market has different needs which are outlined in detail in *Appendix 4 International Marketing Profiling*. This appendix also highlights how Tipperary can best meet the international visitor needs.

### 2.1.7 Plan Timeline

The overall strategy is for a three year period, with detailed specifics for year one, and two additional plans outlining the following two years. These are to be reviewed at the end of each period. This takes into consideration relevant factors including the tourism season, the travel behaviours of the target markets and travel trends. In addition to tracking the full customer journey from awareness through to decision making, availability of offering and product, needs and wants of stakeholders and budgets available. See full Marketing Action Plan from page 45.

### 2.1.8 Action Campaign

It is intended that the campaign will be launched in Spring 2018. See full Marketing Action Plan in section from page 45.

### 2.1.9 Ongoing Review and Revision

In line with marketing best practice, the campaign will undergo ongoing review and revision, to ensure adherence to the overall plan and to allow for reactions, adaptations and adjustments, if and when required. As is the fluid nature of the tourism industry, this is an essential component in managing a marketing campaign.

### 2.1.10 Measure Campaign

On completion of year one and prior to the commencement of year two, the campaign and elements of the campaign will be measured and evaluated to allow for informed decision making going forward. A final review should be completed at the midpoint of the fourth quarter each year, with the following year's plan completed before year end. See Action Plan from page 45 for further detail on Key Performance Indicators.



## 2.2 Customer Journey

This plan uses the purchase funnel concept to represent the ideal consumer decision-making journey. The goal is to determine where the visitor is in the Destination Marketing Funnel and to continually create content that advances visitors through the funnel until they become true advocates.

This framework will ensure Tipperary's Marketing Plan produces suitable content for the users at the appropriate stage of their journey.

Where in the destination marketing funnel are our visitors?

CREATE AWARENESS

ENCOURAGE CONSIDERATION

EXPLOIT INTENT

EMPOWER DECISION

ENHANCE TRAVEL

ENABLE SHARING

---

## CREATE AWARENESS

By developing memorable content and promoting Tipperary through the optimal channels.

**Customer emotion:** "This video is really fun. I never thought about a holiday in Tipperary before."

**Customer needs:** Captivating content which arouses interest, basic geographical information, a desire to find out more.

## ENCOURAGE CONSIDERATION

By positioning Tipperary as a potential tourism destination in a manner which informs and inspires target markets to reimagine Tipperary, to understand what it has to offer and how it has the potential to meet their needs and desires.

**Customer emotion:** "This looks like a lovely place for our next break."

**Customer need:** Captivating content which is vivid and suggestive of a very enjoyable holiday.

## EXPLOIT INTENT

By communicating with those who express a potential intent to travel to Tipperary in order to expand their awareness of the county and its tourism offerings.

**Customer emotion:** "Remember we have a long weekend in May. Lets do something in nature."

**Customer need:** Targeted information such as itineraries, top ten things to do, highlight attractions which encourage move to decision-making

## EMPOWER DECISION

By providing the reasons, tools and ease of customer journey that will encourage potential customers to choose Tipperary as a destination.

**Customer emotion:** "Hey John the kids would love to go biking, I see an offer for a long weekend break near the Devils Bit, it's really great value, what do you think?"

**Customer need:** Targeted marketing which links to local businesses.

## ENHANCE TRAVEL

By providing inspiration, materials and activations in-county, that encourage cross-county travel, increase in-county spend and contribute to an overall positive experience of Tipperary.

**Customer emotion:** "Look! This brochure is amazing. The detail is really helpful. We will be able to go for walks on the Saturday and Sunday."

**Customer need:** Targeted marketing which provides relevant, high-quality content.

## ENABLE SHARING

By encouraging and enabling peer to peer marketing, where visitors will become ambassadors for Tipperary within their own communities.

**Customer emotion:** "That was such an amazing weekend. I feel completely de-stressed. The kids had an amazing time, I have to share this experience."

**Customer need:** Strong social media platforms for sharing experiences.



### 3. Strategic and Marketing Objectives

Recommendations	Actions	Priority
Create satisfied visitors	» Communicate how Tipperary can be enjoyed and by whom	High
Encourage domestic and international visitors to choose Tipperary	» Create awareness with suitable content to each of the target markets	Very High
Create a marketing community amongst the stakeholders	» Communicate frequently with the stakeholders	High
Capitalise on cross county tourism initiatives	» Avail of opportunities with Blueway, Waterways, Munster Vales, Lough Derg etc.	Very High

---

## 3.1 Setting strategic objectives

Setting strategic objectives for Tipperary: Time to take it all in **Marketing Strategy 2018 - 2020**, ensures that we keep the core aims front and centre when creating concepts and planning the Marketing Strategy. This will also enable us to measure our strategic journey.

### 3.1.1 Create satisfied visitors who will become ambassadors for Tipperary

- » Create and deliver messaging to showcase our world class visitor experiences that best promote our people, culture, heritage and lifestyle
- » Create experiences that enable visitors to *live* our culture and heritage
- » Communicate how Tipperary can be enjoyed and by whom

### 3.1.2 Encourage domestic and international visitors to choose Tipperary

- » Develop awareness of the region within the identified market segments and create a desire for potential visitors to choose Tipperary
- » Encourage the exploration of lesser-known and lesser-developed areas within Tipperary to ensure authentic, personal experiences and the generation of interest beyond the usual tourist trails
- » Give domestic visitors reasons to visit during key bank holidays and school holidays, and encourage international visitors during shoulder seasons

### 3.1.3 Develop an engaged tourism industry and wider local community

- » Foster trust and collaboration between stakeholders and unite them in the common goal of developing Tipperary as a key Irish destination as demonstrated with *Figure 1.2: Deborah's Engagement Model*
- » Encourage, motivate and enable the tourism community to develop and deliver unique Tipperary experiences, so that the promoted offering is what the visitor experiences on the ground
- » Gain the confidence and commitment of the wider community, acknowledging the huge contribution they make to the overall visitor experience of the region





*The Irish destination hotspots are already saturated. Increasingly, visitors are seeking alternative areas with more availability and better prices*



---

Now that we have established and launched the brand there are of course strategic challenges that must be identified and addressed



## 3.2 Challenges

### 3.2.1 Internal challenges

- » We need to create and drive brand awareness with those internal service providers and the wider Tipperary community who are not yet engaged with **Tipperary: Time to take it all in**
- » We need to work together to focus our efforts on key initiatives. When we promote all of Tipperary with one voice, we create much more impact in the marketplace
- » We need to build a sense of community within the Tipperary tourism industry so that we can deliver a consistent and strong visitor experience throughout the region and ensure that the proposition we are promoting to the public is the same service that we are providing when they are here
- » We need to continually engage with service providers and work with them to develop the tools to promote their products and services in a way that is complementary to the **Tipperary: Time to take it all in** brand
- » We need to be willing to invest in strong and consistent efforts to publicise, market and promote Tipperary to domestic and international trade and consumer markets

### 3.2.2 External challenges

- » We need to build and drive brand awareness for **Tipperary: Time to take it all in** both in domestic and international markets
- » We need to establish the brand and the core concept of the offering as focus groups have shown that there is little overall understanding of tourism in Tipperary
- » We need to develop greater awareness of activity products (e.g: the Blueways) and establish Tipperary as a water-activities destination as the lack of a coastline is a consistent negative in focus groups

### 3.3 SWOT Analysis

#### Strengths

- » Recently established Tipperary Tourism Company which will promote, market and develop Tipperary
- » There is a strong, established heritage offering in The Rock of Cashel, which is a long-standing success as a must-see heritage site in Ireland. There are many more heritage sites with the same potential
- » A landscape that is unspoilt and undiscovered, with a diversity of environments on offer; rural, tranquil and full of natural beauty
- » A significant variety of organised and accessible outdoor activities, providing a diverse tourism product which makes Tipperary well placed to meet the desires of the next generation of tourists
- » A central location, an ideal base for touring visitors, with easy access to Ireland's major sites and destinations
- » An authentic Irish experience, easily found in villages and small towns throughout the region, with communities that are welcoming of visitors
- » Superior quality of life - slow paced, traffic-free, laid back, friendly - making Tipperary a fresh tourism offering
- » A new umbrella tourism brand that has been developed and is now being promoted through planned and focused destination marketing activity
- » Affordable accommodation
- » Established food-related producers, products and services: a genuine 'farm to fork' philosophy
- » A rich history, folklore and heritage that will appeal to visitors





## Weaknesses

- » A general lack of awareness of the Tipperary offering. No defined understanding of what the region has to offer the visitor
- » Tourism providers are engaged at different levels, some active, some more passive. Supports need to be made available to engage the trade and promote accountability for their role in growing tourism in Tipperary
- » There is a limited range of accommodation offerings in some regions. This is a barrier to developing many market segments. (Backpackers, quality camping, five star hotel.)
- » Some small towns within Tipperary do not regard themselves as tourist towns so tourist needs are not accommodated and auxiliary services are not available such as coffee shops on a Sunday morning
- » The tourism website is not mobile or user friendly. Difficult to navigate, lacks required information. It also is lacking in itineraries to inspire the visitor
- » No coast is an issue for domestic market, as coastline is easily accessible in most other counties
- » Although visitor numbers to the Rock of Cashel have more than doubled since 2011, this growth hasn't been reflected in dwell time

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## Opportunities

- » A number of innovative cross county products are being developed that will help to build a stronger Tipperary offering: The Blueway (The Lough Derg Blueway, The River Suir Blueway), The Butler Trail expansion north, The Munster Vales, Lough Derg Marketing Group
- » Ireland's longest walk The Beara Breifne Way runs through Tipperary (Multyen Way and Ormond Way). This walking route is growing in popularity and is a significant asset which could be used to grow tourism
- » 2018 marks the momentous reopening of the 104km long St. Declan's Way Pilgrim Path from Cashel to Ardmore
- » There are opportunities to leverage Tipperary as a central location within Ireland's Ancient East. (*Failte Ireland Barometer Dec 2017 - 72% of operators in the Ireland's Ancient East reported growth in 2017*)
- » The Irish destination hotspots are hugely saturated (Dublin, Galway, Kerry etc), resulting in increased visitor numbers seeking out alternative areas with more availability and at a better price point. Tipperary is in an ideal position to capitalise on this. (*Failte Ireland Dec 2017 Barometer*)
- » Potential to be a key player in Ireland's Midland's proposition. Fáilte Ireland's 4th proposition around the theme "Active in Nature" is currently under development. Tipperary has the landscape and facilities to become a lead player in the proposition and is already ahead of the curve in developing such offerings
- » There are significant opportunities for the creation of tourism products in areas that would not have considered tourism as an feasible business option
- » With the region's many equestrian, ecclesiastical and historical sites there are numerous opportunities to engage the visitor
- » There is significant growth and development of tourism products and experiences in the county such as the Fethard Horse Country Experience and proposed plans for further development of attractions such as Flights of Discovery
- » The county has a strong ancestry and genealogy product with potential for further development
- » With the development of the Troy Film Studios in Limerick, there is potential for the development of film location services in Tipperary, which in turn would create travel and tourism opportunities, as a well as hospitality revenue
- » There has been a rise in visitors from Europe, primarily Germany and North America, indicating a positive outlook for national figures in 2018 (*Failte Ireland Dec 2017 Barometer*). This suggested that focusing international marketing efforts could provide growing opportunities for the Tipperary tourism industry
- » With its location and activities products, and a strong communication strategy, Tipperary has the opportunity to become a leading family destination for days out

- » Tipperary has a strong food offering, both restaurant and retail and there are opportunities to further exploit this and drive tourism through awareness
- » By building a stronger online presence through the development of a world class tourism website, investment in social media engagement, development of new social channels especially Instagram and YouTube, engaging content creation aimed at chosen market segments and investing in SEO and digital advertising, Tipperary has the opportunity to showcase the county and its offerings to a global audience
- » The development of a 5-Star facility will open up Tipperary to new markets and contribute to extended dwell time and spend in the region, especially for the North American market
- » The Tipperary 'laid back' lifestyle is a huge opportunity to develop mindfulness, personal growth, leisure upgrade and family down-time offerings to key markets looking for relaxing, tranquil breaks
- » Tipperary has the opportunity to capitalise on lake access points for use in non-water-based activities, eg: the BBQ area in Terryglass
- » The significant network of blueways and water activities offer a real opportunity for Tipperary to establish a fresh, new, exciting inland holiday offering and the opportunity to create a unique product, changing Irish perspectives of lake-and-land breaks, while at the same time capitalising on international visitors who are more familiar with this kind of holiday

## Threats

- » Brexit: Tipperary as with all tourism destinations in Ireland relies particularly on the British market, leaving it vulnerable to the uncertain currency and economic climate following Brexit
- » Intensifying competition from other destinations in Ireland, and overseas
- » Delay in development of the National Broadband Plan and uncertainties around how this will be implemented
- » Lack of engagement of providers in the county with Tipperary Tourism Company may threaten its existence and access to national funding
- » Low appreciation of the value of training provided by Tipperary Tourism for owners, managers and staff in Tipperary is effecting its uptake
- » Lack of development of accommodation offerings is restricting growth





### 3.4 Marketing Objectives

Clarity around Tipperary's brand position is key to the success of achieving the marketing objectives. *Figure 3.1 Tipperary's Brand Positioning Model* represents where the brand is positioned on a global and national scale. *Figure 3.2 Tipperary's Extended Family* further positions Tipperary on a more localised level.



The following are an expression of what we want to achieve through marketing activities in the future planning period. These objectives take into consideration the market segments identified as the focus of our marketing activities, where the most potential for business growth lies, these are as follows:

1. Continuing to develop support structures for individual service providers in Tipperary to enable them to better promote their own business, work with complementary businesses and promote the **Tipperary: Time to take it all in** message through their marketing activities
2. Increasing awareness of the **Tipperary: Time to take it all in** offering within the Connected Families segment in the domestic market
3. Creating content that promotes the unique opportunity to have an authentic experience and truly connect with nature to the Great Escapers
4. Improving the digital presence of Tipperary and developing a better user experience on all digital platforms
5. Creating clarity around the brand positioning of Tipperary as a great destination for Connected Families (i.e: what we are, what we offer and why choose Tipperary)
6. Developing marketing activities to international audiences to promote Tipperary to the Culturally Curious and grow this market segment. See *Appendix 2: Segmentation and Targeting*

*Take a tip from a local  
and uncover hidden gems  
throughout the region*

To achieve the objectives Tipperary Tourism will need to leverage off the existing partnerships that have been developed and maximise the opportunities that present within the industry from each relationship.

