

Communicating Online


Peter Varlow

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- 


Laurel Villa Townhouse - more info >

60 Church Street, Magherafelt, County Londonderry BT45 6AW
028 7930 1459 (Fax)
Category: Tourist Information
★★★★★ 50 reviews

"Laurel Villa Townhouse is a one hundred and twenty year old Victorian ..."
- 


Clarion Hotel - more info >

75 Belfast Road, Carrickfergus, County Antrim BT38 8PH
028 9336 4556
Category: Tourist Information
★★★★★ 101 reviews

"Positive: The food was good and staff pleasant the upgraded room was excellent."
- 

Ballymoney Tourist Information Centre - more info >

1 Townhead St, Ballymoney, County Antrim, Northern Ireland BT53 6BE
028 2766 0230
2 reviews

"Ballymoney's Arts, Museum and Tourist Information Centre is well worth a visit."
- 


Giant's Causeway Tourist Information Centre - more info >

44 Causeway Rd, Bushmills, County Antrim BT57 8SU

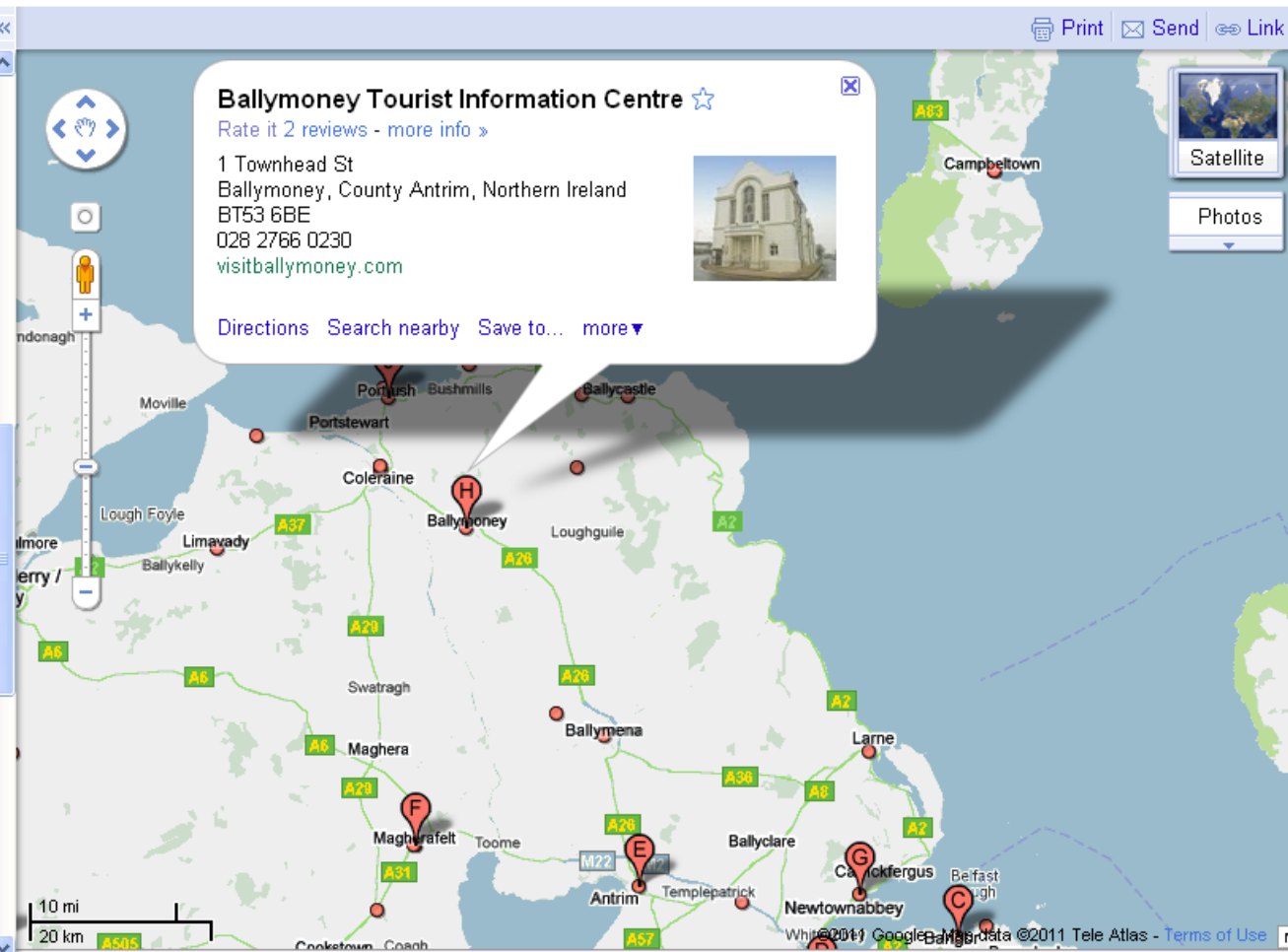
Ballymoney Tourist Information Centre ☆

Rate it 2 reviews - more info >

1 Townhead St
Ballymoney, County Antrim, Northern Ireland
BT53 6BE
028 2766 0230
visitballymoney.com



Directions Search nearby Save to... more ▾



Tourist Information - uk.canada.travel/destinations - Your holiday adventure begins here at Canada's official tourism site!

