

## STEP 3:

Building relationships & promoting your business overseas





**This section gives detailed information on how to grow your overseas business including:**

- Working with local partners to make your product offering more attractive to international markets.
- Engaging in promotional activities such as overseas advertising, co-operative marketing with Tourism Ireland, online marketing, publicity and trade and consumer promotions.
- Building long-term relationships with overseas trade partners.

In broad terms, all of the activities can be applied to each of the four key source markets.

**Regardless of which market you are targeting, these fundamentals apply:**





## Bundling: showcasing your product to maximise sales

### A holiday is all about the experience...

Whether you are an accommodation provider, an activity, a guide or an attraction, offers need to be experience-based and bring together a sense of place. The more experiential the offer the better, as this will help to underpin the unique character of Ireland and add to the value perception.

### Working with local tourism businesses to sell your product

Few tourists decide where to holiday based on just one individual tourism product. Accommodation, walking, food or scenery in their own right are not enough to influence where they'll spend their free time or their increasingly scarce disposable income. It is the combination of products, and how easy it for the tourist to buy them, that helps swing the decision to one destination over another.

Take a moment to think about planning your own overseas holiday. You want to holiday in a certain region in France and have general ideas or images of what you want to do on holiday. But you won't know the details – where to stay, what to do in the area, how far is it from the airport, how easy is it to engage in the culture etc.

Now think of your destination and your business from the French holidaymaker's point of view. Generally, they'll have limited or no knowledge of your area. Assume that they won't know where you are relative to access points, they won't know if you are in the midlands or by the coast, they won't know if your location is very rural or if you are surrounded by a range of products and services that they will need while they are holidaying with you.

### Why work with others?

By working with other tourism business in your area, you:

- a) Make it easy for your customer – any business that makes it easy for their customer will usually win more sales.
- b) Add to your customer's enjoyment, leading to higher levels of repeat and referral business. Remember, what can be mundane for us, is usually very special for overseas visitors!
- c) Expand your product and get more out of your business.
- d) Can encourage visitors to stay longer and spend more money, both for your business and for your area. A holidaymaker may be motivated to visit an area for one particular reason but we need to make it easy for them to see that it's worth staying an extra few days because there's so much to do.
- e) Have more impact in a competitive, crowded market place.
- f) Can target new market segments that you couldn't cater for on your own. For example, you may already promote local culture and heritage offers to the 55+ market in Ireland. With some tweaking, this offer can be tailored to the needs of 55+ French culture and heritage tourist. How? By including additional information on access to where you are from France, highlighting a focus on food, including a traditional music session etc.





## But, working together is not only about bundling

It's vital that you and your staff know and experience every element of the bundle. Take a heritage and culture bundle as an example. All those within your business that may come into contact with the visitor at the time of enquiry, on booking and during their stay should have knowledge and experience of local heritage and culture attractions, other complementary activities, good places to eat, distance to attractions, how long to spend there, evening entertainment, local festivals, when the bundle is available and its price. Doing so makes you better at selling your own product and able to recommend to your customer about what to see and do in your area.

### Questions to ask yourself:

- **Q** How well do you know the other tourist products around you? If you don't know the local product, it's hard to promote your area to your customers.
- **Q** When was the last time you invited other tourism providers in your area to sample your product? Remember that it's not enough to just know the opening hours! This is important for all tourism products – accommodation, activities, attractions etc.
- **Q** When was the last time you or your staff experienced the product of other local tourism providers? For example, not just that you've gone sea kayaking but that you know the best places to eat, where to get a good coffee, good directions to a particular place, can you eat there, how long would you spend there, all the questions you would want answers to when planning your own holiday. Look at it from the customer's perspective and (a) have answers to all these questions yourself, and (b) share it with customers and publish it on your website close to where you have your bundle/offer.

- **Q** Are you good at sharing information and ideas with others? Don't view other local business as your competition. The real competition comes from other areas, other destinations. Destinations where local tourism businesses work together to win overseas business will always be more successful.

## When promoting your product overseas you should;

1. Sell Ireland first.
2. Then sell your area.
3. Then sell your product.

This is how your customer sees it, so match what you're selling to what they're looking for. Working in partnership with others will always bring each of you more benefits than working on your own – all ships rise on a rising tide!

### What's a tourism 'product' anyway?

Remember that a tourism product is not just something that's built. It's not just accommodation, or visitor attractions; it's the fact that there's a great traditional Irish music session in the local pub, the fact that the local walking guide knows all the best viewing spots, it's the fact that the local restaurant is well known for growing all its own vegetables and herbs.

When thinking about promoting your 'product' remember too that experience-based or experiential offers don't have to be led by accommodation - sometimes the most successful offers are those which really highlight the experience - the what to do element of the offer.



Tip

## Tips for local fam trips

1. At the start of each season, organise a familiarisation visit for other tourism businesses in your area to view and experience your product, and for you to view and experience theirs.
2. Touch base with the local Senior Travel Adviser at your nearest Tourist Information Office and let them know that staff are welcome to visit your product either individually on their own time or in groups as part of familiarisation trips that may be organised from time to time.
3. Ensure that your details are correct on [www.discoverireland.ie](http://www.discoverireland.ie) as tourist office staff use this resource extensively. The information you supply to [www.discoverireland.ie](http://www.discoverireland.ie) is also used on the international websites on [www.discoverireland.com](http://www.discoverireland.com)
4. Many tourist offices have display areas to showcase local products and services to visitors. Are you using this to your advantage?
5. Tourist information offices are rolling out a national box office e-ticketing system where you can upload and sell tickets for your event or local festival and showcase it to the entire tourist office network. Talk to the local Senior Travel Adviser for more details.

## Bundling – some key principles

### Take three individual tourism businesses;

1. A quality guesthouse in a scenic location that specialises in home cooking.
2. A walking guide who knows all the best local routes, guaranteed to bring a smile to a tourist's face.
3. A local pub that hosts traditional music sessions every evening from 7.00pm.

### Who benefits if they work together, develop a package or bundle and promote it to walking tour operators and directly to individuals / small groups through the three businesses' websites? Everyone benefits;

1. Satisfied customers have a great experience.
2. The walking tour operator has a new, authentic product for his customers.
3. Each of the three businesses benefits more than if they were to only promote their own product. Working together can encourage the customer to stay longer.

## Bundling and packaging - what is the difference?

Bundling and packaging help make your business and your offer more attractive to the potential tourist by bringing together the various elements of your offer into a themed experience (such as walking, culture and heritage, golfing etc).

### There are three main types

1. Bundles for consumers
2. Bundles for tour operators
3. Packages

## 1. Bundles for consumers

Take for example an offer such as 'Wilderness Walking in Connemara'. Built into your offer are:

- Value added products and services that you can provide from your business e.g. drying facilities for boots and coats, complimentary afternoon tea, walking maps etc.
- Value added options that are free in your area e.g. self-guided walks, exploring historical sites etc.
- Priced options of all activities and attractions in the area that may attract a French walker to your area. As an example, the visitor participates in the activity, takes a guided walk and pays the guide directly for the walk. Because they have stayed with you there may be a 10% discount which the visitor avails of on paying the walking guide. Other examples may be complimentary tea/coffee on entry to local heritage attraction, priced evening meals in the area etc.



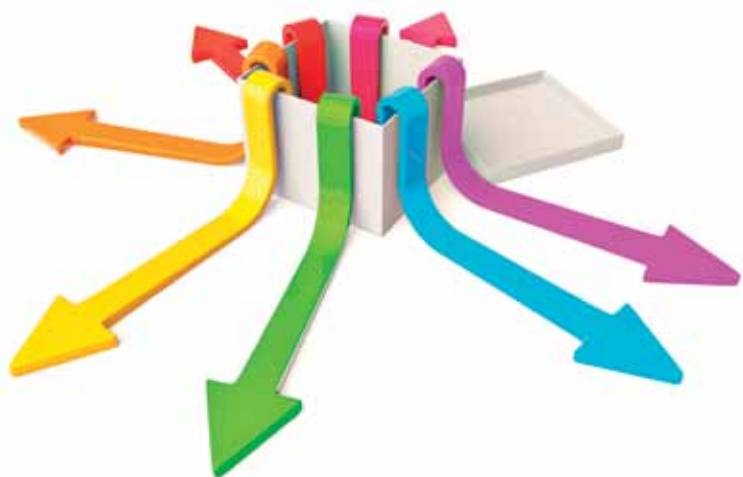
## 2. Bundles for tour operators

In the case of accommodation providers tour operators will require your net rates i.e. approximately 30% less than your rack rate. For other providers such as activities and attractions tour operators will require between 15% and 20% of a reduction on your rack rate.

When you meet a tour operator they want from you:

- Your rate.
- The value added products and services that you provide from your business.
- An 'a la carte' list of free and priced options in your area that you believe can add value to the tour operators' visitors' needs.

Having met you and having provided them with all the individual elements of the bundle they will then bring the elements they think will best work and be of most appeal to their potential customers. It is then the tour operator's to package the elements up and sell on to customers.



## 3. Packages

A package is the result of bringing the elements of bundles together and pricing of those elements inclusively. The hotel rate for B&B is €79pps and the walking guide is €20pp. The inclusive price of the offer is €99pps including a guided walk. The customer pays the accommodation provider directly for the B&B and the guided walk.

The advantage of using a package is that the offer becomes very customer friendly. For some businesses however the all-inclusive priced offer, if viewed quickly by a potential customer, can seem expensive. There are also legislative implications which are discussed later.

### Bundles or packages?

Whatever you choose, each are the technical terms for the offer/experience that you will sell to visitors. The descriptions above are the tools you require to bring various types of offers together. All types work:

- They can be promoted to overseas tourists via [www.discoverireland.com](http://www.discoverireland.com)
- They can be promoted directly by the businesses involved on their own websites and other media. It is essential to do this to compliment the display of your offer on [www.discoverireland.com](http://www.discoverireland.com)
- They can be presented to tour operators

For help in deciding which is right for you, read the 'Ten steps to developing successful offers'.



Offers displayed on [www.discoverireland.com](http://www.discoverireland.com) and on your website do not have to be led by accommodation providers. For example, a group of activity providers may want to provide a two day range of options.



## 10 steps to developing successful offers

1. Define your target market: Who are you targeting? Which overseas market? Tour operators, travel agents, inbound operators? Or directly target small groups, families or individual tourists? Remember, you cannot be everything to everybody so have a very clear target on who you are aiming your offer at.
2. Once you've decided on your target, build up a clear picture of their needs and wants. Understand how your products will match or exceed their expectations.
3. Form a cluster of suitable partners to work with. The products in the offer or bundle should complement each other so that they appeal to the target market and add value to your customers. Do a thorough check of the other products to be satisfied that they meet your high standards of customer care, safety, insurance, product quality, professionalism etc.
4. Decide your policy for bookings and payment. There are two main options: (1) The offer is jointly promoted and the tourist can book the offer from one provider, but when it comes to payment the tourist pays the hotel for accommodation and pays the walking guide for the guided walk. (2) One business takes responsibility for bookings, payment and financial processing of the offer. This first option can help reduce any negative affects on cash flow for the partners, and with price transparency, the customer knows what they're getting for their money. If you don't have an online booking and payment system, this shouldn't deter you – systems like PayPal make it easy both for customers and for your business. Regardless of which option you go with, it's a good idea to check that those you are working with have:
  - a. Public Liability insurance.
  - b. A Safety Statement where they have identified the hazards faced by guests and have good controls in place to minimise risk.
  - c. Are affiliated to a governing body if they provide a sport (e.g. AIRE, Fáilte Ireland's Golf Minimum Standards Scheme etc).
5. Decide how you can collectively add value to match or exceed customer expectations – what extras can you add that will bring a smile to the visitor's face? A hearty picnic basket to enjoy while out touring? A free baking lesson to learn your recipe for brown bread?
6. Timing: Synchronise your package with Tourism Ireland's overseas campaigns – see [www.tourismireland.com/industryopportunities](http://www.tourismireland.com/industryopportunities). Work out the time period during which the package will be available. Don't have too many offers running at once. Seasonal offers can be a good reason to contact past customers etc. Keep it simple – don't have too many terms and conditions.
7. Set your price: Know your breakeven point, make sure you give value but make a profit too. Don't forget to set net rates if you are selling through a tour operator etc.
8. Promote the package: How you promote it will depend on your target market. If the package is aimed at overseas tour operators or Irish-based DMCs, you'll use different promotional tools to those you'd use if targeting tourists directly.
9. Service enquiries promptly: How you deal with enquiries will have a big impact on your conversion rate from 'looker' to 'booker'.
10. Gather feedback from customers on what they liked about the offer and any suggestions for other offers. Share the findings with all partners and use them to fine-tune offers for the future.





### Tips for assembling your offer

1. Determine the "theme" of your offer e.g. cycling holiday, fun-filled family adventure, local cultural highlights etc.
2. Decide on the various elements of the offer based on what the target customer wants.
3. Give the offer a catchy name. Remember that an international tourist is looking for the experience, not necessarily the name of a particular hotel or other accommodation.
4. Remember that for an overseas holidaymaker, 2 B&B, 1 dinner is not an offer!
5. Test that it works – experience the offer yourself to see that it all hangs together and make sure that all partners to the offer understand and experience it.
6. Get expert help in writing up or describing the offer if necessary – how it's worded will have a big impact on its success. Make sure the writer understands the main motivations of the customer you are targeting the offer to.

### Tips for promoting your offer

1. Upload your experience-based offers to the Tourism Ireland Industry Opportunities Website at [www.tourismireland.com/industryopportunities](http://www.tourismireland.com/industryopportunities) for promotion on international consumer websites at [www.discoverireland.com](http://www.discoverireland.com). You'll see your listing on [www.discoverireland.com](http://www.discoverireland.com) by searching by the offer title not the property name.
2. Translate the offer as appropriate for overseas markets. Offers submitted via the Tourism Ireland Industry Opportunities site (details above) will be translated into German, French, Spanish, Italian and Dutch on your behalf before being loaded onto the international language versions of the consumer website, [www.discoverireland.com](http://www.discoverireland.com)
3. Make sure you promote it prominently on your own website; don't 'hide' your offers in among a long list of 'special offers'. If you have too many 'special' offers, they're less 'special' in the customer's eyes. Feature it on your home page with a short snappy description and a link to the detailed itinerary.
4. Use good quality photos and make sure that the people in your photos represent your target market. Can the customer relate to the people in the photo? If so, your promotion will be more effective.
5. Take offers down from your website when the promotional period is over!
6. Social media can be very effective for promotion of packages or special offers – especially to your current or past customers.

### Tips for servicing enquiries

1. Answer emails within 24 hours. Offer to phone the person to answer any other queries. Be sure to answer all their questions. Include full contact details in your email signature.
2. Make sure that if the offer is promoted in an email sent out on a Friday that there's someone on duty to deal with enquiries on Saturday and Sunday!





### Tips for adding value

Adding value needn't cost you anything extra or it can be something additional that will generate additional revenue, but overall it will make your product a lot more appealing to your customer. You can add value by partnering with another provider, but remember, there are lots of things you can do yourself to enhance the customer experience. For example:

- Tea / coffee / drinks on arrival, a welcome basket etc.
- Warmed face towel on arrival.
- Books and information about the local area.
- Free pass to the local leisure club.
- Discount on local attractions or accommodation.
- Free internet / WIFI.
- Lessons on how to make brown bread or an Irish Coffee.
- Play area, games for children.
- Pick-up, drop-off or transfer service.
- Packed lunches for walkers.
- Providing maps for looped walks.
- Extra space for surf gear, wet gear, fishing rods etc – drying and storage rooms.
- Offering to make phone calls or enquiries locally for tourists.
- Late check-outs for groups or individuals.
- Late breakfast on Sundays

Everything a business does should be done with the customer in mind. For every decision you make, ask yourself: 'By doing this, will it make it easier for my customer to make up their mind and buy from me?' If the answer is yes, do it, if the answer is no, don't!

### Use the following table to help you think about the elements of your offer

Offer Title/Theme (e.g. Walking; Touring and Attractions; etc.):

Value added offer within your business	Free options in your area	Priced activity / visit / discounts & options



## Examples of good offers

Some examples of ways in which you could design creative and authentic packages either on your own, or in partnership with another tourism provider in your local area:

1. Granny's Brown Bread baking class: 2 nights B&B with your very own brown bread cookery lesson; a chance to learn how to make Mary B's delicious brown bread using her grand mother's recipe.
2. Dublin City Walking Break: Discover the real Dublin by foot with 2 nights B&B and one dinner in a 4\* city hotel. Download a selection of complimentary walking tours of Dublin and discover some hidden gems, finish off the day with dinner and a complimentary Irish coffee.
3. Farm Stay with a difference: 2 nights B&B in an authentic farmhouse nestled in the heart of Kerry. Start the day collecting your own eggs for breakfast. Your friendly host will bring you on a guided walk around the farm and give you maps to discover the surrounding magnificent countryside.
4. Spa & Falconry Experience: 2 nights' B&B in a luxury room, an evening meal on the night of your choice and an incredible "Hawk Walk" or "Owl Evening" at the castle. And as an extra bonus, you and a friend will get pampered at the hotel spa.
5. Walk & Talk in Kilkenny: 2 nights B&B with a personalised guided walking tour of medieval Kilkenny followed by a traditional afternoon tea in a grand country house hotel with your tour guide.

