

DRIVING SALES DEMAND

Driving Domestic Sales for Small Accommodation Providers





Fáilte Ireland

National Tourism Development Authority

Nicola O'Riordan

Accommodation Development
Fáilte Ireland



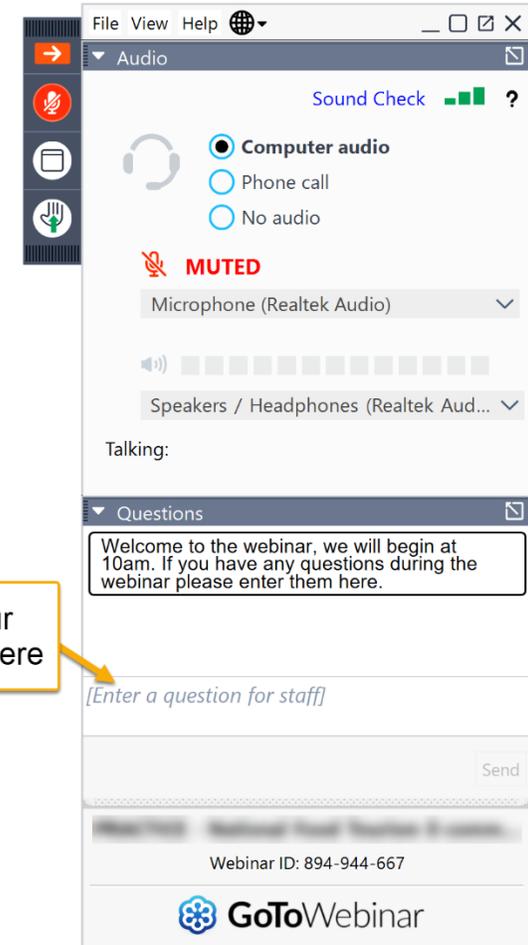


Housekeeping

- Enter questions throughout the webinar via the **Questions panel** on the right.

We will do our best to answer as many as we can during the live Q&A at the end.

- Follow-up will include a link to the recording and slides





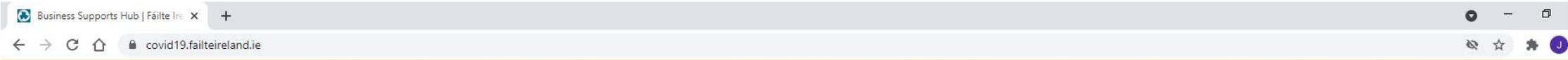
Joined today by
Julie O'Brien

Experience

- 25 years experience in the tourism and hospitality industry
- Tourism product development and commercial expert
- Extensive experience of working with diverse accommodation providers including hotels, guest houses, self-catering, hostels, caravan, camping and glamping.

Fáilte Ireland Supports

<https://covid19.failteireland.ie>



Find supports for your sector

- Activity providers
- B&Bs
- Business conference and event venues
- Caravans and camping
- Hotels and guesthouses
- Hostels
- Incoming tour operators
- Pubs
- Restaurants and cafes
- Self catering
- Spas
- Tourism transport
- Visitor attractions

What we will cover



- 1) KEY to success of achieving 2021 domestic bookings
- 2) Latest insights into the domestic customer & markets
- 3) Know how to play to your strengths and position your accommodation business to suit the needs of the domestic visitor.
- 4) Pitching and selling offers from the customer's perspective
- 5) Emphasising value and the management of pricing for customers
- 6) Tips to drive 2021 sales
- 7) Tips for winning low and shoulder season business 2021/2022
- 8) The 'asks' post this session

Today's Outcome

- Get an overview of the different types of domestic consumer that are priority targets for 2021 and be able to analyse the requirements of different types of guests.
- Know how to play to your strengths and position your accommodation business to suit the needs of the domestic visitor.
- Learn how to untap other potential guests by considering small changes that you could make in your business to make it more attractive to those looking for specific product types, for example pet-friendly, golf, adventure, local food, etc.
- Optimise increased sales with top tips to market and sell to reach existing and new business.

1

**Key to success of
achieving 2021
Domestic Bookings**

Pathway for achieving 2021 bookings

Knowing which customers are a MATCH for your accommodation
Addressing their interests, needs & budgets

Enabling the customer to identify that they are your = MATCH
Offline & online communications that are mindful of Fáilte Ireland consumer insights

Ensuring that your inventory is OPEN and available for sale across all sales channels.
+ Being proactive about achieving sales

Covid-19 Safety Charter:
key for reassurance

Showing the customer ALL of the advantages of staying in your accommodation

- Adopting a PROACTIVE can-do approach
- Knowing that INPUT = OUTCOME
- Putting your energy into achieve REAL results | revenue generation

Selling and Marketing Destinations

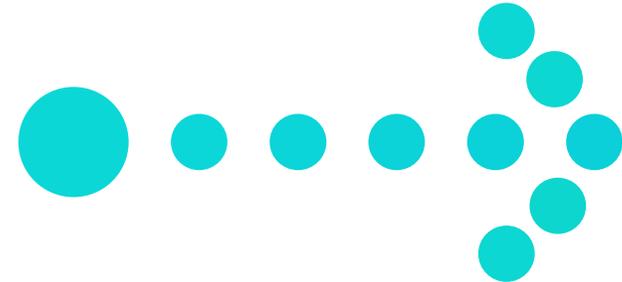
Taking Individual
Responsibility



Taking Collective
Responsibility



Knowing how to lean on
and benefit from resources



2

Latest Insights into the Domestic Customer & Target Markets for 2021



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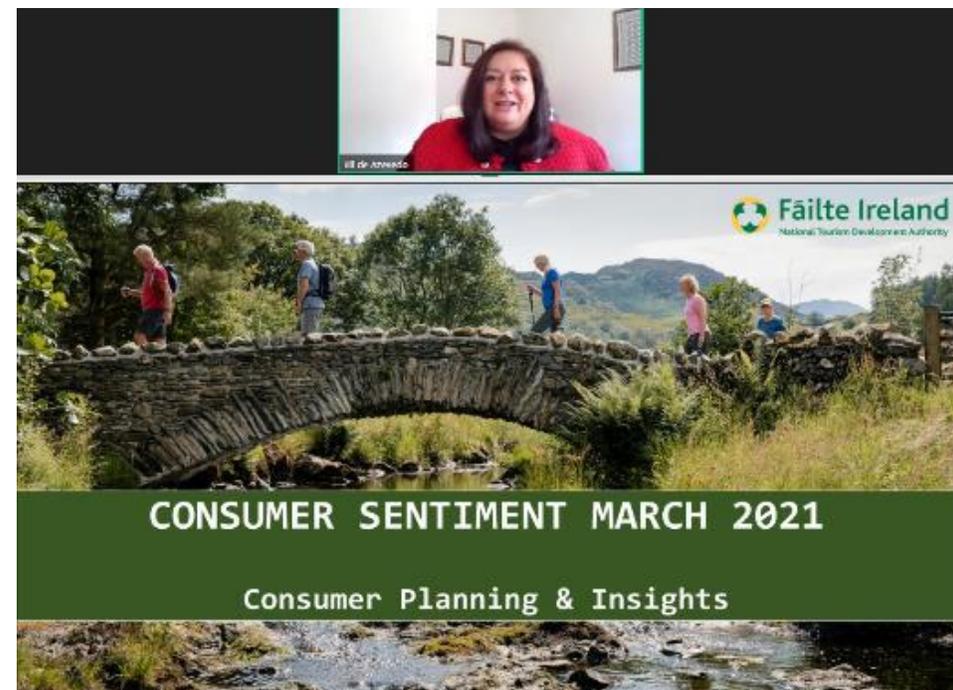
Fáilte Ireland Consumer Insights

Consumer Insights

Jill de Azevedo | Head of Consumer Planning & Insights

“Consumers are in a different place to where they were last year [...] it is all about tailoring product price and messaging so you are ready [...] to maximise opportunities...”

<https://covid19.failteireland.ie/business-supports/sales-and-marketing/webinar-consumer-insights-to-drive-domestic-demand-and-spend/>



Our Task

To ensure that your accommodation offering **INSPIRES** & **MOTIVATES** customers to engage.

Consumer Insights | what to watch out for

Target customer groups. e.g. family, +45s, young adults

Needs, interests and budgets within each target customer groups

Opportunity
e.g. 4-night short break stay

Markets: ROI and NI

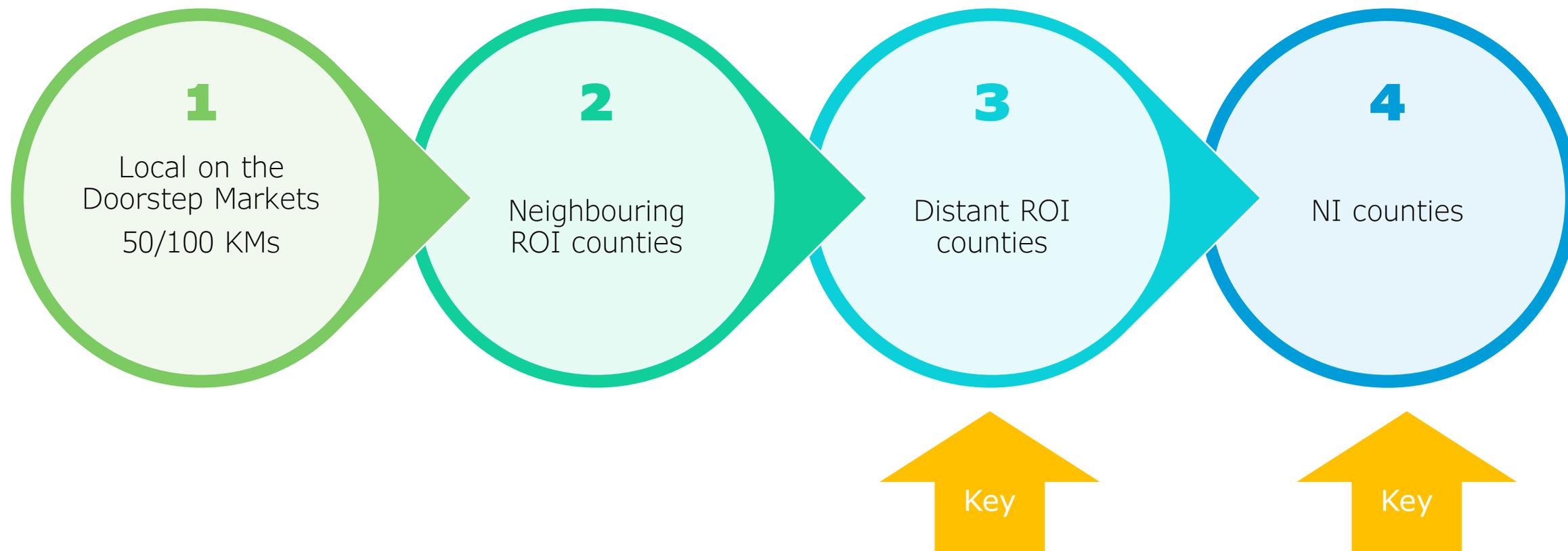


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Target Markets

Saleable experiences that match the needs, interests and opportunities available via diverse domestic target markets



Target Markets

Mapping out a plan for overnight stays

- Doorstep:
 - Day trippers
- Neighbouring ROI and NI counties
 - Day trippers & short stay potential
- Distant ROI counties
 - Short and long stay potential
- Distant ROI and NI counties
 - 3-4 night and long stay potent

Understanding
the
opportunity

Maximising
the
opportunity





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POLL 1

Have you actively engaged in winning domestic customers in the past 2 years?

3

**Know how to play to your
strengths and position
your accommodation
business to suit the needs
of the domestic visitor**

Play to your accommodation's strengths

Rather than selling accommodation to all domestic tourists, it is proven to be more successful to adopt a targeted approach by

- 1 Identifying the customers that are a match for your accommodation offering
 - Families
 - Adults + 45
 - Young adults
- 2 Identifying the specific interests, needs and nuances that your accommodation can cater for within your chosen target customer groups
 - For example: golfers, anglers, walkers, adventurers, pet owners, etc.
- 3 To achieve the above, the accommodation owner should objectively review its business as follows:
 - i. The accommodation product offering
 - ii. Facilities offered by the accommodation
 - iii. The location
 - iv. Nearby amenities

Play to your accommodation's strengths | the planning process

i

The accommodation product

Action | bullet point minimum 5 strong advantages offered by your accommodation. Example:

- Large comfortable, recently refurbished bedrooms
- Farm; serving seasonal produce and local artisan foods
- Bilingual Irish and English-speaking family
- Great views; coastal, rural, etc.
- Welcoming touches like tea and homemade drizzle cake on arrival
- Accommodation that offers clear value

ii

Facilities offered by the accommodation

Action | note key facilities offered by your accommodation and what kind of customers would use these. Example:

- Storage facilities; for golfers, anglers, walkers, adventurers, etc.
- Pet-friendly facilities; pet amenities including pet area, fenced area where the pet is free and safe
- Playground facilities; to keep children occupied
- A games room; to get adults and teenagers occupied
- Leisure facilities; like mini-golf, etc.

