Tourism plays an important role within the economy of County Tipperary with over 300,000 domestic and international visitors injecting almost €90 million into the county annually. As the key tourism body, Tipperary Tourism works with the tourism industry, community, stakeholders, government agencies and departments to market Tipperary and implement our tourism strategy to drive the growth of the visitor economy.

The company has 15 members including representatives from the local tourism industry, local government and key agencies. The board is responsible for the delivery of the Tourism Strategy (available to view on www.tipperary.com) for Tipperary which includes; Product Development, Industry Development, Marketing and Promotional activities. A new brand and identity is being developed and will be available for the 2017 season.

Tipperary Tourism offers a range of trade support and county marketing activities that present the county's tourism products and activities to target consumers in Ireland and overseas. Tourism and tourism-related businesses can benefit from these directly by becoming a Member of Tipperary Tourism, thereby supporting all of us involved in developing Tipperary as a top tourism destination.

Tipperary Tourism will only be a success if it is actively supported by all of the tourism providers and all agencies involved in tourism in Tipperary.

**About Us**

County Tipperary will be marketed and promoted domestically and internationally by Tipperary Tourism. By making a contribution as a member you will reap the benefits of the annual marketing budget for promoting tourism in County Tipperary. This will include promoting the County via;

- A new Digital Marketing Strategy
- Ongoing promotion of Tipperary on Social Media (Facebook, Twitter, Pinterest)
- Creation of new Video Content that can be used by all tourism businesses on their websites.
- Create Ezines to overseas markets in GB, France and Germany
- New imagery and galleries to represent the diversity of Tourism offerings in Tipperary
- Creation of a Tourism Map for Tipperary available online and offline
- Design and Distribution of marketing collateral
- Representation at trade shows to promote Tipperary
- Organise Annual seminar for Tipperary Tourism
- Support promotion of festival and events
- Coordinate Radio Campaigns on national & local radio
- Provide networking opportunities and familiarisation trips for Tipperary Businesses
- Collaborating with Fáilte Ireland & Tourism Ireland to seek an enhanced profile for Tipperary
- Optimise the promotion and development of Tipperary via key propositions such as; Irelands Ancient East, Munster Vales, Lough Derg
- Provide access to branding materials, photography & video content for your business.
- Enhancement of www.tipperary.com
- Issue newsletters to continue to engage with the Tourism Trade in Tipperary
- Training and mentoring for Tourism Trade
This package is for those who want to be included in Tipperary Tourism’s marketing platforms. By opting for a Marketing Membership, your business will benefit from the following activities undertaken by Tipperary Tourism.

- A listing on www.tipperary.com with photographs, brief description, contact details and a link to own business website.
- An invitation to the annual tourism seminar.
- Liaise with Fáilte Ireland and Tourism Ireland to include Tipperary on FAM trips and itineraries
- Receive regular Tipperary Tourism newsletters
- Opportunity to participate in mentoring and training events
- Opportunity to participate in networking & familiarisation events
- Opportunity to participate in experiential offers (ezines & online promotions)
- Opportunity to participate in direct & responsive marketing campaigns
- Invitations to participate in planned promotions in Ireland and overseas

*Members will be contacted throughout 2017 to make them aware of marketing and promotional opportunities as they arise and will be treated on a first come first served basis where space is limited

Costs: Less than 10 employees €100 or More than 10 employees €200

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Friends of Tipperary Tourism

This is a special category for non-tourism businesses and individuals that recognise the value tourism brings to the county as a whole and wish to lend their support to the marketing of the county as a tourism destination.

In return for support receive regular Tipperary Tourism newsletters.

Costs: €25

Community Tourism & Voluntary Groups

This is a package open to Community Tourism and Voluntary groups. In return for support receive regular Tipperary Tourism newsletter and be included in promotional opportunities where possible.

Costs €50

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Booking Form

Please complete and return this booking form, together with the appropriate fee, no later than Friday 27th October 2016 to Tipperary Tourism, c/o Rosanne Hunt, Ballingarrane House, Cahir Road, Clonmel, Co. Tipperary T: 0761 06 5000 E: tourism@tipperarycoco.ie

ONLINE OPTION: Booking forms can be submitted by e-mail and payment can be made direct to bank (see details below).

PLEASE COMPLETE THIS BOOKING FORM USING BLOCK CAPITALS

Name: [ ]  Contact No: [ ]
Business Name: [ ]  Email: [ ]
Address: [ ]

I am paying by: Cheque [ ] PO [ ] Bank Draft [ ] EFT [ ] made payable to the Tipperary Tourism bank account (Tipperary Tourism CLG - AIB, Clonmel, Co. Tipperary. IBAN: IE80 AIBK 9353 7942 3501 81 BIC: AIBKIE2D) for the sum of: (please tick amount below). Payment must accompany booking form.

I also confirm that the above details are accurate. Signature: [ ]

I want to sign up for Marketing Membership and I agree to pay; €100 < 10 employees [ ] €200> 10 employees [ ]
I want to sign up for Friends of Tipperary Membership and I agree to pay; €25 [ ]
I want to sign up for Community Tourism & Voluntary Groups and I agree to pay; €50 [ ]

***Sign up before the end of October to be in with a chance of winning a Tipperary Food Producers Hamper***

www.tipperary.com  @VisitTipp  TourismTipperary