



FAILTE IRELAND'S VISITOR ENGAGEMENT STRATEGY



'What to do'?



What does this problem look and feel like?

Hours of
Searching

Information
Overload

Multiple
Doubts

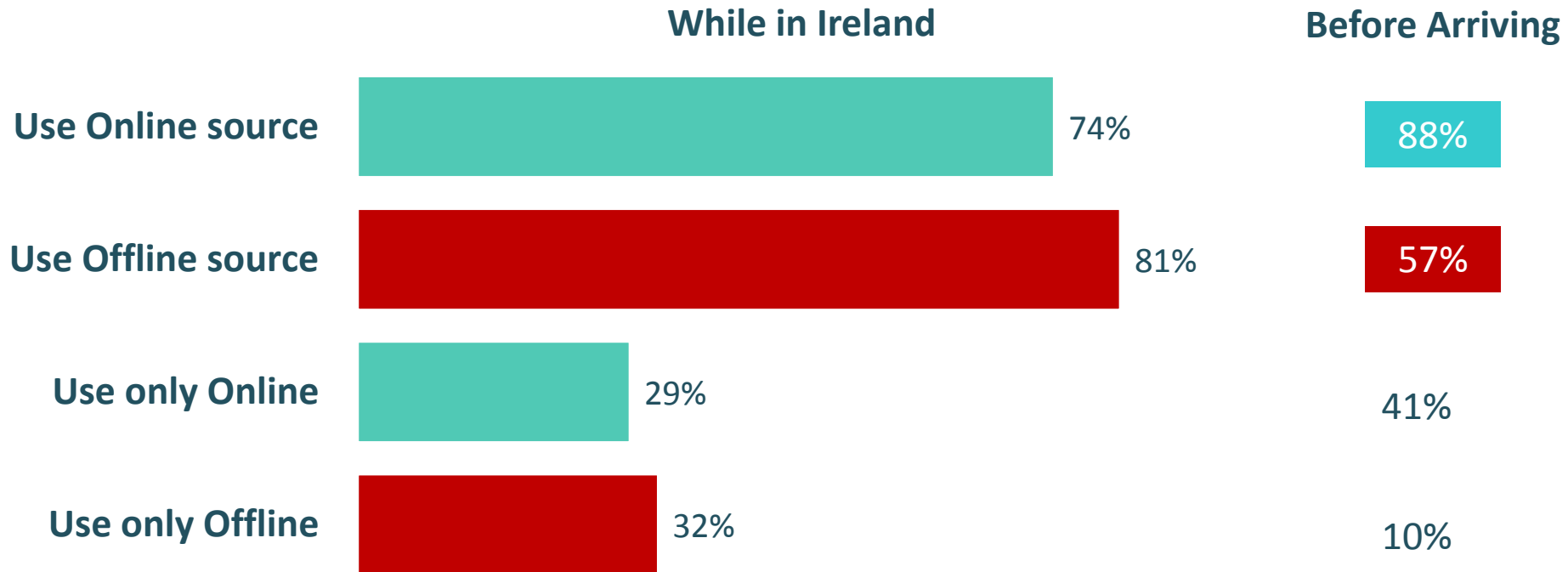
Fear of
Missing
OUT

**Lack of local
knowledge**



How do Visitor's Presently Solve their 'What to do' Problem

How do Visitors source Information while in Ireland



Online remains the overall dominant source of information pre travel – but offline methods grow in important to visitors while on holiday.



Key Facts

- **51%** of overseas holidaymakers will visit a TIC
- Proportionally higher number of **younger** visitors as older visitors have done more planning
- **80%** are overseas visitors with 20% domestic
- Majority overseas are **English speaking** countries such as US, GB, Canada
- **Location** is key and visitors won't go off the beaten track to find an office.
- **TIC staff** considered the most credible source of information by overseas visitors



**OUR HIGH LEVEL
RESPONSE**



To facilitate visitors to have the **HOLIDAY OF A LIFETIME** in Ireland...



...by making it **EASY** for visitors to overcome their unique '**WHAT TO DO**' problem...



...on **THEIR TERMS**





Strategic Driver 1:

Placing the **Tourist Office** at the centre of our Destinations and the **Travel Advisor** at the centre of our Service!