For more examples visit [www.discoverireland.com](http://www.discoverireland.com)



Tourism Ireland is always on the look out for excellent experiential offers to use in a range of world-wide promotional campaigns. There are over 2 million people on the Tourism Ireland databases - people who've signed up to receive regular information on Ireland. Help these potential customers make their holiday a reality by providing compelling, experiential offers to encourage people to book their holiday. There is no charge to you for this. TV, radio and online advertising will run in 2012 with a specific call to action to visit [www.discoverireland.com](http://www.discoverireland.com) for great offers of city and rural breaks in Ireland. Make sure your tourism business is involved - read the 'Simple Steps' to upload experience based offers on [www.discoverireland.com](http://www.discoverireland.com)

## Simple steps to upload your Experiential Offers on [www.discoverireland.com](http://www.discoverireland.com) for the overseas market.

1. Go to [www.tourismireland.com](http://www.tourismireland.com) and click on 'Industry Opportunities'.



2. Scroll to 'Login' or 'Register'. Register if this is your first visit, or log in if you are already registered.



3. Once logged in, click the 'DiscoverIreland.com' button on this screen.



- The Discoverireland.com Opportunities screen will appear.



**NB:** It is important to upload your experiential offer to your own website before submitting the online form below, as detailed instructions on how to book the offer for the lead in price must be included and lead directly to a booking page rather than the property home page. This booking page must also have availability for that offer loaded for open periods and it must be possible to buy the offer at that point.

- Scroll to 'Please click here' to fill out our experiential offers form' and complete this form which includes all details of the experiential offer such as title, description (max. 75 words), link to offer on your own website, validity dates, price, details of your property etc. Please ensure that you complete all fields, otherwise you will be unable to submit your offer.

### Tips for the Special Offer Details – 75 word count

Use this section to highlight the selling points of your property. Mention bicycles, homemade welcome baskets (local produce), festivals and events, any free activities in the area, e.g. walking routes – you might like to compile guides for guests complete with maps of the area and some tourist info. Always make recommendations of other activities that may be an additional charge, giving the guest alternatives. E.g. Horse riding, golf etc.

- Click 'Submit details' and your experiential offer will go to the TI Offers desk where it will be checked against the criteria, if you don't hear from the TI Offers desk, your offer will go live on Discoverireland.com international websites within 48 hours.

## Other points to remember

1. There is no charge for uploading experiential offers on Discoverireland.com
2. If you are submitting an offer which was **already submitted for a previous campaign**, there is no need to resubmit for each new campaign that is launched, instead you can email the Offers Desk to extend the validity dates of the original offer or make any other amendments.
3. Remember that it's all about the holidaymaker experience: offers should be experience based and bring together a sense of the place, the accommodation and the activity. Team up with other industry providers in your area and showcase the very best your locality has to offer. The title of your offer is the 'hook' so ensure that you have the essence of the experience in your title – 'Get hooked on the Moy!' 'Discover the hidden jewels in Leitrim and Roscommon', 'Be mesmerised by our myths and legends' 'Master the tin whistle in Clare' etc.
4. All eligible experiential packages submitted to Tourism Ireland will be translated and localised for the European language sites.
5. You can submit multiple, different offers e.g. 2 nights B&B + a guided walking tour of Kilkenny, 2 nights B&B and a tin whistle demo in Doolin.
6. All providers involved in the experiential offer should have the package uploaded on their own website. This should be a long version of the package providing the full itinerary, price, bookable periods etc.
7. You can check your experiential offer on [www.discoverireland.com](http://www.discoverireland.com), by clicking on Travel Offers – Accommodation Type / Holiday packages/Things to do and see – then sort by county to find your offer.
8. Don't forget to print off a copy of your offer so that you have it for future reference!



For assistance with your Offers Submission please feel free to contact our Offers Desk Directly:  
E: [tioffersdesk@tourismireland.com](mailto:tioffersdesk@tourismireland.com) | T: +44 28 9016 6995 (9am – 6pm Monday to Friday)

**Are you an accommodation provider without your own online booking system?**  
**If you own a B&B and don't have an online booking system, you should link your offer to B&B Ireland who have a very good online booking system for their members. [www.bandbireland.com](http://www.bandbireland.com).**  
**If you have holiday home accommodation without an online booking system you could consider joining the self catering organisation which operates an online booking facility for its members. [www.iscf.ie](http://www.iscf.ie).**

## The Package Holiday & Travel Trade Act

If your package has an all inclusive price where one partner to the package takes the booking for all elements of the package, takes a deposit or full payment from the tourist, and processes payment to the other businesses when the tourist has paid in full at the end of the holiday, the above act applies. What are the implications?

### I am a hotel owner and I want to develop and promote packages with my local golf club. Does the Act apply to me?

Yes. A tourism service provider who sells a package to his guests for an inclusive price that includes accommodation and other services from another provider such as angling, golf, hill walking, spa treatments, or surfing or who provides transport is deemed to be an 'organiser' and therefore is subject to the Act.

### What does this mean to me, the 'organiser'?

This means you are liable to the guest for the proper performance of the package and liable for damage caused as a result of the failure of the improper performance of the package.

### Does this mean that I shouldn't develop packages with local trade in my area?

No. There are far more potential advantages for your business by developing packages than by not doing so. Packages allow you to expand your product offering and make your product more appealing to potential customers. Just make sure that the partners you work with are reputable and meet your standards in terms of professionalism, quality etc. Do not be put off by the existence of the Act – it should not be seen as an obstacle.

### What is the risk of prosecution?

There have been no prosecutions taken by the National Consumer Agency for breaches of the Act since it came in to force in 1994.

### What is a package?

A combination of at least two of the following, pre-arranged by the organiser and sold at an inclusive price and covering a period of more than 24 hours or including overnight accommodation and

- Transport
- Accommodation
- Other tourist services

### Give me an example of an 'organiser'

Anyone who organises accommodation in their own hotel / guesthouse / establishment along with a game of golf on the local golf course, and charges an all-in price, will be liable for any damage caused to or loss suffered by the guest as a result of a failure on the part of the golf club. In addition the Act requires the organiser to have insurance in place to compensate the guest in relation to money paid over by him in the event of insolvency of the hotel / guest house or failure of the golf club to deliver the round of golf.

### When does the Act not apply?

The Act does not apply if the service provider:

- Suggests additional services.
- Gets a discount on behalf of their guests.
- Makes a booking on behalf of a guest but requires the guest to pay directly to the other service provider.

### If I book an activity or accommodation for my guest but they pay the other provider directly does the Act apply?

No

### Now that I've read this, what should I do?

The best advice is to ensure that you work with reputable partners who have the same high standards of quality, customer care and professionalism as you do. It may be a good idea to draw up a legal agreement between the partners so that everyone is clear on what is involved and knows what their responsibilities are. Since the Act came in to law, there have been NO PROSECUTIONS so it is not something that should deter a group of tourism providers from working together to win more business.





## Advertising

Overseas advertising in traditional media such as newspapers, magazines, radio, television can be very expensive unless you undertake it in co-operation with other tourism organisations (e.g. associative bodies, local area marketing groups) and/or Tourism Ireland. Understanding where your customer looks to find information about holidaying in Ireland will help determine where you should advertise.

Fáilte Ireland and Tourism Ireland have lots of information about how potential visitors to Ireland use the media in the overseas markets that can help you decide which advertising media are likely to give you the best return on your investment.

For example, if your target is walkers, advertising in a specialist walking magazine will be more cost-effective than in the general press. Once you decide where to spend your money, only you can tell if it is working for your business or not. Set up measurement tools that record the ways in which your customers hear/see/ read about or contact you.

Tourism Ireland undertakes comprehensive advertising campaigns in the four key markets using online and offline media channels. Knowing where they advertise will help you identify opportunities for you to “piggyback” on their campaigns.

### Overview of 2012 Tourism Ireland overseas advertising

Tourism Ireland launched a brand new global advertising campaign at the start of 2012 titled 'Jump into Ireland' to promote the island of Ireland over the next three years. The new ads will appear on TV in GB, Germany and France, in cinemas in GB and US, in print in the US, outdoor in GB and online in the other 22 markets in which Tourism Ireland has a presence to an estimated audience of 200 million potential visitors worldwide. The soundtrack for the TV ads is taken from the latest album, *Fallen Empires* by Co. Down band Snow Patrol. The tag line for the new campaign – 'Jump into Ireland' is designed to convey a sense of playfulness and to reflect the immersive nature of a holiday here with iconic experiences and warm friendly people.



## Advertising: Highlights

### The 2012 highlights include:



#### GB

Advertising communications will focus on channels that enable unique Irish experiences to be brought to life, including TV, radio, outdoor and rich online media. Viral elements will be built into all activity to grow word-of-mouth and advocates of an Ireland holiday. The presence on TV, radio and online will be maximised through high impact activity that generates buzz and interest. The campaign will include quick turnaround channels such as social media, online direct marketing, press releases and the [www.discoverireland.com](http://www.discoverireland.com) website, which will communicate topical and inviting messages. A peer group marketing programme will be expanded through Facebook, Spotify, Flickr and YouTube to link up people with a shared interest in Ireland and grow user generated content.



#### US

Tourism Ireland has launched its new 'Jump into Ireland' consumer advertising campaign in the United States. Designed to create standout for the island of Ireland and differentiate us from our competitor destinations, Ireland's new advertising will deliver more than 300 million consumer impressions.

A fully integrated consumer campaign includes print advertising in high profile magazine titles such as New Yorker, Conde Nast Traveller, Bon Appetit and AFAR, new Cinema advertising in 11 key cities for the month of March as well as an expanded digital campaign that will include both brand and tactical messaging. Campaign highlights include internet TV on premium digital channels such as FOX, MSN, NBC, Bravo, Washington Post, Newsweek, History Channel. Also HGTV.com, Food Network, Travel and Cooking channels. Other campaign elements include video distribution, display banners, brand partnerships social gaming, and email marketing.



#### Germany

TV will continue to be a major communications channel in Germany as it offers excellent 'stand-out' and highlights what differentiates a holiday on the island of Ireland from our competitors. Positive word-of-mouth will be generated through press trips for influential journalists, and by encouraging those who have visited the island to share their stories through social media. Online campaigns on leading lifestyle, travel and leisure portals such as [holidaycheck.de](http://holidaycheck.de), [t-online.de](http://t-online.de) will leverage rich media banner advertising and offers. Publicity will tell potential holidaymakers why they should choose a holiday to Ireland and will help drive customer awareness. High profile festivals and events will be among the 'hooks' used to generate PR and buzz. Other channels to be utilised in European markets include radio, outdoor, print, guerrilla marketing and selected trade promotions.



#### France

TV will continue to be a major communication channel in France as it offers excellent 'stand-out' and highlights what differentiates a holiday on the island of Ireland from our competitors. Positive word-of-mouth will be generated by encouraging those who have visited the island to share their stories through social media and blogs. Online campaigns throughout the year on leading lifestyle and leisure websites will leverage rich media including video banner advertising and offers. Publicity will tell potential holidaymakers why they should choose a holiday to Ireland and will help drive customer awareness. High profile festivals and events will be among the 'hooks' used to generate PR and buzz. Other channels to be utilised include radio, outdoor, print, street marketing and selected trade promotions. An increasing part of our advertising spend will be on a co-op basis with trade partners (sea or air carriers, tour operators etc.). In line with Tourism Ireland's new brand ('Jump into Ireland'), France will advertise a new strap line 'Vibrez au rythme de l'Irlande' and promote the joyful immersion of a trip to Ireland.





## Partnering with Tourism Ireland on co-operative advertising campaigns

There are two ways to partner with Tourism Ireland on co-operative advertising campaigns using both online and offline media.

1. For **Tourism Ireland-led campaigns**, opportunities arise from time to time to partner in the brand campaigns and details can be obtained from the relevant market manager or on the Industry Opportunities website. Investment is from €5,000. The call to action for all Tourism Ireland brand campaigns is the [discoverireland.com](http://discoverireland.com) suite of websites; so the best way to get involved is by ensuring you have supplied Tourism Ireland with experience led offers that are tailored to suit the needs of your target markets via the Industry Opportunities website. This is free of charge and the offers will appear on each of the 45 Tourism Ireland consumer websites.
2. For **partner-led cooperative campaigns**, Tourism Ireland may match the partner's investment by up to 50% of the total investment subject to market specific conditions and the campaign adding to the overall Ireland campaign in that market. For more details on co-operative advertising opportunities with Tourism Ireland, see [www.tourismireland.com/industryopportunities](http://www.tourismireland.com/industryopportunities) or contact the local market manager.

### Tourism Ireland-led marketing activities

To make the most of your own investment, you should “piggy-back” on the activities of Tourism Ireland.

#### Tourism Ireland Activity

The Irish Open held every year is the most prestigious competition in golf. The 2012 event is to be held in Royal Portrush Golf Club from June 28 – 01 July. Tourism Ireland will use this key opportunity to grow interest and raise awareness of golf holidays in Ireland. They will be heavily promoting golf tourism to drive consumers through to [discoverireland.com/golf](http://discoverireland.com/golf).

#### How can I leverage that?

If you specialise in golfing holidays, you should consider developing special packages that you can promote on [discoverireland.com/golf](http://discoverireland.com/golf) at the same time. You could build on that opportunity by updating the content on your website to include information about the “Irish Open” ensuring that information is tagged for SEO purposes. When potential visitors enter “Irish Open” in their chosen search engine, it is more likely that your product will appear high on the Search Engine Results Page (SERP). Examine your budget plans and ask yourself would now be a good time to run a Google Ad words campaign?

### Partner-led cooperative activity with Tourism Ireland

Tourism Ireland offers a range of promotional opportunities in the four key markets.

#### Typical promotional activities include:

A mix of advertising, trade and consumer events, direct and e-marketing, social media, publicity and partner-led cooperative marketing campaigns.

**They are suitable for:** Accommodation groups and associations or individual accommodation properties, activity/wellness providers, attraction groups and associations or individual attractions, business tourism providers, car hire and tours, coach hire and guiding, dining and entertainment, DMC, English as a Foreign Language (EFL), festivals, golf, regions.



## Manor House Hotels Co-Operative Advertising Campaign



### Irland: zu Gast in Schlössern und Herrenhäusern



Bei dieser Mietwagen-Flundreise bestimmen Sie selbst, was Sie besichtigen möchten. Dabei übernachten Sie in alten herrschaftlichen Residenzen und erleben so ein Stück Vergangenheit hautnah. Die stilvollen Manor House Hotels erwarten Sie an wunderschönen Orten mit der traditionellen irischen Gastfreundschaft.

#### Dublin

Besichtigen Sie das zauberhafte Dublin, bevor Sie Ihren Mietwagen übernehmen und die Grüne Insel erkunden. Wo könnte man einen besseren Eindruck von irischen Traditionen bekommen, als in der berühmten Guinness Brauerei? Lassen Sie sich in die Geheimnisse der Braukunst einführen und ein frisches Pint schmecken. In Dublin wohnen Sie für zwei Nächte im Harrington Hall Hotel im Georgianischen Stil.

#### Dublin - Waterford

Die erste Etappe Ihrer Reise führt Sie durch die landschaftlich reizvolle Grafschaft Wicklow den „Garten Irlands“. Besuchen Sie unterwegs Powerscourt House & Gardens und die Klostermauer Glendalough. Die nächsten beiden Nächte verbringen Sie im Athenaeum House Hotel in Waterford, einem eleganten Georgianischen Gebäude aus dem 17. Jahrhundert.





Tip

### Tips on overseas advertising costs

If you are thinking of advertising your own product in the overseas markets, you should consider the potential costs first. If your advertising is to have any real impact, it is estimated that the minimum investment in a standalone brand campaign would be €5,000 in each market although a significantly higher investment would be needed to gain standout.



## Advertising: Partnerships

### How they work:

- The co-operative programme is for joint partner-led campaigns that are supported by and approved by Tourism Ireland.
- All campaigns must include an Ireland destination message - Go to Ireland because.... + partner message.
- Partners complete a proposal form for discussion, agreement and approval. Once approved, Tourism Ireland will match up to 50% of the total investment in the activity subject to certain conditions. The Tourism Ireland investment is inclusive of VAT.
- The objectives of the activity must be in line with Tourism Ireland's strategic objectives with the objective of the activity being agreed up front.
- Partners must supply a dedicated tagged landing page to optimise the consumer journey and improve measurability.
- A full measurement evaluation of activity must also be provided by the partner at the end of the activity showing the following: results achieved Vs objectives, commercial benefit where possible and full auditable proof for total activity spend.

### Getting involved:

If you are interested in co-operating with Tourism Ireland on any partner-led marketing activities, see [www.tourismireland.com/industryopportunities](http://www.tourismireland.com/industryopportunities) for detailed information about the opportunities in each market.