Celebrating and sharing unique accommodation offerings



Accommodation provider that prizes artisan food produce and cookery tips, recipes



Irish language
Full immersion to learn Irish
Learn a few words



Special talents
Music, Singing Sean Nós, Activities, Sports
Attracting customers who are a MATCH



Accommodation team that understands family needs.
Swings/slides for children

Giving customers compelling reasons to engage with your business & destination

Play to your accommodation's strengths

the planning process

iii **The location | rural, a village, a town, a city**

action | note minimum 5 selling points about your location. Example:

- Incredible views
- Tranquillity
- Within strolling distance of a village, a town, city

iv **Nearby amenities**

action | note. Example:

- Great shopping | inc. farmers markets, curiosity stores
- Local adventure providers| golf, fishing, kayaking, surfing, hiking, etc
- Local visitor attractions | iconic and less well known
- Great local beaches
- Great food experiences | excellent ingredient provenance | slow food movement, etc.
- Convenient to local cultural attractions
- Local services that match the needs of target customers. For example
 - Transfer contacts for golfers, information on golf courses, quality golf pros (lessons), and golf shops
 - Vet contact numbers (for pet owners in case of emergencies)

Play to your accommodation's strengths

Using **Anglers** as an example | Things to consider

Storage Facilities	<ul style="list-style-type: none">• Offer a suitable secure facility with shelves, hangers, and wall hooks used for the drying and storage of fishing clothing, boots, wellingtons and tackle.• The facility to be heated, well ventilated, and aerated.• Provide a separate fridge/freezer for the storage of fishing bait and fish caught.• Allow space for storage boxes for rods
Food and Beverage	<ul style="list-style-type: none">• Early full breakfast service available on request.• Consider offering a comprehensive packed lunch and picnics (additional cost).
Managing angler's needs	<ul style="list-style-type: none">• Ensure that a member of the team can provide up to date information on local angling, conditions and methods, weather forecasts, etc.• Advise guests where to get details regarding current angling regulations and permits.• As part of the enquiry / booking process, provide details on local ghillies, tuition, licences and permits, boat hire, tackle and bait suppliers. Offer directions to lakes and rivers in the area and consider providing maps also. This information can be provided on your website.• Provide taxi / bus contact details for transfers to / from the lakes / rivers on request. Again, this can be provided on the business website.• Request that guests provide information on their catches and feedback on their angling experience in a catch records / visitors' book and when leaving reviews online.

Play to your accommodation's strengths

Golfers | Things to consider

<p>Storage Facilities</p>	<ul style="list-style-type: none"> • Provide a suitable secure facility with shelves, hangers, and wall hooks used for the drying and storage of outdoor gear, golf equipment, etc. • The facility to be heated, well ventilated, and aerated. • Consider offering emergency rain gear.
<p>Food and Beverage</p>	<ul style="list-style-type: none"> • Early full breakfast service available on request. • Consider offering a comprehensive packed lunch and picnics (additional cost).
<p>Managing golfer's needs</p>	<ul style="list-style-type: none"> • Ensure that a member of the team can provide up to date information on local golf courses, golfing events, golf related activities / amenities in the area i.e. driving range, Pitch & Putt, etc. • Provide details of the following on the business website: <ul style="list-style-type: none"> • Suppliers of transfers to / from the golf course for guests • Information on appropriate local golf courses and golf shops, including details of how to book tee times and equipment. • Ensure that the golf clubs mentioned welcome non-members. • Include a range of golf course types (links, parkland) where possible. • Local options for golfing tuition including local pro tutors. • As part of the accommodation booking process, prompt guests to book their tee times in advance of their visit. • Request that guests provide feedback on their golf experience when leaving reviews online.

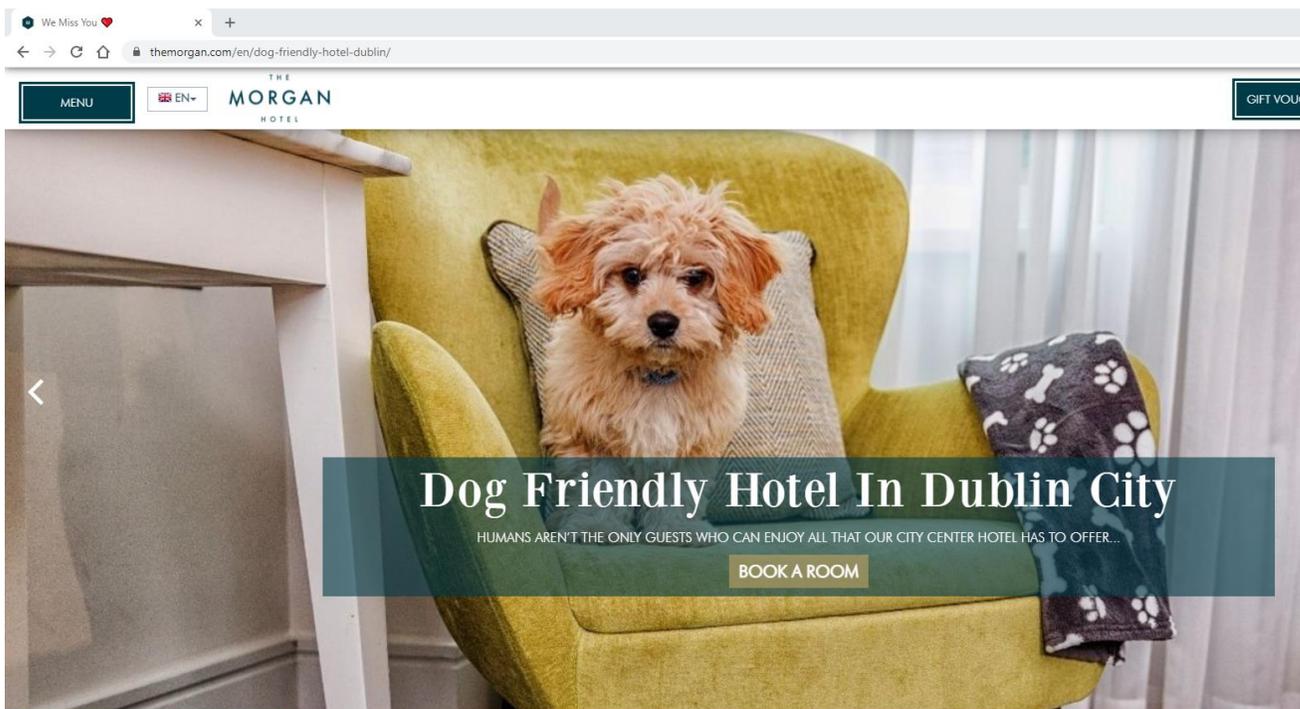
Play to your accommodation's strengths

Pet owners | Things to consider

Pet-friendly facilities	<ul style="list-style-type: none">• Suitable sleeping area for pets. This may be an outdoor facility e.g. kennels or a suitable indoor facility.• Secure pet run / fenced area where pets can run and play.• Pet washing facilities including bucket, hose and towel.• Storage space for animal transportation crate / cage brought by owners.• Access to refrigeration facilities on request.
Pet-friendly experience	<ul style="list-style-type: none">• Consider offering emergency pet accessories (e.g. dog lead), toys / chew treats. These can be chargeable.• Provide feeding / water bowls and utensils for feeding purposes, which are cleaned and stored separately.• Where animals are permitted to eat in the property, a protective feeding mat in place.• Request that guests provide information on their pet-friendly experience when leaving reviews online.
Restricted areas	<ul style="list-style-type: none">• Designate common areas (e.g. sitting room in accommodation, games room in campsite, etc.) to be pet free for other guests as appropriate, particularly in relation to allergies / phobias, etc.• No pets to be allowed in areas where food is stored, served or prepared.
Local Information	<ul style="list-style-type: none">• Local veterinary and pet sitting / kennel facilities information to be available on request.
Hygiene	<ul style="list-style-type: none">• Following each departure, all areas used by pets to be cleaned thoroughly to remove any evidence of them (including odours).• Provide a scoop and disposal bags for waste. Where dogs are permitted access to grounds, a dedicated bin for waste disposal available.

Play to your accommodation's strengths

Pet owners | inspiration for you?



DUBLIN'S NEW DOG FRIENDLY HOTSPOT

DUBLIN'S NEW DOG FRIENDLY HOTSPOT

We are super excited to announce that The Morgan Hotel is now welcoming your pet pooch to come and stay with us.

Humans aren't the only guests who can enjoy all that our city center Hotel has to offer.

Take the stress out of travelling and bring your best friend too. You love your pet pooch... so does The Morgan...



Our Dog Friendly Room includes:

- Welcome Treats
- Food & Water Bowl
- Floor Mat
- Dog Bed fit for a King or Queen

Doggy Dining

Available from 7am - 10pm

[Click here to see our sample menu](#)

[BOOK A ROOM](#)

House Rules - Break them and you will end up in the dog house...

We welcome small dogs weighing a maximum of 20kg or measuring up to 15 inches in height - We have a limit of one dog per room.

Dogs are welcome 7 days a week but you must book our dog package in advance so we can prepare for your arrival.

Dogs can dine in our heated Courtyard Terrace with their owners.

While onsite we ask that you adhere to the house rules.

Please note that we do not accept dangerous dogs as specified in regulations made under the Control of Dogs Act 1986 – click below to learn more.

[READ OUR HOUSE RULES](#)



Play to your accommodation's strengths

Food lovers | Things to consider

<p>Food Experience</p>	<ul style="list-style-type: none"> • Ensure that a member of the team can provide up to date information on local food producers (including those which offer tours or on-site activities), food markets, restaurants, food festivals and cookery schools. • Consider offering artisan baking and traditional Irish Cooking demonstrations, with provision of a food tasting for all guest participants. • Kitchen or a defined area to be available for guest cookery and practical demonstrations as appropriate. • Share some recipes with guests, either on the website or during their stay. • Update the business website to include some of the following: <ul style="list-style-type: none"> • Maps of local area with location of food producers to be available. • Details of local food markets, food trails and food in the area including cookery schools and local food producers. • Details of pubs and restaurants offering local specialities. • Recipes of speciality dishes • Include links to relevant local cookery schools on the business website and request reciprocal links on their online presence also. • Request that guests provide information and feedback on their food experience when leaving reviews online.
<p>In house food & drinks offering</p>	<ul style="list-style-type: none"> • Menus for breakfast, afternoon tea and dinner and other food offerings to reflect local produce, with emphasis on food quality and product seasonality. • Consider offering a comprehensive packed lunch and picnics (additional cost). • Artisan produced products to be available for purchase where appropriate.
<p>Statutory Requirement</p>	<ul style="list-style-type: none"> • Evidence of compliance with Food safety and HACCP in accordance with the FSAI guidelines.

Play to your accommodation's strengths

Adventure seekers | Things to consider

Storage Facilities	<ul style="list-style-type: none">• Provide a suitable secure facility with shelves, hangers, and wall hooks for drying and storage. Depending on the activities undertaken by your guests, these facilities may be used for:<ul style="list-style-type: none">• outdoor adventure clothing, boots, wellingtons• bicycles, surfboards, etc.• The facility to be heated, well ventilated, and aerated.• Consider offering emergency rain gear.
Food and Beverage	<ul style="list-style-type: none">• Early full breakfast service available, where appropriate to the guests' activities.• Consider offering a comprehensive packed lunch and picnics (additional cost).
Managing adventurer's needs	<ul style="list-style-type: none">• Ensure that a member of the team can provide up to date information on local adventure activities and relevant details. Depending on the activities undertaken by your guests, this may include:<ul style="list-style-type: none">• the best walk in the area, times, distances, suitability for the level of fitness, etc and local access information• specialist knowledge of flora and fauna in the area• details of local surf schools or popular beaches, etc.• Provide transport information to walks and amenities and pick up or contact details for the service on request. Have contact details available for local walking guides and tours. This information can be included on your website.• Include links to relevant local activity providers on your website and request reciprocal links on their online presence also.• First aid kit and spare walking sticks available, if required. These to be cleaned and sanitised after each use.• Request that guests provide information and feedback on their experience when leaving reviews online.

