

membership 2022

carlow
tourism



carlow tourism marketing and
development plan 2022

join now and reap the benefits

introduction

Carlow Tourism is the marketing and tourism development company for County Carlow, dedicated to the promotion and profiling of County Carlow as a tourism destination of excellence for domestic and overseas holidaymakers.

The following marketing proposition will guide all marketing activities for the 2022 season:

A home of Irish heritage and culture – where visitors can discover the stories of Carlow people in spectacular houses and gardens, set amidst scenic mountains and picturesque rivers which provide the backdrop for a diverse range of outdoor activities and other historic and nature-based offerings.

As you know from selling your own business and services it's normally more than one thing that entices a tourist to come here, it's the whole package. While a visitor will book accommodation for their stay, they will want to do and see so many other things during their holiday here so information on where to eat, where to go and what to do is essential - this is what tourism is all about, and represents the strength of Carlow Tourism. It's about having really excellent businesses that can be cross promoted and work together to win more business for the county. In doing so both Carlow Tourism and industry members can promote the entire experience that Carlow as a destination has to offer.

In June 2021 the Board of Carlow Tourism launched the new tourism brand for the county '**Wander off the Track**', following extensive work completed in association with the award-winning design agency TOTEM. The campaign launched by broadcast presenter and Carlow native, Kathryn Thomas, aimed to attract intrepid visitors to the county, looking for less discovered, good value breaks with breath-taking scenery, outdoor adventures and memorable experiences, and secured significant national exposure at the time. Funding provided by Carlow County Council was crucial to the implementation of the project. The brand and promotional strategy were complemented by an extensive press, social and national radio campaign and continues to form the basis of all marketing activities undertaken. To maximise exposure members are encouraged to use the brand in their own marketing efforts.



working with partners

Partnerships are fundamental to the ongoing work of Carlow Tourism and the development of the county as a holiday destination of repute. Successful tourism requires a collaborative approach to tourism marketing and destination planning which encourages all to work together to optimise resources and opportunities to improve Carlow's profile. Carlow Tourism works closely at local level with Carlow County Council, our principal funder, Carlow Local Enterprise Office (LEO), Carlow Local Community Development Committee (LCDC), Carlow County Development Partnership (CCDP) and nationally with Fáilte Ireland. Further local partnerships include Carlow Public Participation Network (PPN), County Carlow Chamber of Commerce and the Department of Social Protection.

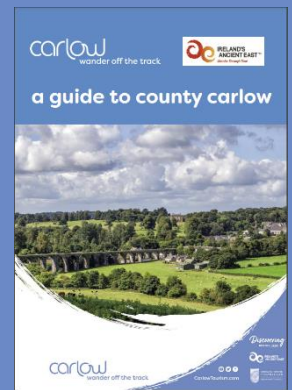


digital guide to carlow 2022

- FREE feature for all Carlow Tourism members.
- Targets visitors already in Ireland and close to, or in Carlow. Fáilte Ireland confirms that almost seven in ten visitors (68%) only make plans to visit an attraction when they are already in Ireland.
- Icon to highlight a new member for extra profile: **new 2021**
- Available as a download from the home page of Carlow Tourism, via flipbook and promoted extensively via social media channels.

extra benefit

Soft copy of the Guide to Carlow made available to members for display on their website and social media platforms in low resolution for easy and quick download.



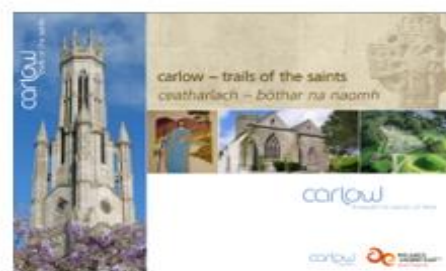
digital version-tours, trails and itineraries, by season

Carlow has a range of exciting trails to help visitors delve in and really discover the county. These are presented in digital and print formats to promote Carlow to key visitor segments in the domestic and markets.

Creation of soft copy versions of the following itineraries by season for upload to a dedicated section on the home page of carlowtourism.com and for usage on social media channels

- Top Ten Things To Do In Carlow (by season)
- South East itineraries from Carlow
- On Dublin's and Kilkenny's Doorstep
- Outdoor options – walking, cycling, canoeing
- Culture and Creativity
- Rainy Day Options
- Shopping in Carlow
- Taste of Carlow (food)
- Festival itineraries i.e. 48 hours in Carlow during Carlow Arts Festival, Carlow Garden Festival
- Spiritual Carlow incl. Columban Way
- Health & Wellbeing

All of the above to be linked to accommodation packages being promoted by members. Low resolution copies for quick and easy download, provided to all members for their own website and social media platforms.



extra benefit

Only members of Carlow Tourism can access brochures (soft and hard copy) in respect of the various trails and festivals.

festival and events – annual calendar and festival programme

Festivals and events are critical for tourism growth as they play a major role in attracting visitors to holiday in the county in the first instance, and, given a positive experience, encourage repeat visits. They are important vehicles for positive word of mouth publicity and provide valuable PR opportunities. Carlow Tourism collates **an annual festival and events calendar for the county** while also implementing its own dedicated festivals programme.