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Edit this place - ✓ Owner-verified listing

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Ballymoney Tourist Information Centre ☆

1 Townhead St, Ballymoney, County Antrim, Northern Ireland BT53 6BE
028 2766 0230 – 028 2766 0200

visitballymoney.com

Directions Search nearby Save to... more ▾

Categories: Arts Centre, Tourist Attraction, Tourist Information Centre, ...

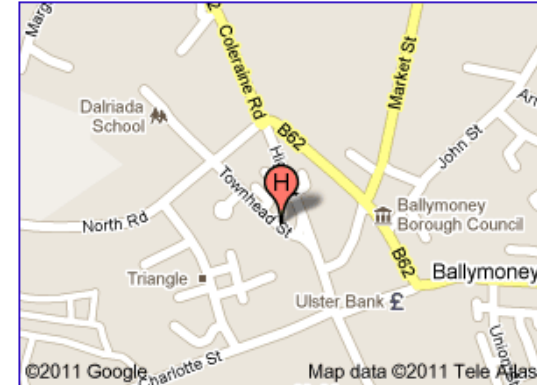
Hours: Today 9:00-5:00 PM

2 reviews **Your rating:** ★★★★★

Tourist Information for N.Ireland, Accommodation Booking, Ticket Sales, Shop, Maps, Leaflets, Museum, Family History Resource, Arts Centre - [From the owner](#)



From the owner



Details

Disabled Facilities: Wheelchair Access, Disabled Toilets **Email:** touristinfo@ballymoney.gov.uk

[Business owner, viewbelfast.co.uk](#)

[More details »](#)

Photos & Videos

[Upload a photo](#)

[Report inappropriate photo](#)

Reviews from around the web

[search.visitbritain.com - 2 reviews](#)

"Ballymoney Museum Come and see the exciting new exhibitions at Ballymoney Museum, recently opened following a £400000 re-development supported by Heritage Lottery Fund. From Mesolithic to Motorcycles. Discover the history, beauty and mystery of Ballymoney. ..." - 11 Oct 2010

"Ballymoney Town Hall Arts, Museum and ... Ballymoney's Arts, Museum and **Tourist Information** Centre is well worth a visit. This visually stunning building combines old with new. The Town Hall provides numerous rooms for hire, which can facilitate anything from 4 to 350 delegates. ..." - 4 Aug 2010 - [Full review »](#)



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www.GROUPON.co.uk/Spas

Portsmouth 1-Day Coupons

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www.LivingSocial.com

Holidays In Bali

Great Deals On Bali Holidays. Lowest Prices Guaranteed ARTA

tourist information centre near Strabane, UK

Tourist Information

Ads

Great vacation packages and holiday ideas. Plan your next trip today!
uk.canada.travel/adventure

Tourist Information

1 Railway St, Strabane, County Tyrone BT22 8EF
028 7138 4444
2 reviews

The Alley Theatre and Conference Centre

- more info



1 Railway Street, Strabane, County Tyrone BT22 1EE
028 7138 4444

Silverbrook Mills

90 Brook Road, Donemana, County Tyrone BT22 0RX
028 7139 7855

Category: Tourist Information

1 review

"Restored corn, flax and saw mills on one site. Interpretive display, tea ..."

