



SALES CONNECT GB

**20 Simple Steps to Developing
your GB Action Plan**



Fáilte Ireland

National Tourism Development Authority

INTRODUCTION

Tourism is a global industry and new tourism destinations are constantly being developed. Due to the highly competitive nature of the industry, tourism enterprises must not only be sales orientated and commercially driven but must also create and manage experiences. Future tourism growth for Ireland will come from the overseas markets. While many overseas markets remain lucrative, Great Britain is the largest single source market for visitors to the island of Ireland and represents a significant opportunity for Irish Tourism.

Sales Connect GB which can be accessed at www.failteireland.ie is an industry focussed suite of interactive business supports developed to enable you to better understand, target and grow your business from Great Britain (GB), whether you are trying to break into the market for the first time or seeking to grow your existing business

Developing your action-plan for targeting the GB market takes time but it is essential to your business growth. The Sales Connect GB Workbook '20 Simple Steps to Developing your GB Plan' has been designed to help you quickly and efficiently create an action plan. This workbook provides a wealth of information and useful tips on important areas to focus on when developing your plan. It also poses questions which will get you thinking about the right approach to tailoring your on and off-line marketing efforts to appeal to the GB consumer. A supporting GB Tutorial Video is available on www.failteireland.ie as well as a full range of other business supports to help you enhance your knowledge and grow your business from GB.

Note: Great Britain covers England, Scotland and Wales and will be referred to as the GB market from here on in this document.

Sales Connect GB and this workbook will help you;

- *Understand the target segments in GB with the best potential for your business.*
- *Understand the steps the GB consumer takes when buying a holiday.*
- *Gain insights for your business into the most effective methods for reaching the GB visitor.*
- *Develop partnerships with local tourism providers do deliver 'wow' experiences.*
- *Establish your readiness to target and grow business from GB*
- *Engage with media and trade platforms.*

HOW TO USE THIS WORKBOOK

In order to develop a competitive action plan, you will need to spend some time researching the GB consumer so you have an understanding of the best segments for your business. All the information and resources you will need to can be easily found on www.failteireland.ie The latest research and information is presented in a user friendly format and facilitates 'dipping' in and out of the various sections as your schedule permits. The workbook is interactive, you can save your work to your computer as you go along. We would strongly encourage you to take the time to enhance your GB consumer knowledge and develop your action plan. It will open your mind to new ways of thinking about the GB consumers and how you offer your product to them.

FROM SELLING PRODUCTS TO SELLING EXPERIENCES

This workbook reflects a change in how we think about marketing Ireland to the GB market – from not only selling products but to selling experiences. We want you to put yourself in the shoes of a young person from Manchester, a 50 years of age couple from Sussex and a mid-thirties couple both working in Leeds with or without young children.

What can your product offer to appeal to all, some or one of the target market segments which have been identified as best prospects for Ireland? Overleaf is a summary of their profiles to start you thinking!

So go on... get your GB Action Plan started today... we all know the rewards of the early bird!!



TARGET SEGMENTS

SOCIAL ENERGISERS

Social Energisers are young – 15 to 34 – and like to holiday in groups or as couples. A good example would be a group of 28-year-olds on a long weekend in Dublin, Cork or Belfast. They're friends or colleagues, looking for a cool, exciting trip somewhere new and vibrant.

Rob and Sharon are Social Energisers. They really like having a laugh and sharing the adventure with their friends. They love new experiences and exploring new places – the more out-of-the-ordinary, the more exciting, the better. It's great if there is lots to do in a relatively small area, so they don't have to plan too far ahead. They're up for being spontaneous, as this often leads to even more fun and laughter and a really great break.

What they want from a holiday:

As Social Energisers, Rob and Sharon want to be at the heart of it all – wherever's social, wherever it's happening. But their definition of a good time is wider than just partying.

They're also looking for interesting events, fun activities, gigs; and old pubs with good food, music sessions and conversation with the locals. Always ready to try new things – exploring the city by day for its vibrancy and unique atmosphere, as well as enjoying the nightlife – Social Energisers will go for something unusual as long as it has the 'wow' factor they're looking for.

What they don't want:

Peace and quiet is off the agenda. As Social Energisers, Rob and Sharon want to get back home revitalised not rested.