Tourism Ireland Contacts for Partner-led Co-operative Activity		
	<b>GB</b>	Miriam O' Connell – Industry Activation Manager moconnell@tourismireland.com Tel: 00 44 20 7518 0803
	<b>US</b>	Virginia Goff – Manager - Partnership Marketing & Industry Communications vgoff@tourismireland.com Tel: 00 1 212 418 0819 Fiona Dunne – North America Promotions Manager fdunne@tourismireland.com Tel: 00 1 212 418 0850
	<b>Germany</b>	Kirsten Donnerstag - Marketing Manager kdonnerstag@tourismireland.com Tel: 0049 69 92 318520
	<b>France</b>	Serge Fonseca – Trade Marketing Manager sfonseca@tourismireland.com Tel: 00 33 1 53431218
	<b>All markets Dublin-based</b>	Geraldine Egan – Industry Liaison Officer Co-operative Marketing gegan@tourismireland.com Tel: 01 476 3414 Special email for industry news: Industryopportunities@tourismireland.com



## Tip

### Tips for good advertising design

When having your advert designed, remember that your potential customer is bombarded with advertising messages daily so, to achieve stand-out you should always:

1. Clearly announce a value message that also sells a unique experiential offering.
2. Ensure that the advertisement reflects your brand image, that it communicates your brand values and that it promotes the Ireland destination message.
3. Use only high quality visuals and keep text as concise as possible avoiding copy that is too vague or general.
4. Quote your price in the local currency GB£, US\$, or € as relevant.
5. Provide contact details for reservations / further information such as website, email address, telephone number with the correct international dialling code.
6. The Tourism Ireland offices in Germany and France have a list of expert tourism translators and it is highly recommended that you employ the services of these experts.
7. Once you have had your advert designed, the Tourism Ireland offices will be happy to review it.





## Advertising in Tourism Ireland's market books

The Market Book or 'Holiday Planner' publication is the main fulfilment piece for consumer enquiries received via the Tourism Ireland call centre and website, through advertising responses, via distribution at trade and consumer promotions, and through travel agents and tour operators specialising in the island of Ireland as a holiday destination.

Each year Tourism Ireland prints over 800,000 market books in 6 languages which are distributed in over 20 markets across the world. Online versions of each book are also produced to reach as wide an audience as possible. Through this key publication you can place your advertisement in the hands of consumers in one or more overseas markets. Advertising Rate Costs vary according to size and position of advertisement, the size of the market, and the market book print volume and distribution. Discounts are available for placing advertisements in multiple books.

Ashville Media is Tourism Ireland's publishing partner for the Market Book and all advertising queries should be directed to Brian Kearns, Publishing Director in Ashville Media on 01 432 2200 or email [brian.kearns@ashville.com](mailto:brian.kearns@ashville.com).



Tip





### Tips for measuring the success of advertising

1. When guests are checking in/out, ask them how they heard about you.
2. Include questions about sources of information on your comment cards.
3. Use an online survey to ask previous customers how they heard about you.
4. Include a promotional code on coupons, online booking forms, print ads etc. and ask customers to present the code at the time of booking.
5. Use online analytic tools to help understand how well your online advertising is working.
6. Always document the findings and refer back to them when planning your next campaign.



## How far will your money go in the overseas markets?

The table below gives you some ideas on what different budget amounts you can invest in promoting your business in the overseas markets. A lot of useful activities will cost nothing but your time, while some activities will require a 'benefit in kind' contribution e.g. hosting a journalist's trip etc. Please note that the indicative figures for attendance at in market trade and consumer promotions do not include the cost of flights and accommodation.

Market	€0	€1,000	€1,000-5,000	€5,000+
<b>GB</b> 	<ul style="list-style-type: none"> <li>Send information for media, trade and consumer releases via "have you got a story to tell?" On the Tourism Ireland industry opportunities website: <a href="http://www.tourismireland.com/industryopportunities">www.tourismireland.com/industryopportunities</a></li> </ul>	<ul style="list-style-type: none"> <li>Website marketing partnership offers.</li> <li>Trade workshops.</li> <li>Golf events.</li> <li>In Ireland trade workshops.</li> <li>In market consumer events.</li> </ul>	<ul style="list-style-type: none"> <li>Trade promotions e.g. Bobi, World Travel Market.</li> <li>Business tourism in market events.</li> </ul>	<ul style="list-style-type: none"> <li>Partner led co-operative programme.</li> </ul>
<b>US</b> 	<ul style="list-style-type: none"> <li>Submit experiential offers to all markets via <a href="http://www.Tourismireland.com/industryopportunities">www.Tourismireland.com/industryopportunities</a>. Check that your information on the Fáilte Ireland tourism content system (tcs) is up to date and tells about your property and your locality.</li> <li>Travel trade webinars.</li> </ul>	<ul style="list-style-type: none"> <li>In Ireland trade workshops.</li> <li>Travel agents webinars.</li> <li>Consumer partnership.</li> <li>Programme – entry level.</li> <li>In market consumer events.</li> <li>In market golf events.</li> <li>In market press events – goody bags; press releases etc.</li> </ul>	<ul style="list-style-type: none"> <li>Consumer partnership programme – intermediate and top level.</li> <li>Golf partnership programme.</li> <li>Flavours of Ireland promotions.</li> <li>In market business tourism events.</li> </ul>	<ul style="list-style-type: none"> <li>Consumer partnership programme – intermediate and top level.</li> <li>Partner led co-operative campaigns.</li> </ul>
<b>Germany</b> 	<ul style="list-style-type: none"> <li>Sponsor competition prizes for media, trade and consumers.</li> <li>Send information for inclusion on trade and media websites via "have you got a story to tell?" On the Tourism Ireland industry opportunities website. (Address above).</li> </ul>	<ul style="list-style-type: none"> <li>In Ireland trade workshops.</li> <li>Monthly consumer ezines.</li> <li>Quarterly trade/group ezines.</li> <li>In market business tourism. Events and sales missions.</li> <li>Travel trade training programme.</li> </ul>	<ul style="list-style-type: none"> <li>Imex.</li> <li>E-dm to purchased databases.</li> </ul>	<ul style="list-style-type: none"> <li>Partner led co-operative campaigns.</li> </ul>
<b>France</b> 	<ul style="list-style-type: none"> <li>Work with Fáilte Ireland to attract media and trade familiarisation visits.</li> <li>Increase your inventory on tour operator and online travel agent sites.</li> <li>Work with tour operators to attract business to your property.</li> </ul>	<ul style="list-style-type: none"> <li>In Ireland trade workshops.</li> <li>Bi-monthly trade ezines.</li> <li>Monthly consumer ezines.</li> <li>Special interest ezines.</li> <li>English as a foreign language activities.</li> <li>Travel trade training programme.</li> </ul>	<ul style="list-style-type: none"> <li>Press receptions.</li> <li>E-dm to purchased databases.</li> <li>Business tourism advertising.</li> <li>Co-operative online advertising.</li> <li>In market consumer events.</li> <li>In market business tourism events.</li> <li>Travel trade training. Programme.</li> <li>School/groups brochure advertising.</li> <li>In market trade events.</li> </ul>	<ul style="list-style-type: none"> <li>Partner led co-operative campaigns.</li> </ul>





## Publicity and PR

Public relations (PR) is how you communicate with various audiences through the media. It is crucial to the success of most tourism businesses. Good PR can help increase profitability, establish a strong image, and increase public exposure and awareness of your tourism business.

An editorial (i.e. an article in a paper or magazine, or a mention on the radio or a feature about your product on a television show) is invaluable because it cannot be 'bought'. When your message is offered as news, it carries the implied endorsement of the news media and becomes more believable.

There is often a perception that 'PR is free'. While it's true that you don't pay directly for the editorial coverage you may get, you will need to set aside some budget to cover costs in the lead-up to securing that editorial coverage. However, costs are generally minimal relative to the value of the coverage you receive.

In 2011 Tourism Ireland brought 1,400+ journalists to Ireland to enjoy itineraries organised by Fáilte Ireland. Equivalent advertising value of €230m was generated as a result across all media.

### Getting involved with the overseas publicity programme

When targeting overseas consumers, you are unlikely to be an expert on the various media channels in the four key source markets; but the good news is, you don't need to be! Tourism Ireland, in conjunction with Fáilte Ireland, operates an extensive publicity programme in all overseas markets.

Tourism Ireland engages with media contacts every day in each market. Involving yourself in these activities is an easy and inexpensive way to get your product known. There are many ways to get involved:

#### Press releases and bulletins

Please forward information on new products and developments or even new angles on existing products to us, via industry opportunities 'Have you a story to tell?', for potential inclusion in press releases and press bulletins. Our overseas teams are in regular contact with a database of in excess of 8,000 media contacts. A good press image will improve our chances of placing a story about your product in overseas media. All information supplied is subject to editorial control.

### Media visits

Itineraries for media visits are organised through Fáilte Ireland. Please also keep us up to date on product developments. We will update the markets, so that they can request your product for particular journalists where appropriate.

### Press receptions

Our publicity teams host annual press receptions and liaison events in the market. From time to time it may be possible to attend a press reception or event in the market or to include your product info in the press pack. For more information check publicity opportunities on [www.tourismireland.com/industryopportunities](http://www.tourismireland.com/industryopportunities).





### Competition prizes

If you wish to supply competition prizes for media promotions please contact us. A prize is often a good way of securing editorial coverage and additional value can also often be negotiated. Opportunities vary, but if you register your interest we can contact you as they arise.



## Fáilte Ireland and Tourism Ireland Publicity Contacts

In addition to liaising with your local Fáilte Ireland contact, you should send all press releases and product information updates to the Dublin-based Fáilte Ireland Publicity / Trade Marketing Executive for each market. Also, send them to the Press and Publicity Contacts in the Tourism Ireland market offices and the Tourism Ireland Publicity Coordinator who will ensure the information is sent to all overseas market offices and representatives.

Market	Fáilte Ireland Dublin Publicity Contacts	Tourism Ireland Publicity Contacts
 GB	Rory Mathews rory.mathews@failteireland.ie Tel: 01 884 7156	Charlene Boyle cboyle@tourismireland.com Tel: 00 44 207 518 0814
 US	Ellen Redmond ellen.redmond@failteireland.ie Tel: 01 884 7159	Ruth Moran - Manager Publicity and Communications rmoran@tourismireland.com Tel: 00 1 212 418 0832
 Germany	Brenda King brenda.king@failteireland.ie Tel: 01 884 7122	Judith von Rauchhaupt - Press and Publicity Manager jvonrauchhaupt@tourismireland.com Tel: 00 49 699 231 8516
 France	Jane Stokes jane.stokes@failteireland.ie Tel: 01 884 7158	Anne Zemmour - Communications Executive azemmour@tourismireland.com Tel: 00 33 1 53 43 12 19
 All markets	Galway based Marlene Burke Marlene.burke@failteireland.ie Tel 091 537783	Dublin based Emma Gorman egorman@tourismireland.com Tel: 01 476 3424

## Getting your message out there – the new Ireland e-zine

The new Ireland e-zine is distributed to over 8,000 media contacts worldwide, if you have an interesting story on a new product, activity, festival, event etc. send a word document outlining your USPs together with a good image to [industryopportunities@tourismireland.com](mailto:industryopportunities@tourismireland.com) or click "Have you a story to tell" on the home page of [www.tourismireland.com/industryopportunities](http://www.tourismireland.com/industryopportunities) and submit your story. As well as the new e-zine, Tourism Ireland can distribute relevant information to their consumer databases of 2 million + worldwide and 760,000+ Facebook fans.

**TIP**

### Tips for staying in touch with journalists

- Create a group email distribution list for media contacts who are relevant to your target market. Then, when sending press releases, photographs, product updates etc. you just have to send one email to the group and all of the relevant people will get your update! Be sure to use the Bcc field so that all of your recipients don't see who else you are sending it to.
- Send product updates to guidebooks too. Get the most important guidebooks in your target markets, find out what your entry is, and send information about any inaccuracies, changes to your product, new product developments etc.
- You could also send press release to free online press release distribution services e.g. [www.pr.com/press-releases](http://www.pr.com/press-releases), [www.prnewswire.co.uk](http://www.prnewswire.co.uk). Just add them to your distribution list as noted above and your press release can then be accessed by media worldwide.
- Always include good images with press releases.



## Publicity and PR

### To make a lasting impression;

- Make sure everybody on your team knows that a media visit is taking place; if the manager or owner can't be there to welcome a visiting journalist, ensure a key member of the team is fully briefed and that all staff are aware of the importance of first impressions and customer service!
- Hotel managers should make a point of saying hello when the journalist checks in – they like to get special treatment and if they have questions it's best if these are addressed while they are visiting.
- Media love to meet the chef in hotels and restaurants and will often do interviews onsite. They like to take copies of the menu as reference for their notes.
- The first person a journalist meets front of house should be Irish or somebody who can deliver the 'Irish welcome'. The 'Irish welcome' for visitors is one of our unique selling points, but the absence of this in hotels and restaurants has been remarked upon by visiting media. The personal touch is vital for group trips and also for individuals.
- Journalists like to meet Irish locals, so ensure you always have information about music in pubs or community centres, local events etc. Fáilte Ireland and Tourism Ireland aim to include music lessons or sessions for visiting media during lunch/dinner and they are always very well received. Why not organise for the visiting journalist to meet the local trad. group, get a chance to play the bodhrán or learn a few steps of sean nós dancing? It is not something they will experience in any other country, and they will remember you for it!
- It is a good idea to offer local 'insider' information that's not listed elsewhere e.g. a great cheese shop in a certain village or a recommendation for a really special cake in a certain café. Special recommendations can show a genuine interest in the journalist and it also gives them more to write about. Often they will centre the article around an angle that's linked to the personal recommendations of the Irish people they meet on their visit.
- Our green environment, nature, landscapes, seascapes and Ireland's inland waterways are hidden gems which visiting media like to discover. Journalists like to see visible signs and examples of caring for the environment.
- Ensure you display the provenance of food and bathroom products. Fresh local produce should be offered. The French, for example, are big consumers of Irish beef, dairy and whiskey so will want to see these local foods when they arrive here. All visiting media wish to end the evening with a good quality meal and they typically remark on the good quality of Irish food which is a selling point for us.

Tip

### Tips for looking after journalists while they're on a fam trip / media visit

- Journalists are almost like any other customer and they deserve to enjoy an exceptional experience while sampling your product. However, to get the most from a visiting journalist, you should give them extra special treatment without them realising it!
- That means that while they are with you, your team should go the extra mile; the barman may be extra friendly, the concierge may be extra helpful, the tour guide should practise their few German or French phrases, the British, US, German or French flag should be flying high for the duration of their visit!
- The journalist should feel that this is a truly special experience, so when they go back to work, they'll repay your kindness with words, which will ultimately drive more customers to your door.



## Publicity and PR

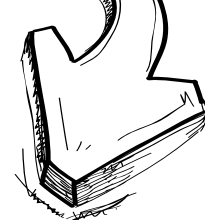
### To make a lasting impression;

- The value message needs to be reinforced and tourism providers should always highlight offers in accommodation, food, and other added value offers. The global recession remains an issue and everyone is mindful of disposable income.
- Use every opportunity to reinforce the positive strong image Ireland already has and to remind the visiting media about the links between Ireland and the overseas markets e.g. the trend for Irish people to take camping holidays in France, student exchanges for language learning, the historic links between Ireland and the four key source markets. You should capitalise on these relationships by highlighting any particular links between your product or service and the visiting journalist's country e.g. if your hotel has a French chef, then let the French journalist know!
- Journalists rely on accurate information and are always looking for story ideas so make sure they receive a press pack when they check in or tour a facility. Some press will take and want to use their own images but the majority would prefer to get high resolution quality images on a disk or USB stick or you could include information in their press pack on websites that offer relevant image libraries.
- Consider offering a token gift to a visiting journalist. While gifts are not expected, they do add a nice touch, especially if it is something local, traditional or unique to your tourism product or service. A small branded gift is a great way to create a lasting impression.

### The Tourism Ireland 'Media Room'

Tourism Ireland's 'Media Room' is a state-of-the-art website that will provide international travel journalists with up to date information about what's happening on the island of Ireland. The site will profile the main events taking place on the island of Ireland as well as any interesting stories that are appealing to the international press. Journalists who sign up to the site will receive regular updates, keeping them informed about all things Irish. By sending your press releases to [industryopportunities@tourismireland.com](mailto:industryopportunities@tourismireland.com), your story could appear on the Media Room, depending on its relevance to the overseas markets.

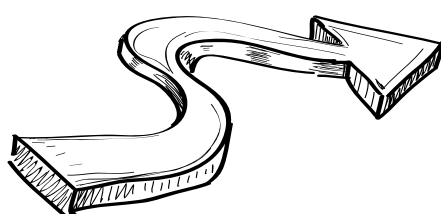




## 20 Tips on Writing a Press Release

Over 80% of what you hear or read in the media has originated from a press release. It is the main tool for getting publicity. The guidelines below apply for all press releases; the ones you send to Tourism Ireland and Fáilte Ireland as well as those you send directly to the media.