Jump into  
Ire



Strategic  
Partners



### Munster Vales

- €500,000 invested in Munster Vales since 2016
- 6 FAM trips and 6 more planned
- Nationwide feature in March 18
- LAMA nomination for best tourism initiative
- Irish Planning Institute special commendation for our feasibility and concept development plan
- 5 videos and extensive bank of images available to trade
- 17 training days delivered

### Lough Derg

- €2 million invested in 15 capital projects since 2014
- Annual marketing and promotional activity on radio, press and online
- Estimated 73,000 tourism trips to Lough Derg worth €10.95 million per annum
- €500,000 invested in The Lough Derg Blueway
- Amazing image bank of Lough Derg available on [www.discoverloughderg.ie](http://www.discoverloughderg.ie) for the trade
- 4 FAM trips for the trade on Lough Derg in 2018
- Over 35 food events each summer as part of A Taste of Lough Derg

### Butler Trail

- Phase 2 signage now in place in Carrick on Suir, Clonmel and Cahir
- New Butler Trail APP and Audio Guides (English, French and German) now in place
- Extension to Roscrea in 2017/18

Figure 3.2 Tipperary's Extended Family





## Ireland's Hidden Heartlands Active in Nature



Blueways / Greenways



Festivals

### Suir Blueway

In 2016 River Suit Blueway with strategic partners constructed the longest slalom course outside of Dublin. A 56KM canoe / kayaking trail from Cahir to Carrick on Suir incorporating 19KM of Greenway from Clonmel to Carrick on Suir along the towpath

### Lough Derg Blueway

Incorporating a network of paddling, walking and cycling journeys, based upon the service blocks and other facilities which are in place at Killaloe, Ballycuggeran and Scarrieff, Mountshannon and Dromineer Harbour

Allocated €200,000 under the Rural Economic Development Zones (REDZ).

### Greenways

The 19km walkway/cycle path connecting the urban hubs

€1.9 million was allocated for the Greenway

### Tipperary Food Producers

Representing, promoting and showcasing the very best of Tipperary food

### Festivals and Events

Support is given to a wide range of festivals around the County: e.g. Munster Fleadh, Junction Festival, Clancy Brothers Festival, Portroe Gathering and Dromineer Literary Festival

Tipperary Tourism identity will be used to promote all festivals and events

Google tells us  
that 70% of searches  
for information  
about a travel  
destination are done  
on mobile devices

## 4. Digital Presence Assessment

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## 4.1 Introduction

For a tourism destination, the rise of the Internet and the increased popularity of social channels has altered travel marketing. From the way that visitors research potential destinations, to the activities that they participate in once they arrive, the new ways that consumers use social media to make purchasing decisions has influenced tourism marketing entirely. It is imperative for Tipperary to constantly review, analyse and update their presence online.

## 4.2 Website Analysis

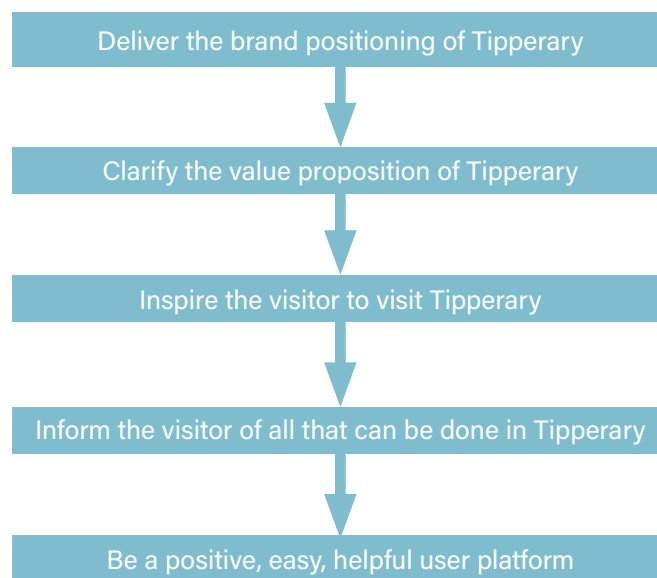
The website [tipperary.com](http://tipperary.com) is the single most impactful and important marketing asset. It is likely to be the first point of contact for potential visitors and will provide the first real brand experience. As a result, it should be entertaining and educational, and filled with compelling resources to inspire, engage, and inform.

A good design incorporating high quality photography and video is essential. Website copy that engages and persuades will make a powerful resource that visitors will continue to return to.

It is crucial to be mobile first with a responsive website; 81% of Irish people now use smartphones for research and there are 2.53 billion smart phone users in the world. Mobile bookings in travel have grown by 1,700% between 2011 and 2015 (*Frederic Gonzalo, 2016*).

First impressions of a website are formed in 0.05 seconds, meaning that the above-the-fold content on websites (is seen before scrolling down) is crucial. Without a mobile responsive site, [tipperary.com](http://tipperary.com) is not providing the optimum experience.

The **Tipperary: Time to take it all in Marketing Strategy 2018 - 2020** strongly urges that the current website be redesigned as soon as possible.





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## 4.2.1 Creating a new website for Tipperary Tourism

### **Provide information that helps the potential visitor**

Tipperary Tourism's website must be useful to the potential or returning visitor; this has to be the key objective in creating the web platform. The website should help visitors find the answers they are looking for, be easy to navigate, and display helpful information clearly. An effective website can help visitors in many stages of the customer journey, including dreaming, planning and sharing. Tipperary's website should avoid direct sales and instead focus on providing inspiration and information to their key market segments.

90% of information transmitted to the brain is visual, visitors want to visualise the experience of the destination and are very keen to have a clear understanding of what they are getting from a holiday or short-stay. The function of Tipperary's website and user experience must reflect the actual 'on the ground' product offering and personal experience that visitors will have.

Visitors are looking for basic information or ideas on activities and accommodation. The navigation bar should read: Things to do, Places to see, Plan your trip. This helpful information should be categorised using simple language that is easy to understand. It should allow visitors to easily find experiences that interest them, even if they aren't very familiar with Tipperary.

It is important to tease people with interesting stories on all the pages of the site. This will engage the visitor and mirrors the marketing strategy for Tipperary Tourism.

If visitors know what they're looking for, the navigation system should make it quick and easy for them to find. If they are browsing, then the rich collection of images and stories should encourage them to consider Tipperary. This is a universal destination marketing KPI.

See Appendix 7.

## 4.3 Time for a Blog on Tipperary Tourism

Blog pages are a second dimension to a tourist destination website, the personal experience, the stories, the possible adventures as opposed to the informative list on the main website page. Storytelling is at the very heart of Tipperary's marketing strategy. What people will really engage with are the 'real' stories of the region, the 'actual' experiences they can have when they are there. The creation of exceptional content is what engages visitors and influences them in the consideration phase of the funnel. Blogs are a powerful vehicle where Tipperary can tell its stories and build relationships with potential visitors, giving them a taste of the real experiences they could have whilst in the county, rather than just 'what to do'.

As a subfolder of the main site, search engines will see the blog and main website as one site, which means that the blog posts will have a higher propensity to rank well due to the authority of the destination website. Also, any inbound links or social activity on the blog posts will offer a benefit to the website as they are pointing to the main domain.

The average person references 10.7 sources of information prior to making a purchase decision – reviews, comments, blogs etc. play a key role in getting the potential customer to move into the consideration phase.

Blog content is normally evergreen – it will always be available to access, and can be re-shared over and over again, giving it an extended lifespan. All content should be created and published on Tipperary's blog page, then shared out onto social media platforms. That way, relevant content is being shared and visitation to the tipperary.com encouraged.

People engage with blog posts. They can share blog posts with their friends and family on social media and they can comment on the posts and engage with real people who live and breathe the destination. This is a very strong selling point for destination marketing.

With content at the very heart of SEO, search engines are constantly looking for relevant, inspiring and popular (authoritative) content to fill their search engine results pages. Therefore, blogging is the foundation tactic for Tipperary's search engine optimisation strategy.

See Appendix 7.







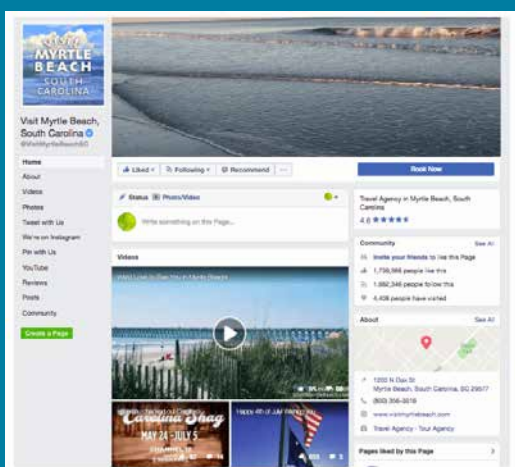
## 4.4 Social

### 4.4.1 Facebook statistics 2018

- » Worldwide, there are over 2.13 billion monthly active Facebook users for Q4 2017, Over 1 billion of those are mobile-only users (Source: Facebook 01/31/18)
- » Facebook adds 500,000 new users every day; 6 new profiles every second (Source: Facebook 31/01/18)
- » Facebook takes up 22% of the internet time (Source: Facebook 31/01/18)
- » Videos earn the highest rate of engagement, despite only making up 3% of content (Source: Facebook 31/01/18)
- » On Thursdays and Fridays, engagement is 18% higher (Source: Bit.ly blog)
- » Travel is the number 1 shared topic on Facebook
- » The average user spends more than 7 hours per month reading, posting and sharing news, photos, videos and other content (Source: Frédéric Gonzalo: Social Media and Online tourism)
- » A Facebook session lasts 20 minutes on average (Source: Frédéric Gonzalo: Social Media and Online tourism)
- » 82% of users access Facebook via a mobile device. Over 58%, more than 1 billion, access Facebook DAILY via a mobile device (Source: Frédéric Gonzalo: Social Media and Online tourism)
- » The average mobile user checks their Facebook account... 14 times per day! (Source: Frédéric Gonzalo: Social Media and Online tourism)
- » With Facebook algorithm changes from January 2018, shareable content will be king
- » One in five minutes on mobile is spent on Facebook and Instagram



Facebook



### Market Leaders

Myrtle Beach, South Carolina is known not only for its gorgeous beaches, but also for the fabulous entertainment, dining, and activities along the Grand Strand. Here's how Visit Myrtle Beach, South Carolina engages their 1,767,407 (as of today) fans.

### Video

Their cover photo is a video of beautiful waves rolling in on the beach, and they also use video effectively to showcase things to do and see around town.

### Giveaways and Competitions

The page offers regular opportunities for followers to win fun prizes by sharing photos of their stay.

#MyrtleBeachMemoriesMonday—Guests can use this hashtag to share photos every Monday. It's a great way to encourage engagement from fans while also showcasing the attractions of the area.



## Key Strategies for Tipperary on Facebook

### Step 1

- » Tipperary Tourism currently has a Facebook page with 6,182 followers and 6,205 likes. The platform services both the trade and the tourist. It is advisable that a separate private page be established to communicate with the trade members. At present the page posts are fragmented and not always of interest to the visitor

### Step 2

- » The cover photo should be updated to a video of the beautiful iconic scenery of the mountains in Tipperary with scenes which showcase things to do and see around county

### Step 3

- » Set a consistent posting schedule, 5 posts per week for year 1 (must post Thursdays and

Fridays), 5 posts per week for year 2 (must post Thursdays and Fridays) and 5 posts per week in year 3 (must post Thursdays and Fridays)

### Step 4

- » Manage the page consistently, thanking people for their posts, connecting with followers, responding to queries, inviting questions etc.

### Step 5

- » Monitor post success and engagement, boost post

### Step 6

- » Utilise Facebook advertising budget to target chosen market segments with specific messages. Monitor and report on the success of advertising

## Content sharing guidelines

- » Generate awareness of the unique offering and value proposition of Tipperary. Using Facebook to share itineraries of possible day trips suitable for the market segment from each of the 7 major towns, will help to embed the Tipperary product offering and create clarity around the region as a destination for key target markets
- » Using video Tipperary can promote a special experience for people to put on their wish list: the breathtaking views of the Knockmealdown Mountains, learning to SUP (Stand Up Paddleboarding) on Lough Derg, unique dining experiences, or farm visits
- » Ensure engagement and posting on Thursdays and Fridays to optimise the social media marketing efforts
- » Competitions should be used in summer 2018 to promote the destination, encourage content creation and sharing
- » Enable the review function on Facebook so visitors can review the region
- » Videos are essential to get traction on Facebook. Creating content for the videos is key to this marketing plan. 360-degree video enables viewers

to immerse themselves in a destination as well as specific activities or events, generating much higher engagement than standard video

- » Content must be optimised in order to be competitive. Without optimisation, the stories will simply get lost as one among thousands, no matter how compelling the content
- » Hashtags and tagging others should be integrated into posts where possible, such as #Tipperary, #visitTipp, #TakeTime, #ImagineTipperary and #TipperaryTime
- » Businesses and service providers should be encouraged to tag Tipperary and use the relevant hashtags when promoting their own services
- » With Facebook algorithm changes in 2018, shareable content is king. Posts from friends and family earn prominent placement, underscoring the need to induce word-of-mouth promotion. Marketing Tipperary as a destination on Facebook should optimise every post to encourage sharing, meaning that messages need to be valuable, entertaining and relevant. Telling stories is a must in the new Facebook era. (*Source Destination think*)
- » Create Facebook events for all key events on "Things to do in Tipperary"



Instagram

## 4.4.2 Instagram Statistics 2018

- » 60% of travel companies are now using Instagram as part of their marketing strategy. Consumers use Instagram for travel inspiration
- » 48% of Instagram users use the app to help them choose travel destinations for holidays. It's visual and aspirational
- » 70% of Instagram posts don't get seen
- » Photos with faces get 38% more likes
- » Instagram photos generate 36% more engagement than videos
- » Using at least one hashtag increases engagement by 12.6%, including another handle increases engagement by 56%
- » Roughly half of Instagram users access the platform on a daily basis, with 35% accessing several times a day
- » There are over 500 million monthly active Instagram accounts
- » Because of Instagram, unlikely places with visual appeal can turn into tourist hotspots

## Key Strategies for Tipperary on Instagram

### Step 1

- » Currently Tipperary Tourism does not have an Instagram account. This will need to be set up immediately

and engaged on the channel. This will demonstrate proper engagement with the medium and strong understanding of the social aspect of Instagram.