Most likely to be seen doing:

Enjoying the latest energetic, popular activities. They're hungry for experience so they're likely to be seen packing everything in. At night this will include soaking up the lively atmosphere in a pub, checking out festivals, and enjoying entertainment with a great vibe – whether on the street or in a club. During the day, Rob and Sharon will be out discovering the 'in' places to shop, cool places to eat, and the best sightseeing opportunities.

They'll be visiting attractions where fun is part of the deal and there are great things to see.

Holiday behaviour – how long and where?

As Social Energisers, Rob and Sharon will most likely stay in a hotel close to the action. Some of them stay in B&BS and guesthouses, as long as there's a lot going on around them that's new and different.

This is the most likely group to go to European cities and even further afield, in search of these kinds of experiences. They are also more likely to take a shorter break of two or three nights than the average holiday-taker in the UK and Ireland.



CULTURALLY CURIOUS

The Culturally Curious are older – most are over 45 and more than a quarter are over 65. They travel as couples or on their own. If they had children, they have grown up or left home. Typical Culturally Curious travellers would be 55 years old, taking a holiday with their partner.

Simon and Catherine are Culturally Curious. Their goal is to broaden their minds and expand their experience by exploring new landscapes, history and culture. They are curious about everything and are delighted to discover the world for themselves once again.

What they want from a holiday:

Simon and Catherine are interested in all that a place has to offer and they want it to be authentic. They won't choose a brand or visit a place just to follow the herd. This is their own exploration and they really want to cover everything, to 'do' a place.

As Culturally Curious, Simon and Catherine love to discover the history of a place, the art, the bookshops, the museums. They always find ways of getting real insight. Independent, 'active' sightseers, they are looking to encounter new places and experiences that are out of the ordinary.

Simon and Catherine like to feel that they have not only broadened their mind but also immersed themselves in a place, giving their senses a holiday too – the sights, the sounds, the smells, the tastes.

They enjoy connecting with nature and getting off the beaten track. They like people to show an interest and educate them – to feel they've connected. They really appreciate personal guides.

They don't want:

To party, to see things they've seen before, to do packaged or 'laid on' activities.

Most likely to be seen doing:

- Visit local festivals and events
- Thoroughly explore a place
- Enjoy breathtaking landscapes
- Soak up stimulating, interesting new places and cultural information
- Enjoy good food and wine, particularly local specialties
- Visit a variety of attractions with interesting histories: castles, gardens, museums, country houses

How long and where?

As Culturally Curious, Simon and Catherine are most likely to stay in a hotel, self-catering accommodation, or a B&B as long as there's a lot to see. They will usually choose somewhere with access to scenery and good walks.

Simon and Catherine take more short breaks than average, mixing short breaks in England with overseas travel. They are three times more likely than the average holidaymaker to stay longer. However, they need to feel that a destination is truly diverse otherwise they are unlikely to return for a while once they've been, preferring to move on to new discoveries.



GREAT ESCAPERS

Great Escapers tend to be younger, around thirty. They are often couples, some with babies or quite young children. Most are in serious need of time out from busy lives and careers. So they are specifically interested in rural holidays and travel very much as a couple or family.

Peter and Tessa are Great Escapers. Great Escapers are on holiday for a break, to get physical with nature, and to reconnect with their partner.

What they want from a holiday:

Peter and Tessa want to connect with the landscape, to feel the earth beneath their feet, to soak up the beauty of it all. They want to experience a sense of history, discover their place in the vastness of nature – they want to feel part of it. Against this kind of backdrop Peter and Tessa can spend real quality time with their family, bonding with their partner and children. They can rebalance themselves and take stock of their lives, concentrating on what's important in life. They appreciate peace and quiet between activities, even if those activities are themselves low-key: a visit to a castle or landmark, enjoying a relaxed meal at a local restaurant... The point is the trip itself. It's 'down time', it's being off the beaten track, and it's a Great Escape. But it's important that getting away from it all is easy enough – they want to get the 'wow' moment without too much effort. Most importantly, as Great Escapers, Peter and Tessa want to come home refreshed and revitalised, their batteries recharged.

They don't want:

To make connections with others on the holiday – locals or other tourists. They don't need to, they're there to be with each other.

