

OFFALY TOURISM MARKETING

OFFALY

Off we go!

ACHEIVEMENTS TO DATE

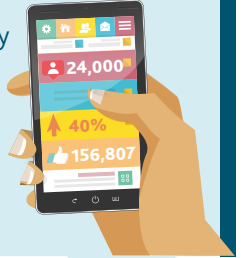
MARKETING MATERIAL

Published and distributed a number of brochures – Offaly Outdoors Brochure, Golf, New Offaly DL Brochure, Offaly Map, Top Things To Do In Offaly, Greenway Map.



DIGITAL MARKETING

Social media followers are consistently increasing year on year. We now have over **24,000** followers over the four channels (Facebook, Instagram, X & TikTok). Annual digital marketing strategy implemented with our social media consultants.



CREATING ENGAGING CONTENT

New tourism videos created for use on social media and website, providing visually appealing and informative content. Our social media posts and blogs help target markets engage with our channels. We continue to grow our image bank and have over **10,000** high definition images capturing the beauty and uniqueness of Offaly.

COLLABORATION

Built strong relationships with industry partners including Fáilte Ireland's team. Increased engagement leading to training, funding and businesses collaborating. Offaly Tourism Marketing members are growing year on year. The network offers a valuable opportunity to connect with other local tourism businesses and collaborate on shared initiatives.

FUNDING

Funding secured for tourism marketing initiatives worth over **€340k** to date. Assisted **50** businesses and administered over **€130K** to the tourism & hospitality sector for the Outdoor Dining Scheme. The Tourism Activator has worked with **12** businesses under the EU Just Transition Fund to secure funding for their tourism projects.



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MEDIA COVERAGE

Increased exposure on print media, social media and TV e.g. RTÉ News, Virgin Media, RTÉ Nationwide, Tracks and Trails, US Travel Show, national radio shows, Irish Independent, The Sunday Times, The Sunday World.



WEBSITE

In 2025 the tourism team secured funding for **Digital Transformation** under the EU Just Transition Fund. Work is underway on the development of a **new website for visitoffaly.ie**, which will be launched in early 2026. This new look website will showcase our members offerings effectively, reach target markets, helping us stay competitive by maintaining a fresh and appealing online presence.

MARKETING CAMPAIGNS

Annual marketing campaigns included national and regional Radio advertisements, reaching a large and targeted audience. Public Relations features heavily in annual plans and include spotlights on individual businesses.



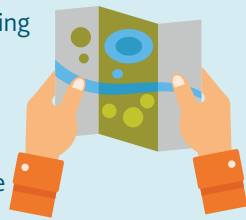
TRAINING & NETWORKING

Organised bespoke training sessions with industry specialists for members only. Facilitated a number of tailored training programmes with partners Fáilte Ireland and Offaly LEO. A number of networking events for members are held each year e.g. Seminar, workshops, FAM trips.



TOURISM DEVELOPMENT

Collaborating and assisting in ongoing Tourism Development Projects in Offaly e.g. Slieve Bloom Mountain Bike Trails, Grand Canal Greenway, Birr Destination Towns Project, Banagher Marina Masterplan, Slieve Bloom Interpretation & Signage Project.



TOURIST OFFICE

The tourism team setup the Tourist Office in Tullamore in 2019. Open 6 days a week, it serves as a centralised hub, offering local information, personalised assistance, helping visitors explore the area while supporting local businesses and boosting the economy.