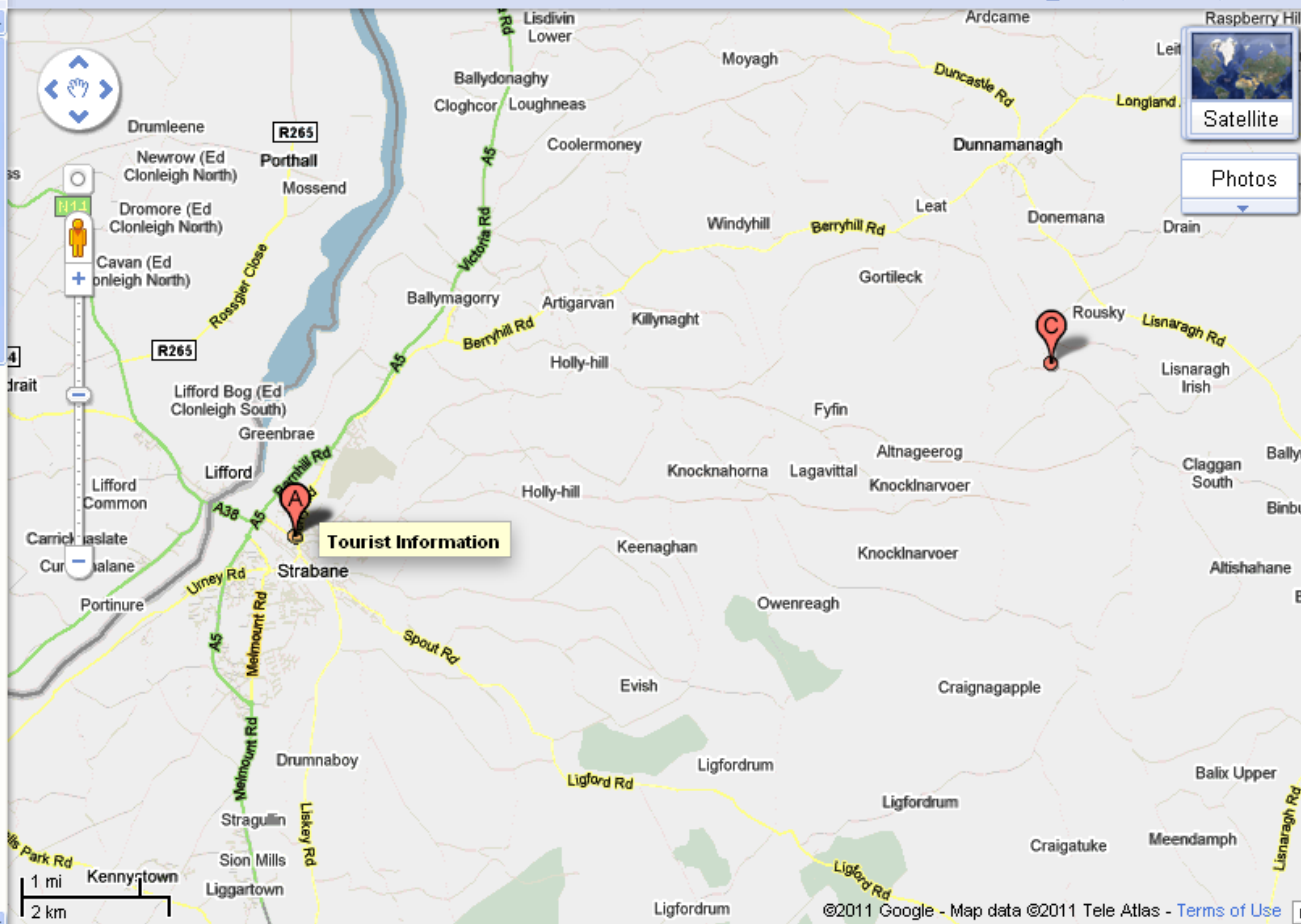
Ulster American Folk Park

2 Mellon Road, Omagh BT78 5QU
028 8224 3292

Category: Tourist Information

★★★★★ 6 reviews

"The Mellon family donated part of the ..."



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Edit this place - Business owner? <<

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Tourist Information ☆

1 Railway St, Strabane, County Tyrone BT82 8EF

028 7138 4444

discovernorthernireland.com

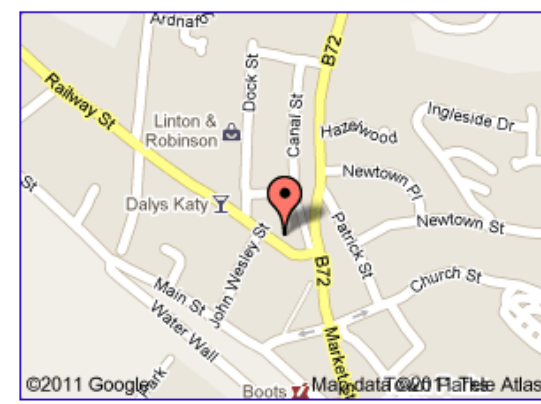
Directions Search nearby Save to... more ▾

Category: Entertainment Place

2 reviews Your rating: ★★★★★

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Reviews from around the web

belfasttelegraph.co.uk - 2 reviews

"A golden opportunity to enjoy a walk through the mountains" - 16 Jan 2009

"This walk explores the secrets of the Sperrin Mountains — one of Northern Ireland's great undiscovered landscapes. The area is a wealth of archaeological and historical culture. Investigate along the Central Sperrins Way, a waymarked route ..."
www.belfasttelegraph.co.uk/.../a-golden-opportunity-to-enjoy-...

Reviews by Google users

Been here [Rate and review](#)

Related places

[Baronscourt Cottages](#) 8.3 mi S
Golf Course Rd, Newtownstewart, Omagh, County Tyrone
1 review - Entertainment Place, Entertainment - Tourist..., Tourist Information

[Silverbrook Mills](#) 6.6 mi E
90 Brook Road, Donemana, County Tyrone
1 review - Entertainment Place, Entertainment - Tourist..., Tourist Information