Most likely to be seen doing:

- Stand enveloped in each other's company on the top of a mountain or cliff.
- Really want to 'get away from it all'.
- Go off the beaten track, which is the point of the holiday.
- Be out in the landscape actively exploring more remote and exciting places.

How long and where?

As Great Escapers, Peter and Tessa are more likely to take short breaks than the average traveller. They are more likely to stay in England and less likely to go to Europe or further afield on holiday. Ireland doesn't really appear on their radar right now, though it offers plenty of what they are looking for.



For more information on the Target Segments
www.failtelreland.ie

STEP 1

Target Segments

Ask yourself does your tourism product appeal to Social Energisers, Culturally Curious or Great Escapers? Having read the research, who do you think are the best target segments for you?



STEP 2

Experiences

Why can Ireland and your product deliver experiences like nowhere else? Think of these headings as you develop your bespoke experiences for the GB market.

WE ARE AUTHENTIC

The people here are genuine. The beauty of Ireland is natural. And the experiences we have to offer are personal and uncontrived. The Social Energiser enjoying the local pub scene, the Culturally Curious enjoying a bowl of mussels straight from the sea or the Great Escapers freewheeling on the Great Western Greenway - all of these experiences and more are waiting to be discovered and communicated to the consumer by you.

EXPERIENCES

Experiences in Ireland make people feel more alive and more connected to each other and the world around them. Experiences in Ireland are fun, historical, and modern with a twist and can last a lifetime.

BREATHTAKING

The beauty and majesty of our landscapes (rural, urban, mountains) and the volume of activities here takes people's breath away. The Ring of Kerry, Slieve League, the Aran Islands are stunning and unique. The varied topographical and cultural landscapes of Ireland will inspire and can deliver memorable experiences. Don't forget to tell them!

? Does your tourism product really focus on what the target segments want to hear and offer them a 'Wow' or unique experience?

? Are you currently promoting your product by offering it as part of an experience?

? What kind of unique experiences can you offer to help grow your GB market share?



STEP 3

Photos



So now that we know who we are targeting and the target segments that most suit your product, here are some simple steps to start you on your way to winning business from the GB market. Before you take the first step it is important to:

SET SPECIFIC GOALS

Decide what your specific goals are, such as wanting to double your tourism revenue from GB within the next two years; draw more families to visit your product etc. Measurement is important.

IDENTIFY TRAVEL TRENDS

Stay abreast of travel trends, such as increasing interest in adventure travel, growing numbers of girlfriend getaways, changing demographics etc. Be sure to check on www.failteireland.ie for the latest market insights.

DATABASE

If you do not already have a database of previous GB guests, start your database now! You will have plenty of new experiences to share with previous and new guests.

KNOW YOUR DESTINATION

Create an area profile. Make a master list of the features your area offers including accommodation, restaurants, shops, attractions, parks, pubs, visitor attractions, and other amenities that will appeal to visitors.

Choose marketing objectives for each market segment you have chosen. For instance if you are in an urban area list the activities that will suit Social Energisers or if in an area with plenty of restaurants and places to visit, compile these to suit the Culturally Curious.

Develop an evaluation plan. Marketing without analysing its effectiveness wastes money. Create a way to measure your tourism marketing efforts (such as including a code or using a dedicated number on promotional activities you conduct in GB to help measure your responses).

DIRECT CHANNELS FOR YOU TO GROW YOUR BUSINESS FROM GB

IN THE GB MARKET, YOUR WEBSITE IS VITALLY IMPORTANT

When it comes to the tourism industry seeing is believing. Videos and pictures enhance your marketing programme by showing the potential visitor exactly what you can offer them. Take pictures of some of the most beautiful sites and highlights from your property and region: the sunset, the mountains, the buzz of the city, the wildlife, the water or the visitor attractions. Make sure your property is accurately portrayed for your chosen market segment: cosy, party central, foodie, relaxing or family friendly. Upload these pictures not only on your website but also using a photo sharing website such as Flickr. Create a 'Board' on Pinterest showcasing images/customer reviews/videos of your property – the majority of Pinterest users are women – the key decision makers when it comes to choosing a holiday!

? Does your photography accurately reflect the experiences you can offer?

? Does it sell to the market segment you have identified as your target market, for example Great Escapers?

? If not, new imagery is essential. when do you plan to do this?



