



**Fáilte Ireland**

National Tourism Development Authority

DESTINATION MARKETING

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# Destination Marketing







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# Effective collaboration

## The Necklace Effect

Present yourselves as a destination rather than as a series of individual businesses

STAY



SEE



DO



DINE



DRINK





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## Topics we will cover



Building Strong & Effective Destination Collaborations



Online Sales & Marketing Tactics



Offline Sales & Marketing Tactics



Measurement, Evaluation & Review



## Features of strong & effective networks

01

Destination First

02

Good cross-section  
of business types

03

Involvement of  
businesses and agencies

04

Clear purpose and  
objectives

05

Structure and  
framework for bringing  
people together

06

Commercial  
Focus



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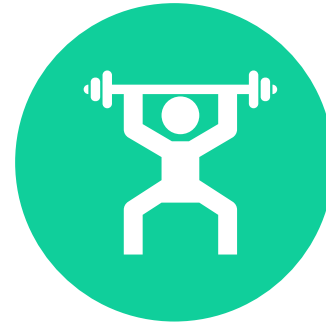
National Tourism Development Authority

## Strong & effective



### **EFFECTIVENESS**

The extent to which the network achieves its goals.



### **STRENGTH**

How well the group functions, how easily it can carry out its plans, how likely it is to endure.



## Strong & effective



### **EFFECTIVENESS**

The extent to which the network achieves its goals.

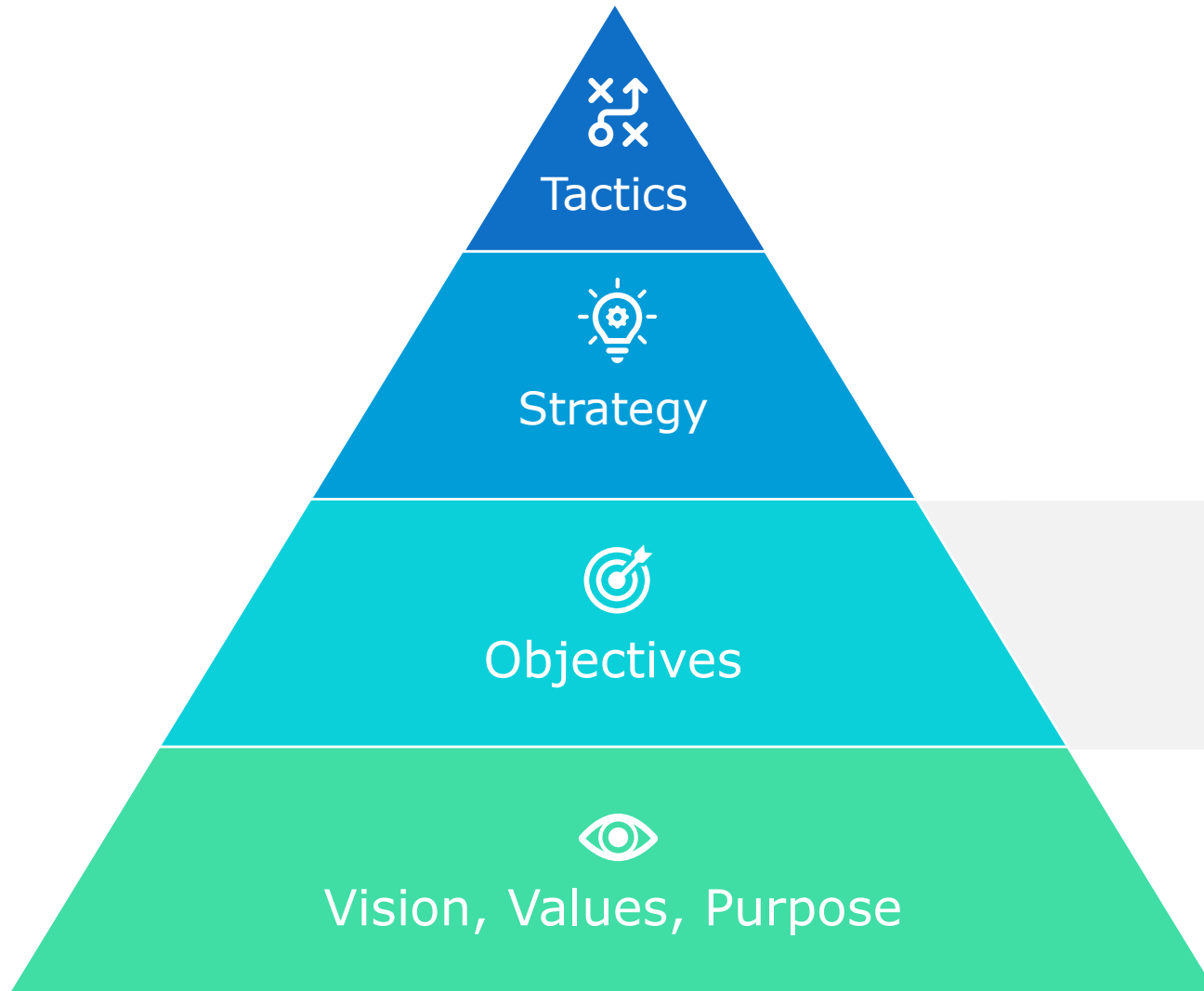
*“Start with the end in mind”*

- Steven Covey



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- Bookings – Leads: Conversions
- Leads to Member Sites
- Awareness of the Destination
- Perception of the Experience



# Clear goals: get everyone on the same page

## GROUP GOALS & MILESTONES

Define and assign what it is needs to be done to achieve the overall objectives.

### GOAL 1

Number	Action Required	Who will do it?	By When?	How will we know it's done?



## Challenges

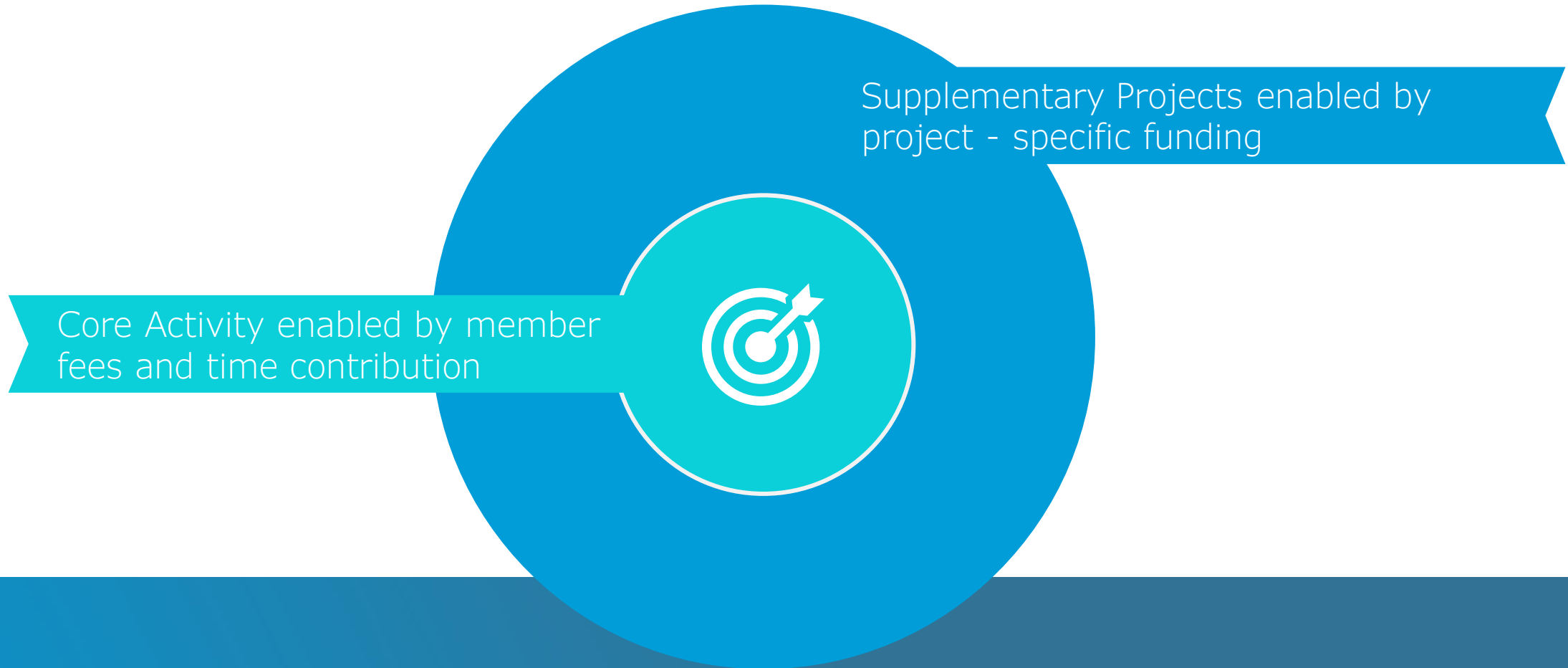
- Poor Leadership
- Unclear Objectives
- Uneven Input & Contribution
- Measuring Benefits & Returns
- Member Expectations
- Personalities & Relationships
- Funding
- Volunteer Effort
- Bookability

