



Fermanagh Lakeland Tourism



Membership

2024

What is Destination Marketing?

Destination Marketing is a strategic approach to promote the Fermanagh Lakelands 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.



www.fermanaghlakelands.com

Who is Fermanagh Lakeland Tourism?

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

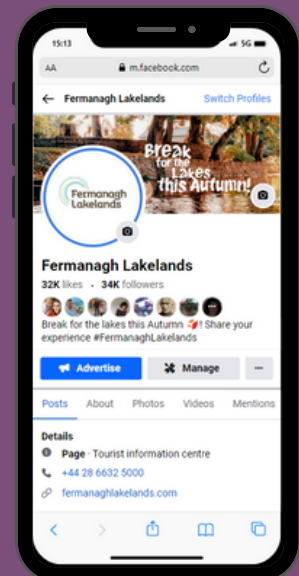
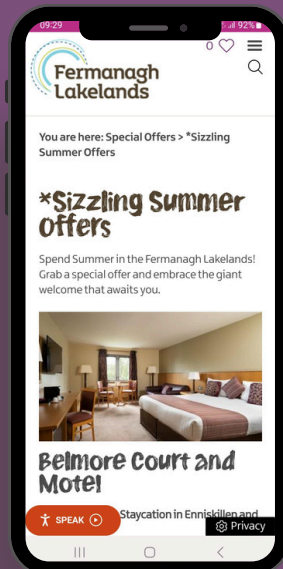
We work in partnership with over 200 members from the local industry, as well as Tourism NI, Tourism Ireland and Fermanagh & Omagh District Council.

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

As one of Ireland's most significant Lakeland destinations, we work to highlight the wide range of accommodation, activities, attractions and heritage and cultural experiences on offer, appealing to a wide range of tourist seeking opportunities.

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.



What's included?



Advertising

- Get your website listed on fermanaghlakelands.com
- Advertise special offers via website
- Promote events online & submit them through FLT event uploader
- List your business in the Visitor Guide and other publications
- Advertising opportunities in Visitor Guide & other publications



Networking & Staying Informed

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



PR & Digital Media

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



Industry Events

- Business invites to industry networking events and mentoring clinics
- Attend exclusive FLT Trade Talks and Showcase events
- Represent your business at Trade & Consumer Shows



Business Support

- Receive tourism/business/marketing advice & guidance
- Opportunity to run for election as an FLT Board Member
- Eligibility to vote at the Annual General Meeting
- Access to a Lobbying Platform



Marketing Tools

- Access to exclusive Member Toolkit
- Permission to use the Fermanagh Lakelands logo on websites and promotional materials
- Access & permissions to high-resolution images and video footage

*Premium advertising is additional

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.

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



Member Testimonials

By becoming a member of Fermanagh Lakeland Tourism, you will join a network of 200+ like-minded businesses already benefiting from promotion through our powerful marketing channels and activities. Don't just take our word for it, below are few of our members share what being a member means to them...



A dedicated and passionate team who attract notable visitation each year to the region. We have always been impressed by the professionalism and commitment of Fermanagh Lakeland Tourism and their drive to maximise tourism opportunities for the Fermanagh Lakelands.

Jonathan Gallagher, Director of Marketing, Lough Erne Resort



The website is a trusted source for visitors and locals alike and we have listed our events on their website. Fermanagh Lakeland Tourism have also supported us via their email newsletter and have signposted us to workshops and competitions which may be of interest. Being a member of Fermanagh Lakeland Tourism means you are part of a wide network of businesses, this helps to keep up to date with what is happening in the area but also means you can reach out for support and advice from others.

Una Burns, Charlie's Bar, Enniskillen



Personally, I would definitely recommend Fermanagh Lakelands as an essential organisation to join. As a new member to the tourism industry, it connected me with the local industry professionals, guided me through the process of advertising and promotion and have been on the end of the phone for any queries I have had- which have been quite a few. A big thank you to the team. Don't hesitate, just join it.

Margaret Elliott-Tredinnick, Glenwinny Distillery and The Dog & Duck Inn, Lisbellaw

Meet The Team



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Gemma McCaffrey
Marketing Executive



Julie McKiernan
Marketing Executive



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