- A journalist looks for three things when they read the sometimes hundreds of press releases they receive each week; What's new? What's interesting? Why should I care?
- The heading should be short, concise, in the present tense and without jargon. Try to include the business name in the heading – there's no guarantee the journalist will run with the same heading but there's a better chance if you've included it.
- Write the release in the form of an inverted pyramid; i.e. put the most important information in first paragraph with the less important points following on. This is because newspapers edit from the bottom up.
- Use present tense language – make it current not historical. Use simple, direct language rather than protracted or flowery phrases and make sure the tone of the release is in keeping with your product.
- Your first paragraph should answer six key questions: Who? When? What? Where? Why? How? If a person reads nothing but the first paragraph they should have the main gist of the piece.
- Highlight the access points to your product, as well as the extensive range of things to do in your region in addition to your own product news. Sell Ireland first, then your region, then your product!
- The second paragraph should be a quote from you. In it you can use more descriptive language and a conversational style as if you were actually talking to the readers. Use quote marks e.g. "we are really excited about this development because it means our visitors can.....".
- The easier you make life for a journalist the greater the chance of coverage; include photos, offer a competition, invite the journalist to experience the product themselves, make yourself available for interviews etc.
- Don't make claims like 'the best hotel in the county' as it turns the release into an advertising pitch making it less newsworthy. If you have won an award that says you are the best hotel in the county, be sure to include it but don't be seen to make such announcements yourself.
- Send high resolution photographs with every story and include a caption. Remember, overseas publications want to see engaging photographs of Ireland, they are not interested in a line-up of local VIPs!
- Include the date at the top.
- Use the word 'Ends' at the end.
- Include full contact details for the appointed contact person at the end.
- Use a clear and easily legible standard typeface and size such as Times New Roman or Arial and keep press releases to 1-2 pages.
- Don't use capital letters or bold type to emphasise points in the middle of sentences.
- Include 'Notes to Editors' giving 5-6 bullet points of additional or background information at the end of your release.
- Read it, read it and read it again. Then ask someone else to read it to make sure there are no mistakes or typos!
- If you are sending a release by email, don't send it as an attachment as it may be blocked by the recipient's server. Instead, paste the text into the body of the email and double check the formatting before you send it. Always use a creative and inviting subject line in your email to attract attention.
- You don't need to send a separate email to every single journalist, but do not use a visible distribution list i.e. use the bcc field. A journalist does not need to know all the publications and journalists you are sending your story to.
- When a journalist gives you coverage, drop them a one-liner email or a quick phone call to say thanks.





## Fam. trips for overseas travel trade

In 2012, Tourism Ireland plans to invite over 600 travel agents and tour operators to Ireland to offer them first hand experience of Ireland's diverse tourism products. Their itineraries in Ireland are organised by Fáilte Ireland.

You can get involved by hosting visits from overseas trade partners which will give existing or potential overseas trade partners an opportunity to sample your product. If you are interested, please contact your regional Fáilte Ireland representative or the relevant contact listed below.

Market	Fáilte Ireland Dublin Trade Contacts	Tourism Ireland Trade Contacts
 <b>GB</b>	Rory Mathews rory.mathews@failteireland.ie Tel: 01 884 7156	Miriam O' Connell – Industry Activation Manager moconnell@tourismireland.com Tel: 00 44 20 7518 0803
 <b>US</b>	Ellen Redmond ellen.redmond@failteireland.ie Tel: 01 884 7159	Virginia Goff Manager-Partnership Marketing & Industry Communications vgoff@tourismireland.com Tel: 00 1 212 418 0819 Fiona Dunne North America Promotions Manager fdunne@tourismireland.com Tel: 00 1 212 418 0850
 <b>Germany</b>	Brenda King brenda.king@failteireland.ie Tel: 01 884 7122	Christian Ruebel Marketing Manager cruebel@tourismireland.com Tel: 0049 69 92 318523
 <b>France</b>	Jane Stokes jane.stokes@failteireland.ie Tel: 01 884 7158	Serge Fonseca Trade Marketing Manager sfonseca@tourismireland.com Tel: 00 33 1 53 43 12 18
 <b>All markets</b>	Galway based Marlene Burke marlene.burke@failteireland.ie Tel 091 537783	Dublin based Geraldine Egan Industry Liaison Officer /Co operative Marketing gegan@tourismireland.com Tel: 01 476 3414





## Online marketing

### Maximising your online marketing means;

1. Having the best possible website is the most important step in your online marketing. As more and more people use mobile devices for online searching, your site must be mobile enabled (i.e. open and work properly on a mobile device as well as on a PC). Your website's home page is the most important and it should answer customer's key questions in a nanosecond so that they're encouraged to spend time on your site and move from a 'looker to a booker'. Remember to internationalise your website when you want to talk to an international audience. Make sure you are listed on Google.
2. Make it easy for customers to find you online using the following pointers:
  - Reciprocal links with complementary websites etc. An obvious example is links between local tourism providers who work together on experience-based offers / packages, as well as links to other activities and attractions in your area that will be of interest to overseas customers.
  - Search engine optimisation will help your website appear higher on Google, Bing, Yahoo etc. As few people bother to go beyond the first page or two of search results, it is important to be on the first page for your category.
  - Add your business information as a listing on Google Maps. See [www.google.com/places](http://www.google.com/places) for information.
3. Get involved in social networking sites like Facebook and Twitter.
4. Maximise video and photo sharing opportunities on sites like YouTube and Flickr.
5. Embrace 'word of mouse' opportunities by actively engaging with online travel communities like TripAdvisor and blogs.
6. Consider online advertising.



### Tips for website internationalisation

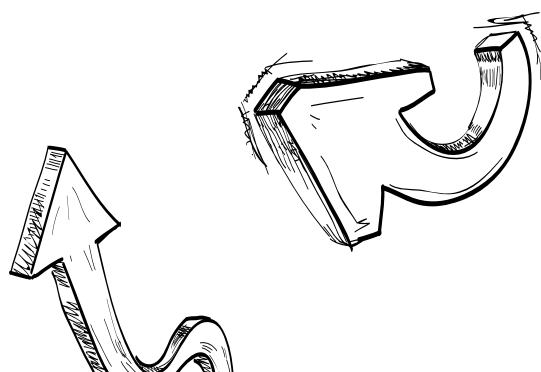
Before embarking on a web internationalisation plan for your website – you or somebody objective should assess your website in its current form to see if it's a good foundation on which to build an effective international platform. Check if it has all the components necessary to ensure maximum impact in the overseas markets. It may be that you need to undertake technical upgrades (multilingual, ability to add flag or additional sub menu etc.), SEO work (Search engine optimisation) or content changes first.

To ensure return on investment, measure your current performance in the relevant country prior to and three months after you make any changes. Making modifications or additions is an ongoing task.

## 10 steps for internationalising your website:

1. Conduct research to identify characteristics (cultural nuances, consumer profiles and specific attributes) of the overseas market segments that you want to target so that you can understand how your online communication needs to be tailored to better meet the needs of those markets.
2. Identify which part(s) of the existing website need revision and which additional pages are required to focus on target markets (e.g. French and German).
3. Identify appropriate content, offers, and images etc. that appeal to the overseas consumer. For example, the French love Connemara, so, if your business is located in that area, make sure you include pictures of sheep strolling along the Connemara roads! Check out [www.failteireland.ie/websupports](http://www.failteireland.ie/websupports) for additional advice.
4. Identify if you need to translate all or part of the existing website. Are additional pages required to focus on the markets? A good FAQ section that's based around the needs of the French and German markets will go a long way to giving your potential customers an overview of your products or service. Irrespective of how much you want to translate, make sure that you get the translation done by a native speaker. Ensure that you have a flawless translation that reads as if it were written in the overseas country and uses terminology specific to the topic e.g. be mindful of localised language/slang etc. Which option you choose may depend on your budget but expect to get what you pay for! Research your options, get quotes and references, and be sure to check references for yourself.
5. Review the technical requirements to enable the website and/or specific pages to appear on international search engines. Consider:
  - SEO:
  - Meta tags; including titles, description, keywords.
  - Content; including headings and bold emphasis.
  - Links; both internal links and descriptions on links external to your website, ensure that you tag when external links are not in target language to assist the visitor.
  - Domain names – two options:
    - Can be registered specifically in relation to the target country such as .fr for France and .de for Germany etc.
    - Set up folders and use sub domains of your existing domain e.g. [www.mybusiness.ie/fr](http://www.mybusiness.ie/fr) or [www.mybusiness.ie/de](http://www.mybusiness.ie/de) etc.
  - Multi-lingual booking engines: talk to your booking engine provider about the costs of enabling overseas visitors to make their booking in their own language.
  - Currency presentation style: be aware of the subtle differences in the manner in which currency (e.g. Euro) is presented in some parts of Europe. For GB, the cost of living and euro pricing can create a significant stumbling block at the point of booking a holiday to Ireland, so while you don't need to translate the language on your website for GB, you should always quote your prices in Sterling and likewise for the US market in Dollars (stay up-to-date with exchange rate changes that could affect your bottom line when displaying these currencies).
6. You can inspire confidence and accessibility by displaying symbols/logos to represent secure e-commerce transactions, images of the credit cards you accept online and logos or badges of any awards you have won.
7. Establish a protocol and series of multi-lingual email templates for responding to emails received in French or German. Create a glossary of words and phrases that would commonly be used in requesting information.
8. Display your phone number throughout your site with international dialling codes. Do not use brackets so they are also mobile friendly i.e. + 353 1 123 4567.
9. If you have the advantage of native speakers within your business ensure that you state that on your contact page and remove it if they leave the business.
10. Remember! Good quality photographs and YouTube videos will tell the best story about your product or service without any language barrier. A picture paints a thousand words and a video a million!





## Case Studies

### Renvyle House Hotel

Renvyle House Hotel targets a number of overseas markets. Recently, while planning an overhaul of our website, we decided this was the perfect opportunity to internationalise the site to better cater for customers from Germany, France and Italy. We developed three microsites, tailored the content to the markets' particular interests, translated text and followed it all with a lot of search engine optimisation work.

We're delighted with the result and have received great feedback from international customers. Having the website internationalised makes it easier for customers to find information on line, and, coupled with regular contact and sales trips to our overseas agents we're very confident that international business will continue to grow.

#### Zoe Fitzgerald

Renvyle House Hotel



### Walking and Talking in Donegal

I have been targeting the German market since I started my walking tours over 10 years ago. Although many Germans speak English I wanted to make it easier for them to look at my offers, particularly for those from the former east Germany, many of whom do not have the same facility with English as those from the former west Germany.

My website had been quite brochure-like and although the content was good I wanted to have the ability to update photos, change content, create blogs etc. During the upgrade, I had the site 'internationalised' by translating it into German and submitting it to Google.de. I'm planning to do the same for the Italian market soon.

It's too early yet to see the effect on business as I think it takes Google a little while to recognise the new site properly, but I expect that it will be a big help.

#### Sean Mullan

Walking and Talking in Donegal





## Use your website for permission e-mail marketing campaigns

Always think of the potential life-time value of customers rather than seeing them as a "once-off" visitor. Remember it costs a lot more to get new customers than to get more business from existing customers.

1. Collect customer details in a database so that you can build up a detailed profile or persona which will help identify the services and special offers that will be of interest to them.
2. Segment your databases based on market, segment, customer habits/preferences etc, and then tailor your newsletter to match their interests. A general 'one size fits all' email marketing strategy will be less effective than one which matches your message to the customer's interest.
3. When collecting customer details, respect privacy and anti-spamming laws. See [www.dataprotection.ie](http://www.dataprotection.ie) for your obligations. In particular you must ask their permission to send emails or newsletters i.e. 'permission marketing'.
4. Offer a free email newsletter on your home page. By staying in touch with customers on a regular basis, it keeps your product or service to the fore of their mind increasing the chances of repeat and referral business.
5. Make sure your newsletter has a 'refer a friend' or a 'forward to a friend' button so that people on your database can share information with friends thus helping you to build your database.
6. Fáilte Ireland's e-Business Support Initiative offers a range of web skills events that take place around the country. Workshops are heavily subsidised and cost just €60. See [websupports@failteireland.ie/](mailto:websupports@failteireland.ie)

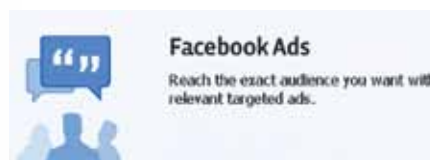


## Online advertising

As well as optimising your website as a promotional and sales tool, online advertising presents opportunities to promote your product or service directly to the individual tourist. Internationally, more money is spent on online advertising than on advertising in traditional media such as television and newspapers. A key advantage of online advertising is that it's measurable.

**Google adwords** allows you to create and run ads for your business. They are displayed along with search results when someone searches Google using one of your keywords. That way, you'll be advertising to an audience that's already interested in your business and you only pay when people click your ad. You can choose from a variety of ad formats, including text, image, and video ads, and measure performance using Google Analytics. [www.adwords.google.com](http://www.adwords.google.com)

**Facebook ads** Along with setting up a business page on Facebook, advertisers use Facebook ads to selectively target demographic groupings to match their sales and marketing strategies. You can choose your target audience by location, age and interest, and build a community around your business. As with all online advertising, Facebook is measurable and allows you to set, monitor and control your daily spend. [www.facebook.com/advertising](http://www.facebook.com/advertising).



### Tip

When planning and purchasing their holiday, over half of international tourists who use Online Travel Agent (OTA) sites actually make their booking elsewhere. If they find out about you on an OTA, and then check your homepage for a closer look, make sure you take every opportunity to convert the 'looker to a booker'. Is it easy to find your website? Is it easy to buy directly from your website?

## Online marketing

### Why bother with online advertising?

Online advertising can be effective in communicating with your target audience in the four main markets:

#### GB overview

Internet penetration in GB is 82%.

Time spent online by British consumers is now second only to watching TV and is way ahead of other media like radio, magazines and newspapers.

Over two thirds of British visitors to Ireland use the internet when choosing Ireland as their holiday destination and planning their trip.

#### US overview

Internet penetration in the US is 80%.

The internet is the most popular information source when planning a holiday to Ireland.

#### Germany overview

Internet penetration in Germany is 80%. Like other markets, a significant increase in internet usage for planning and booking holidays in recent years.

#### France overview

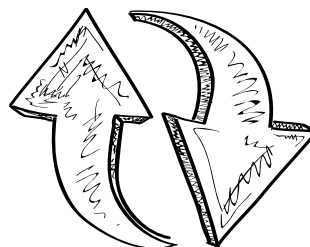
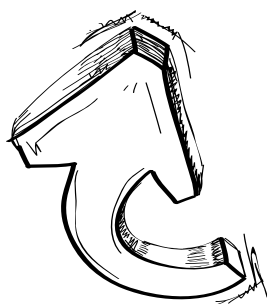
70% of the French population is online.

French holidaymakers to Ireland use the internet both to help decide where to go and to plan and purchase their holiday here.

## Mystery-shopping your website

Find out how good your team is at converting 'lookers to bookers' by mystery-shopping your website:

- Set up a fictitious email account and send a detailed request to the email address listed on your website for customer enquiries.
- How quickly do you get a reply? Are your questions satisfactorily answered? Does your team member seek to up-sell? As a potential customer do you feel like booking at the end of the experience or are you more likely to look at competitors?
- The response you receive is reflective of the response a genuine customer would get – is it good enough?
- Take action based on the result – remember if a potential customer takes the time to contact you, they are usually willing to buy from you. Make sure your team are good at closing the sale. You've done a lot of work to get the potential customer to contact you in the first place - make sure you don't lose the sale because of how enquiries are dealt with in-house.





## Online marketing

### Discover Ireland websites and the Tourism Content System

#### 4 main websites.

1. Fáilte Ireland corporate site: [www.failteireland.ie](http://www.failteireland.ie)
2. Consumer site for domestic market: [www.discoverireland.ie](http://www.discoverireland.ie)
3. Tourism Ireland corporate site: [www.tourismireland.com](http://www.tourismireland.com)
4. Consumer site for international markets: [www.discoverireland.com](http://www.discoverireland.com)

Note: Tourism Ireland is currently in the process of re-developing its consumer site [www.discoverireland.com](http://www.discoverireland.com). The site will be completely revamped to incorporate the latest technologies and to provide a better user experience for overseas consumers. The new site will launch in late 2012.

The Fáilte Ireland Tourism Content System (TCS) is Ireland's national database for tourism content. Information on more than 15,000 tourism businesses is held in the system, including Irish approved accommodation, activities, attractions and events. This information also appears across multiple websites via [www.discoverireland.ie](http://www.discoverireland.ie) and [www.discoverireland.com](http://www.discoverireland.com) – reaching both the domestic and international audience.

#### TCS – what are the benefits?

Your free listing on the TCS is an opportunity for your business to be:

- Listed on [www.discoverireland.ie](http://www.discoverireland.ie), the home holidays domestic website.
- Listed on [www.discoverireland.com](http://www.discoverireland.com), the international website marketing Ireland to more than 45 site versions and 19 languages including the USA, Great Britain, Canada, Germany and France. The DiscoverIreland.com website delivers over 50 million page views per year to consumers all over the world. Your listings and offers featured on the site will help you target these international customers.
- Your business may also appear on the Business Tourism website [www.meetinireland.com](http://www.meetinireland.com).

Your entry should feature your business profile, including description, photographs, and your contact details, plus a link to your own website or booking engine if you have one.

