



Destination Marketing Plan

1st April 2024 - 31st March 2025



EXPLORE Omagh
& The Sperrins Region





+37.5%
Website Referrals

17%
Insta Followers

9%
FB Followers

17
Influencer Visits

Celebrating
Our Year
2023

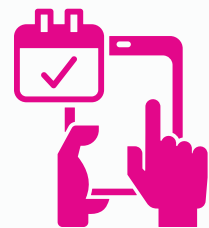
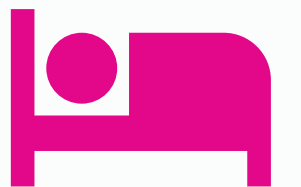


CURRENT REVIEW OF REGIONAL TOURISM SECTOR



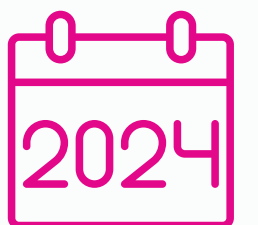
The region is continuing to feel the impact of the pandemic and other economic challenges, **cost-of-living increases** as well as the hospitality industry feeling the hit with **rising costs** and **challenges in retaining staff** and **losing overseas workers** (increase in skilled workers threshold).

In 2023, **Hotel occupancy levels averaged 63.4%** for the region, one of the lowest in Northern Ireland, and Average Daily Rates (ADR) regionally are the second lowest in Northern Ireland.



2023 was a challenging year for the local tourism industry, with the **staycation market overshadowed by foreign holidays and a rainy summer**. October witnessed a decline in interest for the region on platforms like Expedia.com.

Challenges persist in 2024, but there are optimistic signs of improvement for bookings later in the year, particularly within the larger trade.



This underscores the urgent need to radically raise the profile of the destination and tourism experiences.

Strengths and Opportunities



- Rurality of Fermanagh and Omagh is a positive asset as visitors seek more off the beaten track destinations and immersive experiences;
- Showcase the region as an exemplar sustainable destination ;
- Build on the short stay market and encourage return visits;
- Using our border location to capitalise on growth in ROI visitors; and international visitors visiting the border counties (WAW & IHH)
- Value for money destination for domestic, ROI and GB markets;
- Growth of interest in visitor experiences – discovering hidden gems, interaction with locals;

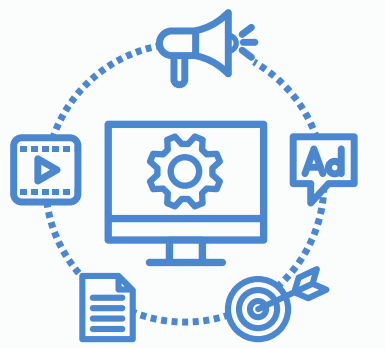
- Capitalise on outdoor activity opportunities including golf, cruising, walking, fishing, cycling;
- Capitalise on search activity for gap sectors currently not listed including, weddings, conferences & events, playgrounds & softplay, transport;
- Collaborative campaigns – working with industry to pool resources;
- Realise the tourism entrepreneurial culture in our region and encourage new opportunities, packages and collaboration

Weaknesses and Threats



- Cost of Living crisis and **reduced disposable income** available for travel and leisure;
- **Foreign travel** for those who can afford to;
- Amidst cost-of-living crisis, tourists **prioritising one holiday** over short-term breaks;
- Businesses struggling to adapt to **staffing crisis** and **cost of energy increase**;
- **Sustainable management** of our diverse natural heritage;
- **Lack of paid advertising budget** –unable to avail of paid advertising opportunities both online and via tourism partners
- Trade and industry **presence at overseas operator trade shows** for the region is low
- Electronic Travel Authorisation (ETA) - affecting international visitors entering ROI and travelling north. This requires completion of an online form and a small fee. It **creates friction** and might deter some exploring the region.

Annual Objectives



- To grow **destination awareness** through various digital channels
- To capitalise on **cross border marketing opportunities**
- To build relationships with **travel trade industry**
- To **leverage free marketing opportunities** through Tourism Ireland, Tourism NI and Failte Ireland
- To build a **new Explore Omagh Sperrin's website** in-house
- To **enhance and promote existing 48–72 hour itineraries**
- To **increase blog output to 24 per annum**
- To **conduct a Search Engine Optimisation (SEO) audit** of website identifying issues with page performance on search engines
- To put in place a **SEO plan** to optimise existing content for search visibility



- To produce a **keyword plan** for homepage, key sectors and key attraction pages
- To **enhance information for 3 existing key sectors** on FL website to improve search engine visibility and user experience.
- To **develop 2 new key sectors on FL website** to enhance search visibility for gap markets.
- To **develop information for 2 non-sector pulls** to facilitate travel trade market and search engine visibility.
- To **grow the asset bank available** - videos & imagery
- To review cost of continuing **use of Simpleview** (contract ends Feb 2025)
- To **participate in a brand review** for the Fermanagh and Omagh area.
- To **monitor accommodation occupancy**
- To **create standardised monthly reports for digital KPIs** for YoY performance benchmarking and delivery of search & conversion optimisation.