Ads

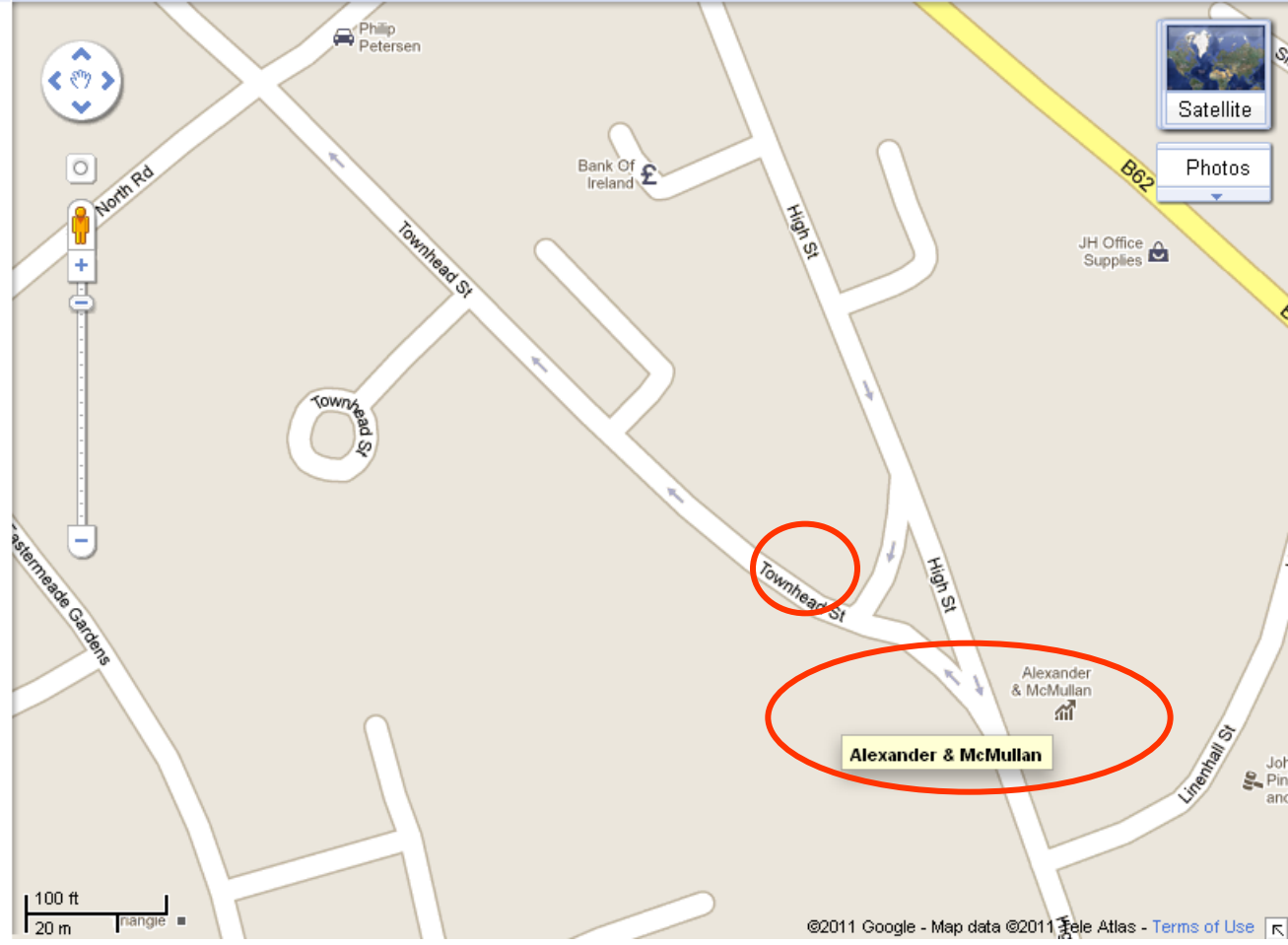
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Ballymoney BT53 - more info >
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with the Free and Easy Maps Toolbar
maps.alot.com



100 ft
20 m

▼ **Basic Information**

Please note that changing your address or business name will require additional verification via mail or phone.

* *Required Fields*

Country: *

Company/Organization: *

Street Address: *

City/Town: *

County:

Postal Code: *

Main phone: *
Example: 0121 234 5678 [Add more phone numbers](#)

Email address:
Example: myname@example.com

Website:
Example: http://www.example.com
 I don't have a website.

Description:
200 characters max, 200 characters left.

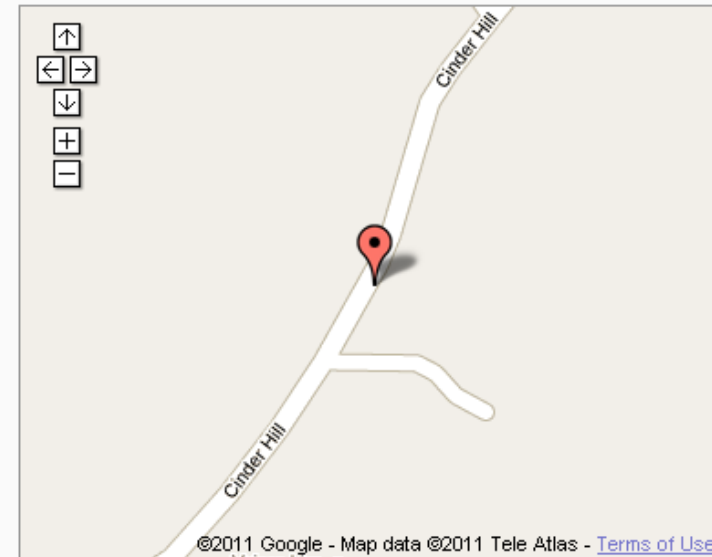
Category: *

Which categories (up to 5) best describe your business?
Ex: Dentist, Wedding Photographer, Thai Restaurant

