

## **Benefits of Membership of Kilkenny Tourism**

Kilkenny Tourism is a collective marketing body that is concerned with promoting Kilkenny to the domestic and international tourism markets, and influencing the long-term strategic development of Kilkenny City and County. Our vision is that Kilkenny becomes the number 1 premium tourism destination in Ireland. We aim to achieve this by:

- Marketing and promoting the visitor experience to the international and domestic markets
- Representing the diversity of tourism offerings in Kilkenny to customers.
- Assisting and supporting members to sell the destination and the visitor experience
- Collaborating with agencies and other stakeholders to influence tourism development

In 2013, Kilkenny Tourism carried out our first ever Member's survey, with the following results:

- **77.2% of our Members increased their business in 2013**
- **93.8% stated that Kilkenny Tourism played a part in that increase**
- **97.1% benefitted from Kilkenny Tourism membership in 2013**

As these survey results demonstrate, Kilkenny Tourism affords its members, who are comprised of local tourism businesses and stakeholders, with **significant benefits** including:

### **Marketing and PR**

In 2013, **Kilkenny Tourism's brand** was redesigned to better reflect Kilkenny's strengths in the cultural and heritage sectors. In building on the new brand, **comprehensive targeted marketing and PR campaigns** will continue be carried out to promote Kilkenny to regional, national and domestic audiences through advertising, publicity, direct marketing, social media and other activities.

Our marketing activities are carried out by Newmarket Consulting, and our PR activities are carried out by MD Media. Both marketing and PR teams are in place to promote our Members' businesses to ensure Kilkenny becomes the number 1 premium tourist destination in Ireland.

### **Kilkenny Tourism Website**

The Kilkenny Tourism Website ([www.visitkilkenny.ie](http://www.visitkilkenny.ie)), which exclusively promotes Kilkenny Tourism Members, **received over 200,000 visits in 2013**. This was an **increase in visitors of over 80% on 2012** – driven by our **digital marketing strategy**.

We are very proud of our **new Kilkenny Tourism website launched in December 2013**, which now allows for our Members' information to be shown in a responsive manner, depend on the device being used to browse the website (i.e. desktop, smartphone or tablet). This will provide huge benefits to our members, as over 30% of our website visits are now made from mobile devices.

### **Social Media**

Our Members have access to our proactive, popular Social Media channels. Our **Facebook Page** ([www.facebook.com/kilkennytourism](http://www.facebook.com/kilkennytourism)) has almost **8,000 Fans**, and our **Twitter Page** (@LoveKilkenny) has grown to almost **1,500 Followers** since being established in 2013.

These social media platforms offer a fantastic opportunity to promote tourism businesses in Kilkenny in an innovative way to a domestic and global audience which will only be available to members of Kilkenny Tourism.

### **Visitor Guide**

**Kilkenny Tourism prints 40,000 copies of our Visitor Guide annually promoting Kilkenny City and County.** The brochures are distributed free of charge to key decision makers in the domestic and overseas travel trade, who find them a valuable tool for doing business in Ireland. Distribution outlets for our tourist literature include Tourist Information Centres, Fáilte Ireland overseas offices throughout the world, conference/incentive organisers, tour operators, media, cruise ships, and domestic and international trade and consumer promotions. An electronic version of the Brochure is also available for download on [www.visitkilkenny.ie](http://www.visitkilkenny.ie).

Only Kilkenny Tourism members will be allowed the opportunity to **promote special offers/packages at trade events in 2014**, in specially designed flyer which will be handed out with the Visitor Guide.

### **Marketing and Business Development Opportunities**

Members are advised on a regular basis of **marketing and business development opportunities**. A couple of examples coming up in 2014 include:

- Kilkenny Tourism will be developing an innovative marketing campaign to promote **Medieval Week 2014**. Our Members will be involved in the planning and delivery of this marketing campaign in collaboration with Newmarket Consulting.
- Our PR team, MD Media, will be running a **PR Workshop** for our Members which will share valuable tactics and tips to help our Members develop their own PR strategies
- Kilkenny Tourism will be running **quarterly networking events** that will bring together our Members to **develop special themed packages** which will be promoted across all of Kilkenny Tourism's channels in 2014.

## **Kilkenny Tourism Board**

Our members are eligible for election to the **Board of Kilkenny Tourism** and to elect Board members.

### **Get Involved!**

In 2014 Kilkenny Tourism will endeavour to get our members more involved in the operations of Kilkenny Tourism. We will be doing this through a series of Kilkenny Tourism Networking Events and our Members' eZine. We will also look to create awareness of tourism and its importance to County Kilkenny via **local radio and newspapers**.

**If you have questions about the benefits of membership of Kilkenny Tourism, or ideas on promoting Kilkenny as a tourism destination, please drop us an email at [info@kilkennytourism.ie](mailto:info@kilkennytourism.ie)**

**We look forward to working with you over the coming months and years!**