Target Markets

The VEDP sets out the following markets as the best prospects for growth for Fermanagh and Omagh as;

- Domestic: Northern Ireland
- Close to Home: Republic of Ireland
- Overseas: Great Britain / Germany / USA

The Republic of Ireland market will be a key focus for this in the short term but attracting international visitors from other markets will be a key focus for future growth.

DOMESTIC

Northern Ireland

CLOSE TO HOME

Republic of Ireland

OVERSEAS

Great Britain /
Germany / USA

PRIORITY TARGET SEGMENTS

NORTHERN IRELAND

Aspiring Families

Strong family focus / Activities very important (all types, variety of interests) / Need activities to suit children as well as the whole family / Planners – do a lot of research / Pay attention to price, seeking value / Consider themselves bargain hunters but not afraid to pay for quality (if worth it)

Natural Quality Seekers

Quality of accommodation important / Nature lovers, enjoy the outdoors / Preference for gentle activities / Sustainability important / Enjoy planning and like to have clear itineraries / Short breaks important part of their lives

REPUBLIC OF IRELAND

Active Maximisers

Youngest segment although significant number (57%) will have young children / Like to have planned and packed itinerary / Looking for a great destination and will plan around that / Looking for energetic experiences, unpredictability / Seeking night life, buzz but also romantic destinations / Active on social media and like to share holiday online

Open Minded Explorers

Interested in the natural environment, scenic attractions / Motivated by culture and are seeking unique experiences / Food very important and highly motivating for them / Want high quality accommodation / Older segment - concerned about their personal safety and health / Want good value for money

Indulgent Relaxers

Interested in the natural environment, scenic attractions / Motivated by culture and are seeking unique experiences / Food very important and highly motivating for them / Want high quality accommodation / Older segment - concerned about their personal safety and health / Want good value for money

PRIORITY TARGET SEGMENTS

GREAT BRITAIN

Culturally Curious

Interested in meeting the locals, exploring the place and broadening their minds.

Social Energisers

Particularly interested in partying, meeting other tourists, experiencing adrenaline-filled adventures and activities or places with a 'wow' factor.

NORTH AMERICA

Culturally Curious

Interested in meeting the locals, exploring the place and broadening their minds.

Social Energisers

Particularly interested in partying, meeting other tourists, experiencing adrenaline-filled adventures and activities or places with a 'wow' factor.

GERMANY

Culturally Curious

Interested in meeting the locals, getting off the beaten track and feeling connected to nature, while soaking up the atmosphere and exploring.

Great Escapers

Like to revisit places of nostalgic importance, enjoy peace and quiet and like to feel connected to nature while enjoying the beauty of the landscape at a change of pace

Marketing Approach

- Primary focus will be on **strengthening our existing digital platforms** and **increasing our online visibility organically**, as we lack the budget to drive paid-for marketing opportunities in the upcoming year.
- We will strategically **utilise influencer marketing**, **press contacts** and **engage with the travel trade industry** to identify, target and track marketing opportunities, as well as to foster relationships for repeat business.
- We anticipate that approximately **80% of our team's efforts will be dedicated to curating our digital platforms** including website and social media. The remaining time will be spent on relationship building, researching opportunities and funding applications.
- We will adopt a **destination first, collaborative marketing approach** to our marketing activity using owned channels with a continuous, cohesive message reflecting the travellers core motivations: exploration, adventure, time out, reconnection, bonding, celebration and social energy (as outlined by Fáilte Ireland's 7 Travel Motivations).
- This will be enhanced with seasonal campaigns which **pinpoint key moments** which the wider industry can support through their own activities. As and when available, and when appropriate, we will seek to avail of funding opportunities to amplify our marketing activity.