Play to your accommodation's strengths

Farmhouse experience | Things to consider

Storage Facilities	<ul style="list-style-type: none">• Provide a suitable secure facility with shelves, hangers, and wall hooks to dry farm gear and outdoor clothing.• The facility to be heated, well ventilated, and aerated.
Food and Beverage	<ul style="list-style-type: none">• Consider offering a comprehensive packed lunch and picnics (additional cost).• Breakfast and lunch menus to reflect seasonality of produce with emphasis on food quality.
Farmhouse experience	<ul style="list-style-type: none">• Offer at least one 'learn to' farm experience to be available subject to time of year, season, and safety considerations. Consider offering 'learn to' holidays on the farm.• Consider providing a defined area close to farmyard to be available as 'petting' area for young children to view animals as appropriate.• Offer safe, guided tours of working areas.• Nominate a person within the business who has knowledge of farming and related topics to be the 'face' of farm stays.• Provide details of local activities and events that guests may like to visit e.g. farmers markets, regional museums or attractions, etc. This information can be included on the website.• Request that guests provide information and feedback on their farm stay experience when leaving reviews online.

Play to your accommodation's strengths

Gaeltacht experience | Things to consider

Food and Beverage

- Menus to be provided in both the Irish and English languages.
- Offer local specialties as well as focusing on food products from the local area.

Gaeltacht experience

- Agree who will speak Irish to guests.
- Can they provide informal language lessons to guests or have discussions about different phrases and words used in the area?
- Consider adding a brief paragraph in Irish on the business website to highlight this.
- Provide information and make bookings (if requested) with Irish-speaking local guides and tours.
- Provide information on things to do and events in the local area, e.g. cultural and traditional music events, local craft demonstrations and shops, markets, GAA games, etc.
- Request that guests provide information and feedback on their Gaeltacht experience when leaving reviews online.

Play to your accommodation's strengths the communication process

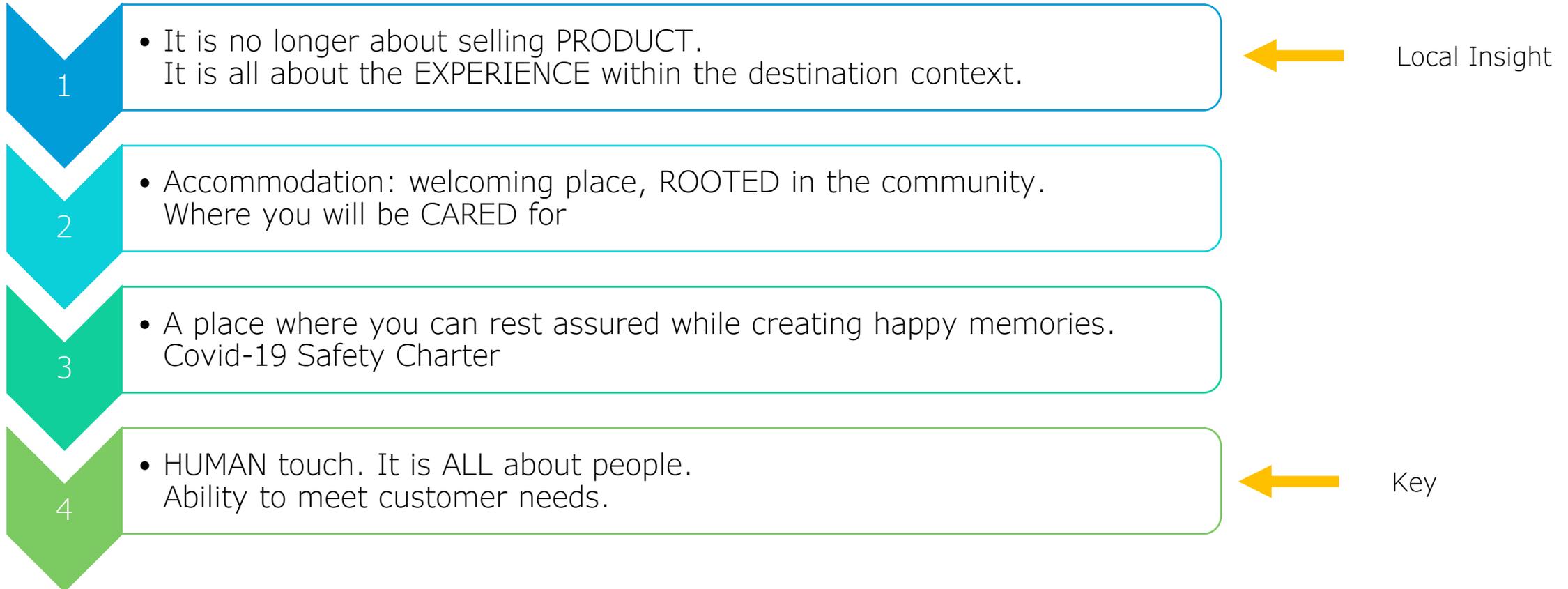
Once you have objectively assessed which customer segment/s and their associated interests and needs provide the best match for your accommodation, drill down into your offering to ensure that you are ready to

- Communicate that your accommodation is a match for your defined customer segments
 - Via well-crafted **text** and well-chosen **imagery**
 - Plan the following communications:
 - **Verbal**
 - **Written: offline and online**
 - **Visual**
 - so that the customer quickly and **easily sees that your accommodation meets their requirements**
- **Delight** your target customers during their stay by meeting their requirements
 - Generating positive word of mouth and repeat customers for the future

4

**Pitching and selling
offers from the
customer's
perspective**

Key reasons to choose your accommodation offering



Leisure tourism is about giving customers **REASONS** to stay

Point of Pitch



Your business



MATCH



Your recommendations

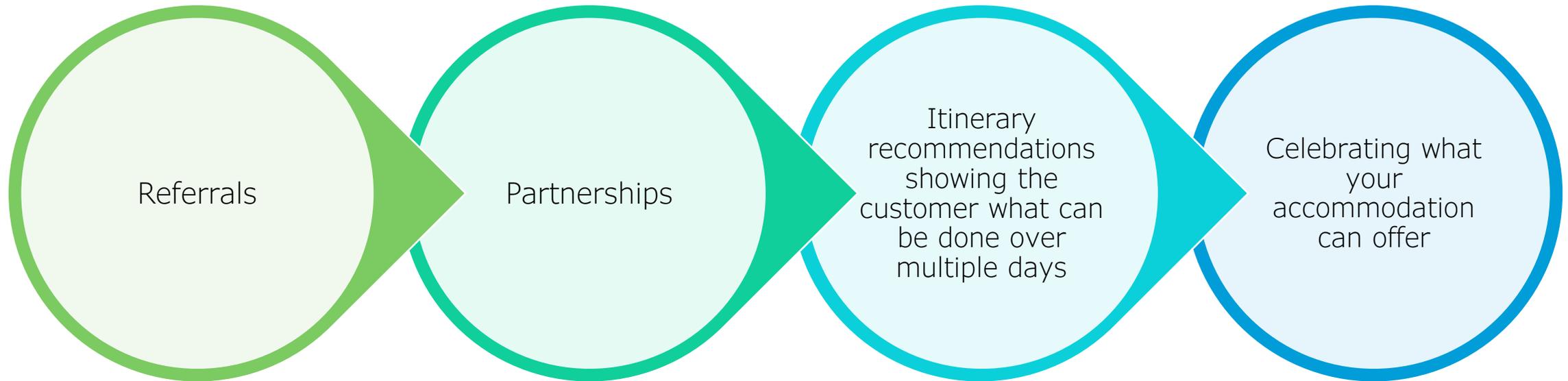


MATCH

Target Customer Segments + their interests, needs & budgets

Leisure tourism is about **SHOWING** the customers **REASONS** to travel

Compelling Leisure Customers to Engage | Book | Stay | Stay Longer



Giving customers compelling reasons to engage with your business & destination



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**Recommendations based
on LOCAL insight | offline
& online referrals**

Management of Customer Bookings | recommendations

Dear Jane,

Thank you so much for your enquiry for 20th July X 2 nights. Please find below details regarding the room you have requested [...]. NB: highlight what your accommodation offers for this customer type.

For your reference, I have also attached...

- Our recommendations for things to do and see during your family visit to [...]. Rest assured that we have tried and tested these and can confirm based on our experience that they are much appreciated by adults and teenagers alike.*
- In addition, we enclose a list of our top 10 special places... these are all within walking distance of our accommodation and much loved by ourselves and everyone living in this area.*



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Partnerships

Being proactive | who could you partner with?

NB: offline sales activity remains KEY
Local and national partners

Accommodation

Local partners: business referrals

Associations, societies, etc;
proactively winning business

Preferential pricing: local partners
(neighbourhood pricing)

Golf club?
Cookery school?
Activity provider?
Association? Society?

Seeing this trend in destinations | accommodation providers

Giving customers a REASON to stay | providing INCENTIVES to stay

✓ SEASIDE SUMMER FAMILY BREAK (THREE NIGHTS) (2 Options)



- Three Night Stay in a **Family Room**
- Full Irish breakfast included
- On your first night - Chill out with pizza & ice-cream in your room
- Day 2 – Hit the Beach with a family picnic
- Day 3 – Discover our Neighbourhood with 20% off entry to Malahide Castle, Casino Railway Museum and Newbridge House
- Complimentary use of the Arena Leisure Centre
- Complimentary On Site Car Parking & WIFI
- Larger family rooms also available for up to six guests
- For more details please contact us on 3531 8450000

Inspiration for your
accommodation?

<https://www.thegrand.ie/en/FamilySeasideBreaks/>



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POLL 2

Are you proactive about creating bookings and revenue generation for your business via partnerships?



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Covid-19 Safety Charter

Covid-19 Safety Charter



- Providing visible reassurance that your accommodation can address customer safety concerns & needs
- Displaying the charter offline & online
- Communications in line with tourism & hospitality
 - An expression of care
 - In keeping with what the accommodation experience stands for
- Fáilte Ireland consumer insights
 - The customer wants to be reassured
 - If reassurance is not in place, the customer immediately notices, causing anxiety
- Once reassurance is in place
 - Customer can establish a MATCH
 - Facilitating the customer to making a booking
- For further information
 - <https://www.failteireland.ie/apply-covid-19-safety-charter.aspx>



5

Emphasising VALUE and
the management of
pricing for customers

Price & Value for money

Fáilte Ireland
Insights
People want “bang
for buck”



They want to know
they will have a
good time, without
feeling ripped off

<https://www.independent.ie/life/travel/are-staycations-really-a-rip-off-the-10-factors-to-bear-in-mind-when-calculating-the-real-value-of-a-holiday-in-ireland-40128684.html>

By all means, call out bad value. But we should think before giving in too quickly to the ‘rip-off’ reflex, our Travel Editor argues.



“Simply highlighting the price means nothing. It's like saying a €50,000 car is expensive, without describing the car.”

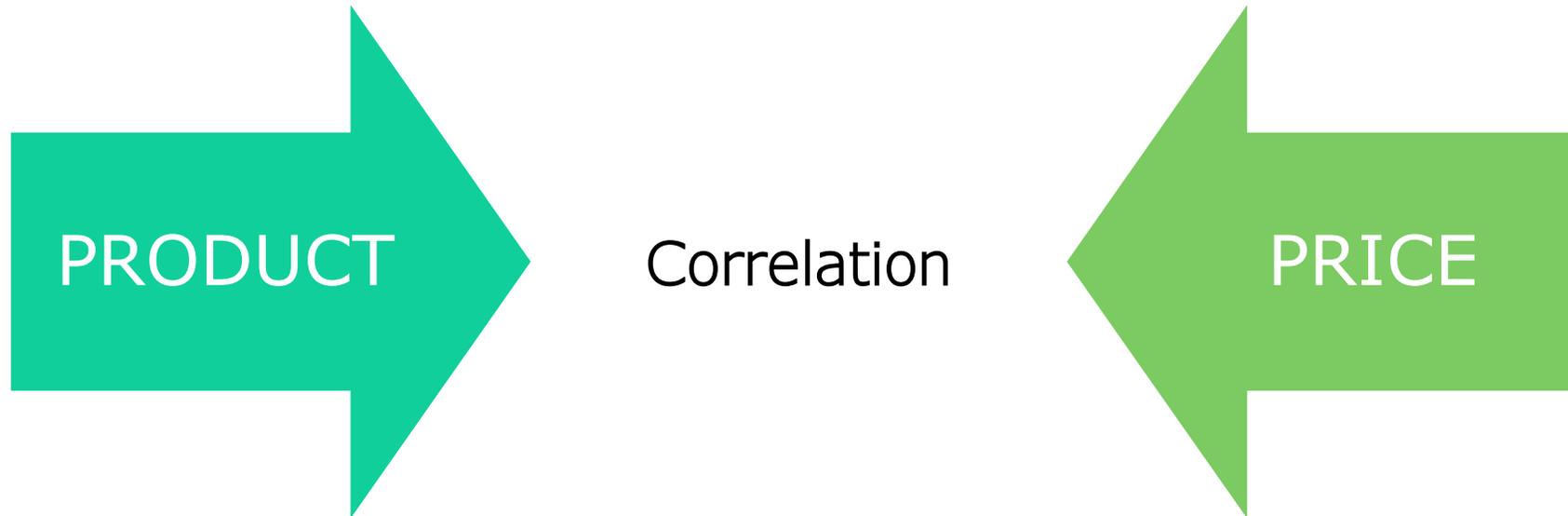
Pól O’Conghaile

She may be disappointed. As soon as summer holiday searches started this January, with little to no chance of overseas alternatives, cries of ‘rip-off’ followed. Screenshot of extreme peak season prices were shared on social media. Radio debates sparked up.