Tourism Connect

1 Coppards Bridge
 Chailey
 Lewes
 East Sussex
 BN8 4HS
 United Kingdom

07971 497 011
www.team-tourism.com



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[Fix incorrect marker location](#)

Email address: petervarlow@team-tourism.com
Description: Tourism e-marketing and management consultancy
Payment types: Invoice
Categories: Internet Marketing Service

Q Tourist information centre antrim



Map

Info



Antrim Information Centre

phone +44 28 9442 8331

home page <http://www.antrim.gov.uk/>

address 16 High St
Antrim
County Antrim
BT41 4AN
United Kingdom

[Directions To Here](#)


[Directions From Here](#)

tourist information centres near Northern Ireland, United Kingdom

Explore Northern Ireland Ads

Search for Reviews on NI or Share Your Experience with Us.
www.discovernorthernireland.com
 Northern Ireland

A Belfast Welcome Centre - more info >



47 Donegall Pl, Belfast, County Antrim BT1 5AD
 028 9024 6609
 ★★★★★ 7 reviews
 "Obviously, its a great centre for tourists too who find out what is ..."

B Ulster American Folk Park - more info >



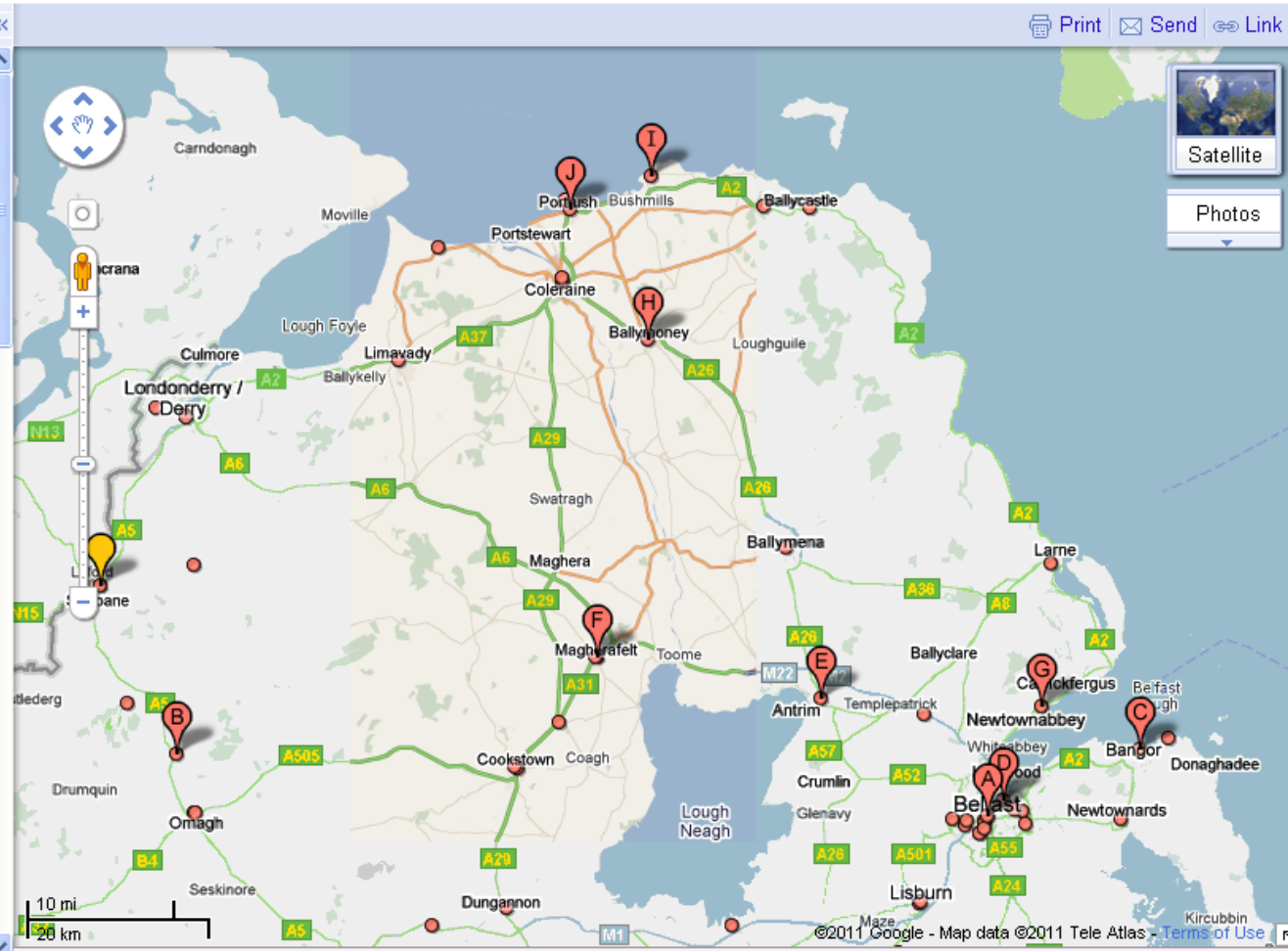
2 Mellon Road, Omagh BT78 5QU
 028 8224 3292
 Category: Tourist Information
 ★★★★★ 6 reviews
 "The Mellon family donated part of the funding to build this excellent park."