### Step 2

- » Set a consistent posting schedule, 2 images per week for year 1, increasing to 3 per week in year 2 and 4 per week in year 3

### Step 3

- » Generate a following: Invite the 6,150 current Facebook followers of Tipperary Tourism to like and follow the new Instagram account. Spend time browsing related hashtags, 'Liking' and commenting on relevant images that relate to Tipperary and Ireland. Follow interesting accounts. Be active

### Step 4

- » Ensure that the handle and hashtags for Tipperary Tourism are added to all relevant marketing, promotional and publicity materials so that trade and consumers know to engage and tag, thus broadening reach

### Step 5

- » Monitor post success and engagement and adapt accordingly

### Step 6

- » Build campaigns to drive awareness and interest

### Hashtags

#tipperarytime  
#lovetipperary  
#loveireland  
#wanderlust  
#landscape  
#IrelandsAncientEast  
#travelgram  
#AuthenticTipperary  
#RealTipperary  
#ImagineTipperary  
#TipperaryTips  
#TopTipperaryTips  
#TipperaryTime  
#TrueTipperary  
#TotallyTipperary  
#TipperaryKids  
#TipperaryAdventure  
#TravelTipperary  
#TravelTipperary  
#TourTipperary

## Content sharing guidelines

- » Always use appropriate hashtags and location tags to ensure that content has a better chance of getting in front of the target audience
- » Use images of people within the landscape where possible; humanising Instagram content will secure more engagement
- » The majority of posts will be images, with occasional high-quality video
- » Analysis and reporting on the success of posts and adjusting the strategy will ensure success of the platform
- » Instagram posts need to be visually inspiring and aspirational, only images that meet such criteria should be posted
- » All images used should always be distinctly Tipperary; the place, the people, the products
- » Striking a balance between reposting and original posts is very important, as re-posts are an excellent source of user-generated content and real-world advocates, but overuse might hint at a lack of originality
- » When users comment on images it is extremely important to engage with them
- » Instagram is a fantastic platform for Tipperary locals to share the things they love about their home place, their unique way of life. They are the authentic voice of Tipperary and are of great interest to followers
- » Likewise, visitors to Tipperary who are sharing their experiences through Instagram stories, photos and videos are ambassadors for the region. Theirs is an authentic view of Tipperary and all the great things it has to offer and trust barometers for peer to peer engagement rate much higher than brand messages
- » All tourism marketing efforts on Instagram should focus on the main goal of inspiring travel to the region
- » Boosting Instagram posts will ensure greater reach. Year one has a limited budget for testing, years two and three will have additional budget depending on the success of year one
- » Gather quotes and images of unique, colourful and interesting Tipperary characters that would best represent specific USPs for Tipperary that would engage target markets
- » Local and visitor user generated content. Encourage local businesses, events, activities to use the Tipperary hashtags and tag Tipperary Tourism in their posts
- » Encourage visitors to the region to share their photos and videos using the Tipperary hashtags and tag Tipperary Tourism in their posts



### Market Leaders

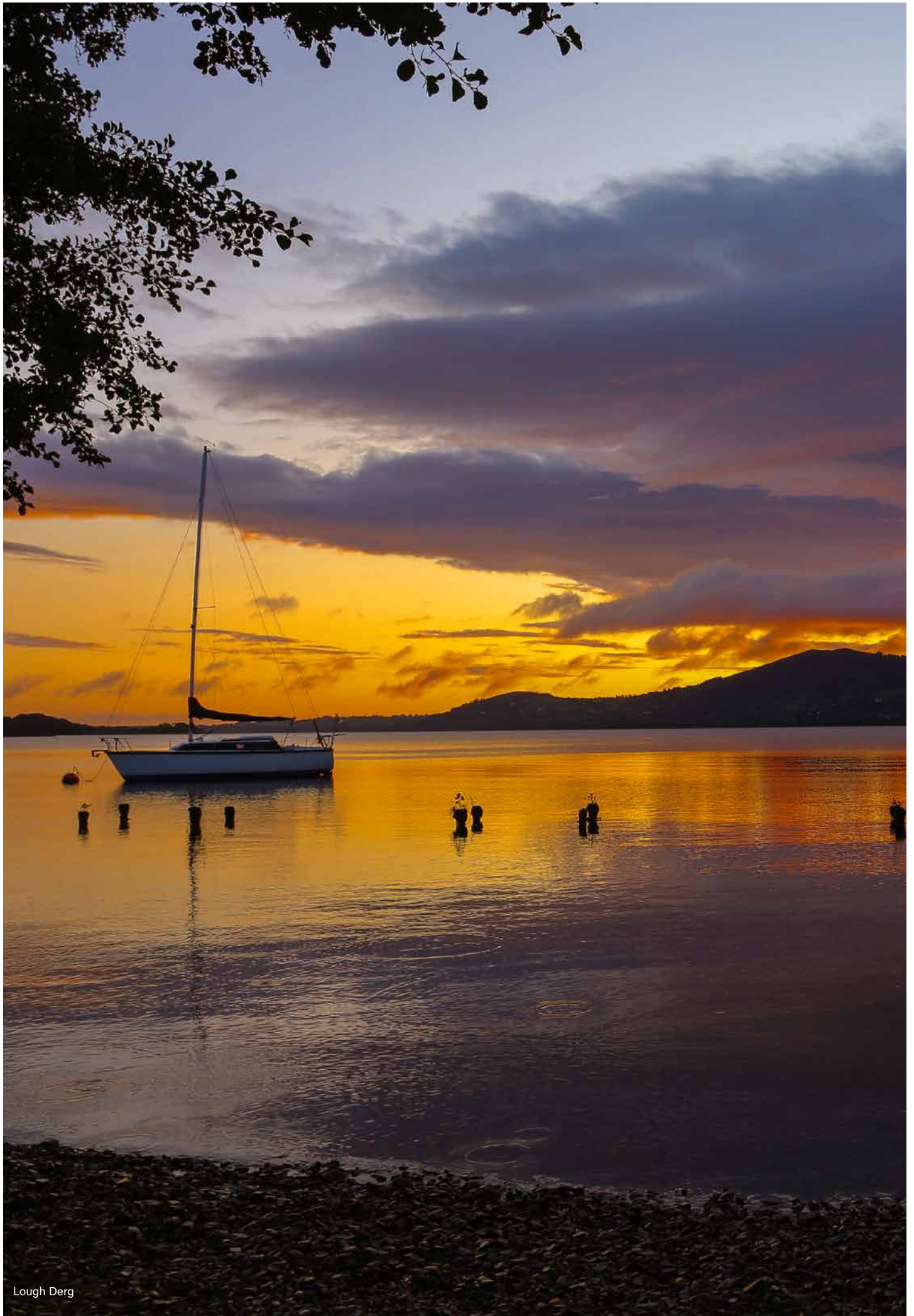
#### Visit Greenland

#GreenlandPioneer. Many Destination Marketing organisations keep it simple with their hashtag (often with just the name of their region or #visit[destination]), and this can be infinitely preferable to more imaginative choices which users may even be reluctant to use.

However, Greenland clearly put some thought into their hashtag. #GreenlandPioneer cleverly sums up the real brand identity of their destination, an end-of-the-world and unexplored place that makes all visitors feel like pioneers.

They know the type of visitor they attract. They also know how these visitors want to feel and represent themselves, both in-destination and when sharing their adventures on Instagram.





Lough Derg

#### 4.4.3 Twitter Statistics 2018

- » According to Twitter's own figures, tweets with videos are six times more likely to be retweeted than tweets with photos, and three times more likely to be retweeted than tweets with GIFs
- » There are 300 million Twitter users worldwide
- » Twitter users are most likely to be Millennials
- » 80% of Twitter access is via mobile
- » 93% of Twitter video views happen on mobile
- » 500 million+ Tweets per day



#### Key Strategies for Tipperary on Twitter

##### Step 1

- » Tipperary Tourism currently has a branded Twitter page with 1,911 followers. The platform services both the trade and the tourist. It is advisable that Twitter is used to communicate with the trade members, alongside promoting to the visitor community

##### Step 2

- » Set a consistent posting schedule, 5 posts per week for year one, 5 posts per week for year two and 5 posts per week in year three

##### Step 3

- » Posts will consist of Instagram generated images, YouTube generated videos and Facebook posts. In addition all trade relevant new items will be posted here

##### Step 4

- » Monitor post success and engagement

#### Content sharing guidelines

- » Competitions will be used in Summer 2018 to promote the destination and encourage content creation and sharing
- » Use hashtags and the tagging of others should be integrated into posts where possible, such as #Tipperary, #visitTipp, #TakeTime and #TiptoTipp
- » Encourage the trade to share offers on the Twitter account

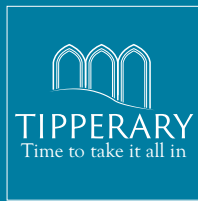
#### 4.5 Recommendations

PLATFORM	ACTIONS	PRIORITY
Website	Create a mobile first, useful, engaging, effective and optimised website that speaks to the target markets.	Extremely High
Blogging	Gather blogs for social media posting and to bank for the new Tipperary.com website	Very High
Facebook	Create a separate trade Facebook private page and keep Facebook posts on Tipperary Tourism's page visitor centred	High
Instagram	Set up and service a Tipperary Tourism Instagram page	Very High
YouTube	Set up and service a Tipperary Tourism branded YouTube page	High
Twitter	Use this platform to communicate with the trade and share content created for the other social media platforms	Medium
Cross Platform Recommendations	Create content to push out on both social media and website. Allocate budget to both for promotion to maximise visibility and impact.  Once the website is redeveloped use Google AdWords for promotion	Very High









Tipperary

Time to take it all in

*Marketing Action Plan*

*2018 - 2020*

Swans taking off on  
Lough Derg, over our  
Connected Family.  
Definitely a memory  
worth banking.



Priorities for  
Each Year



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## Year One

- » Roll out year one Audience Engagement Programme
- » A high priority action is to create inspirational content for all communication channels. This should be created in line with Ireland's Ancient East's content. Encouraging stakeholders to use stories on their menus, social media etc.
- » Ireland's Ancient East are spending big budgets on their 2018 campaign, they estimate combined channel reach will achieve approximately 97% of Irish adults exposed to the campaign, equating 3.4 million people. Stakeholders will be encouraged to leverage off this spend
- » Tipperary's *Time to Imagine* campaign will run parallel with Ireland's Ancient East, leveraging off their media exposure whilst also gaining from our media purchase choices for 2018 which have a potential reach of 1.5 million adults in our target market.
- » Utilise Tourism Ireland opportunities to promote to the international market
- » A PR campaign will be undertaken to support these actions that will highlight Tipperary as a destination of choice
- » Leverage off the launch of the Blueway on Lough Derg
- » Tipperary Tourism regional event in Dublin
- » A strong focus on increasing stakeholder membership
- » Evaluate activities carried out in year one

## Year Two

- » Evaluate strategic partnerships and leverage their promotional strategy
- » Increase in outreach to international markets
- » Organise and leverage off familiarisation trips, particularly those promoting "Ireland's Ancient East" and tour operators
- » Build relationships with sales trips, specifically to UK and Germany
- » Further development of the internal communications and engagement strategy service providers
- » Focus on increasing membership and commitment
- » Work with domestic partners
- » Roll out year two Audience Engagement Programme
- » Evaluate activities carried out in year two

## Year Three

- » Evaluate strategic partnerships and leverage their promotional strategy
- » Continue to address Connected Families and Culturally Curious through digital marketing and PR campaigns
- » Exploitation of trade opportunities with Tourism Ireland
- » Increase in outreach to international markets by targeting the Footloose Socialisers
- » Maximise on excellent air access & relationship building with airport authorities
- » Digital Marketing for international Sales and Business Development
- » Roll out year three Audience Engagement Programme



## What Connected Families Want

Ratio  
**80%**

### FOOD

Eat in or eat out, local, seasonal, tasty, nutritious, wholesome, convenient, farm to fork, shared experience, children welcome, good value

### ACCESSIBILITY

Ease of access.  
Not too long in the car, no traffic etc.

### ACCOMMODATION

Hotels, guesthouses, self-catering, camping, farmhouse, B&Bs etc. with good facilities.

### SHARED ACTIVITIES

Castles, swimming, walking, hiking, canoeing, kayaking, climbing, horse riding, cycling, fishing & angling, farm visits, cruising, arts & crafts  
Visiting heritage sites etc.

They thrive on researching and planning every detail of their holidays

**1.3**

The average amount of domestic trips per year

**65%**

Travel during the months May to August

**58%**

Regular Facebook users

**44%**

Book less than one month in advance

**37%**

Stay less than four nights

**55%**

Of connected Families book three months+ in advance

**73%**

Book online

**62%**

Stay more than four nights

## Culturally Curious

Ratio  
**10%**

## Great Escapers

Ratio  
**10%**

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Building on the *Strategic Tourism Marketing, Experience & Destination Development Plan 2016-2021* and in alignment with current Fáilte Ireland recommendations Tipperary Tourism should target the following market segments:

**Domestic:** Connected Families

**International:** Culturally Curious and Great Escapers

## YEAR ONE

### Objectives

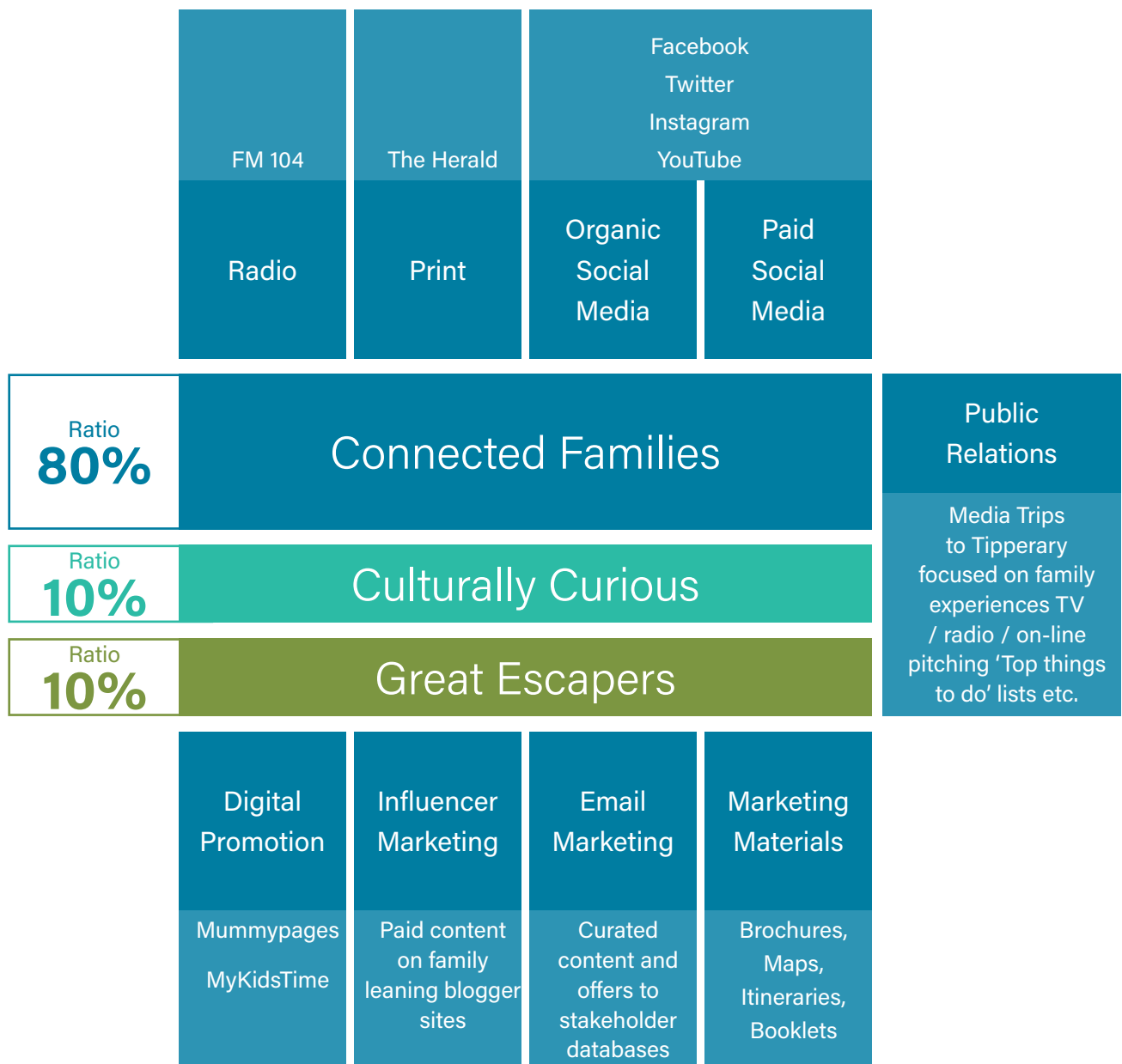
- » Continue to raise awareness of the *Tipperary: Time to take it all in* to domestic families
- » Encourage families to take a short break in Tipperary for Easter /midterm or long summer break during the summer months
- » Capitalise on shoulder periods to lengthen the season
- » Create awareness in the European and American markets of the Tipperary tourism product
- » Inspire potential visitors who are not familiar with Tipperary and giving them a picture of what their holiday could look like
- » Encourage visitors to stay longer and increase spend
- » As in the strategy we are going to focus on Connected Families primarily in year one
- » Measure effectiveness of Tipperary Time to imagine 2018 campaign and if required develop further or create new messaging for 2019