“I’d get a week in Spain for that!” is by now a familiar cry. But this year, many like Heapes believe the quick-trigger outrage could do deeper damage.

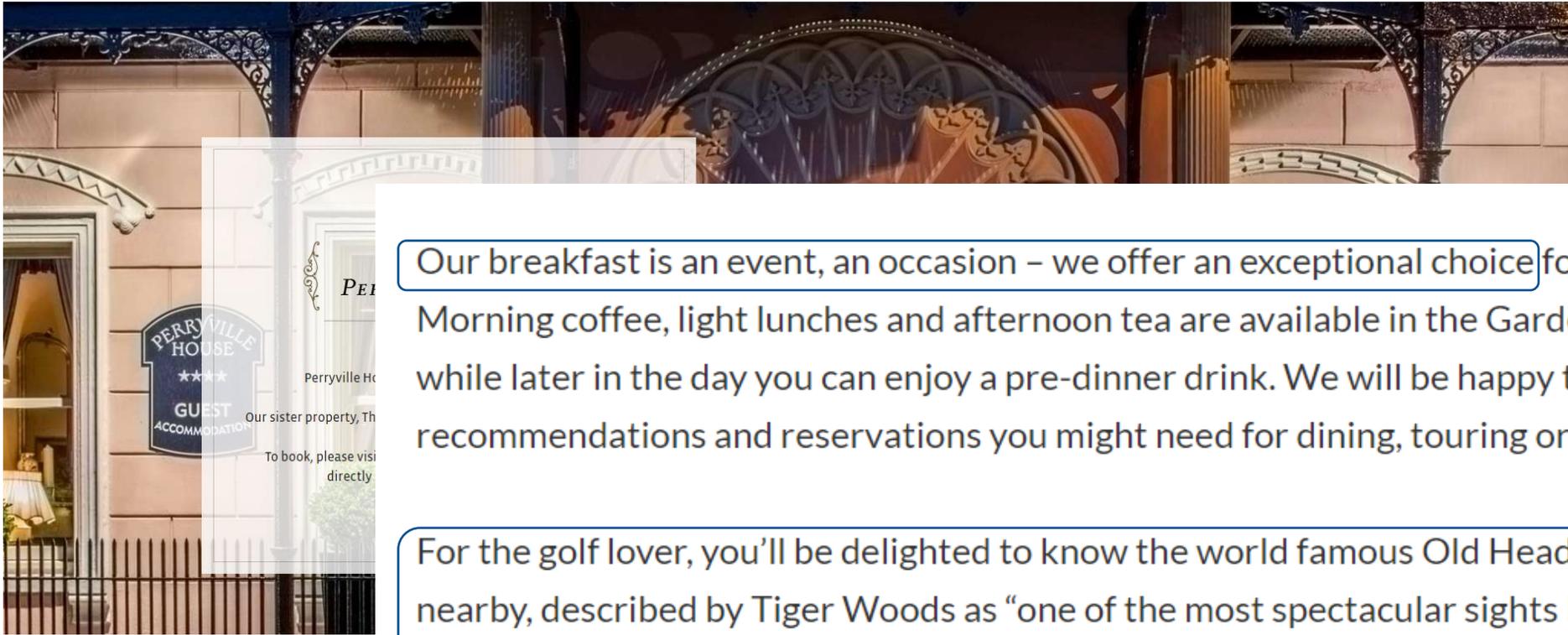
With no overseas visitors, festivals or big wedding business, Irish tourism and hospitality desperately needs the jump cables of a strong staycation summer. A chorus of negativity that focuses on price over value, and doesn’t always compare like-for-like, is a growing concern.

Relationship | Price & Value for Money



Price & bullet point the inclusions | to emphasise VALUE

Emphasise VALUE | price & bullet point inclusions



Our breakfast is an event, an occasion – we offer an exceptional choice for all tastes and requirements. Morning coffee, light lunches and afternoon tea are available in the Garden Room or Drawing Room while later in the day you can enjoy a pre-dinner drink. We will be happy to make any recommendations and reservations you might need for dining, touring or activities.

For the golf lover, you'll be delighted to know the world famous Old Head of Kinsale Golf Links is nearby, described by Tiger Woods as “one of the most spectacular sights I have ever seen in golf”.

Emphasise VALUE | price & bullet point inclusions

Amenities

Broadband Internet Access

Non-Smoking Property

WiFi Internet

Iron On Request

Garden

Super King Bed

Lift/Elevator

Adults-Only

Free Breakfast

24 hour Porterage

Non-Smoking Rooms

Internet Access

Bicycle Parking

Fireplace

Bar/Lounge

TV

Newspaper

Coffee Maker



Superior Room

 Sleeps 2  1 Bathroom

30m² • Non-smoking • En-suite Bathroom • Lounge Area • Wireless Internet • Television • Telephone • Iron/Ironing board • Tea/Coffee Maker

Superior Double/Twin

Our elegant Superior Double/Twin Rooms offer a choice of 6' bed or twin 3' beds and are a generous 325 sq.ft. enhanced by charming courtyard-garden views and a private bathroom with shower. As with all our rooms you'll enjoy luxury linens and period furnishings.

[Less info](#)



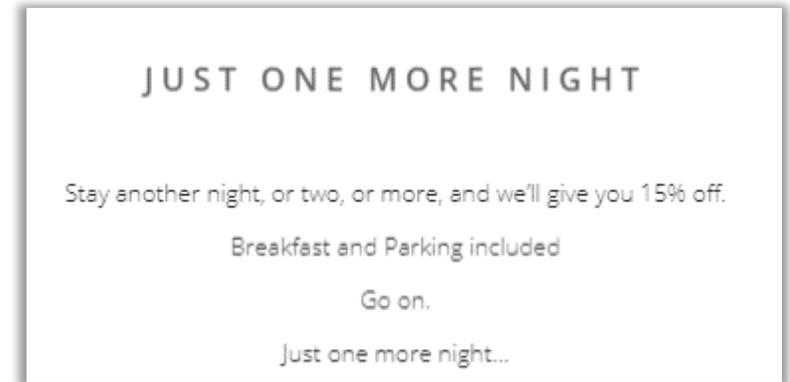
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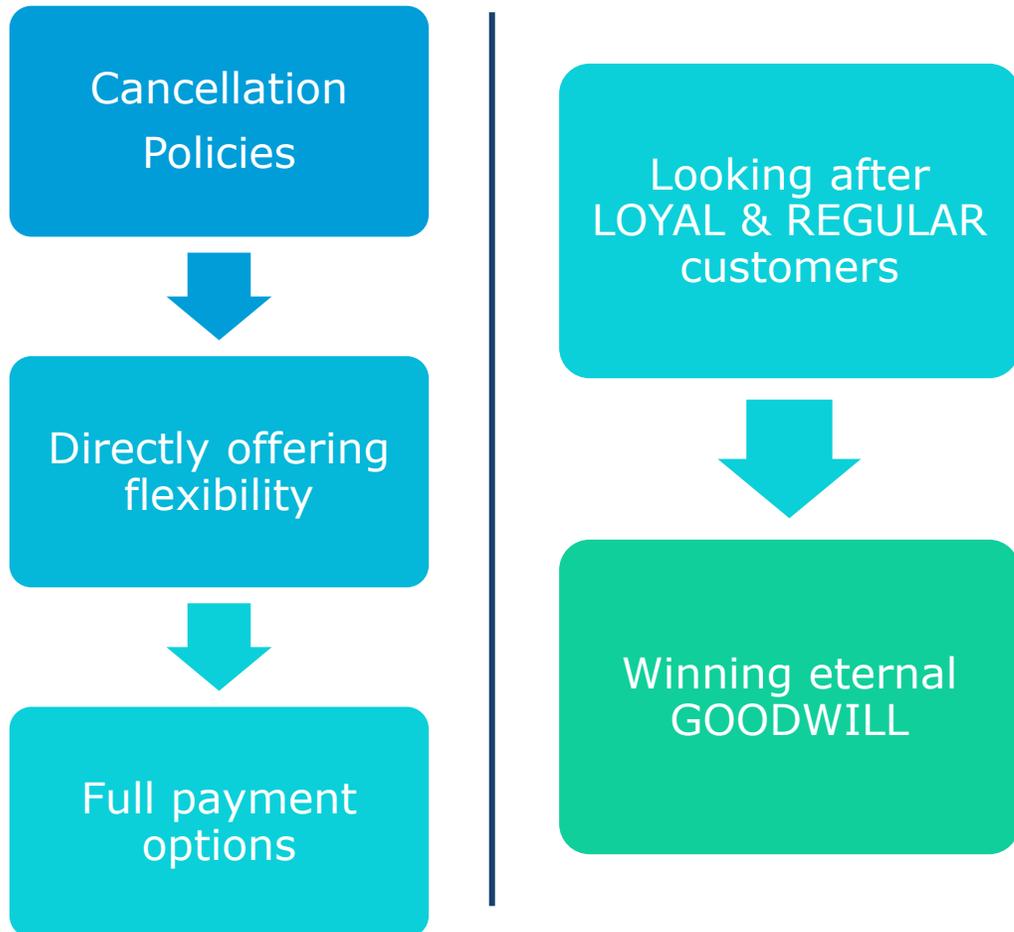
Managing Pricing and Terms/Conditions for Customers

Pricing | offering flexibility Speaking to customers in Human Language

- Flexible Rates
 - Book now:
 - no deposit
 - cancel up to 24, 48, 72 hours before arrival
- Pre-purchase Rates
 - Book now: and receive XX discount
 - Incentive to book
 - Non refundable
- Stay longer rates | Incentivising with discounts
- Last minute deals | sell every last bed/space/site | special discounts/perks for last minute bookings



Policies and Driving Sales | clear instruction | human language



Put kindness into communications; also for cancellation policies | example

- We understand that you may be concerned given the rapidly changing information on travel restrictions and cancelled or postponed public events
- In light of these uncharted times, we are offering free cancellation up to 3pm one day prior to arrival to non-prepaid bookings made at this time for your peace of mind
- Not ready to book just yet? Just leave us your email address and we will send you a link/communication where you can pick up whenever you are ready....

NOTE: the purpose of this example is to highlight communications regarding cancellation policies. Each business must define its own cancellation terms and seek advice where necessary in this regard.

6

Tips To Drive 2021 Sales



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**Multiple ways to grow revenue
Know to lean on no cost and low-
cost solutions first.**

**Making small physical changes to
attract customers that are a match
for your accommodation.**

Key Tools for Revenue Generation

Sales: Proactive & Reactive

- **Proactive:** identifying & converting leads
- **Reactive:** professional/friendly, swift and thorough replies

Marketing: Offline and Online

- **Offline:** local referral
- **Online:** website/social media/eazines etc.

