



**EXPLORE Omagh
& The Sperrins Region**

Membership

2024

What is Destination Marketing?

A strategic approach to promote Explore Omagh & the Sperrins to potential visitors and attract tourism. Our goal is to increase awareness of the destination, showcase its unique features and attractions, and encourage people to choose it as a travel destination.

Effective destination marketing not only brings in tourists but also contributes to the economic development of the area.

So let's work together and create a buzz around our sectors and what sets us apart from everyone else.



**A Land of Myths
& Legends**



Music



**Unique
Accommodation**



Cultural Heritage



Shopping



Adventure



Food & Drink

Who Are Explore Omagh & the Sperrins Region?

We are the Regional Tourism Organisation responsible for attracting tourists to the local area using a wide range of marketing and PR activities.

We work in partnership with over 200 members from the local industry, as well as Tourism NI, Tourism Ireland and Fermanagh & Omagh District Council.

Our aim is to market the region to local, national and international visitors.

As one of Ireland's most archeologically significant natural heritage destinations, we work to highlight the wide range of accommodations, activities, attractions and wealth of heritage and culture on offer.

Why us?



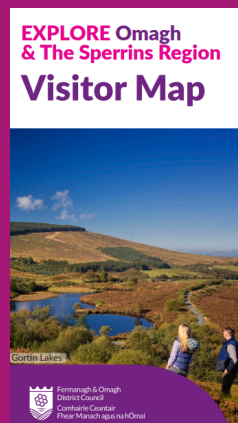
We can react to support your business when you need us.



We have a large network of local trade and public partnerships.



We collaborate to raise the profile of our region which in turn will increase footfall to the area, benefitting the wider business community.



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What's Included?



PR Digital & Media

- Social media promotion
- Inclusion in itineraries
- Premium marketing campaigns*
- Featured in tour operator presentations and ezines
- Gain exposure through influencer/tour operator trips
- Distribute press releases to press & trade



Networking & Staying Informed

- Industry news & updates which benefit your business
- Networking with like-minded businesses
- Exclusive access to a closed Facebook group
- Exclusive access to a members-only WhatsApp Group



Advertising

- Get your business listed on exploreomaghsperins.com
- Advertise special offers on the website
- Promote events online - across all digital platforms
- Advertising opportunities in Visitor Map and other publications



Industry Events

- Attend exclusive Trade Talks and showcase events
- Represent your business at trade & consumer shows
- Business invites to industry networking events and mentoring clinics



Supporting You

- Receive tourism/business/marketing advice and guidance
- Opportunity to run for election as an FLT Board Member
- Eligibility to vote at the Annual General Meeting
- Lobbying Your Interests



Marketing Tools

- Access to Member Toolkit
- Permission to use the Explore Omagh & the Sperrins Region logo on websites and promotional materials
- Access & permissions to high-resolution images and video footage

*Costs apply

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Membership and What it Means

As a non-profit organisation, setup to attract tourists to the local region we rely heavily on membership contributions from local businesses to fund the marketing activity carried out.

The collective membership fees raised are reinvested into a dynamic marketing programme which is also supported by contributions from Fermanagh & Omagh District Council.

Without your support we won't exist.

Your fee ensures our region continues to be marketed locally, nationally and internationally, attracting visitors to the destination and to your business.

2022/23 Marketing Activity

Promotions/workshops	Presence at 10 consumer/trade workshop covering 5 geographic markets
FAM / Press / Influencer Trips	55 inc. a range of NI & ROI influencers & journalists and tour operators from GB, Aus/NZ, US & Netherlands
Marketing Campaigns	Seasonal campaign activity included VOD (RTE Player, Sky Go ITV Hub & All 4) Adshel adverts Digital advertising Social media advertising PR
Social Media (stats based on previous year)	Facebook Likes up 20% Twitter Followers up 0.5% Instagram Followers up 19% YouTube Subscribers up 4% YouTube Views up 2.7%
Website Stats	310,000 page views 174,000 users
Marketing collateral	New Visitor Guide & Map produced
Direct Mail & Distribution	16 consumer/member ezines circulated including new product alerts, newsletter etc. 2 distribution runs to drop off points within Fermanagh
Trade Talks	FLT hosted 3 no. webinars for FLT members: Tourism Ireland Industry Opportunities TXGB Climate Awareness
Trade visits	34 trade visits to FLT members throughout the region
Trade Liaison	142 participants on Industry WhatsApp group



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Member Testimonials

By becoming a member of Explore Omagh & the Sperrins Region, you will join a network of like minded and forward-thinking businesses already benefiting from promotion through our powerful marketing channels and activities. Don't just take our word for it, below a few of our members share what being a member means to them...



The Ulster American Folk Park, part of National Museums NI are long standing members of Explore Omagh & The Sperrins and have been members since 2005. In my personal experience, the team at Explore Omagh & The Sperrins and Fermanagh Lakeland Tourism are working to help promote the whole area, not just individuals, as they greatly value the assets that exist already within Fermanagh & Omagh.

Nathan Domer, Assistant Visitor Services Manager



An Creagán have been long time members of both Fermanagh Lakelands and in more recent years Explore Omagh and the Sperrin's. Being a member has given us access to online updates and advice on the Tourism sector, participate in FAM trips as well as the opportunity to showcase our Tourism offerings to others, over the years we have also had the opportunity to go to the larger scale events such as World Holiday Show in Dublin and Balmoral Show alongside other members of the group, enabling us to show what the destination has to offer.

Caitriona McCullagh, An Creagán



Meet The Team



Leo Nacer
Marketing Manager



Louise Curry
Project Executive



Gemma McCaffrey
Marketing Executive



Julie McKiernan
Marketing Executive



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