



# Join us in promoting destination Tipperary to the world...

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

It takes a team offering lots of experiences and places to stay to inspire tourists to choose Tipperary as their next holiday destination; where they stay, what they eat, where they go and who they meet, is what the Tipperary experience is all about. To sell destination Tipperary effectively we need to cross promote each other; by working together to increase visitors numbers we are not only promoting our own business but the entire Tipperary Tourism experience, creating one strong voice for many business and communities working together.

We have, professional and ambitious strategic tourism development and marketing plans for the county and with our members on board great things are happening. This is your opportunity to be part of the Tipperary Tourism Team in 2020.

**Join us in promoting Tipperary across Ireland and to  
International Travellers.**

[www.tipperary.com](http://www.tipperary.com)



Last year, we worked hand in hand with our members promoting their offerings across multiple platforms. Supporting many events and projects to bring visitors to our great attractions helping us increase tourism and support your industry. We want to continue working with you to ensure this successful collaboration continues to reap success.

## Here's the benefits of joining Tip

1. We'll tell your story and showcase your business on our social media platforms through our Tipperary Members social media campaign.
2. Your business will be listed on our new state of the art tourism destination website [www.tipperary.com](http://www.tipperary.com).
3. You will have access to promotional video content and imagery to help promote your business and Tipperary.

### Historic Signage

Historic Town Signage in Tipperary Town has been upgraded to align with the Ireland's Ancient East brand and has led to the inclusion of Tipperary Town on the Butler Trail.



### Suir Blueway Tipperary

Was launched in 2019, funding has been secured to further develop the Blueway in 2020.



**Supporting 3000 jobs in Tipperary.**



### Nenagh's Castle Garden

The perfect little haven and an ideal stop for tourists and locals was opened in 2019.



**72,000**

Printed brochures and promotional assets were distributed locally and regionally in 2019.

### New Website

Our new website is now live on [www.tipperary.com](http://www.tipperary.com)



### New Jetty

Tipperary Tourism welcomes the new jetty developed at Ballina by Tipperary County Council and Waterways Ireland to allow visitors and tourism providers easy access to the water.



### RTÉ Promotions

In collaboration with Ireland Hidden Heartlands Ray D'Arcy paddle boarded, jet packed and cruised around Lough Derg.

HERE'S  
WE AC  
IN  
20

Working with  
Partners...



## Tipperary Tourism....

4. You will be kept up to date on tourism developments in Tipperary through regular communication.
5. You will be invited to a number of networking events in the county where you will have the opportunity to meet like minded members and supporting partners.
6. You can take advantage of the 20% discount off training courses at Tipperary LEO to upskill and develop your staff.

## There is plenty more to come

- We are currently working on a Tourism Product Development plan which will signpost the development and enhancement of new and existing tourism attractions and experiences in the county.
- We are working in partnership with Fáilte Ireland and the OPW to actively develop Cashel as a destination town to the benefit to the entire county.
- We look forward to the launch of a new strategic tourism plan for Lough Derg and the development of a new strategic tourism plan for Munster Vales in 2020

WHAT  
ACHIEVED  
IN  
2019



### Tipperary Food Experiences

We collaborated with Tipperary Food Producers to promote Tipperary Food Experiences, Tipperary Breakfast and Taste the Island in 2019.



### Tipperary Museum of Hidden History

We supported the redevelopment and launch of the incredible Tipperary Museum of Hidden History.



**€140,000 PR**

We arranged for national media to visit 53 business on 9 fam trips leveraging €140,000 coverage in 2019.



**12,721**

Followers



**3,296**

Followers



**4,831**

Followers

### Networking events

Tipperary Tourism delivered networking events in partnership with Ireland's Ancient East, Ireland's Hidden Heartlands and Fáilte Ireland supported by Tipperary Local Enterprise Office.



# Here's how you join

Community Tourism, Friends of Tipperary or Voluntary groups are encouraged to join for the fee of €50, to support Tipperary Tourism activities and stay up to date with our Tipperary Tourism newsletter.

Contact: [tourism@tipperarycoco.ie](mailto:tourism@tipperarycoco.ie)

## Booking Form

Please complete and return this booking form, together with the appropriate contribution, no later than **March 15th** to Tipperary Tourism, c/o Linda Gillespie, Ballingarrane House, Cahir Road, Clonmel, Co. Tipperary

T: 0761 06 5000 E: [tourism@tipperarycoco.ie](mailto:tourism@tipperarycoco.ie)

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



**We now take  
payment over  
the phone**

**087 277 6685**

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

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

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

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

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

I am paying by: Cheque

PO

Bank Draft

EFT

Phone

Made payable to the Tipperary Tourism bank account

Tipperary Tourism CLG - AIB, Clonmel, Co. Tipperary. IBAN: IE80 AIBK 9353 7942 3501 81

BIC: AIBKIE2D for the sum of: (please tick amount below).

Payment must accompany booking form.

I also confirm that the above details are accurate.

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

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

€75 < 3 employees

€100 > 3 employees

€200 > 10 employees

I want to sign up for Community Tourism and

Voluntary Groups or Friends of Tipperary and I agree to pay €50

I'd like to receive marketing information from Tipperary Tourism