CRM/Database Management

- Recording where your bookings come from: sales channels /markets /customer segments etc.
- Collating GDPR compliant data: repeat potential customers = your family & club

Discover Ireland Listing

<https://www.failteireland.ie/Marketing-your-business/manage-your-listing.aspx>



The screenshot shows the 'Manage your listing' page on the Fáilte Ireland website. The page has a dark blue header with navigation links: 'Quality assurance', 'Marketing your business', 'Product development', and 'Trade Portal Login'. A search bar is located on the right. Below the header is the Fáilte Ireland logo and social media icons for Twitter, LinkedIn, and YouTube. A secondary navigation bar includes links for 'Commercial development', 'Research', 'Funding', 'Dublin', 'Ireland's Hidden Heartlands', 'Wild Atlantic Way', and 'Ireland's Ancient East'. The main content area is divided into a left sidebar and a main column. The sidebar contains a 'In this section' menu with links for 'Marketing resources', 'Marketing campaigns', 'Manage your listing' (highlighted), 'Terms & Conditions', and 'Errors and complaints'. Below this is a 'Contact Us' section with an image of a person at a waterfall and a 'Contact us' button. The main column features a 'Manage your listing' section with introductory text and a 'Get listed' section with an image of a museum and a 'Get your tourism business listed' button. Other sections include 'Update your listing on our consumer websites' with an image of a modern building and an 'Update your listing' button, and 'Apply for or renew your accommodation listing' with an image of a hotel room and text about updating listings.

Quality assurance | Marketing your business | Product development | Trade Portal Login

Fáilte Ireland |   

Commercial development | Research | Funding | Dublin | Ireland's Hidden Heartlands | Wild Atlantic Way | Ireland's Ancient East

You are here: [Home](#) → [Manage your listing](#) [Print Page](#)

In this section

- [Marketing resources](#)
- [Marketing campaigns](#)
- [Manage your listing](#)**
- [Terms & Conditions](#)
- [Errors and complaints](#)

Contact Us

Get in touch with the marketing team.

[Contact us](#)

Apply for or renew your accommodation listing

Update your accommodation listing, add images, request an assessment visit and more.

Manage your listing

Get listed on our suite of domestic consumer websites and Tourism Ireland's international consumer website and start marketing your business to over 20 million consumers in the domestic and international markets. [Discoverireland.ie](#) is the primary call to action for all our consumer marketing campaigns.

Your listing on our brand sites — [Discoverireland.ie](#) and [VisitDublin.com](#) (domestic market), [ireland.com](#) (overseas visitors) — is a major source of visibility for your business. To make the most of this opportunity, use this series of links, resources and tips to maximise the potential of your listing, adhere to our brand guidelines and stay on top of new developments.

Get listed

Give us an overview of your new tourism business if you are involved in activities or attractions.

[Get your tourism business listed](#)

Update your listing on our consumer websites

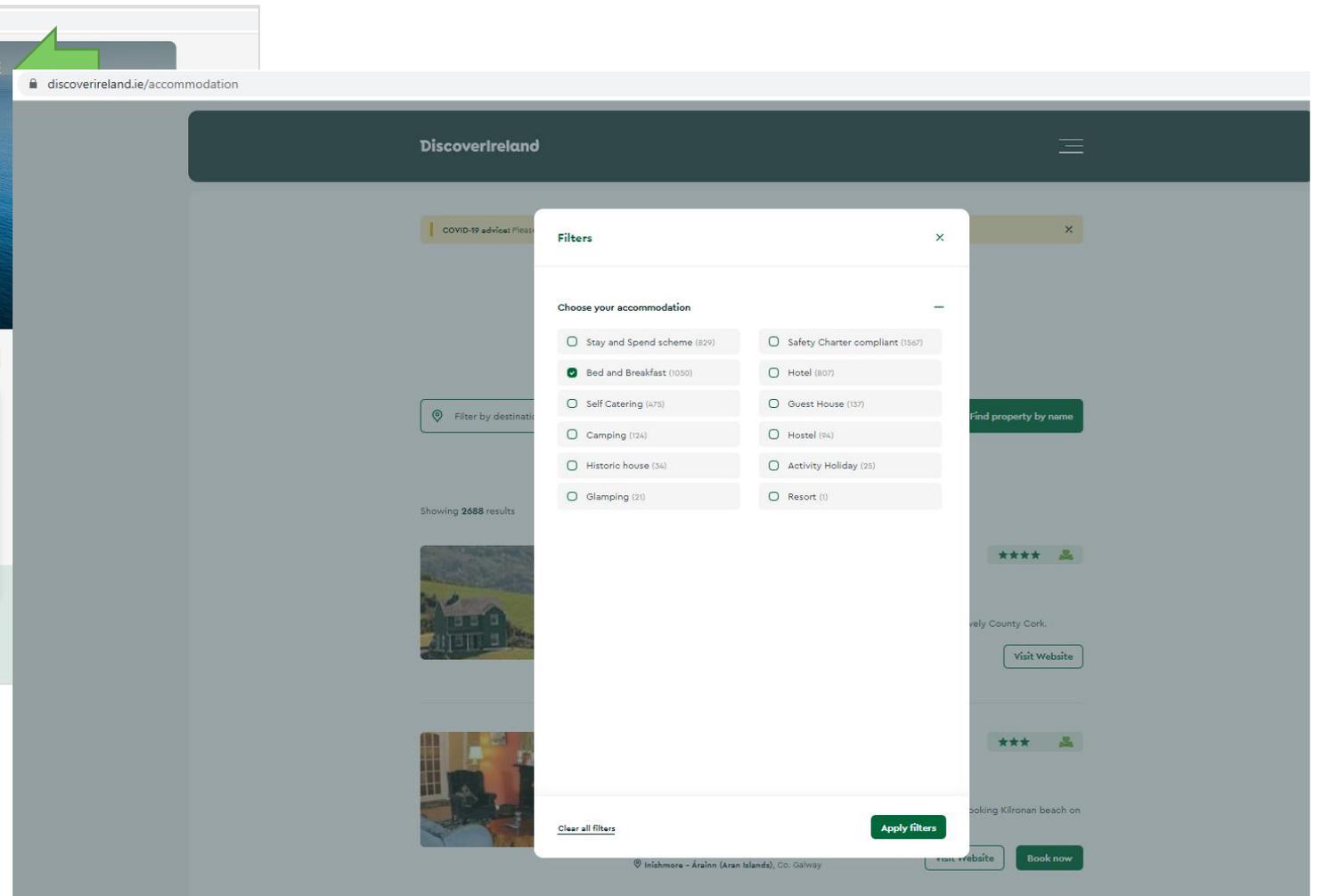
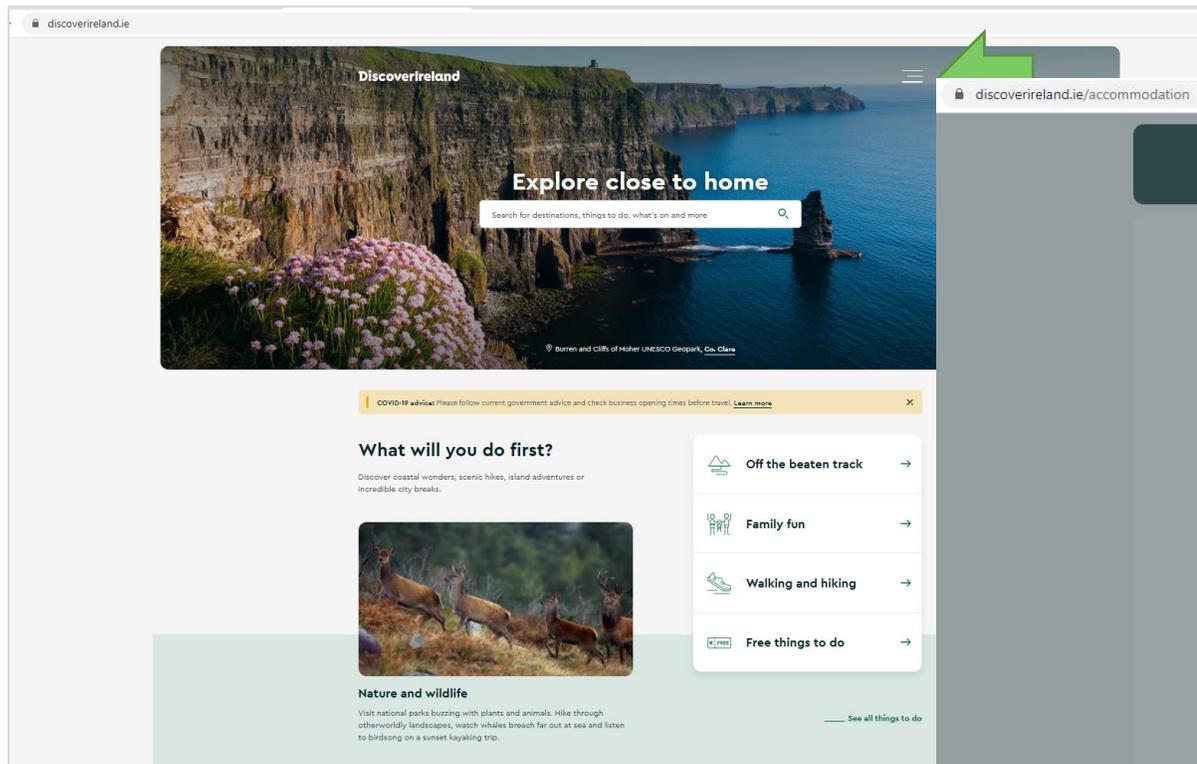
Contact us if you'd like to change or add to your listing. Remember to include the URL and the details of the changes you'd like us to make.

[Update your listing](#)

Terms and conditions

Discover Ireland digital toolkit

Ensure your Discover Ireland Listing is in Order



Ensure your Discover Ireland Listing is in Order

#keepdiscovering campaign: key for 2021

- Create, edit or update your listing
- Ensure the Visit Website and Book Now links are directing the customer to the right places!
- Book Now: where customers can make a booking
- Noticing
 - Some broken links
 - Some directs to links with
 - no inventory loaded
 - call to action (book now) is not available or clear
- Think smart. Update your text to ensure your target customers can easily find your accommodation as their match
 - pet friendly
 - family friendly accommodation with outdoor playground
 - farm accommodation serving seasonal produce and local artisan foods
 - golfers welcome
 - anglers welcome
 - bilingual Irish and English-speaking team/accommodation provider

'Keep Discovering' Domestic Marketing Campaign Industry Webinar

Date: Friday 21st May
Time: 11:00 – 11:45

Intro: Paul Keeley

Presentation followed by Q&A: Niall Tracey

Overview of Content:

1. 'Keep Discovering' Creative and Timing Plans
2. Domestic Sales Opportunities
3. Keep Discovering toolkit and assets
4. Marketing and sales supports





Fáilte Ireland

National Tourism Development Authority

Update your content on all sales channels

**Create a positive impression
Enable the customer to find your
accommodation as their best
match**

Update your content on all sales channels

Your website

Verify that all offline and online content for your accommodation is up to date and in order.

Updating text and imagery so that your target customers can find their match.



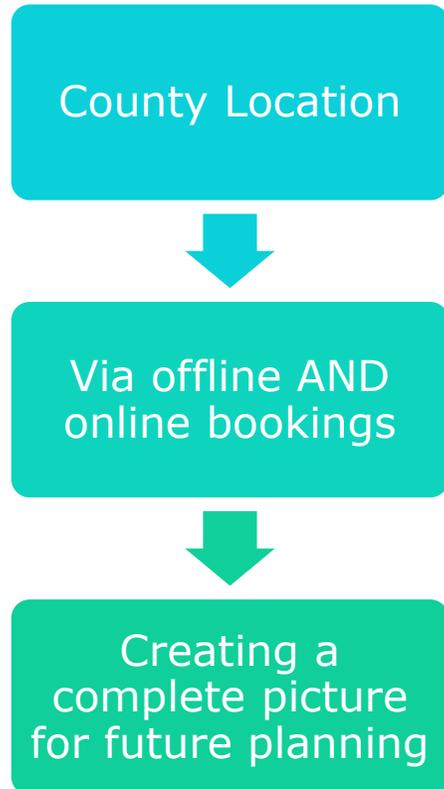
Fáilte Ireland

National Tourism Development Authority

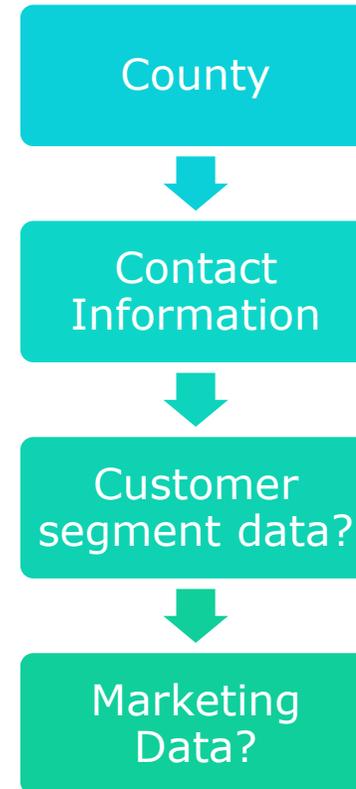
Database Management & Regular Customers

GDPR-compliant data gathering

All Domestic Customers



Repeat Customers | consciously opting in





Fáilte Ireland

National Tourism Development Authority

Winning low and shoulder season business

**Think October-December 2021
January- February 2022**

7

Tips for winning low and shoulder business 2021/2022

Tips for winning low and shoulder season business 2021-2022

1.