C Bangor Tourist Information Centre - more info >



Tower House, 34 Quay St, Bangor, County Down BT20 5ED
 028 9127 0069
 12 reviews
 "The 17th century Tower and adjoining Tower House on Bangor Seafront are ..."

Northern Ireland Science Body



Why we're here today

Challenges – new roles for the information service

- ✓ Welcoming customers
- ✓ Influencing their decisions and spending
- ✓ Helping them have a trip that exceeds their expectations!

...and

- ? Persuading them to come again
- ? Encouraging them to recommend NI to their friends

TIC training – the 8 modules

1. Maximise your visitor spend: 8/9 Feb
2. Managing stakeholders/marketing your TIC: 16/17 Feb
3. COMMUNICATING ONLINE: 8/9 Mar
4. Effective communication skills: 15/16 Mar
5. Income generation: 5/6 Apr
6. Understanding your customers: 12/13 April
7. Team building skills: 10/11 May
8. Managing difficult customers: 17/18 May

Today's programme

Morning

- Introduction
 - What is “online”?
 - Your personal objectives
- Websites and managing content
- Email

Afternoon:

- Mobile
- Social media
- Staying in touch with visitors
- Feedback, action planning and close

New media, new methods

Researching and buying holidays

HOW MANY USE ONLINE?

- Just over half research and buy holidays online
- Another 30% research online but book offline.
- Only 15% said that research and purchase all takes place offline ...so the internet is involved in 85% of holiday purchases

LEAD TIME:

- One-third take a week or less to research their purchase
- Two-thirds take two weeks or more

E-consultancy.com, February 2011

Where do customers find online info?

- 53% use travel agents' websites
- 49% use Google or other search engine
- 40% are influenced by recommendations from friends and family
- Social media:
 - 39% use TripAdvisor reviews
 - Under 10% use Facebook and other social sites

E-consultancy.com, February 2011

What can technology do for us?

- Delivers lots of imagery (especially video), info, opinions
- Interaction, which can be 1 to 1
- CAN be timely
- Easy monitoring and step-by-step improvement
- It works
 - Visitor-to-visitor
 - Visitor-to-tourism business
 - Business-to-business
- Can work in a joined-up way before, during and after the visit
- Enables partnerships

Challenges - current NI information services*

- Well signposted
- Good airport provision
- Carry NI material – not ‘parochial’
- Friendly and helpful
- Prompt responses to phone and email

But

- Lack of weekend and evening service
- Scope for more customised approach



*Survey, NI Visitor Information Plan, TEAM Tourism Consulting, 2010

Challenges - current NI visitor info sources*

- Pre-visit info
 - Internet is **main** info source
 - Internet **has grown most** (last 3 years)
 - Use of brochures and TICs **static**
- Info during visit
 - Many visitors **don't** obtain info in destination
 - TICs and leaflets are key sources
 - TICs and internet have grown in last 3 years
 - Penetration of 'new' channels is limited



*NI Visitor Information Plan, TEAM Tourism Consulting, 2010

Challenges - objectives in the vision for 2020*

- Achieve enhanced visitor satisfaction, repeats and recommendations - through quality of welcome and information, delivered via
 - Taking welcome and info **to** the visitor
 - Seamless location-based services
 - Downloadable data
 - Proactive delivery of information
 - Enhanced opening times (**via out-of-hours services?**)
 - ‘Read’ the visitor, personalise, tell the ‘stories’
 - Taking advantage of UGC, social networking, and mobile services