Check out www.failteireland.ie for further information on uploading videos and photos onto your website

STEP 4

Videos



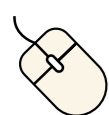
Video marketing is a great, low cost way to promote your destination. You Tube is a very important source of reference in the GB market. Don't make a video that only advertises your product. Instead, show your potential visitor what is great and different about the area you're located in. If you are in a location which attracts surfers you can create a "how-to surf" video featuring the great waves. Find someone who's planning to climb a nearby mountain peak and ask him/her to document his journey along the way. Take a video camera on a visit to a local farm showing spring lambs; or film someone making Irish coffee in your local pub, pouring a pint of Guinness etc. These types of videos will draw attention to your product and destination and automatically make it more inspiring and tempting to visit.

Get the video camera out and be creative and remember you are creating experiences to attract visitors to Ireland first, your destination second and your product third? Make a list of suggested experiences.

? When will you film the video?

? Have you uploaded a relevant video for the market segment you have identified from GB?

? Is your video uploaded on YouTube?

 Check out www.failteireland.ie for further information on uploading video and photos to your website.

STEP 5

Blogs



Start blogging regularly about your destination or product. Tell your readers all about the different things to do in your area and the history of the area. Include local myths, legends and ghost stories. Blog on the best recipe for Irish stew, Christmas traditions in Ireland, family activities in your area or local writers who were born in your hinterland. Utilise the photos and videos you made to enhance your blog even further. Don't forget about the Gathering in 2013 and blog on any Gathering related activities you are engaged in.

? Do you have a blogging facility on your website?

? Do you know how to use Wordpress/other blogging software?

? Is your first Blog written?

? Is your first Blog loaded on your website?

 Check out www.failteireland.ie for further information on how to blog.

STEP 6

Social Media



Social Media sites are vital to marketing in GB. Start a Twitter and Facebook account for your product. Follow other similar products, travel sites and travel writers and search by keyword for Twitter users who are blogging about holiday experiences. Post interesting links, not just links back to your website. Offer insider information about your destination. Place your Twitter and Facebook account information on your blog so people can find you. You'll be amazed at the number of people you can reach just by using social media.

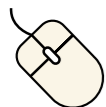
? Have you set up a Twitter account?

? Have you got your first Twitter followers?

? Have you set up a Facebook Business Page?

TIPS

Assess the layout and style of your competitors Facebook Business pages both in Ireland and overseas - you may just pick up some ideas and useful insights from how your competitors are promoting themselves that you can adapt to your own Facebook Business page.



Check out www.failteireland.ie for further information on using Social Media.

STEP 7

Trip Advisor



Maintaining a positive Trip Advisor rating is imperative as there are 6 million users in GB. Ensure that comments (especially negative ones!) are addressed in a timely manner.

? Have you visited the Trip Advisor Management Centre (www.tripadvisor.ie/owners) to avail of the useful resources there to promote your business?

? Do you send an email to guests after they have stayed with you thanking them for their visit and including the link to your Trip Advisor listing to encourage them to post a review about your product?

? Do you respond to negative comments about your product on Trip Advisor?

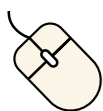
For tips and advice on working with Trip Advisor and other social media sites see www.failteireland.ie

STEP 8

Promotional Material for Visitors

? Do you have offline marketing materials available to promote your Trip Advisor listing eg postcards in guests' bedrooms which encourage them to post a review about your product on Trip Advisor?



 Check out www.failteireland.ie for further information on managing your reputation on Trip Adviser.

Place promotional information with your nice fresh photography in areas where tourists stay. You can create a reciprocal arrangement with the owners of Bed and Breakfasts, visitor attractions and local tourist offices in your area. Start bundling your product and your neighbour's products together- sell the full destination experience, for maximum impact on the consumer, rather than just parts of it.

? Is the imagery in my brochures and on my website etc. suitable to attract the target segment I have identified as my target market?

? Is it time to take action and think of some new images which will help me to sell my product and destination?

Once you have your website and marketing tools ready and you are confident that your online presence is compelling to attract the right market segments for you then there is a host of complementary activity you can undertake.

? Do you respond to positive comments about your product on Trip Advisor?