# Year One Marketing Action Plan



## THE ACTIVITY AND CHANNELS



ACTION	KPI / IMPACT	OBJECTIVE
Marketing Strategy and Action Plan for 2018-2020		
Summary	Stay within the budget Produce Marketing Plan by end of April 2018	Create awareness of <i>Tipperary: Time to take it all in</i>
Content Creation		
Video	Create a video 1 minute and 6 shorts of the same footage, all to be shared across social media channels and used in house with members	» Increases awareness of the <i>Tipperary: Time to take it all in</i> » Encourage change in tourist behaviours through creating innovative new destination experiences » Change attitude and behaviour to view Tipperary as a highly desired destination
Photography	Create a selection of 18 innovative hi-res images suitable for press, social sharing and print across the campaign 2 half days photography	
Copywriting	Allowing for 20hrs of skilled copywriting. Create compelling and reusable copy for use in the campaign and for member organisations	
Digital Implementation		
Newsletter Trade Members	Create 12 Newsletters Report on Open rates, use contingency budget to resend if necessary	To incentivise the members to create own engaging content and join in the “thunderclap’ of the Tipperary Time to imagine
Newsletters template for trade to engage with their mailing lists	Awareness / Create 12 Newsletters Newsletters to concentrate on increasing exposure of Tipperary as a chosen tourism destination	12 pieces of content created (example gardens of Tipperary) to be distributed to the trade so the members can send out with their offers throughout the year and encourage visitors to book
Bloggers - use for content online and offline	10 articles to be published in the blogosphere	
Servicing Social Platforms	Daily - multi-platform	
Instagram	Setup the account  End of 2018 minimum of 400 followers  100 posts	» Set up Instagram account » Curate all images to ensure they are optimum quality, and reflect the Tipperary message » Minimum of 2 image posts per week » State location of each image » Ensure each image posted has the appropriate hashtag » Follow all trade members and service providers » Follow all relevant travel bloggers and influencers

ACTION	KPI / IMPACT	OBJECTIVE
<b>Facebook</b>	Increase likes by 15%  Increase followers by 15%  260 posts per annum  Provision of a schedule of planned activities on Facebook at each quarterly meeting	<ul style="list-style-type: none"> <li>» Original content 1 post per week (images, video, top things to do etc.)</li> <li>» Repurposed content 4 posts per week</li> <li>» Social Listening</li> <li>» Engaging with comments</li> <li>» Encouragement of post shares</li> </ul>
<b>Twitter</b>	Increase engagement by 15%  Increase followers by 15%  Up to 520 posts per annum	<ul style="list-style-type: none"> <li>» Sharing content from all other social media platforms</li> <li>» Ensure the optimum use of hashtagging</li> <li>» Ensure each post has the appropriate branding</li> </ul>
<b>YouTube</b>	6 video clip shares  Subscribers 35	<ul style="list-style-type: none"> <li>» Refresh the Tipperary Tourism YouTube page and implement the branding</li> <li>» 6 video clips from created long video</li> <li>» Any other relevant video clips which are of the quality required</li> <li>» Share previously made Tipperary videos</li> <li>» Response made to comments made</li> </ul>



ACTION	KPI / IMPACT	OBJECTIVE
Digital Promotion and Advertising		
Facebook Advertising Targeting	Paid social content advertising	» Increases awareness of the <i>Tipperary: Time to take it all in</i>  » Encourage change in tourist behaviours through creating innovative new destination experiences  » Change attitude and behaviour to view Tipperary as a highly desired destination
Facebook Competition prize supplement	A social media campaign will run in conjunction with all online and offline strategies. This will give a cohesive campaign across all platforms  "Fáilte Ireland statistics for the Connected Families - 65% use Facebook/Instagram regularly - 23% use YouTube regularly - 15% use Twitter regularly"	
Instagram Advertising Targeting		
YouTube Advertising Targeting		
Mummypages,  Competition to run on Mummy pages / Magic Mum, reach 692,517 potential 82% of Irish mums. On home pages and social media.	82% of Irish mums monthly / Apron string reach 1,170,000  61% ABC1 (minimum guaranteed views 5,000)	
MyKidstime  "MyKidsTime connects with over 650,000 young, affluent and 250,000 Influential parents, 80% using smart devices, who are looking to create great experiences for their kids, to be entertained	Things to Do Content piece. Family Events content piece Video content piece Infographic Ezine - to 25,000 subscribers, 12k average open per month.  Competition guaranteed 3,000 views, Facebook sharing	
Print Advertising / Marketing Materials		
Printing Brochures	Distribute 60k through identified outlets	» Increases awareness of the <i>Tipperary: Time to take it all in</i>  » Encourage change in tourist behaviours through creating innovative new destination experiences  » Change attitude and behaviour to view Tipperary as a highly desired destination
Create wrap with direct call to action for existing Tipperary Time to Discover publication	Produce and develop wrap	
Distribution of brochures throughout South East boundary counties	Supply of brochures in neighbouring counties to allow for cross promotion	
Print Insertion Advertising	Distribution of the insert using The Herald, one of the most popular papers in Dublin (17.6% readership, 76K readers per day), 49% of its readers are male, 51% female. 33% of readers are ABC1 adults and 73% are the main shoppers	
Postcards 150 packs	Receipt of postcards	

ACTION	KPI / IMPACT	OBJECTIVE
Radio Completion and Ad production and Broadcasting		
<b>Radio competition FM104</b> Run a week-long radio competition with The Strawberry Alarm Clock 6am-10am (hitting the right demographics of adults with children). The show comes with included pre-promotional mentions (Fri to Sun)	"82% of Irish people tune in to radio every day"  FM104 is Dublin's largest radio station (335k weekly listeners, 335,000 17% of all adults) No. 1 with 20-44 year olds with 217K weekly listeners  No.1 in housekeepers with dependent 128K weekly listeners	» Awareness - Ad generates attention and memorability to educate the consumer of the product  » Messaging - a clear benefit is described with the messaging stated in an easy to understand fashion  » Reputation - Increase the awareness and positivity rating of the Tipperary Tourism Brand
<b>Broadcasting FM104 x 28 (+5 Bonus)</b> Prime time 6.30am - 19.00pm	No.1 in ABC1s with 148k weekly listeners.  Radio Ad concept and production	
Management Reporting and Analysis		
International		
Utilise Tourism Ireland Trade Portal: Avail of industry opportunities provided by Tourism Ireland to promote Tipperary to the international Market. Provide Ezine content, share content and Tipperary stories where possible. Where product price/offer is mandatory the opportunity will be communicated to the trade via the newsletter. Support will be offered to trade members e.g. images from the Tipperary Library will be made available on request from trade members wishing to avail of the offers from Tourism Ireland	Avail of all relevant opportunities within the following markets:  » Tourism Ireland's Media Room France, a site dedicated to French journalists, opportunity to share on Twitter or on their site  » Social media in France with 189,000+ Facebook fans and 31,000+ Twitter followers highly active and engaged audience  » Direct and e-marketing German newsletter, which has an average opening rate of approx. 20% (as opposed to average click through rate of around 3% for Tourism Ireland). Possibilities include articles, competitions and offer boxes  » Great Britain E-zine database of over 169,000 engaged consumers with an interest in Ireland  » America has a monthly E-zine sent to over 7,500 key travel agents and travel industry contacts nationwide in the United States  » Tourism Ireland's Media Room US receives over 2,000 unique page views per month and is an excellent vehicle to showcase Tipperary's product, distribute story ideas and highlight special value offers  » Monthly E-zines are issued from the publicity department to a database of over 10,000 targeted media contacts	Create awareness within the markets and strengthen relationships with Fáilte Ireland and Tourism Ireland

ACTION	KPI / IMPACT	OBJECTIVE
<b>Tipperary Tourism Regional Event in Dublin</b>	» Organise an event in Dublin to showcase to the trade and media based in the capital what Tipperary has to offer. This would provide Tipperary suppliers an excellent opportunity to build new relationships with key industry players	Very High
<b>PR</b>		
Formulate PR Calendar of Events with promotional package ideas – Midterms, Easter, Summer, Halloween, Autumn, Christmas, New Year and Xmas with the Connected Families target market messaging	» Publish 5 lifestyle pieces on Tipperary in year one » To build a positive relationship with the media and create unique and exclusive PR and Promotional ideas and programmes for the Connected Families domestic market	» Increase awareness of the Tipperary, Time to take it all in offering within the Connected Families segment in the domestic market.
Co-ordinate information and write concise press releases for each relevant news story	» Distribute approved press release to all media contacts with suitable imagery.	» To establish brand awareness and differentiate Tipperary, Time to take it all in from the competition
Co-ordinate press trips to Tipperary, providing detailed information on the key media contact, what experience to pitch to them, what to offer them, how to look after them, personal backgrounds etc., to ensure that we deliver the right 'Tipperary Experience' to the correct media, resulting in positive review pieces	Information must be provided 8 weeks in advance for long lead publications. Follow through with images and secure mentions in various magazines, online and print media	
Creation of news stories and events. Select key successful Tipperary natives and ask them to write about their 'Time for Tipperary.' People like TV3's Colette Fitzpatrick with her two small kids going to see their grandparents on weekends, why she loves taking her personal 'trip to Tipp'. Another hugely influential Tipperary person, Róisín Tierney Crowe, Head of L'Oreal Luxury Product PR & Communications is a very proud Tipperary champion. She is another great example of someone that 'Takes time for Tipperary' between heading to the BAFTA's in London or Paris Fashion Week with Lancôme. Through important influencers such as these we will get the overall tone of "Brand Tipperary" across – busy lives of successful people, taking time out to re-charge, re-engage and re-connect all less than 2 hours from Dublin		
Continue to co-ordinate press enquiries and be the main media contact for Tipperary Tourism		

Delivery of all actions is subject to funding availability





A photograph of Cahir Castle in Ireland, viewed through a dark wooden frame that resembles a window or a screen. The castle is a large stone structure with a prominent round tower on the right side. It sits on a grassy hill. In the foreground, there is a lush green field. The sky is blue with some white clouds. A semi-transparent teal box is overlaid on the left side of the image, containing the title text.

## Year 2 Marketing Action Plan

## What Culturally Curious Want

Ratio  
**50%**

### HERITAGE

Most likely to visit built heritage i.e. castles, ancient sites and historic houses. Enjoy insider perspective by meeting locals, hearing storytellers and seeing re-enactments

### LANDSCAPE

They place high value on the environment and enjoy immersing themselves in the landscape by walks, cycles, boat trips etc. Nothing too strenuous, enjoying the beauty of the landscape is most important

### INTERNET

Using the internet for practical/factual information to endorse their decision and to assess details such as availability, ease of access and cost of flights etc. Consumer reviews are seen to be the most trustworthy sources

### OUT OF THE ORDINARY

They are frequent travellers looking for something 'out of the ordinary', immersive and enchanting and are selective in terms of where they holiday

Must feel easy to get to and navigate around

**39%**

of visitors are over 55 years old

**50%**

of Culturally Curious are from mainland Europe

**25%**

of Culturally Curious are from America

**€97**

Average spend per day

**7.66**

Average stay days

OTAs are now selling

**60%**

of all rooms in Ireland

**51%**

of all Culturally Curious indicate a strong interest in Ireland's Ancient East

**3**

times more likely to take long breaks

## Connected Families

Ratio  
**30%**

## Great Escapers

Ratio  
**20%**



Building on year one, in year two, the marketing objectives for Tipperary: Time to take it all in, will accelerate in terms of the international markets.

With year one marketing objectives reviewed, there will be increased awareness of Tipperary within the domestic market, specifically Connected Families, and better clarity around the brand proposition and the value proposition with an improved digital presence.

This should enable us to reduce spend at domestic level and leverage activities off Ireland's Ancient East programme in 2019 and funnel budget into digital campaigns, which can be more agile and cost effective.