## Key enablers

- Strong & Empowered Leadership
- Shared Vision & Purpose that is repeated often
- Clear Goals
- Funding & Money Management
- Member & Stakeholder Engagement



# Funding & money management

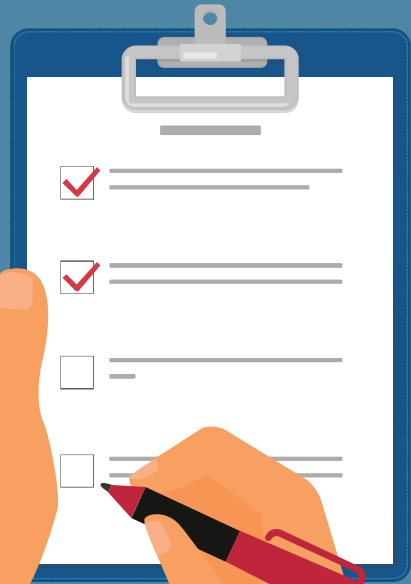




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## Securing engagement



Keep it clear, simple and concise



Collective focus on the customer profile the destination is speaking to



3 things that every member should do and why they should do it



Ask for contribution



Update regularly



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# Making it last

## BOOKABILITY



Run it like a business



Create products and services that others can buy, fund or invest in





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# Online Sales & Marketing Tactics

## DiscoverIreland.ie

is KEY for the domestic  
#MakeABreakForIt  
Campaign

### Important

Leverage the benefits from  
this **€2million** domestic  
campaign for Summer 2020!

Make sure your listing is  
up-to-date and features your  
summer offers for 2020 !



*Hello again, we missed you.*

At last it's time to pack our bags and rediscover the country we've all missed so much.

It's time for safe and joyful reunions with family and friends, the first '99 of the summer and the last rays of sun on unforgettable holidays.

Explore our majestic coastlines, rugged trails, endless beaches and exciting cities.

Make tracks to your favourite place and make the most of having Ireland to yourself.

## Destination focus in new campaign

### Where will you make a break for?

Now's your chance to explore the Wild Atlantic Way, discover endless space in Ireland's Ancient East, enjoy Dublin like never before and find a break to remember in Ireland's Hidden Heartlands.





# Strong visuals

Official tourism website for Cork, Ireland


Select Language

Q

**PURECORK**

What's On Things To Do Stay Food & Drink Plan Your Trip

0

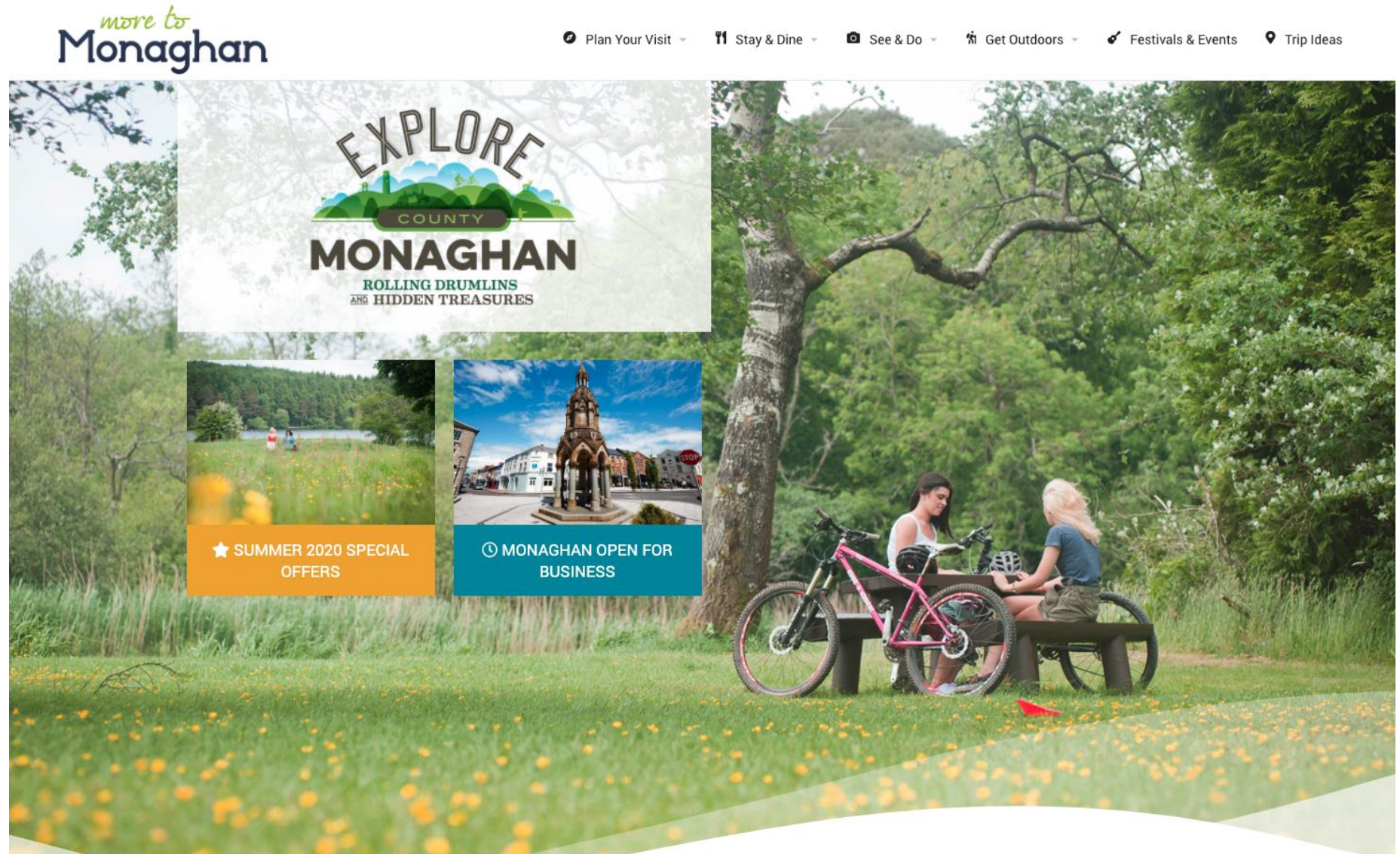


## Cork - Ireland's Maritime Haven

A maritime history spanning over a thousand years, set in a beautiful soft coastal environment where land, the people and their culture will allow you to discover a quirky way to stimulate your senses.



# Strong visuals







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[Home](#) ▾ [Eat & Sleep](#) ▾ [Things To Do](#) ▾ [Offers](#) [What's On](#) [News](#) [Explore](#) ▾ [Become a Member](#) ▾ [Contact](#)




# Epic Coastlines

Where you meet the Wild Atlantic



## Clear USP

[Accessibility options](#) [Language](#) [Blog](#) [Your favourites](#) [Sign in](#) [→](#)

 [Explore Donegal](#) [Things To Do in Donegal](#) [Festivals & Events](#) [Accommodation](#) [Visitor Information](#)

CURRENT WEATHER  
 14°C

# Discover What's On Your Doorstep

#DiscoverDonegal


[→ Explore Donegal virtually](#)

### Wild Atlantic Way

Take yourself away and explore Donegal's hidden treasures along the Wild Atlantic Way.

Out at the very edge of Europe, the Wild Atlantic Way stretches for 2,500 km (1,500 miles) along Ireland's western seaboard from Malin Head in Co. Donegal to Kinsale in Co. Cork.

