



# 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.



## INVEST IN PEOPLE

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](mailto:LocalExperts@FailteIreland.ie)

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



**Fáilte Ireland**  
National Tourism Development Authority