Strategic Driver 2:

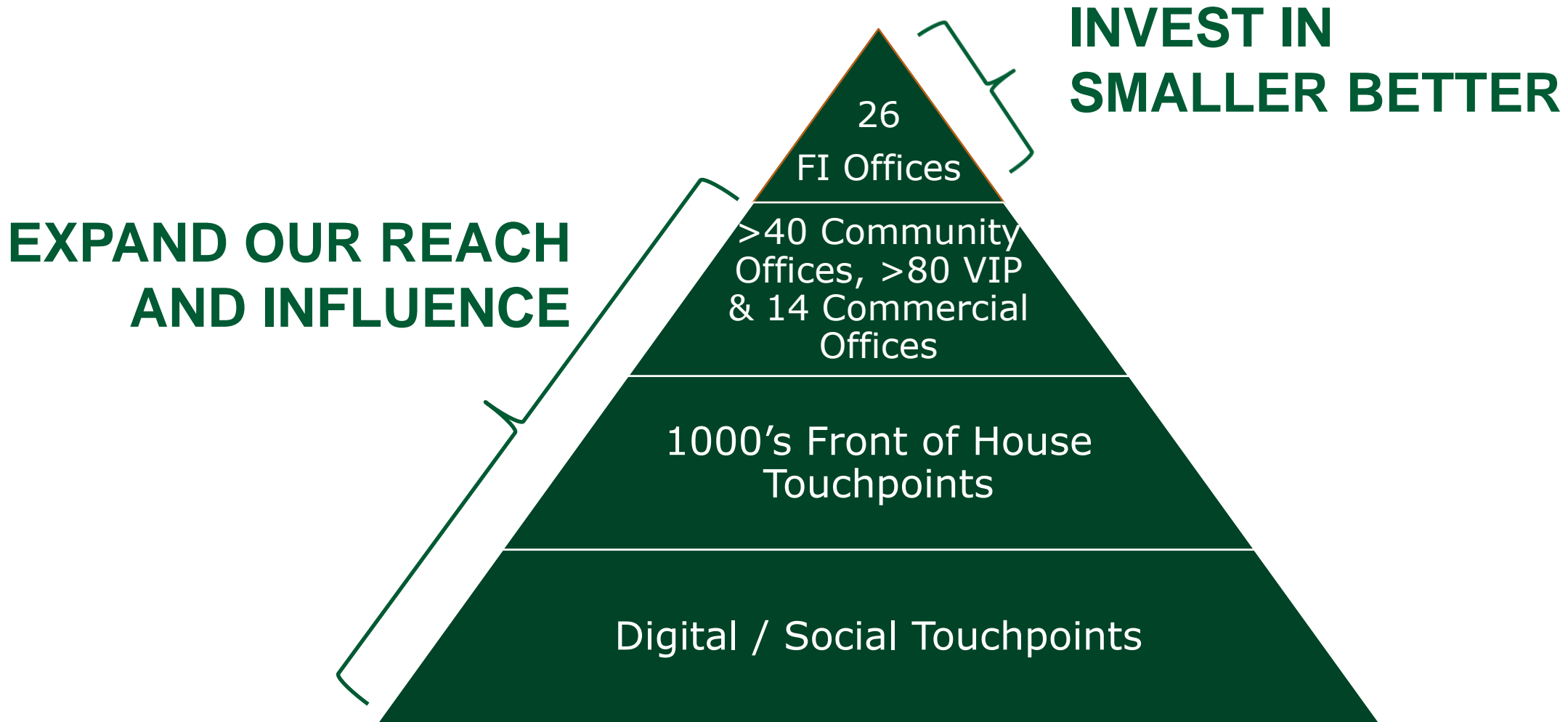
Local Expert Programme '**Expanding our Reach and Influence**'



Strategic Driver 3:

