

# TIPPERARY

Strategic Tourism Marketing,  
Experience & Destination  
Development Plan 2016-2021

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SUMMARY REPORT





# Overview

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

## THE OBJECTIVE

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



Encouraging Sustainability and Growth within the sector



Build capacity to extend stay duration



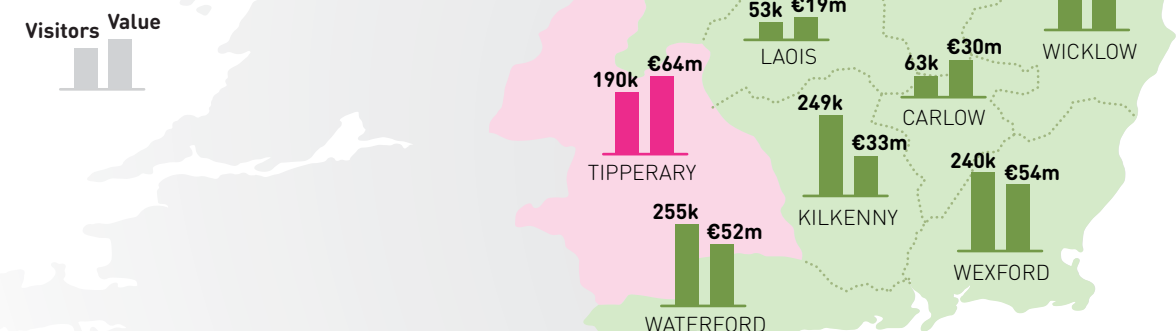
Developing and promoting Tipperary tourism experiences



Build synergies between different tourism products

## THE CONTEXT

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



Cyclists enjoying views of the Knockmealdown and Galtee mountain ranges from the Vee Pass, Clogheen, Co Tipperary



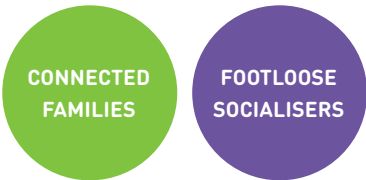
# Our Visitors

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

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



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



## CULTURALLY CURIOUS

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

## GREAT ESCAPERS

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

## SOCIAL ENERGISERS

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

## FOOTLOOSE SOCIALISERS

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

## CONNECTED FAMILIES

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



# The Tipperary Vision & Proposition

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

## TIPPERARY

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

The majestic Rock of Cashel, Co. Tipperary.

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



### UNSPOILT + UNDISCOVERED

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



### A VARIETY OF LANDSCAPES

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



### AN IMMERSIVE EXPERIENCE

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



### AN IDEAL BASE

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



### LOCAL PRODUCE

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

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

PRACTICAL	EMOTIONAL	CURIOSITY	SPECIFIC INTERESTS	FASHION
Easy drive; offers what they want.	Slow, real, authentic, provides the opportunity to de-stress, and reconnect.	Undiscovered experiences, sites and landscapes.	Outdoor activities, heritage, food.	The new food destination



# Strategic Plan Framework

The success of an overall tourism experience relies on:

### The overall location and sense of place in which a holiday takes place

**The individual products/experiences with which a visitor interacts**

### The capacity of the industry to deliver on visitor needs

### The profile and promotion of the destination

## THE FIVE STRATEGIC PILLARS



## Destination Development

Developing Tipperary as a destination through greater integration and active participation of all stakeholders.



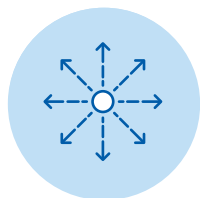
## Product Development

Strengthen the current tourism product and maximise collaborative opportunities through bundling and coordinated activities under the Ireland's Ancient East priorities.



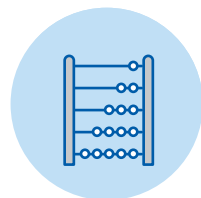
## Industry Development

Build capacity within the trade and support direct sales initiatives. Help build ambitions and encourage greater engagement.



## Marketing

Communicate the exciting breadth of the Tipperary proposition across relevant platforms. Positioning Tipperary as a 'must have' experience to its target markets.