Messages about value, price and experiential offers are very important to convert potential visitors to purchase directly. For tips and advice on communicating successfully, check out www.failteireland.ie/ (Sales Connect – Building Relationships section)

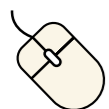
STEP 9

Mobile



? Have you optimised your website for search on mobile technology e.g. tablets and smartphones?

? Have you considered building any apps for mobile to promote your product?



Check out www.failteireland.ie for further information on growing your business with mobile technology.

STEP 10

Air And Ferry Access on your website



? Have you researched the access into your local airports and ferry ports and do you have travel times clearly indicated on your website?

? Who are the main carriers and destinations into your local airport or ferry port? List them here:

? Do you have links from your website to carrier websites?

Yes

No

Make sure to monitor the access information on your website to ensure that it is up to date and accurate at all times. Remember that this information can be subject to change on a regular basis.

STEP 11

Location Based Marketing



? Are you using Google maps on your website to show the location of your product?

? Are you listed on Google Places, Facebook Places or Foursquare? Help the GB Consumer find you!

? Do you have a GooglePlus account?

STEP 12

Bus and Train information on your website



? If it's easy to get to your property by train or bus, have you provided information on these services?

Yes

No

TIPS

Some useful tips to help enhance your Web presence:

- *Consider some Pay per Click campaigns for PC and Smartphone*
- *The GB market is motivated by good value online deals so ensure you present a variety of value offerings*
- *Provide your prices in pounds sterling or link to a conversion tool*
- *Make it easy for customers to find you with reciprocal links and optimisation*
- *Identify potential good value advertising and promotional opportunities that will allow you to present your offering to consumers at key stages in the consumer journey.*
- *GB visitors are animal lovers and could easily bring their pets to Ireland- If you welcome four legged friends make sure you highlight this on your website*

STEP 13

Online Tour Operators (OTAs)

OTAs are an important channel for the internet-savvy GB consumer. A listing with an OTA is a shop window opportunity for your business, helping you reach consumers you might not be able to reach on your own. Some of the main OTAs are Booking.com, Expedia, Travelocity, Lastminute.com and Late Rooms. GB Travellers research 21.6 sites before they travel, it is important to have a presence on as many sites as possible in the GB marketplace.

? List the OTAs you wish to contact:



For tips and advice on working with OTAs see www.failteireland.ie and check out our [Booking Engine Comparator](#) to assess which OTAs are best for you.



STEP 14

TCS



As a Fáilte Ireland approved operator you have a free listing in the TCS (Tourism Content System): The call to action for all campaigns in the GB market is www.discoverireland.com where details of your business can be found. Ensure that your listing on the Fáilte Ireland TCS is optimised by including up to date photographs and list any new products, activities or items that will appeal to the segments you are targeting.

Email weblistings@failteireland.ie for more details

? Have you updated your listing and photographs on the TCS?

Yes
No

Free Publicity: A great media article or blog post about Ireland and your business can help provide the inspiration for someone to decide to take that trip to Ireland!

? Have you written a Press Release?

? Have you submitted it to the Media Room?

Yes
No

For great tips on Press Releases visit www.failteireland.ie and see Sales Connect GB for more information on media consumptions of the target segments



STEP 18

Travel Guides



? Research Travel Guides such as the Lonely Planet Guide are popular in GB. Is your product mentioned?

? List the Travel Guides you have researched?

? Have you sent updated information on your product to them?

Yes No

? If not when will you do so?



STEP 19

Tour Operators

Overseas fairs, workshops and events are an excellent opportunity for the Irish industry to meet face-to-face with British tour operators, travel agents, consumers and travel media. Each year Tourism Ireland participates in over 20 trade and consumer promotions in Britain. For details on these events register on www.failteireland.ie

? List the trade or consumer shows you feel are most suitable for your product and target segments

STEP 20

Meitheal

Meitheal is the largest in-Ireland workshop. It is an annual event, usually taking place in April and gives the Irish travel industry the opportunity to meet with approximately 240 overseas travel trade from 23 countries over a 2 day period.

British Tour Operators and Group Specialists come to Ireland to contract business with the Irish Industry here. Other in-Ireland workshops are organised annually in different locations throughout Ireland.

? Have you registered to receive more information on promotional events and platforms?

Yes No



For further details on this and other in Ireland workshops, visit www.promotionsireland.ie