Objectives of Carlow Tourism festival programme:

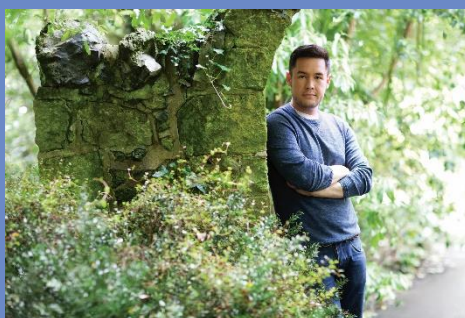
- Festivals play a major role in attracting visitors to holiday in the county
- Positive experiences encourage valuable word of mouth publicity and repeat visits
- Important vehicles for valuable PR opportunities across press, radio and social media
- Important generator of bed nights for accommodation providers
- An annual calendar of events featuring all county festivals and events is circulated to all members of Carlow Tourism and used to target PR opportunities in the national marketplace.

Carlow Summer Walking Festival 6th – 8th May 2022

Carlow Garden Festival 22nd July – 1st August 2022 (key names for 2022 include renowned UK gardeners Adam Frost, James Wong and Tom Coward)

County Carlow Golf Classic 5th – 7th September 2022

Carlow Autumn Walking Festival 20th September – 2nd October 2022



5th – 7th September 2022
county carlow
golf classic 2022
the whole in one package



Open invitation to golfers worldwide.

Inclusive Package:
3 Rounds of Golf
3 Meal Vouchers
1 Gala Dinner

Venues:
Carlow Golf Club
Bunclogh Golf and Fishing Club
Mount Wolseley Golf Resort

www.carlowtourism.com/golfclassic
Team of 4 Stableford Competitions

Up to €7,000 in prizes
Daily, Ladies, Mixed and Overall Prizes



extra
benefit

All members are invited to submit offers or details of accommodation packages for the series of festivals operated by Carlow Tourism. Only members receive details of the annual festival calendar.

website and social media – revamped website for 2022



Welcome back to Carlow

[Watch the video](#)

Accommodation



Seven Oaks Hotel & Leisure Club

[Read more »](#)



Mount Wolseley

[Read more »](#)



The Mews

Luxurious self-catering accommodations overlooking the River Barrow and Mount Leinster.

[Read more »](#)



Huntington Castle Bed and Breakfast

A destination of effortless relaxation, outstanding beauty and fascinating history. If you are looking for somewhere to stay with a difference, then Huntington Castle, a genuine 17th...

[Read more »](#)



Sandbrook House

Sandbrook House and Gardens is a period Queen Anne style house set in twenty five acres of lush parkland in County Carlow.

[Read more »](#)



Blackstairs Eco Trails

Gold accredited eco-tourism business featuring shepherd's huts, an eco-barn, foraging walks and Celtic Tree Trails.

[Read more »](#)



Bolands Self Catering Accommodation

Luxurious, recently renovated two-bedroom self-contained apartment. This apartment comprises a separate fully fitted kitchen, living/dining area, two spacious double/twin bedrooms...

[Read more »](#)



Hunting Castle – Self Catering Cottages

Hunting Castle Self Catering Cottages, a 17th century Castle estate offers an unique experience while staying at Huntington. They offer three different self catering options in the Esmonde Wing...

[Read more »](#)



Ballykealey Lodges

Fourteen self-catering lodges nestled in the courtyard of Ballykealey House provide a delightful retreat for those looking for a sense of freedom and an idyllic retreat. Nestled beneath the...

[Read more »](#)

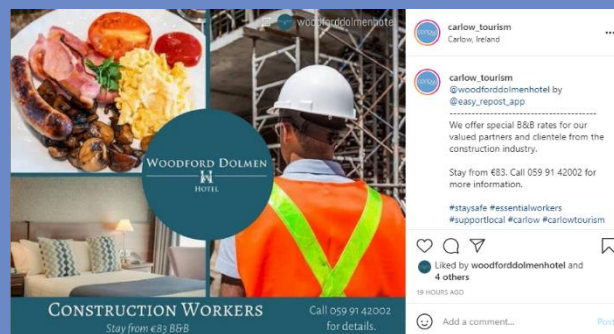
[Load more »](#)

Carlow Tourism members feature as part of an annual digital marketing plan comprising website and social media.