## YEAR TWO

### Objectives

- » Increase budget in outreach to international markets, the Culturally Curious and to a lesser extent the Great Escaper, through international marketing activations, the exploitation of trade opportunities with Tourism Ireland, increased focus on sales activations and international media fam trips
- » Further development of the internal communications and engagement strategy with local service providers and a focus on increasing membership and commitment
- » Raise awareness of the Tipperary: Time to take it all in to international visitors interested in our culture and leverage of the growth of Ireland's Hidden Heartlands
- » Encourage visitors to choose the region as a base from which to experience tourist activities in the Ireland's Hidden Heartlands, along the Wild Atlantic Way and Ireland's Ancient East
- » Increase dwell time for our international visitors by educating them on all the possibilities Tipperary offers
- » Focus German spend to encourage visitors in the shoulder and off-peak seasons
- » For the UK market communicate value opportunities through a Geo Targeted campaign with clear brand positioning and value propositions for target demographics, as well as competition for a break in Tipperary
- » Promote year long value proposition to the French market

ACTION	KPI	PRIORITY
Marketing Strategy and Action Plan for 2018-2021		
Review and implementation of recommendations arising out of reporting from 2018	Delivery by the 15th Jan 2019, including 2019 campaign concept	Very High
Website		
Tipperary.com website, If this has not been completed in year 1 priority must be given in the budget to create a new website	Mobile first. Create a website that makes tourists fall in love with the idea of visiting Tipperary	Extremely
Content Creation		
Video, Photography, copywriting	Content to create awareness especially for the international markets	Very High
Domestic Drive		
Develop existing relationships with strategic partners, and maximise the marketing spend off all our identified strategic partners.	<ul style="list-style-type: none"> <li>» Leverage off and promote Blueway / Greenways initiatives</li> <li>» Harness the momentum of the Munster Vales success</li> <li>» Work with local community groups on the promotion all festival and events</li> <li>» Liaise with Waterways Ireland and Lough Derg Lakelands to co-promote the region/resource</li> </ul>	Very High
Digital Implementation		
Review Latest Digital Trends Newsletters for Trade Members Servicing of digital platforms Advertising spend Digital Promotion Bloggers	12 newsletters produced and distributed As per the digital plan after review	Very high

ACTION	KPI	PRIORITY
Print Advertising / Marketing Materials		
<b>Native advertising Irish Independent (10,000 impressions)</b>	<p>Independent.ie has over 7 million Irish unique user per month with over 10 million global unique users per month across mobile and desktop.</p> <p>Native advertising will drive user engagement to Tipperary.com. Placement on the independent.ie homepage for 24 hours before it moves to www.independent.ie/storyplus/.</p> <p>This story can also be shared Tipperary social media to also drive traffic. Homepage Native Content – minimum of 10,000 views with a social push on Facebook &amp; Twitter reaching 1.4 million followers.</p>	
<b>Printing / Distribution of Map Brochure, Butler Trail Brochures and any additional literature</b>	Creating awareness and cross selling	Very high
PR		
<b>Domestic and international building on the success of the previous 2 years we will allocate budget to local and national press, in order to build awareness to the Connected Market segment</b>	5 fam trip	Very High
Trade Events		
<b>Networking event with Trade members</b>	1 event	Extremely
Management Reporting and Analysis		



ACTION	KPI / IMPACT	OBJECTIVE
<b>International Drive</b>		
<b>Be active on “Fáilte Ireland trade portal” &amp; “Tourism Ireland Industry Opportunities” websites</b>	<ul style="list-style-type: none"> <li>» Support representatives from Tipperary to attend events, workshops and seminars taking place during the year involving international buyers, e.g. Meitheal</li> <li>» Develop a presence on Tourism Ireland’s website which has a global reach. This website provides suppliers with opportunities to promote their products and offerings in each country through regular ezines</li> </ul>	
<b>Build closer relationships with Fáilte Ireland &amp; Tourism Ireland in Ireland</b>	<ul style="list-style-type: none"> <li>» Build sustainable relationships and network with Fáilte Ireland and Tourism Ireland to promote Tipperary’s unique selling points, e.g. value for money, central location and availability</li> </ul>	
<b>International Familiarisation Trips into Tipperary</b>	<ul style="list-style-type: none"> <li>» Develop a more visible presence for Tipperary with international tour operators, international media and journalists through collaboration with Fáilte Ireland and Tourism Ireland. This would result in a greater presence for Tipperary on familiarisation trips, particularly those promoting “Ireland’s Ancient East”</li> <li>» Inform Fáilte Ireland and Tourism Ireland of domestic and international familiarisation trips that Tipperary Tourism wishes to arrange for County Tipperary specifically. Seek funding to carry out same, particularly if airline costs are involved</li> </ul>	
<b>Develop strong relationships with Tourism Ireland overseas</b>	<ul style="list-style-type: none"> <li>» Organise a sales trip involving a number of key Tipperary suppliers to Tourism Ireland offices in the UK and Germany to present the Tipperary Tourism offering</li> </ul>	
<b>Build relationships with Irish tour operators, DMC’s, PCO’s</b>	<ul style="list-style-type: none"> <li>» Build relationships with Irish tour operators, DMCs, PCOs, who are active in international markets and influence where visitors choose to travel in Ireland</li> <li>» Organise one networking day per month where different Tipperary suppliers meet key influencers and develop relationships</li> <li>» Attend networking events like SITE Ireland to promote Tipperary as a business tourism destination</li> </ul>	
<b>Build relationship with Incoming Tour Operators Association</b>	<ul style="list-style-type: none"> <li>» Cultivate relationships with incoming Tour Operators Association which brings together Ireland’s largest tour operators, DMCs, PCOs whose members brought €500m worth of international business into Ireland in 2017</li> </ul>	

Delivery of all actions is subject to funding availability



# Year 3 Marketing Acition Plan

## What Great Escapers Want

Ratio  
**40%**

**7.17**

Average length of stay  
nights

**1-3**

Nights will be spent in  
a city

**60%**

Of visitors are from  
mainland Europe

**39%**

Are between 35- 54

**€96.5**

Average spend  
per day

Main need to escape  
from the pressures of  
my daily life

## Culturally Curious

Ratio  
**30%**

## Connected Families

Ratio  
**25%**

## Footloose Socialisers

Ratio  
**15%**

**15%**

Of the domestic  
market

**45**

Average age of  
segment

**3/4**

Of their domestic  
trips are short breaks  
– the highest of all  
segments

**74%**

Stay in hotels

September the most  
popular month for  
breaks

**57%**

Book less than a  
month before the trip



Building on year Two, In year three, the marketing objectives for Tipperary: *Time to take it all in* will accelerate once again in terms of the international markets. Having established an increase in domestic buy-in from Connected Families, this market segment will continue to be addressed through digital marketing and PR campaigns.

## YEAR THREE

### Objectives

- » Measure effectiveness of Tipperary 2019 campaign and if required develop further or create new messaging for 2020
- » We will leverage off Fáilte Ireland activations around Ireland's Ancient East and potentially relevant new pillars that are launched within the time frame
- » The 2020 marketing strategy will focus on international markets specifically the Great Escapers, who will seek new bases particularly as the Dublin market becomes super saturated
- » The plan will build on the previous year's activities with the Culturally Curious segment and leverage off work done in this market from the previous years activities through strong relationships with Tourism Ireland, international media and trade fam trips, international advertising and promotions across various mediums
- » Year three will also see a bolstering of relationships with local service providers and grow membership for Tipperary Tourism
- » Build on the holistic offering to both domestic and international markets and improved service offering on the ground as the Tipperary, Time to take it all in brand becomes further embedded as a central hub for the increased tourism trade in the region
- » Encourage visitors to stay longer and increase spend
- » In 2020 there will be budget allocated to promoting to the footloose socialisers domestic market segment. (They make up 15% of the domestic market) Tipperary's offering is suited to this market segment.
- » Enhance relationships with airports authorities and leveraging of close proximity to 3 major airports

ACTION	KPI	PRIORITY
Marketing Strategy and Action Plan for 2018-2021		
Review and implementation of recommendations arising out of reporting from 2019	Delivery by the 15th Jan 2020, included 2020 campaign concept	Very High
Website		
Review the performance of the new tipperary.com website	<ul style="list-style-type: none"> <li>» All call to actions must direct traffic to this centralised hub</li> <li>» Google analytics, SEO optimisation etc. must be performing at optimum with all metrics meeting needs and website operating to a very high standard</li> </ul>	Extremely
Content Creation		
Video, Photography, copywriting	Content to create awareness especially for the international markets	Very High
Domestic Drive		
Develop existing relationships with strategic partners, and maximise the marketing spend off all our identified strategic partners	<ul style="list-style-type: none"> <li>» Leverage off and promote Blueway / Greenway initiatives</li> <li>» Harness the momentum of the Munster Vales success</li> <li>» Work with local community groups on the promotion of all festival and events</li> <li>» Liaise with Waterways Ireland and Lough Derg Lakelands to co-promote the region/ resource</li> <li>» Building on the success of Butler Trail expansion</li> </ul>	Very High
Digital Implementation		
Digital plan will need to be completely reviewed in 2020, statistics and facts that are given in today's market may already be obsolete by the end of 2018	<ul style="list-style-type: none"> <li>» Continue to follow Fáilte Ireland's directive/ trends, channel experts are already predicting a monumental change in Facebook as a destination marketing tool in the 2019</li> <li>» Identify "hangouts" for Footloose Socialisers and market Tipperary offering to this segment</li> </ul>	Extremely

ACTION	KPI	PRIORITY
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### Print Advertising / Marketing Materials

<b>Printing / Distribution of Map Brochure, Butler Trail Brochures and any additional literature</b>	Review success and create new materials if required	High
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### PR

<b>Domestic and international building on the success of the previous 2 years we will allocate budget to local and national press, in order to build awareness to the Connected Market segment</b>	5 fam trips	Very High
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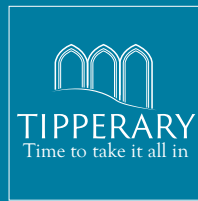
### Trade Events

<b>Networking event with Trade members</b>	1 event	Extremely
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ACTION	KPI / IMPACT	OBJECTIVE
Management Reporting and Analysis		
International Drive		
<b>Annual Networking/Educational event for tourism suppliers in County Tipperary</b>	<ul style="list-style-type: none"> <li>» Bring together the providers of tourism services in Tipperary. Develop and nurture the positive relationship established through the launch of "Tipperary, Time to take it all in"</li> <li>» Include an international tourism dimension in this educational event to highlight to suppliers the importance of promoting their products to international markets</li> </ul>	Very High
<b>Maximise Excellent Air Access &amp; Relationship Building with Airport Authorities</b>	<ul style="list-style-type: none"> <li>» Promote County Tipperary as an ideal destination with close proximity to Dublin, Cork and Shannon airports and an excellent base from which to explore all of Ireland</li> <li>» Form closer relationships with airport authorities and to promote Tipperary as a tourism destination for both leisure and corporate business</li> <li>» Attend networking events that take place throughout the year involving airport authorities</li> </ul>	Very High
<b>Tipperary Tourism Suppliers to create "bundles" for international promotion</b>	<ul style="list-style-type: none"> <li>» Encourage Tipperary tourism suppliers to promote their goods and services at an international level. This would involve suppliers working together to create "bundles" or "packages" that give an overall experience of the county, combining accommodation, visitor attractions and experiences, etc.</li> <li>» Work closely with Tipperary suppliers interested in international promotion online</li> <li>» Encourage use of OTA's</li> <li>» Encourage use of social media and invest in this to increase global reach</li> <li>» Encourage suppliers to have multi-currency facilities on their mobile websites</li> </ul>	High

Delivery of all actions is subject to funding availability



## *Appendix 1*

### *Focus Groups Report*

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# Focus Group: Regarding Holiday Decision Making and Perceptions of Tipperary as a Destination

JANUARY 2018

## SUMMARY

In January 2018, One Little Studio conducted two focus groups which resulted in qualitative data related to the holiday decision making process and the perception of Tipperary as a destination. A total of 19 people participated in the groups.

### *The general results of the focus groups include:*

- » Awareness of the Tipperary product is generally poor: a number of key attractions are well known, (the Rock of Cashel, Lough Derg and Cahir Cashel); knowledge of supplementary activities was limited.
- » All participants rely on a variety of online research; they want to know what they will experience during their holiday before they depart.
- » Pricing and package deals are increasingly important factors in decision making; the majority of participants stated that good value was extremely significant in the decision making process.
- » All groups had similar perceptions of Tipperary being close by and a hassle free option.
- » All participants listen to the radio daily.

## FINDINGS

The following represents the major findings of all of the focus group discussions as well as quotes from the participants to illustrate the findings.



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## WHO MAKES TRAVEL DECISIONS?

Whichever adult family member feels the “most stress” and wants to get away initiates discussion. The overall interpretation of the group was that the female generally completes the research phase.

Most people decide where, how, and when with their spouses, however, the female’s role within the couple has become more and more influential in the holiday decision making process

Spotting a “deal”, conversation with friends, family and co-workers are all influencing factors

Personal feelings often come into play in initiating the consideration phase, e.g. need for adventure, stress relief, break from routine for the children

Children play a part in the discussion by suggesting things they like to do: the older the child, the more involvement they have.

For domestic breaks frequently decisions are based upon family gatherings, weddings, communions, confirmations, anniversaries, family get together.

## SOME QUOTES:

1. “We find a deal and build on that”
  2. “I try to get down the country a couple of times a year”
  3. “I like quiet rural places so my holiday ideas start there”
  4. “I get stressed seeing my children on devices, I worry about the long term effects of it”
- » “We shop around a lot”
- » “The children’s schedules affect our ability to get away”

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## SOCIAL MEDIA PREFERENCES

- » Facebook was considered as the most popular social media channel amongst the participants, followed closely by Twitter and Instagram
- » The approximate time spent per day was 30 minutes
- » Almost all of the participants obtained parenting advice from the internet, online articles, parenting forums, online reviews, online brochures, parenting websites
- » Participants were happy to trust the advice of parenting websites and fellow parents for holiday recommendations
- » Bloggers' experiences were valued and trip tips were trusted with regards to accommodation, food and activities options
- » Parents in the groups wanted to know what the experience would be like before they travelled so they could trust that their needs and the needs of their family would be met
- » The most common websites used were mykidstime.ie, rollercoaster.ie, mummypages.ie, mylittlebabog.ie, herfamily.ie
- » Google searches, top 20 family hotels, parks, TripAdvisor, etc were also popular research channels.
- » When asked about sharing memories from holidays on social media, only 1/3 of participants said they would. The majority of participants stated they infrequently share on Facebook these days, and they were more likely to share with family/friends via WhatsApp.

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## BENEFITS OF HOLIDAYING IN IRELAND

- » Generally, people were open to staycations, short breaks over the bank holiday weekends and midterms, Easter and Halloween, and longer holidays during the summer months
- » Most people were positive about holidaying in Ireland
- » Cost of holidaying in Ireland was a concern and participants felt that they would need to find a good deal as the starting point to their holiday planning
- » Weather was a concern amongst most people; the availability of activity options for children on wet days was a critical factor
- » The ease of travel and proximity to destinations was a key motivator for travelling internally in Ireland

## SOME QUOTES:

1. "Easily accessible, culture is the best in the world, beautiful landscape"
2. "Travel easier on small children, can keep to nap times and food that the children are used to"
3. "Not far to travel, can get there in your car. Social scene in Ireland is always better than abroad"
4. "It's very convenient not having to go on plane / boat"
5. "When the offer is so good we can't refuse it that's when we go down the country"
6. "Importance of nature and nature experience, it's a short drive from Dublin but a million miles from my life there"

## WHAT ARE THE MAIN THINGS YOU SEEK ON A BREAK?

Family friendly hotels at good value was central to consideration, with pools that have toddler safe play areas. Suitable accommodation with separate sleeping areas for adults and children in the same room, facilities (microwaves for heating bottles, and outdoor nappy bins), food and activities for children.

Lots of access to indoor and outdoor activities for children. Participants were seeking activities that the whole family could experience together. They required reviews and itineraries that they could trust before they commit.



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## GOOD HEALTHY LIFESTYLE FOR ALL THE FAMILY

Being able to take the children away to experience something different – simple stuff in a different, safe, scenic environment where the adults are also able to de-stress.

Participants also ideally required walks that are buggy friendly, elderly friendly, safe for the children to run ahead, away from roads, with good playgrounds close to the accommodation providers and indoor activities such as good playcentres with a nice coffee section for adults to relax a bit as well.