The TCS and DiscoverIreland.ie are managed by Fáilte Ireland, while the international websites are managed by Tourism Ireland. The two organisations work together to ensure the tourism database is displayed correctly across all sites.



## Frequently asked questions

**Q.** My business is already listed on the TCS and appears on the home holidays website [www.discoverireland.ie](http://www.discoverireland.ie). What do I need to do to appear on the international website [www.discoverireland.com](http://www.discoverireland.com)?

**A.** If your business is already on the TCS and Discoverireland.ie, it should appear automatically on the international websites. To check how it appears on the international website, visit [www.discoverireland.com](http://www.discoverireland.com), select one of the countries listed (e.g. Great Britain or the United States), and search for your business as usual.

**Q.** What can I do to make the most of my entry on the website for the international markets?

**A.** Think of the international audience when you write your business profile. They may not have local knowledge and may benefit from 'setting the scene' for your company's location. For example you can identify what county or area of the country you're in ("Perfect base for exploring the West coast", "Located in the heart of county Kerry", "Just half an hour

from Donegal town"). You should also name check the nearest airport, port or city ("20 minutes from Shannon airport", "a half hour drive from Dublin City Centre"). Try to avoid using any terminology or details that won't be understood by the international tourist too.

**Q.** I am not listed on your websites yet. How can I apply to have my tourism business added to the TCS?

**A.** If you have a tourism business and would like to request a listing on the TCS, please email us at [weblistings@failteireland.ie](mailto:weblistings@failteireland.ie), giving a brief overview of your tourism business and noting the county you are based in. This will allow us to direct your application to the correct team.

**Q.** How do I update my existing listing on the TCS?

**A.** For enquiries about being added to the tourism database, or how your listing appears please contact [weblistings@failteireland.ie](mailto:weblistings@failteireland.ie). For more about the Tourism Content System, visit [www.failteireland.ie/tcs](http://www.failteireland.ie/tcs)





Tip

## Image is everything . . .

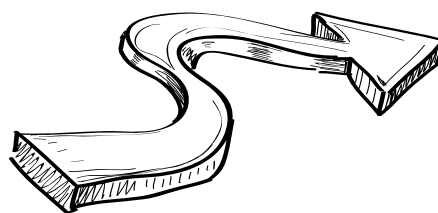
Create a great first impression with high quality digital photographs showing your business at its best.

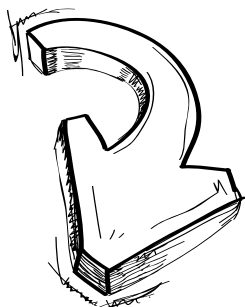
- At a minimum, include a wide photograph of the property itself.
- Photos should be landscape orientation, minimum size 250k – maximum size 3MB, with a resolution of 72 dpi.
- Photographs should be original photo files with no borders, markings, image credits or image editing.
- You must have taken the photograph yourself or have received written permission from the copyright owner to allow the image to be used by Fáilte Ireland.
- You must have received express permission from any person who appears in the photos.



## 10 Tips for your TCS listing

1. Make it easy to read: Keep sentences simple and short and use paragraphs to break up the text. Read your text out loud to make sure it flows well.
2. Give the basics up front: Always include the name of your business, your location and how close you are to the nearest town in your brief description so your reader sees this important information immediately.
3. Offer a tourism experience: Paint a picture in your listing of what your customers will get when they visit.
4. Write in the third person: It gives the reader the impression that the text is presenting facts about the premises rather than personal opinions.
5. Keep it up-to-date: Review your content regularly and make sure that information such as special offers and events are up to date.
6. Get it right: Make sure that your contact details are correct and the links to your website and your booking provider website are working. Don't forget to check your spelling, grammar and punctuation – mistakes can damage the impression you want to create.
7. Explain how to get there: Always include directions to your premises from your nearest town or landmark rather than a city or airport. Visitors can find the town using a map or satellite navigation but they may need your help to make it right to your front door. Include GPS co-ordinates of your property for satellite navigation users.
8. Quality assurance: When you join one of Fáilte Ireland's Quality Assurance schemes, you are showing your commitment to quality. Your approval is a testimonial to the rigorously assessed service that you provide. Always mention your approval in your description. It's one of your best selling points.
9. Booking links: Think about where you want the user to land when they click on the link on your listing – to your homepage or to a specific section?
10. Added extras: You can also feature brochures, video or audio as part of your listing.





## Online marketing

### Social media





Social media sites are growing at a phenomenal pace internationally and are being used for marketing, communications, customer research, brand building and sales. While social media sites have a role to play in your overseas sales strategy, you should not consider social media as your only sales platform. The most popular sites are Facebook and Twitter.

### Why should I bother?

What's said online about your business matters! Online users trust the opinions of other people like them above the opinion of businesses, and search engines such as Google include social media results from sites such as [www.tripadvisor.com](http://www.tripadvisor.com) when users search for accommodation. Register on Google Alerts to be aware of what's being said about your business online.

### FACT

In just under two years, Tourism Ireland has gained 675,000+ Facebook Fans worldwide!

How is Tourism Ireland using social media?	
 <b>GB</b>	GB Facebook profile: <a href="http://www.facebook.com/DiscoverIrelandGB">www.facebook.com/DiscoverIrelandGB</a> 95,245 fans Twitter: <a href="https://twitter.com/#!/GoToIrelandGB">https://twitter.com/#!/GoToIrelandGB</a> 2,000 followers
 <b>US</b>	Facebook profile: <a href="http://www.facebook.com/discoverireland">http://www.facebook.com/discoverireland</a> Almost 215,500 fans Twitter: <a href="http://twitter.com/#!/GoToIrelandUS">http://twitter.com/#!/GoToIrelandUS</a> Over 4,000 followers
 <b>Germany</b>	Facebook profile: <a href="http://www.facebook.com/entdeckeirland">http://www.facebook.com/entdeckeirland</a> 57,272 fans Youtube.com/user/entdeckeirland
 <b>France</b>	Facebook profile: <a href="http://www.facebook.com/#!/TourismeIrlandais">http://www.facebook.com/#!/TourismeIrlandais</a> 43,535 fans Twitter: <a href="http://twitter.com/#!/vacancesirlande">http://twitter.com/#!/vacancesirlande</a> 400 followers
<b>Central Blog</b>	<a href="http://blog.discoverireland.com/">http://blog.discoverireland.com/</a>
<b>Central You Tube channel</b>	<a href="http://www.youtube.com/user/discoverireland">http://www.youtube.com/user/discoverireland</a>
<b>Central Twitter</b>	<a href="https://twitter.com/discoverireland">Twitter.com/discoverireland</a> 16,116 followers

#### Note:

- Each market controls their own Facebook/Twitter profile and they have control over what is published
- To share content/stories/ideas for social media with Tourism Ireland send your information to [tcontent@maxmedia.ie](mailto:tcontent@maxmedia.ie)





## Online marketing

### Which social media tools should I use?

The main tools you should be using as part of your integrated marketing and communications plan are

**Facebook, Twitter, YouTube, Flickr and blogging.**



#### Facebook

For tourism businesses, Facebook is used for communications, marketing and, increasingly, as a distribution channel, which is particularly attractive for overseas business. Facebook allows you to have a presence online to gather and interact with people who 'like' your offering. People who 'like' your product or service are predisposed, willing and attentive to your message. Remember however, you won't build your online community overnight, it takes time and the best way to do it is to encourage your own guests to post stories about their holiday experiences with you.

#### 1. Who uses Facebook?

Over half of Facebook's userbase are aged 18-25 but the fastest growing demographic segment is 35+ years. In the US, the fastest growing segment is women over 55 years. So if you think it's all a fad for young people, think again! Facebook also has 200 million active mobile users and its daily reach rivals all traditional media channels.

#### 2. Why do people use Facebook?

Facebook allows like-minded people worldwide to connect with each other. Some people join Facebook just to have their own place to upload photos to share with friends and family.

#### 3. What can you find on Facebook?

Simply put, if people have an interest, it is part of Facebook. For example, if a user who belongs

to a US golfing society network is searching for accommodation providers in Ireland who offer golf holidays, the results returned are people in the US golfing society network first, followed by those in other networks. From that point, that user can contact others to get their feedback on golfing holidays in Ireland.

#### 4. Why is Facebook so popular for sharing photos?

Facebook is the No. 1 photo sharing application on the web, followed by Flickr. Photos and images sell a destination and tourism products on the international market place more easily than words ever will.  
[www.facebook.com](http://www.facebook.com)

### Tips for making the most of Facebook for your business

- Find your existing customers and add new ones to build your community. Get people who 'like' by first inviting your friends and then their friends.
- Interact with and feature fans: Listen to what your fans are saying and respond to them; build your community by engaging with your audience and securing trusted referrals.
- Pace your publishing: Develop a publishing schedule to maximise your impact, content must be current, relevant and interesting to have currency.
- Experiment, measure & adjust: Use Page Insights to see what Facebook ads are working for you and use the results to become even more targeted in your future spend.
- Once you have a core community of fans, post quick facts, feedback and photos.
- Remember that people don't go to Facebook to shop, but to talk to friends and have fun.

Tip



## Twitter

Twitter, the micro-blogging site allows businesses to interact in a casual and fun manner with their customers. It is also a marketing tool to listen to what customers are saying and provides you with an opportunity to immediately react.

Tourism Ireland makes good use of Twitter with a series of Twitter profiles localised to meet individual overseas markets. Tourism Ireland posts special offers and responds to tweets posted about Ireland, offering suggestions, links and advice to potential tourists.

### Should you get involved?

People follow on Twitter primarily for information. If you have interesting, valuable, timely information to get out to people interested in your tourism business, you should be tweeting!

### Making the most of Twitter

You can build your following, reputation, and customer's trust by following best practice guidelines for Twitter.

1. Share photos and interesting information. But Tweets must be timely, interesting and rich with links to further information e.g. reports on salmon leaping as they return to breeding grounds, weather conditions, surf reports – whatever is relevant to your customers.
2. Listen regularly to monitor the comments about your tourism sector, your company and products or services. 'Follow' other relevant accounts within the industry to keep yourself informed and that in turn can help expand your own Twitter 'followers'.
3. Ask questions of your followers to glean valuable insights and show that you are listening.
4. Respond to someone if they ask a question. Respond to compliments and feedback in real time. If there's a positive mention of your brand, thank the person who made it. If it's negative, then apply positive customer service tactics and address the problem; often a positive resolution can turn a critic into a fan.
5. Reward followers by tweeting updates about special offers, discounts and time-sensitive deals now and again, but don't pour out regular sales pitches! The platform is social and has to be used socially. If you are intrusive, you will alienate the people you want to win over.
6. Demonstrate leadership by referencing articles and links about the bigger picture as it relates to your business. Mentions provide more opportunity for reciprocal mentions.
7. Champion your stakeholders by retweeting and replying publicly to great tweets posted by your followers and customers.
8. Think about your voice as you Tweet; Twitter users prefer a direct, genuine and a likable tone from your business [www.twitter.com](http://www.twitter.com).





## Online marketing



### Blogging

Having your own blog lets you provide value and information to your customers in a simple, straightforward format. But blogs can be hard work and it is easy to get off track. Your blog should focus on the reasons to visit your tourism product or service, so that it can generate local links.

#### What are the benefits of a blog?

- Your blog will give your website a fresh feel and both your customers and search engines like a website that is regularly updated. It gives your customers a reason to return and gives you a search engine optimisation boost.
- Use your blog to put the personal touch into technology! Your personality and the personality of your business can shine through a blog.

#### How can I use a blog most effectively?

- Consider your topics carefully. What stories will you feature? Ensure that everything you post to the blog fits into one of the main topics or stories that customers are interested in.
- Involve your team and anyone who is expert in certain subjects involved e.g. your concierge is an

expert on your hotel's surroundings, your chef is a food expert, your gardener etc. Ask key team members to write a few sentences every month and before you know it, you have plenty of relevant information to tell your customers.

- Commit to a blogging schedule at the start. Most blogging software lets you write and schedule things ahead of time. To be really effective, you should update the blog once a week.
- The best place to start may be to listen to what's being said in other relevant blogs before you start your own. This way, you'll get a feel for what people want to talk about and hear about and you can then tailor your own message to better meet their needs.



### Video and photo sharing online

- The use of images and videos is essential, where experience is everything and interactive media formats are the perfect medium for telling the story.
- Search engines like videos and images which will increase your rankings.
- Videos and good images can be viral – if someone likes what they see, they can share it on several other platforms such as Twitter & Facebook.
- Video and images give you a chance to build a relationship with your prospects – they get to know, like and trust you via your videos. How many times have we heard “a picture paints a thousand words” and it will do that in any language!



## YouTube

Video is an integral part of the internet and mobile experience and video clips are great for encouraging engagement on a site. Set up your own YouTube channel for your tourism product or service and encourage others to upload videos to the site. These could then be embedded into Facebook, your website, Blog or linked on Twitter. It is a great way to show off your product and its hinterland without having to take the time to create videos yourself.

Tourism Ireland makes good use of Twitter with a series of Twitter profiles localised to meet individual overseas markets. Tourism Ireland posts special offers and responds to tweets posted about Ireland, offering suggestions, links and advice to potential tourists.



## Flickr

Flickr lets you share photographs, and is widely used by bloggers and journalists as a photo repository. Photos can be tagged and organised so that others can find what they're looking for. Putting accommodation, activity and destination photos online is easy and gives good exposure.

### Mobile Marketing – the facts:

- Google says that one fifth of hotel searches come from mobile devices.
- There are four times more mobile devices than PCs in the world so a mobile compatible website is crucial.
- Three quarters of business travellers and over half of leisure travellers say they have used a mobile device to find local information on accommodation, restaurants and attractions.
- Research in GB showed that when people are browsing for information, they tend to prefer a mobile optimised site rather than a mobile app.
- Mobile users have shorter attention spans, smaller screens and like bulleted lists of relevant information to help make quick decisions.
- Make sure there is no Flash on your website.
- Create a mobile version optimized for lower bandwidth networks and quick completion of basic tasks like calling you or checking the address.
- Make the booking experience simple and straightforward for a mobile user.
- When searching on a mobile device, people use fewer words and spelling is often not great as they type with clumsy fingers!

### Two main ways of getting involved in mobile marketing:

1. A mobile friendly website
2. An app

Mobile-friendly sites should be a direct reflection of the look, feel and branding of your website. This factor tends to make consumers more trusting of completing purchases on your mobile site, as the appearance should relate closely to the brand they may have already come to know and identify with.

Apps appeal to the rapidly growing 'app-fanatic' community. However, they can be costly to produce and also require investment to promote so it is important to give careful consideration to how well you might use them before engaging in app development.





## Social media in the overseas markets



### Social Media in GB

- 52.7 million people are online.
- 60% of those are on Facebook.
- 45% are on Twitter.

Facebook is by far the most dominant social space in GB with 30m users. People using Facebook are using it in their spare time and they want to be entertained.

#### **So always bear in mind two rules of thumb to optimise your use of Facebook;**

1. Where's the benefit for the consumer?
2. Show, don't tell any marketing messages you want to share

It's important to create an easy, friendly chatty atmosphere. This is the style that is used on the Tourism Ireland GB Facebook page, <http://www.facebook.com/DiscoverIrelandGB> and we find that it isn't a space that is appropriate for direct sales messages.

Tourism Ireland GB is always happy to receive information from trade partners. However, in order to create and nurture the Facebook community, we don't accept Industry posting offers directly on the wall and these posts will be deleted. Content that works well for GB consumers to generate likes/comments includes:

- Posting pictures for comment e.g. caption competitions etc.
- Linking through to interesting or quirky news articles.
- Embedding videos from your YouTube channel.

This is the sort of content that consumers like to see in preference to hard hitting sales messages. It is important to keep things flexible in case anything newsy comes up. You also need to keep a close eye on your fan figures; if you find the numbers are declining, stop posting so frequently. Twitter is very influential in GB, and often makes (and breaks) news items. While the Netherlands is the most active country for Twitter, London is the most active city. 23% of the GB consumers use Twitter. It bears more frequent communication than Facebook and you can comfortably tweet about once a day. It has mostly proven its worth in the PR domain and works particularly well with personalised messages that reach out to influencers and bloggers. [www.klout.com](http://www.klout.com) can help you to identify influencers for your target market.

For consumers, there is great potential for consumer interaction in GB, and in particular for customer service elements. Users can direct brief queries that would normally come via email to Twitter. So if you are using Twitter, make sure you've got alerts in place to be able to respond to users. Keeping conversations going and establishing relationships requires a light touch and willingness to engage in easy banter and chat.

Blogging is really popular in the UK and the successful ones focus on an individual passion. Travel trade should concentrate on a niche area e.g. food, adventure etc. A good way to reach out to bloggers is to use Twitter first of all and then once you've formed a relationship, you can offer trips for them to come and check out your product. This is not guaranteed coverage though, they'd often only blog if they're really impressed by what they see. You can check out whether bloggers are worth investing your time in at sites like; Website Grader: [www.websitegrader.com](http://www.websitegrader.com), Stat Brain: [www.statbrain.com](http://www.statbrain.com) and Google Ad Planner: [www.google.com/adplanner/](http://www.google.com/adplanner/)



Bloggers are by nature really keen for news and information and if they can be the 'first' to get the information, they love it! If they even sniff a mass email though they can be very disdainful. They blog out of a passion for what they do, and expect individualised contact and attention.