[→ Click here to find out more](#)

  
**WILD ATLANTIC WAY**  
SLÍ AN ATLANTAIGH FHIÁIN



# Promote the Destination Brand

Accessibility options ▾

Language ▾ Blog Your favourites Sign in

→


 [Explore Donegal](#) [Things To Do in Donegal](#) [Festivals & Events](#) [Accommodation](#) [Visitor Information](#)

CURRENT WEATHER  
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## Wild Atlantic Way

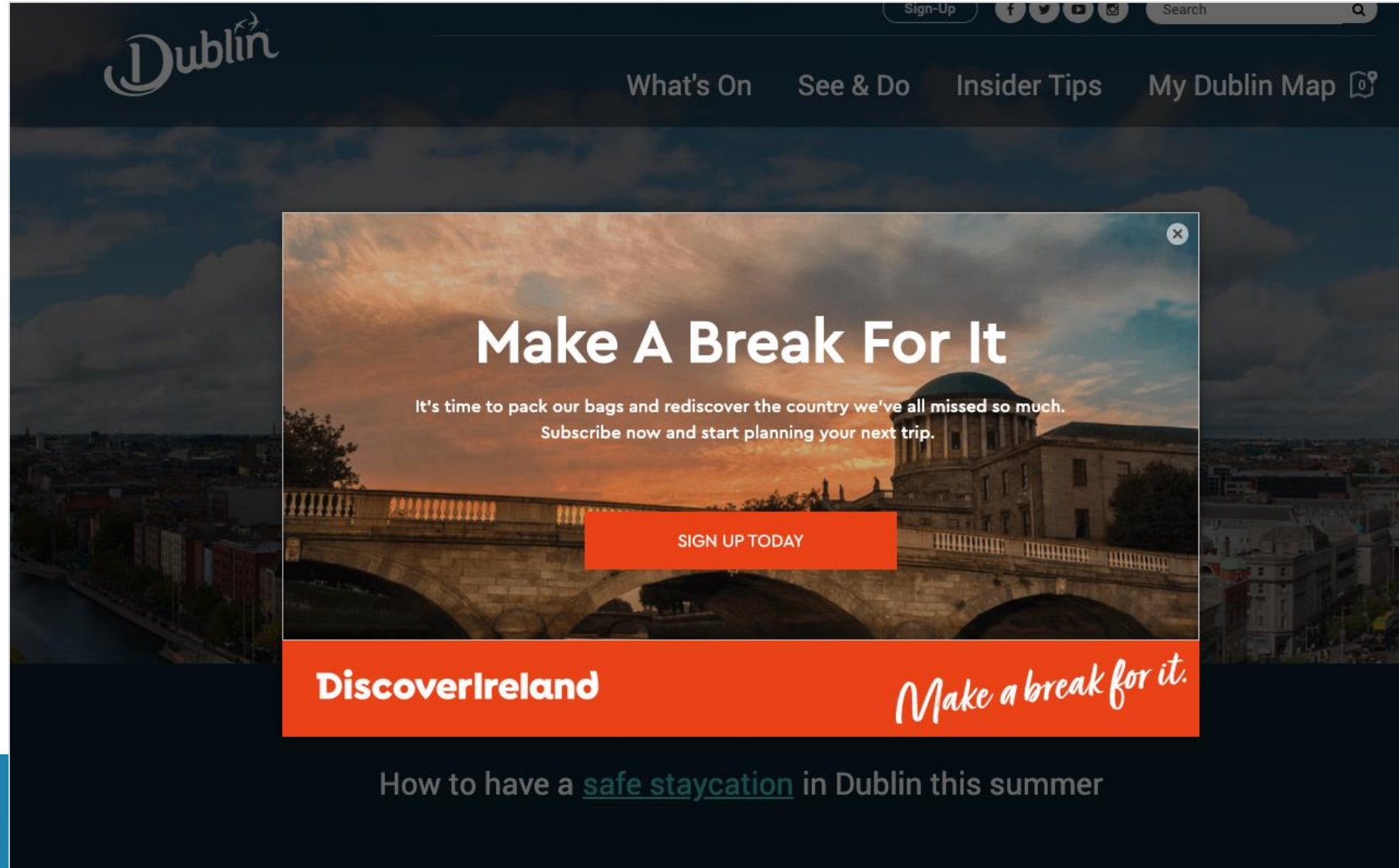
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[→ Click here to find out more](#)



## Clear calls to action



The screenshot shows the Dublin website with a dark blue header. The header includes the 'Dublin' logo, a 'Sign-Up' button, and social media icons for Facebook, Twitter, YouTube, and Instagram. Navigation links for 'What's On', 'See & Do', 'Insider Tips', and 'My Dublin Map' are also present. A search bar is located on the right. The main content area features a large banner with a sunset background over a bridge and a building. The banner text reads: 'Make A Break For It', 'It's time to pack our bags and rediscover the country we've all missed so much.', 'Subscribe now and start planning your next trip.', and a 'SIGN UP TODAY' button. Below the banner, there is a red bar with the text 'DiscoverIreland' and 'Make a break for it.' in a script font. At the bottom, a dark blue bar contains the text 'How to have a [safe staycation](#) in Dublin this summer'.

**Dublin**

Sign-Up

What's On See & Do Insider Tips My Dublin Map

**Make A Break For It**

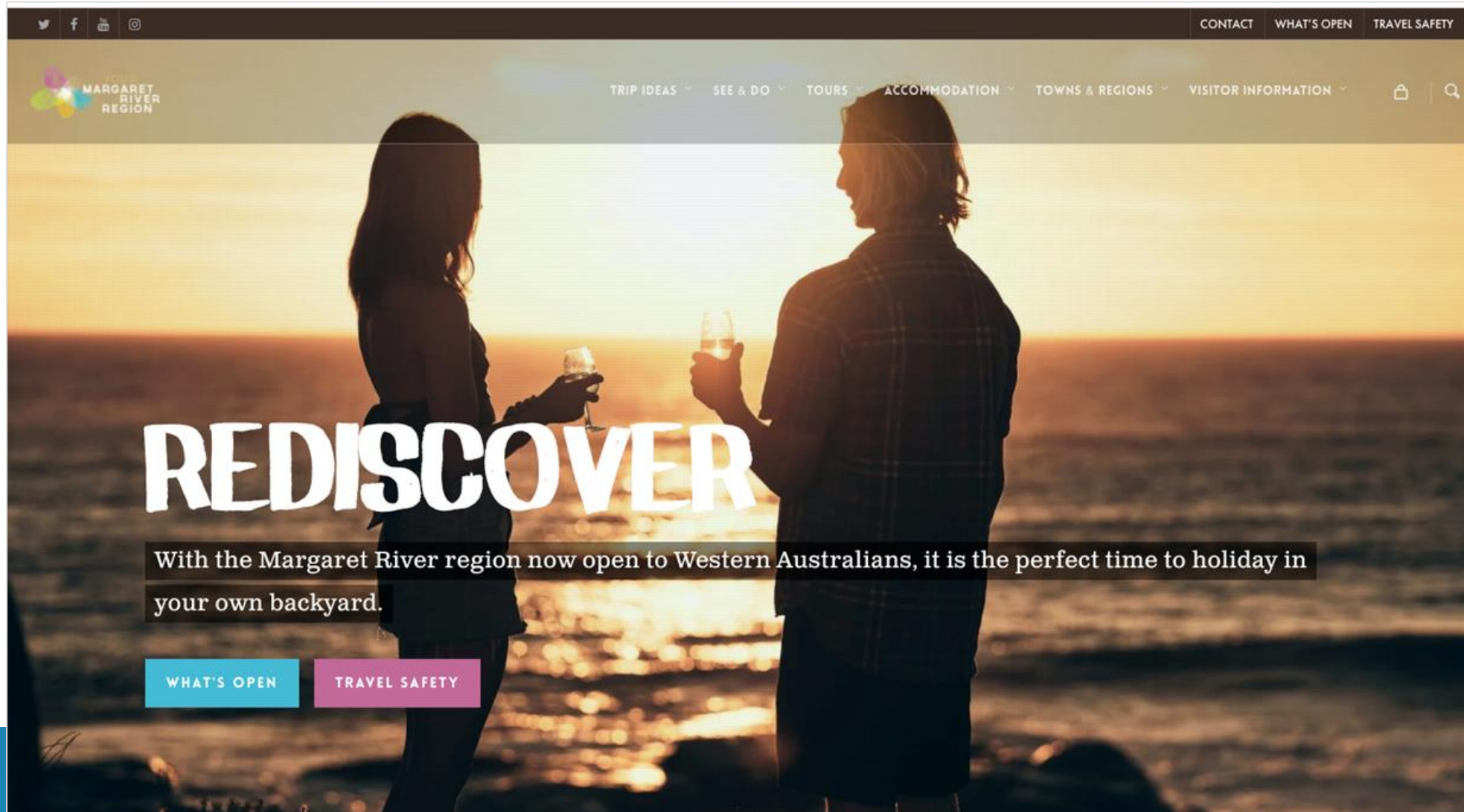
It's time to pack our bags and rediscover the country we've all missed so much.  
Subscribe now and start planning your next trip.