Know that you are responsible for creating a compelling narrative

2.

Through your offline and online narrative and communications, you inspire the customer to come and stay

3.

The importance of looking ahead to build revenue

4.

Using data to generate low and shoulder season opportunities

1. Create the narrative

Inspiration

businesses creating a narrative that drives year-round business including during low and shoulder season



Reconnect with Nature and Heritage through Wild Food Foraging

Ireland's Connection with Land | Foraging | Wild Food Tourism | Culture | Tastings | Wild Food Experiences

Within the very heart of Ireland in County Offaly, Mary Bulfin's home of more than 30 years is in a tiny townland at the foot of the Slieve Bloom Mountains in a place called Clooneencapullagh ("little horsey meadow"). Known locally as *Wild Food Mary*, Mary Bulfin invites visitors into her home so that they can step into the wild with her.

Within a traditional farmhouse kitchen, visitors get to experience all that nature has to offer by tasting food gathered from her wild garden, hillsides, and surrounding hedgerows. The experience includes a ramble outdoors with Mary who unlocks forgotten knowledge of foods available in the wild and their associated nutritional, medicinal, and mythical stories.

As a former restaurant chef and qualified alternative medicine practitioner, Mary practices a sustainable lifestyle with an innate respect and passion for nature. Through her unique perspective, gain fascinating insights into how Irish people have a deep cultural and historical connection with the land.

Key highlights of experiences with Wild Food Mary include:

- ◆ **Mary Bulfin** | leading wild food expert | holistic view of gardening & nature | sustainable lifestyle.
- ◆ **Location** | rural County Offaly | at the foot of the Slieve Bloom mountains.
- ◆ **Ethics & Values** | practitioner of an ethical and sustainable lifestyle | respect for Mother Nature.
- ◆ **Nature** | reconnect with nature and breathe the fresh country air.
- ◆ **Mary's Garden** | growing food in an unruly orchard | space for pollinators from frogs to bats.
- ◆ **History** | foraging is the oldest human method of gathering food.
- ◆ **Knowledge** | Mary shares the nutritional, medicinal, and mythical stories of foraged food.
- ◆ **Health** | eating Wild Food is healthy and ecologically interactive | fun to collect.
- ◆ **Tasting** | taste seasonal refreshments and sweet, wild food delicacies.
- ◆ **Cooking** | learn how to cook, create, and preserve wild food.
- ◆ **Languages** | experiences available in English and Dutch.



Wild Food Mary | Seasonal Highlights

Spring	An explosion of highly nutritious super foods and flowers including wild garlic, nettles, primroses, violets, mushrooms (morelles and jellyear...) and fairy potatoes.
Summer	A major flower season that includes elderflower, meadowsweet wild strawberries and wild roses, herbs such as sorells, goosefoot, and alehoof.
Autumn	A season of mists and mellow fruitfulness, with an abundance of fruit, nut and mushrooms including hazelnuts, damsons, and a myriad of mushrooms (from the common field mushroom to early winter chanterelles and Blewitts).
Winter	An excellent season for hawthorn sloes and berries with their multiple health benefits, mushrooms (including hedgehogs, blewitts and jellyear). Also, a perfect time to enjoy preserves and preparing edible gifts.



1. Create the narrative

Inspiration

businesses creating a narrative that drives year-round business including during low and shoulder season



100 acres of Woodland Hikes and Walks on an 18th Century Estate

Rare & Exotic Plants | Congreve Family Story | Walled Garden & Woodland Walks | Vast Horticultural Collection

Located in Co. Waterford in the south east of Ireland, Mount Congreve Estate was originally developed by John Congreve in the 1760s and remained in the same family for six generations until the passing of Mr. Ambrose Congreve C.B.E in 2011, aged 104.

Representing approximately 100 acres of formal and woodland gardens within the original 560-acre estate, Mount Congreve Gardens was the lifelong passion of Ambrose Congreve who worked closely with the estate's resident gardeners. Today, the gardens comprise one of Ireland's largest and most impressive horticultural collections with 16 kilometres of walkways showcasing several thousands of rare and exotic, indigenous and non-native plants that thrive within their own microclimate.

Highlights of a visit to Mont Congreve Gardens include;

- ❖ Eminent horticultural collection; winner of 13 gold medals at the Chelsea Flower Show
- ❖ The Congreve family story and the deep connection with the estate's resident gardeners
- ❖ Chinese Pagoda nestled 17 metres below the river path inside a quarry
- ❖ Rock Waterfall: flowing into the terrace pools and surrounded by magnificent Magnolia trees
- ❖ The Temple: the scenic resting place of Mr Ambrose Congreve and his American wife, Marjorie

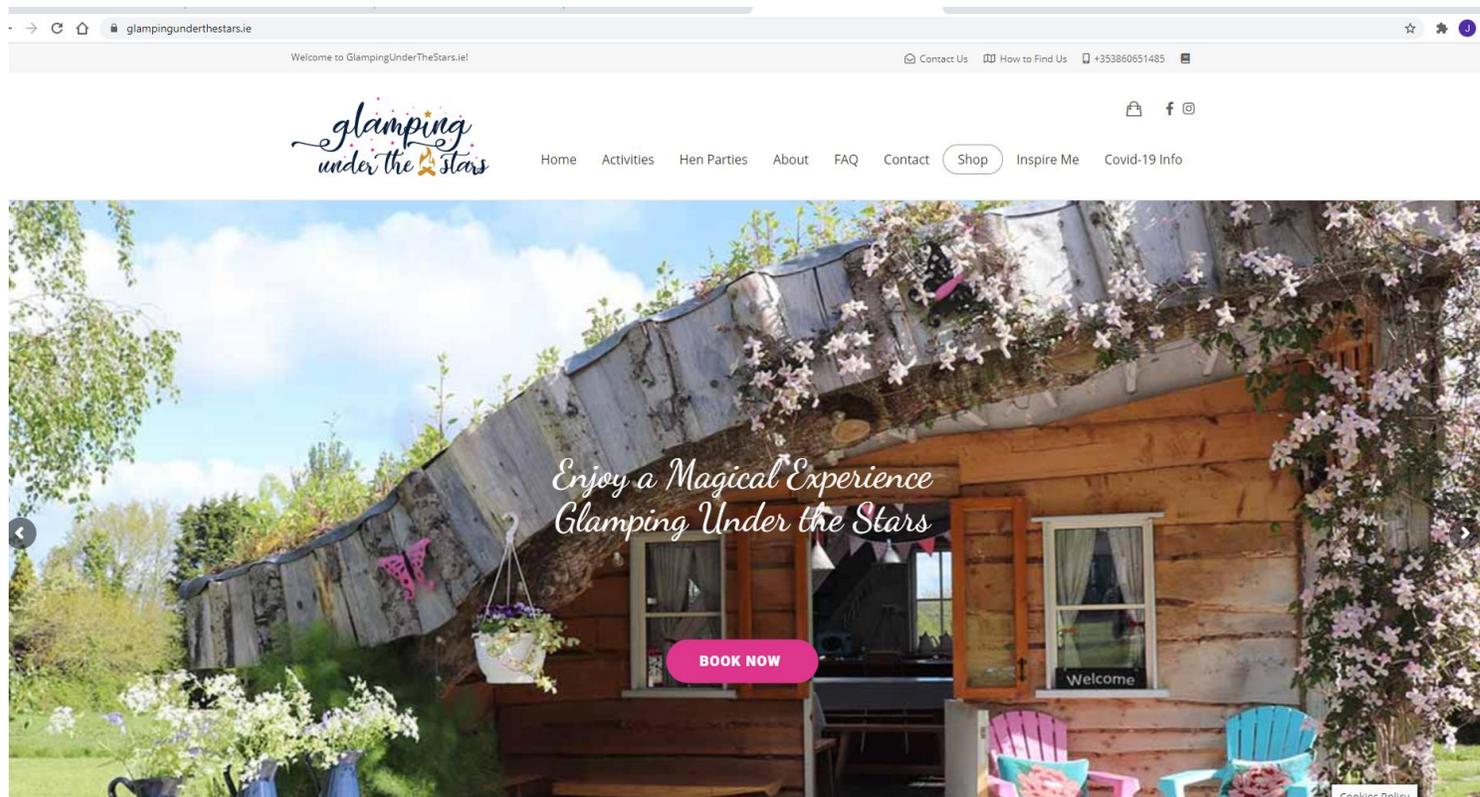


Seasonal Highlights

Spring	Summer
<ul style="list-style-type: none"> ❖ The Herman Dool Walk, with 200 Magnolia trees overlooking the River Suir: March & April ❖ The Bluebell Walk with drifts of Daffodils and Snowdrops in the woodland and grand avenue in April ❖ Rhododendrons and Azaleas; visually stunning from March to May ❖ The main flush of Camellias February-April. ❖ Deciduous Azalea Walk; one of the finest collections in Europe in May ❖ The brightly coloured May Border in the Kitchen Gardens. 	<ul style="list-style-type: none"> ❖ Feathery Astilbe, in shades of cream and pink drifting on the Terrace Walk in June & July ❖ The Peony walk in the Kitchen Garden, framed by swags of Paul's Himalayan Musk Rose and Catmint in June ❖ The Wisteria Walk. 70 Wisteria planted in the 1980s and trained to grow as columns provide delicate, delightful colour in May. ❖ The vivid colour of the July Border in the Kitchen Gardens ❖ The herbaceous perennial borders of the Pleasure garden in July and August
Autumn	Winter
<ul style="list-style-type: none"> ❖ 150 Hydrangea cultivars flower in the walled gardens and along the 1.2km River Walk from July to September ❖ Sweeping vistas of Japanese Maples along the Avenue and Maple Lawn ❖ Walnuts, chestnuts and acorns on the woodland grounds for the native and rare red squirrels to collect and hide them away. ❖ Apple and berry harvest in the Kitchen Gardens 	<ul style="list-style-type: none"> ❖ Fragrant Daphne 'Jaqueline Postill', Christmas Box and the vanilla scented fragrance of Azara microphylla to delight the senses. ❖ Collection of 67 Snowdrop varieties providing a welcome lift early in the year ❖ Winter-flowering Camellia sasanqua in shades of pink in October and November ❖ The Hellebores along The Fragrant Walk in their delicate shades of green and pink in late winter and early spring.

2. Online and offline

Drip-feed positive communications; inspiring people to visit and engage



<https://www.glampingunderthestars.ie/>

<https://www.irishtimes.com/news/ireland/irish-news/co-laois-glamping-site-reopens-so-locals-can-holiday-at-home-1.4330644>

Co Laois 'glamping' site reopens so locals can holiday at home

Glamping under the Stars enjoying 'huge demand' as escape during Covid-19 restrictions

© Fri, Aug 14, 2020, 20:15 | Updated: Fri, Aug 14, 2020, 20:18

Shauna Bowers



One of the accommodation units at Glamping under the Stars in Co Laois. Photograph: Glamping under the Stars

As many local businesses in Laois, Kildare and Offaly closed their doors again last week due to coronavirus restrictions, one Laois business saw an opening to meet the needs of the local community.

Glamping under the Stars, a boutique "glamp" site, is now providing local Laois residents with the opportunity to have a staycation without having to break any of the public health rules.

The business initially closed on Friday, August 7th, when the coronavirus restrictions were reintroduced in the county, which owner Kyra Fingleton said "felt like the end of the world".

However, Ms Fingleton said after speaking to Fáilte Ireland and local representatives, she learned she could reopen at her own discretion as the campsite is largely outdoor based.

“

Within 24 hours, the full week and a half was booked out with local guests

"It was sort of an organic thing that just came about because of how events occurred. Friday night myself and my husband were here tearing our hair out, trying to contact guests and it was all about refunds and losses," she said.

