



**FERMANAGH LAKELAND
TOURISM MEMBERSHIP
2022**

Why Join?

Member Testimonials

By becoming a member of Fermanagh Lakeland Tourism you will join a network of around 220 businesses already benefiting from promotion through our powerful marketing channels and activities. Don't just take our word for it, below a few of our members share what being a member means to them...

"Rushin House Caravan Park has been a member of Fermanagh Lakeland Tourism (FLT) since 2007. We find FLT is a great source of information and support, including the distribution of promotional material directly to us. We have also gained customers, via direct referrals and/or the FLT website, which might otherwise pass on to outside the county. We have represented FLT and the wider tourism product within FLT at overseas trade shows. Since the onset of the Covid 19 crisis FLT have really stepped up to the mark with guidance & hands-on practical support via FLT WhatsApp group.

As a small tourism business, we would highly recommend FLT as a great source of help & guidance, with the team only a telephone call away".

Brenda & Cathal O'Dolan, Rushin House Caravan Park

"Killyhevlin Lakeside Hotel & Lodges are long standing members of Fermanagh Lakeland Tourism. As members, we value the impact of participating in their regional Marketing Campaigns to drive brand awareness, increase business and network with fellow members. We engage with the team regularly to avail of their expertise and industry knowledge as well as participating in their marketing and social media activity.

The Fermanagh Lakelands Team have consistently supported Killyhevlin Lakeside Hotel & Lodges to raise our profile by supporting our promotions and social media campaigns and has given us access to other marketing platforms alongside the ability to participate in industry and consumer events such as The Balmoral Show, Visit Britain etc., which would not be feasible as an individual property.

Fermanagh Lakeland Tourism Membership offers so many opportunities and benefits and adds real value for members. To maximise your membership, get involved and ask for help. In my experience, the Fermanagh Lakelands Team are more than willing to assist, and have been invaluable in the challenges of our current situation".

David Morrison, General Manager, Killyhevlin Lakeside Hotel & Lodges

"Erne Water Taxi has benefited from Membership with Fermanagh Lakeland Tourism through networking opportunities at events, advertising opportunities in their literature and online, updates and advice on the Tourism sector, many FAM trips and PR opportunities but most importantly and the biggest benefit is being part of a community of like-minded businesses who can collectively help promote Fermanagh".

Barry Flanagan, Erne Water Taxi

"We have been members of FLT for several years now and can honestly say that at every turn we have been offered information, support, technological help, and even a cup of tea, in order to assist with our business. We are one of the "small fish" in the Fermanagh Pond but that has never mattered, they could not have been more helpful. In light of the past year and Covid 19 their help and assistance has been invaluable. We can honestly say that without their skilful knowledge and willingness to pass this on we would no longer have a business, so thank you. Anyone thinking of joining should not hesitate".

Nigel & Mary, 1 Derrydoon Cottage (Self-catering)

Who is Fermanagh Lakeland Tourism?

Established in 1999, Fermanagh Lakeland Tourism (FLT) is the Regional Tourism Organisation responsible for marketing the Fermanagh Lakelands area. It is driven by the local industry in partnership with Tourism NI and Fermanagh & Omagh District Council.

Fermanagh Lakeland Tourism's aim is to market the region as Ireland's premier, quality, natural Lakeland destination, whilst highlighting the wide range of tourist activities, attractions and wealth of heritage and culture on offer.

Fermanagh Lakeland Tourism currently has 220 members and the Board of Directors reflects a 50/50 partnership approach between the private and public sector.

Fermanagh Lakeland Tourism enhances the working partnership between the private and public sector, building on their strengths to promote the Lakeland region as the premier tourism destination.

How can we help you?

Fermanagh Lakeland Tourism relies heavily on the membership contribution of the local tourism trade to fund the marketing activity carried out by FLT. The collective membership fees raised are reinvested into FLT's marketing programme which is also supported by contributions from Fermanagh & Omagh District Council.

The marketing activity includes seasonal advertising campaigns, maintenance and update of fermanaghlakelands.com and digital channels; attendance at relevant trade/consumer shows and exhibitions; planning of familiarisation visits for operators, journalists and social influencers and production of a variety of marketing collateral including a Visitor Guide and Map.

As a member of Fermanagh Lakeland Tourism, you are not only are you contributing to the overall marketing activity for the Fermanagh Lakelands area, but there are a number of tangible benefits you will receive.

Membership fees – what do they contribute to...

In 2019/2020 the collective membership fees raised were reinvested into FLT’s marketing programme which is also supported by contributions from Fermanagh & Omagh District Council. Therefore, **membership fees** contributed to the following marketing activity carried out by Fermanagh Lakeland Tourism.

Promotions/workshops	Presence at 9 consumer/trade workshop covering 4 geographic markets
FAM Trips	50 operators from 35 companies in 10 geographic markets 34 press from 32 media outlets in 7 geographic markets
PR Coverage	Over 11,000,000 opportunities to see from 16 print/online/social media platforms
Additional PR coverage highlights	Features on RTE Nationwide, The Telegraph, The Times, Country File Magazine and Ireland of the Welcomes (USA)
Direct Mail & Distribution	6 targeted ezines to tour operator & travel trade 3 Electronics Newsletters sent to members & trade 3 distribution runs to 140 drop off points each time
Event	15 members met with 35 Dublin based operators and press (at least 6 members already secured business) at Showcase Event organised by FLT in association with TNI
Social Media (stats based on previous year)	Facebook Likes up 39% Twitter Followers up 3% Instagram Followers up 77% YouTube Subscribers up 8% YouTube Views up 7%
Website Stats (stats based on previous year)	Pageviews up 6%

Membership Benefits

Benefits
• Contribution to FLT’s marketing activity to promote the destination
• Access to FLT’s Marketing Toolkit
• Use of the Fermanagh Lakelands logo on website and promotional materials
• Access to high resolution images and video footage
• General advice & guidance
• Regular electronic updates on industry news and events
• Access to closed Facebook Group
• Access to WhatsApp Members Group
• Invitations to industry networking events and mentoring clinics
• Web listing on fermanaghlakelands.com*
• Special Offer listings online
• Event listings online
• Digital marketing via social media channels
• Participation in seasonal marketing campaigns
• Inclusion in online itineraries
• Inclusion in tour operator presentations / ezines
• Entry in Visitor Guide & Publications
• Participate in FAM & PR Trips
• Discounted advertising opportunities on website & publications
• Opportunity to stand for election as FLT Board Member
• Eligible to vote at Annual General Meeting
• Invitations to attend exclusive FLT Trade Showcase events
• Representation at Trade & Consumer Shows
• Distribution of press releases to press & trade contacts
• Access to Letter of Support for development opportunities
• Access to Lobbying Platform

PLEASE NOTE: FLT will only publish / promote content they feel is appropriate and relevant.