



Go Visit
Inishowen
Donegal.Ireland



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Photos from Ireland

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'GO VISIT INISHOWEN' WEBSITE PRE-LAUNCH & NETWORKING EVENT

Welcome to the February edition of our newsletter. We would like to thank everyone for attending the Explore Inishowen Website Pre-Launch & Networking Event on Wednesday, 5th February in the Redcastle Oceanfront Golf & Spa Hotel. Attendees had the opportunity to meet & greet over finger food and refreshments; followed by a presentation and overview of marketing activity at the tourist office. We were delighted to showcase our new website and campaign of new brochures available both in the office and online for Spring/Summer 2020. The evening rounded off with a question and answer session that was both beneficial and engaging for all concerned. Supportive feedback was received from those attending the event and the Manager wishes to thank all special guests County Councillors and tourism business providers for attending on behalf of the Explore Inishowen CLG Team. We have committed to go live by the end of February so check us out on www.govisitinishowen.com from Friday 28th of February.



VISITOR GUIDE 2020

The Explore Inishowen CLG Team would like to thank everyone for their completed applications to subscribe to our Visitor Guide 2020. The deadline was Friday 21st February and extended - due to volume of enquiries until the 28th of February. However, this is the last cut off date if you want to be included online and in our guide for 2020. Please get in touch by emailing admin@govisitinishowen.com and registering your application/re-submission by 14:00 pm. (28th of February) alternatively call us on 074 93 63451. We are very excited about distributing this year's guide for St Patrick's Day but that can only happen if all work is completed for design. It will also be available to collect from the tourist office. We are looking forward to showcasing our beautiful peninsula via this very handy and informative tourism guide.

TRAIL GUIDE CAMPAIGN

Our series of Trail Guides will be available to download or collect in the office very soon. The trails produced so far are currently in line to print and uploaded now on our website. These include a - Beach Trail, Walking Trail, Heritage Trail (also working in collaboration with the Sliabh Sneacht Centre) and our Art & Craft Trail. We will be adding a further edition to the campaign with a Food Trail within the next few months so expect a visit if you are in the business of preparing speciality dishes to promote to visitors in your area.

FÁILTE IRELAND LOCAL EXPERTS PROGRAMME

Become a Fáilte Ireland Local Expert by attending SHARE DONEGAL's Local Experts Workshop, which is taking place on Tuesday 3rd March from 9.30 - 12.00 in the Radisson Blu Hotel, Letterkenny. Registration taking place at 9.00.

Contact local.experts@failteireland.ie for more information and how to register.

 **Fáilte Ireland**
National Tourism Development Authority

 **Fáilte Ireland's**
Local Experts Programme



**Become a Fáilte Ireland Local Expert and help
SHARE DONEGAL with the world!**

INISHOWEN DEVELOPMENT PARTNERSHIP SESI KICKSTARTER LAUNCH

Explore Inishowen CLG team members were delighted that they were accepted to participate in the SESI (Social Enterprise Support Initiative) Kickstart Event in An Grianán Hotel, Burt as the Donegal Local Development Company and Inishowen Development Partnership launch the Dormant Account Funded SESI Project in Donegal. Guest Speaker Chris Gordon, CEO Irish Social Enterprise Network spoke about the benefits of social enterprises with examples.

Our group will benefit from a maximum of 18 hours of tailored 1:2:1 mentoring support, participation in training & networking workshop sessions and a 12 month group specific access licence to the online Cramdentech suite of e-learning courses. Each organisation will move at its own pace with support from local trainers to support their progress.

The new Community Development & Social Enterprise Officer, Karen McCormick, will liaise with us to finalise details and to identify our key priorities and needs.



Photo Credit: Tom Heaney, nwpresspics

DONEGAL TOURISM SEMINAR

Programme Manager, Heidi Doherty, attended the 'Developing Tourism through Partnership' Donegal Tourism Seminar on Thursday 13th February in the Villa Rose Hotel, Ballybofey. Heidi greeted those attending the "Go Visit Inishowen" promotional stand alongside other industry partners. It was an excellent event; the speakers provided a great deal of information on developing tourism throughout the County.

Individual speakers came from a broad range of industry and business backgrounds knowledge sharing both new innovative marketing and networking opportunities.

After a formal welcome address, CEO of Donegal County Council, Seamus Neely presented the new 2020 Donegal Tourism Brochure and gave an overview of tourism in the county and industry collaborative projects that provide opportunity and progress for the future. There was a panel of speakers throughout the morning providing the attendees with up to date information:

- Niamh Sloane, Fáilte Ireland Digital Marketing Manager. She spoke about the power of marketing to boost domestic tourism.
- Geraldine Egan, Tourism Ireland Industry Liaison Officer spoke about building awareness of international opportunities with Tourism Ireland.
- Dr. Cara Augustenborg, Sustainable Global Climate Tourism Expert. She spoke under the heading: 'Tourism Businesses are facing a new reality...Be part of the future together'
- James Doherty, founder and MD of the Sliabh Liag Distillery spoke from a personal perspective - 'From Corporate Big Brands in Hong Kong to a distillery in Donegal'.
- Garry Martin, DCC Director of Economic Development, IS & Emergency Services gave an interesting insight into effective collaboration between the Public and Private Sector.
- Nick Hall, founder of the Global Think Tank talked about Transformation Beyond Digital - the New Tourism Narrative.



FÁILTE IRELAND #KEEPDISCOVERING LAUNCH

Programme Manager, Heidi Doherty, attended the new 'Keep Discovering' UK Marketing Campaign meeting in Harvey's Point on Wednesday 12th February.

Fáilte Ireland and Tourism Ireland are partnering with Expedia Group to drive UK room nights for stays in February through to the end of April 2020. The campaign will be supported by Expedia Group via advertising initiatives across their UK point of sale including banners, takeovers and newsletters. This is a great marketing opportunity to put out a strong offer to drive UK business to your property.

To join these campaigns please use the following steps in Expedia Partner Central: Marketing>Campaigns>Fáilte Ireland and Tourism Ireland UK Campaign>JoinExpedia partner Central.

For further information contact CustomerSupport@failteireland.ie and www.joinexpedia.com



FÁILTE IRELAND VISITOR EXPERIENCE DEVELOPMENT PLAN (JANUARY 27-30TH, 2020)

Fáilte Ireland hosted a series of workshops seeking local input into developing authentic visitor experiences that feed into research and development of a VEDP (Visitor Experience Development Plan) here in Inishowen. The sessions were introduced by Regional Manager, Joan Crawford giving a short presentation on the market analysis and the project objectives and projected outcomes.

All interested parties ranging across the hospitality, tourism and community group sector were in attendance to take part in one of the four workshops held in Buncrana, Ballyliffin, Carndonagh and Redcastle during dates in January.

The workshops concentrated on teasing out the stories behind business or creative ideas. It was an opportunity to partake in group work actually listing what is unique in Inishowen and scoping out new opportunities that could be used to boost tourism in the area. External consultants, appointed by Fáilte Ireland, gathered vital research into the region; meeting people, sampling experiences, and assessing ways to enhance the potential visitor experience; appealing to the three main target audiences that travel this section of The Wild Atlantic Way; The Culturally Curious, The Great Escapers and The Social Energisers.

Similar plans have already been developed successfully for other regions on The Wild Atlantic Way; the Skellig Coast, Clew Bay, Connemara and The Aran islands.



Next Trade update will be in May 2020

**If you have any events you would like us to promote please contact
marketing@govisitinishowen.com**