## Measurement

Establish monitoring and measurement to inform future planning and investment decisions and measure outcomes from activities undertaken as part of this Plan.

# Alliances for delivery

Tipperary can reach its aims with strong alliances between the trade and Tipperary Tourism Company. Let's work together to share the Tipperary experience with more visitors than ever before.



# Action Plan

The following is a set of actions which are intended to address all aspects of the business of growing tourism in Tipperary. The actions reflect marketing, infrastructural and organsiational requirements which inter-relate to resource the delivery of bundles, the Tipperary proposition and the ultimate aim to grow Tipperary’s tourism position.

LINE ITEM (in order of priority)		TIME LINE
DESTINATION DEVELOPMENT		
Organisational Structure	i Generate operational work plan for the Plan and review human resource requirement against current available.	Q2 2016. Review and generate annual op. plan in final quarter of each year.
	ii Agree ongoing CPD and mentoring to ensure the Tipperary County Council Tourism Staff are in a position to activate and lead in delivering the Plan.	Immediate and ongoing. Annual reviews in line with operational planning.
	iii Review existing Tourism Company structure in light of strategic objectives and revise membership as appropriate.	Q2 2016.
	iv Establish Zone Development Working Groups in each Municipal District.	Q4 2016.
	v Following assessment of industry needs, agree membership packages that support overall strategic objectives.	Q3 2016. Review and update Q3 annually along with operational planning.
Zone Development	i Agree animation programme at heritage sites in/near gateway towns - commencing with Cahir and Roscrea.	Pilot two sites in summer 2016, two more in 2017. Review end 2017 and plan for 2018-2021.
	ii Review and ensure there is a formal link with all existing tourism groups in the county to ensure consistency, e.g. attendance at key annual meetings.	Q4 2016.
	iii Review of key priorities in gateway towns and villages, using mystery shop feedback as a starting point - see also point viii. Guidelines for developing historic towns are referenced in Section 6.	Q2 2017.
	iv Audit existing tourist information points and ensure central availability of quality tourist/orientation information in each gateway town.	Q2 2017.
	v Develop action plan to address priorities in gateway towns and villages.	Q1 2017. Roll-out 2017-2021.
	vi Review of key priorities in existing/developing Lough Derg, Munster Vales, Butler Trail and River Suir programmes to ensure consistency with each other and integration with this over-arching Plan	Q4 2016.
	vii Lead Lough Derg Marketing Plan Group and implementation of Roadmap	Ongoing.
	viii Lead the development of the Munster Vales	Ongoing.
	ix Lead the further development of the Butler Trail across the county	Ongoing.
	x Lead the development of the River Suir as a water activity hub	Ongoing.
Community Engagement	i Audit active community groups and agree ongoing liaison mechanism.	Q2 2017. Regular review of liaison as part of annual operational planning.
	ii Agree recognition scheme for community achievements in tourism.	Q3 2017. Roll-out 2017-2021.