## SOME QUOTES

- » “A focus for the kids is a must, don’t mind what it is, but some activity that gets them off devices”
- » “Family friendly activities for toddlers – preferably outdoor and indoor, e.g. best one to date Loughwell Farm Galway”
- » “Family friendly café/ restaurants with decent kid’s menus – not the usual chips and nuggets”
- » “My must haves... good accommodation, excellent eating experiences and cultural experiences, lots of ways to relax”
- » “Walks by the water are essential to de-stress”
- » “To rediscover an area I spent time in as a child”

## IMMEDIATE THOUGHTS WHEN TIPPERARY WAS SUGGESTED AS A HOLIDAY DESTINATION

- » Consideration was low as participants were unsure of the product, information was fragmented and centered around key attractions
- » The lack of a coastline was a key discussion point here, people were less likely to consider a holiday destination without a coastline, water activities were not essential (given the climate) but the coast gave them the feeling of getting away from it all and de-stressing. They generally had sense of there being more to do when at a coast location
- » Participants were concerned about Tipperary providing interest for all members of their family
- » When probed with information regarding the products and the participants were given information about options within Tipperary, there was a general sense of “Can’t believe I hadn’t considered it”
- » Those who had been to Tipperary on a break were advocates of the experience

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## SOME QUOTES

- » "I actually was in Tipperary on my last short break"
- » "Wouldn't really have considered it – usually go coastal"
- » "Sailing on Lough Derg"
- » "Cashel, old sites, not sure what's there for the children"
- » "Rock of Cashel and no seaside!"
- » "Glen of Aherlow, cultural landmarks"
- » "It's a long way"
- » "Trip to Tipp"
- » "I have passed through it many times, never stopped off"

## CONSIDERATION TRIGGERS FOR HOLIDAY DESTINATION CHOICES

- » Newspaper articles that highlight all that you can do in a region with aspirational images where the children look happy and safe
- » Family occasions, gathering, visiting friends and family, central location or going back somewhere visited in childhood
- » A great hotel deal
- » Radio promotions
- » A good review on a parenting forum
- » Family / friend recommendation
- » Radio competition entry, visiting the website
- » Appearance on Top 10 ten lists of Best Things To Do
- » An educational experience for the children, or children's pastimes or events that the whole family can take a break around

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# Radio and Newspaper

## KEY MARKETING RECOMMENDATIONS BASED ON FOCUS GROUP FEEDBACK

Taking into consideration the feedback from the focus groups, we would recommend for the Connected Families market segment the use of the following marketing channels in Year one of the marketing campaign for Tipperary – Time to take it all in:

### RADIO

This market are strong consumers of radio and tune in on a daily basis. Radio will enable us to deliver the brand positioning and value proposition for Tipperary. We would suggest a radio advertising campaign, supported by an on-air promotion, cross promoted on the station's digital channels. With the focus on Dublin based consumers, mothers leading the key research role and the current budget available, FM104 is the station that would present the best reach for our market.

### PRINT

This market are strong consumers of daily newspapers. They consume digital formats for home consumption, however their commuting habits skew towards tabloids and freesheets. Considering the Connected Families and Dublin based target market, and the commuter stats for same, a print insert or wrap campaign is recommended to build awareness for Tipperary. Either of these approaches should be supported with an advertorial. Taking into account the current budget, it is recommended that an insert be taken in the Herald. The marketing material suggestion is to design a cover wrap for the existing Tipperary map brochure, that is aimed at Connected Families and showcases an aspirational image of the Tipperary value proposition.

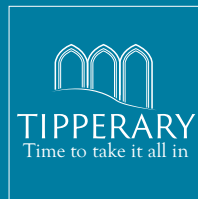
### DIGITAL ADS

This market are strongly influenced by online parenting sites; almost all focus group participants noted that they gathered parenting information and recommendations from the key parenting sites and forums. There is well established trust in a number of key Irish sites in this environment. Partnering with a site from both an advertorial and editorial perspective will enable us to leverage that trust. A digital marketing campaign, e-newsletter offer, social media competition and editorial review would be a strong offering. Considering the responses from the focus group, the tone of voice of various sites, their cut through in the Dublin based target demographic and the current budget available, Mummypages.ie is the platform that would deliver the best results for our market.

### INFLUENCER

This market responds well to blogger articles from key writers in the parenting environment. Where there is honesty perceived, they trust specific online reviewers and will take action based on those writer's recommendations. They are keen to know what the experience will be like before they commit to travelling. A blogger/influencer campaign is recommended with key parent/family bloggers to engage with the target market and build trust and confidence in the Tipperary product. Budget will determine what approaches are made in this area. The influence of the blogger must be valued through engagement and connectivity, rather than follower numbers. It is important that these experiences are authentic and reflect real life.





## *Appendix 2*

### *Segmentation and Targeting*



Segmentation & Targeting

Building on the Strategic Tourism Marketing, Experience & Destination Development Plan 2016-2021 prepared for Tipperary County Council and in alignment with current Fáilte Ireland recommendations Tipperary Tourism should target the following market segments.

*We're focusing our resources on targeting urbanites, primarily from Dublin and neighbouring counties*



### CONNECTED FAMILIES

- » These families are looking for opportunities to spend time together through shared experiences
- » This segment accounts for 23% of the domestic market
- » Normally relatively young families, with parents in their 30s & early 40s and children generally under 10. Holidays are the most important week of the year as they are a time to create special memories
- » Planning in advance is everything so that a perfect time with a little twist is ensured for the family to be had together

- » A wealth of opportunities for shared outdoor adventure for all ages
- » Suitable accommodation options
- » A nurturing and safe environment
- » An outdoor, uncomplicated experience for their children
- » Within easy driving distance of main urban centres
- » Good value for money

### CULTURALLY CURIOUS

- » These are 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
- » They are interested in history and culture
- » They want local, authentic experiences and hidden gems
- » They spend over 7 days in the country spending almost €100 per night

- » An authentic, local Irish experience
- » A friendly welcome and interaction with locals
- » Huge opportunities for immersing in history and heritage
- » Opportunities for actively exploring the landscape
- » Many hidden gems to be discovered
- » Great local food and quality accommodations

*What Tipperary has to offer*



We are focusing our resources on targeting visitors from Germany, France, The USA and the UK

## GREAT ESCAPERS

- » These visitors are on holiday to take time out and to experience nature at close range:
- » They tend to be younger approx. 30 years old, some with babies or quite young children
- » They are mostly looking for time out from busy lives and careers
- » They are interested in rural holidays and travel very much as a couple or family
- » They holiday for a break, to get physical with nature, and to reconnect with their partner/kids
- » They are more likely to take part in slightly more strenuous, but not extreme, exploration
- » They are more interested than other segments in connecting with nature especially remote places
- » They appreciate peace and quiet between activities, down time, off the beaten track, a great escape
- » They don't want to connect with locals and other tourists as much as other segments
- » They do want the action of 'getting away from it all' to be easy and without much stress
- » They want the 'wow' factor without too much effort
- » They want to come home refreshed and revitalised, their batteries recharged

- » A wealth of opportunities for shared outdoor adventure for all ages
- » Suitable self-catering accommodation
- » A nurturing and safe environment
- » An outdoor, uncomplicated experience for their children
- » Rural settings, away from urban life, but easily accessible and with mod cons
- » An authentic local experience that isn't over-serviced
- » Great food options, especially the farm to fork ideal

## FOOTLOOSE SOCIALISERS

- » These are travellers in their late forties, well educated, who enjoy getting away
- » They account for 15% of the domestic market
- » They enjoy spending time doing activities with like-minded people (e.g. rugby matches, hill walking, golf).
- » They want to do this in authentic and interesting surroundings
- » They reject the idea of a package holiday
- » They believe that it's good to go off the beaten track every now and then
- » They will try out different places, meet the locals and really get under the skin of a place
- » They tend to be interested in the history and culture of the place they are visiting

- » A county that isn't over-run with tourists
- » Plenty of gentle, shared outdoor activities on offer
- » An authentic local experience that doesn't feel cynical
- » Within easy driving distance from key urban centres

What Tipperary has to offer



## OUR GERMAN VISITORS ARE MOST INTERESTED IN:

- » Ireland's Ancient East 51%
- » They are the most active, enjoying exploration and meeting locals
- » They show the highest intention to visit Ireland

## OUR FRENCH VISITORS ARE MOST INTERESTED IN:

- » Ireland's Ancient East 55%
- » They love exploration and meeting locals

## OUR AMERICAN VISITORS ARE MOST INTERESTED IN:

- » Ireland's Ancient East 54%
- » They are interested in everything Ireland has to offer
- » Americans are the most active and enjoy exploration and meeting locals

## OUR BRITISH VISITORS ARE MOST INTERESTED IN:

- » Seeking more stimulation and broadening their minds
- » They are relatively warm to the idea of a holiday in Ireland
- » They are least assured by the specifics of what they would actually do, what's different
- » They are not sure as to the reasons why they should visit
- » Britains show the lowest intention to visit Ireland

← When creating content for the international markets we must be mindful of what interests them most about Tipperary





## *Appendix 3*

### *2018 Messaging*

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## The Message

### Time to Imagine. Tipperary.

*"For Connected Families, family holidays are the best weeks of the year and a special opportunity to spend quality time together, creating memories to last a lifetime.*

*For the parents it's all about their children being happy and enjoying themselves. They want to make the most of the opportunity to really 'be' with their children and love to see them do and enjoy the same simple things they did when they were children themselves."*

#### **Priority Domestic Segment Profiles: Connected Families - Fáilte Ireland.**

Considering the key market has been defined as 'Connected Families' and the driving force behind the holiday choices made by connected Families has been identified, and the strong Tipperary product proposition that services this market incredibly well, the core themes of time, freedom and imagination will sit at the heart of the Tipperary Tourism Marketing Campaign 2018.

**Time, Freedom** and **Imagination** are all key concepts that resonate with our connected families. These ideas create an emotional response in relation to a parents own needs and desires, and the aspirational hopes they have for their partners and children. Our message to them is that Tipperary offers **Time, Freedom** and **Imagination** through our environment and location, our places, products and people.

---

## TIME

The most valuable commodity in a 24/7/365 world is time. Time to be with family, to pursue hobbies and interests, to enjoy a life without demands, appointments and deadlines is an age old, global experience, particularly for our connected families, who work hard and invest their personal time in their children. Being able to give our families back their own time, time to be together, time to refresh their connection with their children, with each other, with our lands, our heritage, our culture. Experiencing life without time constraints, even for a short period, has hugely positive effects on mental health, relationships and the ability to cope with stress. In Tipperary, we can give our families the precious gift of time.

## FREEDOM

Time in turn gives freedom. The daily grind of day to day living for our families, whether both parents are working outside the home or one parent is working in the home, means that they are drawn to holidays and short trips that allow their children enjoy a greater sense of freedom, which in turn alleviates worry and stress giving parents a greater sense of personal freedom and lessening stress. This is particularly true of families from dense urban areas, which is where our families are mostly based. Tipperary offers that freedom, a more relaxed lifestyle, the freedom to explore nature, to go on an adventure, to try something new, to be served a beautiful meal, to chat with characters you meet along the way, to take time. Tipperary offers the freedom that comes from being in a safe and welcoming, natural and inspirational environment.

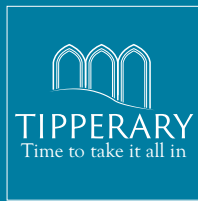
## IMAGINATION

A core resonator for parents in relation to their children is to encourage imagination. Getting children away from television, gaming and sedentary activities is a driver in the choices parents make when choosing holidays and short trips. Without modern gadgets and conveniences, children are encouraged to use their imagination, to create activities for themselves, to build and draw, explore and adventure, let their imaginations run wild. Having to use the imagination also encourages children to come together, to work together to create games, solve problems, entertain and in doing so they develop deeper and better quality connections with siblings and parents. There is a huge sense of pride for parents in seeing their children develop in this way. Tipperary has a multitude of destinations and activities to offer, that will spark the imagination of both child and parent.

# Time to Imagine, Tipperary

This puts time and imagination at the centre of the proposition.





## *Appendix 4*

### *International Market Profiling*

# Germany

## German visitor Profile overview



### Opportunities

#### SHOULDER, OFF SEASON

The themes “Living Historical Stories” and “Active in Nature” are in market campaigns used to motivate Germans to travel

Tone: “Awaken the senses”

#### VALUE

Communicate price inclusions and discount pricing to drive low/mid season business

### CULTURALLY CURIOUS

- » Intrigued by Ireland’s culture and heritage
- » Love going off the beaten track
- » Love interacting with and meeting locals

### ACTIVE AND OUTDOORSY

- » Really appreciate beautiful scenery, open spaces and great outdoors

### “SPONTANEOUS PLANNERS”

- » Typically, they buy up to 3 guide books for their chosen destination
- » Even for bookings made via a professional TMC
- » They are particular: clear, concrete information is important
- » Deliver. You need to say what you do and do what you say- no more no less
- » German visitor Profile overview

### PRINT MATERIAL

- » While they may refer to digital, they do reply upon print material

### SPECIAL INTERESTS ARE COMMON

- » Garden tours- farm visits- church, monastic sights- music- angling

### VALUE FOR MONEY IS VERY IMPORTANT

- » Heavy researchers of services and price points
- » Rapport between price and value of service is key

## How we can do this for Tipperary

Work with TI Germany to develop German media fam trips to the region, full itinerary tours that will engage these specific media and in turn influence their communities.

Develop a digital advertising campaign, preferably with video, in key German travel, heritage and culture media promoting the Tipperary proposition to the relevant market.

Replicate the digital campaign with a print advertising campaign to same key markets.

# Great Britain

## British visitor Profile overview

### UNDERSTANDING GB CUSTOMER: AS A "FOREIGN" EXPERIENCE SEEKER...

- » Looking for experiences that will WOW them
- » To truly engage with Ireland and experience HOW locals live
- » Desire to broaden their mind and gain a deeper understanding of Ireland and as a neighbour Cheap flight access
- » "Popping" over to Ireland to see a concert

### ENJOY THE GOOD LIFE!

- » City and scenery explorers
- » Food and drink lovers
- » Keen shoppers

### VALUE CONSCIOUS

- » Brexit and fluctuating currency- impacting on holiday choices.
- » Even so, holidays are still considered essential
- » Shape of holiday is changing: a clear rapport between price and value is a priority for accommodation and discretionary spending (food, attractions, shopping etc.)

### SHORT STAY MARKET WITH HIGH REPEAT VISITOR LEVELS

- » Average length of stay is 4.6 nights
- » Repeat visitors: opportunity for positive WOM/repeat business!



## Opportunities

### VALUE

Brexit, Exchange rates, Seeking value for money, Market in flux, Mindful of GB loyalty over the years, Ireland's tourism reputation in GB

### SHOULDER/OFF SEASON OPPORTUNITIES

Non weather dependent market

- » 40% travel happens Oct-March: VALUE opportunities
- » GB goal- elongate stays and generate repeat customers to undiscovered areas

### HUB POTENTIAL

Advertising spend in the UK can attract more widespread destinations: including Asia because of the ease and cost of an additional adventure.

### RISKS

Brexit, currency uncertainty.

## How we can do this for Tipperary

Work with Tourism Ireland UK office to launch Tipperary Time to Imagine campaign in key locations across UK.

Pitch fam trips to selected premium UK

media for short stay in Tipperary with full itinerary developed, experiences that will resonate with key target markets, CC and GE.

Social Media campaign geo targeted to UK with clear brand positioning and value propositions for target demographics, as well as competition for break in Tipperary.