**YouTube** - as in the rest of the world, video is massive. YouTube is now the third most popular UK site after Google and Facebook, and in the video field dominates with 70% of all visits to video sites. This totals up at 184million hours the UK consumers have spent watching YouTube content, averaging 20mins a session. YouTube is great if you have assets to share. With consumer-facing messages, the same rules apply as to Facebook i.e. where's the benefit for the consumer? Is it amusing or inspiring?

**LinkedIn**, a business version of Facebook, this is extremely popular with professionals and is best suited to engaging with business tourism prospects.

**Mobile** - 46% of UK users have a smartphone, and mobile internet use is on a path to overtake desktop internet use by 2013! Bear this changing use in mind for any web development you take on. It may also be worth considering using Google adwords that are dedicated to mobile devices as there's very little competition in this area at the moment. You will increase conversions if you lead to a mobile-optimised site.

If you're looking at app development, you need to put robust objectives in place and take a critical look at which operating platforms you want to develop. In the UK, the market is led by Android, followed by Apple, then RIM.





## Social Media in US

Tourism Ireland's marketing programme is designed to drive traffic to [www.discoverireland.com](http://www.discoverireland.com) where visitors can plan their trip and view a large variety of great value holiday packages. In 2011 more than 2.6m unique visits were recorded on the US site which also drove more than 500,000 referrals to third party industry sites for booking purposes.

**The US is very social and the purchasing decisions of around 40 million Americans are now influenced in various ways by social media.**

- 157.8 million social networking users in US.
- 142.2 million of them are on Facebook
- 28.7 million are on Twitter.
- Linked In: 150 million registered users.
- Myspace: 25 million registered users.

**Facebook** - For success on Facebook, and to increase fan/friends numbers, a social specific advertising campaign can achieve this; however, an awareness of your product can 'snowball' this effect to a faster rate. The conversation should be of a friendly tone and no pushing of agenda (i.e. sales), just let your friends join in. You should also not pollute your wall with over-postings or with a sales or marketing pitch; in the US it is best used as a branding device not tactically driven. However, do test and trial different messages and you will know when your engagement is heightened by likes/ comments of your posts.

There is opportunity to really push the positive aspects of a product or tourism experience in Ireland and encourage visitors to log on and share their stories. Tourism Ireland did a B+B post on our Facebook page ([www.facebook.com/discoverireland](http://www.facebook.com/discoverireland)) and the results were overwhelming with fans coming on with posts of good experiences etc. It really can generate a lot of good information exchange, but you need to be comfortable to leave control of the conversation go – remember it's your friends/fans that are engaging with you. Encourage fans to tell positive stories about Ireland, accommodation, visitor attractions etc. without you having to do it.

Posts should be witty, warm, engaging and short and by that we mean just asking a question that is relevant or asking for a suggestion and following through. Images work very well tagged to the posts and we see a huge increase in 'likes' with these.

In the US market we keep things very broad and relevant to the audience, so for example we acknowledge Presidents Day, Christmas, Thanksgiving etc.

**Twitter** - Two pilot programmes were undertaken in the US in 2010. Both campaigns carried partner offers and were supported by an advertising campaign. Each offer was supported by 2 tweets on the destination with a view to driving engagement and ultimately driving followers to our partner websites. Presently for the US market, other forms of social media present a better opportunity to build brand awareness and drive consideration for our product - Ireland.



## Social media in the overseas markets

**Blogging** - Approximately 50% of bloggers are US based. Tourism Ireland has a central blog and we promote this through different social media platforms including Facebook. This is an opportunity for those who have an interest in different areas to read and engage more with us. The other aspect of blogging is to work and infiltrate bloggers that have followers already and can influence their followers to select Ireland or product.

To commence blogging, it is recommended to have a clear strategy in place, with engagement being at the helm. However, the content needs to be consistently fresh, engaging and give your followers a reason to 'check-in' with you everyday. One of the ways to gain traction, is to identify different bloggers who are already established and become their followers. By commenting and engaging with them, you gain access to their fans and can build momentum.

### **Youtube and flickr**

Both platforms offer the visual potential to portray your product in such a great way. For your video to go viral however it needs to be incredibly funny and in some ways this can be a risk. However, your social stream can work well by having a presence in these platforms along with Facebook to start your brand building in a low-cost format.







## Social media in the overseas markets



### Social Media in Germany

- Facebook is the biggest social network.
- The biggest professional network in Germany is [xing.com](http://xing.com).

**Facebook** - Facebook is now the most important social media in Germany with over 23 million users, which is nearly 28% of the total population and is 36% of the online population and No. 10 of all Facebook countries. The largest age group is currently 25-34 yrs (27%), followed by the users in the age of 18-24 (26%) and 35-44 (16%). 52% are male while 48% are female.

There is a very high level of engagement on the German site with fans and they are very passionate about Ireland. Many have been there at least once and many others want to travel there in the near future. As a result they post lots of questions about future travel plans, and those who have already been there post lots of photos and links.

As in most other markets, the conversation in Germany needs to be free and personality driven. Therefore we post a mix of general Ireland news, links to our website ([entdeckeIrland.de](http://entdeckeIrland.de)), entertainment news or links and of course offers, posts and links to both German and Ireland based partners.

We avoid pushing products. Any posts, offers or sales that we do publish need to have a benefit for the end consumer. We generally try to make sure that these posts have an interesting or quirky story attached to them so that they will be of interest and value to our fans. We also encourage our fans to tell positive stories about Ireland/accommodation/properties etc. so that others can learn from their experiences.

We don't allow trade to publish sales messages but we would encourage you to post interesting stories or news items. We do encourage trade to get involved with discussions and to add comments relevant to the discussions already taking place, but we will delete comments that detract from the easy, friendly chatty atmosphere we're trying to create.

Try to make conversation as you would with people, you just met. Posts should be witty/ warm, engaging and short, by that we mean just adding stories or comments that are relevant. We would encourage you to look at the Tourism Ireland posts for best practice examples. We would also encourage you to reply to user's questions. Please try to post your messages or comments in the German language as this is the official language of the fan page. We will gladly help with translations or make posts on your behalf with links to your own website. Images and videos work very well.

If you see a specific campaign running, please contact us before you post something. It might be necessary to limit the number of posts, so that our official links won't be pushed down the page too quickly.

**Twitter** - Twitter has not yet taken off in the German market the way it has in other countries and is not widely used. We currently do not have a German twitter channel.

**Blogging** - Blogging is not yet hugely important in Germany. There is currently no Tourism Ireland blog.

**Youtube** - We are currently using our YouTube channel as a repository to store video data so that we can use it elsewhere. Feel free to leave comments or become a "friend" of [entdeckeIrland](http://entdeckeIrland.de) on YouTube.

**Linked in** Linked in is not a major social media channel in Germany. Instead, the main business orientated social media is [Xing.com](http://Xing.com).



## Social Media in France

- 47.8 million people are online. They spend an average of 28 hours per month online.
- 24.3 million people are on Facebook; 37.5% of the total population.

**Facebook** - is by far the most-used and most-relevant social platform at the moment to reach French consumers. French fans on the Tourism Ireland page [www.facebook.com/tourismeirlandais](http://www.facebook.com/tourismeirlandais) are very positive, very proactive and there is a high level of engagement. They share photos, videos and feelings about Ireland.

We try to mix our communication on the page by alternating between information-type, motivation-type, and sales-type messages. We tend to avoid pushing products and being too sales oriented, but at the same time our audience is not against receiving good offers from time to time. So we try to present the offer in a way that is not too commercial and ties in with a subject that we want to talk about or that was recently featured.

**Twitter** - is not widely used in France yet, and is mostly used by journalists and bloggers. Our aim for 2012 is to use it more to reach the media and blogging community, and to publish tweets that would have the appeal to be re-tweeted by the media.

**Blogging** - is very big in France. There are blogs on each and every theme possible, and some blogs have huge audiences and influence. We have developed some campaigns with bloggers, but it is not an easy community to work with. You should be aware that bloggers like things tailor made to their tastes; they don't like to be treated like journalists and they don't want to be bombarded with commercial or PR emails.

**Youtube** - YouTube is also very popular in France. We have a French channel with Tourism Ireland videos in French including a video made during a blogger's 'city break' trip.

**Linkedin** - is mostly used as a professional networking and resumé-sharing site. A similar site, but specific to France is Viadeo which Tourism Ireland in France are considering for the business tourism market.

**Mobile marketing** - is growing by leaps and bounds in France thanks to smart phones and apps.





## TripAdvisor

Whether you love it or hate it, TripAdvisor is a key element of the customer decision making process.

### 10 things to know about trip advisor

1. 90% of hotel managers believe that the TripAdvisor Popularity Index is important to their hotel and follow their ranking regularly.
2. If your property is listed on TripAdvisor, you should register as the 'owner' to make the most of your presence on the site.
3. Encourage guests to post reviews when they are checking out of your business.
4. Do not encourage guests to post a review from the PCs in your business – TripAdvisor says: "We recommend that guests submit a review when they return home from their trip. A review submitted from a hotel lobby computer may appear to be written by staff".
5. Send a short thank you email to customers after they've left to thank them for staying with you and inviting them to post a review on Trip Advisor.
6. You can order comment cards from Trip Advisor that you can use to encourage guests to post a review. Log in to your owner's page on your Trip Advisor account for more information.
7. TripAdvisor awards hotels with honours such as 'Travellers' Choice' and 'Excellent Hotel'.
8. Display these badges on your website to let others know that you are highly rated in TripAdvisor.
9. How is the Popularity Index determined? The more recent and positive reviews a property receives, the better its overall rating. Properties with many positive reviews receive a higher score than a property with just one positive review.
10. If your hotel / restaurant etc is reviewed in newspapers, magazines or guide books, you can now add the article to your TripAdvisor listing.

### Some tips from trip advisor research

- Properties with more than 20 photos get 150% more engagement.
- 79% of people say that seeing a response to a negative review is reassuring.
- When deciding between 2 hotels, 65% of people say that seeing a management response would sway them to book with the responding hotel.

### Tips for managing negative reviews

- Monitor reviews and answer all negative comments.
- Address the guest directly, but bear in mind you're speaking to an entire community.
- Thank them for the review and let them know you're disappointed they didn't have the best experience.
- Apologise, explain what happened and offer an incentive to come back.
- Provide an offline channel to continue the conversation via phone/email.





### What if the reviewer makes false claims?

Hoteliers can either make use of the Review Dispute form in the Owners' Centre or they can report the review via the 'Report Inappropriate' link at the bottom of each review.

**While the dispute process is ongoing, TripAdvisor encourages hoteliers to post a management response:**

- Post a reply to set the record straight diplomatically and respectfully.
- Never accuse a reviewer of dishonesty or exaggeration; erroneous claims are often the result of a misunderstanding, not maliciousness.
- Accept that occasionally you'll be the victim of unfair or false claims.

Example of a bad response: *"Your claims are at best pure fabrications and at worst a deliberate attempt to slander our good reputation."*

Example of a good response: *"We can find no record of this incident, and it certainly is not in keeping with how we treat our guests. We urge you to contact us directly to discuss."*





## Case Study of Castlewood House

"We opened Castlewood House in May 2005. At that time Trip Advisor would have been a relatively new phenomenon and guests would only comment on it every now and then. Fast forward to 2011/2012 and now we find that guests will do their initial research on a hotel's website, and then check Trip Advisor. The majority of guests from overseas are using Trip Advisor as their main reference site, and quite a few guests from the domestic market also.

It would not be our policy, or in our own personal beliefs, to ask our guests to review us on Trip Advisor but sometimes when they're leaving they tell us that they intend to when they get home. This is nice to hear and we really appreciate it.

We plan to engage much more with Trip Advisor this year and we feel that it is really important to have a stock of good quality photos of our premises on our Trip Advisor page, as this gives a visitor to our page a lot more to engage with.

We received our first Trip Advisor accolade in 2009 in the 'Best hidden gems – Europe' category and in the 'Best Bargain – World' category and again in 2010, in the 'Best Service – Europe' category. In 2012, we were honoured to be voted by our guests as Trip Advisor's No. 1 Hotel in Ireland. This has had a hugely positive impact on our business and on us personally, to know that our guests were happy with our product and service".

### **Helen Heaton**

Castlewood House, Dingle





## Trade and consumer promotions

### Overseas promotions

Overseas promotions are an excellent opportunity for the Irish industry to meet face-to-face with overseas tour operators and travel agents, consumers and travel media.

Each year Tourism Ireland participates in over 100 trade and consumer promotions in overseas markets. Some are trade-only, some are consumer-only and some are a mix of both elements; for example, a four day fair/show might be trade-only for the first two days and then consumer-only for the last two days. E.g. World Travel Market in London and ITB in Berlin.

Tourism Ireland generally books an Ireland stand with Irish industry participants having space on that stand. For trade shows, this generally entails having their own desk, while at consumer shows Irish tourism providers may share desks.

Workshops and sales missions, a combination of office visits and networking events are also trade-only. An example is the 'Jump into Ireland' events in the US & Canada which take place in a number of cities. The format includes innovative and interactive presentations to retail agents and travel media, networking opportunities to meet key trade and consumer media contacts and an experiential reception featuring Irish music, food and culture which brings the new brand to life. Networking and workshop events are also organised in certain markets, giving companies the chance to speak to buyers one-to-one. There are also a range of Business Tourism workshops, sales missions and events during the year.

**Consumer-only shows** include general holiday and lifestyle consumer shows and special interest promotions to promote products such as golf, outdoor activities etc.

### In-Ireland promotions

As well as overseas promotions, Tourism Ireland also organises a number of workshops and events in Ireland. Generally organised on the 'workshop' model, these events bring overseas buyers to Ireland, allowing the Irish industry to meet ten or more potential buyers in one day, without the expense of overseas travel. The biggest of these in-Ireland annual events is Meitheal which usually takes place in April each year giving Irish industry partners the opportunity to meet with approximately 240 travel trade buyers from 23 countries.

Other in-Ireland workshops are organised annually in different locations throughout Ireland.

Recruitment for participating in overseas and in-Ireland promotions is done by Fáilte Ireland via [www.promotionsireland.ie](http://www.promotionsireland.ie) so register your interest to keep up to date with opportunities and listings. Register too on [www.tourismireland.com/industryopportunities](http://www.tourismireland.com/industryopportunities)

### Irish Tour Operators Association (ITOA)

The Irish Tour Operators Association (ITOA) consists of over 30 leading companies that operate incoming travel and tours to the island of Ireland. Members of the ITOA package and promote various elements of the Irish tourism product for marketing overseas.

The ITOA hosts two workshops in Ireland each March. These offer the Irish trade opportunities to promote their product to ITOA members who contract on behalf of and represent 4,000 international trade partners including:

- Tour operators and wholesalers.
- Major retail travel groups.
- Operators in the conference, incentive and events sectors.

To book your place at one of the workshops, go to [www.irishtouoperators.com](http://www.irishtouoperators.com).

## Tip

Trade and consumer shows are different. If you want to attract tour groups organised by tour operators, then choose trade shows. If you want contact with individual consumers then choose a consumer show. You should remember that there is little point in attending consumer shows in Germany or France if you do not speak the local language. While most people in the travel trade speak English, consumers expect to speak French or German when they attend a consumer travel fair in their native country.

## Tips in planning and organising a trade/consumer show stand

### Introduction

Participating at trade or consumer shows provide you with the opportunity to:

- Research the demand for your product/destination in the market.
- Establish a presence in the market.
- Sell your destination and product to a target market.
- Assess the competition.
- Meet others in your industry.
- Meet distributors or trade who may include and sell your product in the market.

If you have decided as part of your sales and marketing strategy to exhibit at trade or consumer shows the following planning tips and timelines are designed to assist you in making the most of your participation. As with any sales and marketing activity it is vital that you spend time researching and identifying which events you will attend based on target reach and opportunity. Taking a stand at a show can be an expensive waste of time and budget if you do not properly prepare for them.

The guidelines provided are generic and provided for indicative purposes only. Timelines and activities may vary depending on show type, location and time of booking.





## Trade and consumer promotions

### Research and planning 12-9 months in advance

Review exhibition websites and contact the show organisers or Fáilte Ireland/Tourism Ireland through [www.promotionsireland.ie](http://www.promotionsireland.ie)

Information on the exhibition for the year ahead may initially be limited online in terms of booking forms, floor plans and stand equipment. However you should review the previous year's information and below are some tips on the type of information you should review and source.

1. Examine visitor numbers & profiles of attendance at the previous year's show. Information should be available on visitor demographic profiles, the geographic area that the show serves, number and types of exhibitors, the exhibition hall plan which may show the breakdown of where a specific product is located and show organiser contact details.
2. A list of previous year's exhibitors should also be available to review online. If not, request this information from the event sponsor/organizer. As part of your research it is important to identify who the exhibitors are and the potential that they present for selling to at the show.
3. Some shows, particularly lifestyle exhibitions and those run by National organizations i.e. RHS U.K. may require you to submit a tender/bid for consideration and approval to exhibit at the show. Be sure that you fully research this well in advance as there will be date deadlines for submission of stand plans and design. Remember too that expense will most likely be incurred in the submission of such detailed plans and may not be reclaimable in the event that you are not successful in your application.
4. Review (if available online or request from the show organizer) the stand types available and costs. Stand space is generally priced on the floor area cost per square metre and in addition the cost of shell schemes and stand design options will be extra.