ACTION PLAN CONTINUED

LINE ITEM (in order of priority)		TIME LINE
PRODUCT DEVELOPMENT		
Organisation	i Establish Product Development Working Group	Q2 2016. Appoint new Working Group.
Ireland's Ancient East	ii Story audit to select stories with potential for integration into IAE bundles/ tours/animation	Q3 2016.
	iii Develop four IAE experiences to be offered through bundling (see 4.3 below) to target consumer groups and tour operators.	Early Q4 2016.
Festival Development	i Support festivals, events and live experience which embody the Tipperary offer	Q4 2017.
INDUSTRY DEVELOPMENT		
Organisation	i Establish Industry Development Working Group.	Q3 2016. Appoint new Working Group.
Developing tourism awareness and engagement	ii Establish networking and familiarisation programme for industry across the county and across the border with important complimentary products.	Q1 2017.
Build business capabilities. Address org. issues based on structure & capacity	i Audit industry needs through simple survey. Assessment of skills, capacity.	Begin Q4 2016. Ongoing provision for assessment and supports as part of membership.
	ii Establish workshops and one-to-one mentoring programme to address key issues: finance, understanding customer needs, marketing, product innovation.	Commencing early 2017 - through off-season theeafter.
MARKETING		
Organisation	i Establish Marketing Working Group (see Section 6 for useful marketing resources).	Q4 2016. Appoint new Working Group.
Branding	i Establish new 'look and feel' (brand) for destination Tipperary - logo and guidelines for web, publications and partner material.	Q3 2016.
	ii Roll-out branding education programme to industry and facilitate alignment through free downloadable templates & guidelines.	Q1 2017 - Ongoing.
Bundled Offers	i Lead the marketing of new bundles/routes/concepts. Marketing to include web marketing and limited advertising.	Q4 2016. Ongoing - with review as part of annual operational planning.
	ii Co-ordinate daily social media programme - uploading of news stories, images and offers from the industry and county.	Ongoing
	iii Post-branding, develop brief online Plan that incorporates website, social media, blog, offers and liaison with industry.	Q3 2016.
	iv Finalise Tipperary website, ensuring current feed from Fáilte Ireland or other database provider and developing dynamic special offers page and blog.	Q3 2016.

LINE ITEM (in order of priority)		TIME LINE
MARKETING (Contd.)		
Web	i Employ/assign shared or part-time web marketing staff.	Commence Q1 2017.
	iii Post-branding, develop brief online Plan that incorporates website, social media, blog, offers and liaison with industry and tourism partners.	Q3 2016.
	iii Finalise Tipperary website, ensuring current feed from Fáilte Ireland or other database provider and developing special offers page and blog.	Q3 2016.
Publicity	i Employ/assign shared or part-time publicity staff (one day a week or equivalent).	Immediate.
	ii Review annual Tipperary event calendar for publicity opportunities and ensure that they are maximised e.g. hosting of Food event, opening of Cashel Palace.	Ongoing. Annual review as part of operational planning.
	iii Familiarisation trip annually for journalists.	Q3 2016 onwards. Annual review as part of operational planning.
	iv Post-branding, organise photo or similar online consumer competition.	Q2 2017. Annual event if successful.
Publications	i Post-branding, review existing Tipperary brochures, flyers, etc., and reformat to address the needs of key consumer groups i.e. examine the need for bulky literature and explore other cost-effective promotional vehicles.	Q3 2016. Annual reprint as required.
	ii Develop downloadable online guides for key segments: family holidays, cultural breaks, outdoor active breaks, food.	Q3 2016. Annual reprint as required.
Trade & Consumer Promotions	i Co-ordination of industry attendance at Meitheal, Dublin, and World Travel Market, London.	April & November. Annual event, depending on feedback.
	ii Direct sales to incoming tour operators - start by a review of relevant operators in the Meitheal Overseas Buyers listing (ref. Toolkit 7.3) and analysis of trade database from among Tipperary operators to identify best matches.	Ongoing.
	iii Familiarisation trips annually for overseas operators.	Q1 2018. Ongoing.
	iv ITOA Workshop & member development. Build relationships with the incoming tour operators based in Ireland. Attend IOTA annul workshops (Toolkit 7.7).	March workshop / relationship development. Q3 2016. Annual and ongoing.
	v Two Tipperary-specific consumer promotions in conjunction with food.	TBC
MEASUREMENT		
Organisation	i Establish Measurement Working Group.	Q2 2016. Appoint new Working Group
Visitor measurement	i Establish simple survey methodology to allow operators and Tourism Company gather quantitative data for planning.	Q4 2016. Implement 2017-2021
	ii Establish peak-season qualitative survey in gateway towns and at main attractions to gather feedback on destinations (see town survey referenced in Toolkit 7.3).	Q1 2017. Implement 2017-2021.
Activity measurement	i Ensure all activity undertaken has clear metrics in advance and that measurement takes place.	Ongoing





This document has been prepared on behalf of Tipperary County Council and the Tipperary Tourism Company by CHL Consulting Company Ltd.

For more information contact us at +353 (0)761 06 5000 or [tourism@tipperarycoco.ie](mailto:tourism@tipperarycoco.ie)