



BECOME A MUST VISIT DESTINATION

AND GROW YOUR BUSINESS



FÁILTE IRELAND'S
LOCAL EXPERTS
PROGRAMME

INTRODUCTION

Increasingly our visitors tell us that they rely on and trust the information they receive from the local people they interact with while on holiday in Ireland.

Fáilte Ireland has developed the *Local Experts Programme* to support people across the tourism sectors and local communities to bring Ireland to life for visitors.

Ultimately it's about helping our visitors make informed choices to ensure they get the very most from their holiday.



Let's increase tourism to your destination by inspiring your 'front-line' to make every visitor engagement a truly informative and positive experience, cross-selling and growing business and the local visitor economy.

In today's highly competitive tourism marketplace a destination without a knowledgeable and engaged community and front-line will lose its ability to compete with other destinations.

High visitor satisfaction:

- Benefits the Visitor**
- Benefits your Business**
- Benefits Ireland**



ABOUT THE PROGRAMME

Who is the Local Experts network for?

All management, staff, and locals that are in regular contact with visitors. The programme is available to all sectors, including:

- Accommodation
- Restaurants
- Attractions
- Activities
- Pubs
- Retail
- Community

DID YOU KNOW THAT...

51%
of VISITORS
use a TOURISM
INFORMATION
OFFICE

100%
GO TO
YOU



ABOUT THE PROGRAMME

What do I get from the Local Experts Programme?

- A **Know Your Destination** workshop*
- A **Local Expert PASS** featuring special offers
- A series of year round networking and familiarisation events
- Broadcast communications to all Local Experts on What's On, What's New, Did You Know... via WhatsApp or Ezines

Our Workshops are lively, **FREE, informative and interactive, covering all that your local area has to offer.*

WE'LL TALK ABOUT...

THE
IMPORTANCE
OF VISITORS

WHO ARE
OUR VISITORS
AND WHAT DO
THEY WANT?

BECOMING
LOCAL
EXPERTS

BECOMING A LOCAL EXPERT

By participating in the Programme...

- You will become more aware of the power of tourism locally, and your role within it
- You will grow your pride and passion for all things in your local area
- You will become better aware of the things that visitors ask about (FAQs)
- You will make a renewed effort to explore your local area and to have first-hand visitor experiences
- You will have more confidence in informing and serving visitors



JOIN THE PROGRAMME

For more information, or to register
for our Workshops, please email:

LocalExperts@FailteIreland.ie

*"This Programme
is totally tailored for
your area, you will
know everything
that there is to see
and do locally"*