Develop our **In-Destination Digital Footprint**



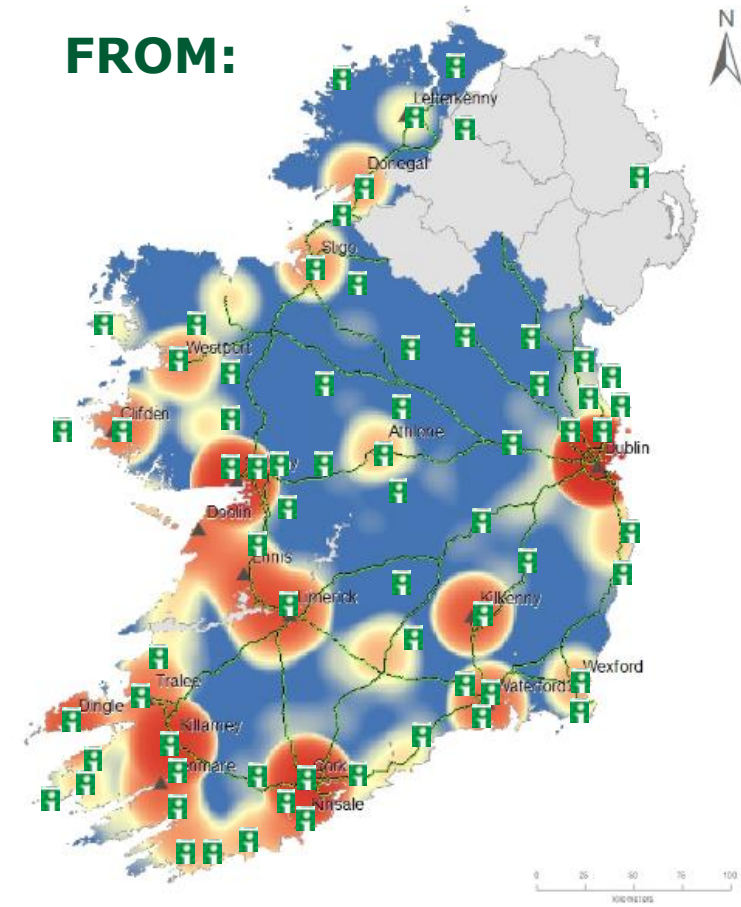


Strategic Driver 1:

Placing the Tourist Office at the center of our Destinations and the Travel Advisor at the center of our Service!

Services 2008:

1. 80+ Offices
2. National, regional and local 'what to do' advice service
3. Local and national accommodation booking service
4. Retail outlet for books, maps, brochures and souvenirs



FI OFFICES	CTOs	VIPs	VIPs
O'CONNELL STREET	Dun Laoghaire	Athy	Clones
T2	Drogheda	Banagher	Clonmacnoise
SUFFOLK STREET	Dundalk	Bray	Crookstown
Writers Museum	Kildare	Carrickmacross	Fore
ATHLONE	Longford	Clonasee	Kells
WICKLOW	Portlaoise	Cashel Heritage	Kildorrey
MULLINGAR	Carlow	Bru Boru	Kilfinane
CAVAN	Clonmel	Ballon	Kilmallock
KILKENNY	Dungarvan	Enniscorthy	Gorey
WATERFORD	Hook Peninsula	Carrick on Suir	Leighlingbridge
WEXFORD	Cobh	Gorey	Lismore
CAHIR	Shannon A	Arigna	Rathroghan
CORK CITY	Claremorris	Ballinrobe	Spiddal
GALWAY	Maam	Castlebar	Swinford
ARAN	Glen of Aherlow	Gort Burren Lowlands	Tourmakeady
LIMERICK	Youghal	Kylemore	Adare
ENNIS	Middleton	Loughrea	Askeaton
CLIFDEN	Fermoy	Louisburgh	Ballyvaughan
CONG	Mallow	Portumna	Carrigaholt
DONEGAL	Slane	Ardara	Kilbaha
SLIGO	Trim	Burtonport	Falcarragh
WESTPORT	Birr	Downings	Glencolmille
LETTERKENNY	Arklow	Ballinskellig	Caherciveen
CLONAKILTY	Carlingford	Ballybunion	Glenbeigh
DINGLE	Ballina	Ballydehob	Macroom
KILLARNEY	Ballyshannon	Bandon	Kilfenora
KINSALE	Blacklion	Kildare Village	Lisdoonvarna
TRALEE	Buncrana	Monaghan	Lissycasey
KENMARE	Belmullet	Navan	Miltown Malbay
	Bantry	Newgrange	Malin Head
	Blarney	Oldcastle	Stranorlar
	Valentia	Lough Gur	Sneem
	Skibbereen	New Ross	Tarbert Bridewell
	Listowel	Rostellan	Waterville
	Bundoran	Thurles	
	Carrick On S	Upperchurch	
	Dungloe	Doolin	
	Tubbercurry	Doonbeg	
	Newport	Foynes	



Insight: Tourist Office Locations

Based on the insight that a tourist office's '**location**' is the **primary driver of choice** we will locate all future gateway offices in high visibility, high footfall tourist areas.





Grand Parade



Patricks Street

Placing the Travel Advisor at the centre of the Experience



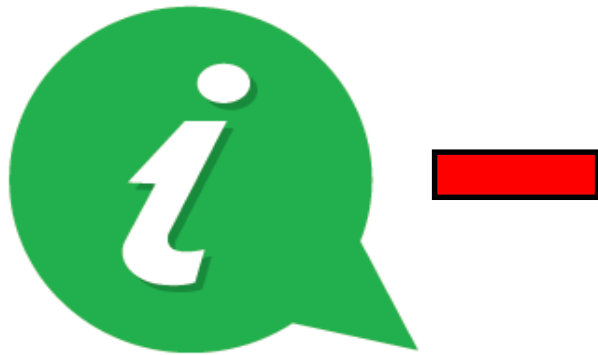
Hi-Touch Engagement





- In-Destination Service
- Human Interaction
- Customised Advise
- Trusted Local Knowledge
- Central Locations