All prices are generally exclusive of VAT. Prices will vary depending on stand location within a hall or where catering services are provided as part of the stand area. Note: some international cities and exhibition centres add a city tax priced on the floor space booked which must be collected by the show organiser.

5. Review stand furnishing and fit out options. These are generally priced separately and in addition to your stand floor space cost. These include lighting, electrical supply, WiFi, availability, plant hire, audio and visual equipment rental, storage and display units, cleaning services, catering services and exhibitor signage. Some exhibitions will allow you to provide your own furnishings but ensure you check access and delivery requirements and any permissions required by the organisers.
6. Be sure to check with the organiser on any insurance requirements that may be required for you to provide or that are available through the show as part of registration.
7. Show organisers will also provide you with information on the location of the exhibition centre and the distances and access transport available from the airport and accommodation facilities.
8. Seek advice from past exhibitors, Fáilte Ireland or Tourism Ireland who may have attended the show previously and may therefore be in a position to offer you additional valuable insights on the show format and stand locations.
9. Visas may be required for the market in which the show is taking place, if so contact the Embassy or review requirements on-line.

Undertaking this research well in advance of committing to participation and taking a trade stand will enable you to develop a detailed trade show budget forecast and planning check list.





## Trade and consumer promotions

### 9-6 months in advance

1. Set specific objectives for your show such as the number of visitors who may visit your stand, leads you intend to generate and publicity that can be secured.
2. Identify your space needs and the type of trade show exhibits and display accessories you will need along with marketing collateral and promotional items.
3. Register and reserve your space with the show organizer. Ensure you review the exhibition floor plan that lists other exhibitors in the hall or centre and know what other companies or products are exhibiting next and nearby your stand preference. Remember the best positions at an exhibition may be more expensive and are determined by the flow of traffic and visitor footfall, so when booking your space be sure to consider locations that will provide you with good visibility and throughput of visitors.

Some of the primary stand positions to consider include:

- Position nearest the exhibition / hall entrance.
  - If there are a number of halls, stands located at the primary link corridors.
  - Halls may be divided into a number of specific themes or categories therefore it is important to choose the appropriate hall that meets your product type.
  - Choose a stand position that allows you to have a minimum of two open sides – remember closed stands are un-inviting and you are there to encourage customers to visit your space.
4. Complete all registration information accurately ensuring that your product description gets across the key points you want to communicate at your exhibit. Note the payment deposit and payment schedules so as to ensure that your finance department has the required information.

Undertaking this research well in advance of committing to participation and taking a trade stand will enable you to develop a detailed trade show budget forecast and planning check list.

### 3-6 months in advance

1. Finalise and complete applications for stand design, build and layout. Application forms are generally downloadable from the exhibition website or

from the show organiser. There may be a number of suppliers for the stand build and fit out each requiring information and payment separately or co-ordinated by the show organisers.

### 3-1 months in advance

1. Determine and organise the literature and marketing materials you will need at the show.
2. Continue working with suppliers on your stand design and exhibit items.
3. Confirm delivery dates and adherence to your trade show planning timeline.
4. Identify how you will ship your stand displays and other items to the show and the dispatch address to the exhibition centre. Some shows will require delivery to a central point or to the stand directly – this will determine the dates on which deliveries should be organized.
5. Contact the show press office providing them with appropriate press release and information on your

product. Explore the opportunities for press visits to your stand, inclusion in the show newsletter and opportunities for your participation on the shows central stage / entertainment area. If this opportunity exists make sure to consider how you might make best use of the facility by offering to be interviewed by the stage show's Master of Ceremonies, present promotional footage or present competition prizes and giveaways as part of the daily performance schedule.

6. Launch pre-show marketing initiatives – contacting other trade show exhibitors or potential / existing customers in the vicinity of the show to invite them to the stand or meet with them prior to or post the show.

## 1 month in advance

1. Complete staff training and briefing session.
2. Confirm shipping arrival dates and return shipment for your booth display, promotional items and material.
3. Double check that all action steps and timelines have been met as per the check-list devised.
4. Contact the show organiser to ensure that all arrangements are in place.
5. Organise a Show 'Toolkit' - inevitably at the show you will be looking for the following items for those last minute booth fixings. Include a roll of sellotape, a scissors, blue tack, double backed sticky tape and a screw driver with variable heads.
6. If you're organizing a competition or giveaways on the stand for the purpose of collecting contact details of visitors to the stand bring plenty of pens and competition forms that have been designed to capture all of the relevant information you require.
7. Finalise pre-show marketing activity including in-show appointments, invitations to the show with your stand location details to existing or local contacts and sales calls pre or post the show.

## At the show

1. Arrive a day in advance of the show opening so as to ensure stand build and set up is completed and shipped items have arrived.
2. Meet with the show organiser and visit the press office to ensure you are aware of all of the PR opportunities that are available at the event.
3. Take photographs of the stand, your team and visitors to the stand for post show promotion.
4. Sell, Sell, Sell and network, network, network.
5. Keep the stand tidy and well stocked with literature at all times.
6. Encourage as many people as possible to complete forms for competition prize and giveaways.

### Key tips to building and designing a show stand:

- If there are a number of stand design options, ensure you choose the one that fits the floor space you have booked.
- Seek advice from the show organising team on stand design and layout – they have a team of experts who are there to work with you so don't be afraid to ask for assistance and guidance. It's in their interest to have happy exhibitors and repeat customers!
- Don't over clutter your stand with furniture and display units – less can be more in terms of floor space.
- Ensure that you have enough lighting and electrical supply with sockets located to power audio visuals, display unit lighting and other equipment. These are expensive add-ons in terms of stand builds so consider bringing your own electrical extension leads (x 4 sockets) but remember if you are exhibiting overseas you will need to have the appropriate travel adaptors. Please note that some shows do not permit the use of extension cords.
- When planning the design of display material ensure you provide exact measurements to the design company so as to maximize wall and floor space.
- If you are planning entertainment on your stand be sure that you have permission to do so from the organiser as there may be time restrictions and limitations in place. Similarly if you are planning hospitality ensure you have the necessary facilities on the stand and that you are not in breach of show regulations. Remember also that there are restrictions for the carriage and declaration of certain foods into countries overseas. Therefore you should always seek the advice of the local Tourism Ireland office or Bord Bia offices if you are considering bringing your own or local produce for show hospitality use.
- Consider the number of people that you will need to man the stand for the duration of the show – remember the stand must be manned at all times and some days will be busier than others so plan appropriately by rostering staff on a daily basis covering peak hours and allowing for lunch breaks, sales appointments etc.
- Book flights and accommodation for all participants and remember to cover stand build and dismantle days.
- You may decide to have your team wear a specific item of clothing or uniform for the show. Order the required items and ensure that they will be delivered prior to the show to distribute to the participants in advance of travel.
- Devise an excel spread sheet check-list for all show items required and activity, noting all contact names and details.



Tip

## Trade & Consumer Show Checklist

Timeline	Action	Responsibility (Assign team members to specific activity)	Completed (Note date completed)
<b>1 Year In Advance</b>	<p>Research &amp; Planning - As Part of Annual Sales &amp; Marketing Plan</p> <p>Assess Budgetary Requirements</p>		
<b>12 - 9 Months In Advance</b>	<p>Review Show Website and/or Contact Organiser</p> <p>Assess Show Target Audience</p> <p>Visitor Numbers, Profile &amp; Geographic Area</p> <p>Exhibitor List - Review Types of Exhibitor &amp; Possible Trade Contacts</p> <p>Note Date Deadlines and Requirements for Exhibitor Applications</p> <p>Review Stand Type, Space Costs &amp; Positions</p> <p>Stand Build and Design Considerations - Review Options and Costs</p> <p>Request Show Floor Plan</p> <p>Insurance Requirements - check with Show Organisers</p> <p>Contact Past Exhibitors and seek advice from Fáilte Ireland or Tourism Ireland</p> <p>Establish Visa Requirements for Overseas Exhibitions</p> <p>Contact Press Office to Discuss Requirements</p> <p>Issue Letter of Invitation and Booking Form</p> <p>Finalise Participation List and Provide Regular Updates to Team</p>		
<b>9 - 6 Months In Advance</b>	<p>Set Specific Show Objectives and Targets</p> <p>Confirm Stand Space Required and Location Preference</p> <p>Contact Show Organiser - If Location Preference not available seek a waiting list</p> <p>Complete Registration Forms &amp; Deposit Payment</p>		
<b>6 - 3 Months In Advance</b>	<p>Reconfirm Stand Position and contact Stand Suppliers</p> <p>Review Stand Design and Layout with Furniture, Fittings &amp; Accessories</p> <p>Brief Designer on Display Units Required</p> <p>Consider Entertainment and/or Catering Options</p> <p>Complete Catalogue Entry Forms</p> <p>Submit Required Order Forms to Stand Fit Out Suppliers</p> <p>Finalise Payment Schedule and Review Budget</p> <p>Consider Staffing Levels Required for the Duration of the Show</p> <p>Organise Transport and Accommodation Requirements</p>		

## Trade & Consumer Show Checklist

Timeline	Action	Responsibility (Assign team members to specific activity)	Completed (Note date completed)
<b>3 - 1 Months In Advance</b>	Determine the Literature & Marketing Materials Required Continue working with Stand Designers and Fit Out Providers Confirm Delivery Dates and Adherence to Show Planning Timelines Launch Pre-Show Marketing Initiatives Contact Show Press Office and Implement Public Relations (PR), Activity & Requirements Ensure All Timelines are Being Met for Stand Fit-Out, Design & Promotional Materials		
<b>1 Month In Advance</b>	Organise Staff Briefing and Training Request Full List of Exhibitors from Show Organiser Finalise Shipping Arrangements for Display Units and Promotional Literature Mail Invitations to Show Notifying Your Stand Location & Number Finalise Sales Calls & Meetings for Pre, Post and During Show Review Project Budget & Complete Payments Organise Show Toolkit Finalise Show Giveaways and Competition Details		
<b>At The Show</b>	Arrive 1 Day in Advance of Show to Ensure Stand Fit-Out Complete, All Displays and Promotional Material have arrived & Visit Show Organising & PR Offices Take Photographs of Stand During - Ongoing Throughout the Show Conduct Staff Briefing on First Morning of the Show & Reconfirm Rostering Keep To Appointment Schedule and Visit Other Stands of Potential Customers		
<b>Week Following the Show</b>	Complete Follow Up Analyse Leads & Create Database Evaluate Success of the Show and Future Participation Do a Report and Share with Colleagues and Team Review Budget and Return on Investment		

\* This Sample Show Checklist is indicative only in terms of timelines and activities which may vary depending on show type, location and time of booking



## Post show – follow up

1. Analyze leads, send follow-up, create a database of all leads generated and categorize as appropriate so that future communications are tailored to meet the contacts requirements.
2. Evaluate the success of trade show participation and compare with objectives from your trade show plan.
3. Do a report and share it with your colleagues and team.
4. Review your budget compared to your actual expenses for the show. Determine your return on investment and make recommendations on whether to participate in the same trade show next year suggesting changes, enhancements and other trade show ideas.

## The importance of following up

**Are you in that 20% of trade fair attendees that carry out the necessary follow up? Or are you more like the example outlined below?**

We had first-hand experience last year following a group/coach educational and workshop. A GB operator wanted to book a group and tried several times to make a booking in a particular hotel that they had met at the workshop. Despite their efforts, they couldn't get a reply! They contacted us and we asked the hotel's local Fáilte Ireland contact to give the hotel concerned a little push. I know this seems incredible but too many operators tell us the same thing – the follow up by many members of the Irish trade is lacking!

**Tourism Ireland, Great Britain**



## Sales meetings

### Presentations and sales meetings with overseas buyers

**Just like a football team scoring a goal, a sale is the result of teamwork and all the preparation that goes with it. The sale is the 'goal' but goals don't happen without training, teamwork and working to a plan. Yes, you may score the occasional goal with a little luck. However, if you want to top your league table you need to work at it. You only need to be 1% better than your competitor to win the sale!**

#### 1. Make an impression

- You need to create a positive and memorable impression from the outset through your appearance, how you behave, what you say, what you give and your attitude. Always smile and see your sales opportunity as an invitation to do business!

#### 2. Present your product professionally

- When you meet with potential customers you should have a professional presentation with an introduction, a middle and an end that is tailored to the needs of your prospective client i.e. business clients, activity operators, general leisure operators.
- Even if you don't speak the language, it is a nice touch to have your visual presentation professionally translated into German and French and you can still make the verbal presentation in English. Your presentation should:
  - Sell Ireland first, then your area, then your own product.
  - Include props and literature, images and video that effectively illustrate your product, what makes you different and where you are relative to access points.
  - Have your trade rates for the current and forthcoming year.
  - Be available on a CD or USB drive so you can give them to buyers to take away. You could send it onto buyers after the meeting which may be a good way to bring you and your product back to the front of the buyer's mind in the days or weeks after the sales meeting.

#### 3. Ask questions and listen

- Remember this is a two way conversation. Great sales people ask questions and are naturally curious, they don't monopolise the conversation. People like answering questions about themselves.
- Questions show interest without giving opinion. Better still, answers to your questions give you the information you need to enhance your chances of making the sale by linking their needs to your product offering!

#### 4. Put your customer first

- Excellent salespeople always put the customer first - they are always available and ready to provide solutions. Ask yourself this simple question: "If I were standing where my customer is right now, what would be the very best thing the salesperson could do for me?" To sell successfully, you need to 'jump the counter' and anticipate your customers' needs.
- Problem solve for your customer. You need to offer solutions, fulfil needs and challenge the competitor's proposition. If you set out to solve your customers' problems or address their needs you will find that sales happen while you are busy helping them out.

#### 5. Handle unasked or difficult questions properly

- Every presentation has objections. Most are hidden or silent. You must start with the assumption that there are objections. Remember, it is your job to find them, confront them and provide credible and trustworthy answers to reassure your potential customer.
- Consider simple effective questions like; "Is there anything I missed? Is there anything you are uncomfortable or unhappy with? Have I answered all your criteria? Is there anything you would like me to explain further?"
- Focus on selling your strengths and offer testimonials of previously satisfied customers from the relevant source market. If you have secured press coverage in the buyer's country, be sure to show your prospective client examples of that press coverage.

## 6. Link benefits to needs

- Tailor your presentation for each individual customer and provide solutions for their unique needs. Ask questions to find out how to meet their needs, for example; "What is important to you? What influences your decision? What do you need to help you to arrive at a conclusion?" Use the answers to those questions to link the benefits you offer to their needs.

## 7. Review and recap

- Before you finish a presentation, make sure you summarise. Your summary should focus on customer needs rather than on your business. Use phrases such as; "You said X was important to you". Ask "Have I answered all your questions?, Is there anything further I can do for you?, Do you need more information on any of the issues we talked about?"

## 8. Close the sale

- Understand what buying signals are. Listen to your client for clues that they are open to buying from you, for example, "If we book tomorrow, can you guarantee....?"  
Take advantage of those signals, seize the opportunity to offer a complimentary sample, always have something up your sleeve e.g. "If you book today, we will ....."
- Remain confident because confidence builds trust. In addition to being prepared, you need to be yourself and confidence comes from seeing results. Exude positivity. If the sales person isn't excited or inspired by a product or service, it's unlikely the buyer will rush to purchase. Don't fill a silence unnecessarily. They might just be thinking and about to buy!
- Ask for the sale! The single biggest sales failure is a reluctance to ask for the sale. The buyer knows that you are in the business of making a sale. They will

respect and admire the professionalism that guides them to a solution. Always close by asking for the sale and confirming it. Offering a small gift is not necessary but is always a positive way to finish a meeting.

## 9. Follow up

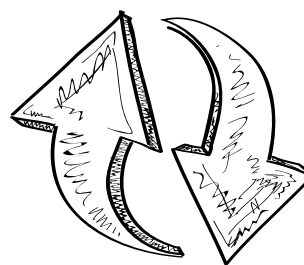
- After your sales meeting, make sure you follow up within 3-4 days with a personalised letter/email that provides a recap on action items discussed and any additional information you promised. Ensure you reply to all of their queries. Great sales people stay in touch, ask, check, measure and seek out criticism, feedback and ideas to make the next sale better.

## 10. Stay in touch

- Remember, relationships get built over time. Keep your customer informed about things that are relevant and important to them. Talk about ways that you can add value for the end consumer. Explore new product development opportunities together. And always, always, think of the mutual long-term value of your business relationship.

## 11. Rate your own sales expertise

- Check out [www.businessstools.failteireland.ie/](http://www.businessstools.failteireland.ie/) and complete the self assessment sales expertise form. This tool is designed to help you to identify which essential selling skills you have and which you need to develop.



### Tips for a successful "30 second pitch"

- Describe who you are by the type of operators/tourists you serve and how your product gives them with a unique experiential offering.
- Briefly outline what your company offers and where it's located relative to access points.
- Tell them the compelling benefit that differentiates you from the competition.
- Give them details on your prices and pricing structures. If you focus on your prospect's world and the questions that are foremost in their minds, they are more likely to engage with you.

**Remember ...**

- The business of sales is full of rejection and apparent failure. It is important to embrace a culture of 'Let's try'.
- Be prepared, but have realistic expectations; it will take an average of four prospects to deliver one win!
- Be innovative - the travel trade are generally more receptive when providers have something different to offer, whether through their product or a different approach to the sales call.
- Business relationships, just like personal relationships are built over time.

## Match your product to customer needs – “features Vs benefits”

Successful sales people know the difference between product features and benefits and they always highlight the benefits. People are not as interested in a product's features as they are in how the features will benefit them. For example, you are not selling a ticket on a boat trip, but an opportunity to see wild game along the shore and enjoy pretty sites without having to walk or drive. A feature simply describes what your product does. The benefit describes how the feature will make things better for the guest.

## Practical sales tips for overseas sales calls

- When booking your sales calls, know the dates of national holidays and school holidays in your target markets and don't plan a sales trip around those dates. In GB, the US, Germany and France, people tend to take long weekends around national holidays and France almost shuts down in August.
- It is generally best to avoid sales calls on Monday mornings and Friday afternoons.
- Allow yourself plenty of time between meetings so that you can be punctual and if you are delayed for your meeting, telephone immediately to apologise and offer an explanation.
- In Germany and France, you should use a person's title and surname until invited to use their first name. Meetings are formal and initial meetings are used to get to know each other.
- In the US and UK you can generally call people by their first names. However, in formal circumstances, it is probably wisest to use titles and surnames as a courtesy until you are invited to move to a first name basis, which will happen quickly.
- It is not an absolute necessity to speak German and French at sales meetings, however an apology for not knowing their language is always appreciated. It is a good idea to learn a few key phrases, since it demonstrates your interest in developing a long-term relationship.

Go to [www.failteireland.ie](http://www.failteireland.ie) to access a range of PowerPoint templates and resources to assist you in making sales presentations. Remember – sell Ireland first, then the region / area and then your product!



## Tips to identify your Unique Selling Point (USP)

- Your USPs are the elements that make your tourism product different. Develop what you do best, what you know best and tailor it for your target customers.
- USPs typically come from your team who create your product's experiences and/or your location and its environs.
- Examine what you consider to be your USPs and ask yourself if they are really unique, and if they would attract your target customer.
- Your USP should be based on what your customer believes sets you apart from the competition. So, if you are having trouble in putting your finger on that USP – ask your customers! Look at guest reviews, comment cards, feedback provided by guests to receptionists, staff members and online communities. What are the things that guests mention again and again as 'special' about your product or service? They are your USPs!
- It's important that your USP is not price only. People will always remember their experience over the price, assuming the experience is a good one!







## Tips for generating positive word of mouth

### Why is word of mouth so important?

Word of mouth or recommendations from friends, relatives and business associates are incredibly important at two different stages in the holiday planning process;

1. When people are deciding where to go i.e. the 'let's go to Ireland' decision
2. When they're planning the details of their holiday here.

The old saying, 'a happy customer tells some people but an unhappy customer tells everyone', has never been more applicable with the immediate access the internet gives to millions of people through online review sites, blogs and social media. Making sure your customers have a really good experience so that they'll tell others about your product is more important than ever. Social media is not called 'online word of mouth' for nothing!

Holidaymakers to Ireland from GB, the US, Germany and France place a lot of store on recommendations from friends, relatives and business associates both when choosing Ireland as the destination for their holiday and also in the actual planning of their holiday here.

### Excelling at customer service - going the extra mile

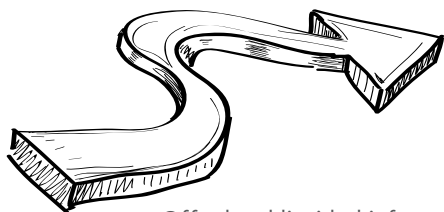
Fáilte Ireland provides training in customer care to help people working in the Irish tourism sector to understand the importance and potential value of 'going the extra mile' when providing service to every customer, all the time. The programme is short, interactive and practical and focuses on real customer care issues that tourism businesses encounter on a day-to-day basis. With an emphasis on 'the Irish welcome', the programme includes video case studies. This programme is for everyone who deals directly with the customer, from frontline staff to senior managers. It aims to foster a culture of 'going the extra mile' that is led from the top and runs throughout the entire organisation. Further information on this programme can be received from your local Fáilte Ireland team.

### REMEMBER...

Attending a trade show or having a good following on Facebook won't solve everything – be creative – think about how you and your staff can make sure that your customer has such a fantastic time with you that they spread the word about your business!

When you or your team go the extra mile for customers, you'll reap the rewards through a positive review on Trip Advisor or Facebook, a recommendation to a friend or a chat at the water cooler about the great time they had when they visited or stayed at your property. It's always cheaper to win business from an existing or past customer and, in tourism, this applies to referral business as much as it does to repeat business. A chatty barman, a helpful concierge, a B&B owner who welcomes their German or French guests with even the most basic 'willkommen' or 'bienvenue' will all bring a smile to a customer's face – and generate positive word of mouth for your business. Below are some simple tips that can help make a lasting impression;

- Make sure that your staff understand the importance of providing excellent customer service – contact Fáilte Ireland to enquire about their customer service training programmes.
- If possible, try to make sure that the first person a customer meets at front of house can deliver the 'Irish welcome' that we are known around the world for. People like the personal touch – they like to feel that they are genuinely welcome to your premises.



- Offer local 'insider' information that may not be widely known e.g. there is a great cheese shop in a certain village or they serve a really special cake at a certain café. Think about what else is special or unique about your area and let your visitors know about it – remember that what seems ordinary or mundane to you is often special or unique to our overseas visitors! You might take it for granted that there is live traditional music taking place in the pub down the road but that could be just what the visitor is looking for.
- Hang the British, US, German or French flag at your premises.
- Our green environment, nature, landscapes, seascapes and Ireland's inland waterways are hidden gems which tourists like to discover. Ireland is well regarded overseas for our clean environment so display visible signs and examples of how you care for your local environment.
- Display the provenance of food and bathroom products. Fresh local produce should be offered to all groups. The French, for example, are big consumers of Irish beef, dairy and whiskey so will want to taste these local foods when they're here.
- Reinforce the value message by letting your customers know about special value added offers for accommodation, food and other products. The global recession remains an issue and everyone is mindful of disposable income.
- Highlight any particular cultural links between your product or service and the tourists' country, e.g. if your hotel has a German chef then let your German tourist know!
- Translate important signage and your menu into French or German.
- German and US holidaymakers tend to be more direct in letting you know if a problem arises. How you deal with it will determine whether the customer is satisfied or not. Listen, apologise, offer a solution – and the customer will be even more satisfied than they were before the problem arose.



### Some specifics about the French holidaymaker

- Say 'Bon appétit' when you have served the meal.
- French people like Irish pubs - do let them know which is the best 'local' for a real Irish experience.
- Lots of French people like cheeses and breads; include local cheeses on your menus and at dinner, don't take bread from the table until the meal is finished.



### Some specifics about the US holidaymaker

- Provide plenty of information on local sites of historical and cultural interest.
- US tourists usually tip 15- 20% of the total bill as standard. To merit this, they expect good service.
- Many flights from the US arrive early in the morning so have some form of hospitality when they arrive if their accommodation isn't ready.



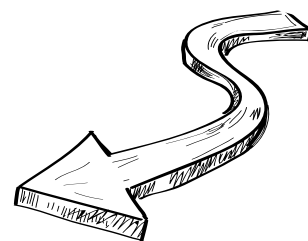
### Some specifics about the German holidaymaker

- They won't expect you to speak German and they like the opportunity of practising their English while on holiday here. However, it's a nice touch to have a few basic phrases in German.
- Germans tend to be very straightforward if a problem arises.
- Detailed information is important when they're planning their holiday.



### Some specifics about the GB holidaymaker

- GB holidaymakers have been critical of value for money in Ireland over recent years. Be sure to tell them about value offers both in your promotional work and when they are here.
- They sometimes struggle to see what might be different about Ireland as a holiday destination so be sure to let them know about local insights etc.





## Overseas Sales Action Plan

### Developing your overseas sales action plan

A plan is simply a map to guide you and keep you on the right track. To be successful it needs to be flexible to suit your product and your region and allow for unforeseen changes.

### What's involved in developing an overseas sales action plan?

There are a few simple steps to help develop a sales action plan to grow overseas business:

- Match your product to the market.
- Convert the features into benefits.
- Analyse current sales.
- Set targets.
- Write your overseas sales action plan.

### Match your product to markets

1. List product/service features and match them to the various overseas markets and segments that you're targeting.

Overseas Market (demand) e.g. Outdoor enthusiasts from GB	My product (supply) e.g. Sea kayaks

Once you understand the overseas source markets and the customer needs and demands, you'll be better able to match your product offering with those demands. This will guide you in determining:

Which markets represent the best prospects for your business?

What level of sales do you want to generate from each overseas market?

Within each of your target markets, what segments, partners, initiatives will drive those sales?

Which markets are more costly to service and therefore less profitable?

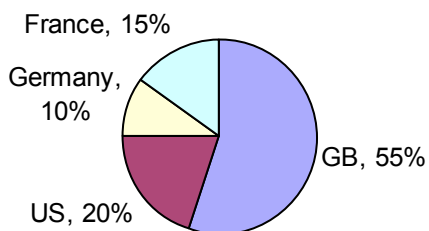
Which markets are likely to respond to up-selling opportunities and are therefore likely to be more profitable?

2. Convert the features into benefits according to source market needs.

Market (demand) e.g. Outdoor enthusiasts from GB	My product (feature) e.g. Sea kayaks	Benefit for customer e.g. Opportunity to see wildlife along shore, reaching inaccessible sites, lunch on a deserted beach

Don't think about the "product I supply", think instead about "how I can convert that into a unique experience either on my own or in partnership with complementary tourism providers around me".

### Sample overseas sales mix



### 3. Analyse current sales and set targets

If you already have some overseas business, review the level of sales over the past two years and map your results using a pie chart. This is an easy way to get an overview of any changes in your business revenue streams. Then set targets for new overseas business mix for the year ahead. If you have never had any overseas business, now is the time to start setting targets!

Any task that can drive sales for your business should have a target and be measurable; including targets for sales calls, targets for visiting new customers and sales targets for existing customers. Targets can be measured daily, weekly or monthly. Any bigger gap will not allow you time to adjust quickly enough. Sales targets are vital to make sure you know if you are on course, off course or likely to make a little more profit. Measuring and monitoring sales targets tells you how your business is performing, what works, what doesn't work and where to invest your effort and money in future.

Target market	Segment	Distribution channel	Target overseas sales revenue	% Total overseas revenue	Notes
GB	Golf	Tour Operator (name)	€x,xxx	15%	
			€x	30%	
			€x	20%	
			€x	3%	
			€x	2%	



## Write your overseas sales action plan

Complete the template sales action plan using the template below.

An example for the German market is included.

Sales Activities	Detailed Description	Target Segment	Estimated Expenditure	Timing	Key performance indicators (KPIs)	Follow up and measurement
Media fam trip	Host 5 German activity journalists	German outdoor enthusiasts	€x,xxx	May 2012	Press coverage	Track customer enquiries to see how influential the press coverage was. Keep in contact with the journalists with interesting news over the following year

To help you set your objectives and make decisions, below are some examples:

### Sample objectives:

- Achieve sales of €X,000 in 2011 by targeting outdoor enthusiasts.
- This will represent 5% of my total overseas business, which I aim to grow to 10% of my total overseas business by 2013.

### Sample promotion strategy:

- Get involved in Tourism Ireland co-operative opportunity for the outdoor enthusiasts market.
- Participate in a media fam trip in May 2013.
- Attend CMT Stuttgart in January 2013.
- Optimise presence on [www.discoverireland.com/de](http://www.discoverireland.com/de)
- Social media campaign to include facebook advertising that promotes a specific offer.

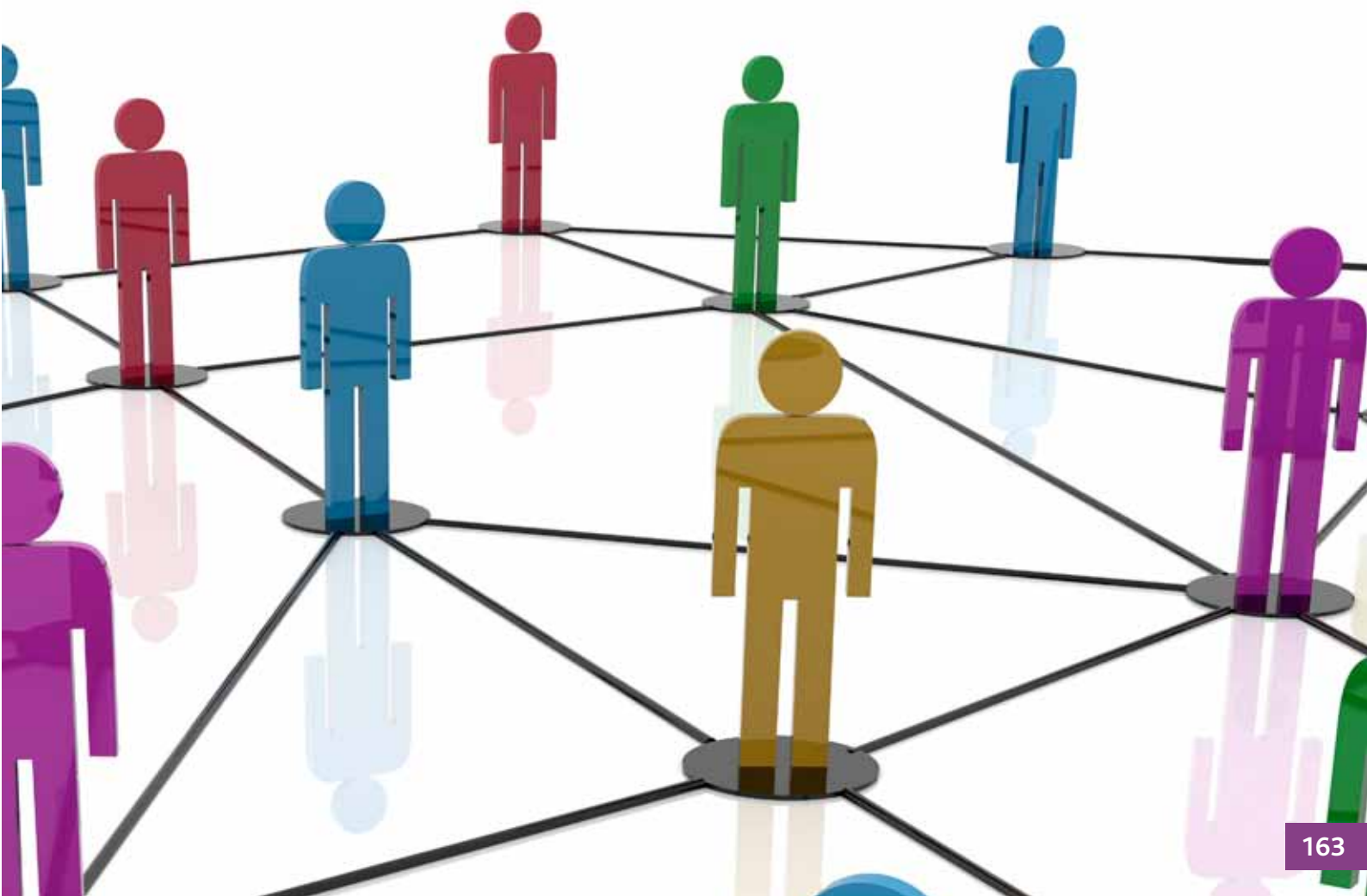


### Sample distribution strategy:

- Secure a contract with Tour Operator 123 GmbH to account for 60% of total German sales.
- Direct sales via the web to account for 40% of total German sales.

### Sample key performance indicators (KPIs) to determine effectiveness of sales effort:

- Number of leads.
- Estimated € value of business generated.
- Responses to direct mail.
- Queries logged & appointments at trade shows/exhibitions.
- Number of online subscriptions to newsletter/e-zine.
- Number of media trips/fam trips.
- New partnerships established.
- Click throughs to your website.
- % increase in direct or indirect bookings.
- Press coverage secured from fam. trip and reference by new customers to same.
- Direct referrals from [www.discoverireland.com/de](http://www.discoverireland.com/de).
- Mentions, references, referrals, reviews on social media sites and sales that can be linked back to same.



# Overseas Sales Action Plan - Template

1. Match your product to the overseas markets. List all your product/service features that will attract customer.

Overseas market (demand)	My product (supply)

2. Convert these features into benefits according to source market needs.

Overseas market (demand)	My product (supply)	Benefit for customer

3. Set Overseas Sales Targets.

Target Source Markets	Segment	Distribution Channel	Target Overseas Sales Revenue	% Total Overseas Sales Revenue	Notes