**SIGN UP TODAY**

**DiscoverIreland** *Make a break for it.*





How to have a [safe staycation](#) in Dublin this summer


## Clear calls to action








# Brilliant Content





[CONTACT](#) [WHAT'S OPEN](#) [TRAVEL SAFETY](#)


[TRIP IDEAS](#) [SEE & DO](#) [TOURS](#) [ACCOMMODATION](#) [TOWNS & REGIONS](#) [VISITOR INFORMATION](#)  



### Best Playgrounds of the Margaret River region

A big welcome back to our open playgrounds. Grab a coffee, the kids, and choose your own adventure


[READ MORE](#)



### 5 New Winter Experiences

Discover what's new in Your Margaret River Region


[READ MORE](#)





### 10 Places to Stay with Amazing Winter Views

A room with a view always comes with bragging rights

[READ MORE](#)

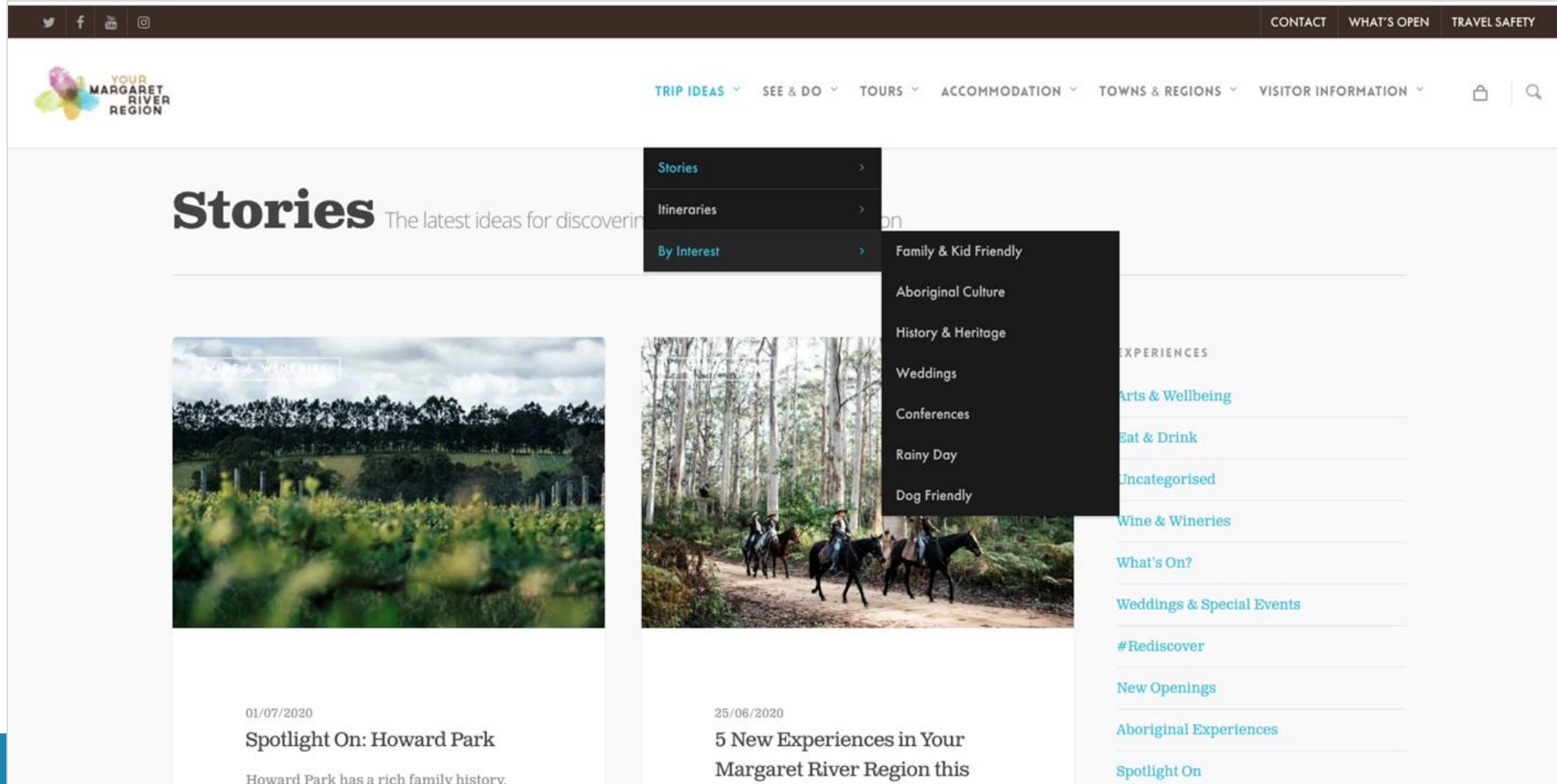








# Brilliant Content



The screenshot displays the website for the Margaret River Region. At the top, there is a dark navigation bar with social media icons (Twitter, Facebook, YouTube, Instagram) on the left and links for CONTACT, WHAT'S OPEN, and TRAVEL SAFETY on the right. Below this is a white header area featuring the 'YOUR MARGARET RIVER REGION' logo on the left and a series of menu items: TRIP IDEAS, SEE & DO, TOURS, ACCOMMODATION, TOWNS & REGIONS, and VISITOR INFORMATION, each with a dropdown arrow. A search icon is located on the far right of the header.

The main content area is titled 'Stories' with the subtitle 'The latest ideas for discovering'. A dropdown menu is open under 'TRIP IDEAS', showing options: Stories, Itineraries, and By Interest. The 'By Interest' option is selected, revealing a list of categories: Family & Kid Friendly, Aboriginal Culture, History & Heritage, Weddings, Conferences, Rainy Day, and Dog Friendly.

Below the menu, two featured stories are visible:

- Spotlight On: Howard Park** (dated 01/07/2020). The image shows a vineyard with the text 'WINE & WINERIES' overlaid. The text below the image reads: 'Howard Park has a rich family history.'
- 5 New Experiences in Your Margaret River Region this** (dated 25/06/2020). The image shows people riding horses through a forest with the text 'EZZIE & BERTIE' overlaid.

On the right side of the page, there is a vertical list of links: EXPERIENCES, Arts & Wellbeing, Eat & Drink, Uncategorized, Wine & Wineries, What's On?, Weddings & Special Events, #Rediscover, New Openings, Aboriginal Experiences, and Spotlight On.



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## Brilliant Content

Jersey. An island of rediscovery where landscapes are just waiting to be explored. Whether it's the view from the battlements of a 17th century castle, a beach walk along Jersey's unspoilt coastline or taking time to reflect while you watch the sun sink into the sea over St Ouen's Bay, Jersey is there to be discovered.

[Sign in](#) | [Sign up](#) | [My wishlist](#) | [English \(UK\)](#) | [Follow Us](#)

**Jersey**

[DISCOVER](#) [STAY](#) [SEE & DO](#) [WHAT'S ON](#) [EAT & DRINK](#) [OFFERS](#) [TRAVEL](#) [Q](#) [≡](#)

SEASONS

Spring Summer **Autumn** Winter


Autumn

# Get a flavour of Jersey in autumn.

The best loved island in the British Isles is waiting to be discovered this autumn. How do you want to feel on your island break to Jersey?  
Replenished, restored, rebalanced, or refreshed.

[LEARN MORE →](#)

# Offers Section



[PLAN YOUR TRIP](#)
[OFFERS](#)
[EVENTS](#)
[SLIGO INFO](#)
[TRAVEL INFO](#)
[BLOG](#)
[Sign In](#)


## Sligo Holiday Offers

Avail of the latest offers and discounts available from our partners in Co. Sligo.

Filter Offers by...

Select Offer Type...


[RESET TO ALL OFFERS](#)



### Relaxing Midweek Breaks Yeats Country Hotel

Enjoy a relaxing midweek break at the Yeats Country Hotel, Spa & Leisure Club, just 7kms from Sligo Town in the stunning seaside village of Rosses Point. Just 5 minute walk to Rosses Point Blue Flag Beach and adjacent to Co. Sligo's Championship Golf Course. Choose 1,2,3, night packages with Breakfast each morning, dinner and spa treatments.


[BOOK NOW](#)
[READ MORE >](#)



### Sensational Spring Offer

Sensational Mid Week Spring Offer NOW extended. The Glasshouse 4 Star Hotel Sligo Town, Sligo

[BOOK NOW](#)
[READ MORE >](#)




### Summer Family Staycations 3 nights Package from €627

3 Nights B&B and One Evening Meal included for 2 Adults and 2 Children under the age of 12 sharing a Family Room. Enjoy a Family Break to Sligo with our great value family package which includes: 3 Nights Bed & Full Breakfast 1 Evening Meal included for two adults Welcome Pack on arrival Fairy Trail map for the little ones Complimentary Parking throughout your stay

[BOOK NOW](#)
[READ MORE >](#)

# Campaign Landing Page

[< BACK TO SITE](#)

[ENJOY EXCLUSIVE BENEFITS](#)

Check-in

Wed, 01 Jul 2020

Check-out

Mon, 06 Jul 2020

Occupancy

All Options

View by

Rate first

Promo Code

None

EUR


My Profile

Best Rate Guarantee

This is a limited view of our availability. If you don't see what you're looking for, you might find more options on our [main results page](#)

*Make A Break For It - Discover Ireland*

Browse the latest Special Offers for Ballygarry House Hotel and Spa below.