Tourist Office Weaknesses

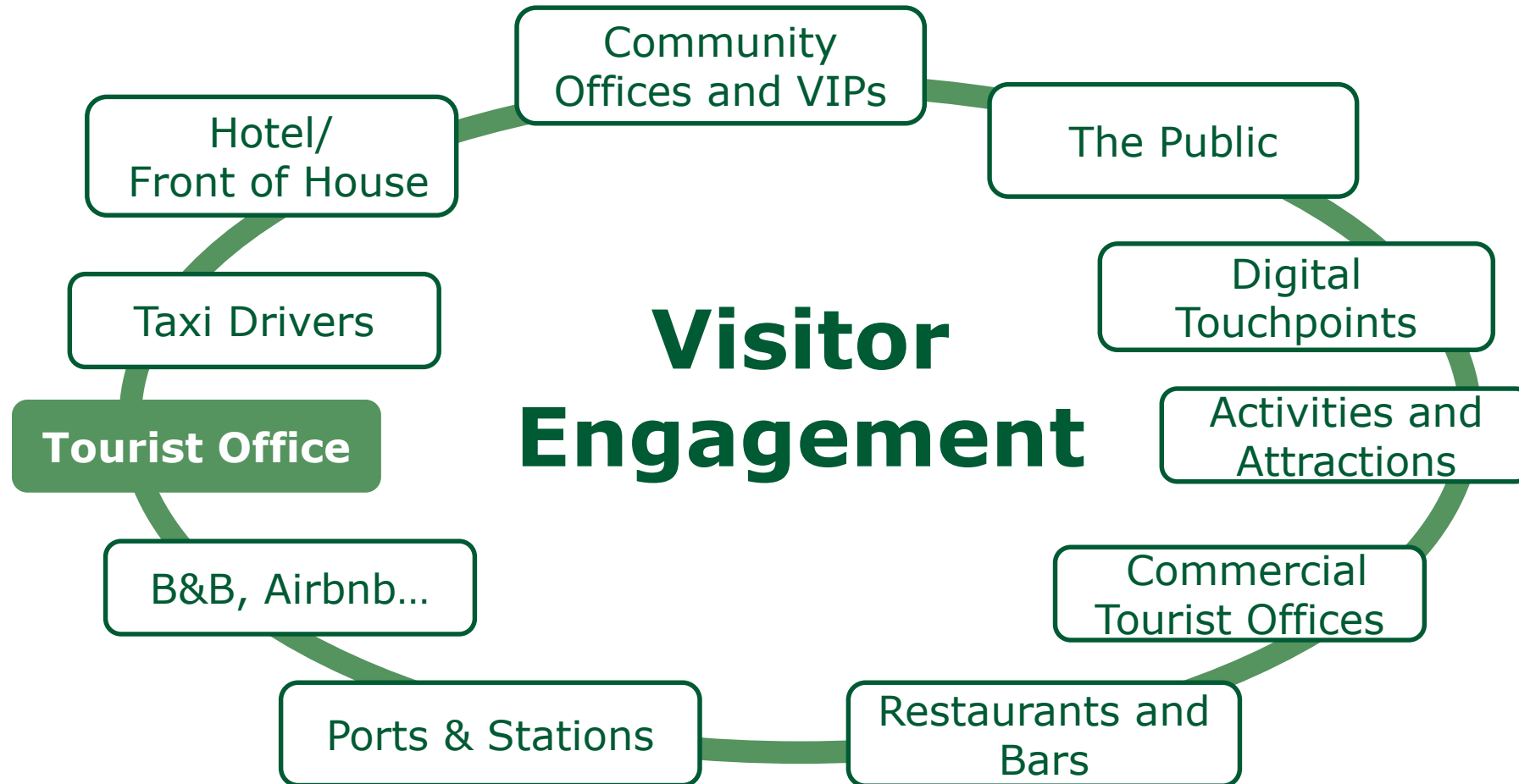


- Service restricted to fixed locations
- Service restricted to fixed times
- Very Expensive to Operate
- Not scalable



Strategic Driver 2:

The Visitor Information
Outreach Programme



The Local Expert Programme



Investing in People

Without a knowledgeable and informed community and front line a Destination will lose the ability to compete with other areas

Much more than a workshop

It is a perennial network of local people coming together **on and offline** to help visitors answer the question of **'what I'll do'** throughout their holiday...throughout the year.



Strategic Driver 3:

Developing our **In-Destination Digital Footprint**



Strategic Driver 3:
Developing our **In-Destination**
Digital Footprint

Digital Eco-system

- Fáilte Ireland's new **digital ecosystem** will prioritise the needs of visitors in-destination
- The Visitor Engagement Team will ensure the platform(s) are supported with **local, relevant and timely information.**





Strategic Enabler

Print



Maps Rule!

THANK YOU