## Contact Creation Fact Sheets

# America

## American visitor Profile overview



### AMERICANS EXPECT...

- » To be entertained and for attractions to be informative, engaging – never boring

### Stats

2016: 1.6 million visitors

1.4 million between Jan and Aug

2017 target growth was 6%

70% leisure travellers

High spend market

### GREAT EXPLORERS

- » They want to see as much of the destination as they possibly can
- » Assertive, with clear expectations – they know what they want and how to ask for it, they are appreciative when service delivered meets expectations

### DIVERSE AGE GROUPS

- » No longer solely senior demographic traveling to Ireland
- » All age groups are represented
- » Long stay and high spenders – happy to spend money if they get good value versus quality
- » Referral are key – family and friends referrals are very important

### VARIETY IS KEY

- » Americans are used to lots of choice.
- » Food variety
- » Visitor attraction and experience variety

### WHY DO AMERICANS CHOOSE IRELAND

- » Safe destination
- » Friendly and welcoming people
- » History and culture connections with US
- » Scenery
- » Ease no language barrier

### NICHES/SPECIAL INTERESTS

- » Golf – can be a singular driving force in destination choice
- » Genealogical Interest – part of a vacation- does not tend to be a singular driving force in destination choice.

## How we can do this for Tipperary

Work with TI US to develop US media fam trips to Tipperary as part of wider Irish fam trip. Create an offering that is 2 days and not a simple stop over and really beds down the Tipperary proposition.

Print, digital and database campaigns with key Irish American media in the US that promote the authentic Ireland experience in Tipperary, a genuine, unspoiled environment.

Social media and digital campaigns for a younger demographic that position the Tipperary products and places that offer increased social currency but are also great value and much more accessible price wise than other Irish hotspots.



# French

## French visitor Profile overview

### IMPORTANCE OF KEEPING IT REAL

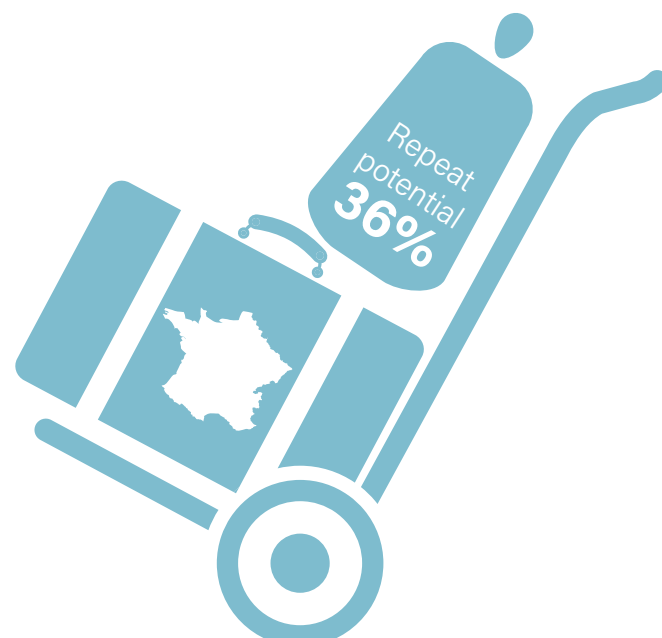
- » Grounded people who appreciate simplicity
- » Desire to experience the destination as it TRULY is- rather than a contrive version
- » Tend not to interact with other foreigners while on holiday- Locals Are Key
- » Generally, unaffected by poor weather

### AVID PLANNERS

- » Put a lot of time into planning their holiday
- » They require reassurance in their choices.
- » They therefore ask LOTS of questions and can be picky at this stage
- » Once on holiday, they tend to be pleasant and really embrace the destination

### GREAT EXPLORERS

- » Truly interested in going off the beaten track
- » Budget conscious and seek value for money
- » Irrespective of wealth, the French are frugal when it comes to spending
- » Not of the mindset to “blow” money on a whim
- » Always assess value for money versus price paid
- » Tour series tend to prefer all-inclusive packaged pricing- so spends are clear



## Opportunities

### SHOULDER, OFF SEASON

In market campaigns inc. social media campaigns to drive autumn business to Ireland

### VALUE

- » Not deterred by winter weather
- » Open to travel throughout Ireland throughout
- » the year- if value proposition is made clear

## How we can do this for Tipperary

Work with TI France to develop French media fam trips to the region, full itinerary tours that will engage these specific media and in turn influence their communities.

Develop a digital advertising campaign, preferably with video, in key French travel, heritage and culture media promoting the Tipperary proposition to the relevant market.

Replicate the digital campaign with a print advertising campaign to same key markets.



## *Appendix 5*

### *Tourism Trends*



## Tourism Trends

In 2016 Fáilte Ireland identified four trends that are shaping the way visitors experience global destinations. Our vision for 'Tipperary. Time to take it all in' embraces these trends:

LEISURE UPGRADE

BEST FACE FORWARD

VERSAT-AISLE

SURPRISE ME!





# Leisure Upgrade

Alongside relaxation and pleasure, visitors are increasingly looking to feed their interests in self-improvement, learning and trying out new things.

## What causes this trend?

### TIME POOR LIVES

The time spent working and commuting leaves people little time for pursuing personal interests.

### SELF IMPROVEMENT

People are looking for ways to enhance and improve diverse aspects of their lives through learning and trying out new things.

### BEST FACE FORWARD

Social media pressures people to improve performance and portray a better self, thus influencing decision making.

#### ONLINE

Show the 'Perfect Self'

#### OFFLINE

Find opportunities that improve self-image and personal desires

#### ONLINE

Show the 'perfect self' and the improved self.

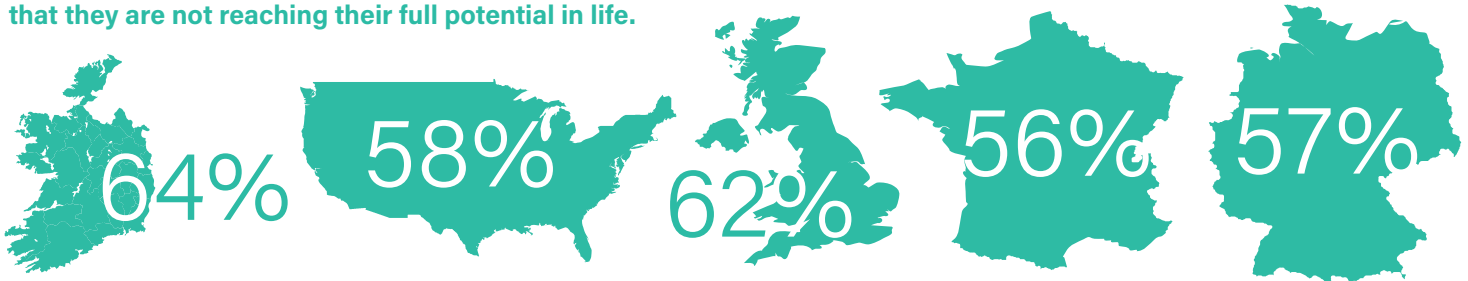
Undertake travel experiences that provide sharable social opportunities.



### FEAR OF MISSING OUT - FOMO

*Aspiring to make every moment count*

**Over half of consumers in our target market feel that they are not reaching their full potential in life.**



Source: nVision Research | Base: 1000-5000 online respondents per country aged 16-64, 2015

## GLOBAL EXAMPLES OF THE LEISURE UPGRADE TREND IN ACTION



### BUSH ADVENTURES

Kenyan holiday company offering travellers authentic and genuine Kenyan experiences. Real cultural offering.

### KAMINO APP

Crowd sourced city guides, where locals design tours and local experiences for visitors to lesser known neighbourhoods.

### DO GOOD, FEEL GOOD

Hotel stay package on offer in Washington, where guests participate in local community initiatives that the hotel supports as part of their holiday stay experience.



## TIPPERARY MARKET SEGMENT – LEISURE UPGRADE CONSUMER JOURNEY TRIGGERS

Consumer Journey	Awareness	Consideration	Intent	Decision	Travel Experience	Sharing
MARKET SEGMENT	INTENT & DECISION				TIPPERARY PRODUCTS TO TRIGGER LEISURE UPGRADE BEHAVIOURS	
<b>CONNECTED FAMILIES</b> Domestic Market  <i>Important family time together</i>	<ul style="list-style-type: none"> <li>» Seek out good, safe facilities</li> <li>» Look for plenty of things to do close to their base</li> <li>» Need activities that all the family can take part in</li> <li>» Want to be together and build memories</li> <li>» Will share on social media and review sites</li> </ul>				<ul style="list-style-type: none"> <li>» Hands on activities such as equestrian pursuits</li> <li>» Group activities that all the family can do together – crafts, cooking etc.</li> <li>» Activities that show personal growth such as Blueway</li> <li>» Activities that generate 'perfect family' memories</li> </ul>	
<b>CULTURALLY CURIOUS</b> International Market  <i>Seeking immersive, local experiences</i>	<ul style="list-style-type: none"> <li>» Seek out authentic travel experiences while at destination</li> <li>» Want to feel they are beyond the general tourist</li> <li>» Will use official information and connect with locals</li> </ul>				<ul style="list-style-type: none"> <li>» Connect with locals</li> <li>» Hands on, on-site experiences – cooking</li> <li>» Getting behind the scenes at heritage sites, experiences etc</li> <li>» Living like a 'local'</li> <li>» Hill walking, archery, falconry, stone wall building, etc.</li> </ul>	
<b>GREAT ESCAPERS</b> International Market  <i>Want to escape daily grind and have downtime with loved ones</i>	<ul style="list-style-type: none"> <li>» Want lots of activities to choose from</li> <li>» Practical information</li> <li>» Stress free booking</li> <li>» Want to know what they are getting</li> </ul>				<ul style="list-style-type: none"> <li>» Independent activities they can do together</li> <li>» Self -fulfilment and learning activities such as mindfulness, cooking etc.</li> <li>» Hands on experiences</li> </ul>	
<b>FOOTLOOSERS</b> Domestic Market  <i>Spending time together with friends</i>	<ul style="list-style-type: none"> <li>» Want to see images and video about what they're buying into.</li> <li>» Like to be inspired and seek out the aspirational</li> <li>» Trust peer and provider recommendations</li> <li>» Interested in displaying their personal growth</li> </ul>				<ul style="list-style-type: none"> <li>» Iconic Tipperary locations that provide social currency</li> <li>» On trend activities that show self improvement – crafting, cooking, gardening</li> <li>» High energy activities – water sports, equestrian etc.</li> <li>» Activities that are easily showcased online</li> </ul>	



# Best Face Forward

The real time sharing of status updates, photos and moments has become part of the fabric of modern society. It impacts both online and offline choices.

## What causes this trend?

### MOBILE LIVING

Smart devices connect us with work, pleasure and hobbies anytime, anywhere.

### CULTURE OF RECOGNITION

Social capital is built through the accumulation and display of personal skill/achievements/leisure activities.

### NETWORKED SOCIETY

We are living in the age of instant communication and immediate information retrieval.

#### ONLINE

Show the 'Perfect Self'

#### OFFLINE

Seek out and create real life opportunities to show the 'perfect self'

Undertake travel experiences that provide sharable social opportunities.



79% of Americans own a mobile phone

25% of British post photos on social media via smartphones



70%

of British feel the need to be appreciated by others

## WAYS OF CAPITALISING ON *THE BEST FACE FORWARD* TREND FOR TIPPERARY

### WILD ATLANTIC WAY PHOTO POINTS

These photo points have been installed around the Wild Atlantic Way (WAW). They highlight signature experiences and key photo opportunities.

Request installation of these points at iconic locations across Tipperary – Rock of Cashel, Cahir Castle and iconic lookout points such as Glen of Aherlow.



*Drive the social currency of some of Tipperary's most iconic sites as a 'must have' location for visitors to take a photo, driving them to seek it out and share it.*

### #PHOTOTIPP – INSTAGRAM CAMPAIGN

Create a unique signage system across Tipperary called PhotoTipp. Work with travel bloggers and visitors to launch the initiative with incredible photos taken at Tipperary's most iconic locations and drive their collective impact using #PhotoTipp.

Develop initiative by devising a competition for the best images judged by a well-known photographer or travel instagrammer/or family on Instagram. Amplify through media partnership with travel media or family media (print/online).

Amplify initiative by reaching out to Sky Arts TV show Master of Photography and suggesting a shoot experience in Tipperary as part of the programme.

## TIPPERARY MARKET SEGMENT – LEISURE UPGRADE CONSUMER JOURNEY TRIGGERS

Consumer Journey	Awareness	Consideration	Intent	Decision	Travel Experience	Sharing
MARKET SEGMENT	TRAVEL EXPERIENCE & SHARING				BEST FACE FORWARD IN TIPPERARY	
<b>CONNECTED FAMILIES</b> Domestic Market  <i>Important family time together</i>	<ul style="list-style-type: none"> <li>» Seek out good, safe facilities</li> <li>» Look for plenty of things to do close to their base</li> <li>» Need activities that all the family can take part in</li> <li>» Want to be together and build memories</li> <li>» Will share on social media and review sites</li> </ul>				<ul style="list-style-type: none"> <li>» Blueways shared experiences.</li> <li>» Children playing together – safe and peaceful.</li> <li>» Country villages and towns that remind parents of their youth</li> <li>» Children and animals, farm life</li> </ul>	
<b>CULTURALLY CURIOUS</b> International Market  <i>Want to be part of an authentic local experience</i>	<ul style="list-style-type: none"> <li>» Seek out authentic travel experiences</li> <li>» Love to find hidden gems</li> <li>» Want to 'live' like locals</li> <li>» Enjoy story telling from the source</li> <li>» Will share direct through storytelling to family and friends</li> </ul>				<ul style="list-style-type: none"> <li>» Meeting real Tipperary locals in villages and towns</li> <li>» On-site story-telling experiences</li> <li>» Music and dancing sessions</li> <li>» Heritage sites</li> <li>» Natural beauty</li> </ul>	
<b>GREAT ESCAPERS</b> International Market  <i>Want to escape daily grind and have downtime with loved ones</i>	<ul style="list-style-type: none"> <li>» Mixture of relaxed time and light activities</li> <li>» Spending real quality time. Don't need a lot of 'local' connect</li> <li>» Will share experience directly family and friends</li> <li>» Least likely to share on social, do not need validation</li> </ul>				<ul style="list-style-type: none"> <li>» Natural beauty of mountains and lakes</li> <li>» Parents &amp; Kids together independent activities</li> <li>» Great quality services</li> <li>» Local food offerings</li> <li>» Rural charm</li> </ul>	
<b>FOOTLOOSERS</b> Domestic Market  <i>Spending time together with friends</i>	<ul style="list-style-type: none"> <li>» Looking for activities during the day and great nights out</li> <li>» Will share their experiences in real-time</li> <li>» Want their trip to add to their social currency</li> </ul>				<ul style="list-style-type: none"> <li>» Iconic Tipperary locations</li> <li>» 'Quaint' Tipperaryisms</li> <li>» Meeting local characters</li> <li>» High energy activities</li> <li>» Great nights out</li> </ul>	



# Versat-Aisle

Being connected is now an intrinsic part of life and visitors expect their online activities to carry through to the offline environment. Seamless journeys between online and offline are now expected.