5 night Family Staycation

5 nights

Free Cancellation | No Deposit required



Milk & Cookies At Bedtime

Complimentary Bikes to explore Ballyseedy Woods

No Deposit!

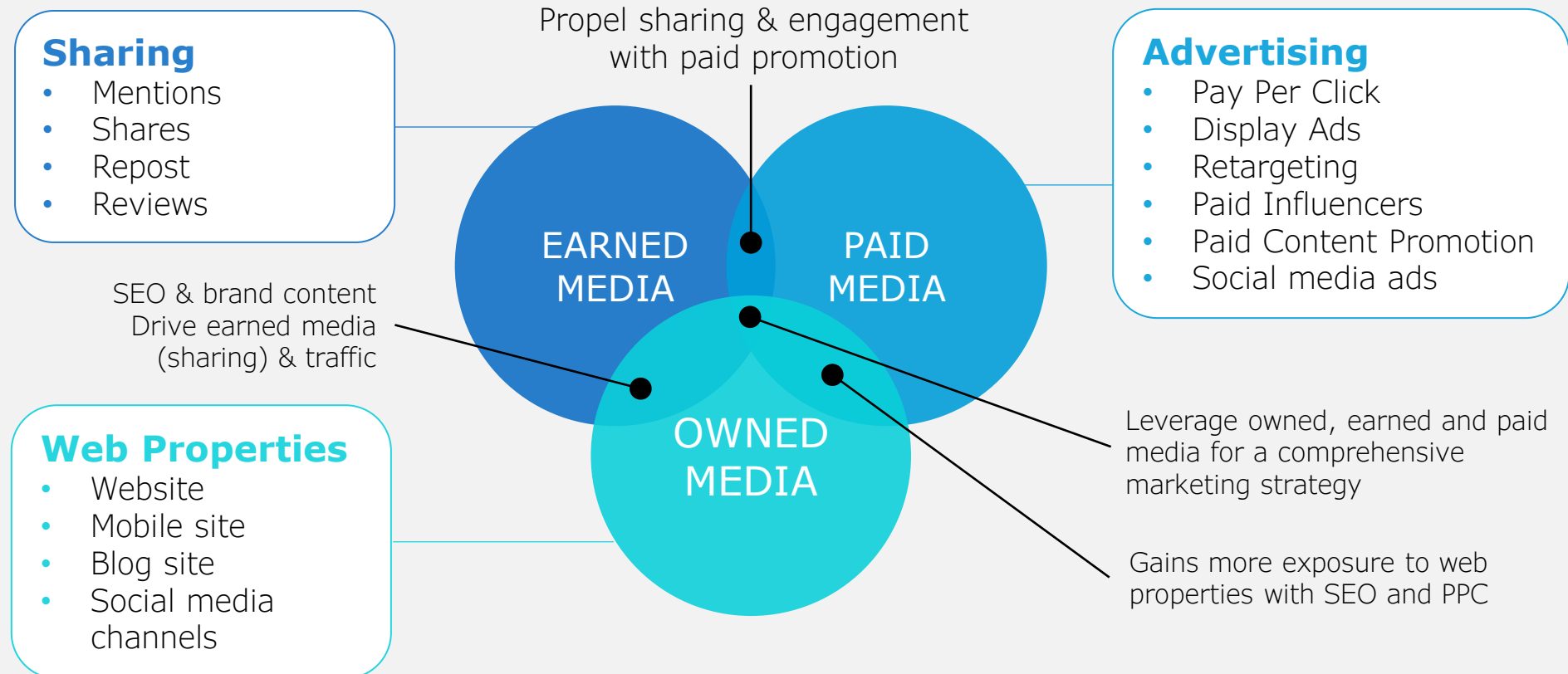
Stay with us this summer and experience all that Ballygarry House has to offer. Located in the heart of Kerry, Ballygarry House is the perfect base for your family adventure.

Your Family... [read more](#)

	Wed 01 Jul	Thu 02 Jul	Fri 03 Jul	Sat 04 Jul	Sun 05 Jul	Mon 06 Jul	Tue 07 Jul	
<div>  <div>Family Room</div> </div>	no check-in	no check-in	no check-in	X	995	995	995	<div>Wed, 1 July, 5 nights</div> <div>Not available</div>
<div>  <div>Family Rm with Bunks</div> <div>Last Chance! Only 1 left</div> </div>	€ 1,145	no check-in	no check-in	no check-in	no check-in	X	X	<div>€1,145.00</div> <div>Book today</div>

#Makeabreakforit

# Planning an online destination marketing strategy







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# Online Destination Marketing Strategy - **Who?**



**Friends**



**Families**



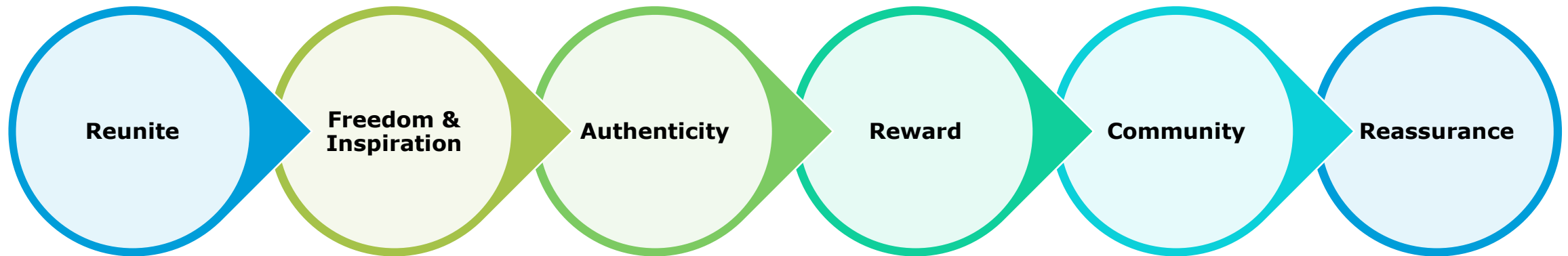
**Children**

- Small Children
- Pre-teens
- Teen families

Focus your destination on domestic segment customer types

# Online Destination Marketing Strategy – Key Messages

Destination messaging: Covid-19 | KEY communication messages



[DiscoverIreland.ie](https://discoverireland.ie) - Showcasing Destinations



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# Freedom & Inspiration

[EXPLORE THE ROUTE](#) [HOLIDAYS & BREAKS](#) [THINGS TO DO](#) [PLAN YOUR TRIP](#) [HIGHLIGHTS](#) [SEARCH](#)

