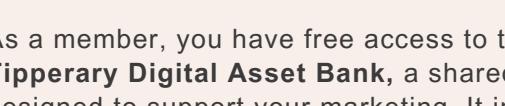
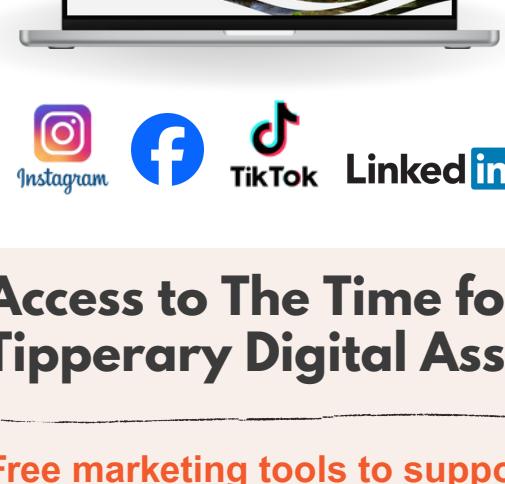
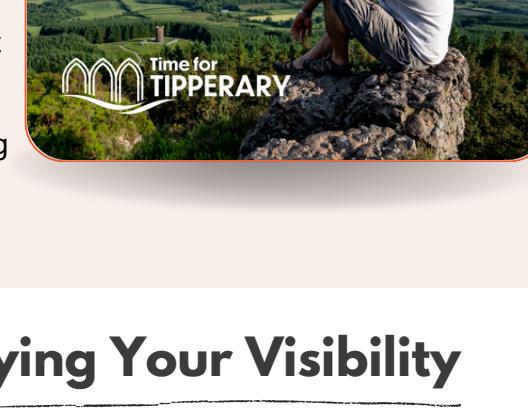


# Benefits of Becoming a Member of Tipperary Tourism

## Membership Delivers Business

### Visibility. Support. Connection.

Membership of Tipperary Tourism connects your business to a county-wide destination brand and coordinated promotional effort that helps attract visitors and win you more business. By being part of this collective approach — supported by shared marketing, practical tools, and industry supports — you benefit from **greater visibility**, while contributing to the ongoing development and promotion of Tipperary as a visitor destination.



## Amplifying Your Visibility

### Stronger reach through shared promotion

Membership helps increase your visibility by providing **priority profiling** through the official Tipperary Tourism website, [Tipperary.com](http://Tipperary.com). This is supported by coordinated promotion through the Time for Tipperary destination brand across **Instagram**, **Facebook**, **LinkedIn**, and **TikTok**, alongside increased opportunities to feature in **press coverage**, **influencer activity**, and **new AI-powered destination itineraries**, helping extend your reach, build awareness, and connect your business with more potential visitors.

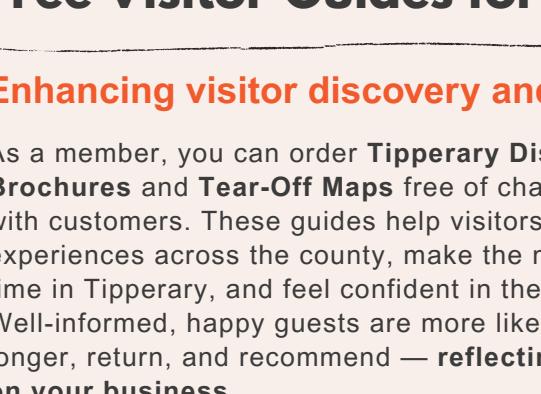
## Access to The Time for Tipperary Digital Asset Bank

### Free marketing tools to support your business

As a member, you have free access to the **Time for Tipperary Digital Asset Bank**, a shared resource designed to support your marketing. It includes **high-quality images and video**, **e-brochures**, **research and insight reports**, and the Time for Tipperary logo and brand kit — making it easier to promote your business professionally while aligning with the wider destination brand.



Inside the Asset Bank: photos, videos, e-brochures, insight reports, Time for Tipperary brand kit, and more



## Stay Connected. Stay Informed.

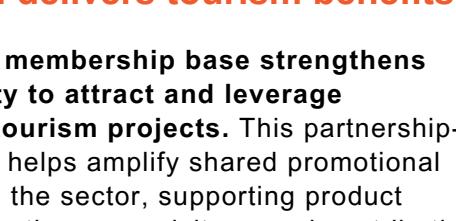
### News, insights, and opportunities

Membership keeps you informed through **regular newsletters**, **e-bulletins** and **quarterly updates**, covering **industry news**, **research and insights**, **product development**, **business opportunities** and **events**, **training**, **local fam trips**, and **business supports**. This timely information helps you stay aware of opportunities, plan ahead, and remain connected to what's happening across tourism in Tipperary.

## Free Visitor Guides for Your Customers

### Enhancing visitor discovery and enjoyment

As a member, you can order **Tipperary Discovery Brochures** and **Tear-Off Maps** free of charge to share with customers. These guides help visitors discover great experiences across the county, make the most of their time in Tipperary, and feel confident in their choices. Well-informed, happy guests are more likely to stay longer, return, and recommend — reflecting positively on your business.



## Membership Supports Investment and Business



### Collaboration delivers tourism benefits

A strong, visible membership base strengthens Tipperary's ability to attract and leverage **investment into tourism projects**. This partnership-led approach also helps amplify shared promotional messaging across the sector, supporting product development, attracting more visitors, and contributing to long-term growth.

## Building Skills and Sustainable Practice

### Equipping businesses for future success

Membership supports **professional development** and the skills needed across the tourism sector. Members will have the opportunity to participate in the **Munster Technological University (MTU) Level 6 Certificate in Sustainable Tourism Practice in Destinations**, delivered by **The Tourism Space** and starting in September 2026 — a first for Tipperary, offered at a nominal fee. We will also continue to highlight relevant online and in-person tourism and business training opportunities as they become available.