## What causes this trend?

### LIFE ON DEMAND

Online services are immediate and have created a culture of impatience.

### A DATA DRIVEN WORLD

Data and smart technology has heightened consumer expectation of precise and personalised information.

### MOBILE LIVING

We live in a 24/7 connected world. Smart devices give us constant access to information.

#### ONLINE

Ease of accessibility to information online.

#### OFFLINE

Expect the same ease of access to information when on-site.

Expect to be able to access online information when on-site. And utilise technology when on-site.

#### ONLINE

Will refer to or share information online during and post-holiday.



# 75%



globally compare prices online at least once a month



68%  
of Britons  
own a mobile  
phone

60%  
of Germans  
own a mobile  
phone

# 20%



globally claim to typically use mobile devices to compare prices online

## GLOBAL EXAMPLES OF THE VERSAT-AISLE TREND IN ACTION



### WAW VR

Failte Ireland WAW experiences can be taken through virtual reality (VR) videos, allowing potential visitors to see what is on offer in Ireland.

### KEYLESS ENTRY

Starwood Hotels offer an app that will allow your smart phone to act as your room key, bypassing check in for guests who require the service.

### GET THIS

App that enables consumers to identify and purchase clothes and items that appear in connected TV shows.



## TIPPERARY MARKET SEGMENT – VERSAT-AISLE CONSUMER JOURNEY & TRIGGERS

Consumer Journey	Awareness	Consideration	Intent	Decision	Travel Experience	Sharing
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MARKET SEGMENT	TRAVEL EXPERIENCE	TIPPERARY PRODUCTS TO TRIGGER VERSAT-AISLE BEHAVIOURS
<b>CONNECTED FAMILIES</b> Domestic Market <i>Important family time together</i>	» Like to access information quickly and easily. » Influenced by peer and trusted source reviews	» User friendly and mobile optimised Tipperary.com website that enables a great customer journey and easily accessible information » Availability of free wifi
<b>CULTURALLY CURIOUS</b> International Market <i>Want to be part of an authentic local experience</i>	» Prefer one to one information from trusted sources on the ground » Likely used to intelligent technology but wouldn't necessarily expect on holidays	» User friendly and mobile optimised Tipperary.com website that enables a great customer journey and easily accessible information » Availability of free wifi
<b>GREAT ESCAPERS</b> International Market <i>Want to escape daily grind and have downtime with loved ones</i>	» Least likely to want to access online information when on-site but do want ease of access to practical information from key local resources	» User friendly and mobile optimised Tipperary.com website that enables a great customer journey and easily accessible information » Availability of free wifi
<b>FOOTLOOSERS</b> Domestic Market <i>Spending time together with friends</i>	» Want to be connected online at all times to access information and to share their holiday experiences in real-time	» Availability of free wifi » Strong social media presence with up to date information on activities » Push notifications of events and happenings in the area

## WAYS OF APPLYING THE VERSAT-AISLE TREND FOR TIPPERARY

### TIPPERARY.COM AND TIPPERARY SOCIAL MEDIA ACCOUNTS

- » Hugely important that there is a primary hub for information on Tipperary.
- » Needs to be a dynamic AND constantly updated source of information.
- » Provides basic information relevant to all markets.
- » And curated content that is specific to market segments.
- » Must be a great online experience for users.
- » Should also provide users with the ability to save and download materials to enhance stay.
- » Must be optimised for mobile use.



**Social channels should be vibrant, dynamic and up to date.**

Use of mixed content – posts, videos, news, stories, events, showcasing the Tipperary tourist experience.



# Surprise Me!

Despite the multiple ways to preview and pre-plan trips, visitors still want to be surprised and awed on holidays, but without fear of disappointment.

## What causes this trend?

### A RISK-FREE WORLD

With so much information, so easily accessible, consumers are very sensitive to risk and disappointment.

### BEST FACE FORWARD

Social currency is hugely important and portraying the perfect holiday, having made the perfect choices, is paramount.

### MOBILE LIVING

We live in a 24/7 connected world. Smart devices give us constant access to information.

#### ONLINE

Check and plan trip in advance.

#### OFFLINE

Expect trip to be as planned but are also looking for adventure and discovery.

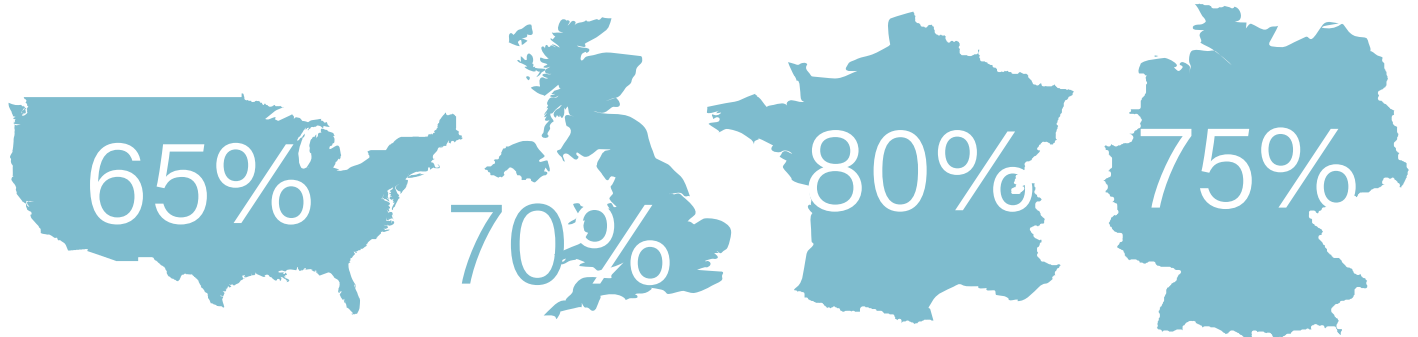
Are hugely engaged by in-destination surprises and the unexpected positives.

#### ONLINE

Will share these unexpected experiences online.



Percentage who plan a trip abroad, finding out as much as possible about the destination before departure.



## GLOBAL EXAMPLES OF THE *SURPRISE ME!* TREND IN ACTION



### #CALLBRUSSELS

Brussels locals were encouraged to answer calls on an oversized phone from travellers to give them inside tips and answer questions.

### ROADTRIPPERS

An app that features 1,000's of curated trips across America of hidden gems and local activities based on your personal interests such as art, food or music.

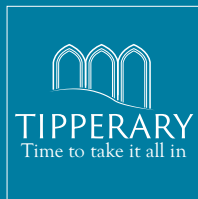
### JOIE DE VIVRE SING

Guests arriving at Joie de Vivre Hotels were invited to sing for an upgrade. They were videoed and shared online, all receiving an upgrade. A weekly vote of the best one received a free night's stay at any hotel in the chain.

## TIPPERARY MARKET SEGMENT – SURPRISE ME! CONSUMER JOURNEY & TRIGGERS

Consumer Journey	Awareness	Consideration	Intent	Decision	Travel Experience	Sharing
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MARKET SEGMENT	DECISION & EXPERIENCE	RELATED TIPPERARY PRODUCTS
<b>CONNECTED FAMILIES</b> Domestic Market <i>Important family time together</i>	<ul style="list-style-type: none"> <li>» Don't want to take chances when they are travelling as a family unit</li> <li>» Need experiences to be as described</li> <li>» Like to see their children surprised and delighted</li> </ul>	<ul style="list-style-type: none"> <li>» User friendly and mobile optimised Tipperary.com website</li> <li>» Surprise with unexpected experiences for all the family to share</li> <li>» Opportunities where they can take pride in their family unit</li> </ul>
<b>CULTURALLY CURIOUS</b> International Market <i>Want to be part of an authentic local experience</i>	<ul style="list-style-type: none"> <li>» Research in advance but book experiences on-site through local recommends</li> <li>» Looking for real and authentic experiences</li> <li>» Enjoy discovering and tend to turn to trusted sources</li> </ul>	<ul style="list-style-type: none"> <li>» User friendly and mobile optimised Tipperary.com website</li> <li>» Surprise with unexpected authentic Tipperary experiences not in guidebooks</li> </ul>
<b>GREAT ESCAPERS</b> International Market <i>Want to escape daily grind and have downtime with loved ones</i>	<ul style="list-style-type: none"> <li>» Not interested in taking chances in their holiday experience as their time and energy is precious</li> <li>» Aren't hugely interested in connecting with locals or other tourists</li> <li>» Their memory making is important but personal</li> </ul>	<ul style="list-style-type: none"> <li>» Offerings that are family group based but independent</li> <li>» Local friendliness and good service will impress</li> </ul>
<b>FOOTLOOSERS</b> Domestic Market <i>Spending time together with friends</i>	<ul style="list-style-type: none"> <li>» Won't risk being bored</li> <li>» Like to plan and pre-book activities</li> <li>» Need reassurance that they are making the right decisions</li> <li>» Influenced by the inspirational</li> <li>» Trust the recommendations of providers and peers</li> </ul>	<ul style="list-style-type: none"> <li>» Build dynamic stories around activities to inspire and engage</li> <li>» Use geo-targeting to reach out with specific real time offers</li> <li>» Surprise with unique and unusual rewards and experiences that are socially sharable</li> </ul>



## *Appendix 6*

*Tourism Ireland Strategy 2018*





## Leverage off relationships

Tourism Ireland has identified a number of strategic areas to underpin its promotional activity in 2018. These include the following:

**Focusing resources:** Tourism Ireland will focus its investment on the basis of market potential and will continue to implement its market diversification strategy. They will continue to maximise holiday revenue through investment in Mainland Europe and North America. They will implement actions arising from comprehensive reviews of the US and German markets. They will optimise investment in Australia and will exploit new access opportunities from Asia and the Middle East to grow business from emerging markets of high potential.

**New global ad campaign:** Tourism Ireland will develop an inspiring new global advertising campaign, to refresh and reinvigorate the presentation of the island of Ireland overseas, for roll-out in 2019 and beyond.

**Digital and social media:** In 2018, Tourism Ireland will continue to leverage its strength in digital and social media. They will make a large change in their digital marketing capability by undertaking a significant 'refresh' of their international website, Ireland.com, to increase the site's appeal to prospective visitors and to drive over 4 million referrals to partners' websites; Tourism Ireland is now the fourth most popular tourism board in the world on Facebook (4.1 million fans), number four on Twitter (451,000 followers) and number three on YouTube (over 35 million views). Tourism Ireland's international website, www.Ireland.com, attracted a record 19.37 million visitors in 2017.

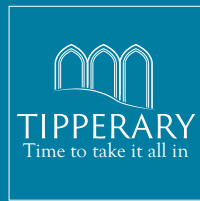
**Target audiences:** Tourism Ireland will intensify its focus on key 'Culturally Curious' audience, who have the strongest propensity to visit the island of Ireland. They will reach the 'social energiser' audience in markets where significant potential exists, including North American, Britain, France and Spain. And, Tourism Ireland will also target some niche segments – including golfers, business and incentive visitors, as well as the diaspora in Britain, North America and Australia

**Key promotional themes:** Tourism Ireland will promote their iconic holiday experiences – Ireland's Ancient East, Dublin and the Wild Atlantic Way and a 4th proposition is promised in the coming months. Other key promotional themes will include the Causeway Coastal Route, Titanic and Belfast.

**Collaboration:** Tourism Ireland will collaborate with key partners, including air and sea carriers and the international travel trade, to deliver sustained connectivity and sales growth. They will provide thousands of promotional engagements for Irish tourism enterprises and overseas travel trade partners – to help them do business overseas and facilitate them to 'close the sale,' particularly in the digital space.

**International publicity:** Tourism Ireland will also ramp up its publicity programme around the world – placing increased focus on digital channels and working more closely with online media, including bloggers. In 2017, Tourism Ireland's publicity activities generated thousands of articles and broadcasts, worth an estimated €327 million.

**Tourism Ireland's Global Greening 2018:** 2018 will mark the ninth year of Tourism Ireland's Global Greening initiative – when hundreds of iconic landmarks and sites around the world will be illuminated in green to celebrate our national day. NOTE: The Rock of Cashel will be included in this for 2018 with new lighting system being installed.



## *Appendix 7*

### *Website and blogs*

## Strategy for Tipperary website

### Locate the Tourist Destination

When creating a website it is important not to assume that travellers know where the destination is. A unique selling point of Tipperary is its central location on the island, within easy reach of many tourist hotspots, so it is important the website shows visitors exactly where Tipperary is and what its boundaries are. Featuring an interactive map on the website, so the user can search for experiences from a geographic mindset, should be considered a key feature on the site.

Ideally, the site will also help visitors learn how to get to Tipperary, so it is worth considering a 'distance from...' navigation tool to help visitors map their journeys.

### Avoid Too Much Information

Lengthy descriptions and detailed histories of the region should be included in a blog post, keeping most web pages, especially home pages, minimal and focused. This way, visitors will spend time and energy on dreaming and planning their trips.

### Search Engine Optimisation (SEO)

More than 80% of prospective tourism customers start their research on the internet.

Ongoing work will be needed to hone SEO on tipperary.com, including working with publishers, trade partners, and destination partners on content exchanges, syndication and other mutually beneficial projects that will help drive traffic to

the site.

The details in the backend of the website are just as important as the content in the front. Even the most helpful pages are useless if no one can find them.

### Blogging

Blogging is the "wide lip" of the inbound funnel. More than any other component in inbound marketing strategy, blogs are the element that send would be visitors through the funnel.

Writing high quality, unique content and publishing it on a regular basis will create an increase in the likelihood that the Tipperary website will rank for keywords that are important to it, which will make new visitors more likely to discover Tipperary.

### Measurement

All advertising both digital and traditional should have the common goal of driving traffic to the website. Here Tipperary will benefit from the tangible metrics helping to make informed decisions going forward.

### Ratings & Reviews

Tipperary should include TripAdvisor ratings and reviews at the end of product listings as a great way to build in user evidence and advocacy, without the user having to leave the website itself (this is great for improving engagement statistics in Google Analytics for the website such as average session time, and average bounce rate).

## Strategy for Tipperary on blogs

### Step 1

Create a list of all of the main topics and experiences in the county and hone in on what stories are going to make people want to visit. Examples:

- » Blueway experience on the River Suir / Lough Derg
- » Family fun days in Tipperary
- » Butler Trail Experience for all the family
- » Food tour of Tipperary
- » Autumn trails
- » Equestrian adventures
- » Meet the locals
- » Impressive garden visits
- » A day at the races
- » Learn with the family in Tipperary
- » Instagramability of Tipperary

- » Best time to visit Tipperary
- » Family hikes in the Munster Vales

### Step 2

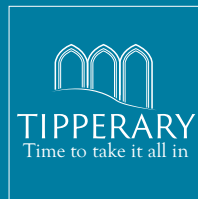
Expand on the itinerary and invite key bloggers to have the experience free of charge in exchange for writing a piece complemented by personal imagery.

### Step 3

Invite professional travel bloggers, regional experts, regional characters and celebrities to guest blog.

### Step 4

Share the blogs on social media channels, reference them in trade newsletters, use them in PR campaigns, share with trade partners, encourage the trade to share them on social media.



## *Appendix 8*

### *Sources*



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