*Make a break for  
the Wild Atlantic Way.*

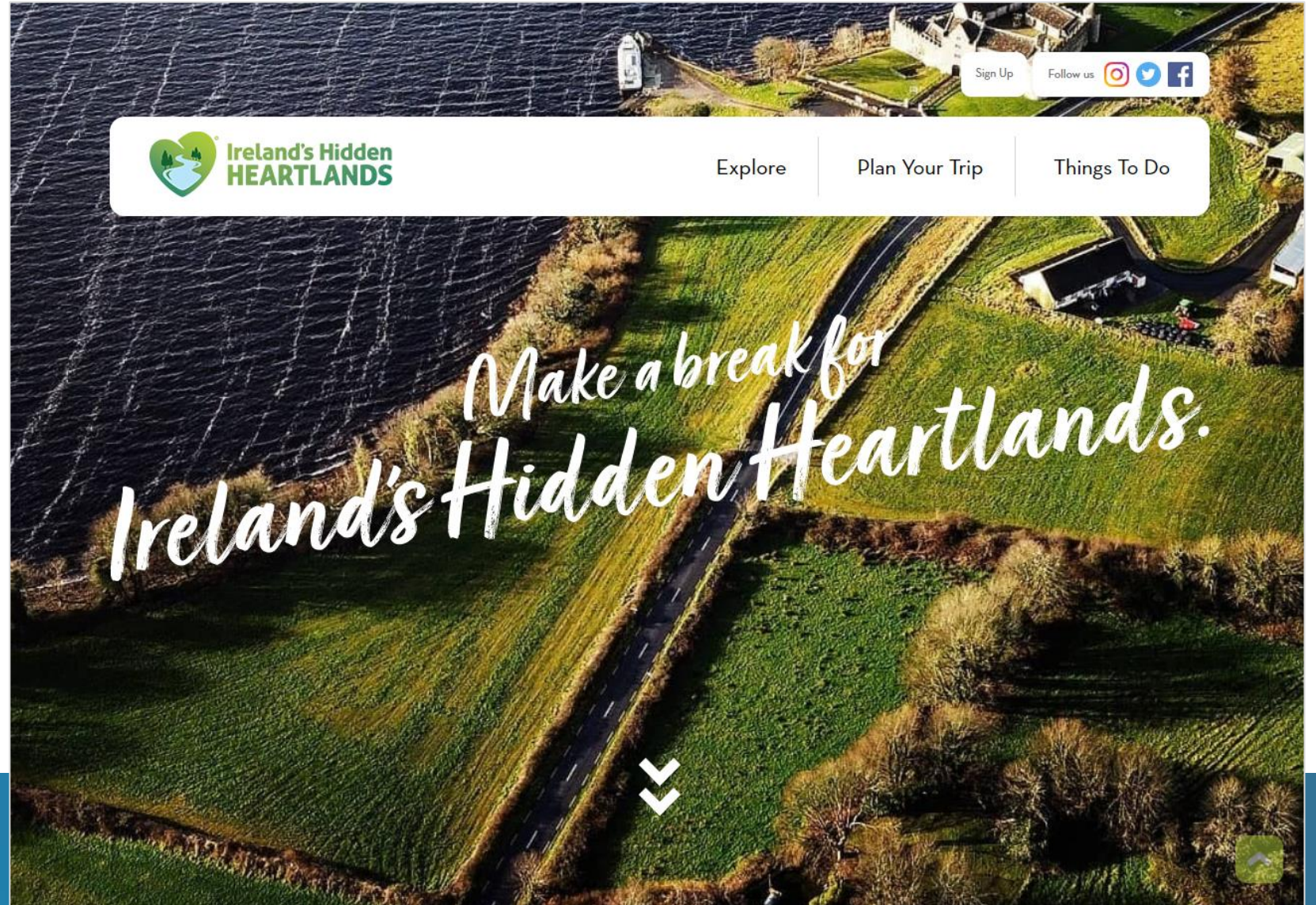
**START EXPLORING**

We use cookies on this website, some of which are essential for parts of the site to operate and have already been set. By using this site, you agree that we may store and access cookies on your device. More details can be found in our [cookies policy](#).

**DO NOT SHOW THIS MESSAGE AGAIN**



## Reward & Reassurance





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# Set your **SMART** Online Destination Objectives

Specific

Measurable

Achievable

Relevant

Time-bound

# Set your SMART Online Destination Objectives

No	Objective	Action	Who	When	KPI	Costs
1	Create campaign brand messaging	Agree campaign theme for autumn 2020 to tie in with 'make a break for it' campaign and key messages	Sile, Neil, Denise	12.07.2020	Defined campaign theme + hashtag	€0
2	Create landing page for all campaign activity	Create new website campaign landing page on destination website to include key USPs, imagery, key offers	Aoife	12.07.20	ROI from campaign measurable via offer conversions	Budget for web dev company
3	Create campaign specific social media campaign	Create content calendar for families with pre-teens and teens.	Aoife & Denise	Aug-Sept 2020	Hashtag reach	€0
4	Key influencer campaign	Create Influencer campaign with key family influencers	Sile & Denise	August 2020	Hashtag reach, conversion of family offers on website	TBC with agreed influencers

# Sample Content Calendar

Publish Date	Customer Segment	Theme	Caption	Visual Description	Format	Platform
06 Aug 2020	Families with teens	Adventure	Whether you are looking for soft adventure or high adrenalin, Lahinch has an activity for you this summer.	Clare adventure video	Video	Facebook, Twitter & Instagram
20 August 2020	Unconstrained couples	Safety & Reassurance	You can visit Loop Head this autumn reassured that all Loop Head tourism providers have received Fáilte Ireland COVID-19 Safety Charter approval	Carousel of photos of businesses showing PPE and safety charter	Photo album	Webstory



## Before, during & after



### INSPIRE BEFORE

Create content to help them with their research, answer questions, be their 'go-to' for info



### NURTURE DURING

Engage with them during their travels. Monitor online activity and respond. Engage with key destination hashtags e.g. #Kerry #Makeabreakforit #wildatlanticway



### BUILD WORD OF MOUTH AFTER

Encourage post trip social sharing.



## EXAMPLE – Strandhill Moments Campaign

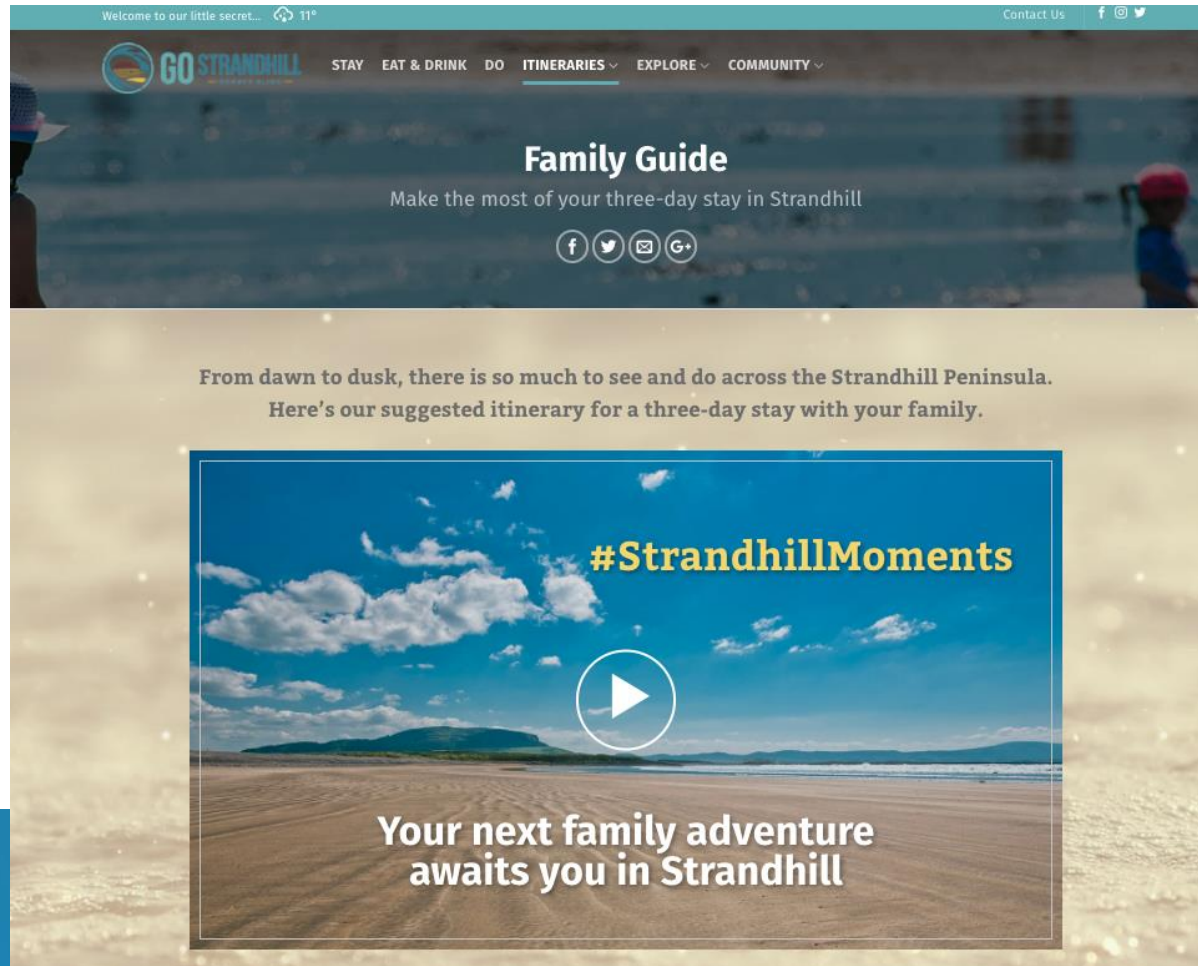
TARGET AUDIENCE	NEED STATES	OBJECTIVE	KEY DATES	KEY LOCAL OFFERINGS	ASSETS REQUIRED
Families:	<ul style="list-style-type: none"> <li>• Reconnection</li> <li>• Family Wellbeing</li> <li>• Affordable Adventure</li> <li>• Family Walks</li> </ul>	Extend family stay in Strandhill from 24 hours to 48/72hrs	June - August Activation	<ul style="list-style-type: none"> <li>• Killaspugbrone</li> <li>• Culleenamore</li> <li>• Beach Days</li> <li>• Surf School</li> <li>• Queen Maeve</li> <li>• Carrowmore</li> <li>• SP Market</li> <li>• Plane Watcing</li> <li>• Coney Island</li> <li>• Camping or Caravaning</li> </ul>	<ul style="list-style-type: none"> <li>• Commissioned Editorial</li> <li>• Video</li> <li>• Photography</li> </ul>