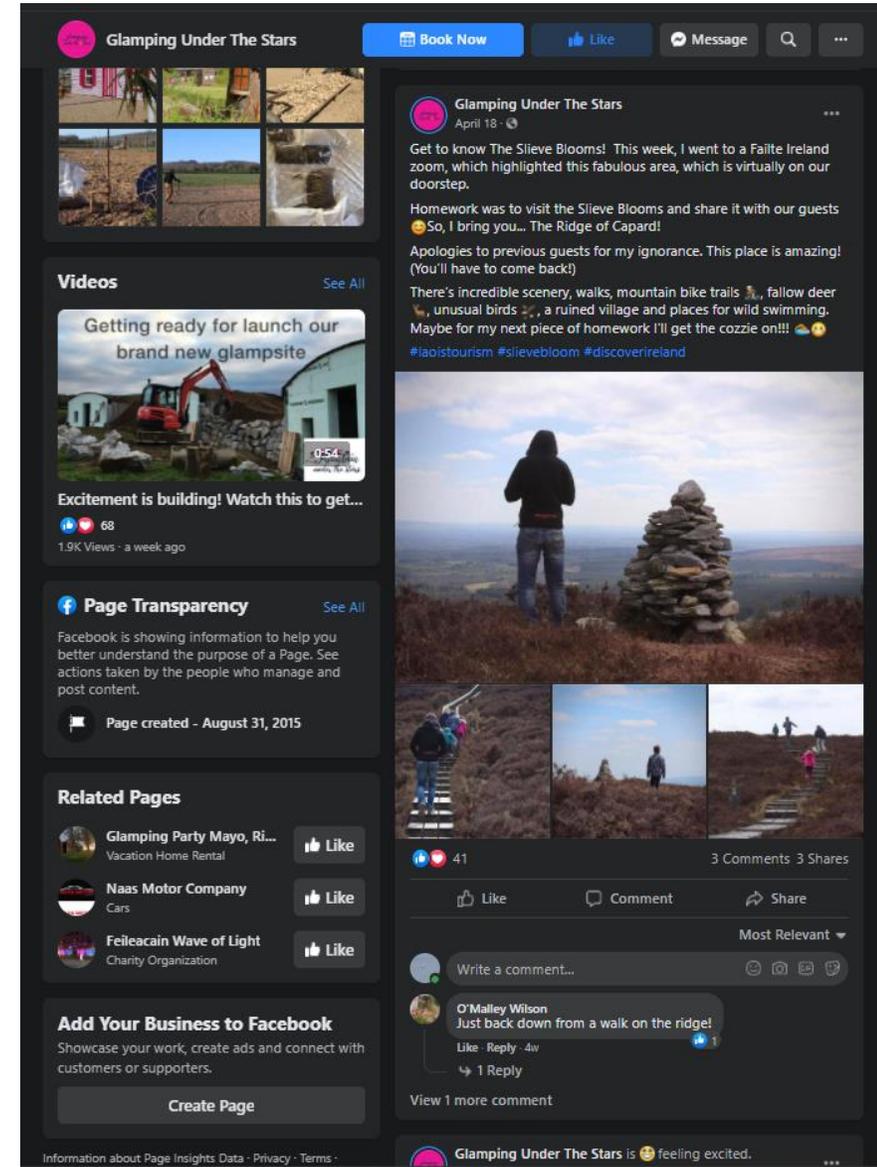
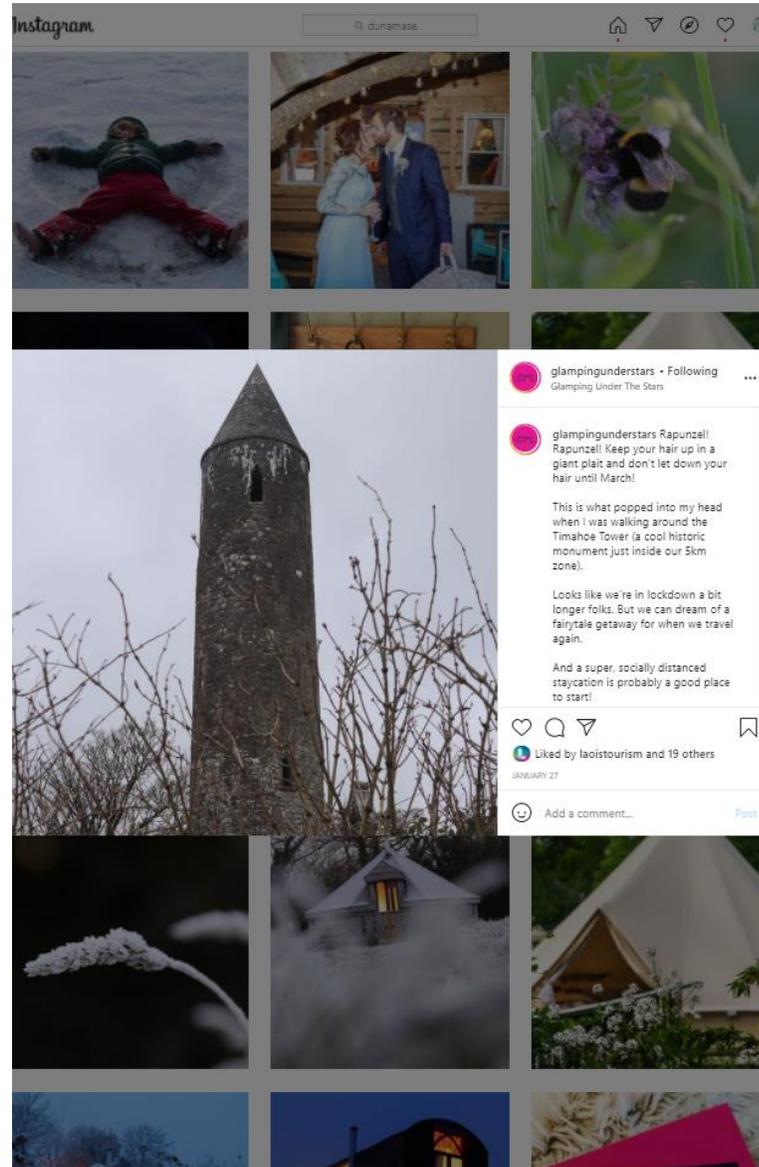
"Saturday morning from about 9 o'clock in the morning, the phone just rang and rang and rang with people from Laois saying 'my holiday is cancelled, my

2. Online and offline

Drip-feed positive communications; inspiring people to visit and engage

https://www.instagram.com/glampin_gunderstars/?hl=en

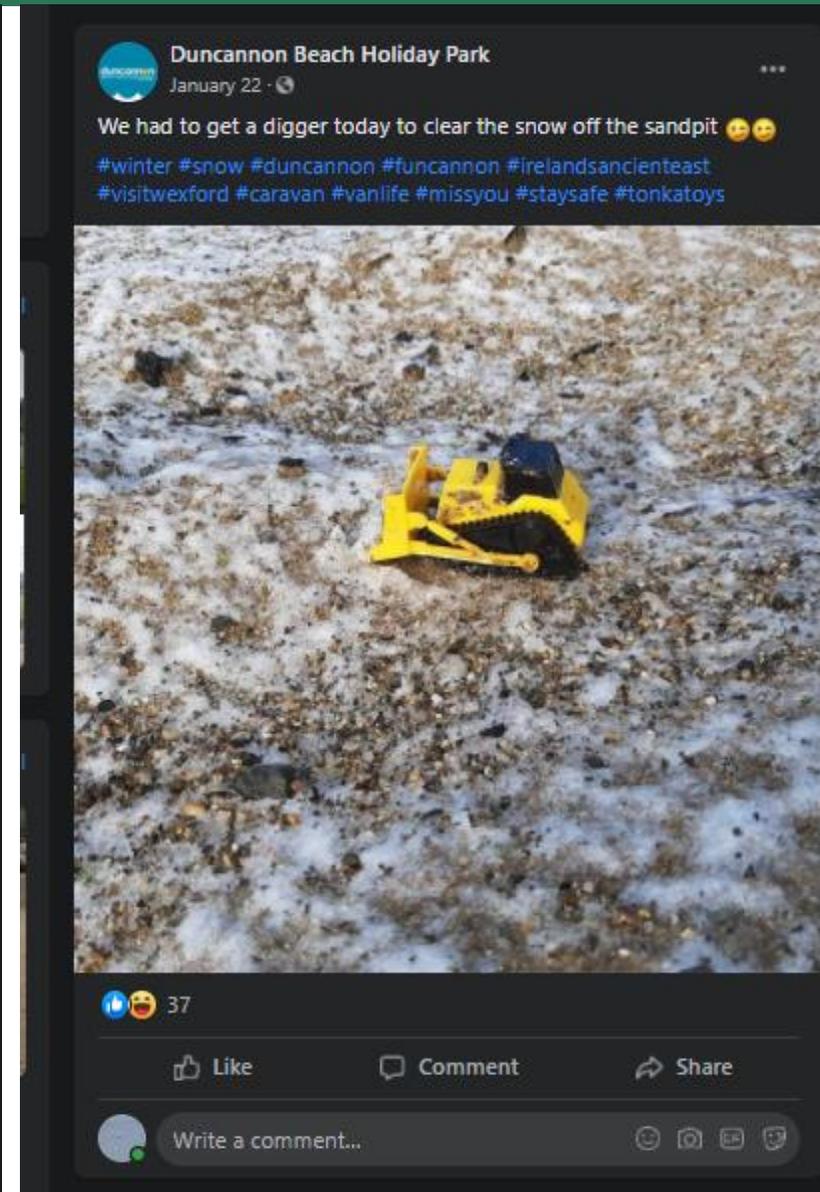
<https://www.facebook.com/GlampingUndertheStarsLaois/>



2. Online and offline

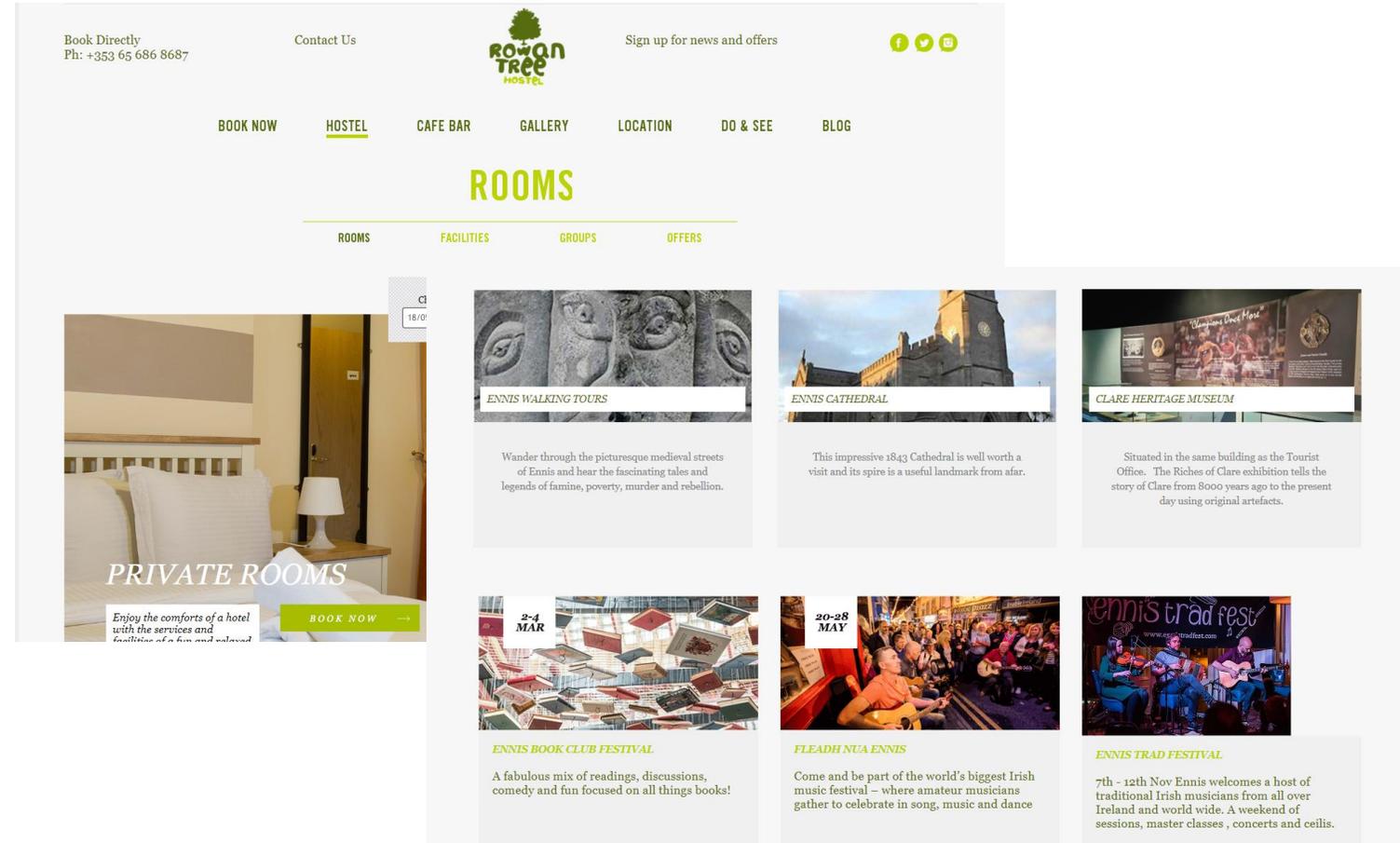
Drip-feed positive communications; inspiring people to visit and engage