*NI Visitor Information Plan, TEAM Tourism Consulting, 2010

**More statistics,
and some predictions...**

**...to help you decide
your own personal priorities**

games console

music player

print reader

TV and video

information sharer

ENTERTAINMENT

social hub

web browser

radio

satnav

camera + AR

phone

COMMUNICATION

diary

texter

alarm clock

emailer

UTILITIES

word processor

address book

spreadsheet



Internet and wireless

Internet

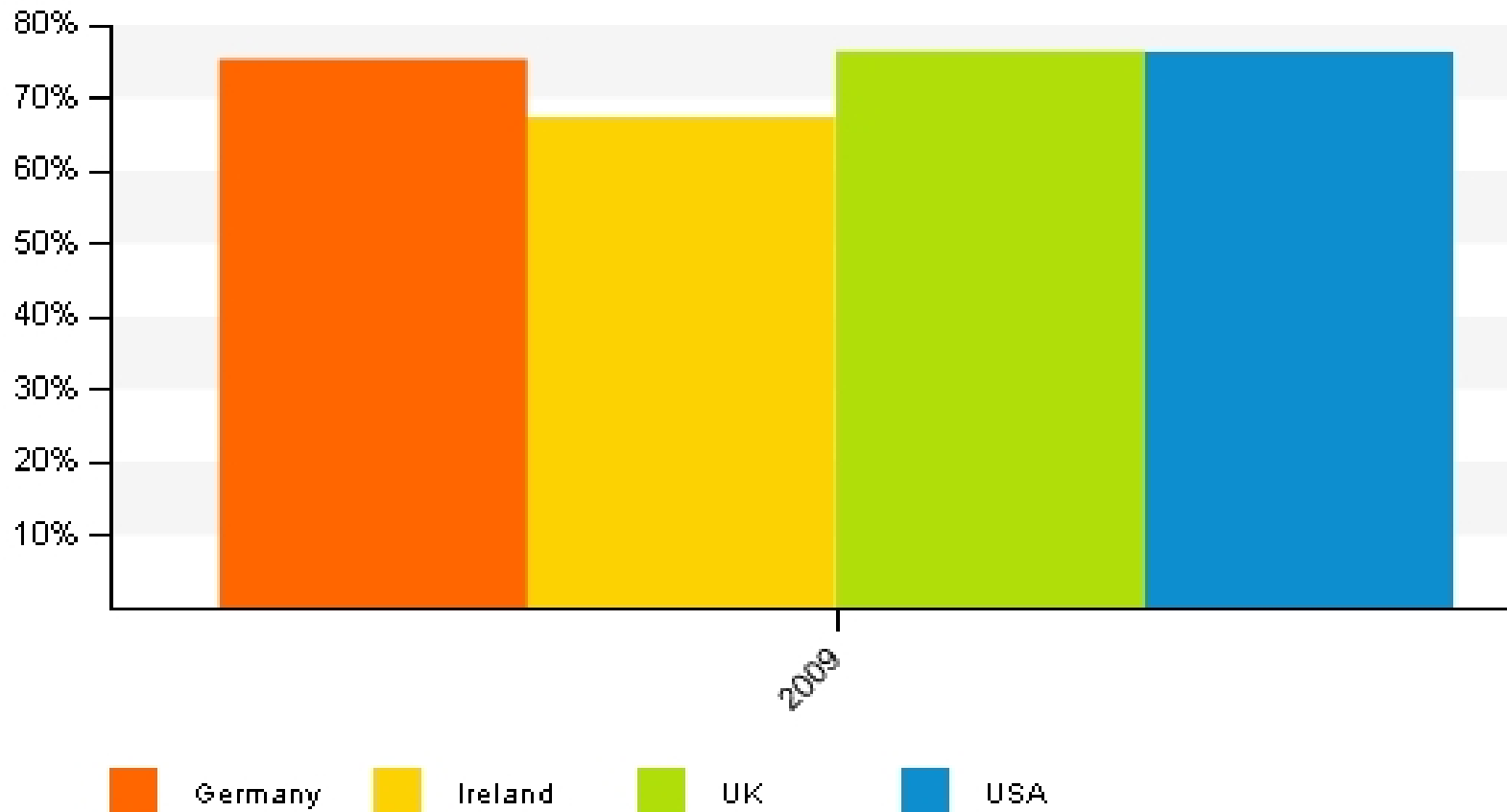
- Near 50% world coverage using PC

Mobile phones

- Already near 100% world coverage
- Smartphones are 50% of all European phone sales*

*Gartner, February 2011

Ireland has a high % of people online



New Media Trend Watch, February 2011

Death of the printed word?

- News Corp launch “The Daily”
- The Independent launches “i”