INFLUENCER TARGETS	TARGET EARNED MEDIA	ONLINE PR	TACTICS	MEASUREMENT	EXPECTED RETURN
EIMEAR VARIAN BARRY	<ul style="list-style-type: none"> <li>• Parenting Sites</li> <li>• HerFamily</li> <li>• Jen O'Connell</li> <li>• Two Darlings</li> <li>• Eimear Varian Barry</li> <li>• Eimear Hutchinson, Influencers / Mom Bloggers</li> </ul>	Pitches to Independent Travel Online <ul style="list-style-type: none"> <li>• HerFamily</li> <li>• MyKidsTime</li> <li>• FamilyDaysOut</li> <li>• EU Mom</li> </ul>	<ul style="list-style-type: none"> <li>• Blog Content</li> <li>• Listicles</li> <li>• Top 10 Articles</li> <li>• National PR Piece</li> </ul>	Google Analytics	<ul style="list-style-type: none"> <li>• Extra Bed Nights/Camping &amp; Caravan Bookings</li> <li>• Extra spend in local economy – restaurants, surf lessons etc</li> </ul>

## Campaign Collateral – Media bank of family images



# Campaign Collateral – Destination customer segment guides





# EXAMPLE – Campaign launch outreach email

**Subject:** Family Adventures in Sligo - New Sligo Tourism Campaign

**NB VIDEO UNDER EMBARGO UNTIL 08:00 ON 15 JAN 2020**

Hi

This week we launch an exciting new campaign for Sligo Tourism inviting families to create special memories full of adventure in Sligo that they can treasure and share over the months and years to come.

**Family Video**

[This stunning new video](#) captured in Sligo last September features a young family as they ramble through the forest at Union Wood, brave wild Atlantic waves with a Strandhill surf lesson, explore the walls of ancient Roslee castle in Easkey and get up close and personal with all kinds of birds of prey at Eagles Flying in Ballymote.

Make sure your sound is on when watching this one. <https://youtu.be/ff9uxoArHL0> (NB: Please only share this after 8am tomorrow, 15 Jan)

**How You Can Help:**

Let's share the Sligo pride tomorrow. The video will be live on all Sligo Tourism's social channels from **8am tomorrow morning**.

- Video link: [https://youtu.be/vh01OnOjc\\_Q](https://youtu.be/vh01OnOjc_Q) (subtitled) <https://youtu.be/ff9uxoArHL0> (no subtitles)
- [Download video files here](#)
- Sligo Tourism Offers: <https://sligotourism.ie/offers/>
- Sligo Tourism Website: [www.sligotourism.ie](http://www.sligotourism.ie)
- Sligo Tourism Social: [@SligoTourism](#) and hashtag **#SligoStories**

Full info on the video and the campaign will be on [SligoTourism.ie](http://SligoTourism.ie) from tomorrow morning.

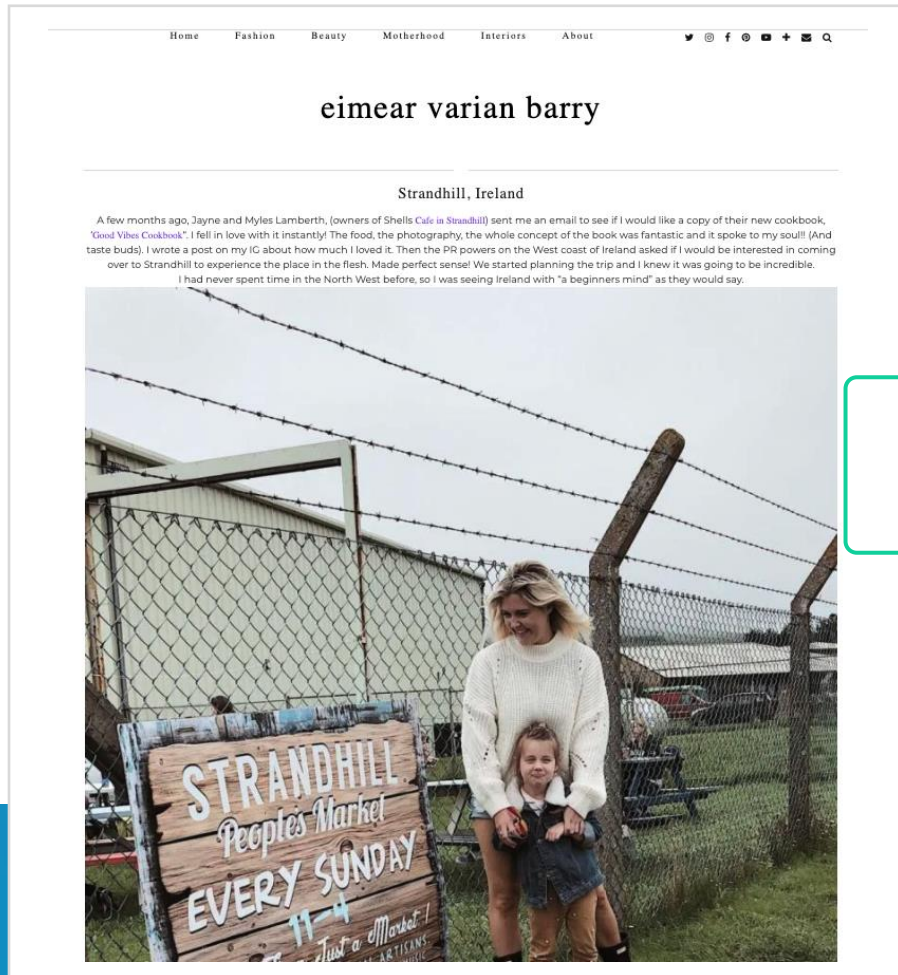
# Campaign Collateral – Video targeting families







# Influencer marketing



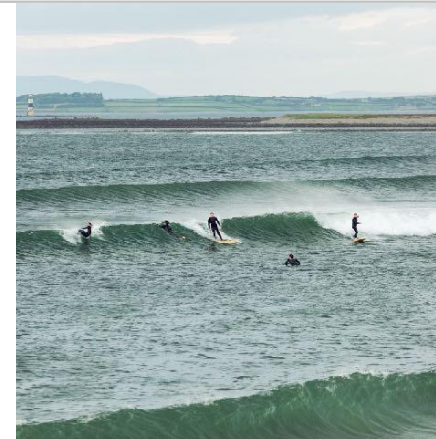
Instagram  
Influencer Fam Trip



# Destination Social Campaign



From dawn to dusk, we're inviting locals and visitors alike to tag their favourite #StrandhillMoments throughout the summer and beyond.





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# Destination Hashtags

## Link to national campaigns and brand hashtags



Tag the campaign using [#DiscoverIreland](#) and [regional hashtags](#) to increase reach and ensure your destination is part of the conversation.

- @discoverirl | #StaySafe
- @discoverirl

*Follow us to get your travel inspiration. Ireland has never felt bigger and there's never been a better time to [#MakeaBreakforit](#)*



### Regional brand hashtags:

- @discoverirl | #StaySafe
- #wildatlanticway
- #irelandsancienteast
- #lovedublin
- #irelandshiddenheartlands





# Campaign Impact







**Fáilte Ireland**

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# Offline Sales & Marketing Tactics



**Fáilte Ireland**

National Tourism Development Authority

# Offline Destination Marketing Plan



Offline Media Plan – print, radio, TV



PR & Ambassadors



Proactive Sales



Driving destination momentum

# Media Plan

Large budget – make sure destination message is clear

Align with national campaign  
**#MakeABreakForIt**





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# Destination Media Campaign



Run a radio campaign in return for destination contra vouchers



Partner with newspapers to run destination competitions



Low cost TV feature highlighting your destination



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National Tourism Development Authority

## **New national marketing campaign**



**Get involved & align  
your message!**

## Get involved...

▶ 55,000 visitors per week on [www.discoverireland.ie](http://www.discoverireland.ie)

▶ Almost 350,000 overseas visitors per week through [www.Ireland.com](http://www.Ireland.com)

### ESSENTIAL:

1. Update listing on [www.failteireland.ie](http://www.failteireland.ie)
2. Encourage businesses to paint a picture of your destination!