- Each member has an online marketing presence on www.carlowtourism.com and/or www.carlowgardentrail.com. This includes photography, description and online and offline contact details.
- Where members have video content these are featured on the individual member page (48 members videos completed in 2021 in total)
- SEO optimisation and Google AD word campaign for the benefit of all members
- Ongoing refinement of mobile compatibility of website (69% of visitors accessing website via a mobile device)

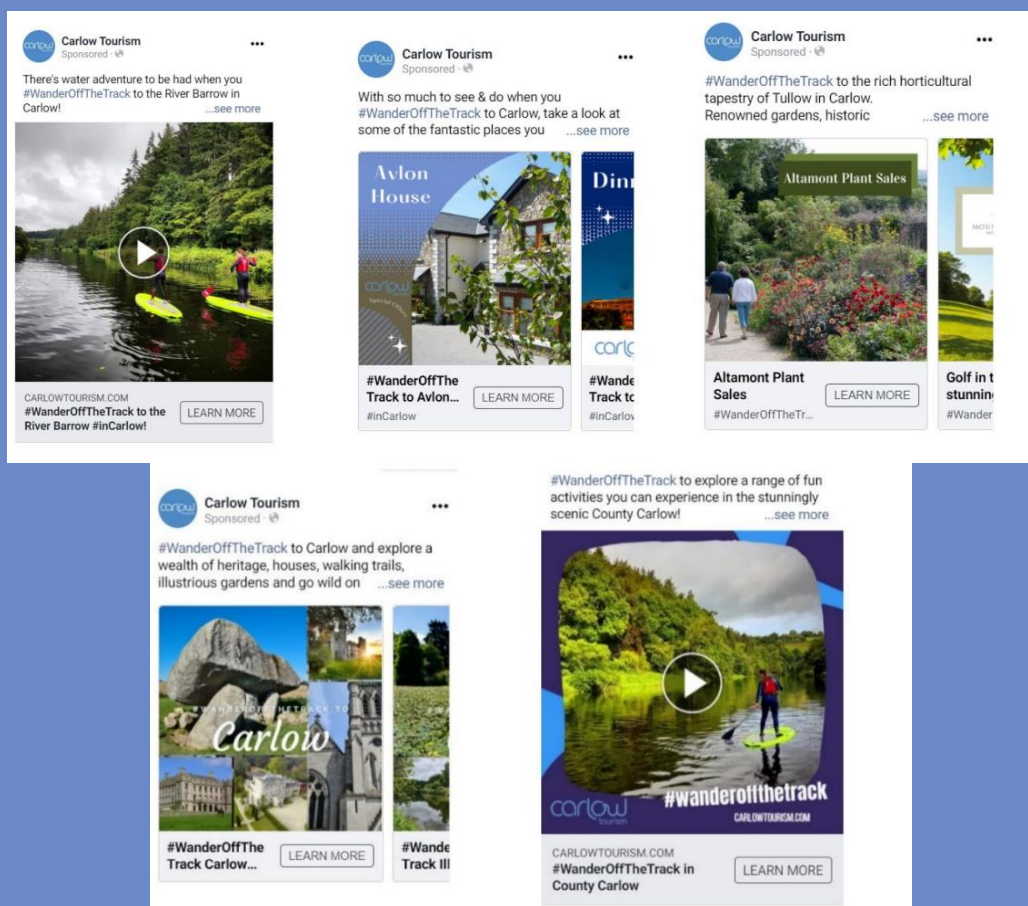


Carlow Tourism operates three social media platforms: Facebook, Instagram and Twitter. 2.66 million in 2022. Introduction of Tik Tok Account in 2022.



- Social Media: Annual content calendar for detailed planning of posts, promote individual members of Carlow Tourism, promote festival calendar, highlight the Carlow Tourism itineraries, share members content and videos.

SAMPLES – ACCOMMODATION ALL 17 MEMBERS OF CARLOW TOURISM IN A ROTATING CAROUSEL



consumer fairs

- Balmoral Show 11th – 14th May 2022
- Bloom in the Phoenix 2nd – 6th June 2022
- Free attendance to all members of Carlow Tourism

distribution

Objective

Ensure sufficient supply of available print material to members of Carlow Tourism, at key distribution points and throughout the TIO network in Leinster. Following print pieces the focus for circulation plans in 2022

- Carlow Garden Trail
- Carlow Trails of the Saints
- NEW county map **Wander off the Track**
- Blackstairs and Barrow Valley map
- Heritage Trails for Carlow Town, Leighlinbridge, Borris, Myshall, Tullow and Bagenalstown



carlow tourist office

- Welcomed 25,795 visitors in 2019.
- Provides information on all aspects of a holiday in Carlow and throughout Ireland.
- Members of Carlow Tourism are invited to stock their brochures within the tourist office.
- Friendly, knowledgeable staff dedicated to ensuring that visitors receive all information required for a holiday break in Carlow and countrywide.



extra benefits

- Access to a databank of Carlow photography for website, print and social media.
- Access to dedicated personnel that are committed to ensuring your business thrives and can provide relevant marketing and development expertise.
- Invites to relevant workshops and networking events where you will have the opportunity to network and meet like-minded business
- Communication of your story and business on social media platforms and website
- All members receive an annual membership sticker and web icon for promotion and networking.
- All members receive copies of county and town maps. NEW county map being completed for County Carlow- available FREE to all members of Carlow Tourism
- Notice of upcoming networking and information events of relevance to your business.
- Opportunity to arrange dispatch of your brochures to some or all Carlow Tourism members.