2024



2024 Campaigns – Get involved

Summer

(29 Apr-19 July)

Key Moments:

Summer Breaks Bluegrass
Food Market Lady of the Lake Enniskillen 10k

Autumn

(9 Sept-31 Oct)

Key Moments:

Gravel Grinder TBC
Halloween Harvest Market

Winter

(11 Nov-22 Dec)

Key Moments:

Christmas

Spring

(26 Jan -30 Apr)

Key Moments:
Valentine's Day / Mid Term
Mother's Day / Sport
St Patrick's Day / Easter

Influencer
Giveaways

Events

Competitions

Press FAMs

Collaborative
Destination Ads



Offers & Events
Website & Social media posts
Blogs
Press Releases
Consumer Ezines

Contribute to our
collaborative campaigns



Growth Areas



KEY SECTORS

- WALKING
- FISHING
- GOLFING
- CRUISING
- MUSIC (OS only)
- CONFERENCES & EVENTS
- WEDDINGS
- SPAS



NON SECTOR PULLS

- SUSTAINABILITY
- ACCOLADES
- (For Tour Operators +Press Interest)
- FAMILY FRIENDLY PLAYGROUNDS & SOFTPLAY
- TRAVEL & TRANSPORT
- CROSS BORDER WILD ATLANTIC WAY IRELANDS HIDDEN HEARTLANDS

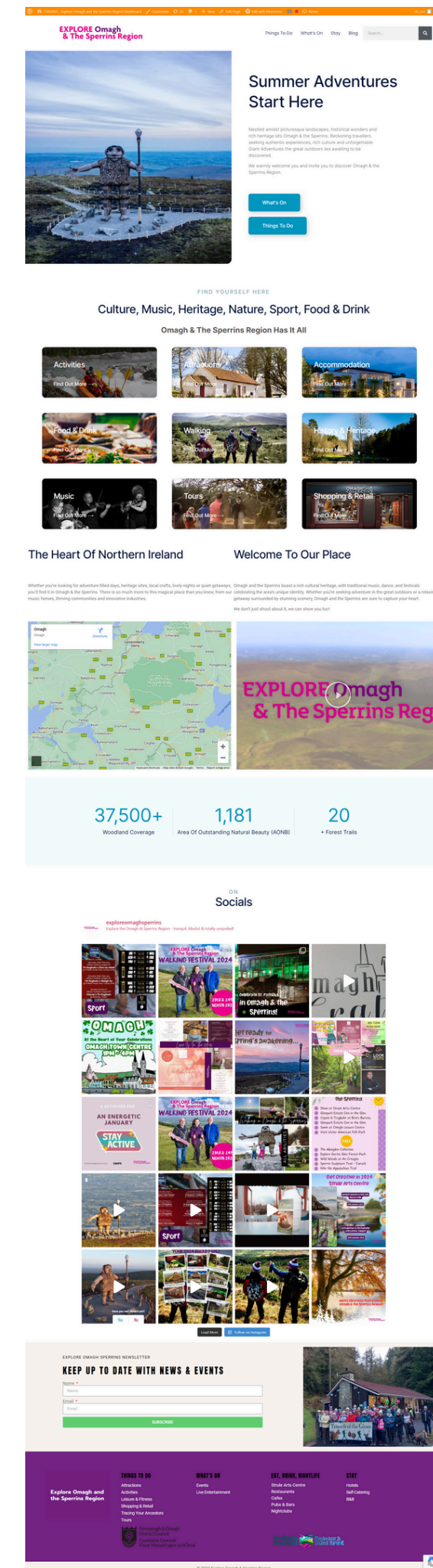
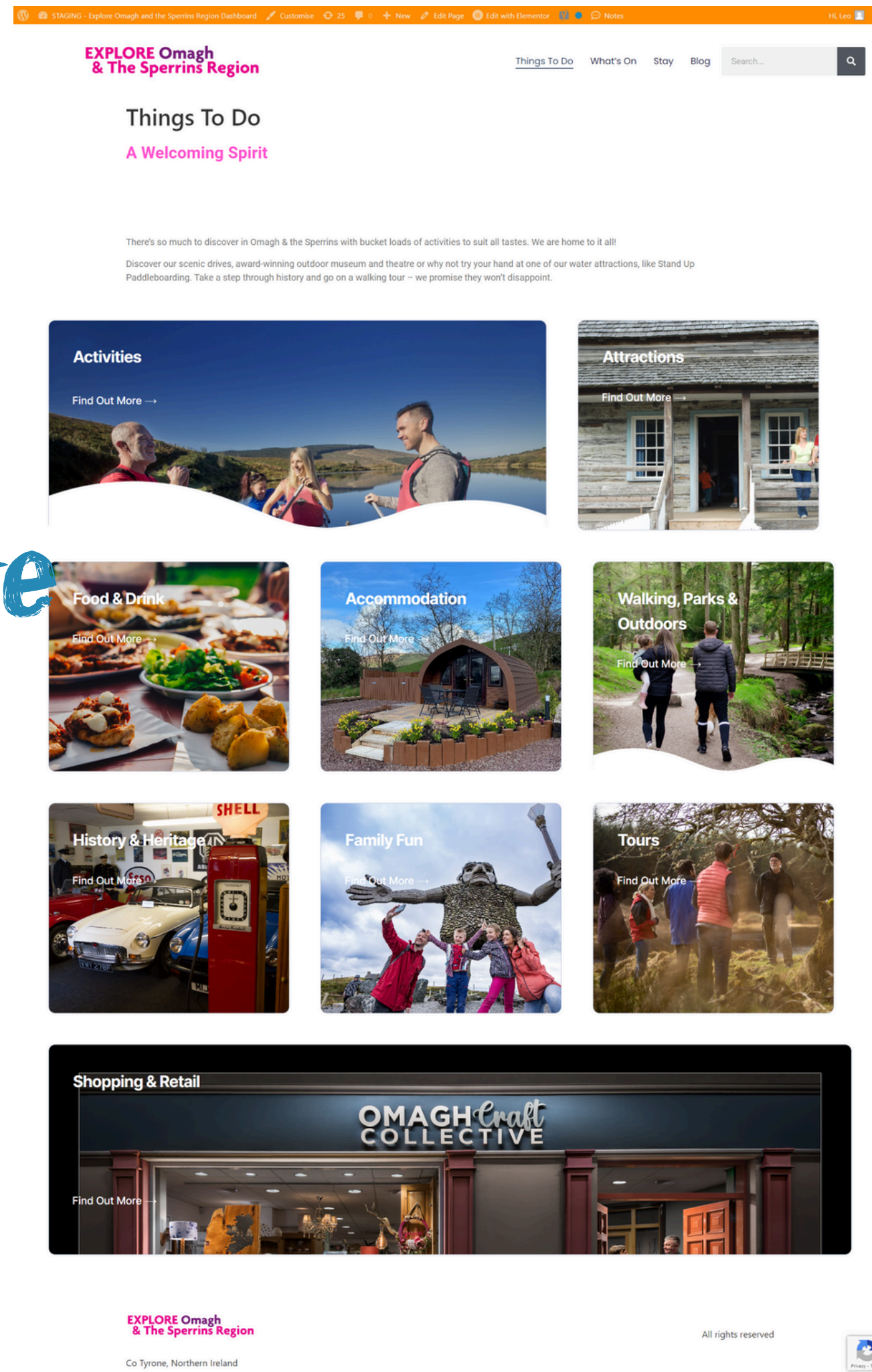
Priority Markets

