

Roscommon

revive ✓

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LAKELANDS &
inland WATERWAYS

Free Tourism Workshop - Developing Packaged & Bundled Experiences

This Lakelands & Inland Waterways workshop provides tourism businesses with an understanding of the importance of bringing together products and services in their area in order to attract more customers from the domestic and overseas markets.

Short, practical and focused, the workshop outlines the key issues to consider in the experiential development process, including working with other tourism providers in order to sell Ireland, your region/destination and your product.

Date: 5th November 2014

Time: 2pm to 5pm

**Venue: Roscommon LEADER Partnership training room,
Golf Links Road, Roscommon**

WORKSHOP CONTENT

- Visitor experiences – what are they and how they can benefit businesses and tourists
- Overview of the domestic and overseas segments
- Match the product and services in your area to meet what the segments are looking for
- Explain what a package, bundle, experience is
- 20 steps to marketing your experiences including:
 - Direct Marketing Channels – the package, the bundle, your business, your website and social media
 - Indirect Marketing Channels – online travel agents (OTAs), tour operators, the tourism agencies, the media and journalists
 - Examples of good practice.

WHO SHOULD ATTEND: Owners / Managers and Marketing Managers with responsibility for sales and marketing and business development activities and community members involved in promoting their area for tourism

COST: This programme is currently fully subsidised by Lakelands & Inland Waterways

TO BOOK YOUR PLACE: Contact Úna at 090 66 30252 or email una@ridc.ie by Friday 24th October 2014



Cornshaoil, Pobal agus Rialtas Áitiúil
Environment, Community and Local Government

