

OFFALY

IRELAND'S HIDDEN GEM

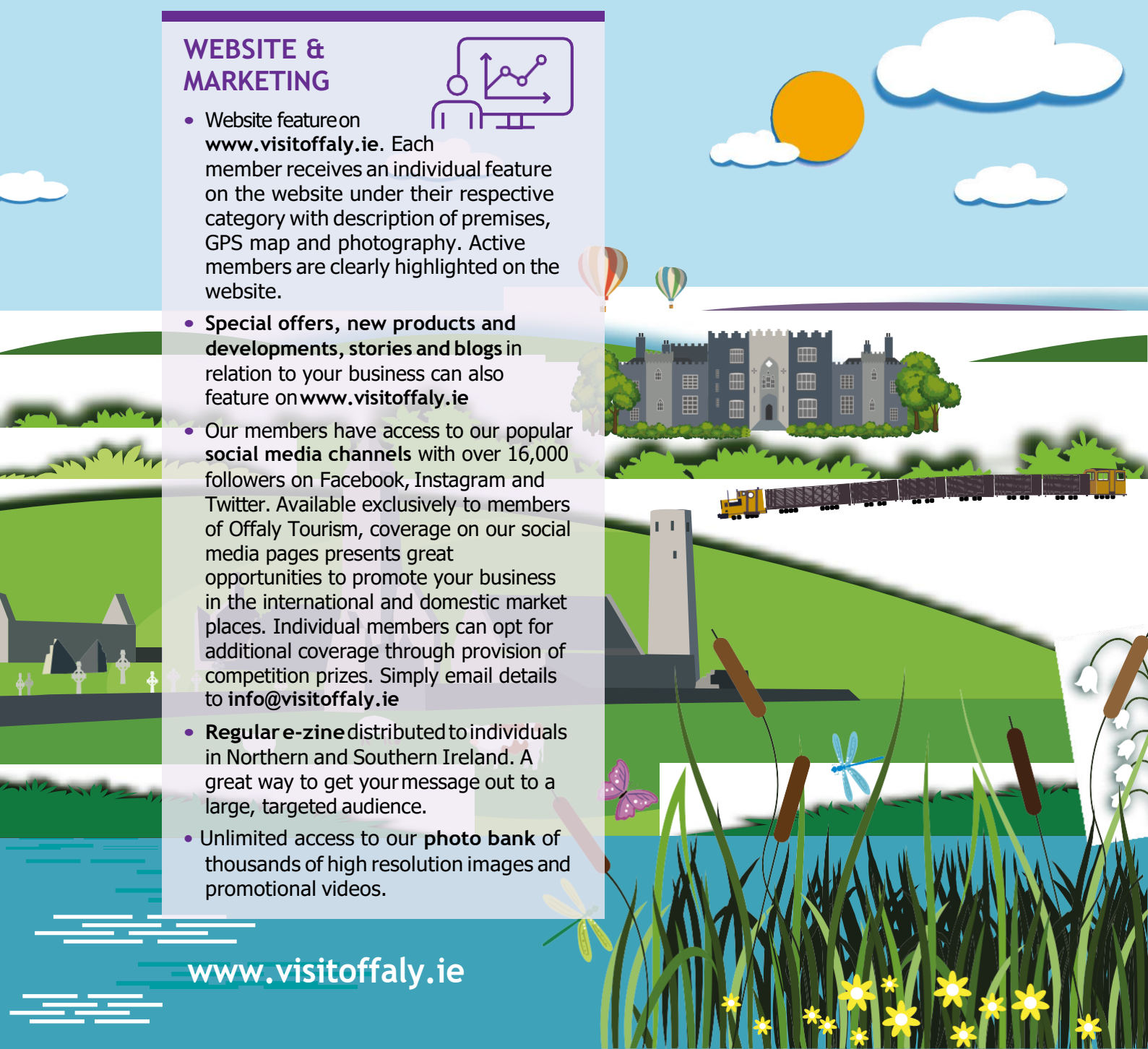
Offaly Tourism Marketing (CLG) MEMBERSHIP BENEFITS

WEBSITE & MARKETING



- Website feature on **www.visitoffaly.ie**. Each member receives an individual feature on the website under their respective category with description of premises, GPS map and photography. Active members are clearly highlighted on the website.
- **Special offers, new products and developments, stories and blogs** in relation to your business can also feature on **www.visitoffaly.ie**
- Our members have access to our popular **social media channels** with over 16,000 followers on Facebook, Instagram and Twitter. Available exclusively to members of Offaly Tourism, coverage on our social media pages presents great opportunities to promote your business in the international and domestic market places. Individual members can opt for additional coverage through provision of competition prizes. Simply email details to **info@visitoffaly.ie**
- **Regular e-zine** distributed to individuals in Northern and Southern Ireland. A great way to get your message out to a large, targeted audience.
- Unlimited access to our **photo bank** of thousands of high resolution images and promotional videos.

www.visitoffaly.ie



CONSUMER FAIR ATTENDANCE



- **Representation for members** at all consumer fairs undertaken by Offaly Tourism Marketing.
- **Free distribution** of members' brochures.
- **Free display** of a members' video material via large screen TV.
- **Attendance at shows** is planned each year, promoting Offaly to relevant market e.g. Holiday World Show, 50s Plus Show, Tullamore Show.
- Opportunity to **engage with audiences** interested in a holiday break in Offaly.
- Members receive a **discounted rate** for their own individual stand at the annual Tullamore Show.

FESTIVALS AND EVENTS



- Compilation of annual County Offaly **Calendar of Events**. Dispatched to all members of Offaly Tourism, published on website and social media sites.
- Members events are included in annual calendar of events and **monthly events guides** promoted on website, social media and through our tourist office.
- Support to **festivals** re. marketing and PR plan including website, social media, press, radio and print.

TOURIST OFFICE



- Offaly Tourism operates Offaly **Tourist Office** in the centre of Tullamore town in conjunction with Offaly County Council.
- Opportunity to display members' own **literature** in the office.
- Members events promoted through the office via current **event guide** & customer service recommendations.
- Positive **referrals** by tourist office staff to your premises.
- **Bookings** can be arranged by tourist office staff.

OTHER MEMBERSHIP BENEFITS



- Receipt of Offaly Tourism membership sticker.
- Provision of marketing expertise, specific to the needs of members.
- Members can attend various networking events, familiarisation organised by Offaly Tourism.
- Members have the opportunity to contribute to the tourism marketing plan of County Offaly.
- Offaly Tourism works closely with local and national state agencies. We lobby on our members behalf to ensure they receive relevant support.
- Members are urged to attend and actively participate in Offaly Tourism monthly meetings. These meeting help members to keep informed of industry news.
- Members receive a monthly marketing newsletter marketing, events, training etc.