- Domestic
- ROI
- GB

Growth Areas

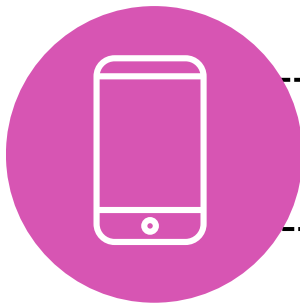
New Omagh Sperrins Website

- Design
- SEO
- UX
- Content



2024

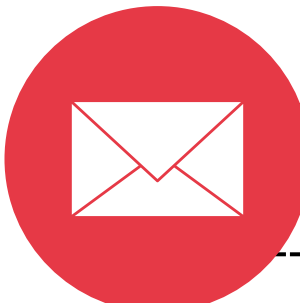
Building the foundations to better visibility, ad space, and focus on benchmark reporting



WEBSITE

- SECTOR LANDING PAGES
- USER JOURNEY & UX
- NEW OS WEBSITE

Provides op
for ad space



PR & EMAIL MARKETING

- PERSONALISATION
- AUTOMATION - phase 1



SALES / FAM

- TRAVEL TRADE - renew relationships
- PRESS - personally re-engage
- CROSS BORDER - Tourism Pop-ups



SEO

- AUDIT
- ON-SITE OPTIMISATION
- CONTENT PLANNING & DEVELOPMENT



SOCIAL MEDIA

- INFLUENCER STRATEGY
- BRAND HIERARCHY
- VIDEO CONTENT



OUTPUTS

- WEB KPIs
- SOCIAL KPIs
- REFERRAL (ATTRIBUTION)
- KEYWORD TRACKING
- COMPETITOR BENCHMARKING



Thank You

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