**Fáilte Ireland**

COVID-19 Business Supports | Research | Sales | Wild Atlantic Way | Ireland's Ancient East | Dublin | I

**20 million international and domestic consumers...**

You are here: [Home](#) → Managing your listings

**In this section**

- [Maximise your listing](#)
- [What you need to know](#)
- [Errors and complaints](#)

**Who to contact**  
Contact us if you are having any problems with your Discover Ireland listing.

**Get listed on our consumer websites and apps**

With our suite of consumer websites, you can showcase your business to over 20 million consumers in the domestic and international markets.

- [Discoverireland.ie](http://Discoverireland.ie) (domestic market)
- [Ireland.com](http://Ireland.com) (overseas visitors)
- [Visitdublin.com](http://Visitdublin.com)
- [Irelandsancienteast.com](http://Irelandsancienteast.com)
- [Wildatlanticway.com](http://Wildatlanticway.com)
- [Meetinireland.com](http://Meetinireland.com)

**Get a new listing on our consumer websites**  
Give us an overview of your tourism business if you are involved in activities or attractions. Please click the link to start the process.



# Destination PR Campaign

Independent.ie [News](#) [Opinion](#) [Business](#) [Sport](#) [Life](#) [Style](#) [Entertainment](#) [Travel](#)

## 6. Chow down in Kinsale



Foodie town: Kinsale continues to attract the numbers.

Kinsale was quick off the mark to announce that it would be offering free parking all summer and pedestrianising a number of streets to allow restaurants add space for outdoor eating. With an abundance of good restaurants, including the Michelin-starred Bastion, Martin Shanahan's Fishy Fishy and the Black Pig Wine Bar, it's now doubly attractive as a summer dining destination. Expect other staycation destinations to follow suit. [kinsale.ie](#) —KMcG

**While you're at it:** Every Sunday will be a Family Fun Day this summer, in another creative Kinsale idea.

### Chow down in Kinsale

Kinsale was quick off the mark to announce that it would be offering free parking all summer and pedestrianising a number of streets to allow restaurants add space for outdoor eating. With an abundance of good restaurants, including the Michelin-starred Bastion, Martin Shanahan's Fishy Fishy and the Black Pig Wine Bar, it's now doubly attractive as a summer dining destination. Expect other staycation destinations to follow suit. [kinsale.ie](#) —KMcG

**While you're at it:** Every Sunday will be a Family Fun Day this summer, in another creative Kinsale idea.



Use PR to tell the story

Partner with local ambassador



# Destination PR Campaign

Featured article in newspaper







Fáilte Ireland

National Tourism Development Authority

# Destination PR Campaign

Visit...

Invite...

Engage...

Review...





**Fáilte Ireland**

National Tourism Development Authority

# Proactive Destination Sales



Corporate  
companies



Pharma  
companies



Golf groups &  
members



Groups &  
associations

Using offline marketing to target and  
convert specific market segments

- Identify targets within segment
- Establish appropriate contact
- Engage & communicate offers

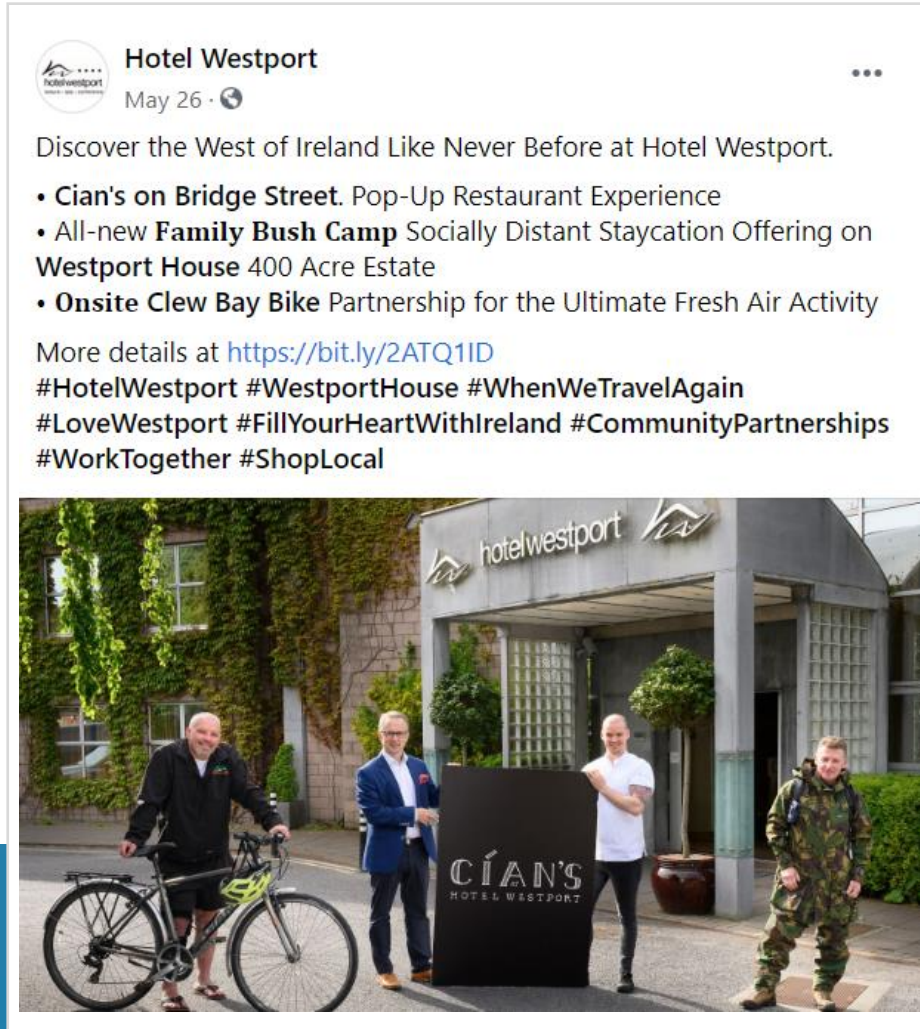


## Partner with other tourism providers to offer a new experience

Cian's on Bridge Street

Clew Bay Bike

Hotel Westport





Fáilte Ireland

National Tourism Development Authority

## Cross promotion within a destination encouraging dwell time & spend



City Destination  
Top 5 Bucket List

1 Day Package –  
Made easy / Dine  
/ Spend

### Ballina: One Day Outdoor Adventure Package



**This one day retreat will introduce you to the West of Ireland's wild side, giving you the opportunity to visit historical sites and breath-taking landscapes while taking part in fun outdoors activities.**

#### Morning:

What better way to kick off your day than with a spot of stand-up paddle boarding on the internationally renowned River Moy. For those unfamiliar with the activity, it's a pastime fast growing in popularity, combining a surfboard with a long handheld paddle. Traditionally a Hawaiian sport, it promotes balance, strength and general fitness. You don't have to be a surfer to partake, and it's a unique way to explore the stunning natural landscapes Mayo has to offer. There is a dedicated Stand-up paddle boarding provider and all instructors are ASI/ ISA qualified.

#### Lunch:

Dry off and visit one of the many Pub's or restaurant's in Ballina some of which has been listed in the 2014 Michelin "Eating Out In Pubs" Guide as a must visit food destination, and the Irish Times as one of Ireland's Top 100 Restaurants.

#### Afternoon:

Another way to investigate all the Moy Estuary has to offer is by bike. The Monasteries of the Moy tour takes you along the west bank to the magnificent old ruins. This jaunt along the Greenway is an excellent day tour and ideal if you are only in the area for a short period. You will be guided by an expert historian who will provide you with local knowledge and in depth history of the surrounding area.

#### Cost:

€75 Guided tour - minimum 2 people. €50 Self-guided

Included in the price:

- ▶ Hire of a top of the range Hybrid bike.
- ▶ Delicious packed lunch and refreshments.
- ▶ Required maps and details.
- ▶ Expert local tour guide bringing you through breathtaking scenery and architecture.

#### Dinner Options:

There's an array of restaurants situated on the banks of the Moy, in the heart of Ballina, where you'll find a special dining experience to suit any budget.

@ mayonorth@moyvalley.ie  
@ info@ballina.ie  
+353 (0)96 72800  
www.mayonorth.ie

MAYO  
NORTH.ie







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## Cross selling for a richer visitor experience..



Paint a picture



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# Measurement, Evaluation & Review





## Success

The **benefits** the group provides to the destination, its members and other stakeholders

# Measure against objectives & goals

## Measurement criteria to consider

- Site Traffic
- Conversion Rate
- Leads from group site to member sites
- Media Mentions
- Influencer Coverage
- Shares, Likes, Comments, Reach
- Creation of marketing assets
- Hosting of FAM Trips
- New Visitor Experiences
- New Destination Packages
- Member Sentiment (via survey)

- Report & Share Benefits
- Emphasize performance against objectives
- Review and revise based on successes achieved

