

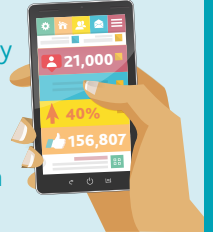
### MARKETING MATERIAL

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 and we now have over **21,000** – an increase of **40%** in the last three years. Annual digital marketing strategy implemented with our social media consultants.



### CREATING ENGAGING CONTENT

New tourism videos created, reaching an audience of **130,673** on social media. Our themed 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.



### 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.



### 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

2022 saw the launch of the well-structured, easy to navigate, new and improved website. In 2025 the tourism team are re-developing the website in conjunction with a new brand for Offaly Tourism, keeping it fresh and appealing to target markets.



### 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.



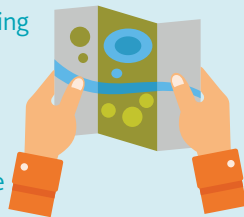
### TRAINING & NETWORKING

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.



### OFFALY TOURISM STRATEGY

The new Offaly Tourism Strategy was launched in 2024, after much research and consultation. Through implementation the new strategy will guide and steer the recovery, growth and development of the tourism sector in Offaly, into the future.