*US kids read for only 5 mins
per weekend day**

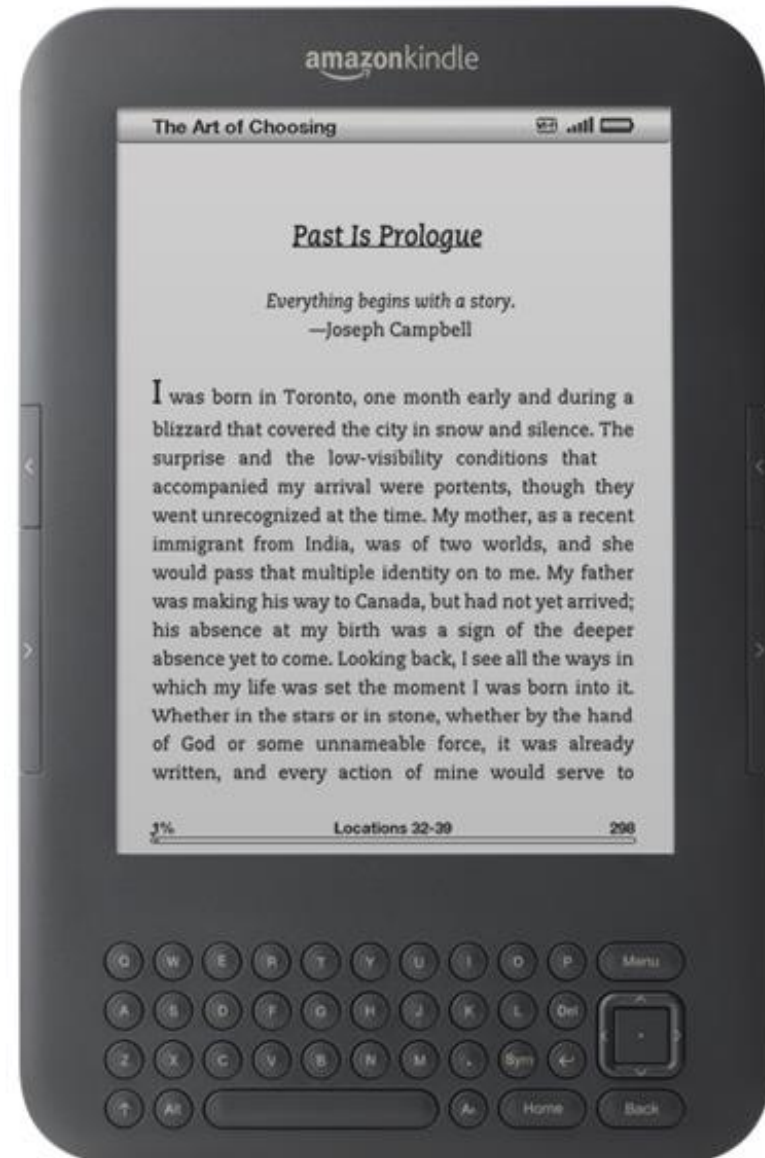


*US Bureau of Labor Statistics, 2010

Death of the printed word?

- Amazon:
selling more
Kindle e-reader downloads
than
printed books*

*January 2011





SMARTPHONES = all phones soon

- ‘Location-based services’
- Mobile websites (not very user-friendly)
- ‘Apps’ – easier to use than websites
- Mobile video (eg watched by 50% -79% of British visitors to Scotland*)

• *VisitScotland, 2010



SMARTPHONES

- 'AR' – Augmented Reality, eg Google Goggles – you point the phone, get info overlaid on what you see
- 100m phones with AR capability

3D

- Autostereoscopic = no glasses!
- TV
- Phones
- Games consoles



<http://www.youtube.com/watch?v=P3YmUx1rM8M&feature=related>



Social media

- Socialise, hang out, buy things, play games
- Share reviews
- 3 in 10 people in the US rely on social media 'friends' when planning a trip*
- Using video, pictures, texting, words

*Phocuswright, 2010

Welcome!

Holland.com/cityweblogs

The Netherlands has many cities, each with its own unique identity. Just ask the people who live there. People who know where to find the most interesting museums or the best café in town. People who can tell you where to find the lesser known shopping streets or a great place to go out on a Tuesday night. And people who want to tell you all about their city. It's like having friends in the Netherlands.



Languages: [nl](#) | [en](#) | [de](#) | [fr](#)



Eindhoven



Maastricht



The Hague



The Hague



Amsterdam



Region Arnhem-Nijmegen



Rotterdam



Amsterdam



Rotterdam



Utrecht

Introduction

Web 1.0

Email

Websites

Email Newsletters



Mostly read-only

Suppliers publishing their content

Web 2.0 Web 1.0 plus:

Blogs and vlogs

Social and business networking

Mapping and content combined

Mobile media

Tagging

Video, podcasting

Consumer generated content, Wikis

Ratings and reviews

Content syndication... and more...



Read and Write

Experiences

Sharing

Community

But...“You ain’t seen nothing yet”

- **Giant** leaps in connection speed and capacity
- Moving from wired to wireless
 - Data combinations – maps, pictures, words
 - More personalisation (upload speeds already fast)
 - Video and voice replacing written word
- “Convergence” – access your life via TV, PC, mobile, phone, kitchen table, car
- Smartphones the key device for growth short-term
- Most sales online, driven by social media

The technology is driving the trends

- Knowledge
 - from social networks, not from organisations
 - universal knowledge
- Ever- widening spectrum of tastes
 - As many market segments as people
 - Ceaseless demand-led product development
- Instant demand and gratification
- Image and branding always in flux
- Globalisation...but localisation too

Challenges for you

- Increasing your knowledge and skill
- Needing constant updates to keep pace
- Sorting the wheat from the chaff and...
- Finding and working with partners
- IT systems?

= time and money

Group exercise

“Identifying your priorities”

Share ideas on
what means of online communication
are important in my area of Northern Ireland

Communicating Online

Thank you for participating!