



# Fermanagh Lakeland Tourism

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**MEMBERSHIP 2024**

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# Why Join?

## Member Testimonials

**By becoming a member of Fermanagh Lakeland Tourism, you will join a network of 200+ 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...**

*Lough Erne Resort has been a proud member of Fermanagh Lakeland Tourism since its inception over 15 years ago and has no hesitation in recommending the membership services of this highly valued organisation to other neighbouring tourism providers.*

*Fermanagh Lakeland Tourism continue to offer credible marketing and PR initiatives which continue to evolve, supported by 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**

*Fermanagh Lakeland Tourism have been a massive support to our business. They have helped with marketing our events via their Social Media channels. Their 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**

## 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 2022/2023 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.

<b>Promotions/workshops</b>	Presence at 10 consumer/trade workshop covering 5 geographic markets
<b>FAM / Press / Influencer Trips</b>	55 inc. a range of NI & ROI influencers & journalists and tour operators from GB, Aus/NZ, US & Netherlands
<b>Marketing Campaigns</b>	Seasonal campaign activity included <ul style="list-style-type: none"> <li>• VOD (RTE Player, Sky Go ITV Hub &amp; All 4)</li> <li>• Adshel adverts</li> <li>• Digital advertising</li> <li>• Social media advertising</li> <li>• PR</li> </ul>
<b>Social Media (stats based on previous year)</b>	Facebook Likes up 20% Twitter Followers up 0.5% Instagram Followers up 19% YouTube Subscribers up 4% YouTube Views up 2.7%
<b>Website Stats</b>	310,000 page views 174,000 users
<b>Marketing collateral</b>	New Visitor Guide & Map produced
<b>Direct Mail &amp; Distribution</b>	16 consumer/member ezines circulated including new product alerts, newsletter etc.  2 distribution runs to drop off points within Fermanagh
<b>Trade Talks</b>	FLT hosted 3 no. webinars for FLT members: <ul style="list-style-type: none"> <li>• Tourism Ireland Industry Opportunities</li> <li>• TXGB</li> <li>• Climate Awareness</li> </ul>
<b>Trade visits</b>	34 trade visits to FLT members throughout the region
<b>Trade Liaison</b>	142 participants on Industry WhatsApp group

## Membership Benefits

<b>Benefits</b>
• 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