

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

- Display the Offaly Tourism Logo on your website, social media email footers and all printed promotional material. Please also feature the Ireland's Hidden Heartlands logo (may need to request from Fáilte Ireland).

2. Visit Offaly Website

- www.visitoffaly.ie is the primary website with all current updates. Please check your listing. Send updates to info@visitoffaly.ie
- Add the Visit Offaly Logo to your website and link it to 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 with your promotional videos. They will be uploaded to our You Tube 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 for inclusion in website, monthly events guide 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 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, why not choose to brand one of your products or promotions with 'Offaly' in the title. Be creative;
- Accommodations could have an 'Offaly Special' overnight package,
- Attractions could have an 'Offaly great value' package
- Restaurants could have an 'Offaly Delicious' Sandwich/Soup/Dish or Dessert.

Signature:

Date:

Business:

