

## Offaly Tourism Marketing (CLG) Members Charter – Make sure you're part of it!

The Offaly Tourism Marketing Charter was developed to ensure sustainability of the Visit Offaly tourism brand and to encourage unity amongst Offaly Tourism Marketing members. It is of utmost importance that the charter be respected and that we work together to provide the very best visitor experience.

### 1. Offaly Tourism Logo (attached)

Attached is the Offaly Tourism Logo, it must be integrated into your website, social media and all printed promotional material. Please also feature the Ireland's Ancient East Logo, contact Fáilte Ireland for access to this & Ireland Hidden Heartland's (where appropriate).

### 2. Visit Offaly Website

- [www.visitoffaly.ie](http://www.visitoffaly.ie) is the primary website with all current updates. Please check your listing. Send updates to [info@visitoffaly.ie](mailto:info@visitoffaly.ie)
- Add the Visit Offaly Logo to your website and link it to [www.visitoffaly.ie](http://www.visitoffaly.ie)

### 3. Social Media

Offaly Tourism social media presence is as follows:

Facebook - Like "Visit Offaly"  
Twitter - Follow "@VisitOffaly"  
Instagram - Follow "@VisitOffaly"

Email [info@visitoffaly.ie](mailto:info@visitoffaly.ie) with your promotional videos. They will be uploaded to our upcoming YouTube Channel

Please use the hashtag - #visitoffaly on ALL social media.

Please 'like' us and tag us in appropriate posts on social media channels.

### 4. Communication with Tourism Team

- Please email events & special offers to [info@visitoffaly.ie](mailto:info@visitoffaly.ie) for inclusion in website and promotion via social media channels

### 5. Visit Offaly Brochures

- Display a full selection of Visit Offaly brochures in your premises. If you are low in stock email [info@visitoffaly.ie](mailto:info@visitoffaly.ie) or call to the office in Tullamore (arrange in advance).
- If you are having tour groups visiting, please advise us in advance and we can provide you with Visit Offaly brochure packs.

### 6. Visit Offaly Networking

- Our Visit Offaly Tourism ethos is that we strongly encourage all of our members to interact and cross promote each other. Please sign up to attend the networking events arranged throughout the year.

### 7. Visit Offaly Trade Shows

- All members must sign up to the Code of Conduct while participating at a Visit Offaly Tourism stand/promotional show.

### 8. Visit Offaly Signature Products

Whether you have a restaurant, accommodation, activity or crafts, choose to call one of your products "Visit Offaly ..."

- Accommodation could have a Visit Offaly overnight package.
- Attractions could have a Visit Offaly package or activity.
- Restaurants could have a Visit Offaly Sandwich/Soup/Dish or Dessert.

Signed: \_\_\_\_\_

Date: \_\_\_\_\_

Business: \_\_\_\_\_