<https://www.facebook.com/Duncannonholidaypark/>

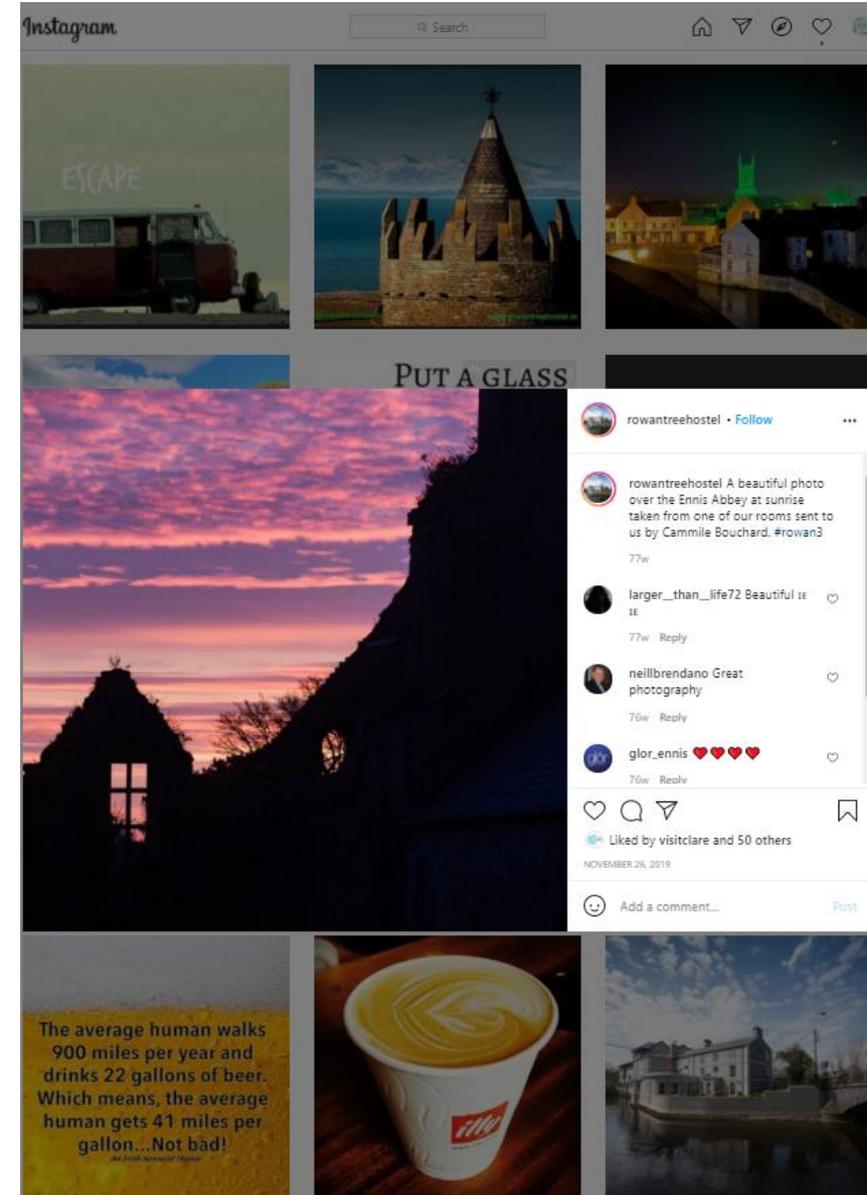


2. Online and offline

Drip-feed positive communications; inspiring people to visit and engage



The screenshot shows the website for Rowan Tree Hostel. At the top, there is contact information: "Book Directly Ph: +353 65 686 8687" and "Contact Us". The Rowan Tree Hostel logo is prominently displayed, along with social media icons for Facebook, Twitter, and Instagram. A navigation menu includes "BOOK NOW", "HOSTEL", "CAFE BAR", "GALLERY", "LOCATION", "DO & SEE", and "BLOG". The "HOSTEL" tab is selected, leading to a "ROOMS" section with sub-tabs for "ROOMS", "FACILITIES", "GROUPS", and "OFFERS". A featured image shows a "PRIVATE ROOMS" with the text "Enjoy the comforts of a hotel with the services and facilities of a fun and relaxed". Below this, there are six event cards: "ENNIS WALKING TOURS" (Wander through the picturesque medieval streets of Ennis...), "ENNIS CATHEDRAL" (This impressive 1843 Cathedral is well worth a visit...), "CLARE HERITAGE MUSEUM" (Situated in the same building as the Tourist Office...), "ENNIS BOOK CLUB FESTIVAL" (A fabulous mix of readings, discussions, comedy and fun...), "FLEADH NUA ENNIS" (Come and be part of the world's biggest Irish music festival...), and "ENNIS TRAD FESTIVAL" (7th - 12th Nov Ennis welcomes a host of traditional Irish musicians...).



The screenshot shows the Instagram profile for "rowantreehostel". The profile has a bio that reads "rowantreehostel A beautiful photo over the Ennis Abbey at sunrise taken from one of our rooms sent to us by Camille Bouchard. #rowan3". The profile picture is a red van with "ESCAPE" written on it. The main post is a sunset over a stone building, with the caption "rowantreehostel A beautiful photo over the Ennis Abbey at sunrise taken from one of our rooms sent to us by Camille Bouchard. #rowan3". The post has 77 likes and several comments. Below the main post, there are three smaller images: a text-based post about walking, a latte in a cup, and a boat on a river.

<https://www.rowantreehostel.ie/>
<https://www.instagram.com/rowantreehostel/>

3. Winning business for the future is ALL about planning and looking ahead

Min 4 quarters out, 3 quarters out, 2 quarters out

Within the quarter, upcoming 3 months, 2 months, 1 month

Within the upcoming month, weeks, days

For example: provide summer stay customers special offers they can keep for themselves or extend to their friends/family to use during the shoulder season. Include a summary of things to do/see at this time.

Working in the now. Thinking ahead.
Forward planning to maximise revenue generation



4. Using data to win low-shoulder season opportunities

Taking care of
your family-
club

Reaching out
with
inspirational
reasons to
engage

Extending
special offers

Planning
communications
with enough time
to build
momentum and
win bookings

8

The 'Ask' post this session

The 'Ask' post this session

Be proactive | be solution driven

- 1 a. Review your accommodation business as it currently stands
 - what advantages does the accommodation offer | identify minimum 5
- b. Review your accommodation facilities | clearly identifying which customers are a match
- c. Note minimum 5 selling points about your location
- d. Note amenities close to your accommodation | clearly identifying which ones are match for your target customers

The 'Ask' post this session

2

a. Be clear on the target customers that are a match for your accommodation (e.g.)

- families
- adults + 45
- young adults

b. Be clear on the specific interests and needs of these target customers that your accommodation can address.

Example

- walkers
- pet owners
- golfers
- anglers
- adventure seekers

3

Informed by the above work, think through the communications for your accommodation

- assess existing imagery and text | define what needs to be edited

4

Update communications and content accordingly on all sales channels including

- own website | other sales channels

The 'Ask' post this session

- 5 Prioritise your Discover Ireland listing.
Think smart. Update your text to ensure your target customers can easily find your accommodation as their match
 - pet friendly
 - family friendly accommodation with outdoor playground
 - farm accommodation provider serving seasonal produce and local artisan foods
 - golfers welcome
 - anglers welcome
 - bilingual Irish and English-speaking team/accommodation provider
- 6 Reassure customers | make sure your Covid-19 Safety Charter / communications are displayed offline and online
- 7 Reach out and create referral opportunities in the local market-place | minimum 5

The 'Ask' post this session

- 8 Reach out and create partnership opportunities in the local market-place:
minimum 5
- 9 Identify 5 best-match lead opportunities. Be proactive about winning business:
minimum 5
- 10 Put a system in place to gather GDPR compliant data
 - know your regular customers | treat them with care | your family/club
- 11 Please plan your strategy for building low-medium season opportunities **as early as possible**
 - to maximise 2021-2022 booking opportunities
 - including ways to communicate off-season offers and reasons to travel via summer customers

DRIVING DOMESTIC SALES FOR SMALL ACCOMMODATION PROVIDERS

Q & A



DRIVING DOMESTIC SALES FOR SMALL ACCOMMODATION PROVIDERS



For more details visit:
covid19.failteireland.ie

2.1

Latest Insights into the Domestic Customer & Target Markets for 2021

- Summary insights for your reference
- For more details, please view: <https://covid19.failteireland.ie/business-supports/sales-and-marketing/webinar-consumer-insights-to-drive-domestic-demand-and-spend>



Fáilte Ireland

National Tourism Development Authority

What does the data tell us?

INSIGHTS | what does the data tell us?

HUGE

opportunity to build on the positives experienced by domestic customers 2020



HUGE

opportunity to maximise bookings via (repeat) short break market



HUGE

opportunity to speak to the needs of the target customer segment: MATCH for their needs

What are customers looking for?

Speaking to what is within the accommodation provider's capability

Importance of staff, a welcoming smile cannot be under-estimated.

“THE LITTLE THINGS THAT MAKE A VERY BIG DIFFERENCE! YOU DON'T NECESSARILY REMEMBER ALL THE DETAIL, BUT YOU REMEMBER THE EMOTION!”

- Fáilte Ireland





Fáilte Ireland

National Tourism Development Authority

Target Customers Domestic Market

Key Customers

Family

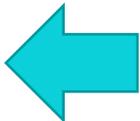
Adult Couples

+45

Pre-family

Young Adults

Family – short breaks

- New appreciation of the simple, basic things to enjoy in nature. Reconnecting and spending quality time together – making memories (nostalgia) a key motivation. 
- Want to feel carefree and having fun - happy, relaxed children lead to happy families.
- A short break as a family clears your head and enables a re-set “ready to go again” / valuing the break from routine.
- “Genuine” WOM is really important in creating awareness and social media also. There is a need for **good** information. 
- Easy packages and activities are needed, **Value for money is key**, solutions for cooking/food - much appreciated! 



Adult Couples



- Their primary staycation drivers are to escape, to enjoy great food and drink and to relax.
- Value for money is key, as is safety.
- One in five would be motivated by a place they always wanted to visit.



Needs & Motivations

- Unconstrained adult couples



OVER 45 years

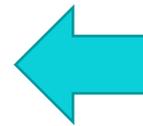
- Most likely to observe social distancing protocols.
- More likely to intend to travel in Autumn.
- Over index for midweek breaks.
- They are looking for safety, dining options, ease of travelling to destination and accommodation choices.
- Their drivers are safety, cost and value.
- They will engage in a large variety of experiences, although outdoor activities are most important: walking/hiking (59%), visit gardens (43%), visit a nature reserve/national park (41%) and visit a historic house/castle (36%).



+45
Needs &
Motivations

Pre-Family

- Above average intent to take a short break in the next 6 months.
- These are more likely to be over weekends rather than midweek breaks.
- They want to escape and have great experiences.
- Their drivers are cost, the type of attractions available, value for money and safety.
- Outdoor activities are a focus: walking/hiking (67%), visit a nature reserve/national park (55%), visit a historic house/castle (35%), visit gardens (34%) and swimming (in a pool/lake/sea) (33%).



Pre-Family
Needs & Motivations

Young Adults

- Their mood is determined by the immediate context, here and now is the new benchmark.
- Breaks are a welcome distraction that provide HOPE!
- Intend taking domestic short breaks in the early summer. They seem less interested in short breaks during September.
- Special offers and deals of interest.
- Outdoor activities are a focus: walking/hiking (67%), visit a nature reserve/national park (28%), visit a historic house/castle (31%), visit gardens (27%) and swimming (in a pool/lake/sea) (39%).



Young Adults
Needs &
Motivations